



# Conservation Update

Conservation and Local Resources Committee

Item 7a

January 8, 2019

# Conservation Expenditures

FY18/19 -19/20

	Paid*	Committed**
Regional Devices	\$2.9M	\$2.8M
Member Agency Administered	\$0.4M	\$4.2M
Landscape Transformation***	\$0.2M	\$2.0M
Advertising	\$2.9M	\$3.0M
Other	\$0.4M	\$1.6M
<b>TOTAL</b>	<b>\$6.8M</b>	<b>\$13.6M</b>

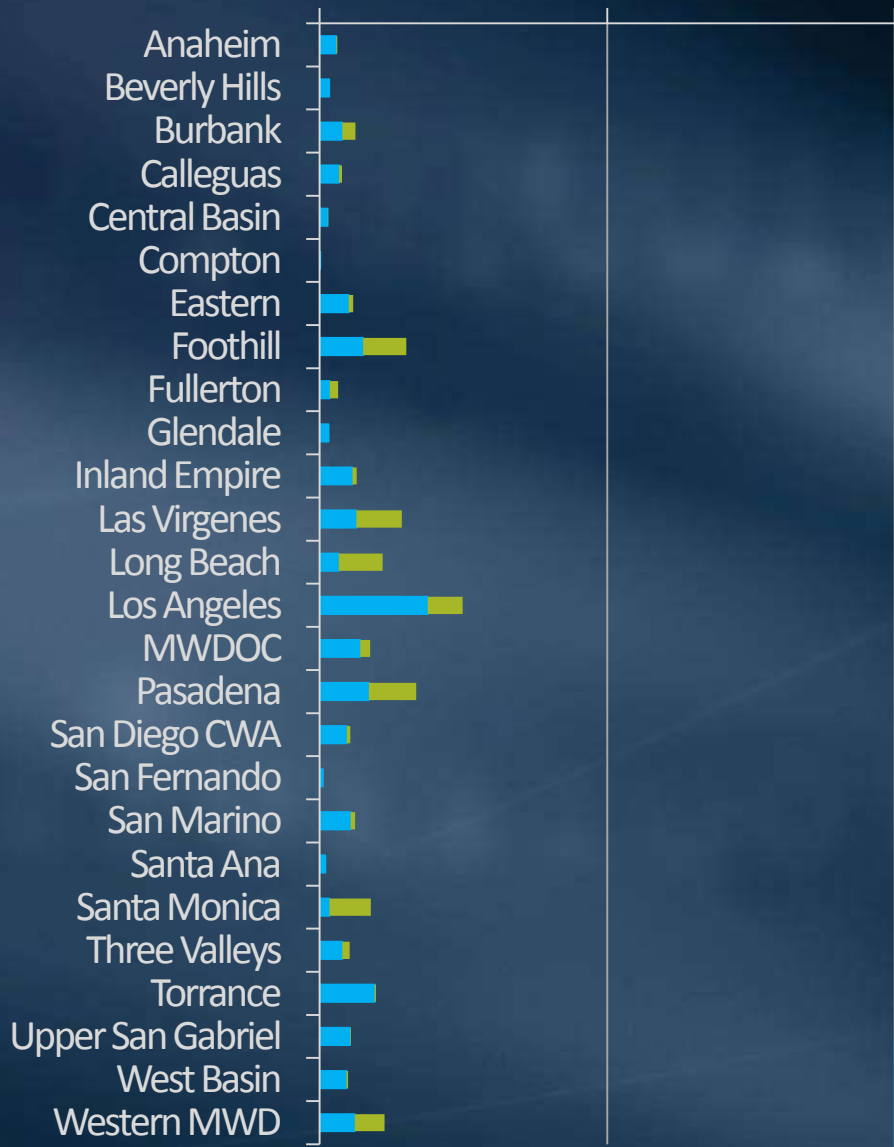
\*Modified Accrual as of 11/30/18. Values include admin fee when appropriate.

\*\*Committed dollars as of 12/6/18.

\*\*\*Up to \$50M in applications accepted each year. Draw from Water Stewardship Fund for expenditures above \$17M.

# Conservation Expenditures per capita FY 2013/2014

\$-                      \$5                      \$10                      \$15                      \$20                      \$25



**Governor Brown declares drought emergency and continued state of emergency in January and April 2014, respectively**

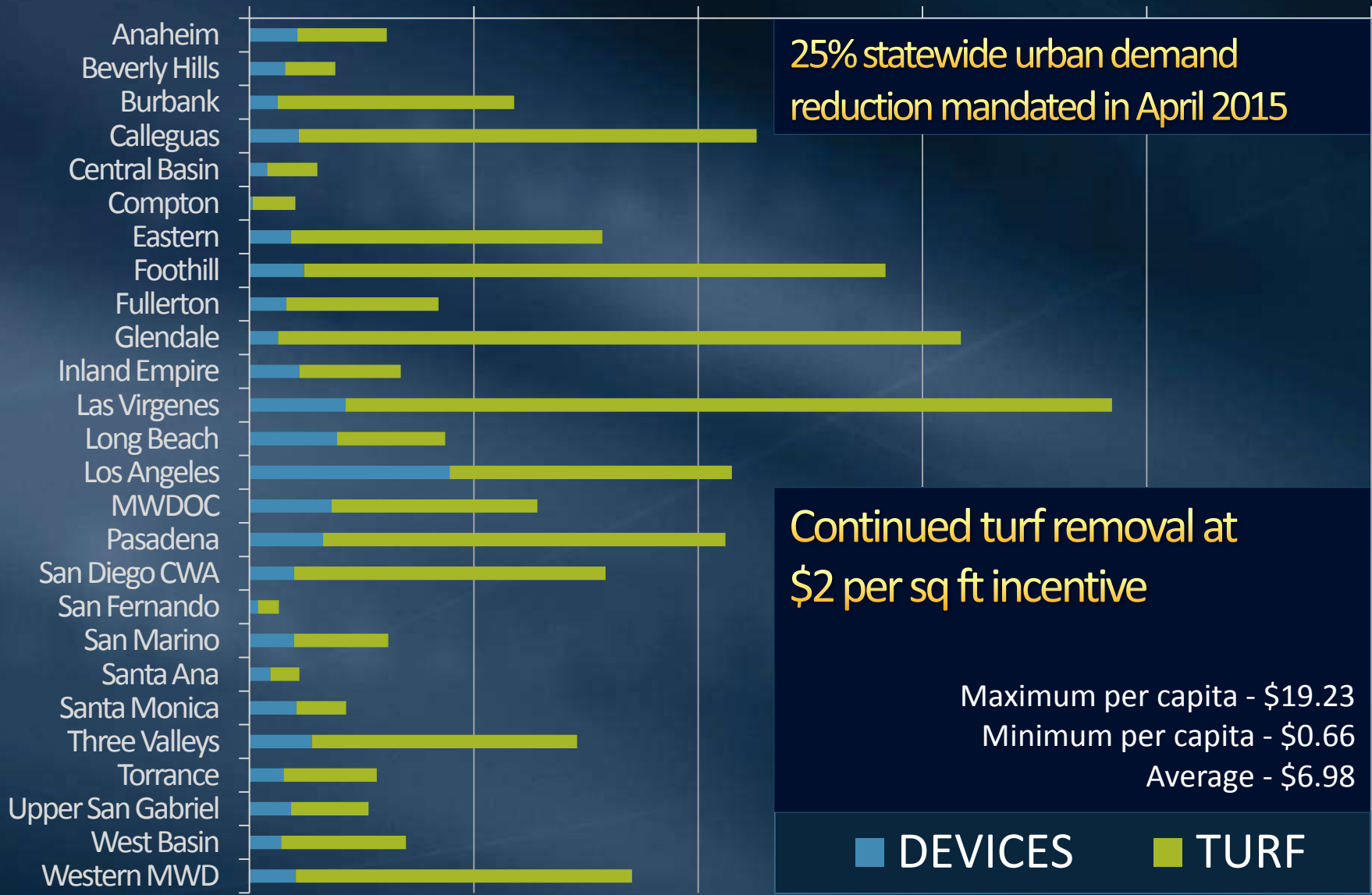
**Turf removal incentive increased to \$2 per sq ft in May 2014**

Maximum per capita - \$2.48  
 Minimum per capita - \$0.01  
 Average - \$ 1.00

**DEVICES**      **TURF**

# Conservation Expenditures per capita FY 2014/2015

\$-                      \$5                      \$10                      \$15                      \$20                      \$25



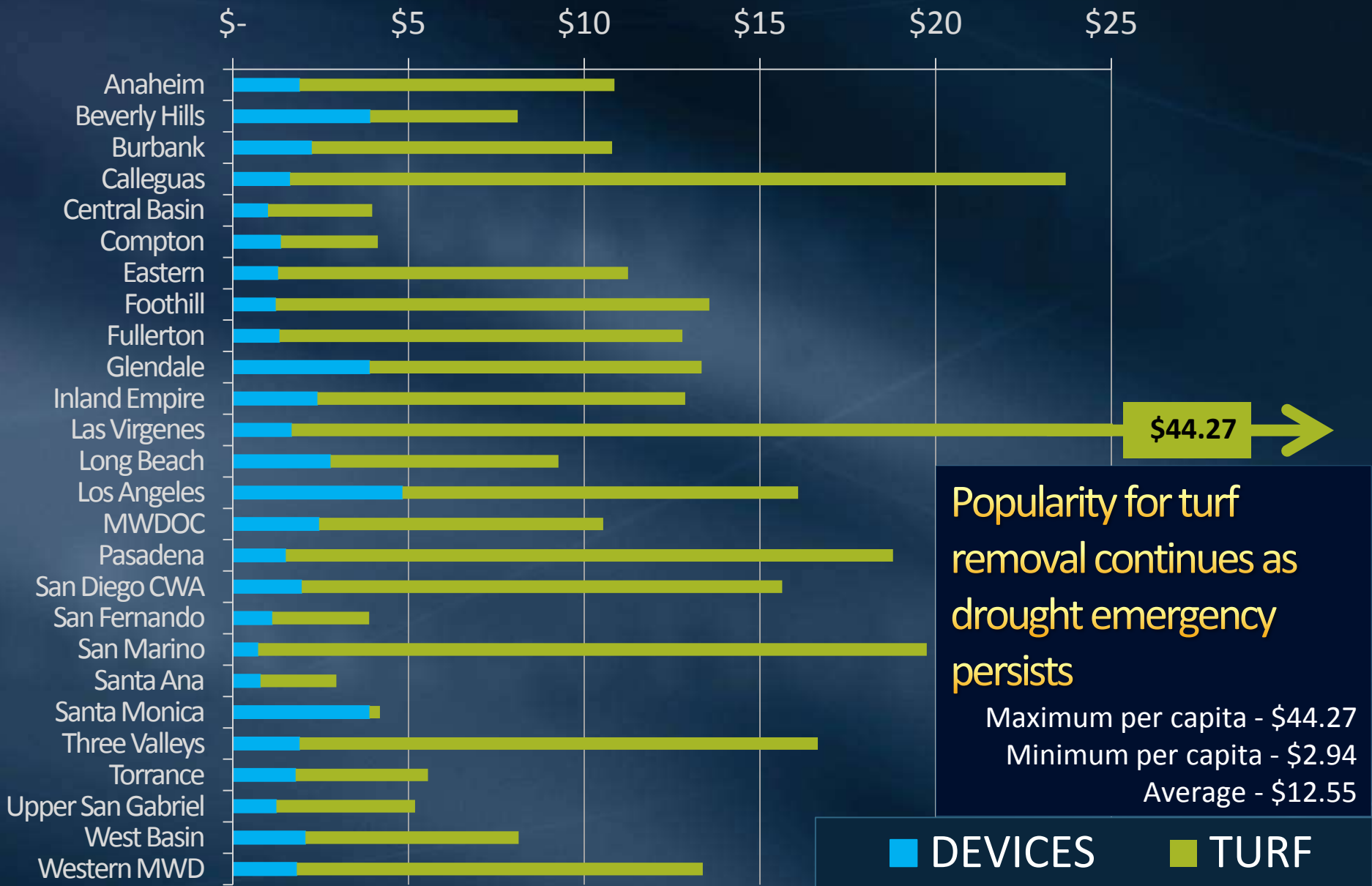
25% statewide urban demand reduction mandated in April 2015

Continued turf removal at \$2 per sq ft incentive

Maximum per capita - \$19.23  
 Minimum per capita - \$0.66  
 Average - \$6.98

■ DEVICES      ■ TURF

# Conservation Expenditures per capita FY 2015/16



**Popularity for turf removal continues as drought emergency persists**

Maximum per capita - \$44.27  
 Minimum per capita - \$2.94  
 Average - \$12.55

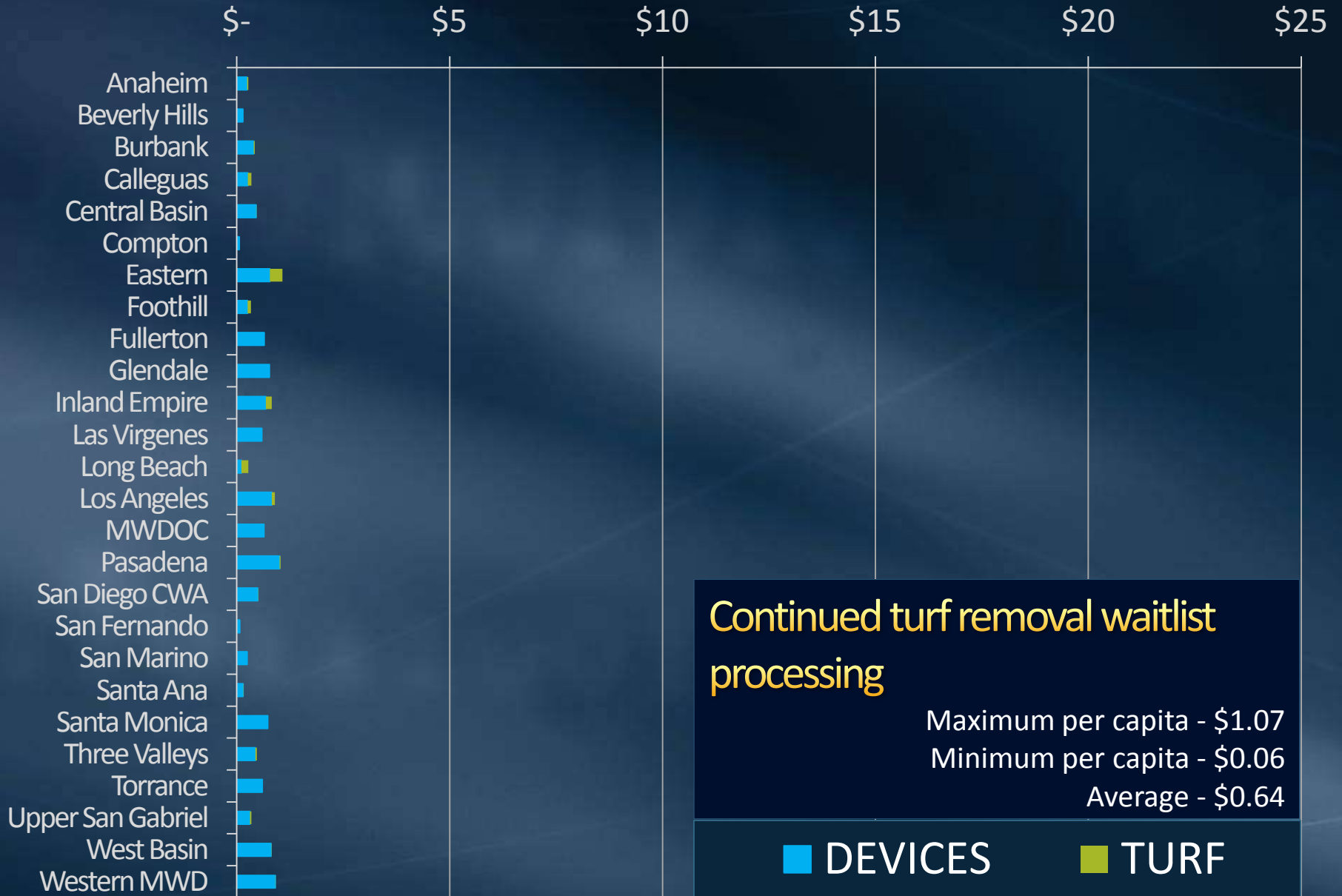
■ DEVICES ■ TURF

# Conservation Expenditures per capita FY 2016/17

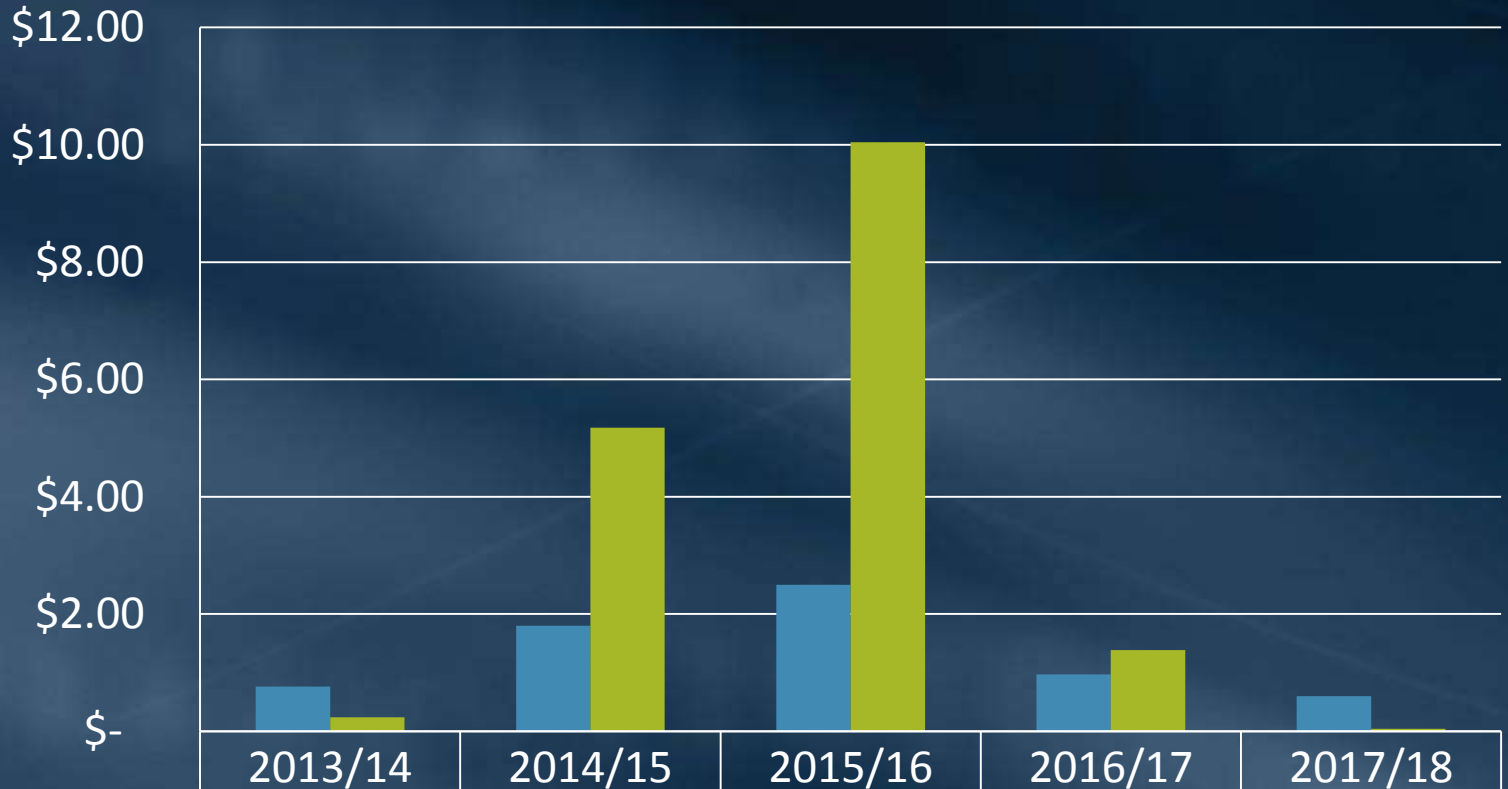




# Conservation Expenditures per capita FY 2017/18



# Average per capita spent between 2014-2018



■ Device per capita	\$0.76	\$1.80	\$2.50	\$0.97	\$0.60
■ Turf per capita	\$0.24	\$5.18	\$10.05	\$1.38	\$0.04
<b>TOTAL</b>	<b>\$1.00</b>	<b>\$6.98</b>	<b>\$12.55</b>	<b>\$2.35</b>	<b>\$0.64</b>



