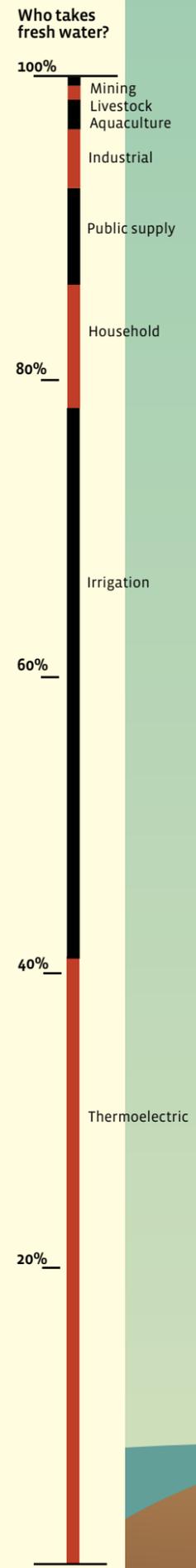


3 BIG IDEAS TO MAKE WATER LAST

Watershed Moments



**CLOUD CONDENSATION
PRECIPITATION**

Of the **2.5%** of Earth's water that's fresh, about **70%** is ice—and inaccessible

**EVAPORATION
TRANSPIRATION**

Storage in snowpack

• **LOWER CO₂**: Mountain snowpacks are shrinking because of climate change. About 75% of the water supplies in the western United States come from snowmelt.

• **RESTORED WETLANDS**: Clean watersheds save cities billions compared to the cost of water purification plants. New York City is saving \$6.5 billion by restoring the Catskill-Delaware watershed.

• **ANIMAL ENGINEERS**: Beaver ponds slow runoff, letting water percolate into aquifers. Prairie dog tunnels help water soak into the ground.

• **WILD RIVERS**: Naturally meandering rivers reduce erosion, create wildlife habitat, and slow flow, allowing surrounding soil to soak up more water.

• **WIND AND SOLAR**: Solar panels and wind require little water to generate electricity. Thermolectric is our single biggest water user.

• **ORGANIC FARMING** methods boost the ability of soil to hold water.

• **DRIP IRRIGATION** saves up to 50% compared to overhead sprinklers.

SURFACE FLOW

Of the **2.5%** of Earth's water that's fresh, **0.3%** is surface water or water vapor.

• **REFILLING AQUIFERS**: Groundwater is replenished by surface water, but slowly. Parts of the Ogallala Aquifer recharge at a rate between 0.07 and one inch per year.

GROUNDWATER

Of the **2.5%** of Earth's water that's fresh, about **30%** is groundwater, much of it inaccessible.

1

Take care of the ecosystems that supply us.

2

Share it because it belongs to everyone.

3

Learn to live within our water means.

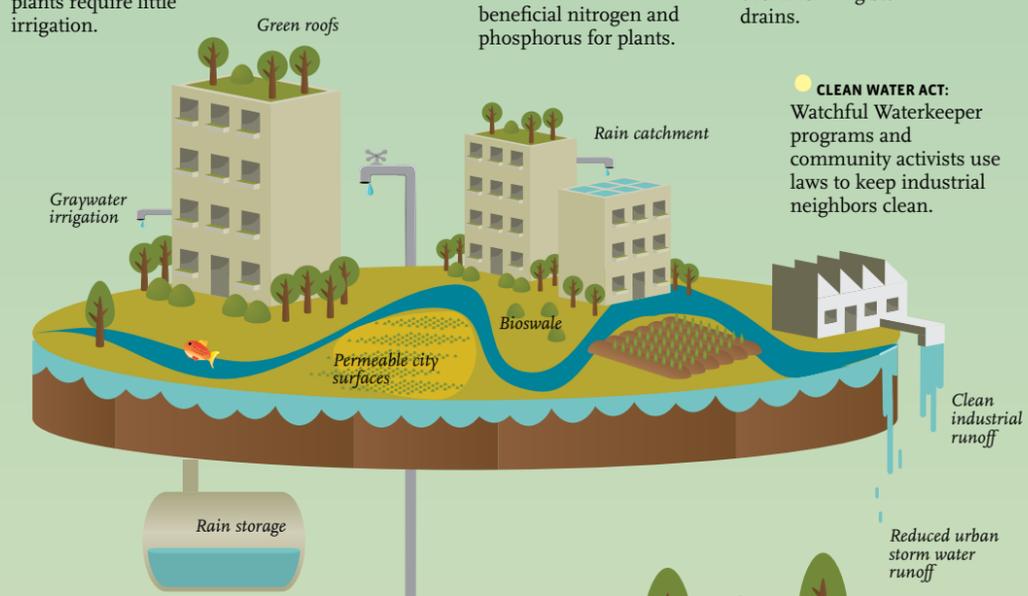
• **NATIVE PLANTS**: We use 9 billion gallons of water a day on lawns and golf courses. Native plants require little irrigation.

• **LOW FLOW**: Fixing leaks and installing low-flow fixtures saves 30% or more on household water use.

• **REUSE**: Using reclaimed water for irrigation conserves a community's drinking water. Reclaimed wastewater contains beneficial nitrogen and phosphorus for plants.

• **RAIN-FRIENDLY DESIGN**: Porous pavement, rain gardens, and swales let rainwater seep into the soil, rather than overwhelming storm drains.

• **CLEAN WATER ACT**: Watchful Waterkeeper programs and community activists use laws to keep industrial neighbors clean.



• **SAVE THE RAIN**: Annual rainfall on Los Angeles is equal to two-thirds of the water the city uses each year. Waterloo, Ontario, has given out 40,000 rain barrels. It now uses 12.7 million gallons less water a year.

• **PROTECT THE COMMONS**: Clean and wild waterways allow for both healthy wildlife and human recreation.

OCEAN EVAPORATION

97.5% of the water on Earth is salty. **84%** of water in the atmosphere comes from the oceans, then falls as rain.

