



**Use Water Wisely. It's Essential.**

**December 10, 2009**

**California Water Service Company • Chico District**



# Part of California Water Service Group



- Now serve in 4 states
- Serve nearly 2 million people
- Total of 490,000+ connections



# California Water Service Company



- 24 unique service areas serve all types of communities
- Each district has its own Operations and Customer Centers
- Employees are part of the communities they serve



# Chico District



- Providing service since 1926
- Serves the communities of Chico, Durham, and Hamilton City
- 27,500 service connections
- System includes:
  - 362 miles of pipeline
  - 71 wells
  - 3,710 fire hydrants
  - 2.4 million gallons of storage



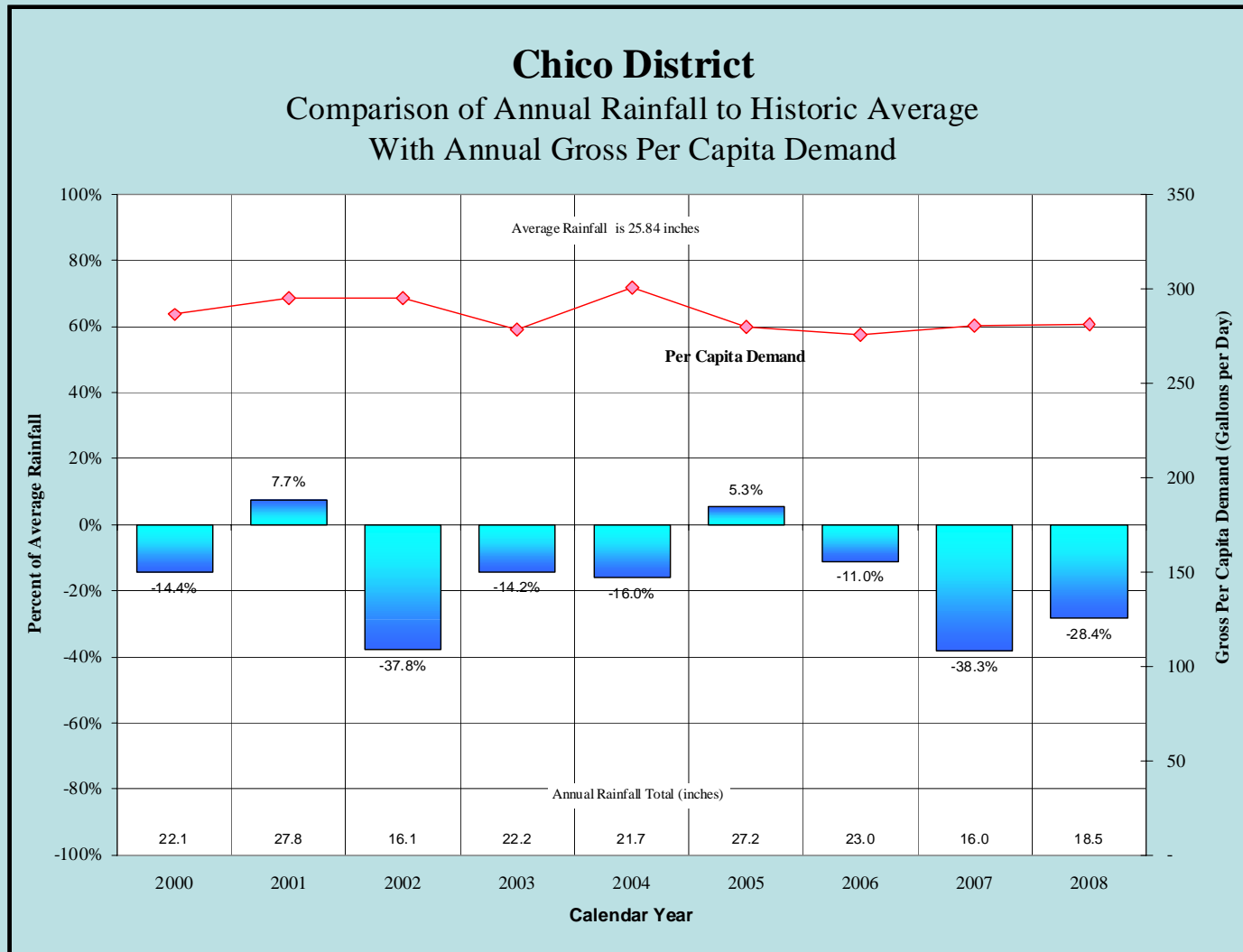
# Senate Bill X7 7



- Requires 20% reduction in per capita consumption by December 31, 2020
- Requires interim reduction targets (10%) are met by December 31, 2015
- Allows retailer to choose from four compliance options
  - **20% reduction from base gpcd**
  - Sum of disaggregated consumption of Residential, CII, and Landscape sectors
  - 95% of state hydrologic region target
  - Method developed by DWR by December 31, 2010



# Comparison of Annual Rainfall and Gross Per Capita Demand



# Conservation



- Cal Water is a signatory to “Memorandum of Understanding Regarding Urban Water Conservation in California” (MOU)
- MOU administration and implementation monitoring is provided by California Urban Water Conservation Council (CUWCC)
- MOU includes Best Management Practices (BMPs)
- BMP reports are required every other year from signatories



# Water Conservation Best Management Practices (BMPs)



- Developed as part of a coordinated effort and formalized in adopted MOU
- Cal Water has agreed to implement BMPs that are cost-effective
- BMPs are generally recognized as standard definitions of water conservation measures



# Chico Flat-to-Meter Conversion Program



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



# Chico BMP Customer Program Implementation



- BMP-01 Residential surveys
- BMP-02 Plumbing retrofits
- BMP-05 Large landscape program
- BMP-06 Residential high-efficiency washing machine rebates
- BMP-07 Public information
- BMP-08 School education



# Chico BMP Customer Program Implementation



- BMP-09 Commercial pressurized water broom rebates
- BMP-09 Commercial high-efficiency urinal rebates
- BMP-09 Commercial high-efficiency toilet rebates
- BMP-09 Commercial surveys
- BMP-14 Residential high-efficiency toilet rebates



# Public Information and School Education



- Water Awareness Month activities (May)
- Classroom Presentations
- Disney Planet Challenge
- Speaker's bureau
- Bill inserts
- Bill messages
- Conservation page on web site
- Public service announcements provided to radio and television
- Print, radio, and television advertising
- Restaurant table tents



# Indoor Conservation Strategies



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



# Outdoor Conservation Strategies



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



# Conservation Garden



# Increasing Public Outreach



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





# Questions

