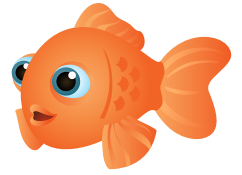


Water Conservation Report: Palos Verdes District



Palos Verdes District Water Conservation 2011

California Water Service Company (Cal Water) continues to expand current conservation programs and develop new programs throughout its 24 service areas in order to meet recently adopted state policies requiring reductions in per capita urban water use. This report provides a general overview of the Palos Verdes District, urban water demand, and reduction targets calculated specifically for this district. In addition, a summary of 2011 conservation activities is included.

Palos Verdes Service Area Description

The Palos Verdes district covers approximately 26 square miles, encompassing all the area incorporated by the cities of Palos Verdes Estates, Rancho Palos Verdes, Rolling Hills Estates, and Rolling Hills. The district is bordered on the north by the cities of Torrance and Lomita, on the east by San Pedro, and on the west and south by the Pacific Ocean.

The Palos Verdes District's population in 2011 was approximately 69,400. On average, the district receives about 12 inches of rainfall annually, most of which falls in the late autumn, winter, and early spring. The late spring, summer, and early autumn months are generally dry. Annual evapotranspiration in the district averages 39 inches, which means that most landscapes cannot survive on rainfall alone and must be irrigated.

California Water Service Company

Cal Water is an investor-owned water utility supplying water service to nearly 2 million Californians through 470,000 connections. Its 24 separate water systems serve 63 communities throughout California, from Chico in the north to the Palos Verdes Peninsula in the south. California Water Service Group, Cal Water's parent company, also serves communities in Washington, New Mexico, and Hawaii. Rates and operations for districts located in California are regulated by the California Public Utilities Commission (CPUC). Cal Water has provided water service to the Palos Verdes community since 1970.

**Use water wisely.
It's essential.**



Rev. 5/12



Cal Water is committed to supporting our customers as part of our plan to provide a reliable water supply

2011 Water Demand

2011 per capita demand in the Palos Verdes District was 249 gallons per capita per day (gpcd). Per capita demand has trended down recently. Changes in demand can be attributed to a number of factors, including, but not limited to, economic conditions, public awareness, climate, and implementation of conservation programs.

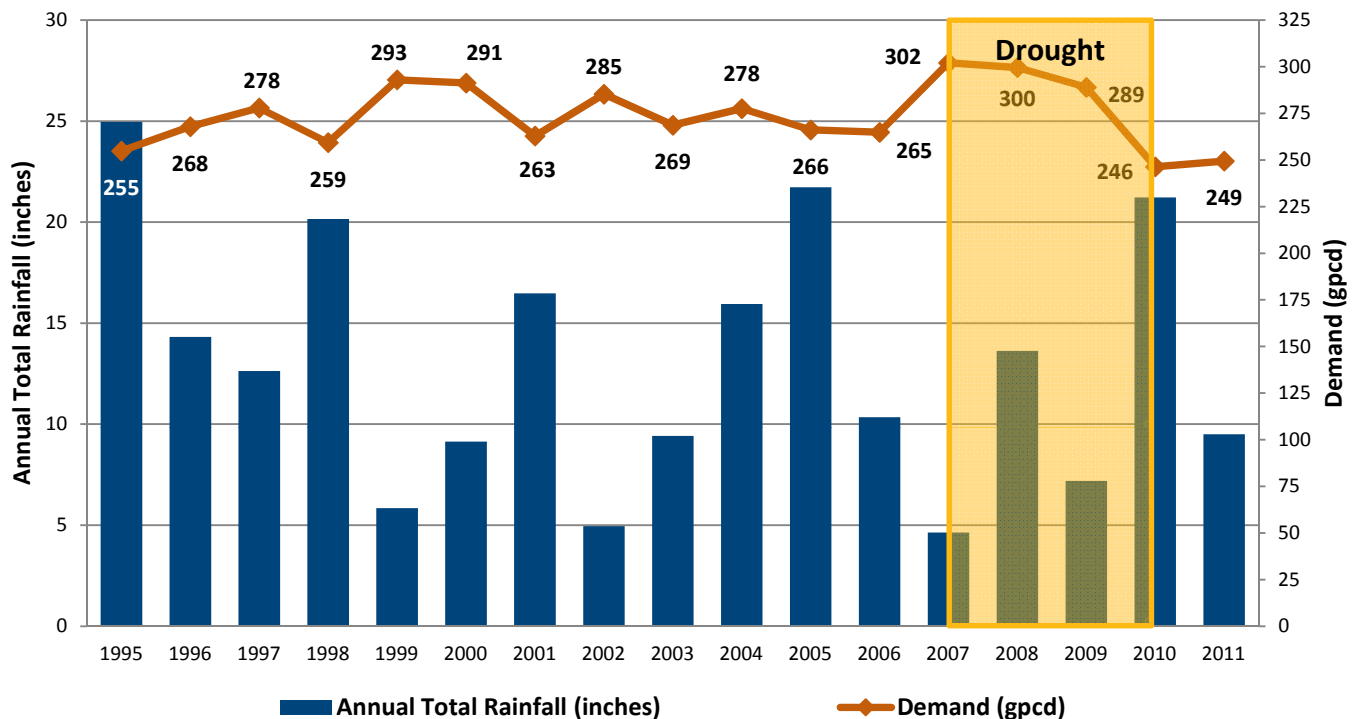
Statewide Urban Water Demand Reduction Policies

Statewide policies and agreements impacting water use reduction demands include recent decisions by the CPUC directing Class A water utilities to reduce per capita urban water demand; state legislation, Senate Bill x7-7 (California Water Code section 10608.16-10608.44), mandating that urban water suppliers reduce per capita demand 20% by 2020; and the Memorandum of Understanding Regarding Urban Water Conservation in California, administered by the California Urban Water Conservation Council (CUWCC).

Senate Bill x7-7 (SB x7-7) requires each urban retail water supplier to develop and meet interim and 2020 urban water use reduction targets, in accordance with specific requirements, in order to be eligible for state grants and loans. The calculated 2015 and 2020 targets for Cal Water's Palos Verdes District are 253 gpcd and 225 gpcd, respectively.

Cal Water will continue to implement water conservation measures to meet state reduction requirements. Additional water savings are anticipated to come from plumbing fixture efficiency codes and past conservation program investments. Two recent California laws, Assembly Bill 715 (Chapter 499 – Statutes of 2007) and Senate Bill 407 (Chapter 587 – Statutes of 2009), are also expected to accelerate the replacement of low-efficiency plumbing fixtures – primarily toilets – with higher-efficiency alternatives.

Water Demand and Local Rainfall



Our customers' conservation efforts water supply for today and tomorrow.

2011 Water Conservation

2011 water conservation activities were broad in scope and implemented with the goal of meeting 2020 urban water use reduction requirements. The 2011 Palos Verdes District Conservation Program Summary on the next page provides information on implemented programs, activity levels, annual water savings, and lifetime water savings achieved by these programs.

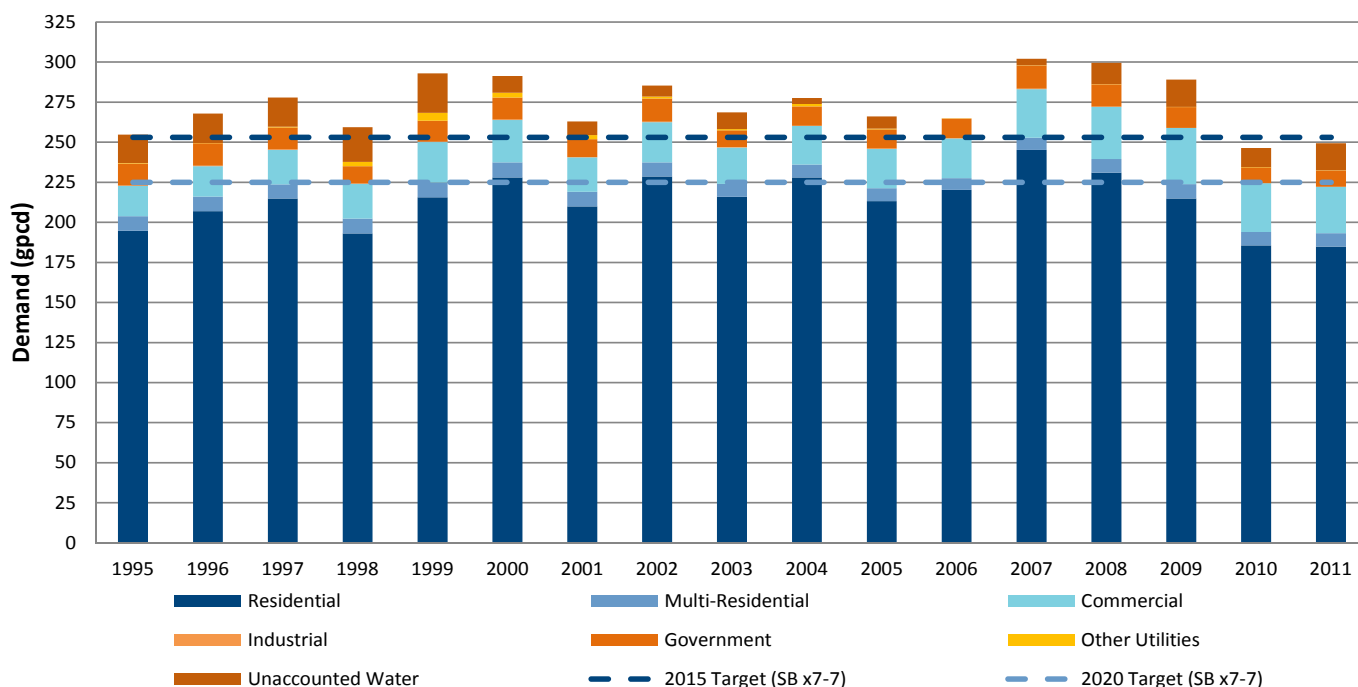
Partnerships and Coordination

Cal Water draws on the expertise and energy of many agencies and works cooperatively with others to increase the effectiveness of our conservation programs. Cal Water is an active member of the CUWCC and Alliance for Water Efficiency, and is an Environmental Protection Agency WaterSense Program Partner. In addition, Cal Water coordinates with wholesalers and other retailers on local projects when possible.

Future Plans and Updates

In an effort to meet statewide requirements for urban water use reduction, Cal Water developed Conservation Master Plans for each of its service areas. These plans are designed to provide a framework for meeting statewide requirements and to chart a course for Cal Water's conservation programs for the period 2011-2015. Cal Water will regularly review these plans and make adjustments as appropriate. Key monitoring and updating activities include program tracking, research study participation, and coordination with local planning and enforcement departments.

GPCD by Customer Type and State Legislated Targets



2011 Palos Verdes District Conservation Program Summary

	Activity Level	Activity Savings Lifespan (years)	Estimated Annual Water Savings (gallons)	Estimated Lifetime Water Savings (gallons)
Single-Family Residential High-Efficiency Toilet Rebate Program	20	25	130,040	1,730,687
Single-Family Residential High-Efficiency Clothes Washer Rebate Program	34	12	109,806	871,387
Single-Family Residential Water Use Survey Program	140	5	1,645,420	6,738,159
Single-Family Residential High-Efficiency Sprinkler Nozzle Program	5,231	10	5,450,702	54,507,020
Residential Conservation Kit Program	403	5	1,773,200	6,682,132
Living Wise School Education Program	118	5	519,200	1,956,555
Single-Family Residential Smart Controller Rebate Program	5	10	59,710	597,100
Large Landscape Water Use Reports	80	1	1,974,434	1,974,434
Large Landscape Survey Program	8	5	508,904	2,544,520
Total			12,171,417	77,601,995