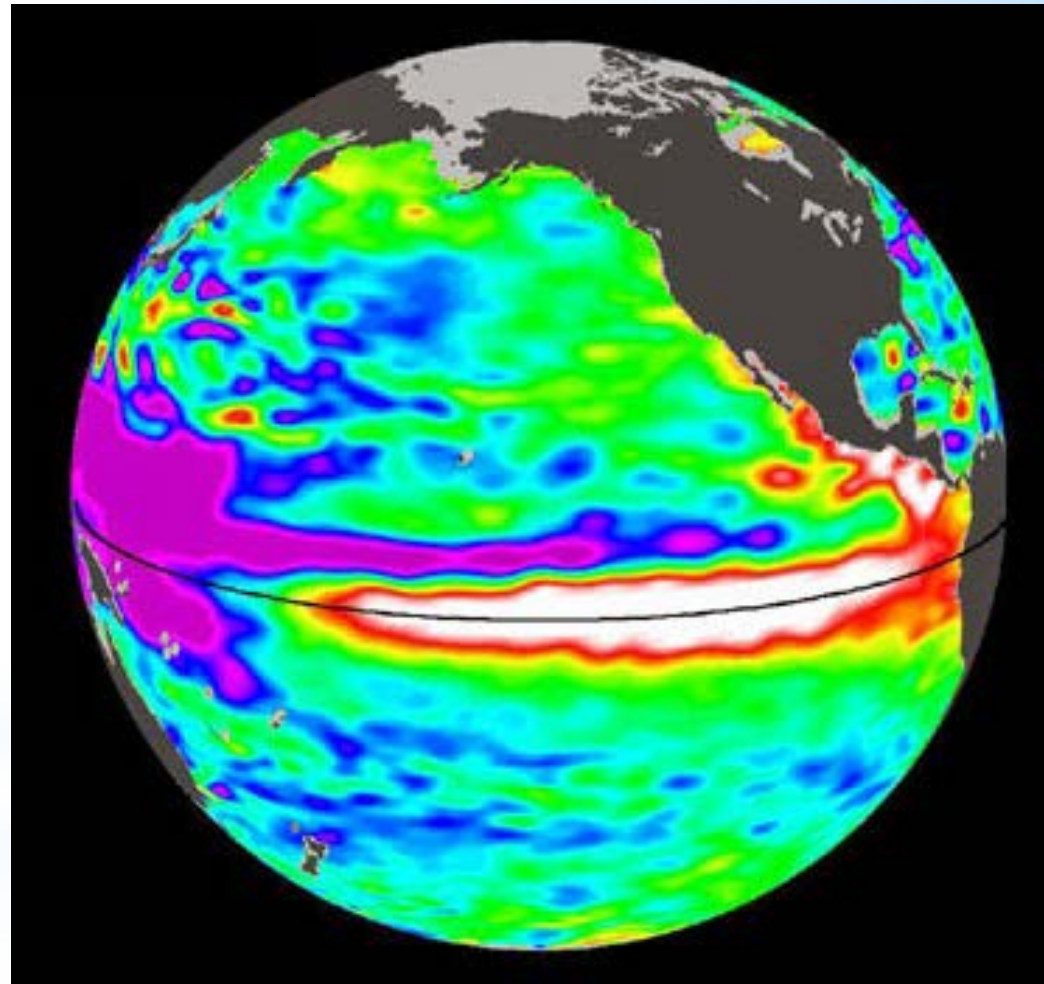


This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Drought and El Nino Effects on Conservation



Sarah Fleury
Castaic Lake Water Agency

CLWA by the Numbers

Formed: 1962

Service Area: 195 square miles

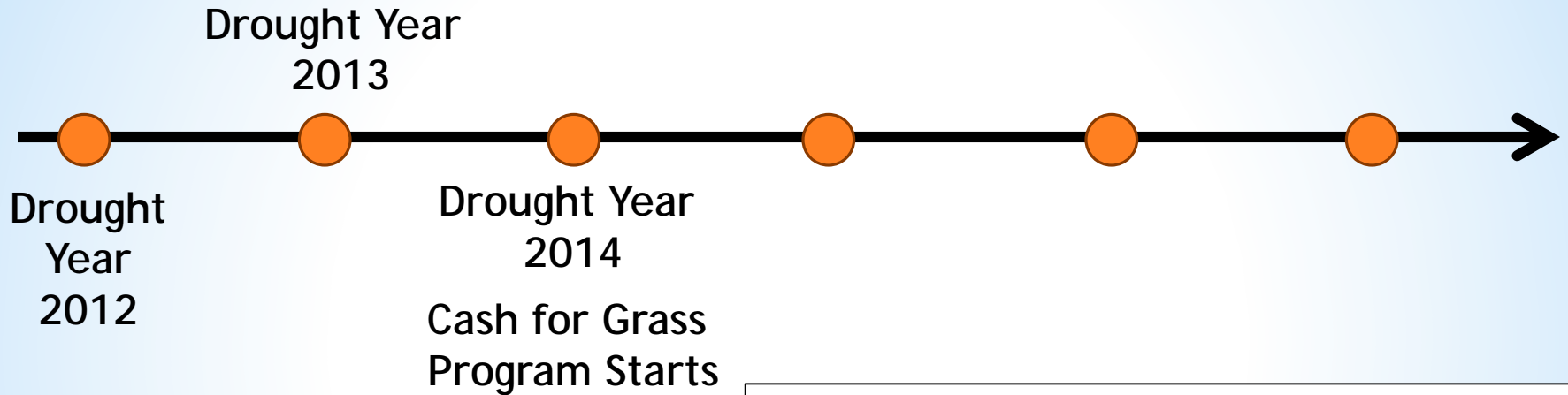
Population: 280,000

Water Demand: 70,000 AF

Imported Water Supply: Half of SCV demand



* Timeline



El Nino may be on the horizon
March 3, 2014, LA Times

El Nino's undeserved reputation
December 6, 2014 LA Times

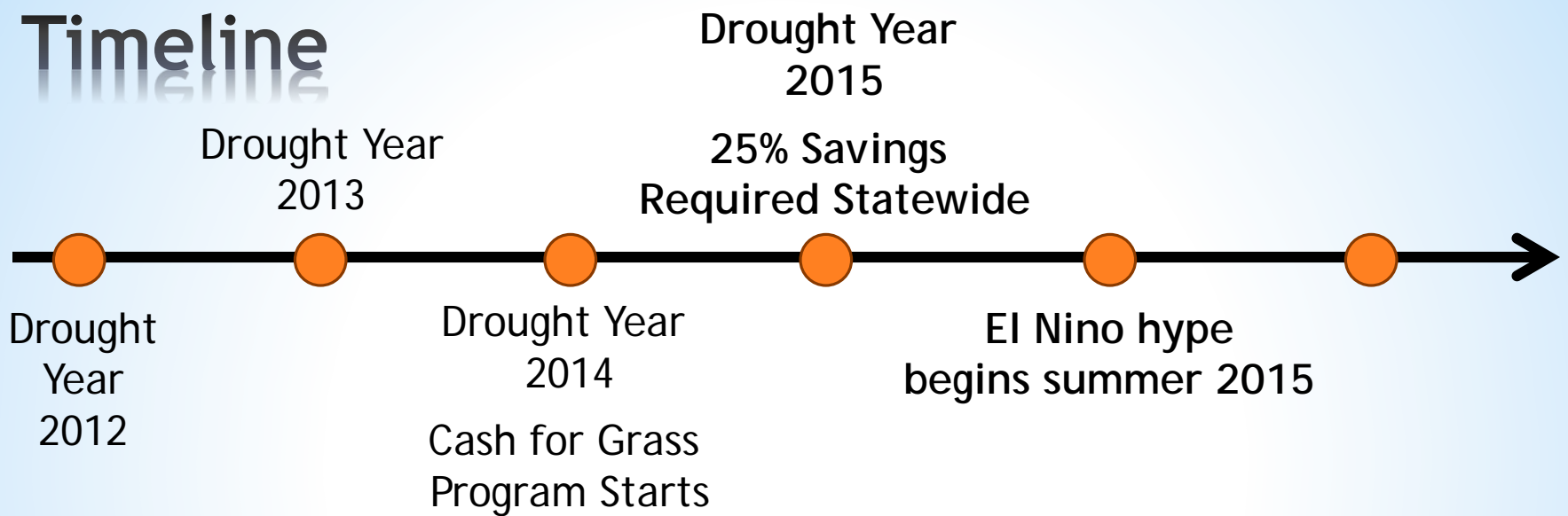
El Nino is still a mystery
July 21, 2014, The Signal

Overblown? El Nino probably isn't the superhero that will end the drought.
December 6, 2014 , LA Times

El Nino forecast is up in the air for Southern CA
September 3, 2014 LA Times

Expert: No El Nino for State
December 13, 2014, The Signal

* Timeline



Is a strong El Niño on the horizon? Forecasters say count on it

July 11, 2015, LA Times

Governor Brown Issues Executive Order to Bolster State's Drought Response

Friday, November 13, 2015

El Nino shows promise

June 12, 2015, LA Times

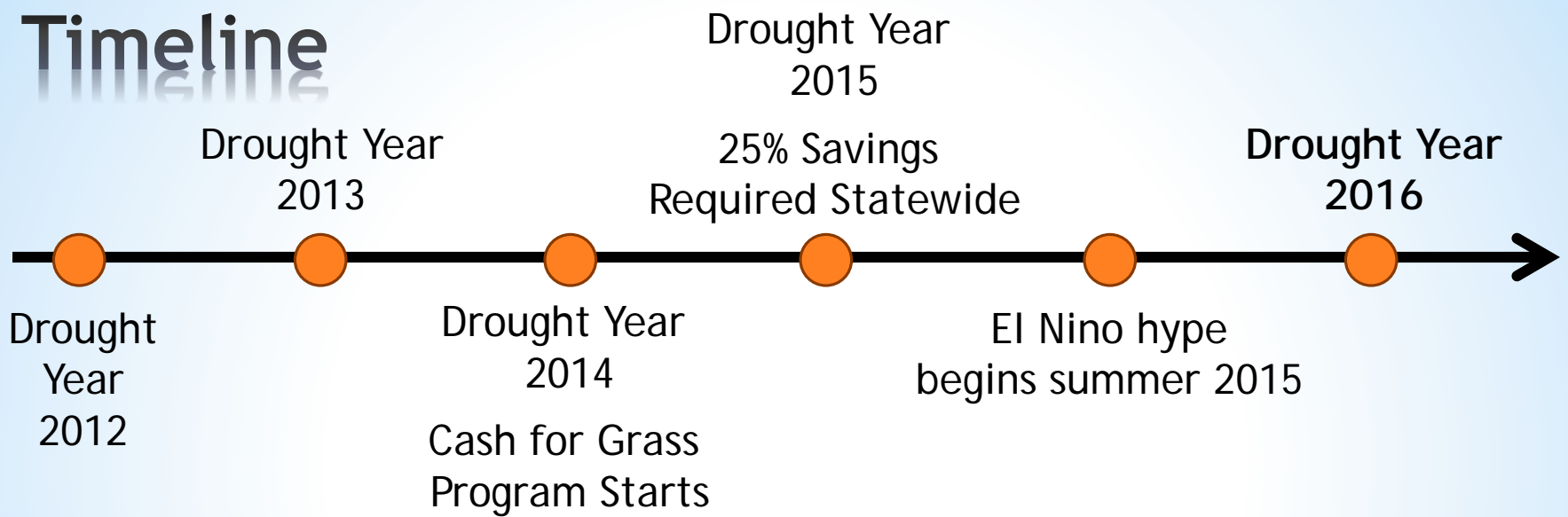
El Nino could be most powerful on record, scientists say

November 17, 2015 LA Times

El Nino is here and it is huge

November 14, 2015, LA Times

* Timeline



El Nino, where art thou?

January 14, 2016, The Signal

Feds: Still hope for El Nino to bring rain

March 10, 2016, The Signal

March Miracle? El Niño Kicks Back in With Soaking Storms on the Way

March 3, 2016, KQED

Just your average El Nino

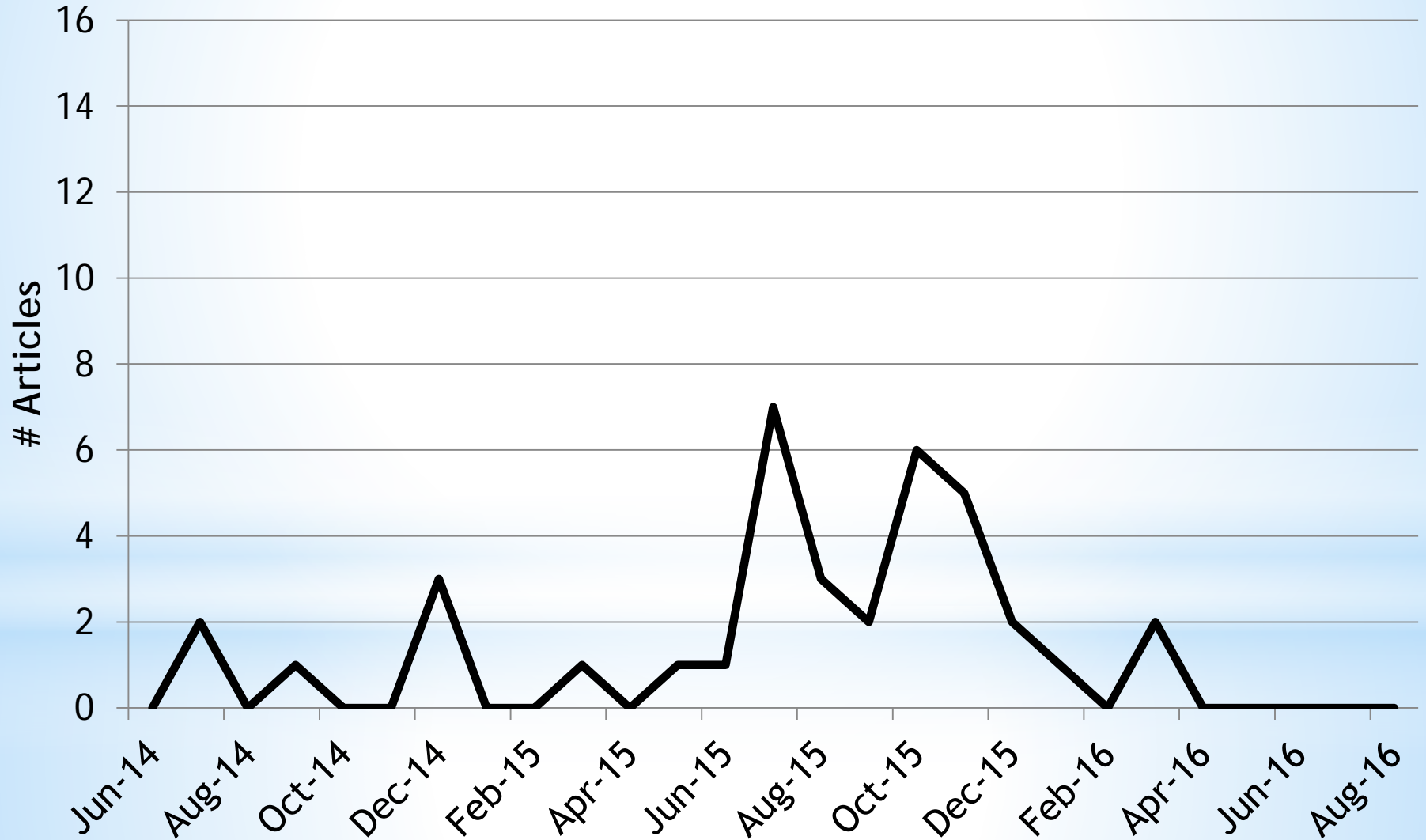
March 31, 2016, The Signal

GODZILLA



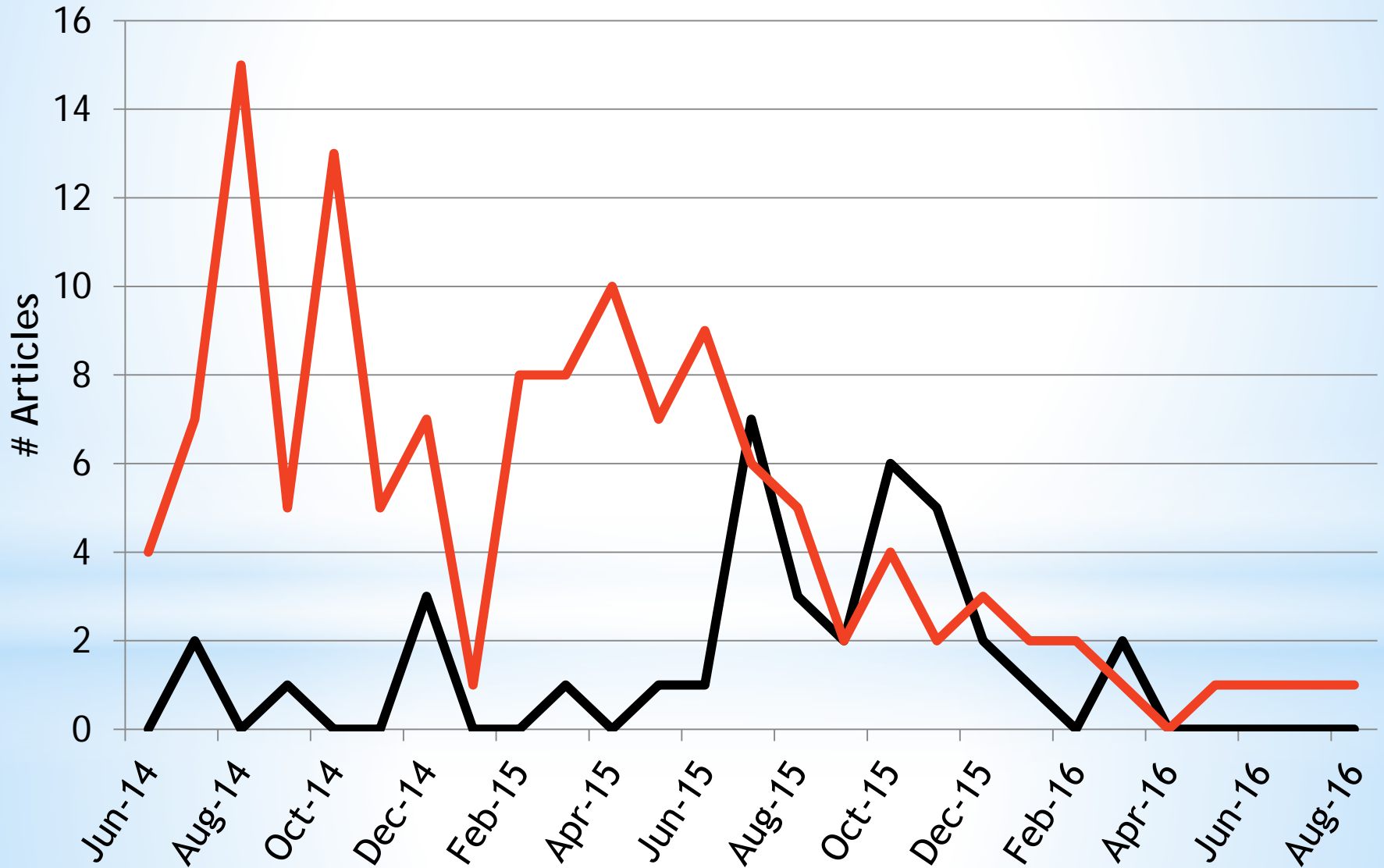
Local El Nino Reporting

— El Nino Articles



Local Drought & El Nino Reporting

— El Nino Articles — Drought Articles



Messaging Gets Confusing

El Niño is here, and it'll be 'one storm after another like a conveyor belt'

November 2015 LA Times

A huge El Niño could devastate Southern California

August 2015 LA Times



About the
DROUGHT
SCVH2O.ORG



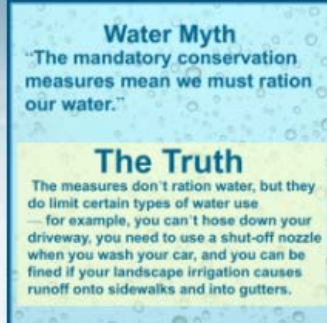
* Drought and Water Myths



Water Myth
"IT'S RAINING, SO THE DROUGHT MUST BE OVER."

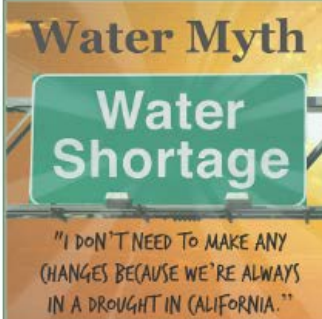


Water Myth
"There are no mandatory water conservation measures in effect."



Water Myth
"The mandatory conservation measures mean we must ration our water."

The Truth
The measures don't ration water, but they do limit certain types of water use — for example, you can't hose down your driveway, you need to use a shut-off nozzle when you wash your car, and you can be fined if your landscape irrigation causes runoff onto sidewalks and into gutters.

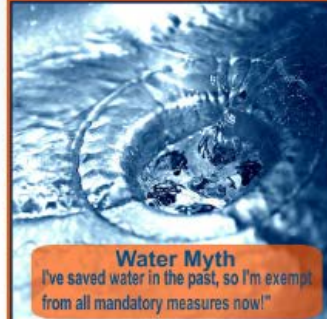


Water Myth
Water Shortage

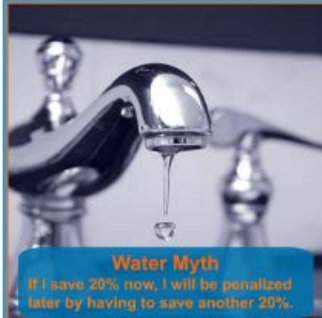
"I DON'T NEED TO MAKE ANY CHANGES BECAUSE WE'RE ALWAYS IN A DROUGHT IN CALIFORNIA."



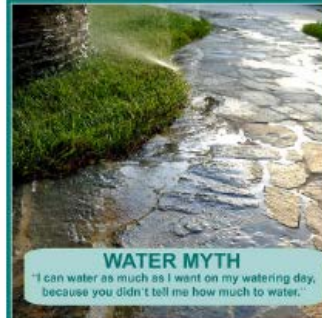
Water Myth
"If I don't reduce my water use by 20%, I'll be fined \$500."



Water Myth
"I've saved water in the past, so I'm exempt from all mandatory measures now!"



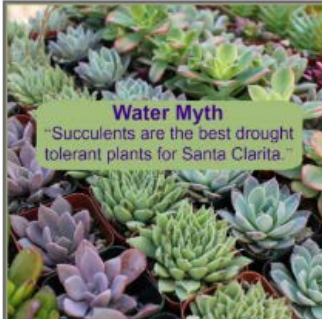
Water Myth
"If I save 20% now, I will be penalized later by having to save another 20%."



WATER MYTH
"I can water as much as I want on my watering day, because you didn't tell me how much to water."



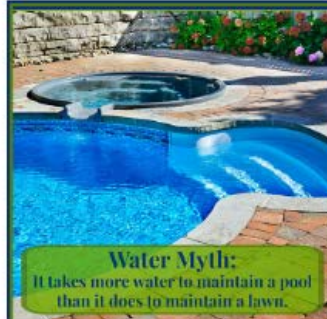
Water Myth
"I have a smart irrigation controller (aka weather-based irrigation controller), I'm exempt from the watering schedule."



Water Myth
"Succulents are the best drought tolerant plants for Santa Clarita."

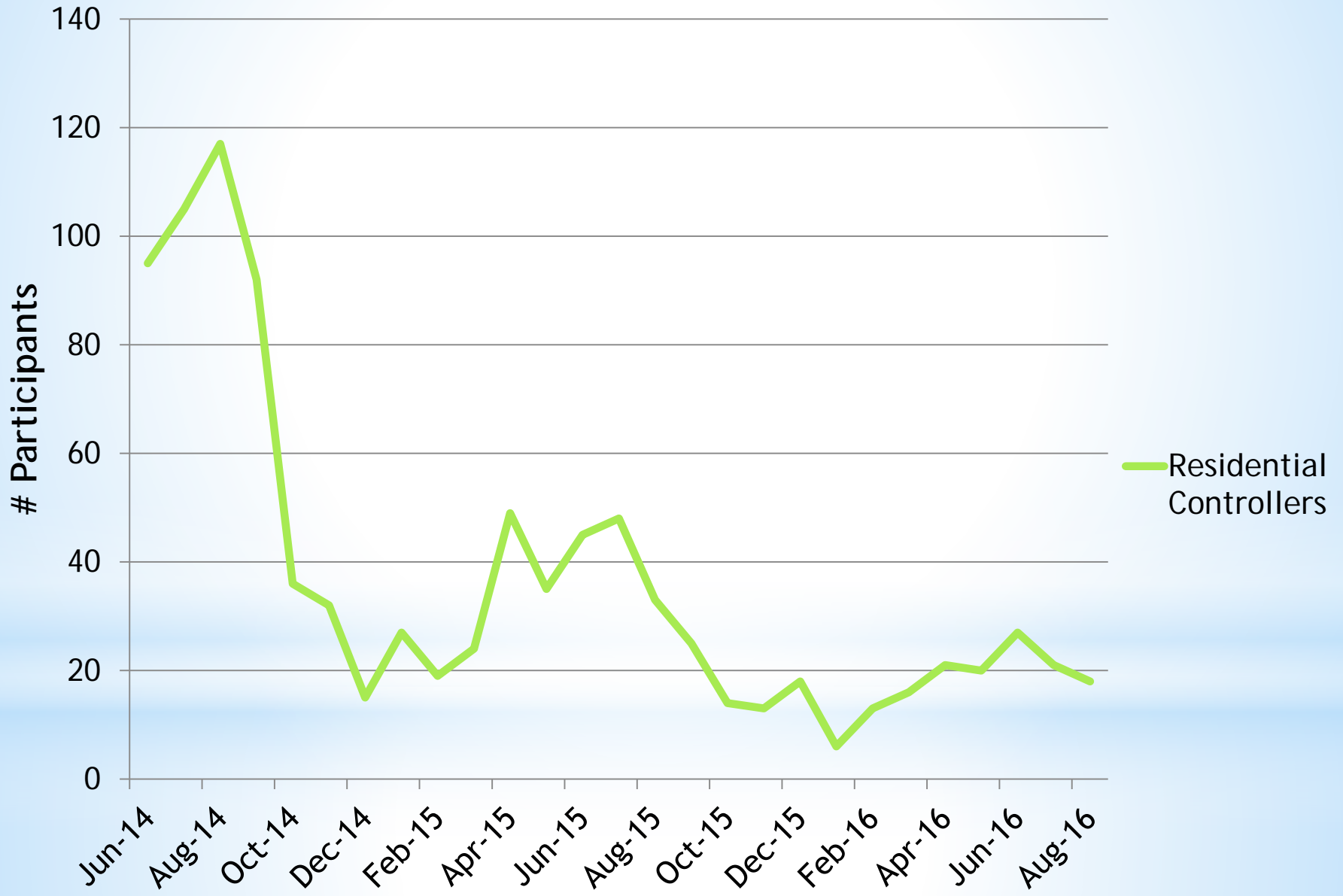


Water Myth
It is better to replace my lawn with artificial turf than with drought-tolerant plants.

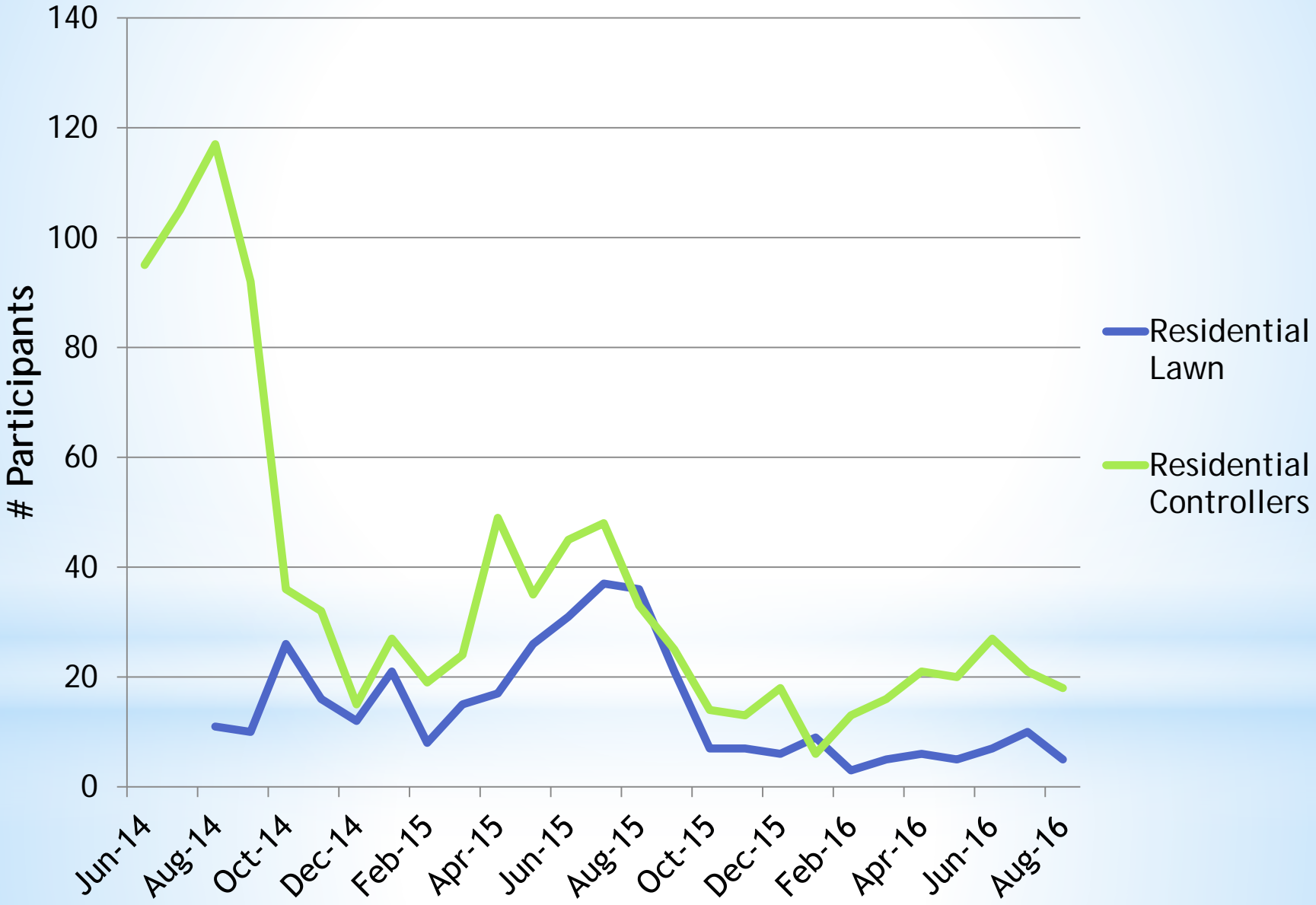


Water Myth:
It takes more water to maintain a pool than it does to maintain a lawn.

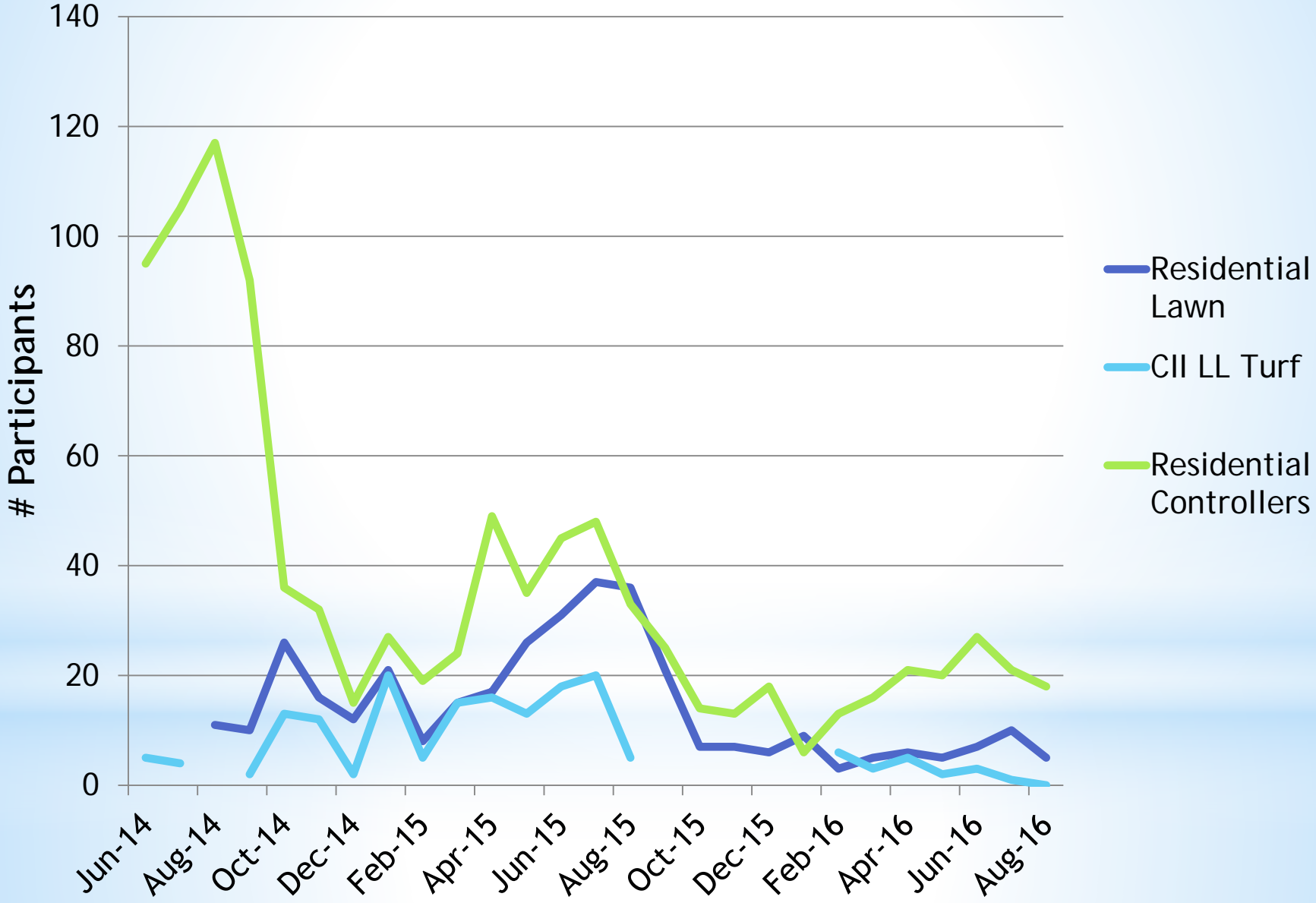
CLWA Conservation Program Demand



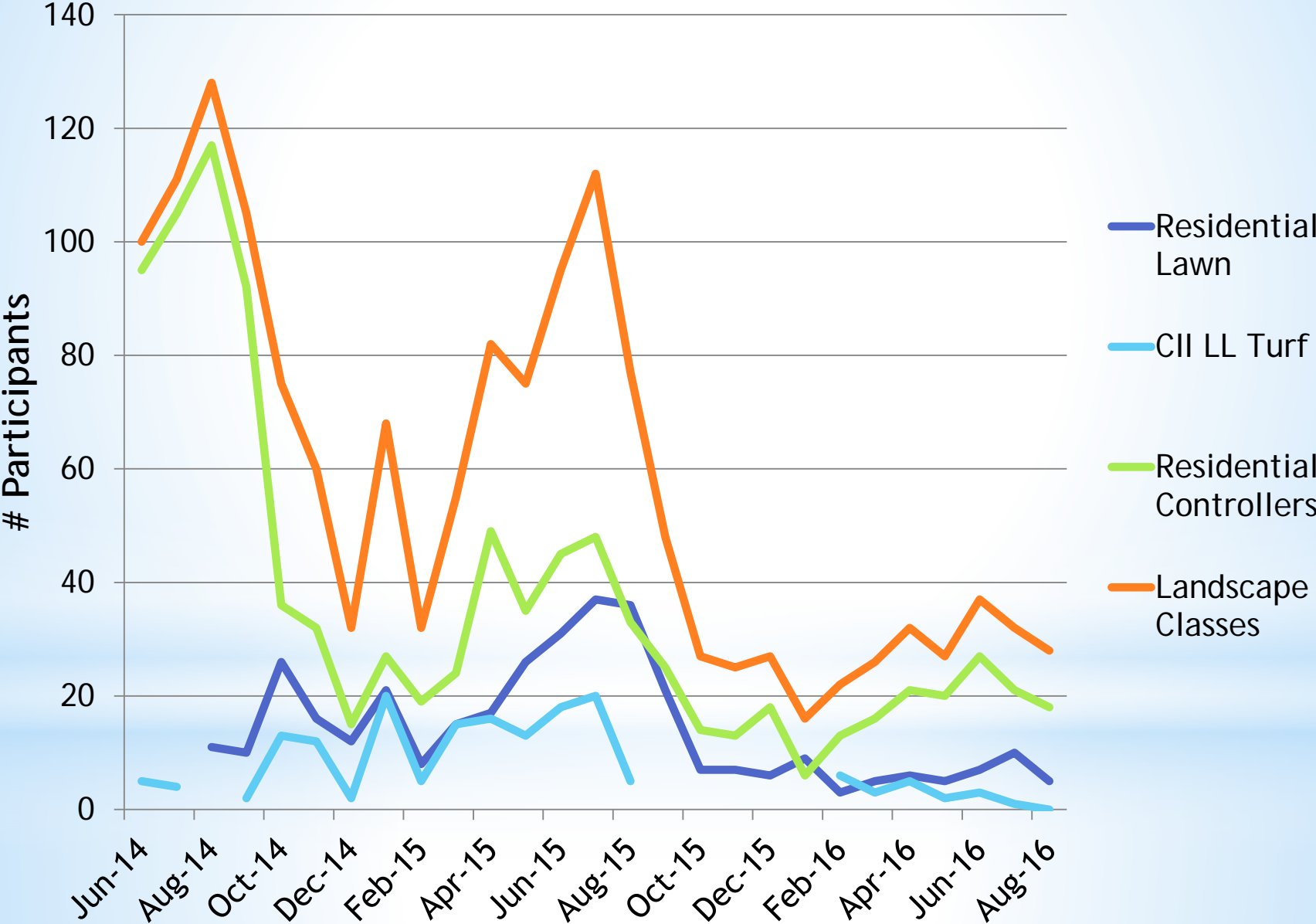
CLWA Conservation Program Demand



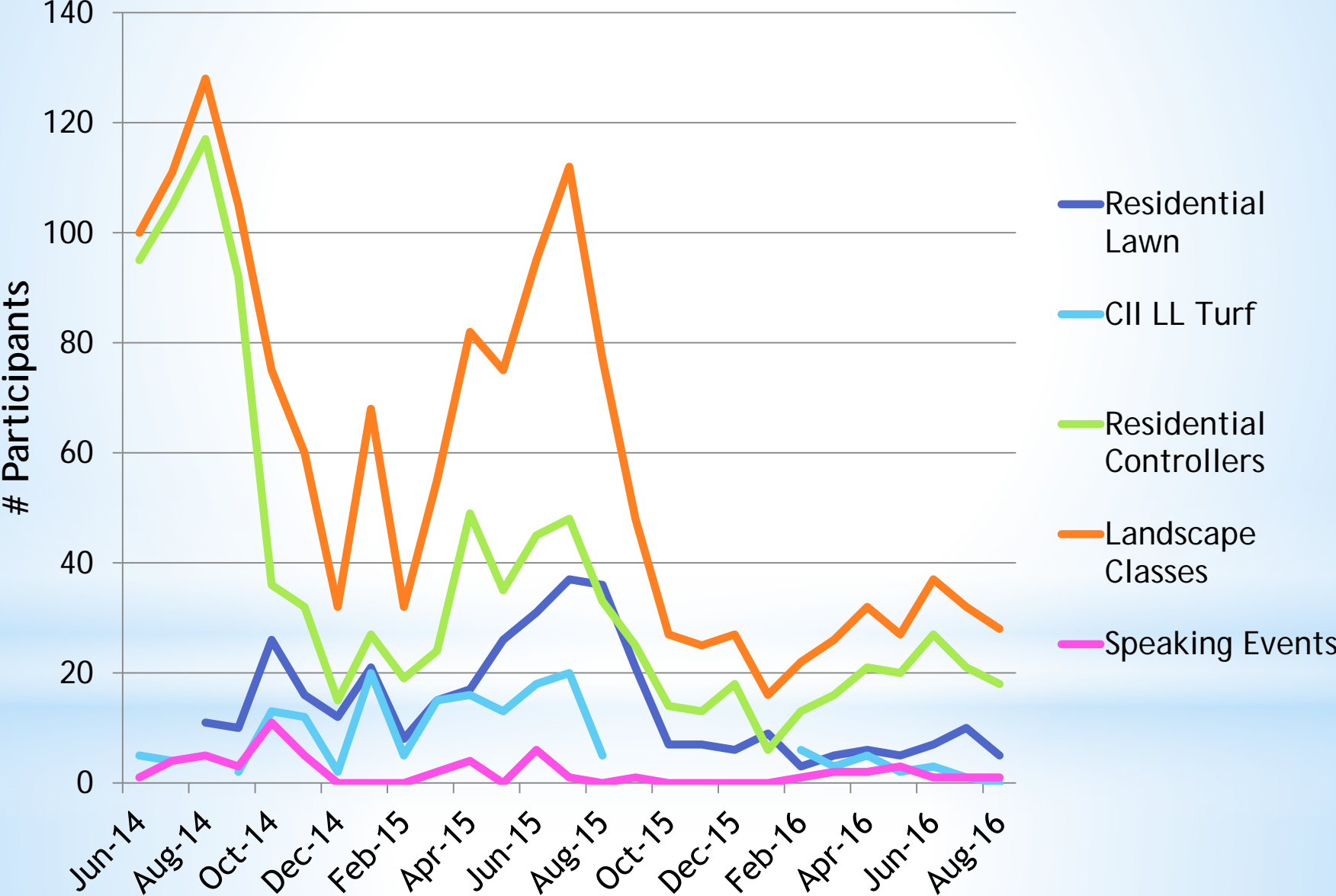
CLWA Conservation Program Demand

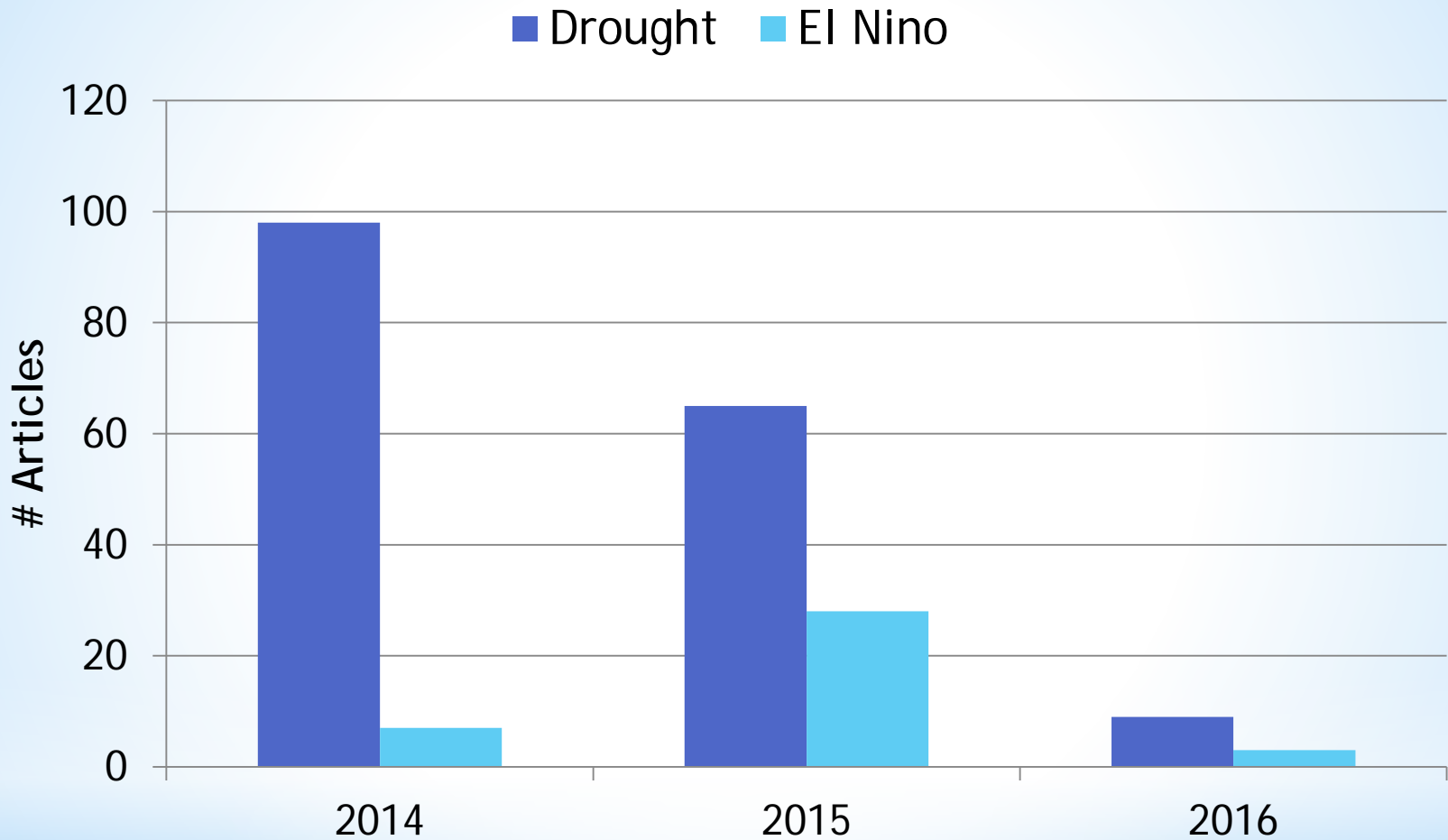


CLWA Conservation Program Demand



CLWA Conservation Program Demand





* Local Reporting Recap

- * People believe everything!
 - * If it's on the news, it must be true
 - * If I hear something enough, it must be correct
- * Regional messaging about El Nino & lack of messaging about Drought translates into lack of interest for all conservation programs

* Lessons Learned

- * Promote programs more directly
 - * Direct marketing to customers
 - * Bill stuffers galore!
 - * Experiment with language
 - * Remind customers the drought isn't over

* **Strategies**



Questions?

Sarah Fleury

Castaic Lake Water Agency