

California Water Service Company Drought & Conservation Update



Use water wisely.
It's essential.

Ken Jenkins
Conservation Manager



Part of California Water Service Group



- Serve in 4 states
- Serve nearly 2 million people
- Total of 490,000+ connections

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California Water Service Company



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Overview

- Water supplies vary community to community
- Currently requesting 20% voluntary conservation in all service areas
- Implemented Rule 14.1 including prohibited uses of water, such as:
 - Washing vehicles without the use of a shut-off nozzle
 - Using of water for washing outside areas
 - Use of water that results in runoff to gutters or streets

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Drought Activities and Outreach

- January 13 - Activated our cross-functional Drought Team
- January 17 – Issued news release with drought update and request for continued conservation efforts
- January/February - Bill insert sent to all customers requesting continued conservation efforts
- April 1 - Filed Rule 14.1 with CPUC (effective May 1)
- May/June – Update provided to customers and local elected officials

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Cal Water Drought Team

- Conservation Manager
- V.P., Regulatory Matters and Corporate Relations
- Director of Corporate Communications
- Director of Customer Service
- Director of Field Operations
- Chief Engineer
- Regulatory Counsel
- Water Quality Manager
- Engineering Operations Manager
- Water Resource Plan Supervisor
- Field Technology Manager

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Drought Activities and Outreach

- Local Presentations
- Print advertising
- Fix-a-leak week activities (month long campaign)
- Water awareness month activities
- Direct contact with high-use and large customers

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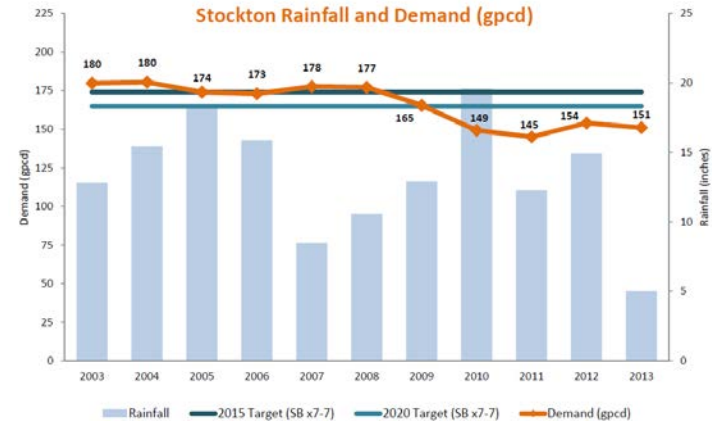
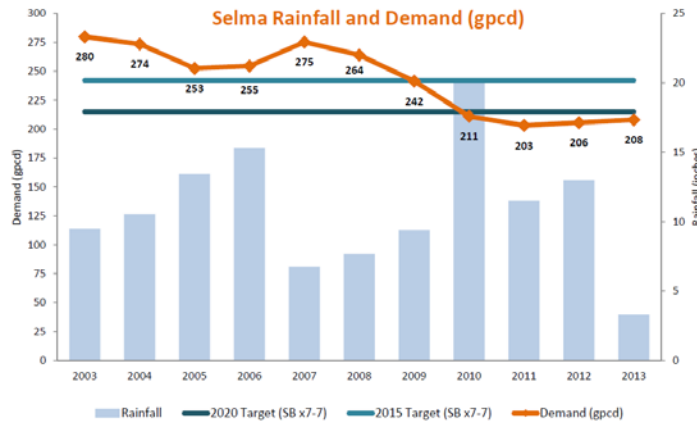
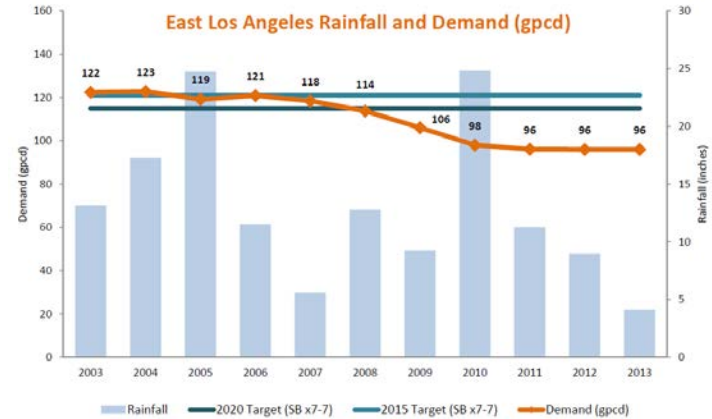
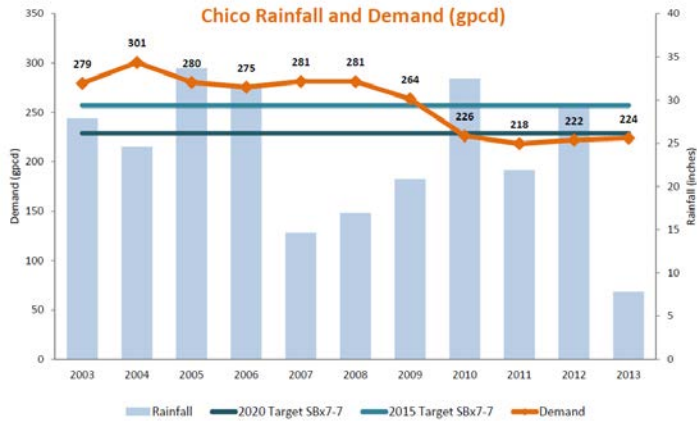
Drought Activities and Outreach

- Expanded information on website
- Additional conservation programming
- Billboards
- Social Media
- Radio Advertising
- Video PSAs

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20 x 2020...and the drought



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Contact Information

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