



July 2, 2008

Dear AWAC Supporter,

We have been extremely busy this past quarter, getting the word out about how important water conservation is and how residents can reduce their water usage. Launched last quarter on February 1st by Mojave Water Agency and AWAC, the Water Conservation Incentive Program (WCIP) has seen tremendous success. The response has been tremendous with some of the eighteen water agency partners processing three or more Cash for Grass applications per day! We have five local retailers who are able to accept the vouchers for our toilet replacement program-Winnelson in Victorville and Yucca Valley, and Anderson's True Value Hardware stores in Phelan, Hesperia and Barstow. More information on WCIP successes are on page two.

Attendance has increased at our landscaping workshops by 1.5% or 10 persons as compared to last year, as well as increased attendance at many of our other events. Despite daytime temperatures close to 100°, 91 folks showed up to attend a Landscaping 101 workshop in Joshua Tree on May 17th. The Desert Communities Water Awareness Expo saw 13,954 people during its three-day run, April 11-13th. The 10th Annual Victorville Garden Party held on April 5th saw over 2,500 in attendance. Adelanto night held was held on Friday April 26th at Maverick's Stadium, where we brought the conservation message to around 3,000 people.

Effective July 1st, the Desert Communities Water Awareness Expo joined forces with AWAC in order to become a stronger organization promoting water conservation. Expo has been around for 18 years and its members work at our local water agencies.

Jeanette Hayhurst has stepped down as our President after two years of fabulous service. Jeanette has been a very active member of AWAC since the beginning and has brought much energy to this group. She has passed the gavel on to Joe Mathein, from San Bernardino County Special Districts. Joe has served as the Landscape Committee Chairman for several years.

As always, if you have any questions, please do not hesitate to email me at tblomker.mojavewater.org, or call me at (760) 946-7013. Back copies of the Executive Briefing's may be found on AWAC's website at www.hdawac.org.

Terri Blomker
Interim Executive Director
Alliance for Water Awareness and Conservation

EXECUTIVE BRIEFING

For the period April through June 2008

(These activities summarize some of the achievements during the past quarter only, and do not represent the progress AWAC has made since its inception in 2003.)



We began our spring and summer Landscape workshops in March and introduced a new feature, "The Water Smart Homeowner" certificate. When a person has attended all three workshops in the series, they will receive with a certificate for six hours of training. Workshops have been held at the Helendale CSD, Victor Valley College, Barstow College, Joshua Tree Community Center and Adelanto Maverick's stadium. We have averaged 45 people per workshop and handed out eight certificates in Helendale and expect to award another 20-25 in July when we finish with the series. Topics included Drip Irrigation, Designing & Renovating Your Yard, Soils, Integrated Pest Management, and Desert Plant Selection. This year we were fortunate to have Milt McGiffen PhD- University of California Riverside; Karl McArthur-University of California Cooperative Extension; Cindy Poole-Perfection Landscaping; Anita Matlock and Dave Palumbo-Rainbird as presenters at our workshops. A big "Thank You" to them and their companies for their continued support.

This quarter we were present at:

10th Annual Victor Valley Garden Party, Barstow Discovery Center Earth Day/Garden Party, Joshua Tree Turtle Days, High Desert Communities Water Awareness Expo, Adelanto Night at Maverick Stadium, Sol Festival Adelanto, and the High Desert Chapter of the Master Composter's training.

The Alliance for Water Conservation (AWAC) and the Mojave Water Agency (MWA) has teamed up to start tracking the impacts of water conservation and the overall customer demand on the regional water supplies. We have asked each agency to establish a baseline water use report starting in 2000 and tracking production and demands through the current year.

A contract has been awarded to Ron Gregory Associates in Palm Desert to develop 10 different landscape templates. These templates will be available to homeowners who wish to put in their own low water use landscaping. Mr. Gregory will also be developing the new demonstration garden that will be put in at Joshua Basin Water District.

Water Conservation Incentive Program (WCIP). Eighteen water agencies are currently participating in the program where residents can receive a \$165 voucher or rebate to replace their toilets, \$175 rebate on the purchase of a high efficiency clothes washer and up to \$3000 for removing turf. Some water agencies have added additional funding to that provided by the Mojave Water Agency, which makes the incentive more valuable.

Since February 1, when the program launched, 729 applications have been issued to customers - 258 Cash for Grass, 384 High Efficiency Toilets, 87 Clothes Washers, 230 rebate and voucher applications have been processed equaling an estimated 20 acre feet per year (afy) water savings or 6.5M gallons per year (gpy). As of June 1st, 47 customers have completed their projects equalling 72,000 sf of removed grass with an estimated 14 afy water savings or 4.6M gpy. The highest Cash for Grass rebate that's been issued to one customer so far is \$3,000 for removing 7,275 sq ft of grass for an estimated 1.4 afy of water savings or 400,000 gpy.