



Alliance for Water Awareness and Conservation (AWAC)

Executive Briefing for April 2007

**This summarizes AWAC's activities during the period
January 1 through March 31, 2007.**

The members of the Alliance for Water Awareness and Conservation (AWAC) continue to work together achieve the following goals:

Goal 1

Educate the local communities with the understanding of the importance of water conservation.

Goal 2

Provide the local communities with the tools to effectively reduce per capita consumption to targeted goals.

Goal 3

Reduce regional water use from year 2000 levels by 10% gross per capita by 2010, 15% by 2015, and 20% by 2020 (5% in Morongo Basin) to achieve a sustainable, reliable supply to meet regional water demands.

To reach these goals, AWAC has implemented a number of ongoing programs.

Below are some highlights from last quarter, January through March 2007.

- AWAC has begun conducting a baseline water use survey examining water use back to the year 2000, by sending the survey form out to a "test group" of water purveyors. This data will allow AWAC to quantify per capita reduction in water use through the region.
- The Water Conservation Activity Book is now available for distribution to all second graders throughout the Mojave Water Agency's territory.
- AWAC has released a request-for-proposals for updating its logo to achieve greater impact.
- Rauch Communications has been selected to upgrade the current website www.hdawac.org. This website provides useful information on water conservation and AWAC activities for both AWAC participants and the general public. The update should be completed this Fall.
- AWAC has scheduled presentations at each of the six City Council meetings starting in April.

- Spring '07 Landscape workshops have been scheduled. Workshops are slated for Hesperia City Hall, Mavericks Stadium, Spring Valley Lake, and Barstow College; topics to include: Plant Selection & Soils, Water-Efficient Landscape Design, Drip Irrigation: Design & Maintenance, and Designing a Water Smart Landscape.
- The AWAC plant list is being revised and expanded.
- Staff has begun efforts to revitalize the nursery program.

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.