

“When the well's dry, we know the worth of water.”
- Benjamin Franklin, (1706-1790), Poor Richard's Almanac.

2014 Drought Facts: The state of our State & City

In 2013, California experienced the driest year on record and current conditions suggest we may experience the same in 2014. As of April 2nd, Cupertino received 5.68” of rain this season, just 40% of normal levels. This rain is typically captured in our local reservoirs, serving as a primary source of fresh drinking water. However, due to our limited rainfall, the Santa Clara Valley Water District (the District) Water Tracker monthly assessment indicates that some local reservoirs are at 7—33% of capacity (www.valleywater.org/watertracker.aspx).

In January, Governor Brown declared a statewide drought emergency and asked all Californians to reduce their water use by 20%. The District responded by adopting a 20% water use reduction target, as only 80% of treated drinking water will be available to utilities and cities in its service territory this year. San Jose Water Company has implemented a set of conservation rules to reach the 20% target. Water conservation is always important in California, but this year we all need to do our part not to waste this precious resource.

Your City: Protecting our Shared Water Resource

The City of Cupertino's long-standing water conservation efforts within our facilities and among our fields, parks, and medians, such as efficient landscaping, irrigation, and water fixtures, have saved both water and taxpayer dollars. To coach residents and businesses' water-saving techniques, the City offers the following services:

GreenBiz—Interested in saving water, energy, waste and costs in your Cupertino business? GreenBiz is the City's free consulting service to help small businesses implement sustainable practices, including water conservation, and achieve recognition through the statewide Green Business Program. GreenBiz provides free indoor and outdoor water assessments and no-cost equipment upgrades (e.g. faucets, toilets, showerheads). For more information visit www.cupertino.org/greenbiz, contact greenbiz@cupertino.org, or call 408-777-7603.



Green@Home—Interested in cutting utility costs while creating a healthier home for your family? [Green@Home](http://www.acterra.org/programs/greenathome), run in partnership with local nonprofit Acterra, sends trained volunteers to perform a thorough indoor assessment of your home. During your “House Call” volunteers review your energy and water use, make conservation recommendations, and provide free upgrades (FREE low flow faucets and shower heads). Sign up for your house call today at www.acterra.org/programs/greenathome.

Don't Let the Well Run Dry: It's Our Water & Your Lead!

Let's get started! Here are a few ways for community members to start saving our shared H₂O:

- Schedule a Green@Home House Call for a complete indoor water assessment & free equipment upgrades at www.acterra.org/programs/greenathome;
- Schedule an indoor/outdoor Water-Wise House Call by calling 1-800-548-1882 or visiting www.valleywater.org/programs/ConservationAtHome.aspx; or
- Access FREE water saving equipment for your home or businesses (e.g. toilet flappers, shower timers, aerators) www.valleywater.org/programs/FreeConservationItems.aspx
- Get free \$ by taking advantage of the District's water conservation equipment and landscaping rebate programs! www.valleywater.org/programs/waterconservation.aspx



What else? Save even more water by taking shorter showers, shutting off running water when not in use, and efficiently watering your lawn. For more ideas, visit www.cupertino.org/savewater and www.save20gallons.org/.