

# THE ABUNDANCE MINDSET

A New Approach to Water Policy

Presentation and  
Discussion Item 6



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## California's Misguided Water Policy: Embracing Scarcity Instead of Abundance

Consistently Denies/Thwarts Practical Supply Solutions:

- Bias against private financing
- Overstates environmental impact, activists dominate debate

Imposing Statewide Urban Water Rationing via SB 1157:

- Ignores decades of efficiency improvements
- Relies on flawed cost/benefit analysis

Pursuing Solutions of Marginal Value and Massive Cost

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## SB 1157 – Downside to Mesa Water, Downside to Mesa Water’s Customers

- Already hard to get supply projects approved
- Undermines incentive to invest in supply
- Massive cost for new meters and monitoring
- Rationing *increases* cost to customers
- Expensive new appliances don’t work well
- Enforcement costly and annoying
- Urban landscape becomes heat island

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## Californians for Energy & Water Abundance

Executive Director Edward Ring – California Policy Center,  
author of “The Abundance Choice – Our Fight for More  
Water in California”

Follow on to More Water Now initiative to educate public

Ongoing support so far from Rupe Foundation, California  
Milk Producers Council, Mesa Water District and individual  
donors.

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## Projects / Reach

Promote Abundance Oriented Water Policies:

- Weekly newsletter (picked up by Maven and others)
- Guest op-eds about water policy (WSJ, Cal Matters, OC Register, Ag Alert, City Journal, National Review, others)
- Water/Energy event in 2024, CLEO events (CPC) in 2024
- Website AbundanceCA.com, radio interviews

Promote CEQA Reform Initiative (now gathering signatures)

Identify, Research and Publicize Specific Legislative Ideas



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## Strategic Message:

### Water Conservation Has Reached its Limit

Extraordinary Achievements Already:

- 1985 - urban water use 7.5 MAF, population 25 million
- 2023 - urban water use 7.5 MAF, population 40 million

New Proposals Yield Diminishing Returns:

- Implementing SB 1157 will cost est. \$7 billion
- Total projected savings, 400,000 AF/year

SB 1157 Barely Dents CA Water Diversions >60 MAF/year



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# Strategic Message:

## Water Abundance is Feasible & Sustainable

Investment in Practical, Environmentally Responsible Water Supply Projects = Resiliency, Affordability & Equity

We Need an All-of-the Above-Approach to Investment:

- Wastewater reuse and storm runoff harvesting
- Off-stream reservoirs, aqueduct upgrades
- Fish friendly Delta diversions to huge storage aquifers
- Large scale desalination

7 | February 14, 2024



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## Solution: Flexibility in SB 1157 Rulemaking



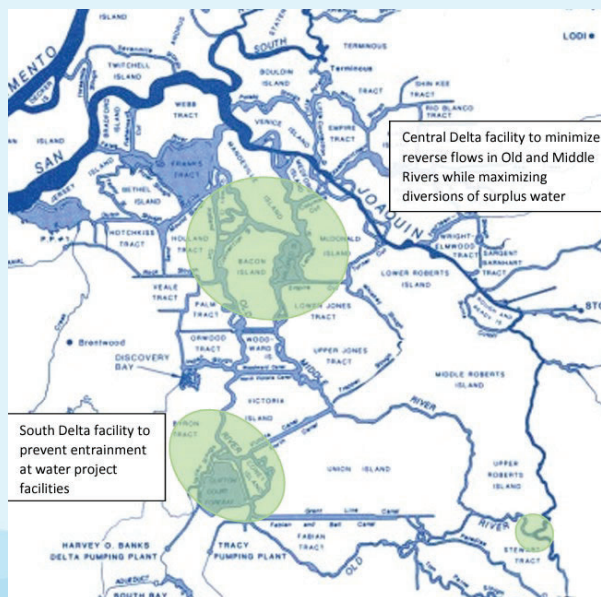
- Surplus can't shut down assets
- Micro-monitoring is overkill
- More water spreads overhead
- Costly enforcement
- Harmful to urban ecosystems
- Undermines resilience

Implementation of 1157 must encourage, not discourage, investment in more water supply

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# Solution: Fish Friendly Delta Diversions



- Cost est. less than \$7 billion
- 200-acre channel, 15 TAF/day
- “Uncaptured” Water 10 MAF/yr
- Underground storage
- Parallel project levee upgrades
- Tunnel’s future uncertain

# Goals

Deeper understanding among politicians, journalists, activists, experts and voters: Abundance is achievable

Consensus between water agencies and farmers: We will fight together for all-of-the-above water supply strategy

Broad awareness of SB 1157’s need for flexibility, the potential of fish friendly diversions, and CEQA reform