



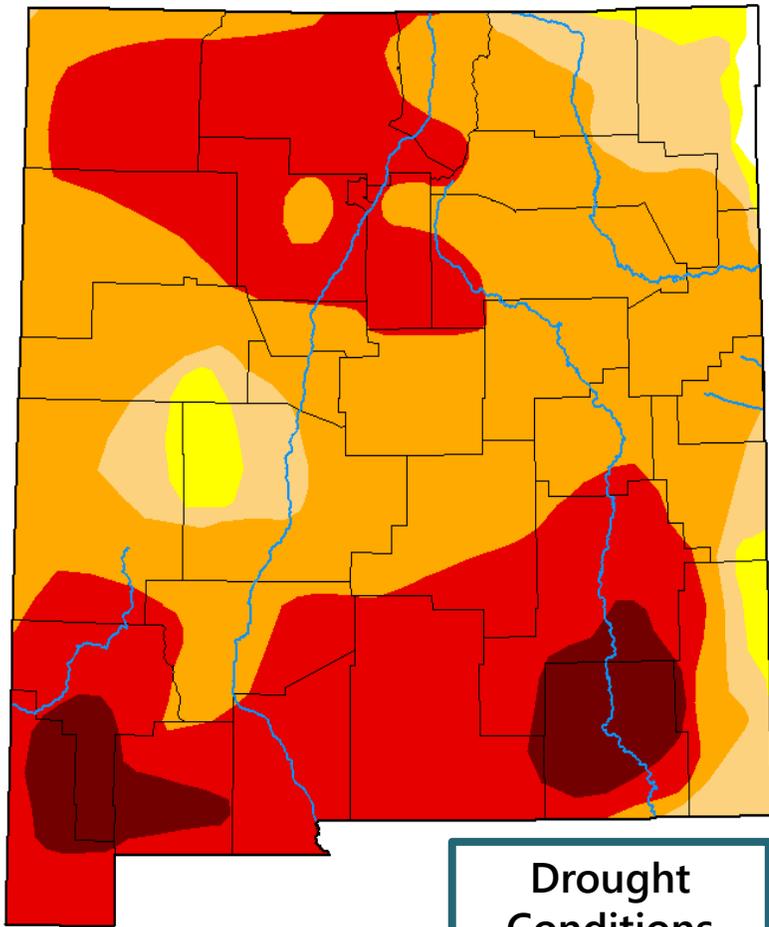
Water Resources Division

Water Report

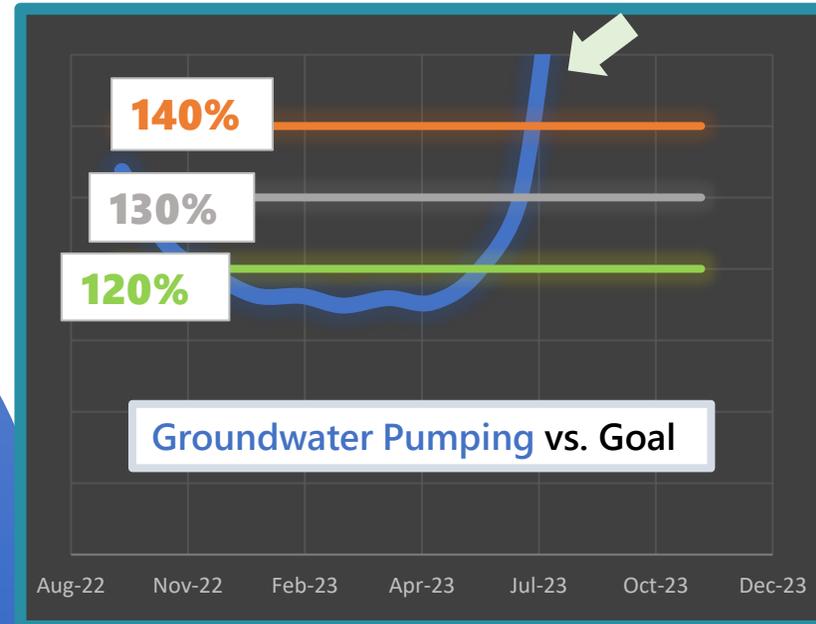
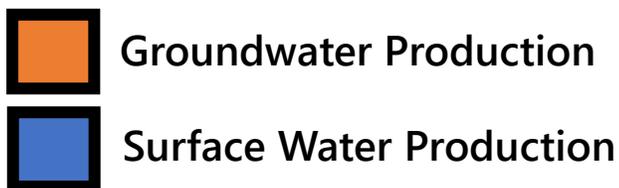
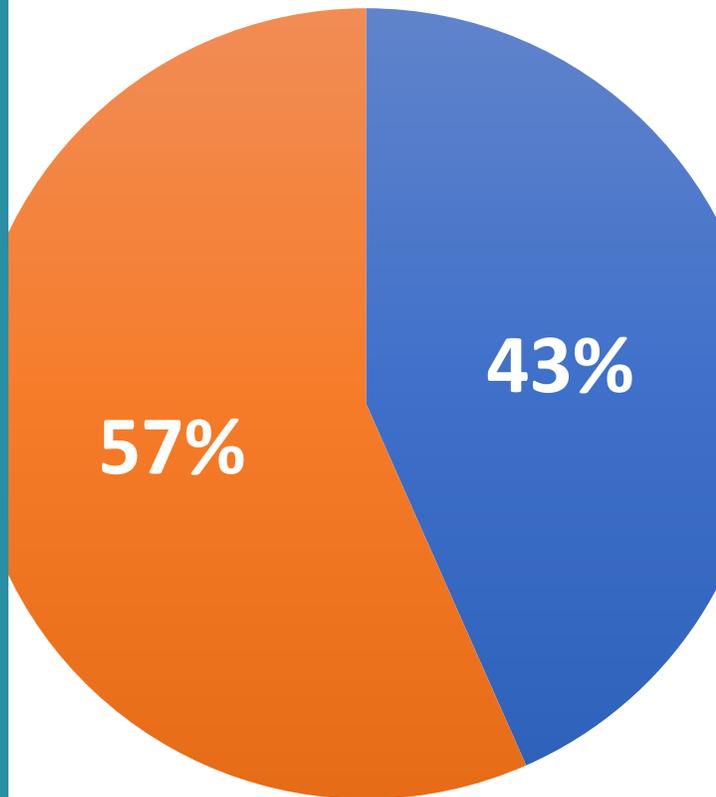
Carlos Bustos
Water Conservation Manager

SUPPLY METRICS SNAPSHOT

November 2023



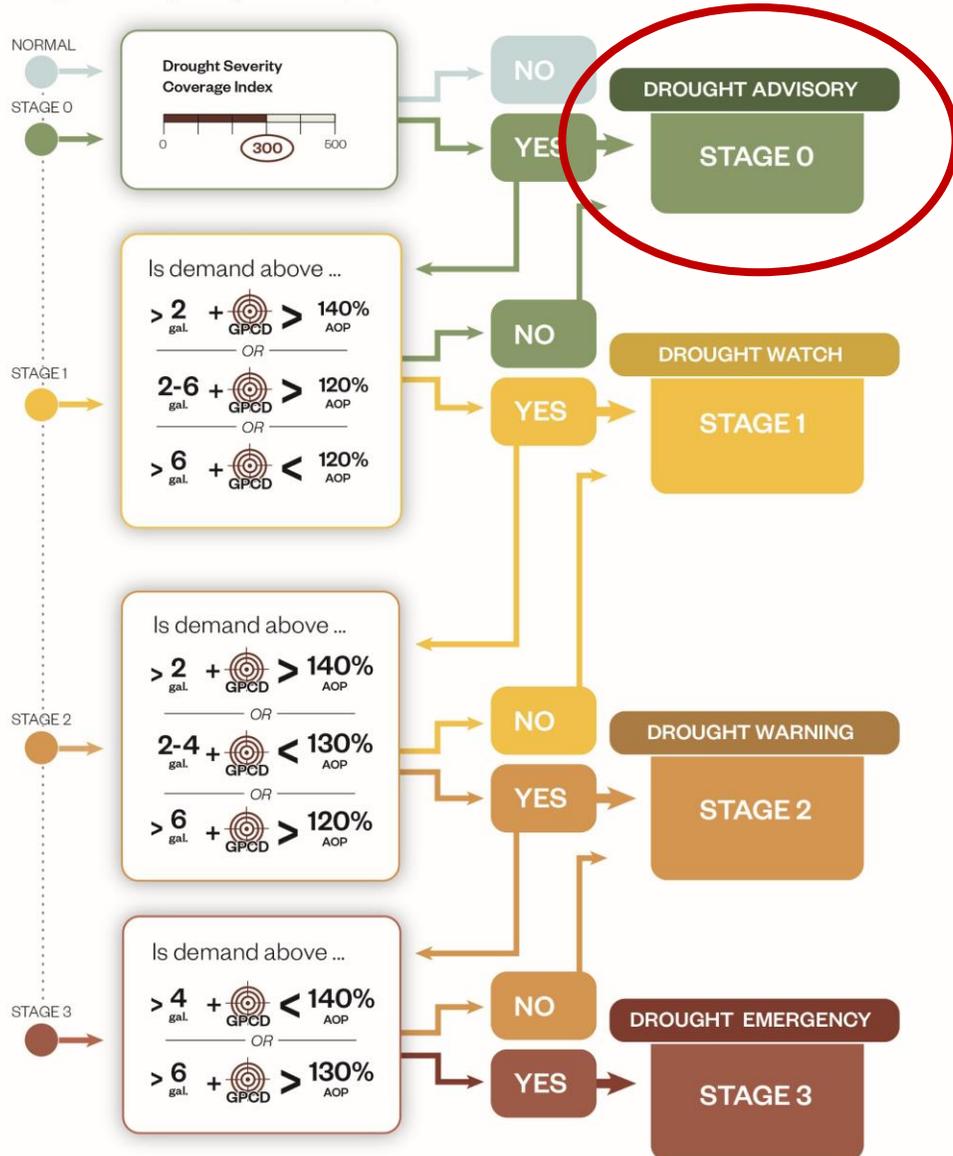
Drought Conditions



Monthly Drought Assessment

START → TRIGGERS → ASSESSMENT RESULT & MEASURES

Monthly assessment begins at stage determined by the previous assessment

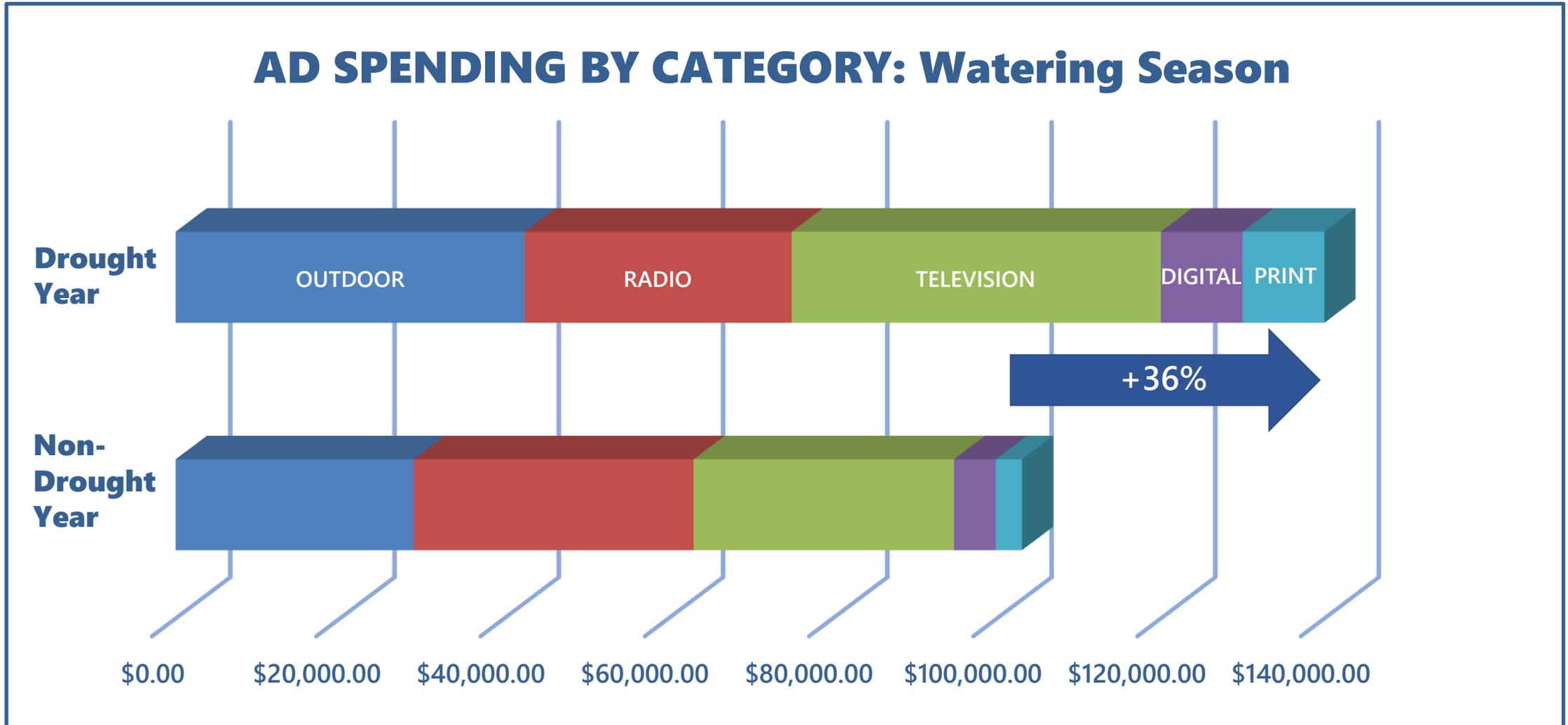


KEY ■ Educational ● Prescriptive ▲ Monitoring ★ Regulatory

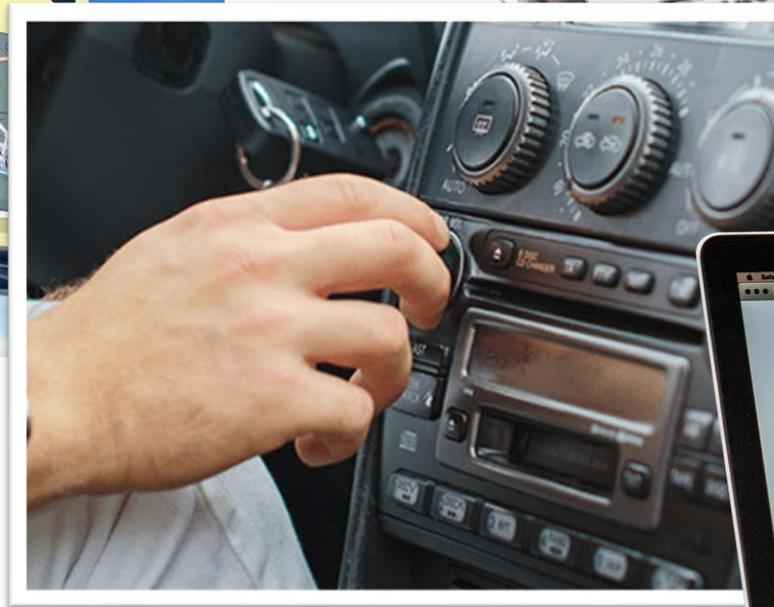
STAGE 0 - DROUGHT ADVISORY

- Increase public education: Offer Drought Smart \$20 rebate classes
- Develop conservation guidelines using up-to-date consumption data
- Develop Public Drought Campaign
- ▲ Monitor regional drought conditions, and track annual supply and demand triggers

Media Planning, Normal vs Drought



Platforms: Outdoor, TV, Radio, Digital, Print



Creative Content (already produced): “Weather the Drought,” and “3 Steps to Landscape Success”

