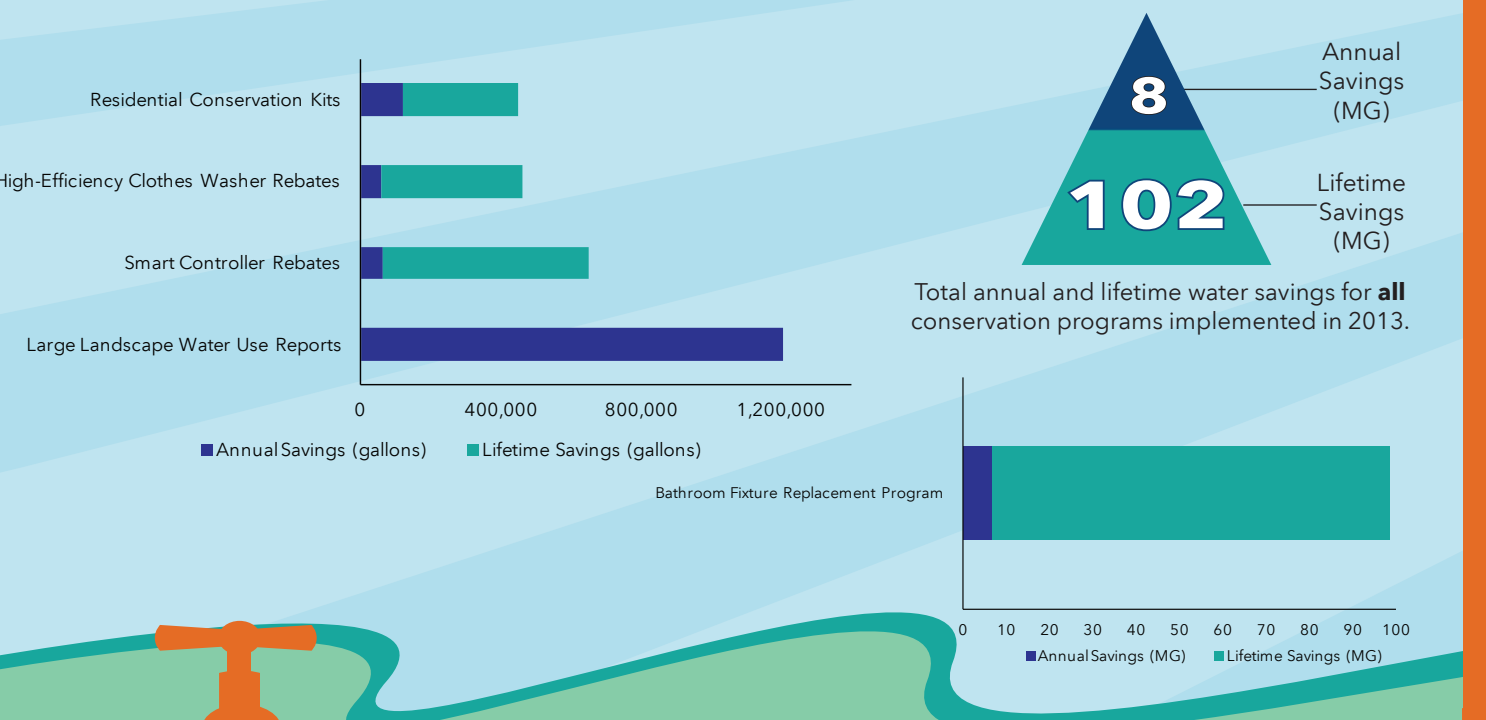


2013 Water Conservation Report: Selma District

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 8 million gallons (MG) of water and are expected to save 102 MG over their lifetime.

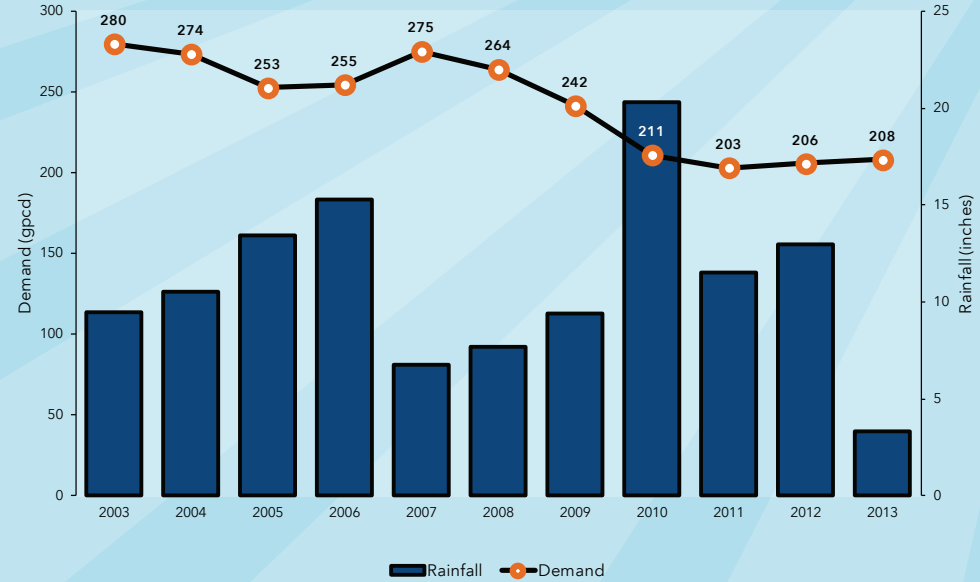


2013 Annual & Lifetime Water Savings

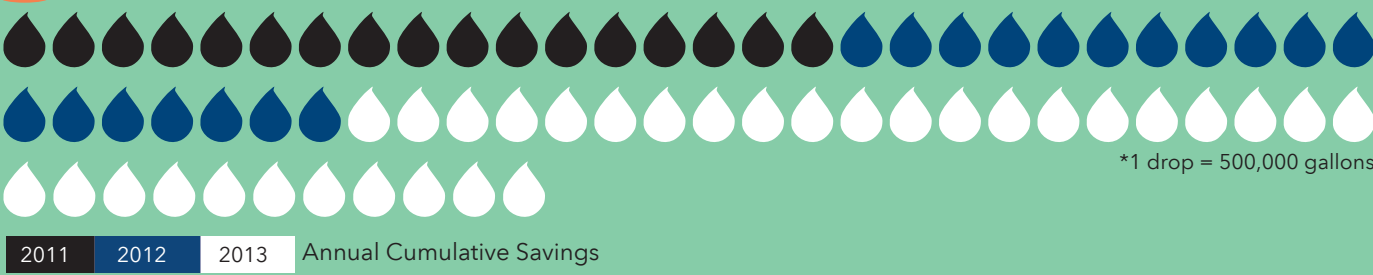


Statewide policies and agreements mandate water utilities to significantly reduce per capita urban water demand (gpcd: gallons per capita per day) by 2020. Over the last several years, water use has declined. Changes in demand can be attributed to a number of factors, including, but not limited to, economic conditions, public awareness, climate, and implementation of conservation programs.

Water Demand and Local Rainfall



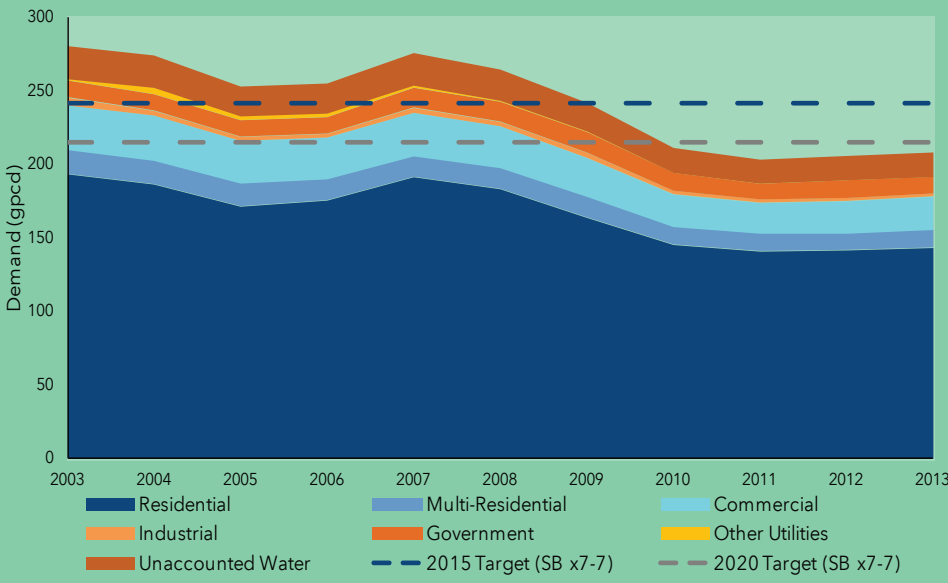
Cumulative Water Savings



Water savings from most Cal Water conservation programs continue well after implementation. In Selma, more than 33 MG of water have been conserved as a result of programs implemented in 2011, 2012, and 2013. These programs are expected to save approximately 214 MG over their lifetime.

214,000,000 gallons

Water Demand by Customer Type and State Legislated Targets



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

