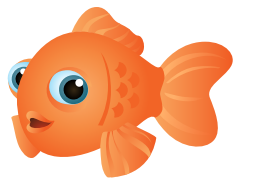
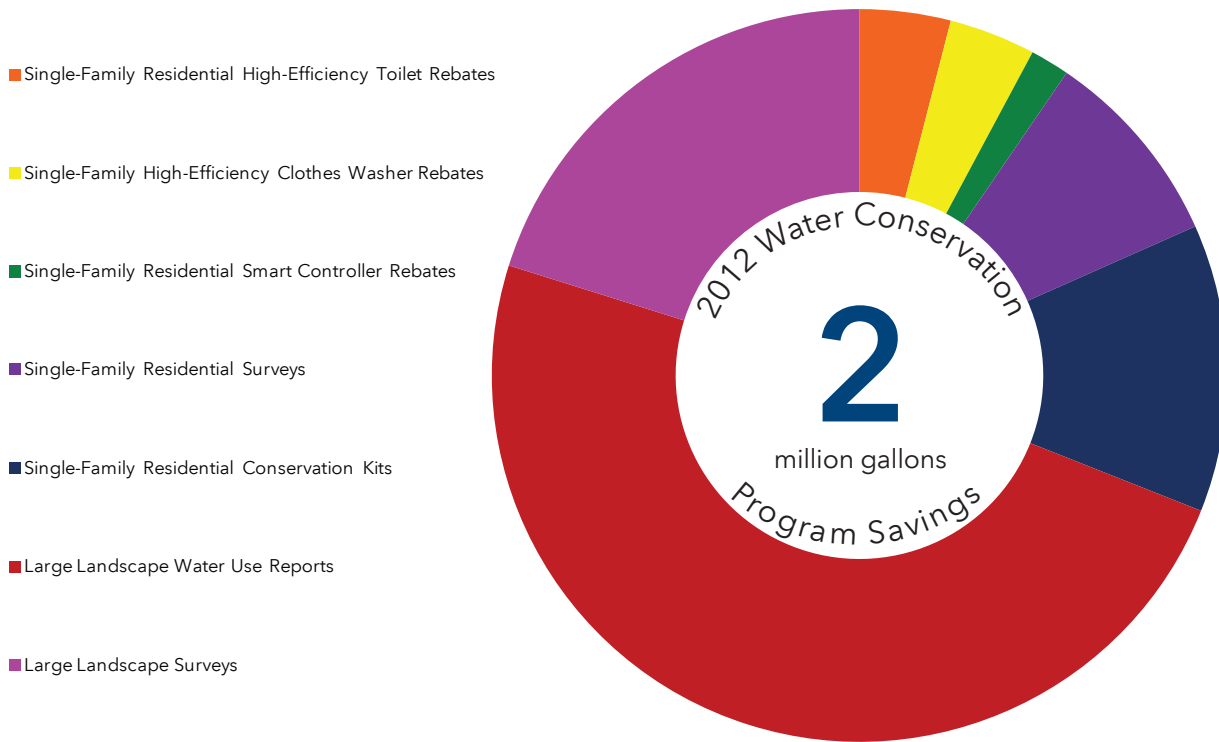


# 2012 Water Conservation Report

## Selma District



Cal Water's conservation programs are broad in scope and implemented with the goal of meeting 2020 urban water use reduction requirements. Approximately 2 million gallons (MG) of water were conserved through the programs implemented in 2012. These programs are expected to save 6 MG over their lifetime.



### Large Landscape Water Use Reports

25 reports completed & 912,000 gallons conserved in 2012. Expected lifetime savings of 912,000 gallons over a 1 year product life.



### Large Landscape Surveys

4 surveys completed & 376,000 gallons conserved in 2012. Expected lifetime savings of 1.9 MG over a 25 year product life.



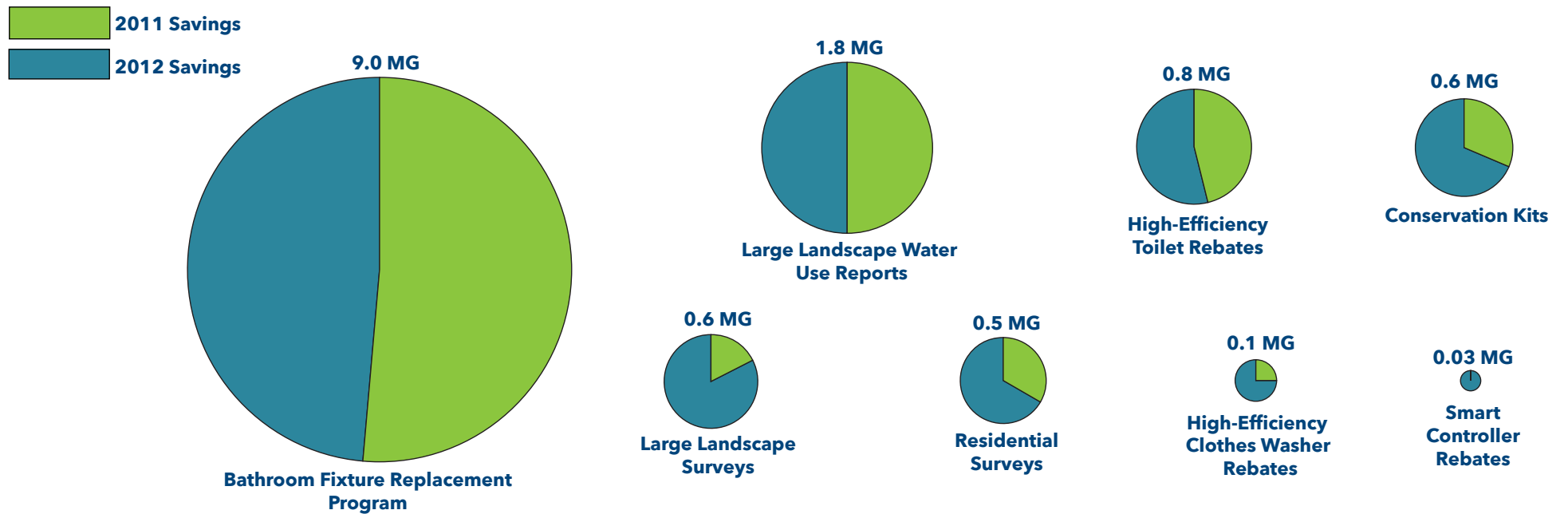
### Conservation Kits

54 kits distributed & 237,000 gallons conserved in 2012. Expected lifetime savings of 896,000 gallons over a 5 year product life.

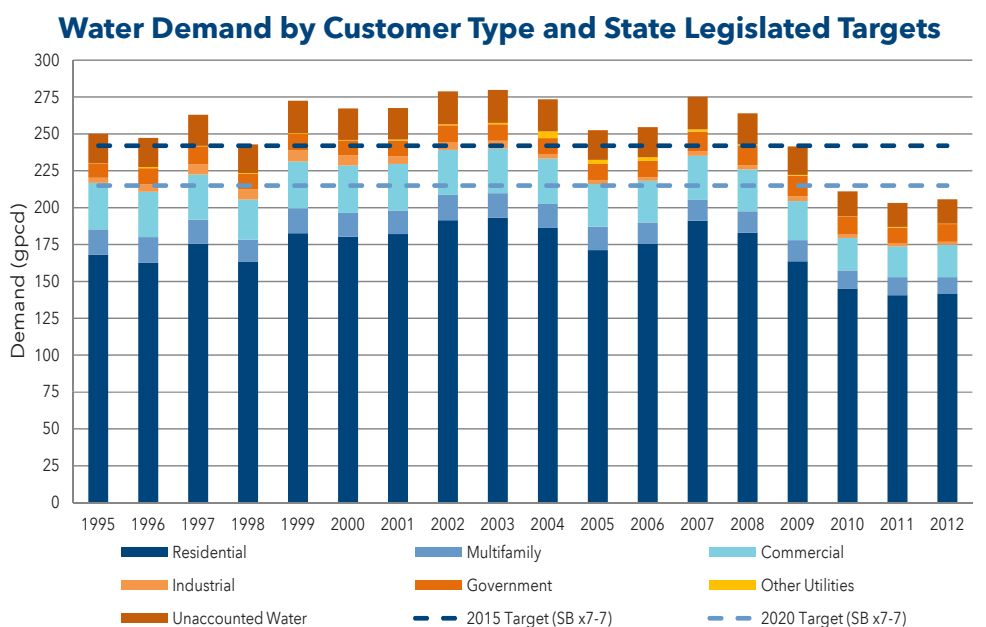
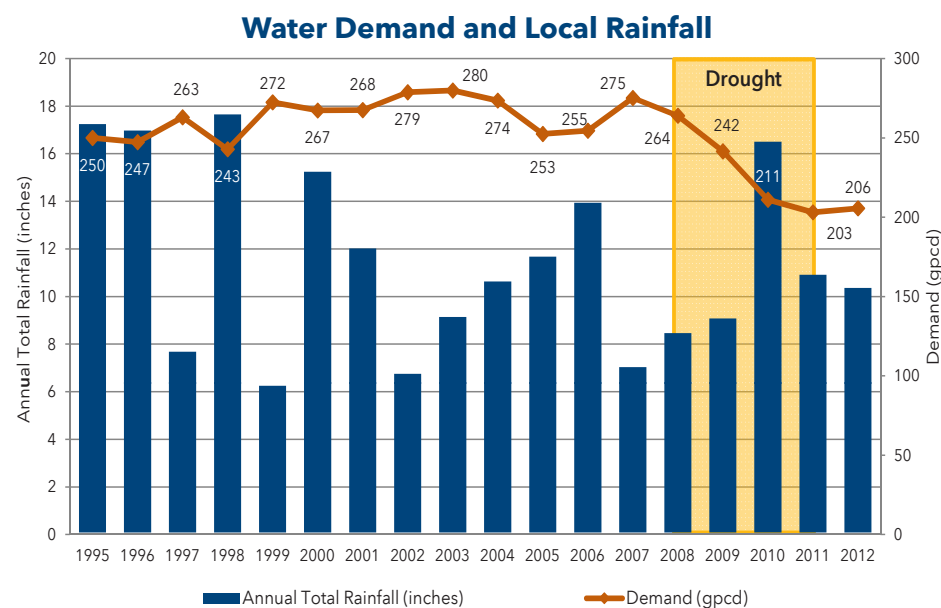


◆ = 100,000 gallons of active savings in 2012

**Cumulative Savings** - Water savings from most of the existing conservation programs continue well after implementation. In Selma, more than 13 MG of water have been conserved as a result of programs implemented in 2011 and 2012.



**Statewide policies and agreements** mandate water utilities to significantly reduce per capita urban water demand by 2020. Over the last several years water use has trended down. 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.



gpcd = gallons per capita per day

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

