



Conservation, Efficiency and the Water Forum

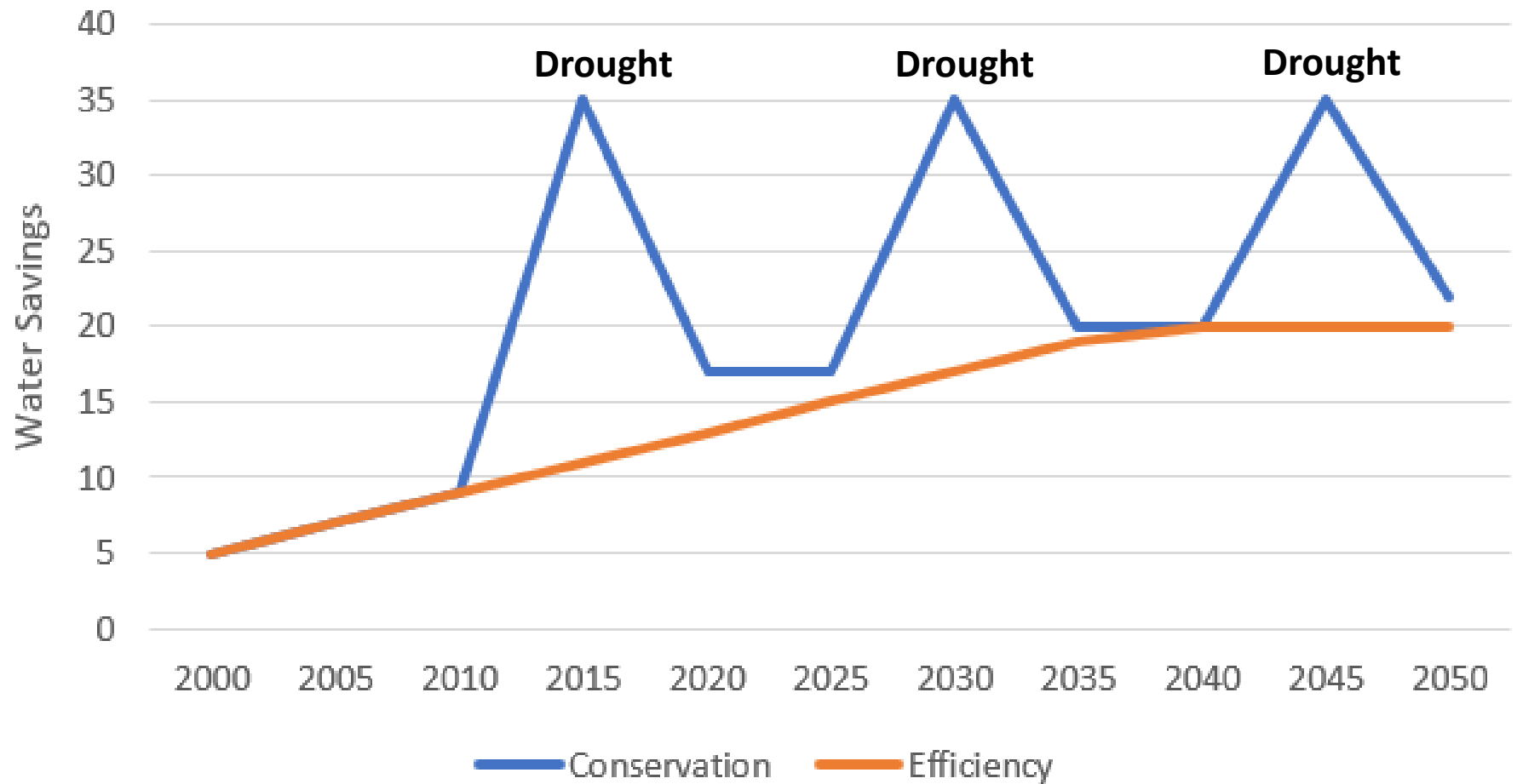
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Water Conservation or Efficiency?

- Conservation=reduce the demand for water
- Efficiency=a measurement of the amount of water used versus the minimum amount required to perform a specific task.
- Both conservation and efficiency...
 - Reduce water use but efficiency is more specific with the technique to achieve savings.
 - Require public outreach for success
 - Why do I need to save water?
 - How do I save water?
- We need both!

	Conservation	Efficiency
Timeframe	Short-term	Long-term
Tactic	Behavior	Technical
Toilets	Flush less	Upgrade toilet
Showers	Shorter showers	Upgrade showerhead
Lawn	Water less	Upgrade irrigation
Water Savings	Temporary?	Permanent
Response	Immediate	Prolonged
Solution to	Drought	Climate Change
Spirit Animal	Hare	Tortoise

Conservation and Efficiency



Water Efficiency is part of the puzzle but...



It's only 2 of the WF 7 elements.



Water Conservation

The Water Conservation Element of the Agreement helps meet the region's water supply needs by minimizing the need for increased groundwater pumping and increased use of surface water, including diversions from the American River. Each water supplier in the region committed to implementing a comprehensive water conservation plan.

Dry Year Actions

To avoid impacts to the American River during dry water years, purveyors have agreed to reduce their surface water diversions and use alternative supplies, such as groundwater, or increase conservation to meet their customers' needs.

How do we “do” efficiency and conservation?

- 3 primary ways to save water

1. Programs (technical)

- Fixtures
- Appliances
- Controllers
- Drip irrigation
- Nozzles
- Audits



2. Public Outreach (social)

- Messaging
- Events
- Workshops
- Schools
- Social Media
- Ads/Interviews



3. Codes & Standards (policy)

- MWELO
- Watering days
- EPA 1992
- Water waste
- Pricing/Penalties



So many options, how do you choose?

Knowledge + experience = strategy

- Need to answer: What, where, how, and why
- Example 1: How to reach DAC customers?
 - Rebates versus Direct Install Program (2014-2017)
 - \$3 million

It's not what you want, it's what customers respond to

- Example 2: Efficiency versus Conservation
(empower) versus (shame)

Limits and Complications

- Full throttle efficiency =
Decreased affordability and tradeoffs
- Some savings dependent on human behavior (yikes!) = Need for more public outreach
- Development will continue to happen =
How to work with it?



What is the future of water efficiency in Water Forum 2.0?



Clarifying Questions?

