

## **Fair Oaks Water District Meets Strict Conservation Mandate**

In 2015, Governor Jerry Brown mandated unprecedented water conservation measures statewide. At 36%, the water use reduction requirement for the Fair Oaks Water District was among the highest in the state. In response to Governor Brown's mandate, the customers of the Fair Oaks Water District stepped up to the challenge and reduced water usage to 8,130 acre feet in 2015. This represents the lowest annual water usage ever recorded by the District and an overall reduction of 36%. The prior 10-year average annual water use by the District was 11,384 acre feet.

### **A Grassroots Approach of Trust**

Many districts responded to the Governor's mandate with expensive, restrictive, punitive conservation programs, and higher water rates. The Fair Oaks Water District opted to work closely with customers through various outreach programs, and less restrictive measures. District employees canvassed the entire service area on foot delivering approximately 15,000 conservation packets in just 3 days. District employees conducted nighttime water waste patrols and participated in various local school and community events, sharing the message of conservation. While other districts limited outdoor watering to one day per week, Fair Oaks Water District maintained a three day per week schedule, opting to encourage rather than mandate customers to conserve.

### **Customers Don't Pay More for Using Less**

The District is thankful for the successful partnership it has formed with its customers and wishes to encourage and reward continued conservation efforts. There will be no rate increase for 2016.