

ARCHITERRA DESIGN GROUP **SPECIAL REPORT**

DROUGHT

THE THREATS. THE CHALLENGES. THE OPPORTUNITIES.

Dear John

California and most of the Western United States is experiencing an unprecedented water emergency. With the Sierra snow pack at only 5% of normal, the outlook for home builders, developers, and public agencies on the surface appears grim. **California Governor Jerry Brown** declared we are in a "historic drought (that) demands unprecedented action." We understand the urgency, and we are here to help you navigate these water stressed days.

The news is not news to us, as we have been mindful of water use and conservation issues for years. We stay on top of breaking news, and are well versed in state and municipal water management statutes. From the very founding of our firm, we have been dedicated stewards of our most precious natural resource and have devoted ourselves to the protection of our natural environment and all sustainable conservation efforts. We are not "Johnny Come Lately" to this problem, as our projects and references can attest - we have been and continue to be, proactive in water saving strategies.

We are here to answer questions and even more, to offer you great low water use planting, irrigation, water retentive and permeable hardscape design services. Water wise landscape design can not only save water, but when done well, can enhance your project with beautiful design.

Knowledge is key and our staff of certified irrigation specialist and native drought tolerant planting experts, can prepare timely and informative designs and presentations to your company or organization, to help you survive this once in a century drought event. Contact us with your concerns and needs, we are and will continue to be the go-to, water wise landscape architect of choice for California and beyond.

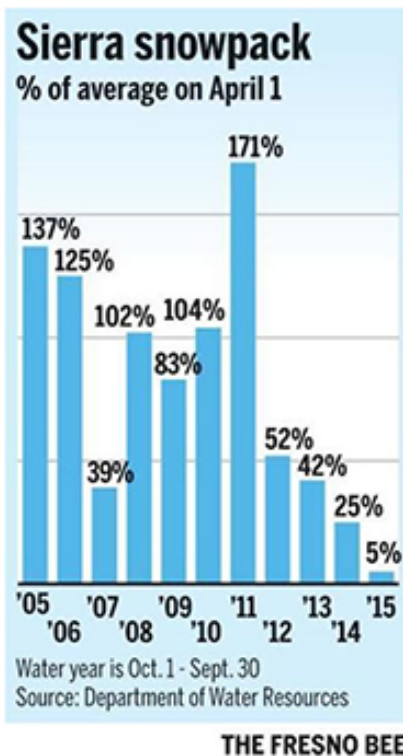
Warm Regards,



Richard Krumwiede
President Architerra Design Group

WHAT GOVERNOR BROWN'S EXECUTIVE ORDER MEANS FOR YOU:

- Expect New Water Restrictions - a Statewide 25% Reduction in Potable Urban Water Usage
- Updated State Water Model Efficient Ordinance (AB 1881)
- Water Wise Landscaping Will Be Nearly Unavoidable
- Look for Aggressive Rebate Programs for Turf Removal and Other Initiatives



This Chart Shows the Historic Snowfall Averages for the Last ten years - [Fresno Bee](#)

Links About Executive Order B-29-15

The following links take to the breaking story about the Governor Brown's executive order. While the [CA.Gov Page](#) offers some stark imagery, showing how drastic the reservoir levels are throughout the state, this [Video Link](#) to Governor Brown's Announcement takes place near Lake Tahoe on an area of dry brown grass where in normal years, would be under 5' of snow. This article from the [Fresno Bee](#), talks about how the snow pack is measured and it's implications.

Here you can find the [Full Text](#) of Governor Brown's Executive Order proclaimed on April 1, 2015. He outlines specific plans and actions meant to deal swiftly and directly with the California Drought.

We are here to assist you in your understanding of how these new orders can directly affect you, and what options and resources are available to effectively deal with this water crisis.



We have social media, and we aren't afraid to ask. Like, friend, review, follow, and tweet us, please? We will certainly return the favor.

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