



Water for a Growing Bay Area:

How the Region Can Create a Sustainable System for Water Management

Key Conclusions and Recommendations

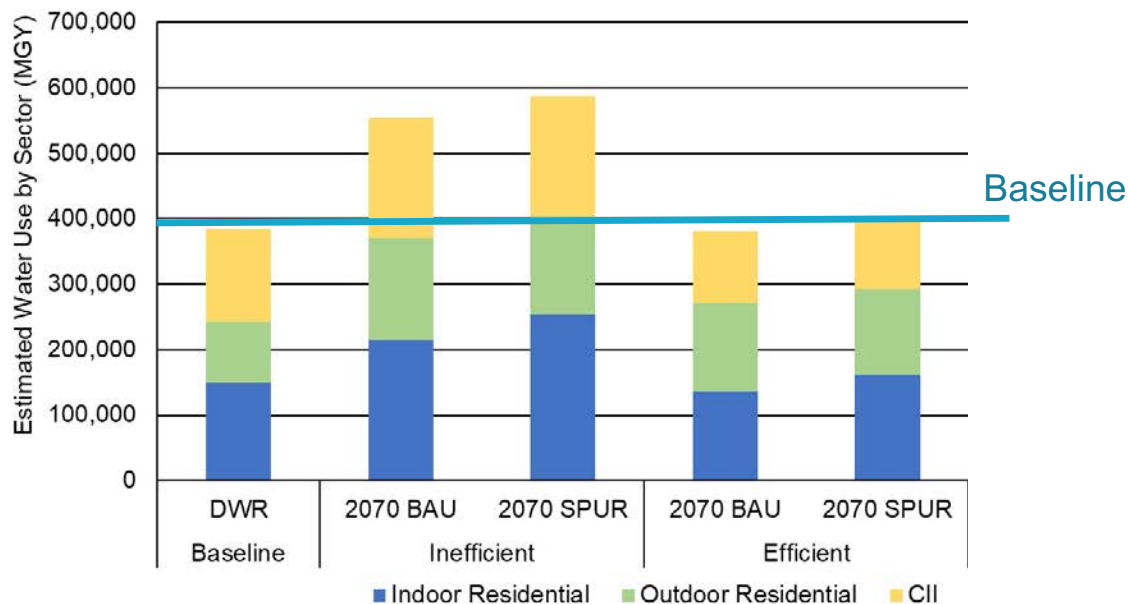
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Ideas + Action
for a Better City

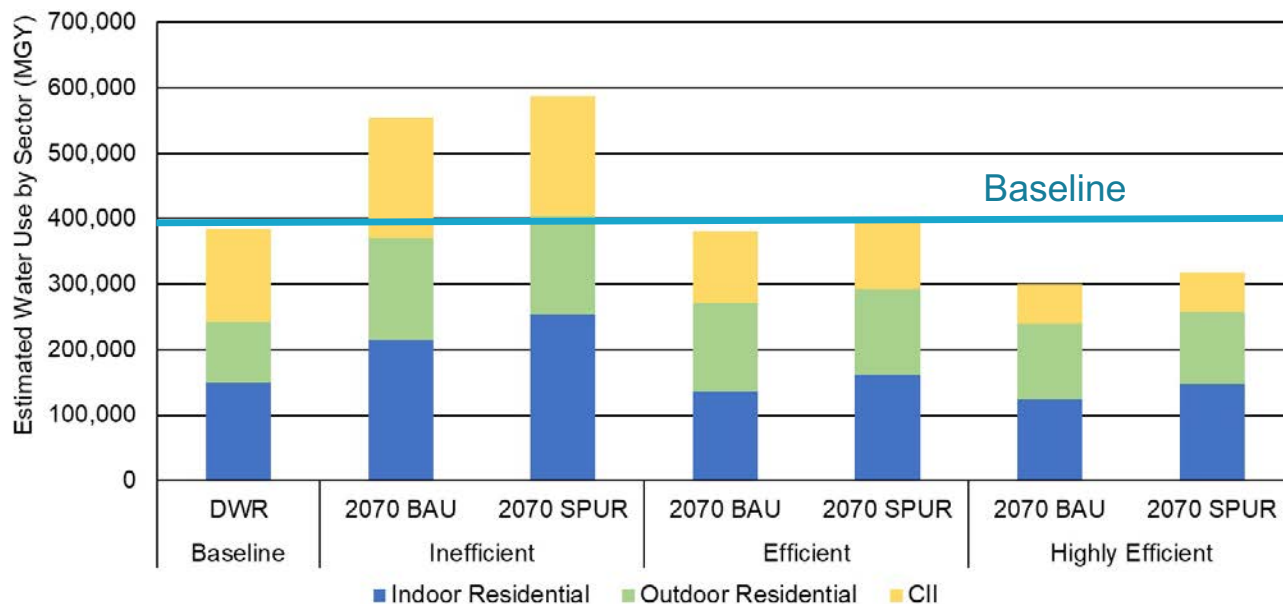
Conclusion

The Bay Area could add 4 million jobs, 2 million people and 2 million homes by 2070, and still offset all its new job and housing growth through modest improvements in water use efficiency.



Conclusion

The region could grow and yet divert less water from the Bay-Delta ecosystem by 2070 if it took some more-ambitious, but still achievable steps toward greater water efficiency.



Conclusion

Pursuing denser land use strategies would allow the region to add 800,000 more housing units with little impact to overall water use.

Gentle Densification of a Neighborhood

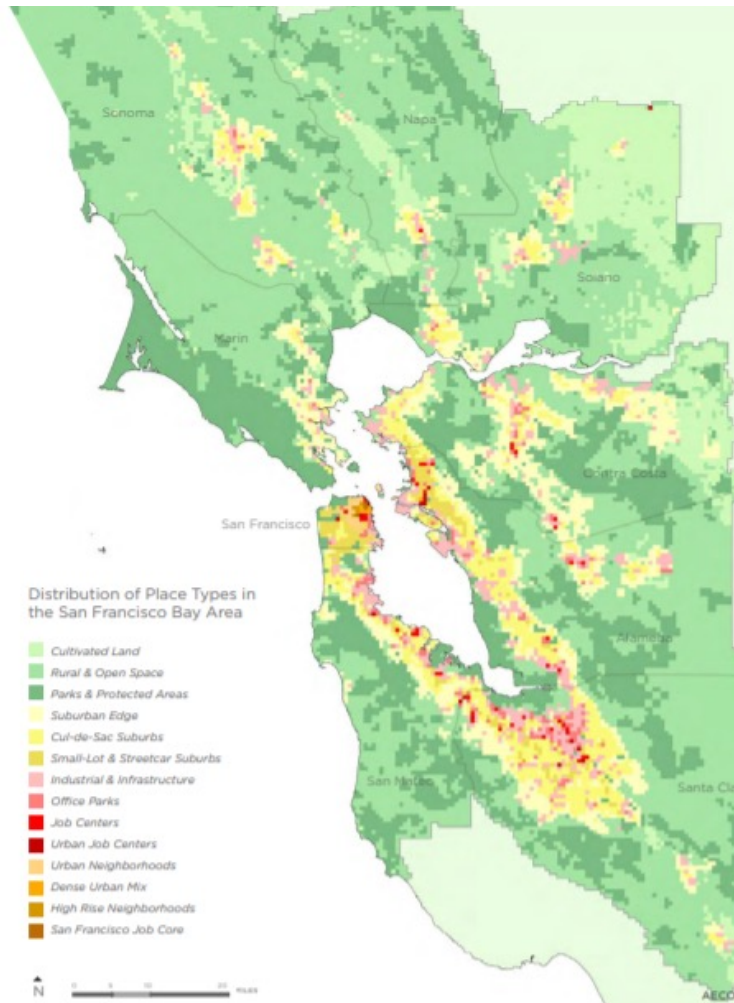


Multifamily units, smaller lots, development in areas that may already be irrigated.

Conclusion

Fully offsetting growth with water use efficiency requires sharing water regionally.

Alternatively, the regions that will grow the most will need to identify new supplies.



Conclusion

The region can scale up its local water supplies from recycled water, groundwater recharge, and stormwater.

Developing new local supplies improves drought resilience but is generally more expensive than conservation and efficiency.



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Stormwater capture project in South San Francisco

Strategy 1. Manage Demand with Conservation and Efficiency

Recommendations for all sectors:

Continue to raise public awareness on conservation and efficiency.

Use pricing to incentivize conservation.

Reduce leaks – system leaks, residential leaks, and Commercial, Industrial, and Institutional (CII) leaks.

Use water offsets as a strategy to grow within limited water supplies.



Strategy 1. Manage Demand with Conservation and Efficiency

Indoor residential potential efficiency savings:

68,000 MGY  

(Highly Efficient SPUR vs. Inefficient BAU Scenarios)

Recommendations for Indoor Conservation and Efficiency

Update indoor appliance standards to keep pace with new technology.

Device	Sub-type	Units	California Standard Flow Rate	Cutting-Edge Technology Flow Rate	Δ
Bathroom faucet		gpm	1.2	1	-0.2
Kitchen faucet		gpm	1.8	NA	NA
Showerhead		gpm	1.8	0.75	-1.05
Toilet		gpf	1.28	0.79	-0.49
Clothes washer	Front-loading, Compact	gal/cycle/ cf	8.3	2.6	-5.7
Clothes washer	Front-loading, Standard	gal/cycle/ cf	4.7	2.6	-2.1
Clothes washer	Top-loading, Compact	gal/cycle/ cf	12	2.6	-9.4
Clothes washer	Top-loading, Standard	gal/cycle/ cf	6.5	2.6	-3.9
Dishwasher	Compact	gal/cycle	3.5	1.95	-1.55
Dishwasher	Standard	gal/cycle	5	1.95	-3.05

Strategy 1. Manage Demand with Conservation and Efficiency

Outdoor residential potential efficiency savings: 43,000 MGY 
(Highly Efficient SPUR vs. Inefficient BAU Scenarios)

Recommendations for Outdoor Conservation and Efficiency

Increase enforcement and compliance with the state's law on outdoor water use, the Model Water Efficiency Landscape Ordinance (MWELO).

Simplify and clarify MWELO to improve compliance.

Lower triggering thresholds for MWELO to capture more mid-sized projects.

Strategy 1. Manage Demand with Conservation and Efficiency

Commercial, Industrial, and Institutional (CII) potential efficiency savings: 126,000 MGY 💧 💧 💧
(Highly Efficient SPUR vs. Inefficient BAU Scenarios)

Recommendations for Commercial, Industrial, and Institutional Conservation and Efficiency:

- Develop a baseline understanding of CII water use by type of enterprise.
- Estimate conservation and efficiency potential
- Incentivize CII efficiency with recognition of good actors and performance-based programs

Strategy 2. Diversify and Protect Local Water Supplies

Invest in increasing supplies from recycled water, stormwater, groundwater recharge.



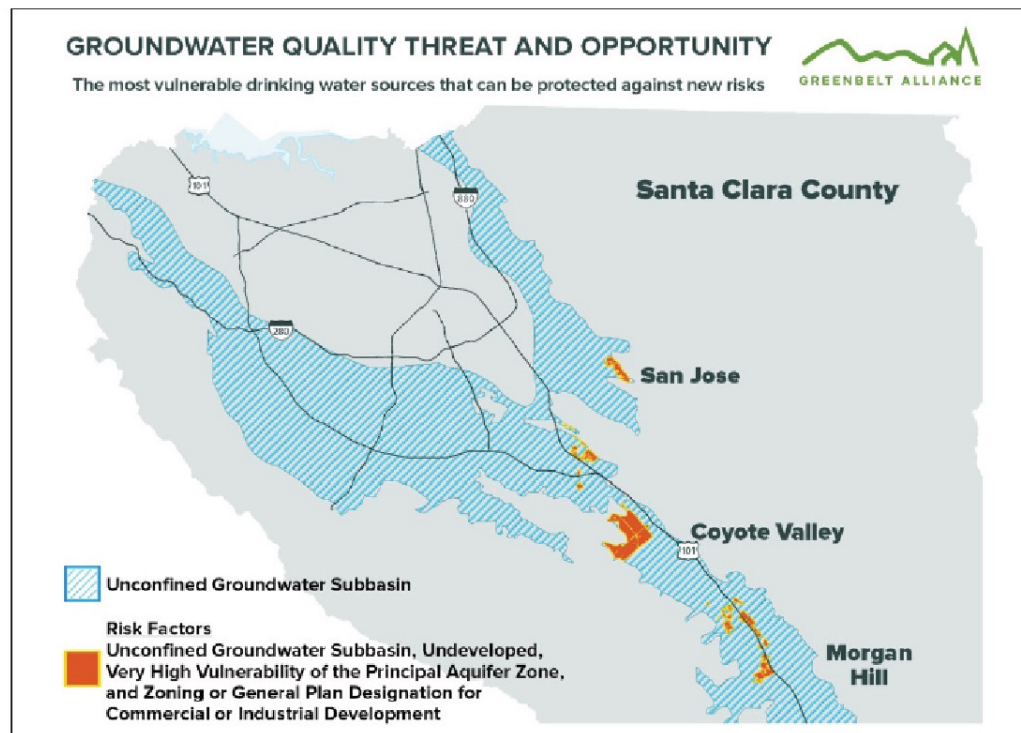
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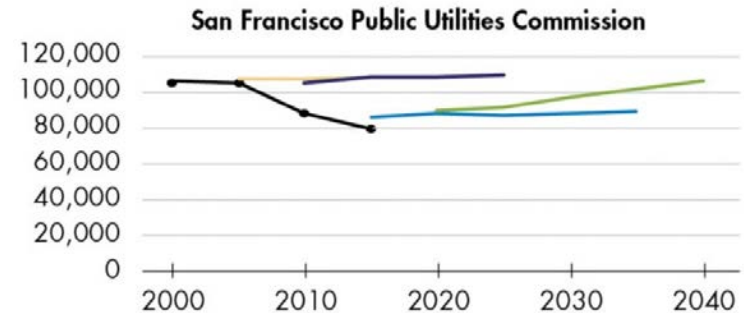
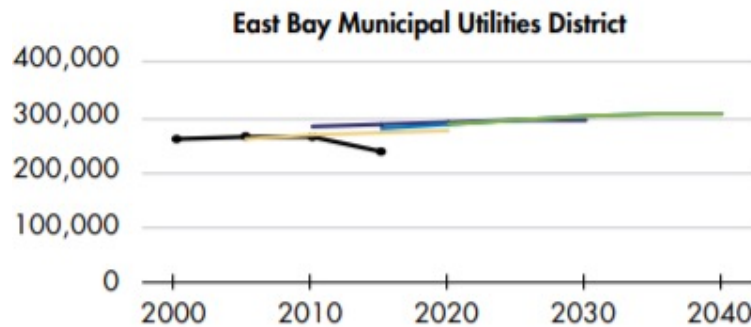
Strategy 3. Build Infill Multifamily Housing, Not Single Family Homes in Greenfields

Change zoning laws to encourage denser development infill areas.
Open space that recharges groundwater resources should be prioritized for conservation.



Strategy 4. Create Better Systems for Regional Water Planning, Cooperation, and Governance

Better incorporate efficiency improvements into planning.



Grow and strengthen mechanisms for interagency cooperation and integrated management of water, wastewater, and stormwater – “One Water Approaches.”

Strategy 5. Address Affordability Challenges

Keep Water as Affordable as Possible for Everyone

Keep the cost of essential uses low while pricing discretionary uses high

Invest in most cost-effective efficiency and supply options first

Target Assistance Programs to Low-Income Households

Incentive programs for water-wise home improvements should be accessible to low-income households.

Create and improve water rate assistance programs for low-income households.

Thank You

Look for the full report, *Water for a Growing Bay Area*, in August.

