



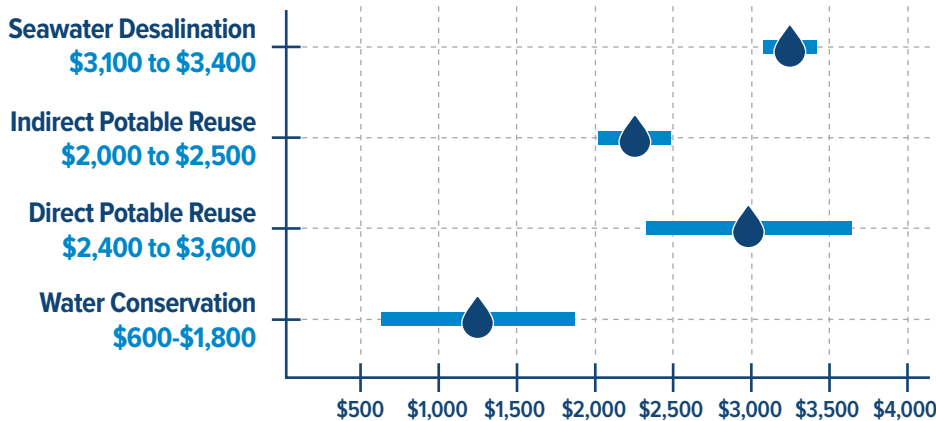
# Water Conservation Goals are Achievable, Affordable and Equitable

INVESTING IN CONSERVATION IS THE CHEAPEST, FASTEST WAY FOR MEETING CALIFORNIA'S WATER NEEDS IN THIS ERA OF CLIMATE CHANGE.

## Conservation is less expensive than new water supply infrastructure

Prioritizing conservation will make water more affordable in the long run, especially for low income communities. Dollar-for-dollar, conservation contributes more to California's water supply for less than it costs to develop the same amount of water in other ways.

### Cost per acre-foot of water saved or generated



When it comes to California's water, business as usual is not an option.

That's why state law now requires us to prioritize conservation. Gov. Newsom's Water Supply Strategy calls for additional conservation savings of at least 500,000 acre-feet per year by 2030.

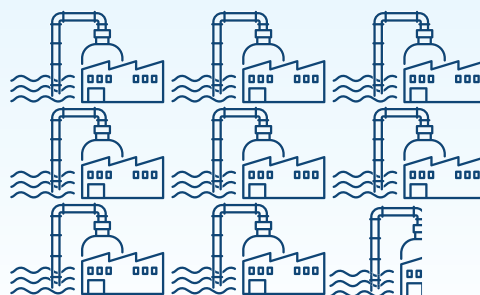
## Conservation-driven water savings are significant for Californians

Investments in conservation and efficiency will create 440,000 acre-feet of water every year, equal to:

90% of the water needs for the entire City of LA



8.5 Carlsbad desalination plants



Water use in 1.5 million households for one year



## Water conservation provides immediate benefits

Investments in conservation can be deployed quickly and provide long-term benefits in dry and wet times alike. Water supply alternatives like water recycling and desalination can take decades to build.

## Water suppliers can afford conservation

Historically, water conservation and efficiency programs have been largely funded through rates and other utility revenue sources, but water suppliers can also use debt financing, regional conservation partnerships, and state and federal grants. Thanks to the federal Bipartisan Infrastructure Law, water agencies have an unprecedented opportunity to tap into a historic flow of funding available through 2026. Using these funds to implement equity-focused efforts like direct install programs can ensure all customers have access to improved water efficiency.

## Conservation makes water more affordable

Investing in water efficiency helps utilities avoid, defer, or downsize investments in costly new supplies. Water efficient landscapes are especially helpful in reducing the big swings in water use between wet and dry years, allowing utilities to plan more effectively and save money.

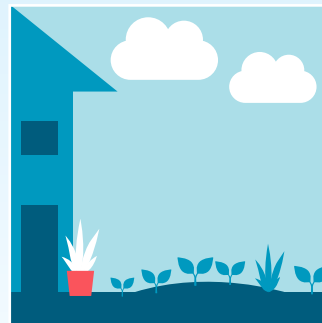
**Low-income households can see big savings in their water bills when conservation programs are designed to serve their needs.** Reducing water demand also reduces energy, further helping households save money.

### Conservation reduces urban water use through water efficiency improvements

According to the [Pacific Institute](#), urban water use could be reduced by 30% to 48% by:



Replacing inefficient appliances and fixtures



Replacing lawns with climate-resilient plants



Reducing water losses from leaks

## Conservation provides critical co-benefits

- Less reliance on imported water
- Reduced greenhouse gas emissions
- Enhanced habitat for native species
- Delayed need for high-cost, high impact water infrastructure projects
- Healthier soils that reduce runoff, recharge groundwater and capture carbon
- Improved water access and affordability for low-income communities



Promoting water efficiency is an essential strategy as California adapts to our new climate reality.

Learn more at [conserve4ca.org](https://conserve4ca.org)