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Accelerating Water Efficiency:

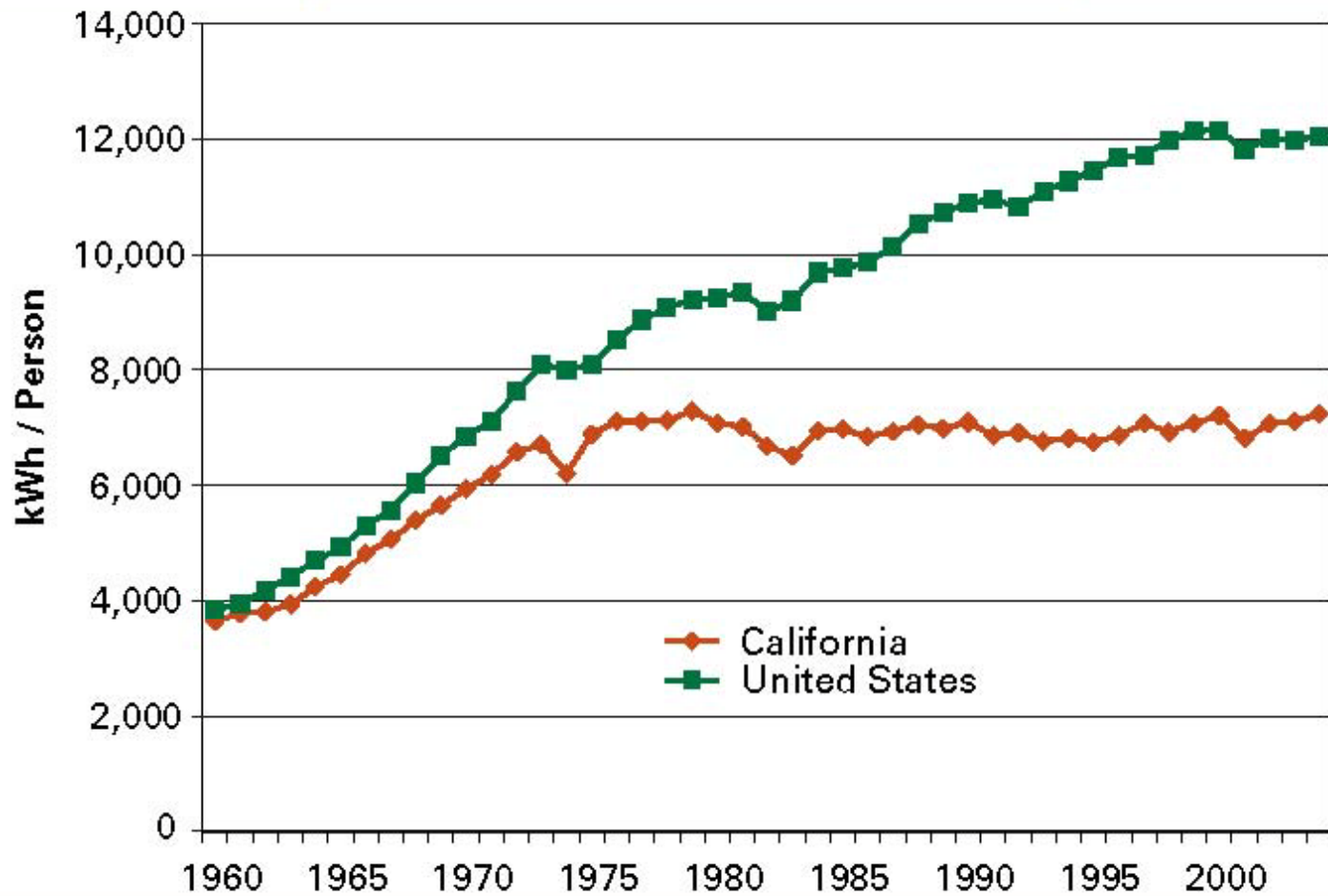
Learning From California's Energy Efficiency Success

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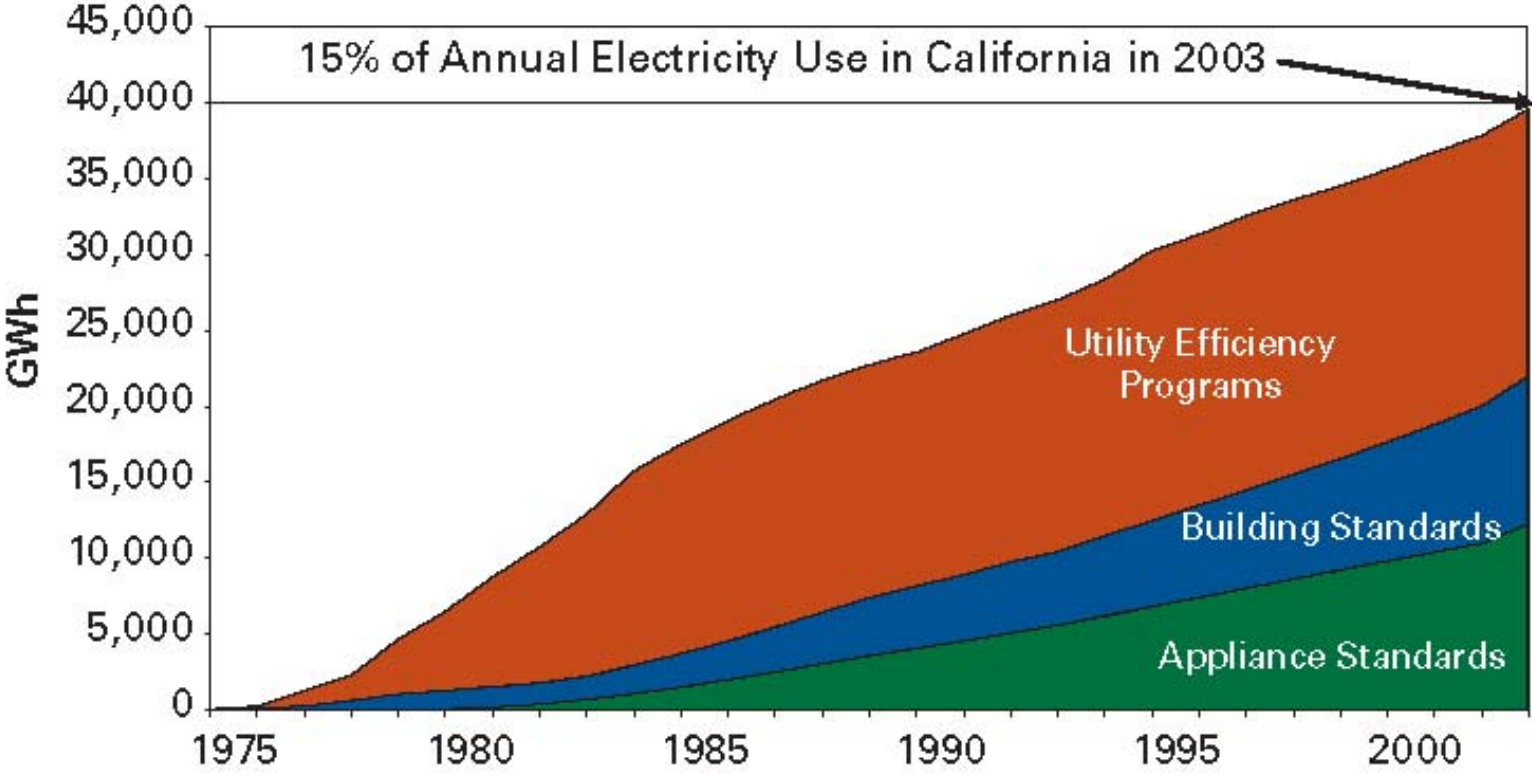


Per Capita Electricity Use in the United States and California (1960-2004)



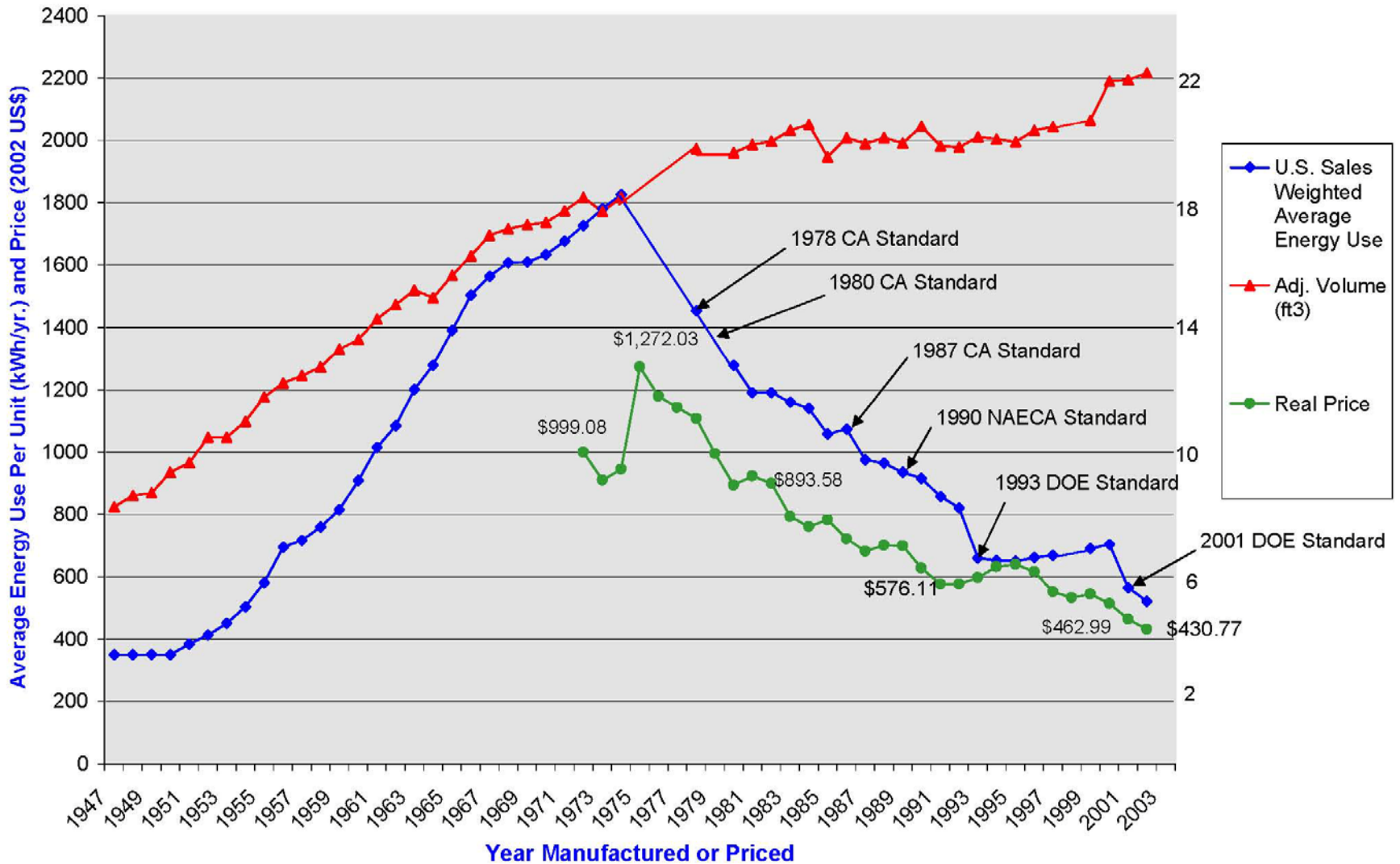
Source: CEC 2005c

Cumulative Savings from California's Energy Efficiency Programs (1975-2003)



Source:CEC 2005e

U.S. Refrigerator Energy Use v. Time with Real Price

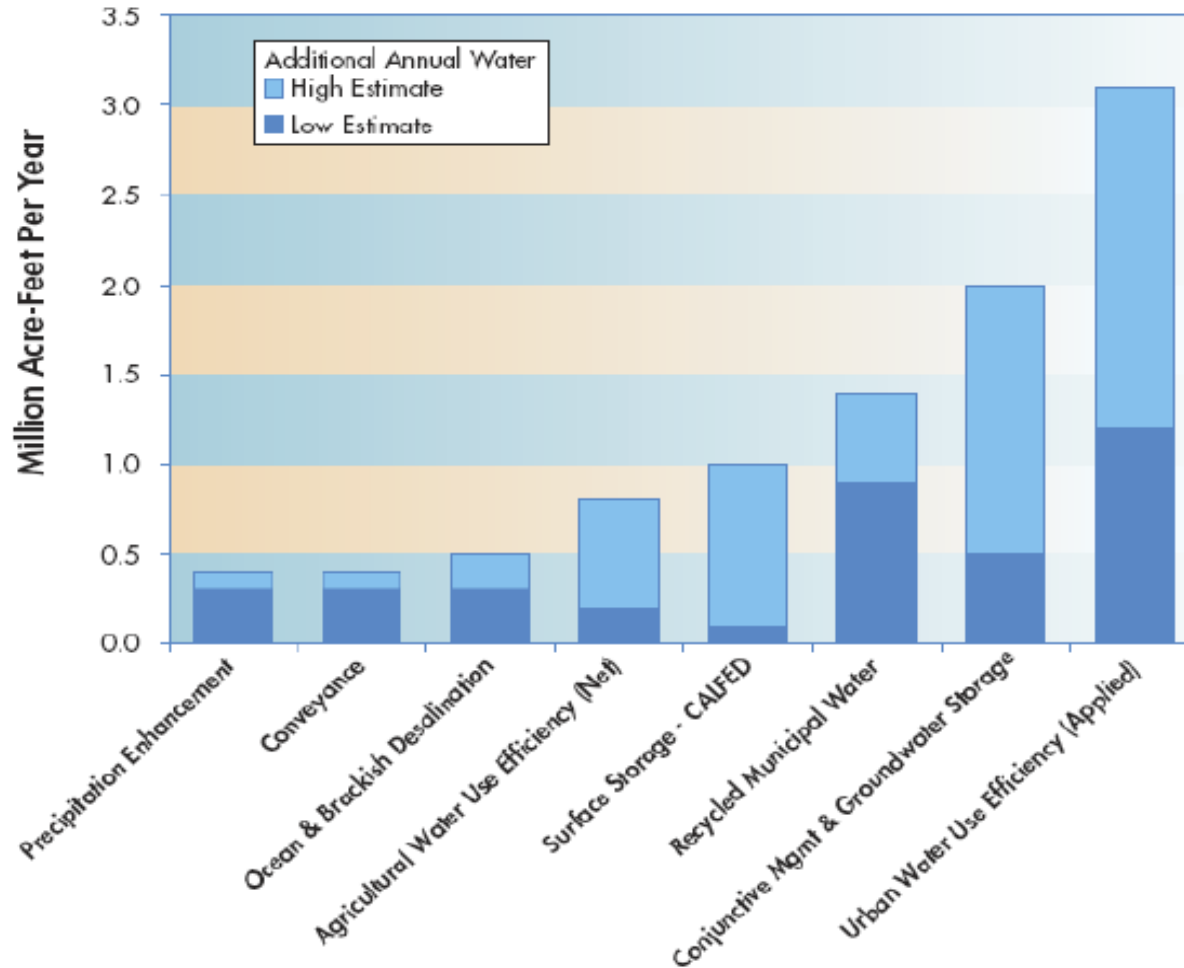


Source: "Electrical Energy Consumption in California: Data Collection and Analysis," S. M. Berman, et. al., Lawrence Berkeley Laboratory, UCID 3847, 1976 for 1947-1975 data. Association of Home Appliance Manufacturers for 1972, and 1978-2002 data.

Water Efficiency Efforts Not on Track:

- ***Urban sector annual savings are expected to reach only 20% of the projected savings.***
- ***For 9 out of the 14 best management practices, more than 50% of water agencies are not in compliance.***
- ***Non-compliance rates are highest for BMPs that are expected to produce the most water savings.***

New Water Supplies For California



Source: California Department of Water Resources Bulletin 160-05. *California Water Plan Update 2005: Water Plan Highlights*. Page 14.

<http://www.waterplan.water.ca.gov/previous/cwpu2005/index.cfm>

Green Infrastructure





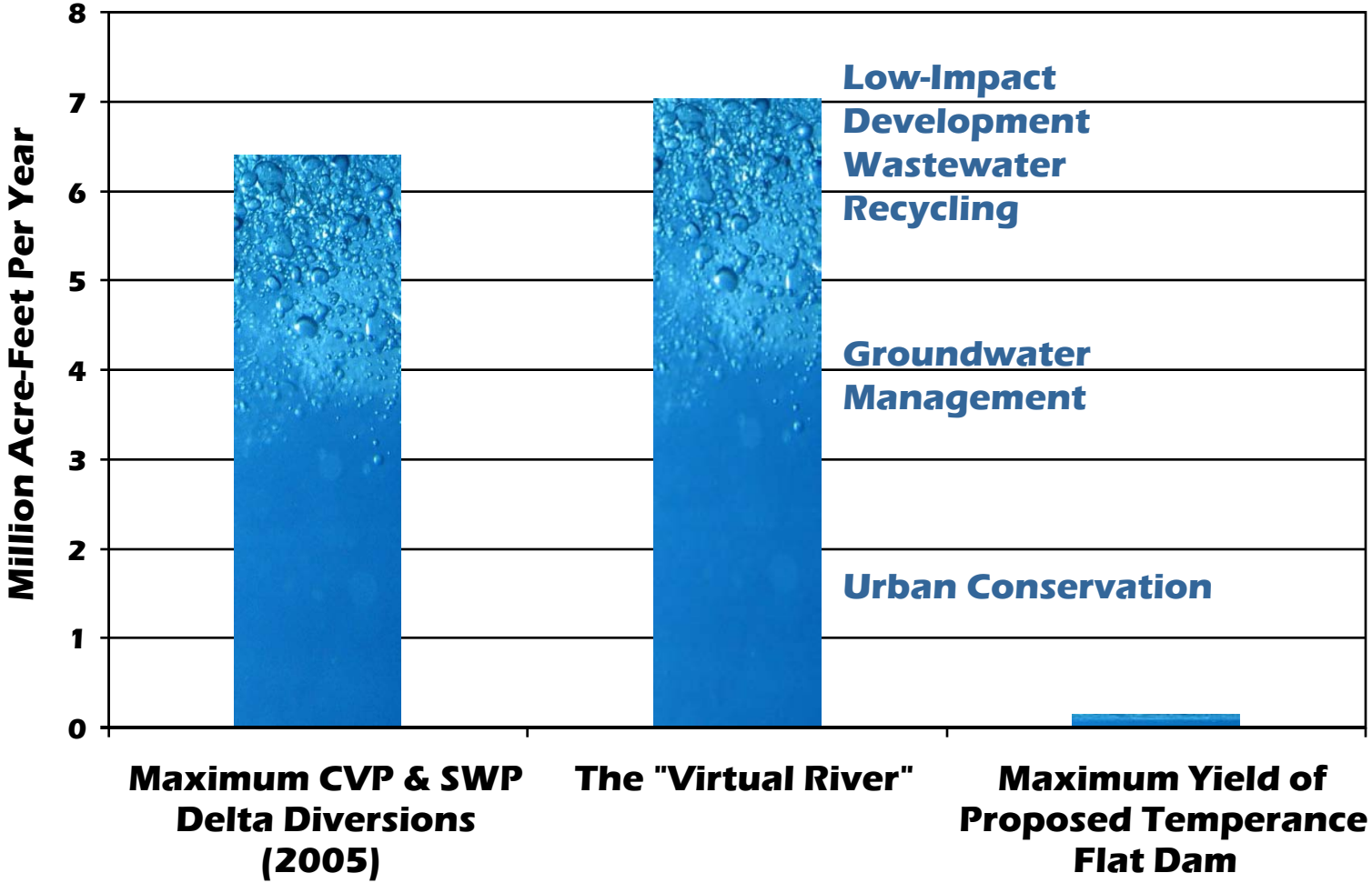


Chicago City Hall



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The Virtual River – Water Supply for California’s Future



The California Legislature codified energy efficiency as the top priority resource in 2005, requiring that all utilities

“first acquire all available energy efficiency and demand reduction resources that are cost effective, reliable, and feasible.”

The Legislature, the State Water Resources Control Board and the California Public Utilities Commission should adopt as policy that the state will:

- **First, decrease demand for water through improved efficiency as the preferred approach to addressing water supply reliability.**
- **Second, meet additional supply needs with alternative sources, including water recycling, green infrastructure, and groundwater clean-up programs.**
- **Third, use traditional supply options.**

The State should adopt policies and implement programs to operationalize the Loading Order.

A. Establish a public goods surcharge on every acre-foot of water delivered in California, with the proceeds of that surcharge used to fund efficiency programs.

B. Remove financial disincentives (decouple revenues from sales).

C. Establish efficiency targets.

D. Standardize evaluation, measurement, and verification protocols to determine progress towards efficiency goals.

E. Implement regulatory and incentive programs.