

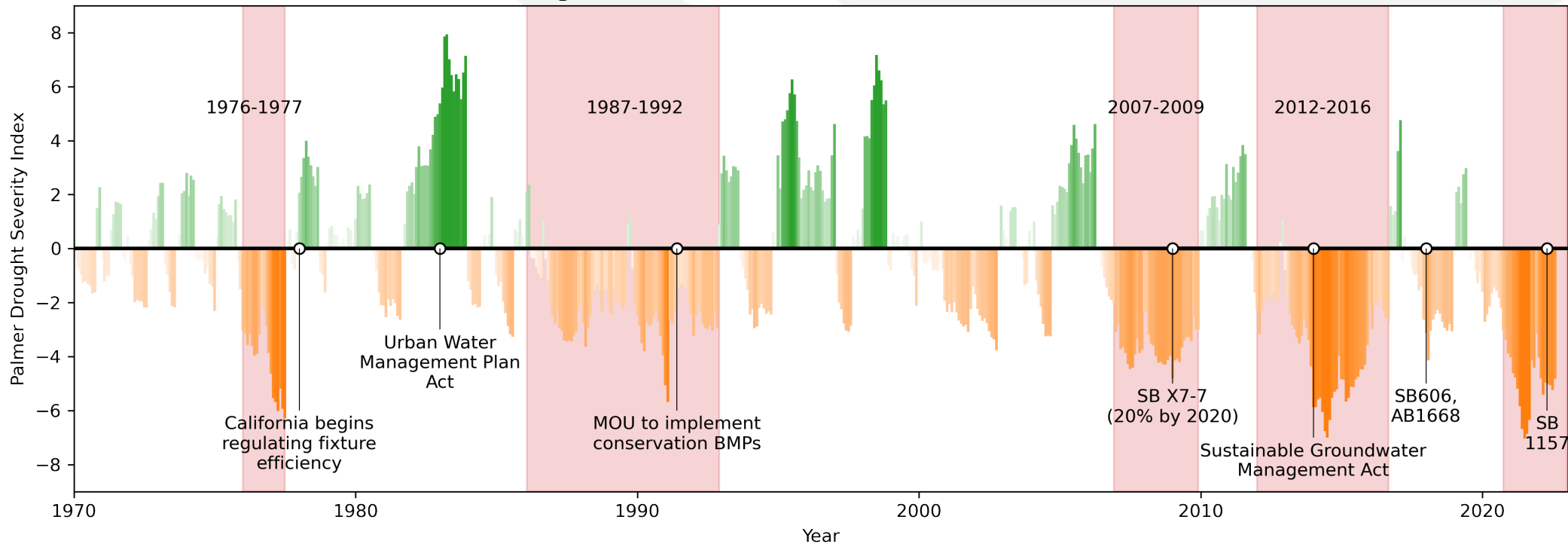
Water Conservation and Messaging

Office of Research, Planning and Performance
and Communications Office

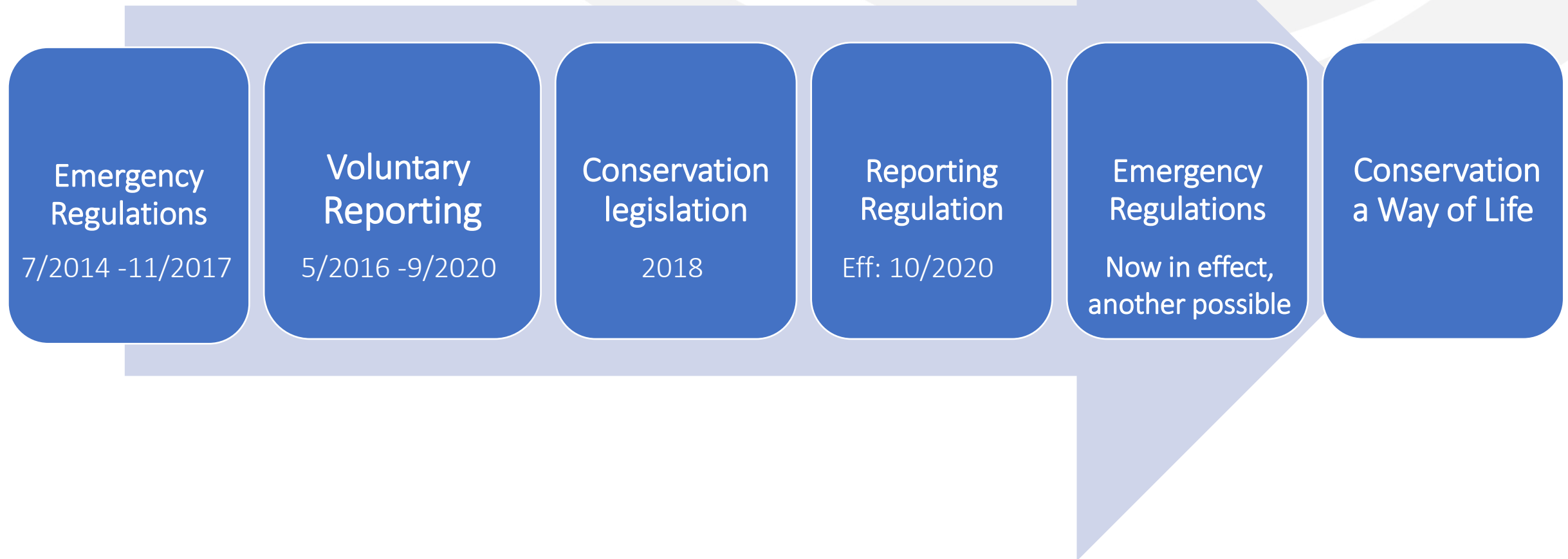


The long view

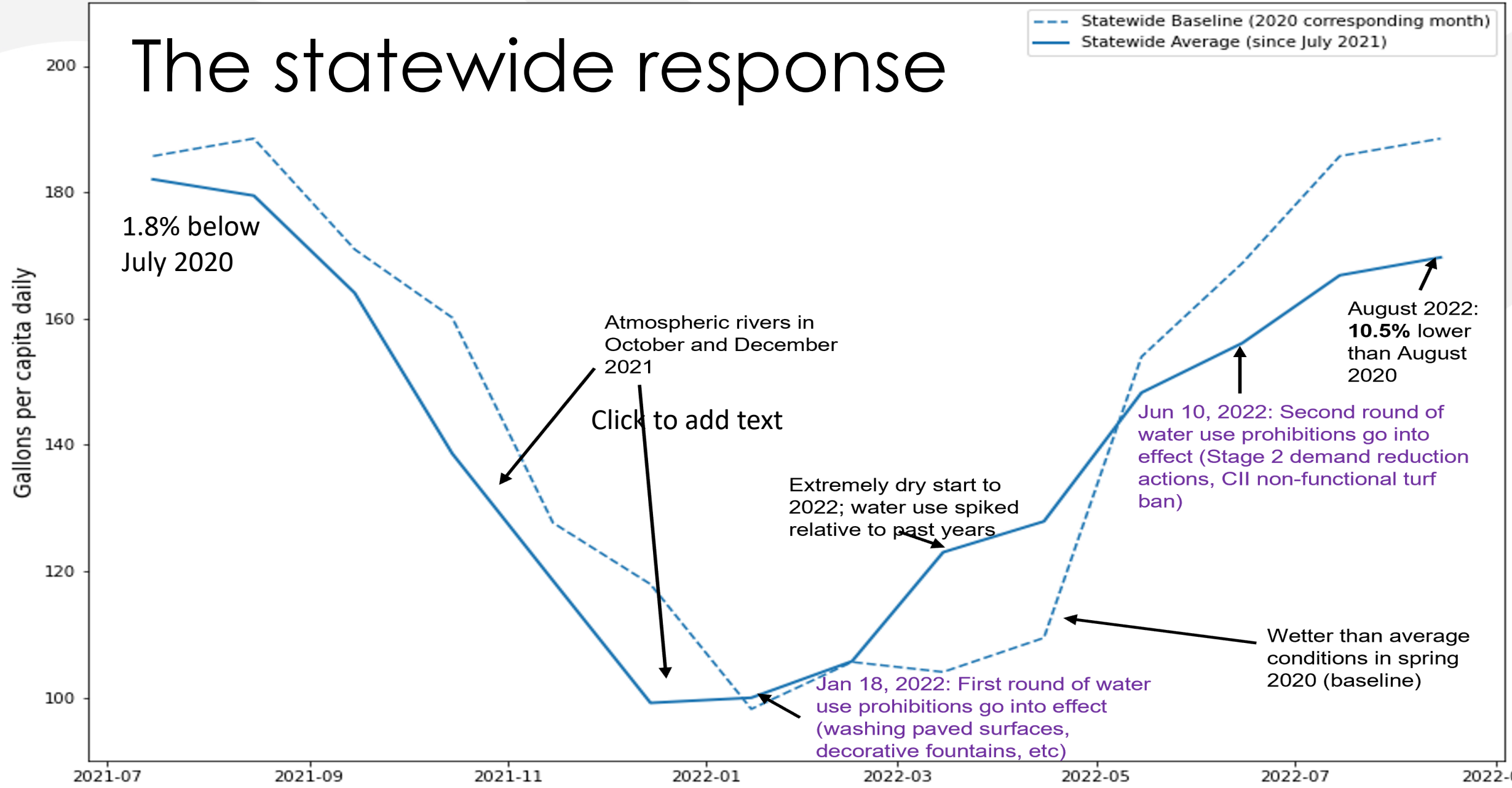
Drought and Conservation Actions in California



Prior drought, this drought



The statewide response



Water Supply Strategy

If drought conditions persist, new short-term requirements could take effect no later than spring 2023.

- Emergency conservation measures that would expedite implementation of conservation in a way that is already mandated through the 2018 laws.
- The new requirements would consider the relative efficiency of each supplier. These new efficiency targets would therefore work as a bridge to take California from voluntary measures to efficiency-based, water-use budgets that account for differences in climate zones, landscape area, population, and other factors.



Evolution of Conservation Key Messages

- We are in drought (the entire state)
- Water waste during drought is not acceptable
- Water use is weather driven
- Most urban water use is outdoors – cutting back outdoor use results in the most savings
- With climate change and aridification, drought is no longer temporary – and conservation is now a way of life

DROUGHT 2021

As California's drought deepens, water use drops only 1.8%

OPINION

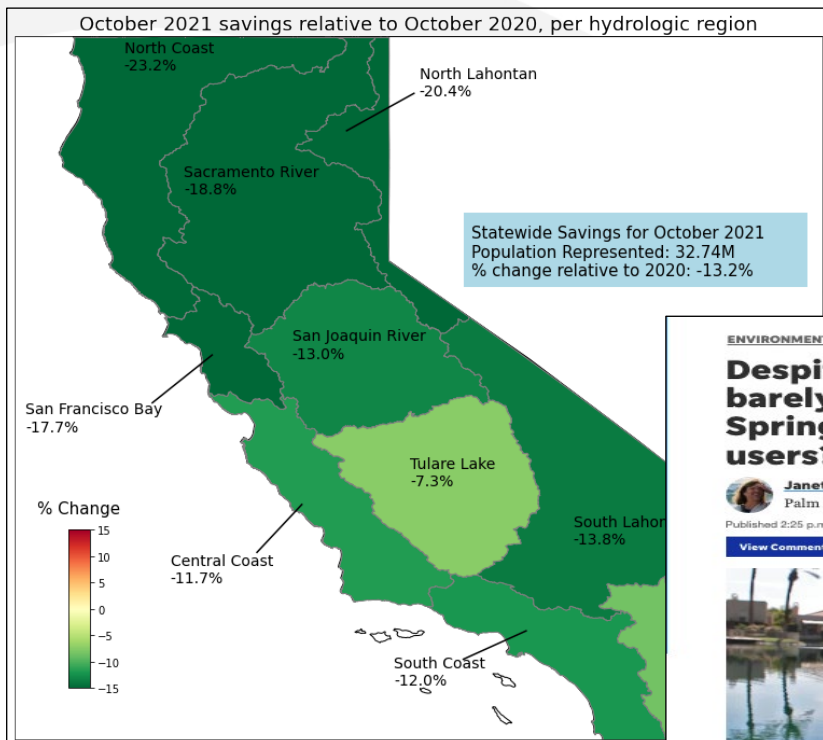
Editorial: Yes, Southern California, we have a water shortage emergency too

- Governor's Call for Voluntary Conservation of 15% over 2020 – (July 8 2021)
- Monthly urban retail water supplier reports at State Water Board meetings
- Statewide vs. Monthly vs. Regional figures
- Immediate comparison to previous drought and questions about mandatory measures



The Media's Coverage of Conservation

Localized Conservation Coverage



- Reporters leveraged our data to examine local patterns of water use, and call into question local decisions
- As the media became familiarized with our data it became a trusted source and launching point for other stories
- Localized reporting drove a better understanding of how weather influences water use – driving home the amount that is used outdoors

NEWS · ENVIRONMENT · News

California drought: Water conservation increasing statewide, Bay Area saving more than Southern California

Statewide urban water use fell 7.6% in June, short of Gov. Gavin Newsom's 15% target, but double the savings in May



Helping us make the case for restrictions

- Explained record-shattering dryness & the nexus with low conservation numbers
- Helped build a sense of urgency and support for Executive Order, SWCRB regulations and strict local cutbacks
- While critical of state policy at times, the media has become a partner in amplifying conservation messages

