



# THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

## SOUTHLAND RESPONDING TO CALL FOR CONSERVATION

*The Metropolitan Water District of Southern California and local water agencies are taking action to incentivize more conservation and restrict outdoor water use. Southland residents and businesses have embraced conservation for more than 20 years. They are joining all Californians to further reduce water use during the drought.*

### Record Results

Metropolitan increased its conservation budget fivefold from \$20 to \$100 million, doubled the financial incentive for turf removal to \$2 per square foot, and launched two multimedia outreach campaigns. These investments are producing results:

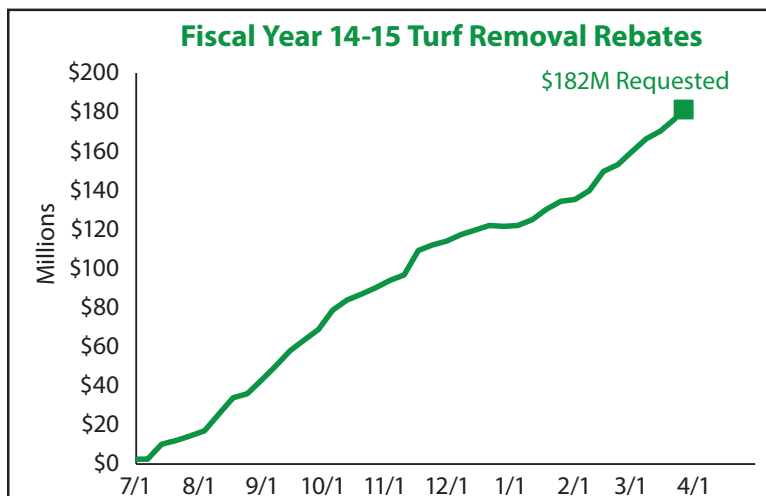
- Customers plan to remove almost **100 million square feet** of turf, equivalent to over **60,000 front yards**.
- Other rebate requests have exceeded **\$80 million** in new conservation efforts.
- Over **500,000** people have visited **bewaterwise.com®** in the past year to get water-saving tips and money-saving rebates.



Nearly 100 million square feet of turf is planned for removal in response to doubled incentives.



California Friendly® gardens are every bit as beautiful and not nearly as thirsty.



### Changing Habits

Local water agencies are enforcing water conservation ordinances to eliminate water waste and restrict outdoor water use. In a 2014 survey of Southland residents commissioned by Metropolitan:

- **97 percent** considered the drought serious
- **82 percent** reported reducing their outdoor watering by at least one day
- **21 percent** planned to remove at least some of their turf.

## Building Upon Previous Gains in Conservation

Conservation and efficient water use are now a permanent part of life in Southern California, drought or no drought. Conservation and locally developed resources bring greater water supply reliability to Southern California.

### Lowering Water Use

Demand in the early 1990s was more than 200 gallons per person per day. Average demand in Southern California is now about 158 gallons per person per day. Compared to the last severe dry cycle in 2006-07, today's demand for imported water supplies is **15 percent lower** despite record-setting Southland temperatures and 500,000 more people living and working in the region. Lowering demand is vital to maintaining healthy reserves and a reliable water system for the region.

### Investing Locally: \$1 Billion and Growing

Since 1982, Metropolitan has invested more than \$1 billion to lower demand through conservation and develop local resources such as recycling, groundwater recovery and storage programs. Cumulative investments over the years include:

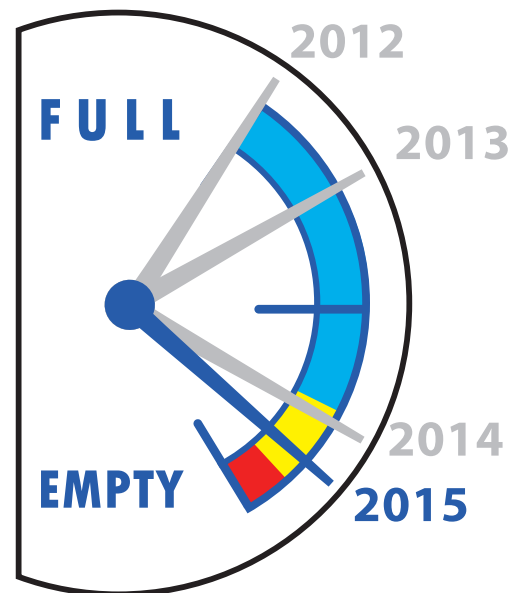
- **\$352 million** for conservation programs
- **\$356 million** for recycled water projects
- **\$125 million** for groundwater recovery projects
- **\$373 million** for groundwater storage programs

### Conserving Annually: 300 Billion Gallons

Plumbing codes and direct rebate programs such as high-efficiency toilets have lowered water demands in Southern California annually by more than 900,000 acre-feet of water. This savings translates into about 300 billion gallons of water annually — roughly equivalent to the annual water demands of the cities of Los Angeles and San Diego combined.

### [bewaterwise.com](http://bewaterwise.com)<sup>®</sup>

Since about half of Southern California's water use is for landscape irrigation, there is a great opportunity for water savings outdoors. Tips for residents and businesses on how to reduce outdoor water use as well as indoor conservation ideas are available at Metropolitan's conservation website [bewaterwise.com](http://bewaterwise.com)<sup>®</sup>, which also offers instructions on how to apply for several different money-saving/water-saving rebates.



Metropolitan uses the water gauge as a visual prompt for further conservation. Registering yellow signals that water supplies could be restricted if the drought continues.

*About Metropolitan: The Metropolitan Water District of Southern California is a state-chartered cooperative of 26 member agencies – cities and public water agencies – that serves nearly 19 million people in six counties. Metropolitan imports water from the Colorado River and Northern California to supplement local supplies and help its members develop increased water conservation, recycling, storage and other resource-management programs.*

**Mission Statement:** The mission of the Metropolitan Water District of Southern California is to provide its service area with adequate and reliable supplies of high-quality water to meet present and future needs in an environmentally and economically responsible way.