



Benefits of Doing Your Part to Conserve

California Water Service Company • Chico District
April 16, 2009

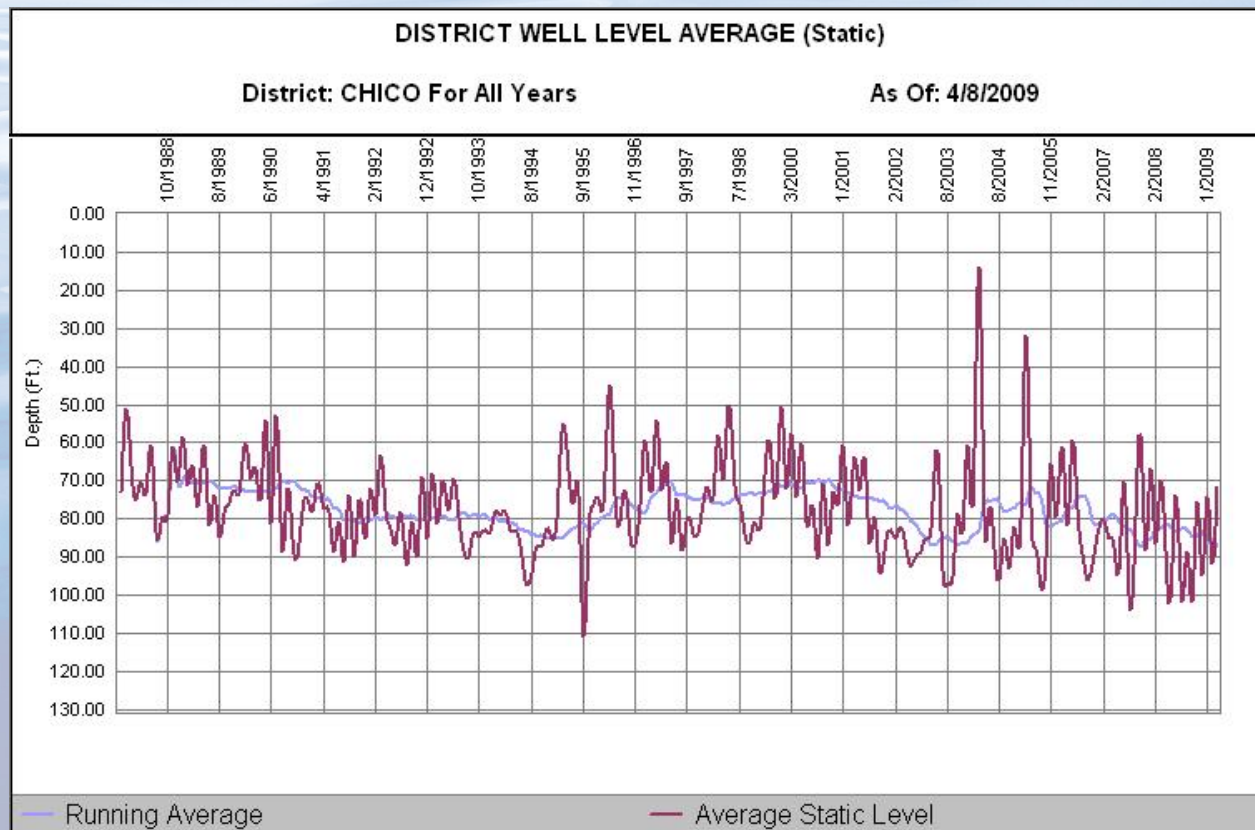
Chico District

- Formed in 1926 with the purchase of Chico Water Supply Company, Chico-Vecino Water Company, and the C.C. White Water Company
- Currently serves Chico, Hamilton City, and Durham
- 27,500 service connections
- System includes:
 - 362 miles of pipeline
 - 71 wells
 - 3,710 fire hydrants
 - 2.4 million gallons of storage

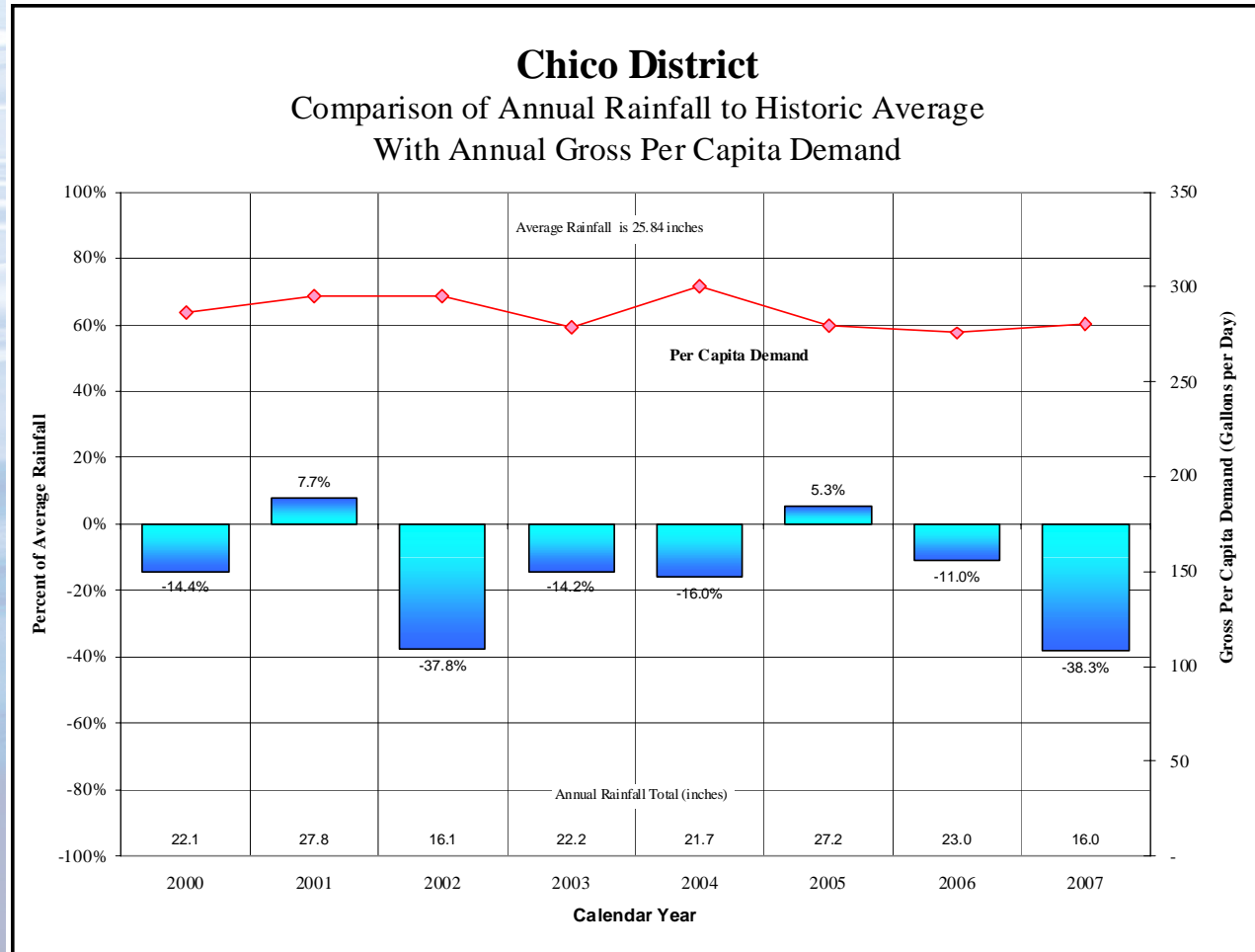


Chico Water Supply

- Sole source of water supply is groundwater
- Extracted from aquifers of Sacramento River Valley

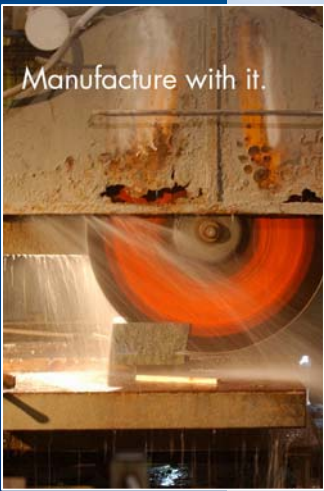
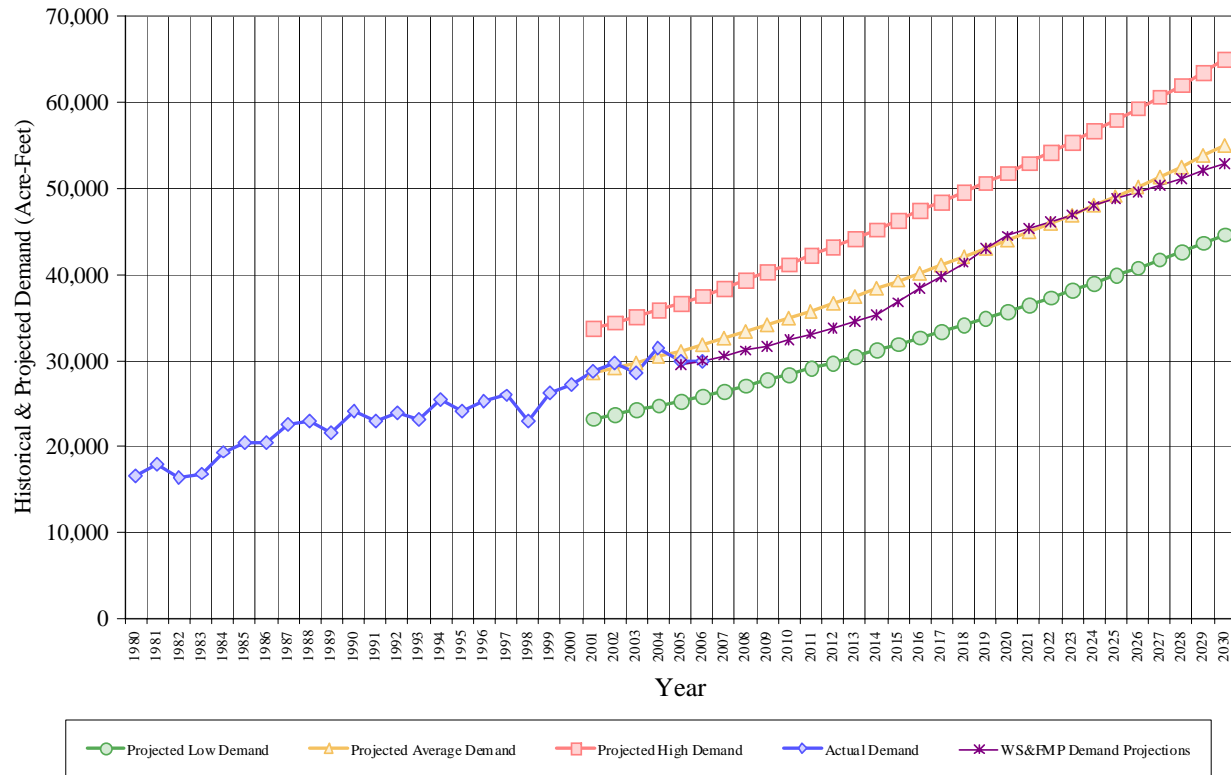


Comparison of Annual Rainfall and Gross Per Capita Demand



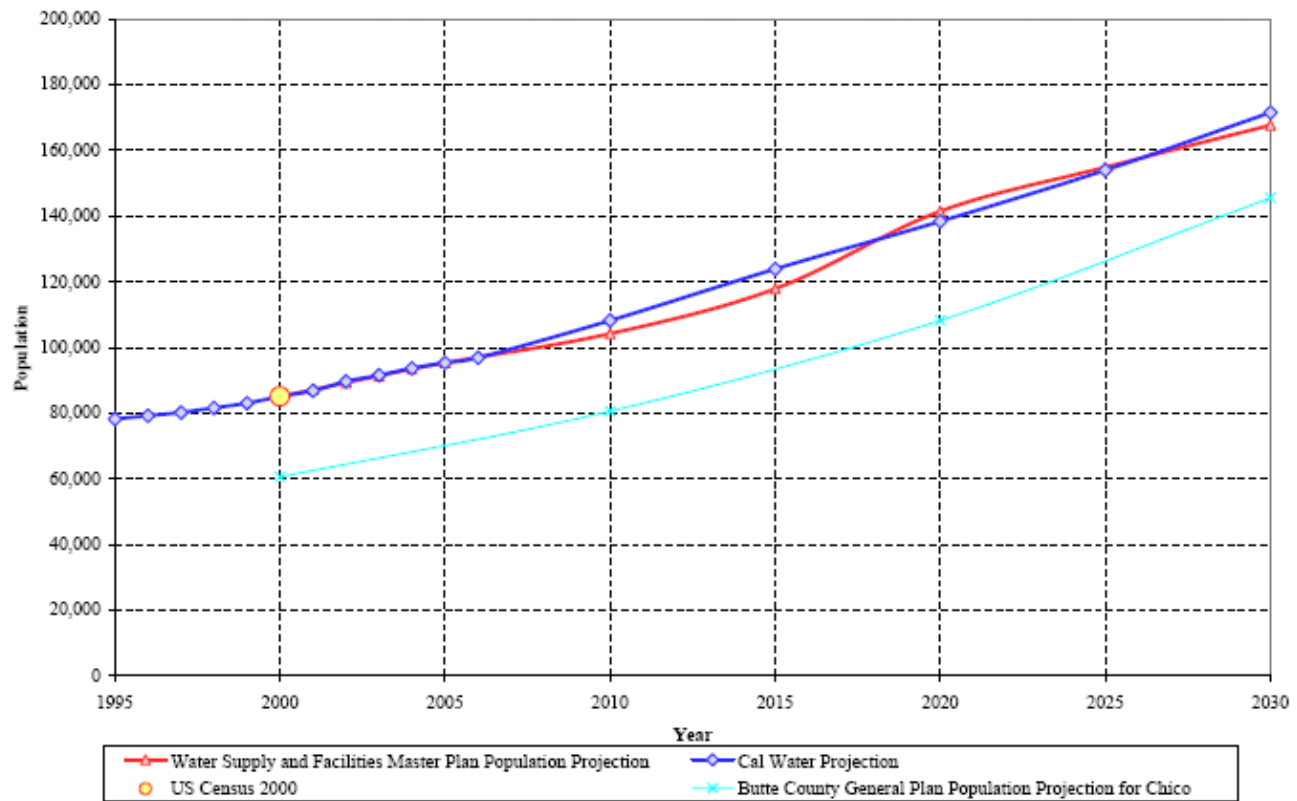
Chico Historical and Projected Demand

Chico District
Historical & Projected Demand
 (With System Losses)



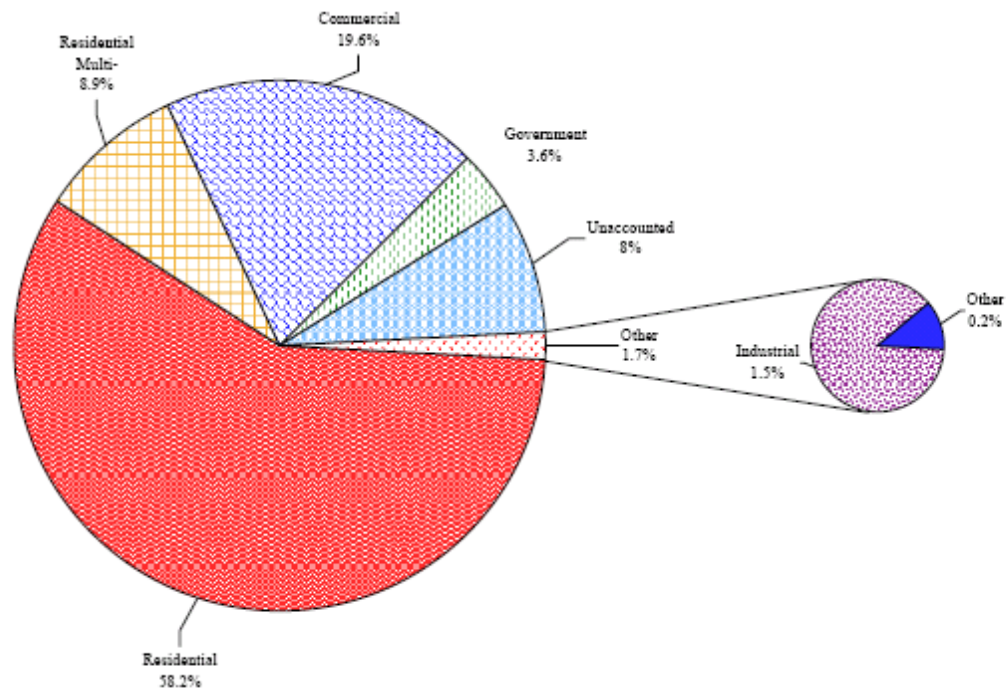
Chico Population Estimate

Chico District Population Estimate



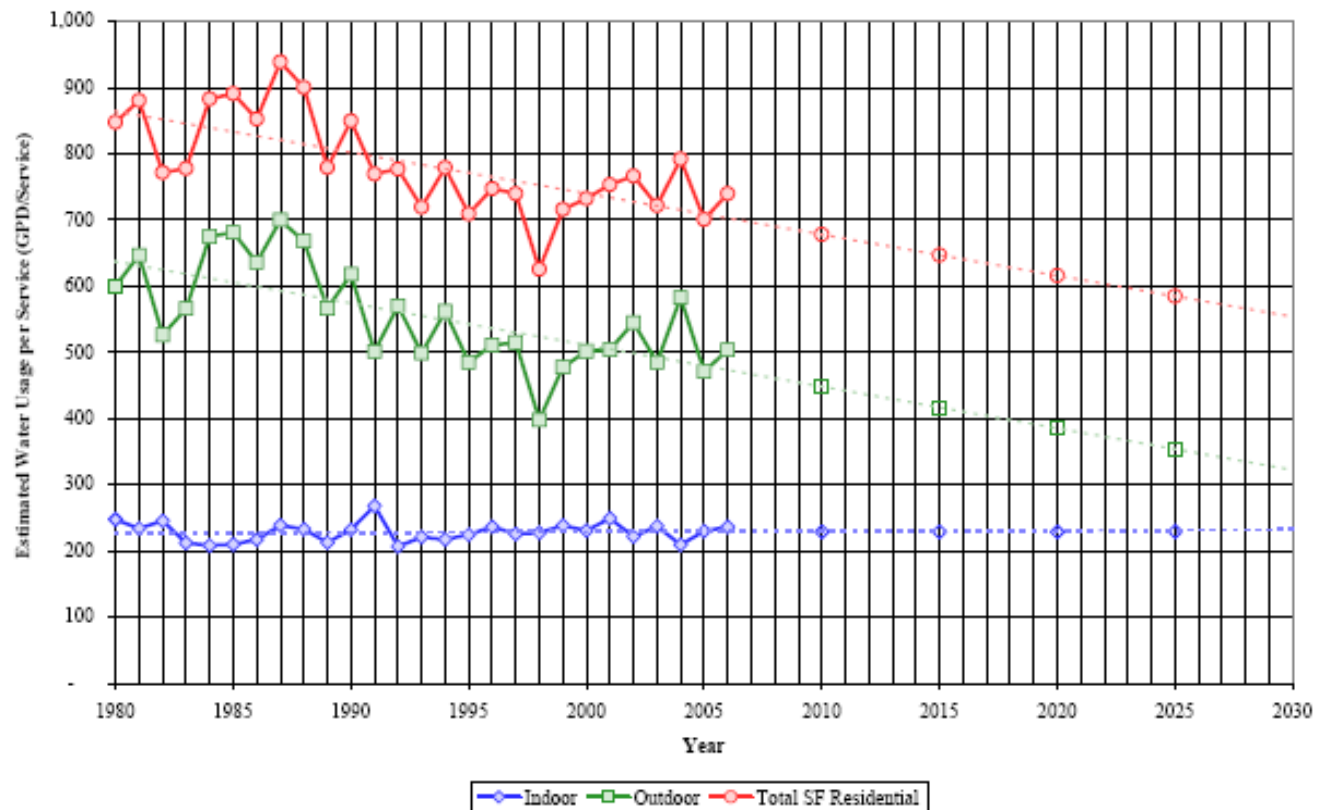
Chico Percent of Total Demand by Type of Use

Chico District
Percent of Total Demand by Type of Use
(2006)



Chico Estimated Usage Per Service for Single Family Residential

Chico-Hamilton District
Estimated Water Usage Per Service for Single Family Residential



Chico Flat-to-Meter Conversion Program

- Mandated by Assembly Bill 2572 (Chapter 884, Statutes of 2004)
- 11,000 total conversions
- Will provide informational material to customers
- Promotes wise water use and helps to ensure long-term water supply



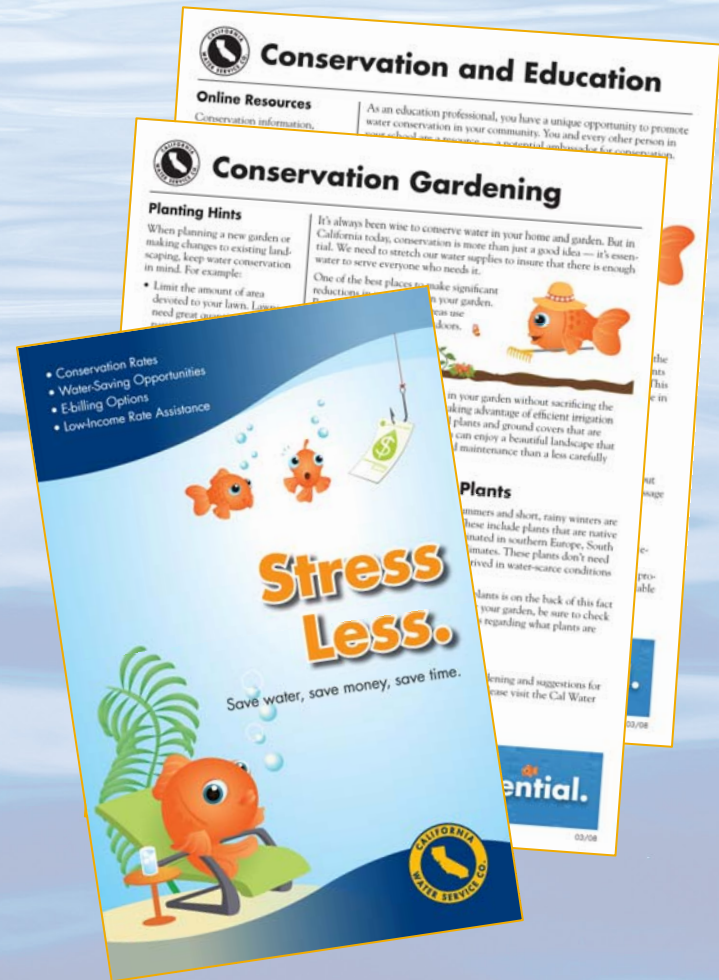
Chico BMP Customer Program Implementation

- BMP-02 Plumbing Retrofits
- BMP-05 Large Landscape Conservation Programs and Incentives
- BMP-06 Residential Washing Machine Rebates
- BMP-07 Public Information
- BMP-08 School Education
- BMP-09 Pressurized Water Broom Rebates
- BMP-09 CII High-Efficiency Urinal Rebates
- BMP-09 CII High-Efficiency Toilet Rebates
- BMP-14 Residential High-Efficiency Toilet Rebates



Increasing Public Outreach

- Consistent messages
- Radio ads reinforce messages
- New web site is more informative, accessible, and user-friendly



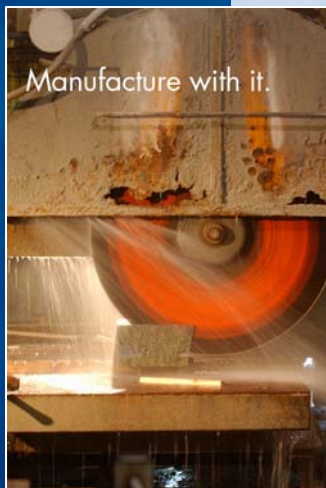
Indoor Retrofit Strategies

- Bathroom/kitchen faucet aerators
- High-efficiency showerheads
- Toilet inserts
- Leak detection and repair
- Appliance replacement
 - Toilet
 - Clothes Washer
 - Dishwasher



Outdoor Retrofit Strategies

- Eliminate narrow strips of turf
- Reduce lawn areas
- Install soil moisture or rain sensors
- Landscape with native plants
- Maximize efficiency of existing system



Questions?



Most of all, value it.

