



# Water, the California Way

Protecting Resources.  
Strengthening Communities.

**In 2012, California made history by declaring water as a human right. Every person has a right to safe, clean, affordable, and accessible drinking water. That responsibility guides how regulated drinking water providers plan, invest, and serve communities across the state.**

Water is essential to our state, now and into the future. Regulated drinking water providers are committed to implementing best practices to ensure sustainable supply long-term and are leading efforts to make conservation a California Way of Life.

Across the state, providers have fully engaged in comprehensive, ongoing conservation programs that help customers reduce water use while preparing communities for long-term climate resilience. In 2024 alone, major drinking water providers **invested more than \$10 million** in conservation programs for their customers.

## These efforts include:

- Water audits and consultations with trained efficiency experts who provide tailored information on how customers can use less water at home or work.
- Rebates for high-efficiency toilets and clothes washers, upgrades to irrigation systems, and replacing thirsty lawns with beautiful low-water-use landscaping.
- Education through workshops, informational materials, outreach to schools, and water-wise demonstration gardens.



**CALIFORNIA'S REGULATED  
WATER PROVIDERS ALSO  
CONTINUE TO INVEST IN:**



Water Quality  
Treatment



Conservation



Drought-resilient  
infrastructure

These investments strengthen the ability of drinking water systems to consistently deliver dependable, high-quality water service and to ensure communities are prepared for a changing climate.

Across the state, drinking water providers are helping customers conserve more efficiently while reducing overall water demand.

## Leading the Way in “Making Conservation a California Way of Life”

In 2018, the California State Legislature passed and the Governor signed “Making Water Conservation a California Way of Life” which establishes new requirements and goals that guide long-term efficiency and responsible resource management. Regulated water providers are already leading this work by promoting increased water use efficiency and empowering customers to meet California’s conservation goals.



## CHAMPIONING CPUC AND WATER BOARD-LED INITIATIVES

### **CPUC’s Environmental and Social Justice (ESJ) Action Plan**

California’s regulated drinking water providers are committed to advancing the California Public Utilities Commission’s (CPUC) Environmental and Social Justice (ESJ) Action Plan goals by integrating equity, affordability, climate resilience, workforce development, customer engagement, and community investment into utility operations and long-term planning.

Across the state, regulated drinking water providers are working to support the CPUC’s nine ESJ goals through customer assistance programs, affordability initiatives, infrastructure investments in disadvantaged communities, climate adaptation and drought resilience planning, multilingual outreach and public participation efforts, workforce development pathways, supplier diversity programs, and ongoing data-driven evaluation of customer impacts.

These efforts align with the CPUC’s broader commitment to ensuring all Californians have access to safe, reliable, affordable, and sustainable utility services.

Regulated drinking water providers acknowledge that there are underserved communities that face greater barriers to accessing this essential resource and do their part to ensure that every Californian can have safe, reliable water they can count on.



## CA State Water Board's Racial Equity Action Plan

California's regulated drinking water providers are committed to supporting the State Water Resources Control Board's Racial Equity Action Plan. Through inclusive community engagement, workforce development, and transparent decision-making, regulated drinking water providers are working to help address disparities in California communities.

Drinking water providers ensure all customers benefit from infrastructure planning, affordability and customer assistance programs, language access and public outreach efforts, climate resilience strategies, and partnerships that strengthen community trust and participation. Providers also continue to support efforts that promote accountability and equitable outcomes in water service delivery and long-term resource planning.

These efforts align with the State Water Board's broader commitment to embedding racial equity into policies, programs, and decision-making processes to help ensure all Californians have access to clean, safe, and dependable drinking water.

## Beyond Infrastructure – Investing in Our Communities

Water providers also recognize that stewardship extends beyond infrastructure.

Regulated drinking water providers are committed to fostering workplaces that value opportunity, inclusion, and professional growth for employees.

That commitment also includes supporting small businesses and investing in the communities where providers operate.

In 2023, CWA and our regulated drinking water providers have given over **\$3 million dollars** to their local communities and nonprofits, supporting over 300 organizations.

## DOING OUR PART AS STEWARDS

California's regulated drinking water providers are proud to serve as stewards of a shared resource and partners in building a more resilient future for all Californians.