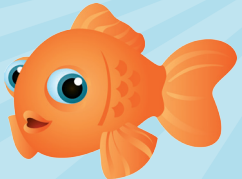
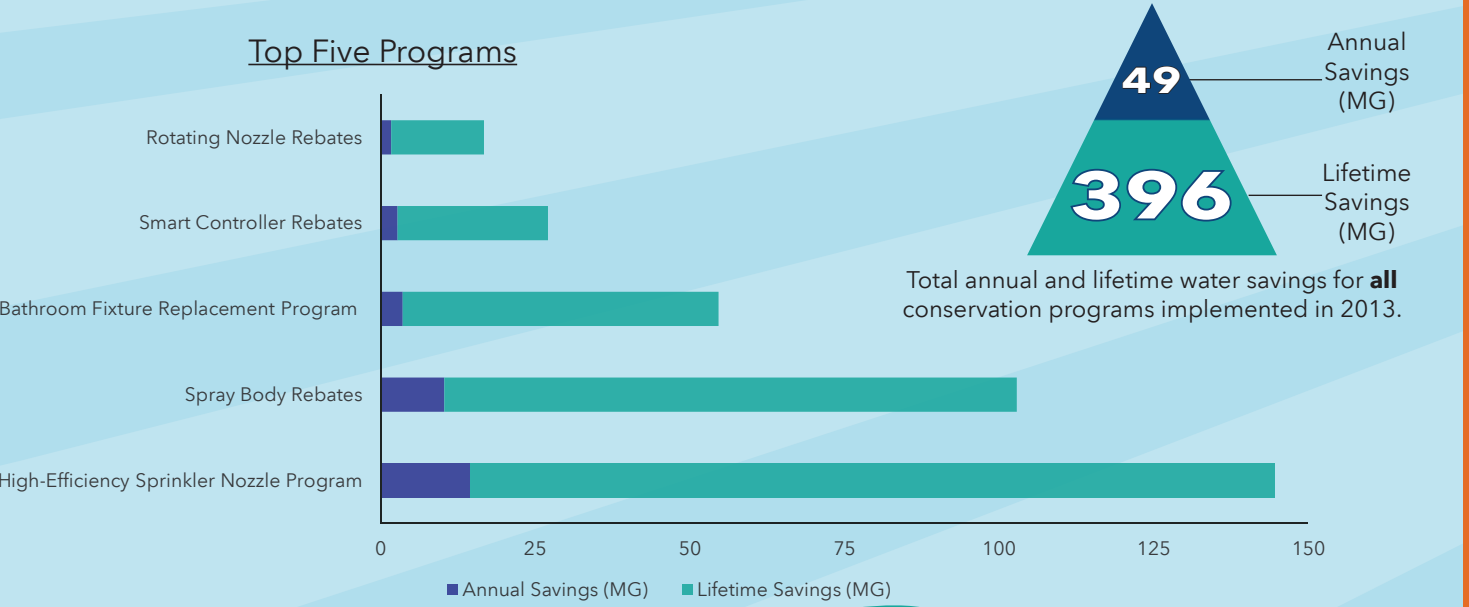


# 2013 Water Conservation Report: Bakersfield District

Cal Water's conservation programs are designed to meet 2020 urban water use reduction requirements and increase long-term supply reliability. Programs implemented in 2013 saved approximately 49 million gallons (MG) of water and are expected to save 396 MG over their lifetime.

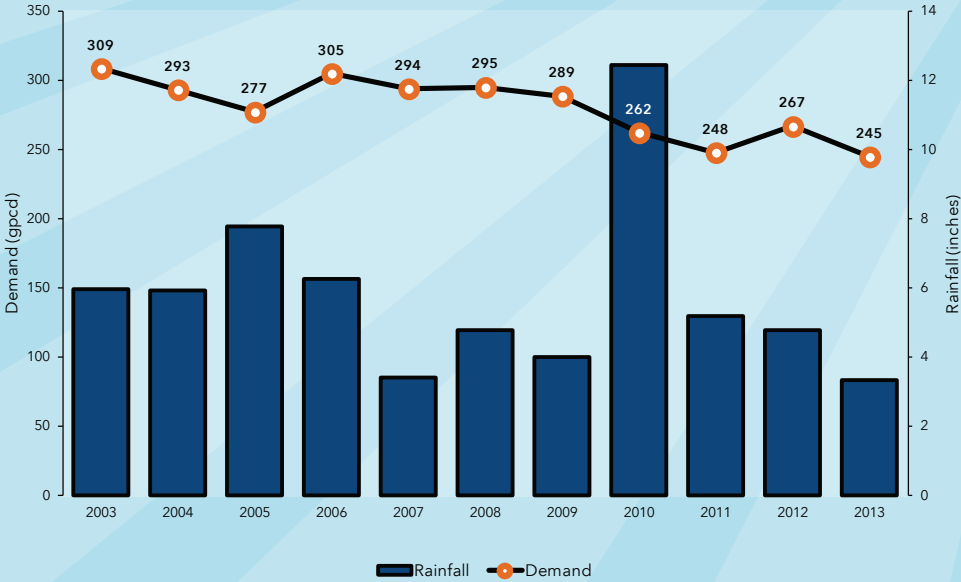


## 2013 Annual & Lifetime Water Savings



Statewide policies and agreements mandate water utilities to significantly reduce per capita urban water demand (gpcd: gallons per capita per day) by 2020. Over the last several years, water use has declined. 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.

## Water Demand and Local Rainfall



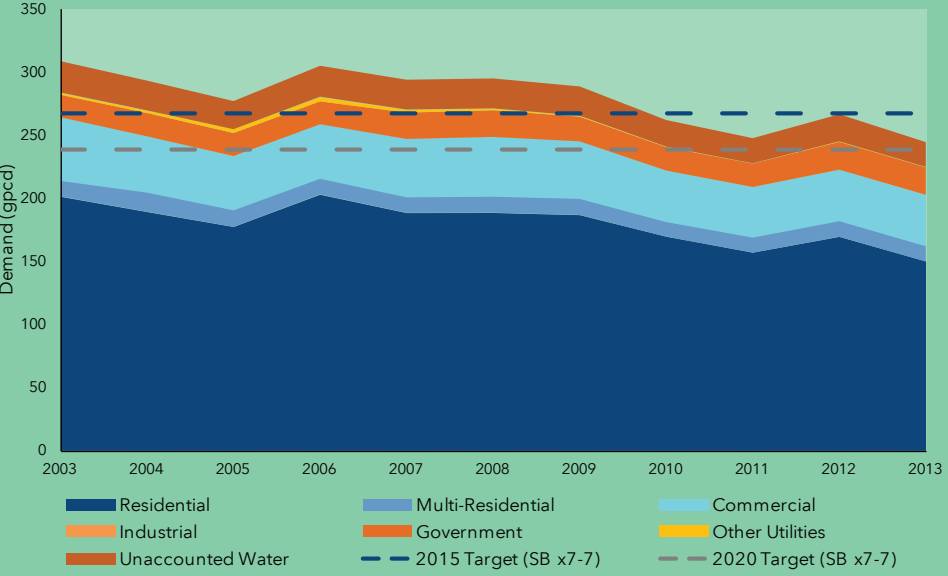
## Cumulative Water Savings



Water savings from most Cal Water conservation programs continue well after implementation. Bakersfield, nearly 158 MG of water have been conserved as a result of programs implemented in 2011, 2012, and 2013. These programs are expected to save approximately 767 MG over their lifetime.

# 767,000,000 gallons

## Water Demand by Customer Type and State Legislated Targets



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

