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Investing in conservation is the most equitable, affordable, and reliable option for meeting California's water needs in this era of climate change.

The proposed urban water conservation regulations account for differences in local climate and economic factors that make it feasible for water districts in different parts of the state to meet conservation targets.

We support prioritizing conservation for the many benefits it provides:

- [Conservation is less expensive than new water supply infrastructure](#), making water more affordable for Californians.
- Water efficiency projects support local jobs.
- To help reduce local costs, we can tap into federal funding available through the Bipartisan Infrastructure Law. Many water suppliers have already received funding to support efficiency, and strong regulations can spur more water suppliers to pursue that opportunity.
- Investments in conservation can be deployed much faster than new infrastructure.
- Conservation provides long-term benefits in dry and wet times alike.
- Outdoor investments in native plant landscaping provide crucial habitat for wildlife and make cities more resilient to climate extremes.
- Investments in conservation provide multiple benefits that help California build resilience: protection from flooding during extreme rain, reducing the heat island effect during extreme heat, and stormwater capture to shore up local water supplies.
- Saving water saves energy and reduces greenhouse gas emissions.

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