



## **Alliance for Water Awareness and Conservation (AWAC)**

### **Executive Briefing for January 2007**

**This is the first quarterly briefing that summarizes *AWAC's* activities during the period October 1 through December 31, 2006.**

The **Alliance for Water Awareness and Conservation (AWAC)** was officially formed August 6, 2003. *AWAC* was created to serve as a coordinating group (involving 30 public and private sector organizations) to consolidate water conservation efforts within the Mojave Water Agency's 4,900 square-mile service territory. Participation is voluntary and the participants have set aside political and philosophical differences to unite around common goals. A Memorandum of understanding (MOU) was established for participants to demonstrate their support for and involvement in *AWAC*. The MOU outlines three general goals that *AWAC* strives to achieve.

#### **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.

*AWAC* concentrates its efforts addressing outdoor irrigation, the area with the greatest potential for significant reduction in water use. The primary targeted audiences are:

- New and existing home owners
- Commercial, industrial, and institutional water users
- Landscape suppliers
- Professional and commercial landscapers
- Retail water providers and cities
- Developers

To reach these audiences and achieve its stated goals, **AWAC** has implemented a number of ongoing programs. **Below are some highlights from last quarter, October through December 2006.**

- **AWAC** prepared a draft landscape ordinance promoting water conservation. To date, Victorville, Adelanto and Apple Valley have adopted ordinances. Hesperia and Barstow are considering adopting landscape ordinances as well. Several water companies in the Morongo Basin are also reviewing the landscape ordinance for adoption.
- **AWAC** is preparing to conduct a baseline water use survey examining water use back to the year 2000. This data will allow **AWAC** to quantify per capita reduction in water use throughout the region and help the coalition determine if its efforts are working.
- **AWAC** continues to distribute packets of printed materials to developers and homeowners that includes information regarding water-smart landscaping and attractive landscape design ideas.
- **AWAC** continues the “Plant of the Month” articles that spotlight water-efficient plants. 2007 color calendars featuring these plants are now available.
- **AWAC** is preparing a Water Conservation Activity book to be distributed to all second graders throughout the Mojave Water Agency’s territory.
- **AWAC** is selecting a firm during the month of January to upgrade the current website [www.hdawac.org](http://www.hdawac.org). This website provides useful information on water conservation and **AWAC** activities for both **AWAC** participants and the general public.

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. Participates of **AWAC** are all voluntaries from the public and private sector organizations within the MWA’s 4,900 square mile service territory. Water conservation remains one of the most promising ways we can help ensure a safe and reliable supply of water for a growing California. For more information or learn how you could support our conservation efforts, visit: [www.hdawac.org](http://www.hdawac.org) or call Michelle Madriz, Mojave Water Agency, Water Conservation Coordinator at (760) 946-7013.