

# 20% BY 2020 Urban Water Use Reduction SCOPING Discussion

## Creating Equitable Policy

Many agencies are concerned about how the baseline will be established, and what sort of targets they will be expected to meet given that baseline.

Thinking about these concerns and others, what should be the basis of the baseline and targets?

### SCALE

The baseline and targets could be calculated at per capita urban water use scales ranging from statewide to regional, to agency, to the individual connection, etc. What should be the scale?

### BASELINE

California uses water in different amounts and ways depending on whether or not it is a wet or dry year. How should decision makers factor this into the baseline and target years?

### REDUCTION TARGETS

Some agencies feel they have already done a lot of conservation already and are nervous about being penalized for their proactive programs (i.e., it's a lot harder to reduce by 20% if you've already picked all the low hanging fruit due to cost, demand hardening, etc). Given that some agencies and communities are farther along than others, how should decision makers set the demand reduction targets and ensure they are fair to all?

### PERFORMANCE

Thinking about the scale and targets, how would you measure performance? What would be the implications of meeting/not meeting these targets?

### INTERIM TARGETS

Given the magnitude of the change, and potential implications of meeting or not meeting targets, what are some potential approaches for setting interim targets?