



Tempering the Thirst Of America's Driest City

Prepared for:
Rocky Mountain Land Use Institute

2 March 2012

Colorado River

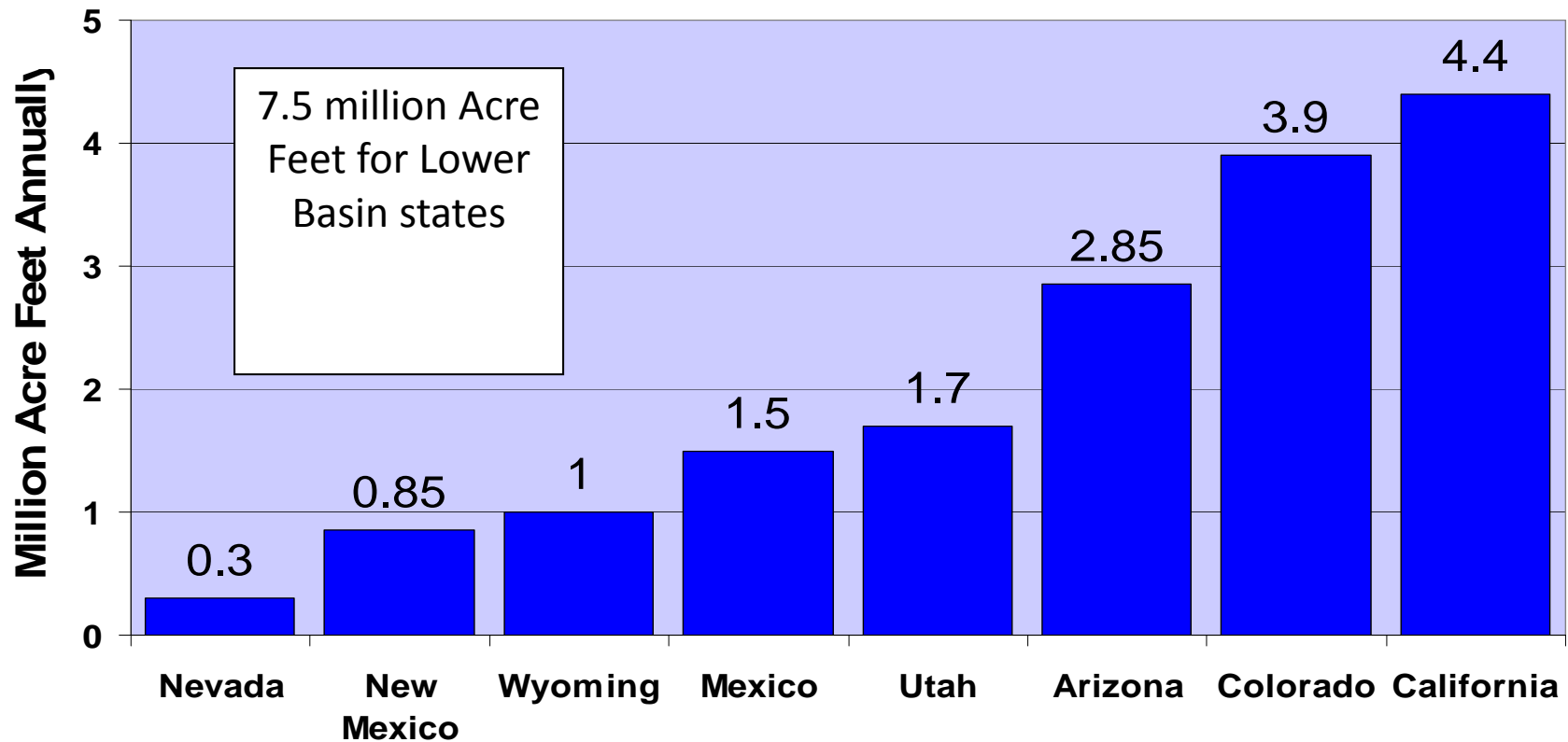
- Serves about 30 million people in 7 states and Mexico
- Irrigates about 1.8M acres of farmland (over 70% of water use)
- Allocations exceed average flow by 15-20%
- Drought and climate change impacts
- Current storage about 50% of capacity
- Provides 90% of Southern Nevada's Water





Dividing the Waters: Who shares the Colorado?

Colorado River Appropriations

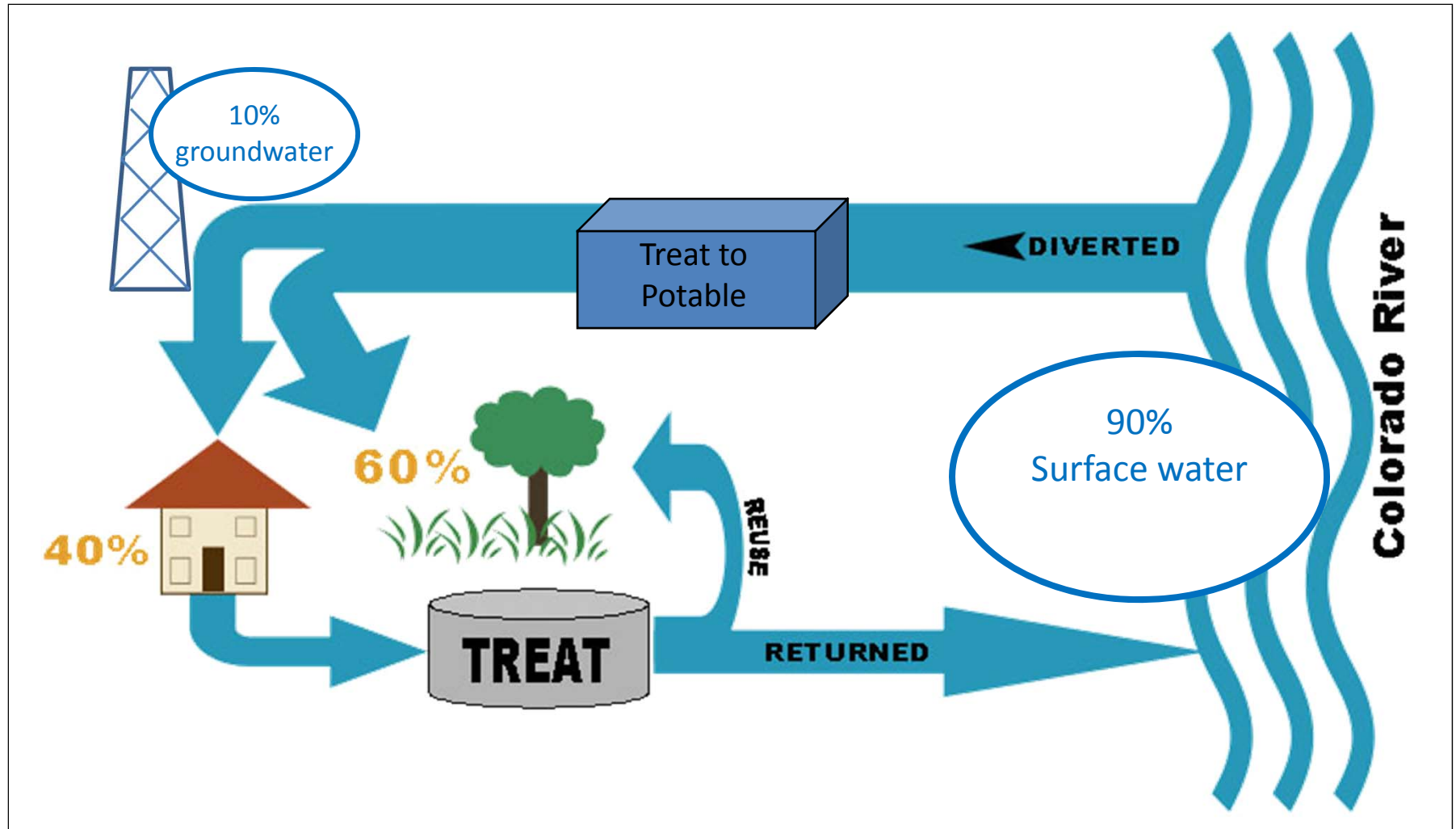


The Colorado River: Imperiled?



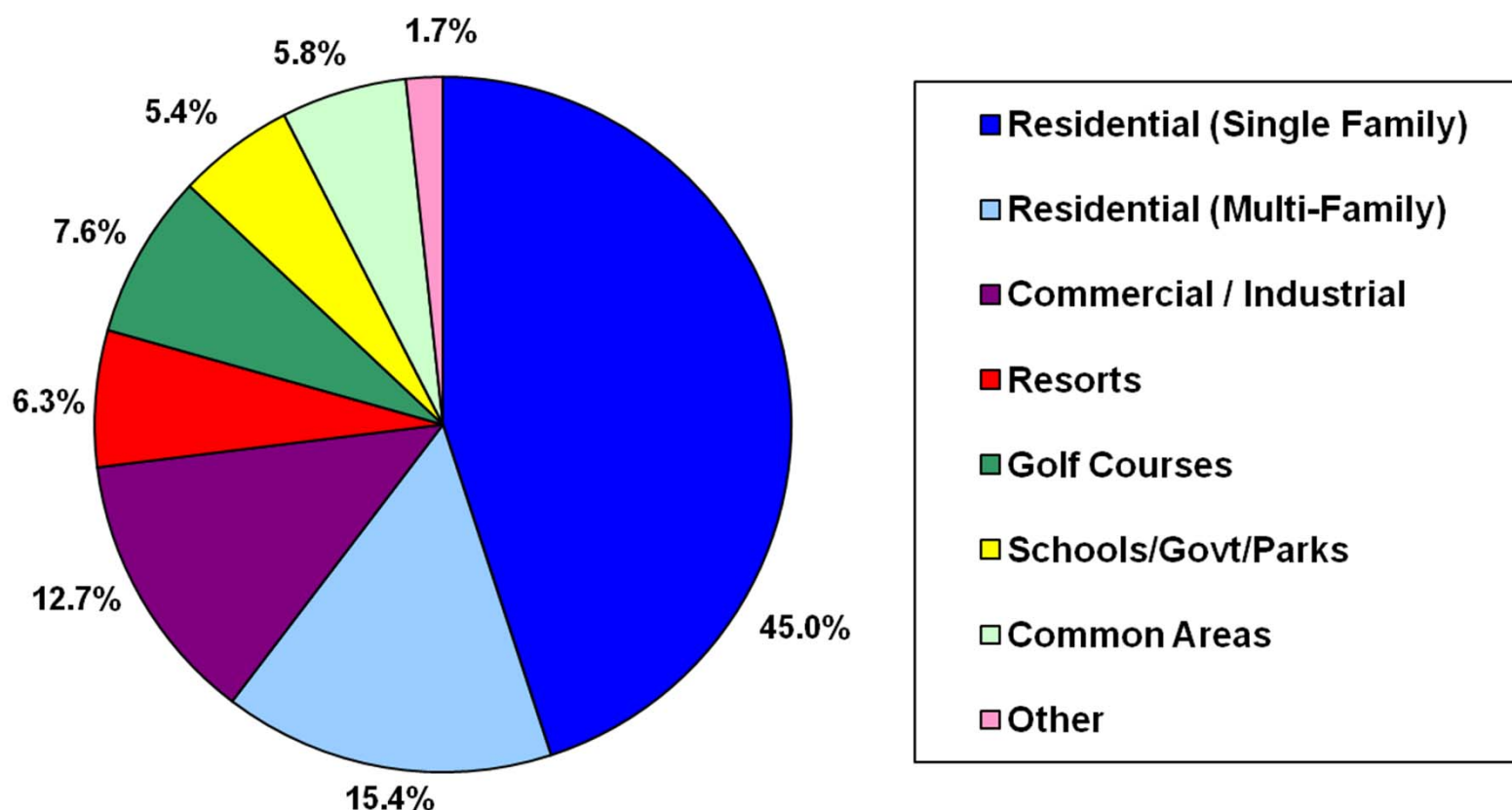
- Southern Nevada uses just 1.8 percent of the water allocated from the Colorado River, but it constitutes 90 percent of our supply.

Indoor vs. Outdoor Water Use



Water used indoors is recovered for direct or indirect reuse. Improving outdoor water use efficiency produces the greatest water resource benefit.

Southern Nevada Metered Water Use



Based upon 2009 metered usage for all SNWA entities

Caesar's Palace Street View

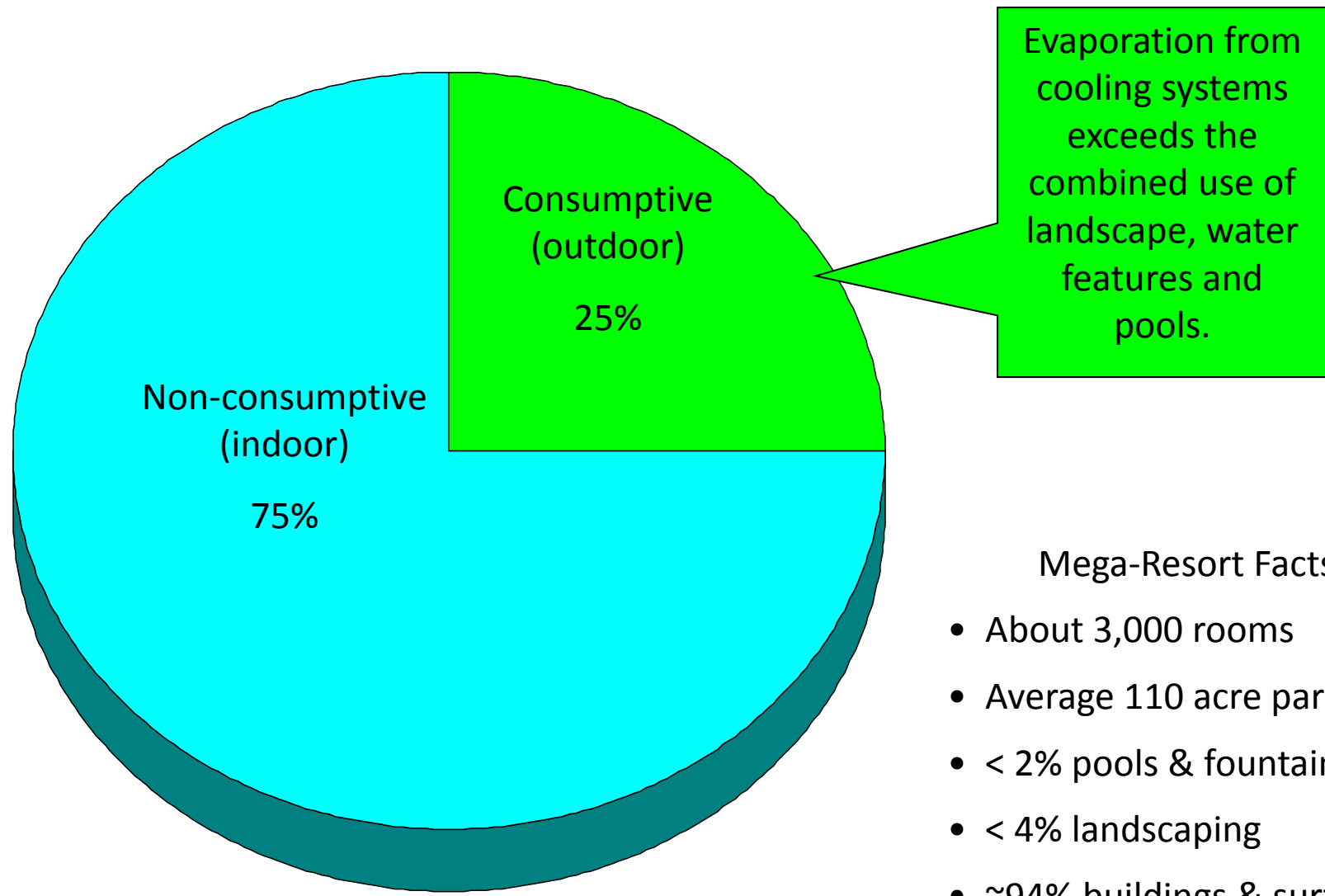


Caesar's Palace Aerial

Southern Nevada's
resorts account for less
than 3 percent of
consumptive water use.



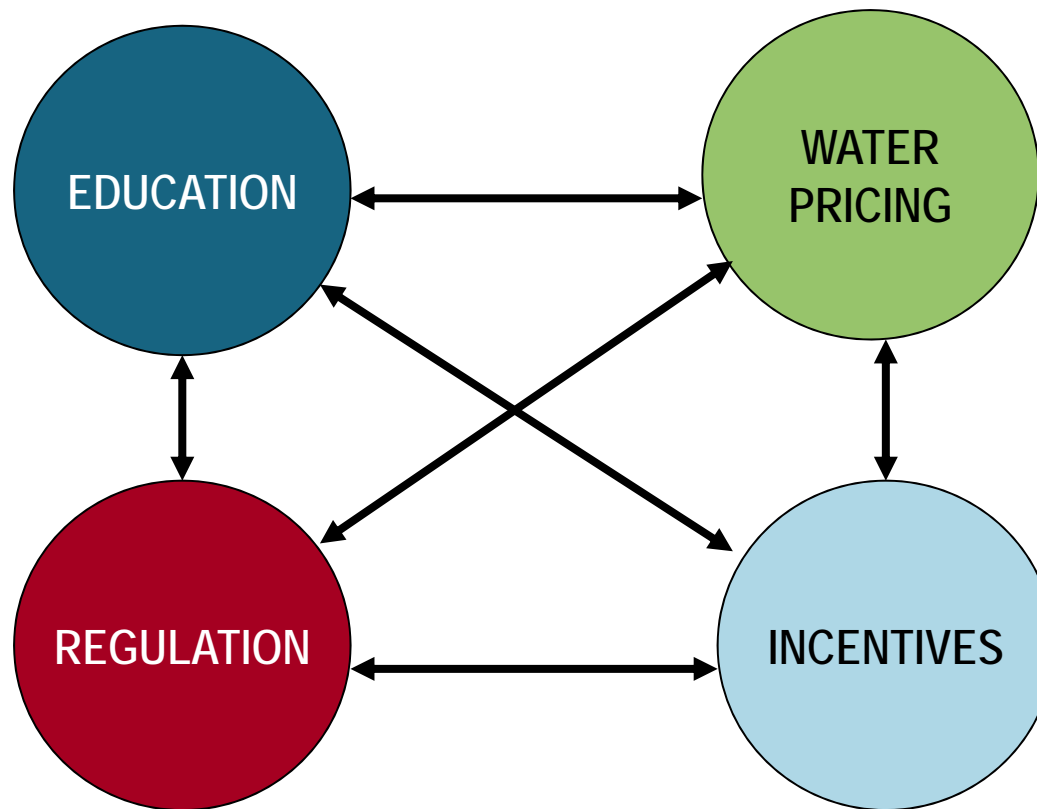
Mega-Resort Water Use



Mega-Resort Facts

- About 3,000 rooms
- Average 110 acre parcel
- < 2% pools & fountains
- < 4% landscaping
- ~94% buildings & surfaces

Demand Management Tools



The SNWA and its member agencies utilize a variety of tools to promote conservation and reduce overall water use.

Education

The SNWA has one of the nation's most comprehensive public outreach programs.

- **Award-winning website**
- **Quarterly newsletter**
- **Hands-on classroom training**
- **School Teacher training**
- **Community Gardens**
- **Monthly television show**



Springs Preserve sustainability complex

Regulation

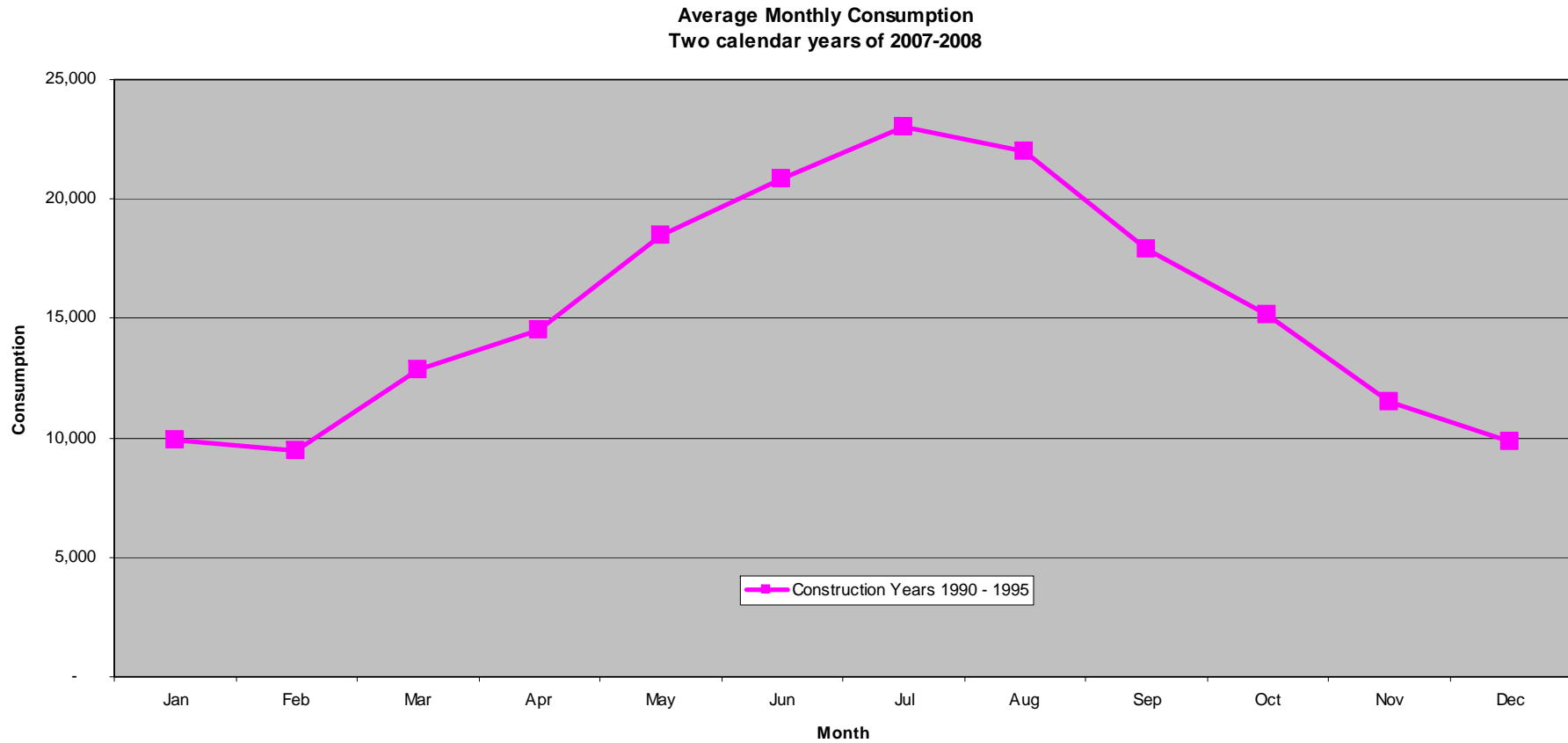
Local governments have adopted a variety of land use codes and water use ordinances, including:

- **Limitations on ornamental turfgrass**
- **Water budgets for Golf Courses**
- **Mandatory watering restrictions**
- **Water-waste enforcement**
- **Limitations on fountains and man-made lakes**

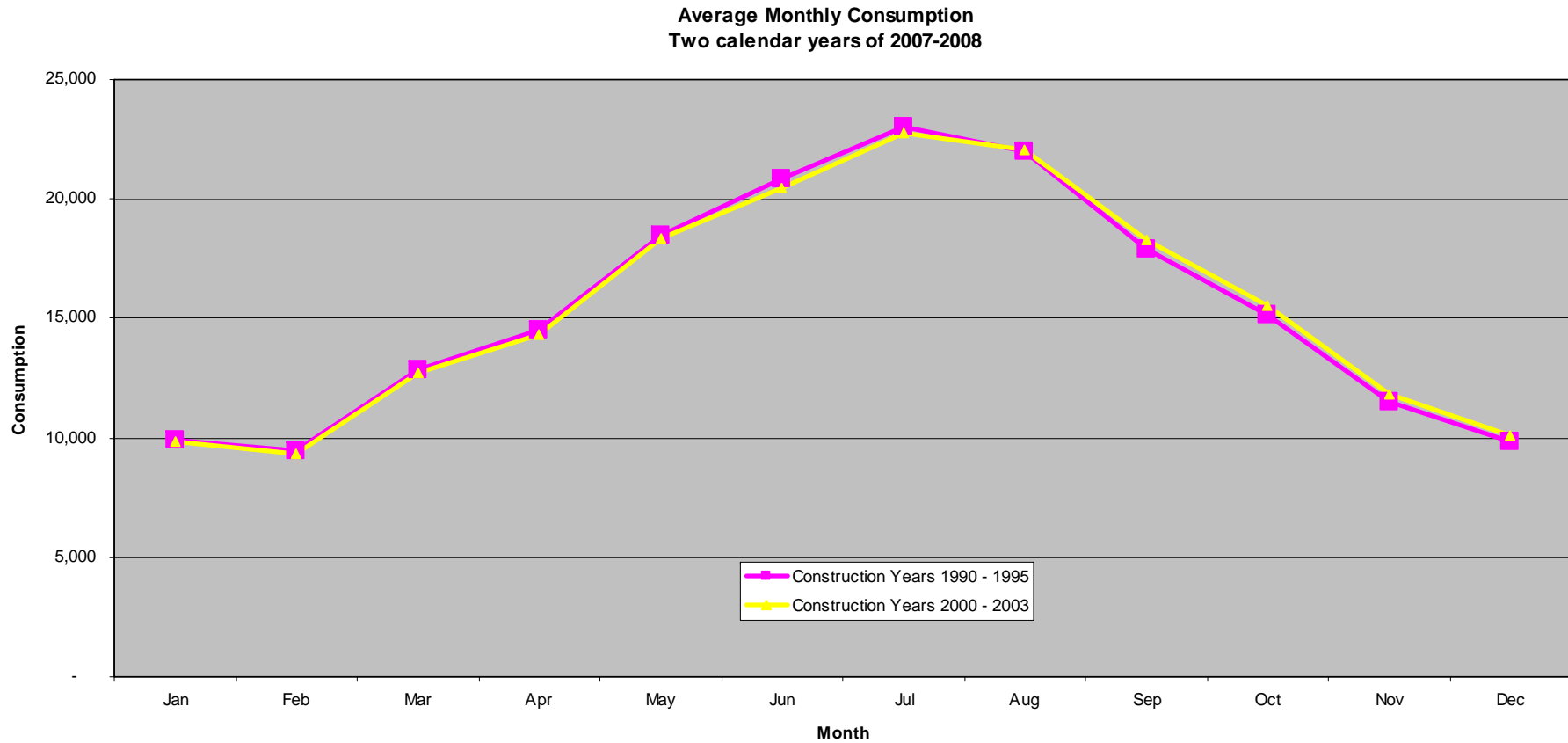


Monthly Consumption

Standing Homes Built 1990-1995

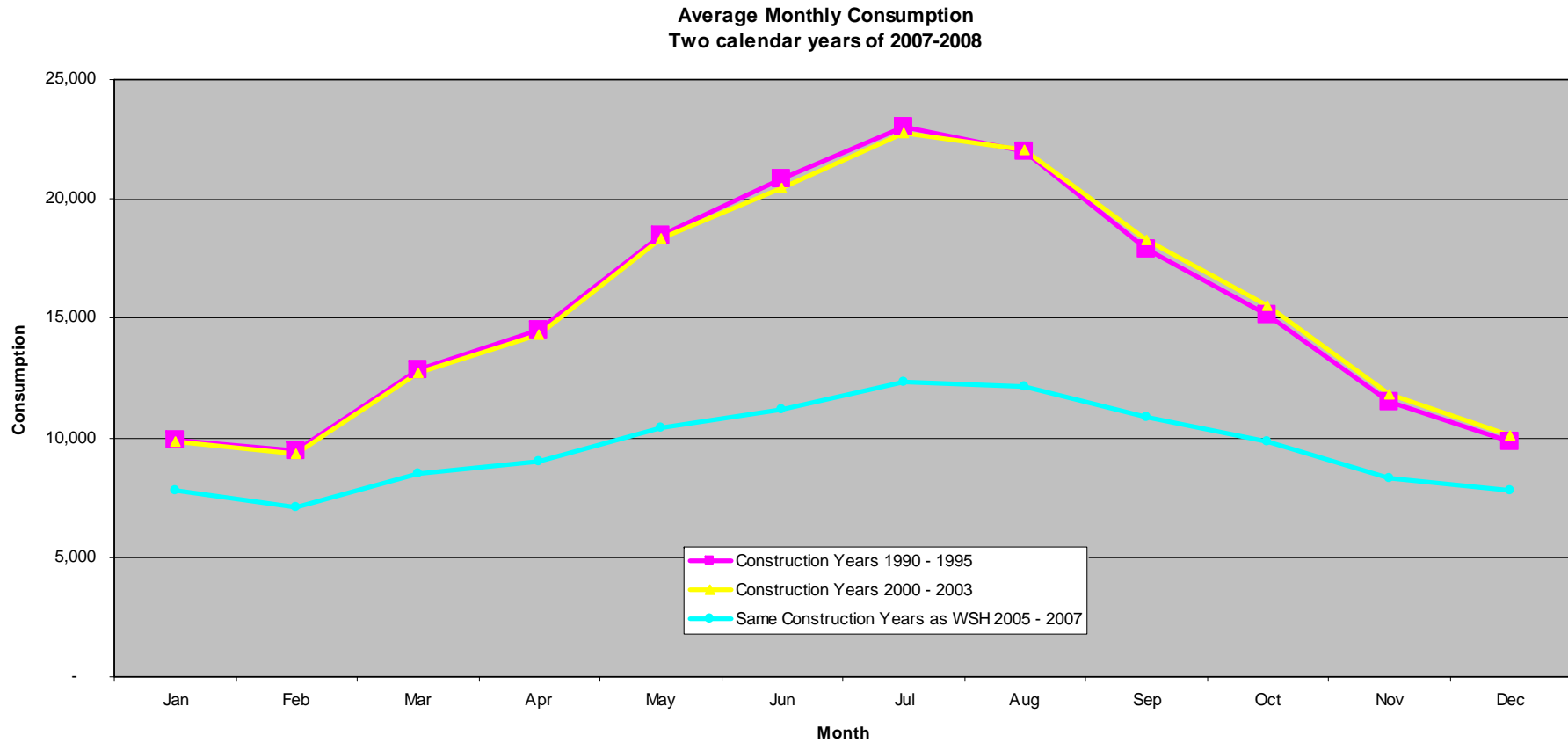


Monthly Consumption 1990-1995 v. 1995-2003



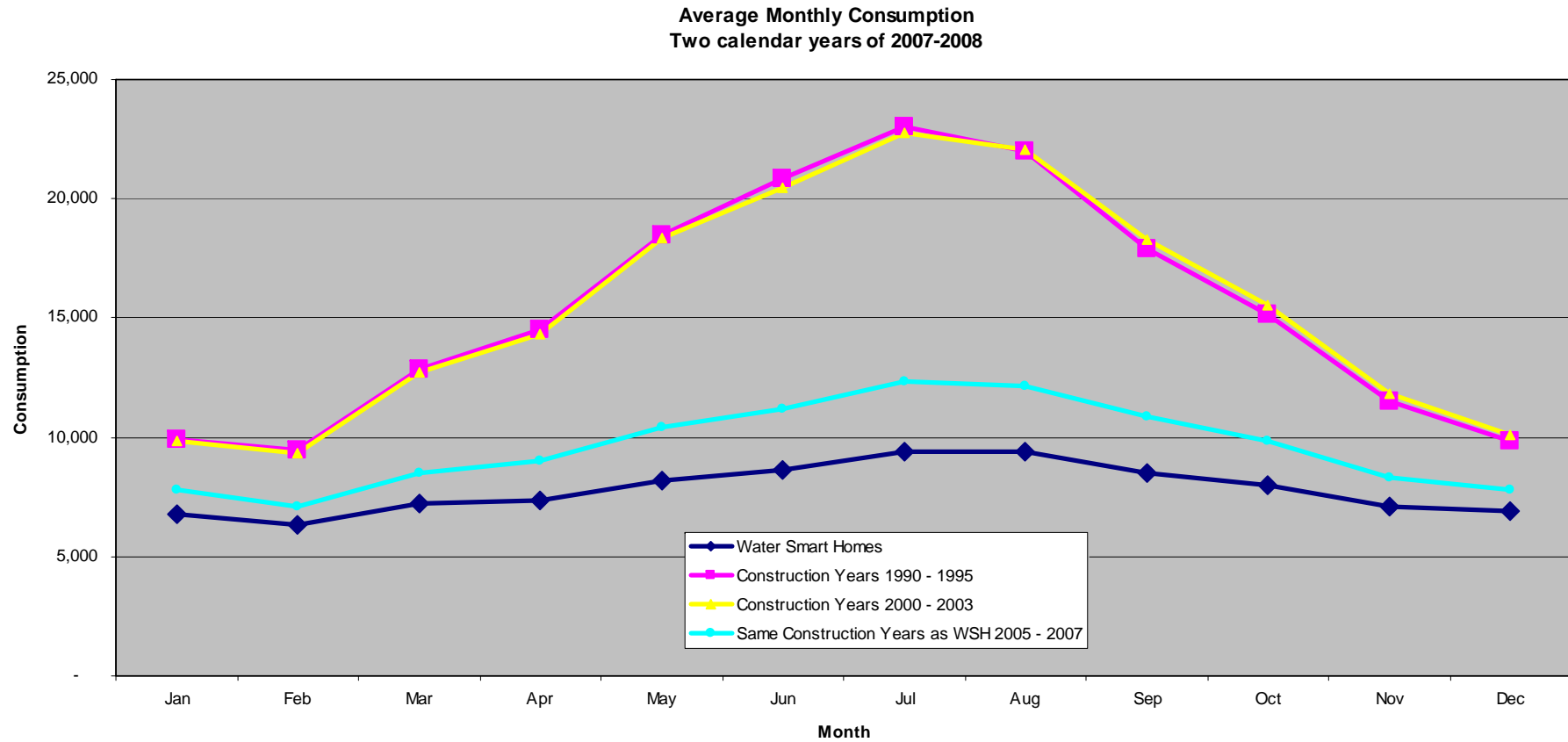
Monthly Consumption

Post 2003 Homes Comparison



Monthly Consumption

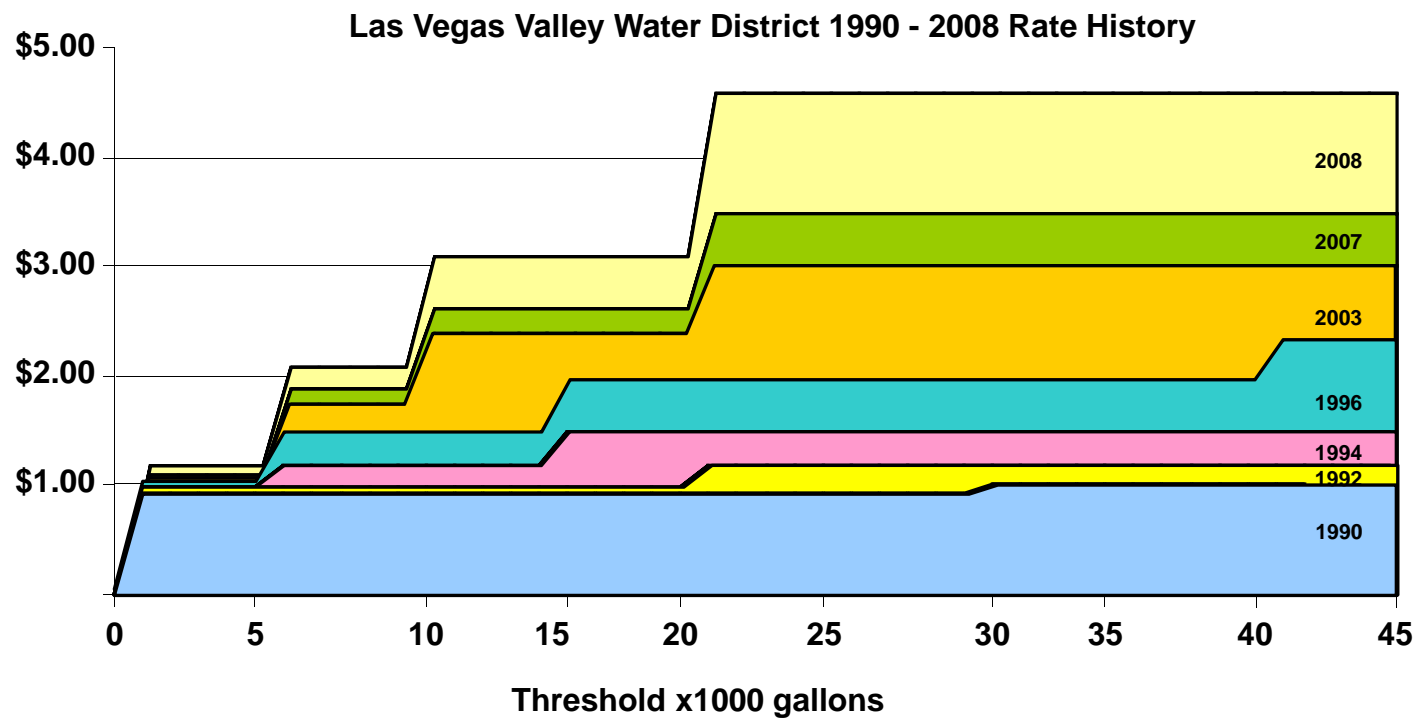
Water Smart Homes Comparison



Water Pricing

Four-tier increasing block rate structure.

Rate blocks have been compressed and steepened over time.



Water Smart Landscape Rebate

Up to \$1.50 rebate for each square foot of lawn converted to water-efficient plants and irrigation.

- Reduces landscape water demand by 75 percent
- 158 million square feet converted
- \$176 million rebated
- 8.8 billion gallons saved annually
- 50 billion gallons saved cumulatively



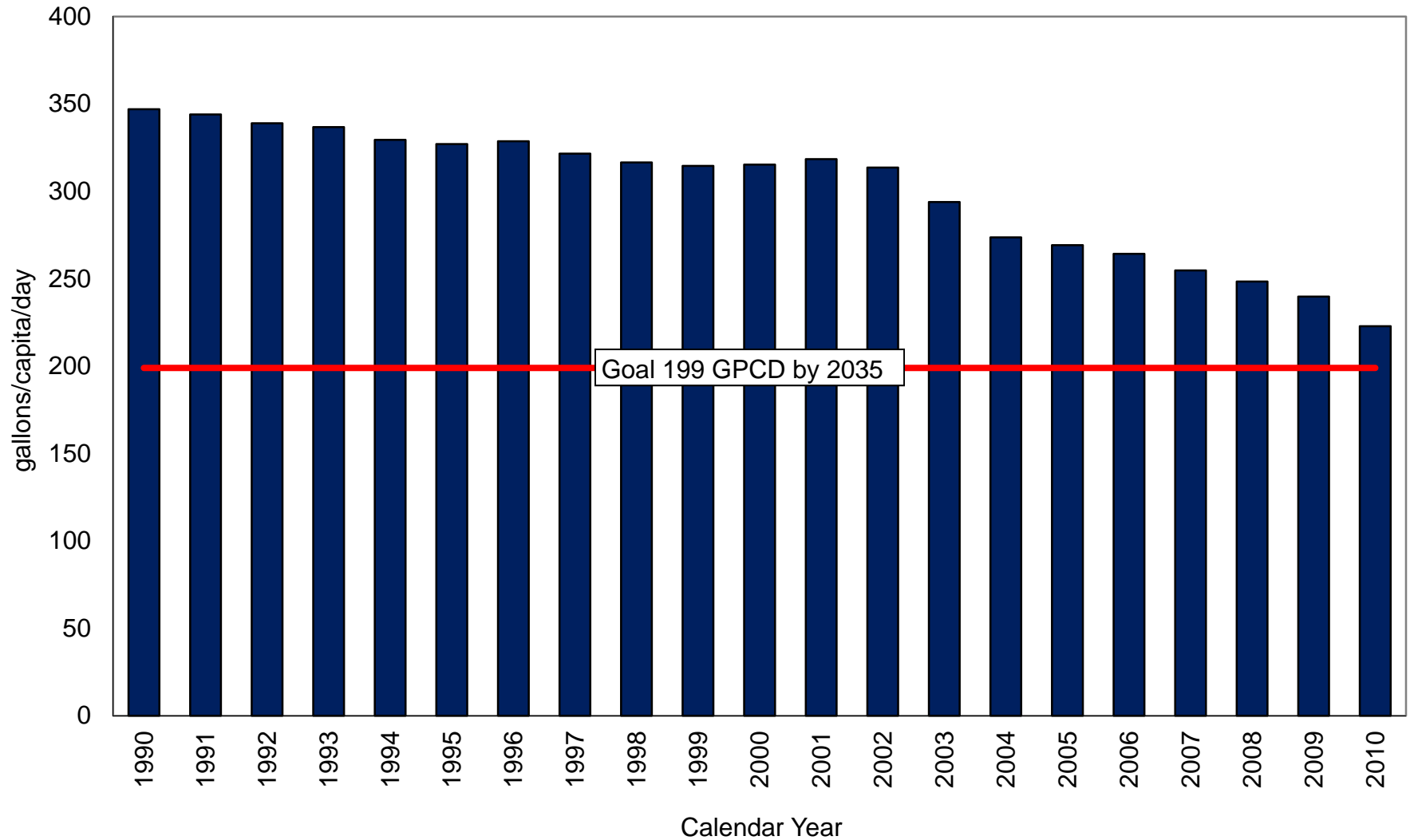
Partnerships

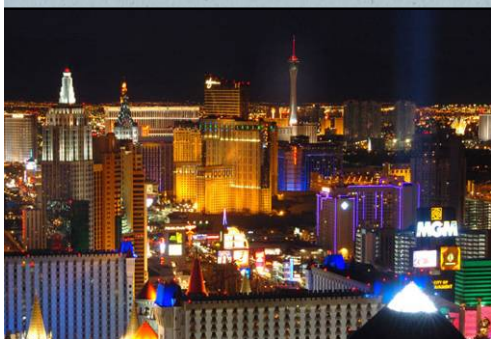
Partnerships accelerate adoption and build community ethic:

- Water Smart Home
- Water Smart Contractor Program (Landscape)
- Water Smart Car Wash
- Water Upon Request Program (Restaurants)
- Linen Exchange (Lodging)
- Water Conservation Coalition (Business)



SNWA Weather Normalized Gallons Per Capita Per Day (GPCD) 1990 - 2010





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