



California Water Service

July 9, 2017

Quality. Service. Value.

Exploring Key Practices and Trends in Water Conservation Using GIS

Cal Water

Investor-Owned

California Public
Utilities Commission

24 Service Areas



Quality. Service. Value.®

Cal Water

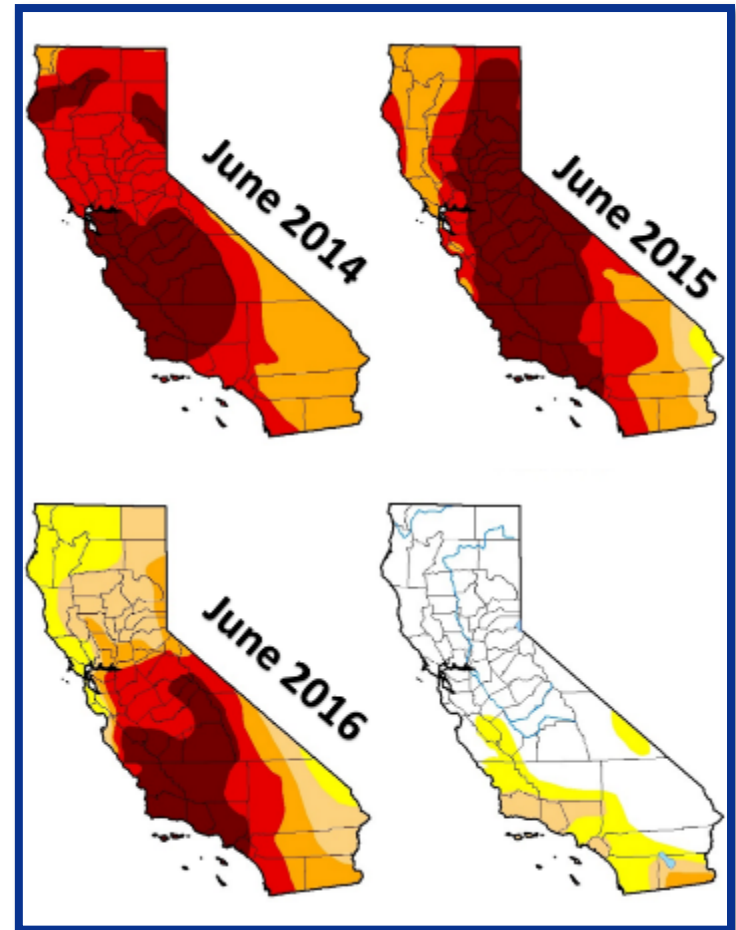
Who am I?

Why do you care?!



Water Conservation

Drought happens.



GIS During the Drought

1. Key Practices & Trends
2. Challenges
3. Future



Key Practices & Trends

Admin/Research

Program Participation

Marketing

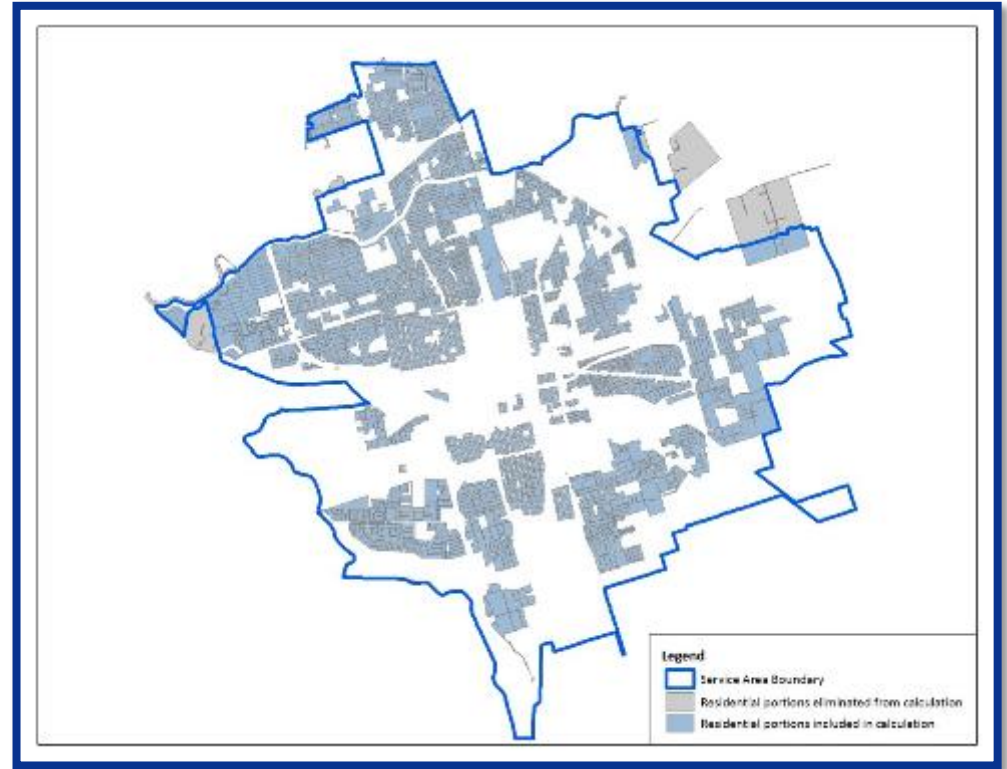
Neighborhood

Canvassing

Regulatory Compliance

Efficiency

Focused Outreach



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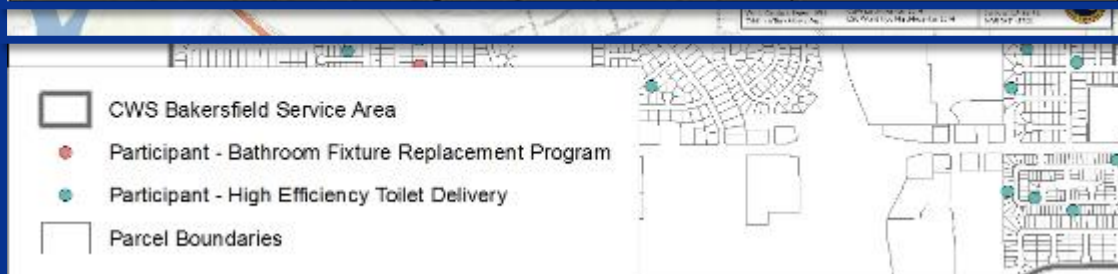
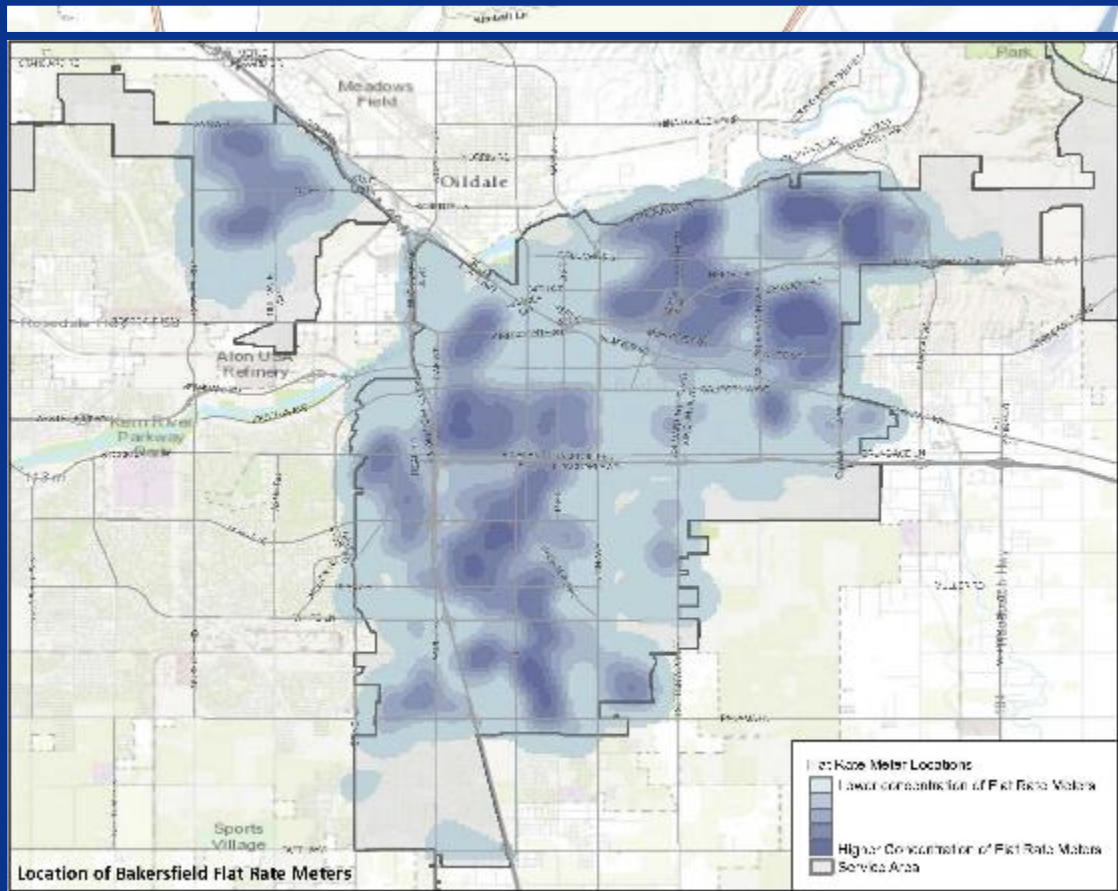
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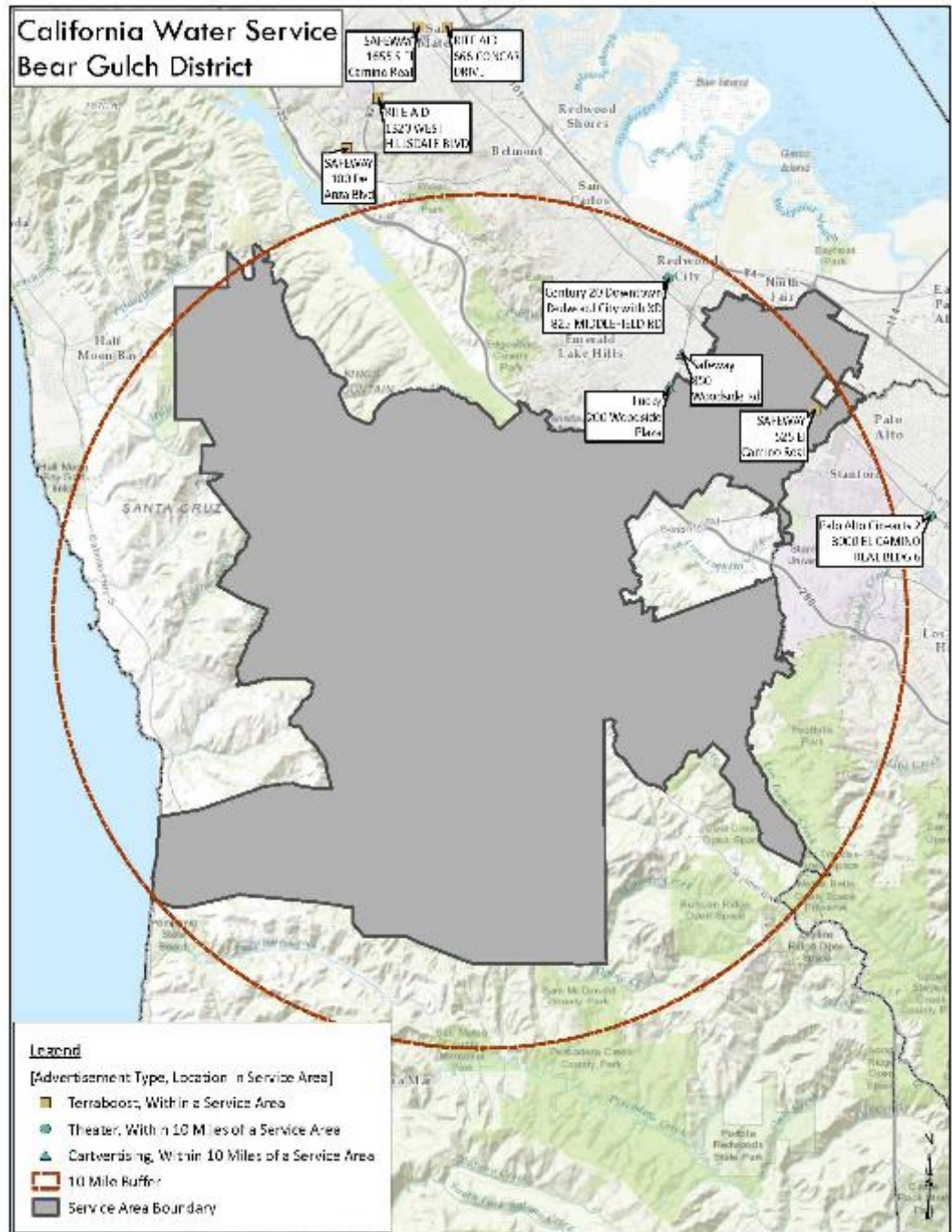
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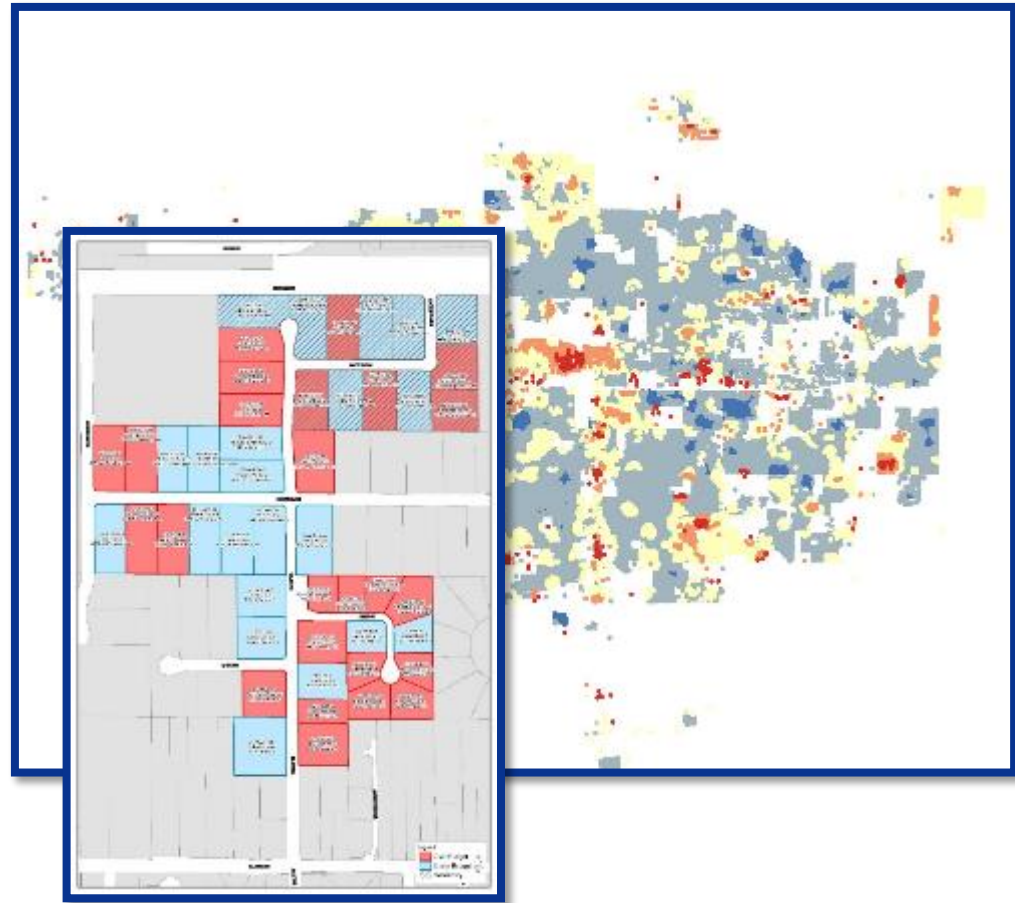
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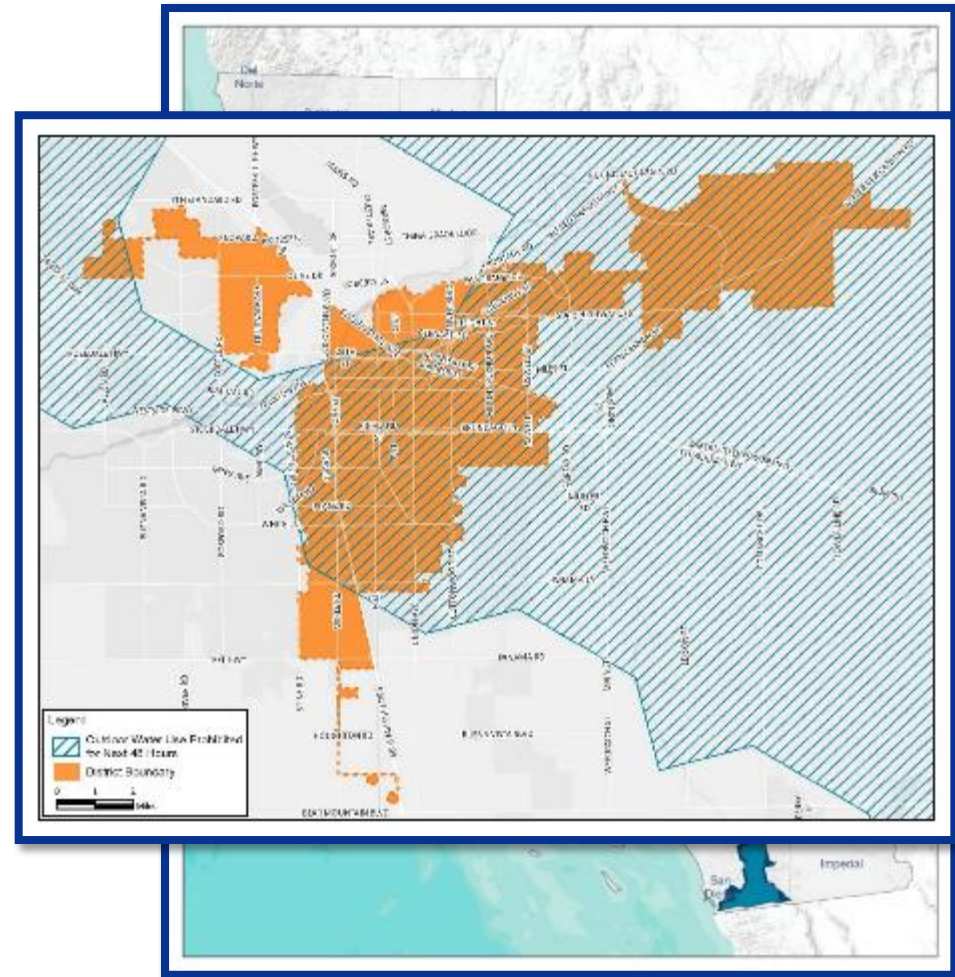
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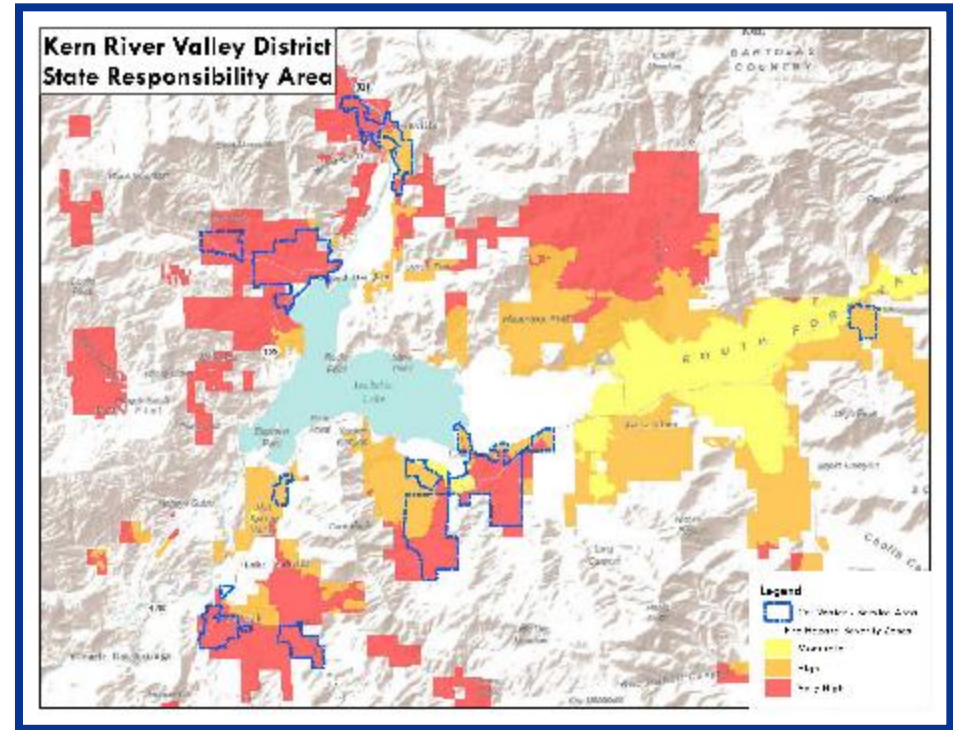
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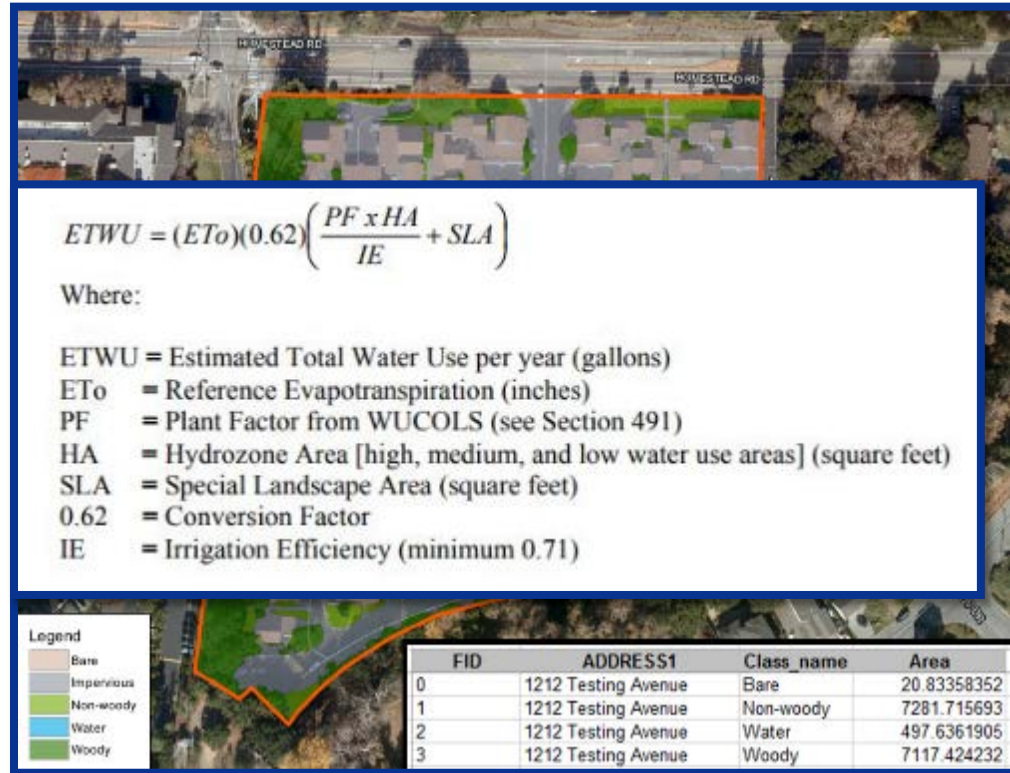
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Challenges

Winning Hearts and Minds

Data Processing & Management

Map Generation

Data Accuracy

Geocoding

Coordination



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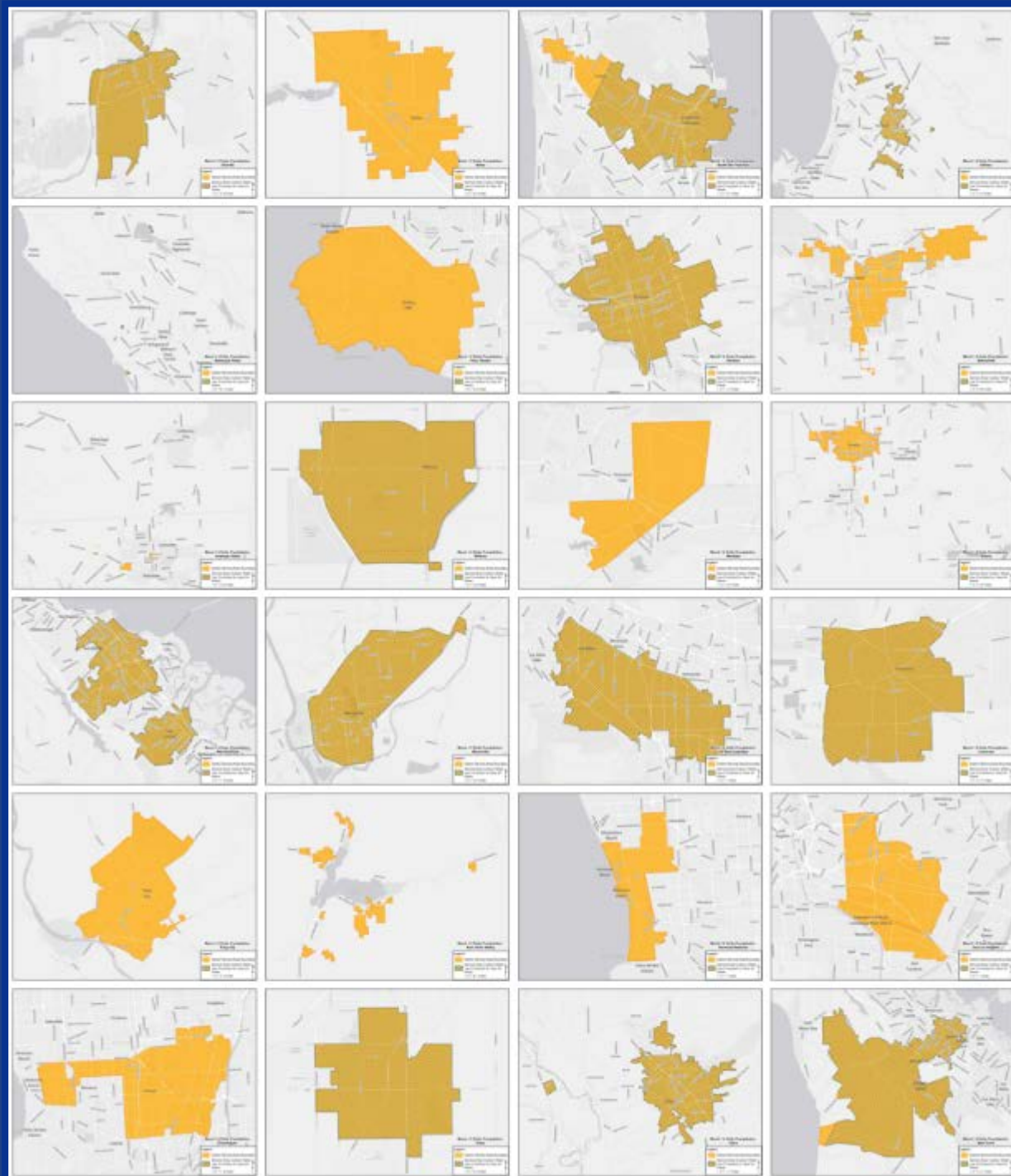
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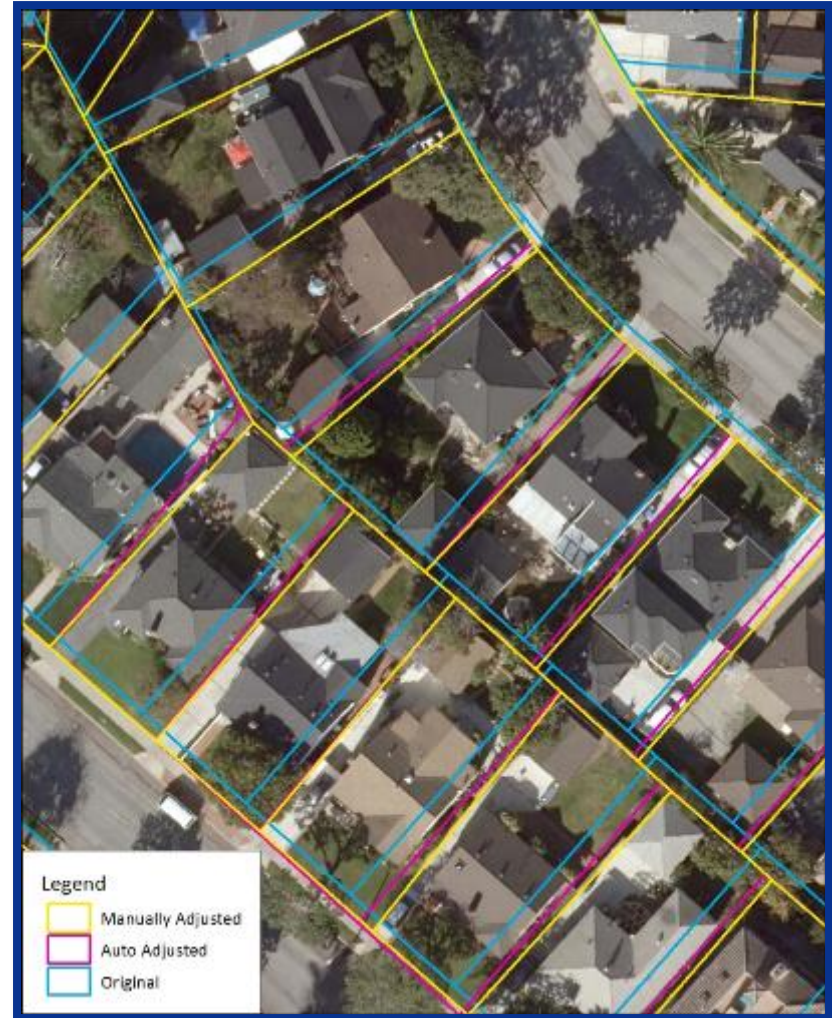
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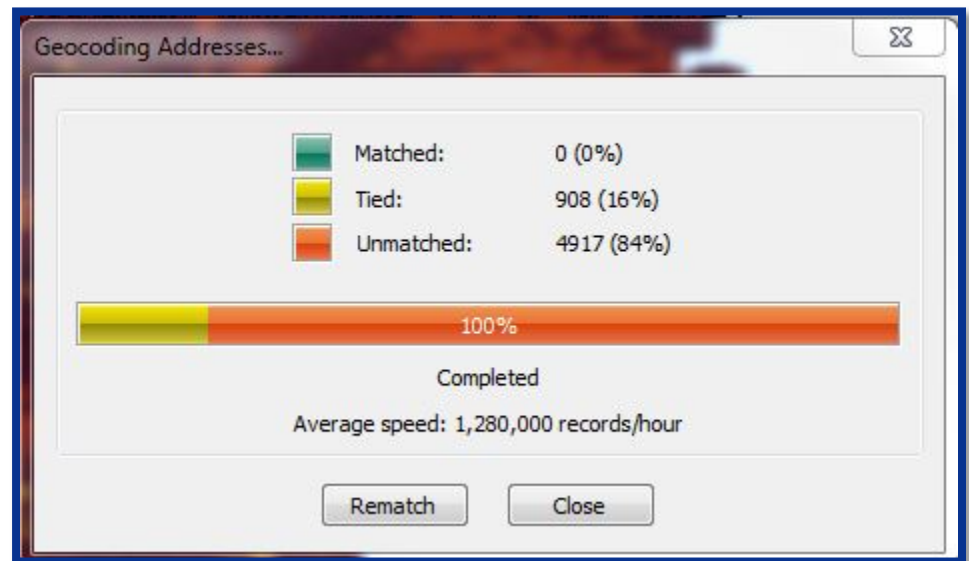
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Future

Prepare for changes in Regulations

Annual Updates

Inefficient Users

More Story Maps

Median Mapping

More Target Marketing

Working on some of those Challenges

Utilize Esri data services



Summary

Water Conservation is important

A drought will happen again

Use GIS to help your customers and your Utility's water conservation efforts

