

Making Water Conservation a California Way of Life

To implement Governor Brown's May 2016 Executive Order on making water conservation a way of life, the state is developing a new framework to help cities use water more wisely. The Executive Order directed the Department of Water Resources (DWR) and State Water Resources Control Board (SWRCB) to set customized water use targets for water suppliers throughout the state based on standards for indoor residential water use, outdoor irrigation, and water lost through leaks. The state is also developing a set of best practices to improve data collection and water use efficiency for commercial, industrial, and institutional water users.



Water supplier's annual water use target
(gallons or gallons per capita)

Indoor residential water use

Outdoor irrigation

Loss through leaks

Population \times gallons per person per year as set by DWR and SWRCB (1)

Landsaped area (based on state-provided satellite data) \times water allowance per square foot based on local climate (2)

Allowable water system losses based on standard developed through new state process (Senate Bill 555)

Each water supplier can choose how to meet its target, including through locally appropriate conservation and efficiency programs, such as the following:

Rebate and incentive programs

Conservation rate structures

Customer and water system leak repair

Ordinances and codes

Education and outreach

The state will monitor progress and compliance with the target through annual water use reports.

(1) Based on preliminary information from DWR and SWRCB, this is expected to be less than 55 gallons per person per day (gpcd) for 2025.

(2) To be determined based on the Model Water Efficient Landscape Ordinance (already in effect throughout California) and actual water use data from a sample of water suppliers.