



Association
of California
Water Agencies

Since 1910

Leadership • Advocacy
Information • Service



Drought Impacts, Responses and Preparedness

March 11, 2014 • MCWRA & ACWA Region 3 Program
Jennifer Persike, ACWA Executive Director for External Affairs & Operations

ACWA Background

What is ACWA?

- + Largest coalition of public water agencies in the country
- + Its nearly 440 members are responsible for 90% of water delivered to cities, farms and businesses in California
- + In our 104-year history, our members have faced a number of serious droughts



2014 California Drought

Each Drought Unique

- + 1976 – 1977
- + 1987 – 1992
- + 2007 – 2009
- + 2012 – ?
- + Each has affected different areas of the state depending on a number of factors (population, source water, infrastructure)



2014 California Drought

This is Not a Drill....

- + 2014 appears to be a drought like no other
- + Governor's Drought Declaration a powerful signal
- + Statewide drought, but some areas harder hit than others
- + All hands on deck to address the crisis this year



2014 California Drought

Statewide Approach to Statewide Problem

- + Water agencies in every region supporting call for conservation
- + We are one state
- + Focus assistance on hardest-hit areas
- + Manage crisis this year, advance solutions to minimize future droughts



2014 California Drought

Where it hurts....

- + Sacramento region ground zero for urban impacts this year
- + Folsom Lake
- + Small communities are also vulnerable:
 - Willits (Mendocino County)
 - Santa Cruz
 - Santa Barbara County
 - Water-deprived communities in San Joaquin Valley
- + Common theme: areas most impacted are those that depend heavily on a single watershed/source of supply

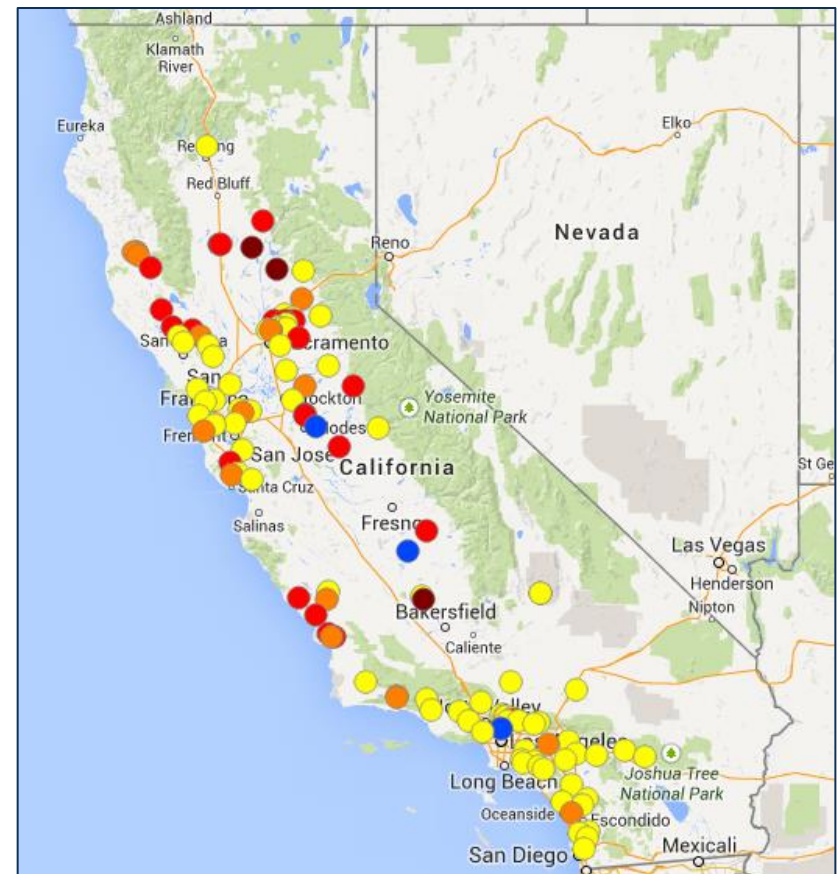


2014 California Drought

Local agency response

- + Mandatory restrictions / conservation in at least 28 communities / service areas
- + At least 104 agencies calling for voluntary / increased conservation in support of governor's request
- + Drought emergency / water shortage declared in 30 communities / jurisdictions

ACWA Interactive Map www.acwa.com



2014 California Drought

ACWA Informal Survey:

- + 56% of respondents say primary source of supply reduced due to drought
- + More than half face cuts in surface water deliveries
- + About one-half are drawing down surface storage to cope this year
- + About one-third relying more heavily on groundwater
- + 77% have drought contingency plans in place
- + 82% have conservation campaigns aimed at customers

** Informal survey conducted by ACWA in late Jan /early Feb. 100 agencies responded.



2014 California Drought

- + 92% of California voters say drought is top issue
- + All eyes on California water
- + Drought provides opportunity to promote infrastructure investment



2014 California Drought

ACWA Response:

- + Drought Action Group – Formed in January 2014
 - Member reps from around the state
 - Focus on identifying areas most impacted and alternatives/ solutions
 - ACWA to present needed actions to Brown Administration to combat this and future droughts



2014 California Drought

STATEWIDE COORDINATION

+ External Coordination



CALIFORNIA
FARM BUREAU
FEDERATION



CALIFORNIA STATE
ASSOCIATION OF COUNTIES



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES



*Also through ACWA Communications Committee

2014 California Drought

STATEWIDE COORDINATION

- + Briefings – Feb. 14, 2014 – Sacramento
 - + 200 in attendance
 - + 1,400 via webcast
 - + Governor's task force members kicked off
 - + Extensive Media



2014 California Drought

STATEWIDE COORDINATION

- + Information Sharing
- + Drought update
- + Weekly talking points on conditions
- + Trends in coverage and messaging
- + FAQs
- + General Information



February 18, 2014

This is the fourth issue of the California Drought Update, compiled by the Association of California Water Agencies (ACWA). We keep media and other audiences current on drought conditions, impacts, news and other developments. Please visit CWA's website for additional information and resources. Questions? Contact Ken Mager, ACWA Director of Communications, kem@acwa.com or 916.414.545.

[Sacramento Briefing Explores Impacts and Responses to 2014 Drought](#)

Drought and the need for broad coordination among agencies to respond to the threat of a California 3 sponsored briefing Friday in Sacramento where state, federal and the unprecedented pressures placed on the agencies because of the record? About 75 people attended the half-day briefing at the Crest Theatre and more! ched via webcast. The briefing was sponsored by ACWA, the California Resources League of California Cities, California State Association of Counties, Coalition, California Farm Bureau Federation, Metropolitan Water District of others. [Read More here.](#)



Weekly Drought Brief Monday March 3, 2014

CURRENT CONDITIONS

Recent Precipitation: Strong winter storms hit California beginning Wednesday, bringing heavy rain and snow across the state. Both Northern and Southern California received significant rain, and the Sierra Nevada gained substantial snowpack. Heavy rains in Southern California brought mudslides and a limited number of home evacuations in Los Angeles County. Storms continued through the weekend, mostly trailing off on Sunday.

- Precipitation totals (in inches) from Monday, February 24 through Sunday, March 2:
- Folsom:** 2.50" in the last week, 10.85" since July 1, 68% of normal by this date.
 - Fresno:** 1.11" in the last week, 3.40" since July 1, 25% of normal by this date.
 - Hatch-Helby:** 3.15" in the last week, 13.48" since July 1, 51% of normal by this date.
 - Los Angeles:** 3.84" in the last week, 5.04" since July 1, 44% of normal by this date.
 - Moderate:** 1.4" in the last week, 4.55" since July 1, 48% of normal by this date.
 - Oroville:** 2.04" in the last week, 12.15" since July 1, 50% of normal by this date.
 - Pullock Pines:** 2.45" in the last week, 16.72" since July 1, 43% of normal by this date.
 - Redding:** 4.02" in the last week, 12.84" since July 1, 50% of normal by this date.
 - Sacramento:** 1.45" in the last week, 4.45" since July 1, 41% of normal by this date.
 - Shasta:** 6.82" in the last week, 19.72" since July 1, 42% of normal by this date.
 - Willits:** 2.10" in the last week, 18.64" since July 1, 51% of normal by this date.

Near-term Outlook for Precipitation: Smaller storms are likely this week in northern California, with a very high likelihood of precipitation along the north coast and inland to Redding. By Wednesday or Thursday, rain and snow could spread to the central part of the state, from the Coast Range to the Sierra Nevada. More modest rainfall is expected with these storms than last week.

"Despite two large storms over the past three weeks, heavy rain and snow would have to fall throughout California very frequently from now until May to reach average annual rain and snowfall levels."

Now more than two-thirds of the way through the rainy season, many areas in the northern part of the state are at least 15 inches short of average annual precipitation. So it would take more than a half an inch of rain from Redding to Fresno every other day until May to get back to average precipitation in the watersheds that supply most of California's drinking and irrigation water. Even with such precipitation, California would remain in drought conditions, due to low water supplies in reservoirs from the two previous dry years.

Snow survey: The most recent [snowpack survey](#), conducted on February 27, recorded California snowpack at 24% of normal. A more [recent update](#) using automated devices after the recent storm (March 2) shows snowpack at 32% of normal.

2014 California Drought

INFORMATION CLEARINGHOUSE

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2014 California Drought

INFORMATION CLEARINGHOUSE Extensive Media Relations

State must unite to deal with drought's challenges

MANDATORY CONSERVATION IS ON HORIZON

By JOHN A. COLEMAN
Special to The Bee

Nearly every day brings fresh signs that California is in a drought of epic proportions. Whether it's the historic announcement of zero deliveries from the State Water Project or the latest survey confirming the lowest Sierra snowpack on record for the date, it's clear that we are entering uncharted territory.

If the dry conditions are unprecedented, so, too, are the actions in response. Citing a need to preserve what water remains in key reservoirs, state officials told local water agencies to expect zero water from the project this year. Officials also laid out a series of steps to preserve supplies and provide flexibility to maintain operations and meet environmental needs.

The announcement, just two weeks after Gov. Jerry Brown declared a statewide drought emergency, came days after President Barack Obama called the governor to pledge federal support to assist the state. The governor then sat down with water leaders in Southern California to stress the need for water conservation and other actions to manage the crisis.

In a year shaping up to be like no other, local water managers

from every corner of California are uniting in support of the governor's call for a statewide response to a statewide problem. We are one state, after all, and residents everywhere can do their part to embrace the governor's request for all Californians to reduce water use by 20 percent.

The Save Our Water program (www.saveourwater.org), a partnership between the Association of California Water Agencies and the Department of Water Resources, has an array of tools and resources to help consumers reduce their water use.

How unprecedented is this drought? The facts on the ground tell the story. The latest snow survey found the Sierra snowpack — so critical to filling our reservoirs and streams in the spring — is virtually nonexistent. Key state reservoirs, already at record-shattering low levels, have little chance of recovering this spring. In fact, reservoir storage is much lower at this point in the year than it was in the severe drought year of 1977. And our population has more than doubled, from 18 million in 1977 to 38 million today.

Although this is indeed a statewide drought, some areas are being squeezed more than others. Communities in the Sacramento region that rely directly on rapidly shrinking Polson Lake, for example, are bracing for potentially dire conditions later this year. Mandatory conservation is almost certainly on

the horizon for some communities. At least three counties — Mendocino, Santa Barbara and San Joaquin — have declared local drought emergencies, and others will consider action this month.

The Tulareme Utilities District in Sonoma is requiring customers to reduce water use by 50 percent in the face of dwindling storage in its two main reservoirs. Meanwhile, the State Department of Public Health has identified some 17 small communities and drinking water systems that could face severe water shortages in the next 60 to 100 days.

In the Central Valley, growers are bracing for cutbacks in surface water supplies. Some water-deprived areas in the San Joaquin Valley are facing surface supply cuts ranging from 50 percent to 100 percent this year. Many will lean heavily on groundwater, which could worsen subsidence in some areas. In many cases, fields will go fallow, affecting jobs not only in these areas, but statewide.

State and local officials are moving quickly to get resources and assistance to the hardest-hit pockets of pain. At the Association of California Water Agencies, we are assembling a drought task force to identify short-term needs and measures that will help, and to look at the long term to minimize future droughts of this proportion.

Local water managers prepare for dry times by putting contingency plans in place to respond to drought, and also by diversifying their portfolio of

source and supply. They have incorporated lessons learned from past droughts and identified appropriate steps to respond as dry conditions emerge. But even the best-laid plans can be overwhelmed by Mother Nature.

Many regions have made significant investments in the last decade to expand local surface and groundwater storage, boost water-use efficiency and bring water recycling and other strategies on line to stretch supplies on an ongoing basis. These investments — particularly in water storage — are proving invaluable this year. We need to replicate that success in every region of California and at the statewide level.

The governor has called for a comprehensive action plan that includes the above-mentioned investments. The Association of California Water Agencies strongly supports such a plan and stands ready to work with the governor, the Legislature and others to advance an plan and needed public financing in the form of a water bond this year.

Extraordinary times call for extraordinary measures. We can — and must — rise to the challenge and come together.

John A. Coleman is president of the statewide Association of California Water Agencies, a member of the East Bay Municipal Utility District Board of Directors.



- Al Jazeera
- Business Insider
- The California Aggie
- CBS Local
- Circle of Blue
- Digital Journal
- The Friday Flyer
- KCRA TV — Sacramento
- KERO — Bakersfield
- KFBK News Radio — Sacramento
- KGET — Bakersfield
- KGO Channel 7 — San Francisco
- KICU — S.F./Oakland/San Jose
- KOVR CBS 13 — Sacramento
- KTXL Fox 40 — Sacramento
- KXJZ NPR Radio — Sacramento
- KXTV 10 — Sacramento
- LA Times
- Marin News
- Maven's Notebook
- My Desert
- NBC Bay Area
- New York Times
- Newsmax
- Newsweek
- The Packer
- Sacramento Bee
- San Francisco Chronicle
- San Jose Mercury News
- Stockton Record
- Roadrunner
- Reuters
- UT San Diego
- USA Today
- Wall Street Journal

2014 California Drought

INFORMATION CLEARINGHOUSE

Speakers Bureau

- + League of California Cities
- + California Business Roundtable
- + California Water Commission
- + Sacramento Area Council of Governments
- + Sustainable Ag Expo
- + UC Davis Resources Seminar

2014 California Drought

INFORMATION CLEARINGHOUSE

General Messaging

- + 2014 unprecedented drought
- + Governor's drought declaration – a powerful signal
- + Impacts vary by region
- + We are one state
- + All must do our part
- + Future investments are needed

2014 California Drought

EDUCATING THE PUBLIC

Save Our Water

- + Created in 2009 in response to drought. Umbrella program designed to support local agencies' public education efforts
- + Partnership between ACWA & DWR – ACWA manages through contract
- + Program is research based: Research shows public is willing to conserve...but don't always know what to do
- + Save Our Water is focused on the CONSUMER
- + Complements local programs



Save Our Water

EDUCATING THE PUBLIC

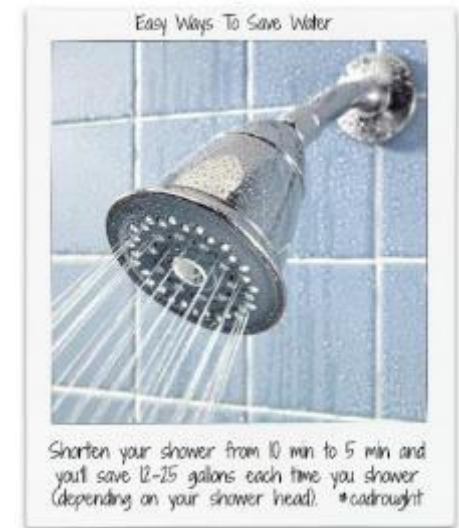
Spreading the Message

RADIO ADS

- + Five major markets: Metro Los Angeles, San Francisco/Bay Area, San Diego, Sacramento and Fresno
- + 14 Small Markets: Riverside, Modesto, Bakersfield, Chico, San Luis Obispo and more

SOCIAL MEDIA

- + Facebook
- + Twitter



FOLLOWERS
7,030



Save Our Water @SaveOurWater · Feb 10

Thanks to @CalFit for asking its members to conserve h2o and directing them to saveourh2o.org! #cadrought

Expand

↩ Reply 🗑 Delete ★ Favorite ... More

Save Our Water 2014 Theme

EDUCATING THE PUBLIC



Californians Don't Waste.💧

2014 Theme – Californian's Don't Waste

EDUCATING THE PUBLIC

The official 2014 California hose



Sweep, don't spray, because Californians Don't Waste.

The official 2014 California shower



Skip a shower to save water because Californians Don't Waste.

2014 Theme – Californian's Don't Waste

EDUCATING THE PUBLIC – MINIVIDEOS

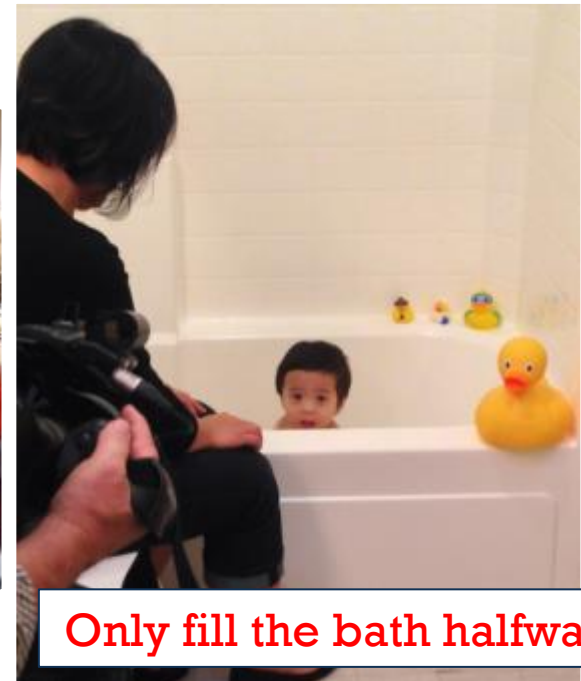
Wash full loads!



Go to a professional carwash!



Only fill the bath halfway!



Californians Don't Waste💧

SOW Supporting Local Efforts

EDUCATING THE PUBLIC

CALIFORNIA ESTA EN SEQUÍA ESTATAL
Reduce Su Uso de Agua por 20%

¿COMO PARECE UNA REDUCCION DE 20% en el uso de agua?

TÍPICO USO DIARIO
Una persona típica usa 196 galones de agua cada día. Aquí se muestra cómo ahorrar para reducir su uso por 20% al día.

196 GALONES AL DÍA

INSTALA REGULADORES CON RESTRICCIÓN DE PASO EN LAS LLAVES
ahorra **1.2 GALONES** al día

USA LA LAVADORA DE ROPA SOLAMENTE CUANDO ESTÉ LLENA
ahorra **15-45 GALONES** por lavada

CIERRE LA LLAVE AL CEPILARSE LOS DIENTES
ahorra **10 GALONES** al día

REDUCE TU TIEMPO EN LA DUCHA A CINCO MINUTOS
ahorra **12.5 GALONES** al día

USA LA LAVADORA DE PLATOS AUTOMÁTICA SOLAMENTE CUANDO ESTÉ LLENA
ahorra **5-15 GALONES** por lavada

Para obtener más ideas, visita www.water.ca.gov

CALIFORNIA IS IN A DROUGHT
Reduce 20% Reduction in Water Use Right Now

WHAT DOES A 20% REDUCTION in water use look like?

AVERAGE DAILY USE
The average California person uses 196 gallons of water each day. Here's how to reduce your use by 20%:

TURN OFF WATER WHEN BRUSHING TEETH OR SHAVING
saves **10 GALLONS** per person/day

TAKE FIVE-MINUTE SHOWERS INSTEAD OF 10-MINUTE SHOWERS
saves **12.5 GALLONS** with a water-efficient showerhead

ADJUST SPRINKLERS TO WATER PLANTS, NOT DRIVEWAYS
saves **15-25 GALLONS** each time you water



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CALIFORNIA IS IN A DROUGHT
Reduce 20% Reduction in Water Use Right Now

WHAT DOES A 20% REDUCTION in water use look like?

AVERAGE DAILY USE
The average California person uses 220 gallons of water each day. Here's how to reduce your use by 20%:

INSTALL A "SMART" CONTROLLER
saves **15 GALLONS** each time you water

INSTALL A HIGH-EFFICIENCY WASHING MACHINE (WATER FACTOR OF 4.0 OR LESS)
saves **10-20 GALLONS** per load

INSTALL AERATORS ON BATHROOM FAUCETS
saves **1.2 GALLONS** per person/day

INSTALL A HIGH-EFFICIENCY TOILET (1.28 GALLON/FLUSH)
saves **10 GALLONS** per person/day

ADJUST SPRINKLERS TO WATER PLANTS, NOT DRIVEWAYS
saves **12-15 GALLONS** each time you water

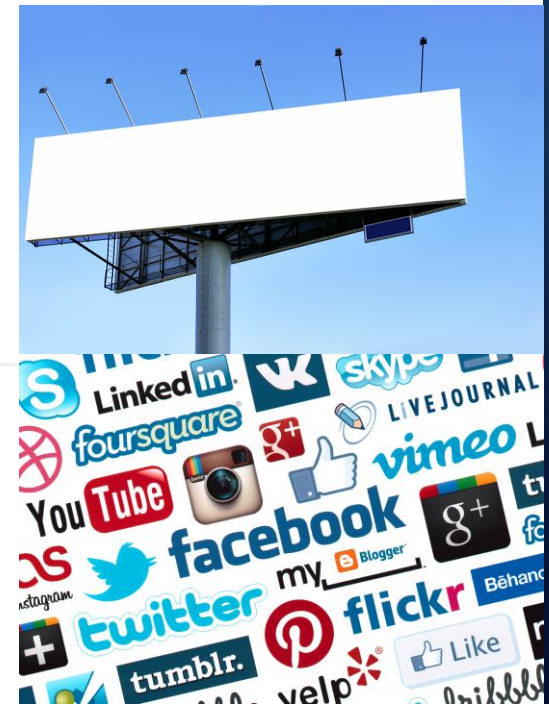
REDUCE WATERING TIMES AND WATER BETWEEN 2 A.M. AND 5 A.M.
saves **25 GALLONS** each time you water

Materials in English & Spanish

- Modify tools for agencies
- Must still adhere to branding standards

Program Elements to be Added with New Funding

- + Polling
- + Ramped-up paid advertising
 - + Radio
 - + Social
 - + Billboards (also digital)
 - + Theatre ads



2014 California Drought

2014 Drought will:

- + Cut into the fabric of our economy.
- + Require active management by local water agencies, and a conservation ethic among our citizens will get us through 2014.
- + Demand comprehensive solutions like ACWA's Statewide Water Action Plan and the Brown Administration's California Water Action Plan.

To learn what you can do today go to www.saveourh2o.org.

Contact & More Information

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916.441.4545 • www.acwa.com

