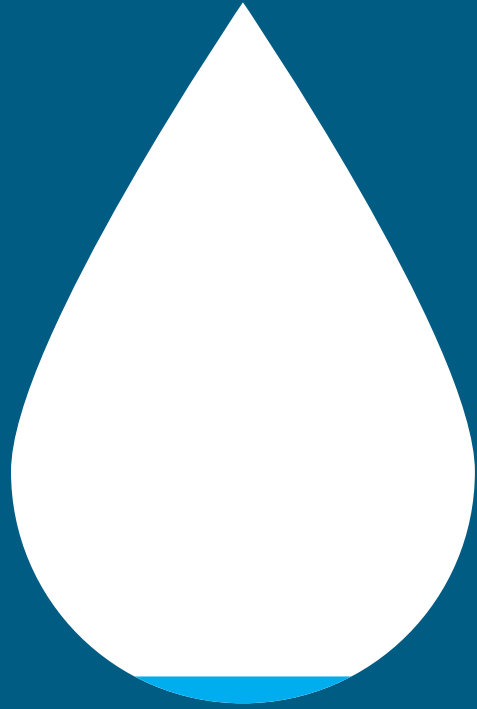


The case for capturing urban stormwater:

Drop-by-drop.





California has experienced the driest period in its history with a

4 billion

gallon/year shortfall since 2011

Is El Niño a heaven-sent solution?

- 15" of LA rain annually in a normal year (compare to: 7.5" 2011 – 14)
- In a "Godzilla" El Niño, LA could receive 30" or more.



The total statewide potential from urban stormwater capture is:

**205 BILLION
GALLONS**



That's enough to supply



7,331,657

people for a year.



Unfortunately, California's approach to urban stormwater is best described as "cupped hands".

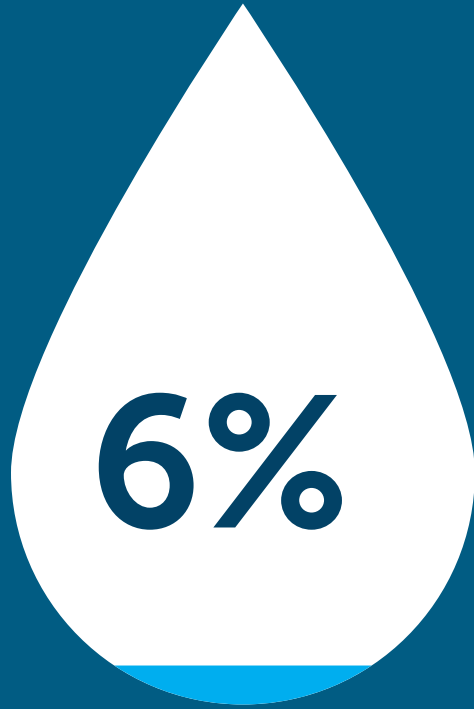


Here's what's running through our fingers:

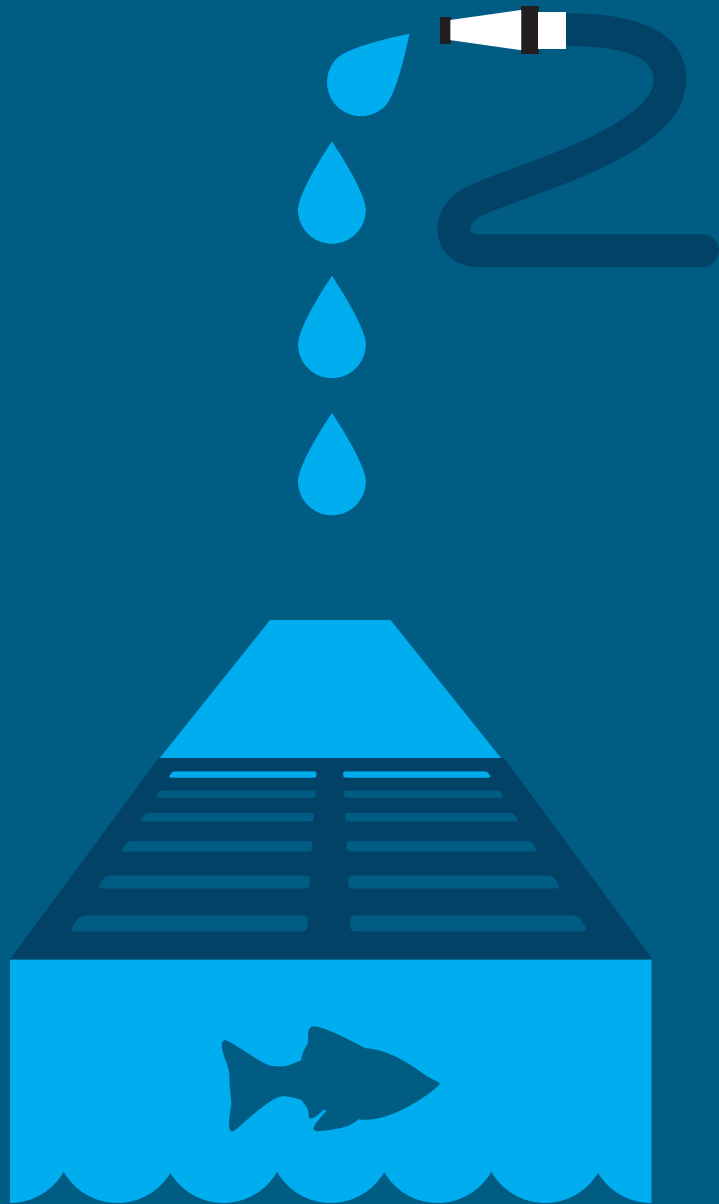


1,000,000

acre-feet of stormwater runoff from the MWD's service area annually
(1 acre-foot = 325,900 gallons).



LA Dept. Water & Power states just **6%** percent of total annual rainfall is captured.



10-25 million

gallons of water from irrigation, car washing, and other uses flows into the Santa Monica Bay on a dry weather day.

Waste isn't the only cost.

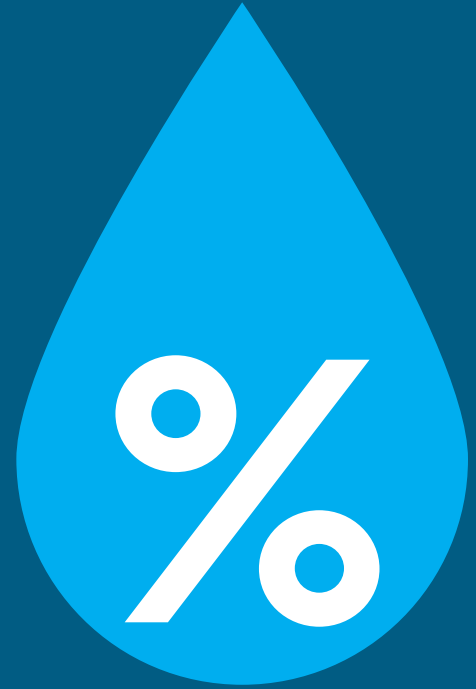
Stormwater is the No. 1 source of beach and ocean pollution.



Consider what we have to gain:

Supply

30–50%

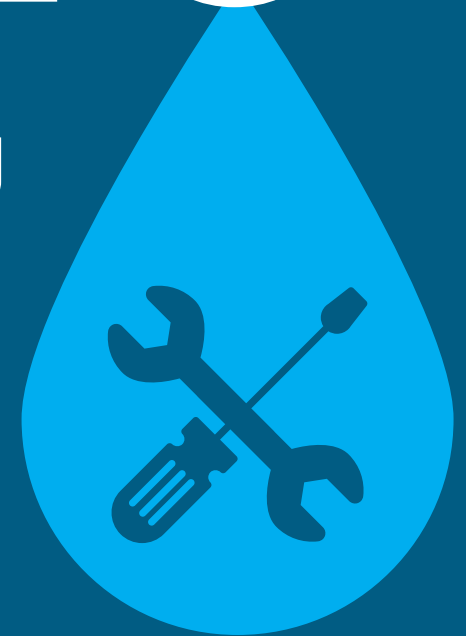


of LA needs; reduce pressure on imports.

Up to

199,526

jobs for everything from planning
to maintenance.





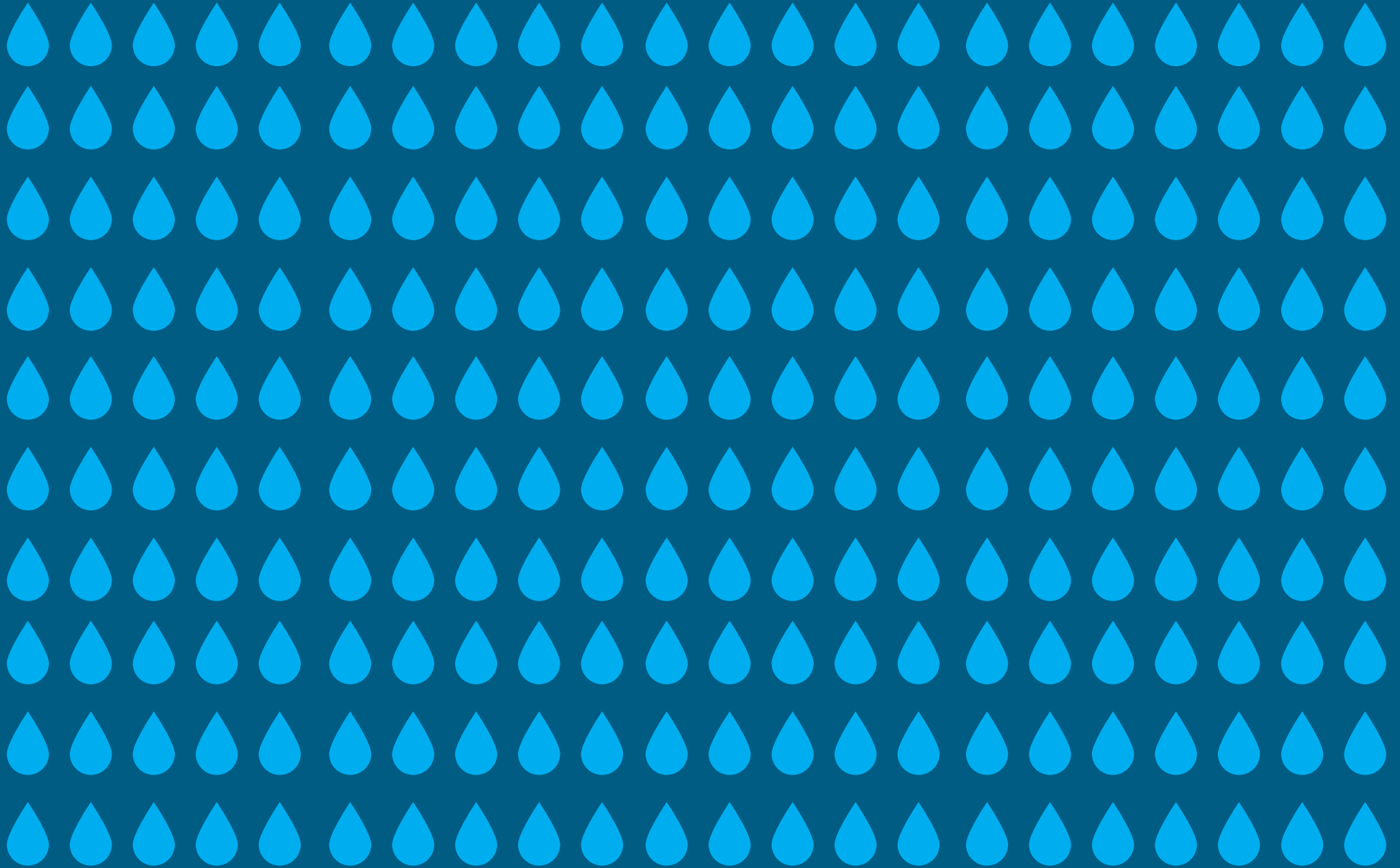
Every

1,000,000

invested stimulates **\$426,970**
in local sales.

Then, add up all the drops:

A multi-billion-gallon potential today.



Need for sustainable systems
for tomorrow.



This won't be the last El Niño.



It won't be the last
DROUGHT.

There's only one way to seize the opportunity. And it doesn't involve pointing fingers.

Join us in finding creative, effective, and affordable solutions.

Visit CaliforniaWaterFoundation.org to find out more.

Sources

Slide #2: LA Times, March 12, 2015

Slide #3: California State Senate Natural Resources and Water Committee hearing, October 28, 2015

Slide #4: Natural Resources Defense Council, June 2014; SWRCB, April 7, 2015; Forward Observer calculations

Slide #6: Metropolitan Water District of Southern California, April 12, 2011; LA Department of Water and Power, August 2015; Natural Resources Defense Council, June 2014

Slide #7: Heal the Bay, 2015

Slide #8: Sacramento Bee, July 22, 2015; Green for All, 2014; Economic Roundtable, 2011

