

WATER TOMORROW

Regional Progress Report

Over the years, Metropolitan investments have totaled nearly \$1 billion and water saved from conservation, recycled water and groundwater recovery stands at 5.2 million acre-feet. A sustained conservation ethic must continue each and every year.

RECORD-BREAKING INVESTMENT » RECORD-BREAKING RESPONSE

Metropolitan's Board of Directors approved a
\$450 million conservation budget
making it the **largest rebate program in the country.**

The added funding was in response to record public demand for Metropolitan's **water-savings rebate programs**, led by the popularity of **turf removal**.

An award-winning outreach and advertising campaign showcased saving opportunities. At one point, the rebate hotline was handling **2,000 calls** and processing **\$10 million** a day in rebate applications.

The turf program will see the removal of **170 million square feet** of turf, equal to about **3,000 football fields**, and ultimately save upwards of **7.5 billion gallons** of water a year.

The conservation program has helped change the mindset of **Southern Californians** to replace thirsty lawns with drought-tolerant plants and install new **water-saving devices** inside homes and businesses.



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

Achievements in Conservation, Recycling and Groundwater Recharge

Covering the reporting period
of July 2014 - June 2015

WATER SAVINGS RECAP

Southern California faced an extraordinary water challenge in 2014 and 2015. The Metropolitan Water District of Southern California responded with an unprecedented investment in long-term conservation and local resource management.

Fiscal year 2014/15 investments:

- \$495 million for conservation programs
- \$372 million for recycled water projects
- \$132 million for groundwater recovery projects

CONSERVATION SAVINGS
944,000 acre-feet
308 billion gallons

**It's
everyone's
turn.**

Together we can save more.

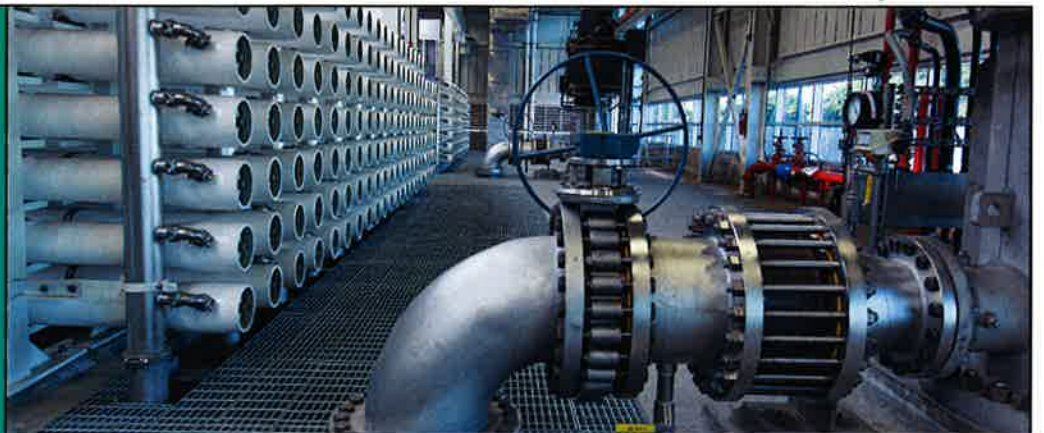


bewaterwise.com



RECYCLED WATER
414,000 acre-feet
135 billion gallons

GROUNDWATER RECOVERY
115,000 acre-feet
37 billion gallons



An acre-foot is nearly 326,000 gallons, about the amount used by two typical Southland households in a year.

HIGHLIGHTS

- Metropolitan's Board of Directors approved its largest ever conservation and outreach budget of \$450 million for fiscal years 2014/15 and 2015/16.
- In the first year of the two-year budget, Metropolitan funded \$143 million in rebates and advertising to help water customers improve efficiency in their homes and businesses.
- Metropolitan funded more than \$91 million in turf removal rebates after the incentive was doubled in May 2014, making it Metropolitan's most popular program ever.
- Social Water\$mart, Metropolitan's regional conservation program, rebated a record 108,000 applications.
- The On-site Retrofit Pilot Program was launched to encourage conversion of potable irrigation or industrial water systems to recycled water.
- A \$5.5 million outreach campaign reached millions of viewers and listeners through radio, television, billboard and digital advertisements, search-engine optimization, and the popular water-saving playlists on Pandora and its Spanish-language equivalent Uforia that featured songs timed to keep showers less than five minutes.
- A revamped mwdh2o.com website was unveiled with easier navigation and improved mobile features, graphics and photographs to reach a broader audience.
- Businesses and high volume water users were visited by members of Metropolitan's Board of Directors and executive management team through programs such as Water for Business/Business for Water for discussions on Southern California's water supply outlook, key policy issues and opportunities to collaborate on water use efficiency programs and projects.
- The 13th annual Solar Cup™ event, the nation's largest solar boat competition, drew 41 high school teams bringing more than 800 students to demonstrate skills in engineering, math and communication and water conservation.



Turf removal



"Taking Our Turn" to conserve



High-efficiency clothes washer



Drought-exposed shore at DVL



California Friendly® landscape



Solar Cup™ competition

ACHIEVEMENT SCORECARD

Conservation		
FY 2014/15 Total Water Saved¹	944,000 acre-feet	
New Water Saved From Metropolitan Conservation Credits Program	18,580 acre-feet	
Water Saved From Existing Metropolitan Conservation Credits Program	179,300 acre-feet	
FY 2014/15 Investment		
Metropolitan Conservation Credits Program Investment	\$138 million	
Member Agency Conservation Investment	\$32 million	
Metropolitan Advertising & Outreach	\$5.5 million	
Cumulative Savings Since 1990		
Water Saved From Metropolitan Conservation Credits Program	2,222,000 acre-feet	
Metropolitan Conservation Investment (excl. funding by member agencies)	\$495 million	
Recycled Water		
FY 2014/15 Production	414,000 acre-feet	
Water Produced From Projects Receiving Metropolitan Funding	184,000 acre-feet	
Water Produced From Projects Without Metropolitan Funding (incl. Santa Ana River base flow)	230,000 acre-feet	
FY 2014/15 Investment		
Metropolitan Funding	\$30 million	
Cumulative Production & Investment Since Inception		
Production With Metropolitan Funding	2,237,000 acre-feet	
Metropolitan Investment	\$372 million	
Groundwater Recovery		
FY 2014/15 Production	115,000 acre-feet	
Water Produced From Projects Receiving Metropolitan Funding	60,000 acre-feet	
Water Produced From Projects Without Metropolitan Funding	55,000 acre-feet	
FY 2014/15 Investment		
Metropolitan Funding	\$8 million	
Cumulative Production & Investment Since Inception		
Production With Metropolitan Funding	791,000 acre-feet	
Metropolitan Investment	\$132 million	
Conjunctive Use Program		
Metropolitan Cumulative Capital Investment	\$26.5 million	
Proposition 13 Grant Funds Administered by Metropolitan	\$45 million	
Water Stored Since Program Inception through September 2015	273,000 acre-feet	
Water Extracted Since Program Inception through September 2015	239,000 acre-feet	
Groundwater Replenishment		
FY 2014/2015 Delivery	108,000 acre-feet	
Cumulative Replenishment Delivery since 1984	3,366,000 acre-feet	
Total Regional Investment		
	FY 2014/15	Cumulative
Metropolitan's Investment in Water Conservation, Recycled Water and Groundwater Recovery	\$176 million	\$999 million

This fact sheet provides an overview of accomplishments in conservation, recycling and groundwater recovery. For a more detailed report, visit mwdh20.com, click on the About Your Water tab. The full report is available in the Planning section.

OUR MISSION

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.

ABOUT

METROPOLITAN
The Metropolitan Water District of Southern California is the Southland's water provider for a six-county region with a population of 19 million. From the engineered gravity-flow of the Colorado River Aqueduct, to sustainable water recycling and groundwater replenishment, to today's investments in innovation and conservation - Metropolitan thinks ahead.



**THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA**

P.O. Box 54153
Los Angeles, CA 90054-0153
mwdh20.com bewaterwise.com



¹ Annual total savings include Metropolitan's Conservation Credits Program, code-based conservation achieved through legislation, building and plumbing codes and ordinances, reduced consumption resulting from changes in water pricing and pre-1990 device retrofits.