SESSION AGENDA

1. Introduction to the Reduce Water Demand management objective

2. Overview of the resource management strategy recommendations by category

3. Small and Large Group Discussion
Resource Management Strategies

**Reduce Water Demand**
- Agricultural Water Use Efficiency
- Urban Water Use Efficiency

**Improve Operational Efficiency & Transfers**
- Conveyance
- System Reoperation
- Water Transfers

**Increase Water Supply**
- Conjunctive Management & Groundwater Storage
- Desalination - Brackish & Seawater
- Precipitation Enhancement
- Recycled Municipal Water
- Surface Storage - CALFED
- Surface Storage - Regional/Local

**Improve Water Quality**
- Drinking Water Treatment and Distribution
- Groundwater/Aquifer Remediation
- Matching Quality to Use
- Pollution Prevention
- Urban Runoff Management

**Practice Resource Stewardship**
- Agricultural Lands Stewardship
- Economic Incentives (Loans, Grants, and Water Pricing)
- Ecosystem Restoration
- Recharge Areas Protection
- Urban Land Use Management
- Water-Dependent Recreation
- Watershed Management
- Forest Management

**Floodplain Management**
REDUCE WATER DEMAND

The strategies and recommendations for the Reduce Water Demand management objective are intended to increase the efficient use of water. Agricultural water use efficiency typically involve improvements in technologies and management practices that can result in water supply, water quality, and environmental benefits. Urban water use efficiency involves technological and behavioral improvements in residential, commercial, industrial, and institutional water use that lower demand or lower per capita water use with similar benefits.
Recommendations Categories

- **FUNDING / INCENTIVES** – the things State Agencies can do to support state activities or activities by others, either by providing funds or other forms of incentives.

- **RESEARCH / DATA DEVELOPMENT** – the areas where more information is needed in order to improve and/or maintain implementation of the strategies.

- **GOVERNANCE/ POLICY AND LAW** – the areas where the organizational structures, policies, protocols and laws that affect the strategy can be enhanced.
Recommendations Categories

- **EDUCATION / OUTREACH** – areas where active outreach and education could result in better implementation of the strategy.

- **PLANNING** – Articulates approaches for future action, integrating activities of others, and using system level approaches to improve and/or maintain implementation of the strategy.
Secure funding for grant programs, for urban and agriculture, for programs for implementation, research, data collection, etc.

Provide funding for long-term evapotranspiration reduction demonstration and research projects.

The State should clarify policy and improve incentives, assurances, and water rights protections to allay fears over the loss of water rights resulting from improved water use efficiency.
Create a statewide system of water use monitoring data, available to all users, and improve on-line data collection and dissemination.

Work with State and Federal grant recipients to obtain more useful and consistent data from funded projects.

Explore and identify innovative technologies and techniques to improve water use efficiency.

Gain more information through surveys and other methods to better understand how water is used and how to persuade them to adopt more efficient practices.
Adopt 20X2020 recommendations.

Work to develop legislative requirements for a uniform and comprehensive process for all agricultural water suppliers to enable them to develop Water Management Plans and implement all cost-effective Efficient Water Management Practices.

Recommend that local and regional urban water suppliers develop a comprehensive approach to reduce water use by developing “water conservation master plans” to fully understand the steps necessary to achieve a target goal of water reductions in a cost–effective manner.
EDUCATION/ OUTREACH

- Expand CIMIS, mobile laboratories, and other training and education programs to improve on-farm irrigation efficiency.
- Retrofit remaining standard toilets with more efficient models, such as dual-flush toilets or 1.0 gallon/flush toilets.
- Develop community-based social marketing surveys and strategies for conservation activities to foster water use efficiency.
- The Agricultural Water Management Council should continue to encourage more water suppliers to sign the Memorandum of Understanding to broaden its base of support.
PLANNING

- The Agricultural Water Management Council should, with DWR, develop Targeted Benefits specific to different hydrologic regions (including water quality, flow and timing and energy conservation).

- Recommend that local water suppliers, municipalities, building trade associations, and project developers consider water conservation measures that offset new water demands.

- Support the implementation of technologies that exist today to enable new building to use less water and energy (Green Buildings).

- Facilitate environmentally, economically, and socially sound transfers of water to avoid regional shortages.
Instructions for Break Out Sessions

- Are there any red flags related to this strategy group?

- What should the next steps be to implement this at the State and Regional levels?

- What are measures of success for this strategy group?

Note: Later in the day we will discuss things you would like to see in Water Plan Update 2013. As you review these strategies, consider if there is any topic you would like to raise in the Afternoon discussion.