



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Metropolitan's long-term commitment to water use efficiency



CONSERVATION

- \$309 million investment in incentives since 1990
 - 6.5 million efficient devices installed
 - 1.6 million acre feet saved
- Leadership in new legislation, ordinances
 - Co-sponsored SBX7-7 (Steinberg, 2009) - 20x2020
 - Co-sponsored SB 407 (Padilla, 2009) – retrofit inefficient fixtures
 - Co-sponsored AB 474 (Blumenfeld, 2009) – voluntary contractual assessments for water use efficiency
 - Co-sponsored AB 1061 (Lieu, 2009) – HOA landscapes
 - Supported AB 715 (Laird, 2007) – water efficient fixtures
 - Supported AB 1881 (Laird, 2006) – Water Conservation in Landscaping Act
 - Developed model conservation ordinance to assist local agencies
- Support research, technical knowledge, innovation
 - Founding member of California Urban Water Conservation Council, Alliance for Water Efficiency
 - Partner with Bureau of Reclamation on Innovative Conservation Program, World Water Forum



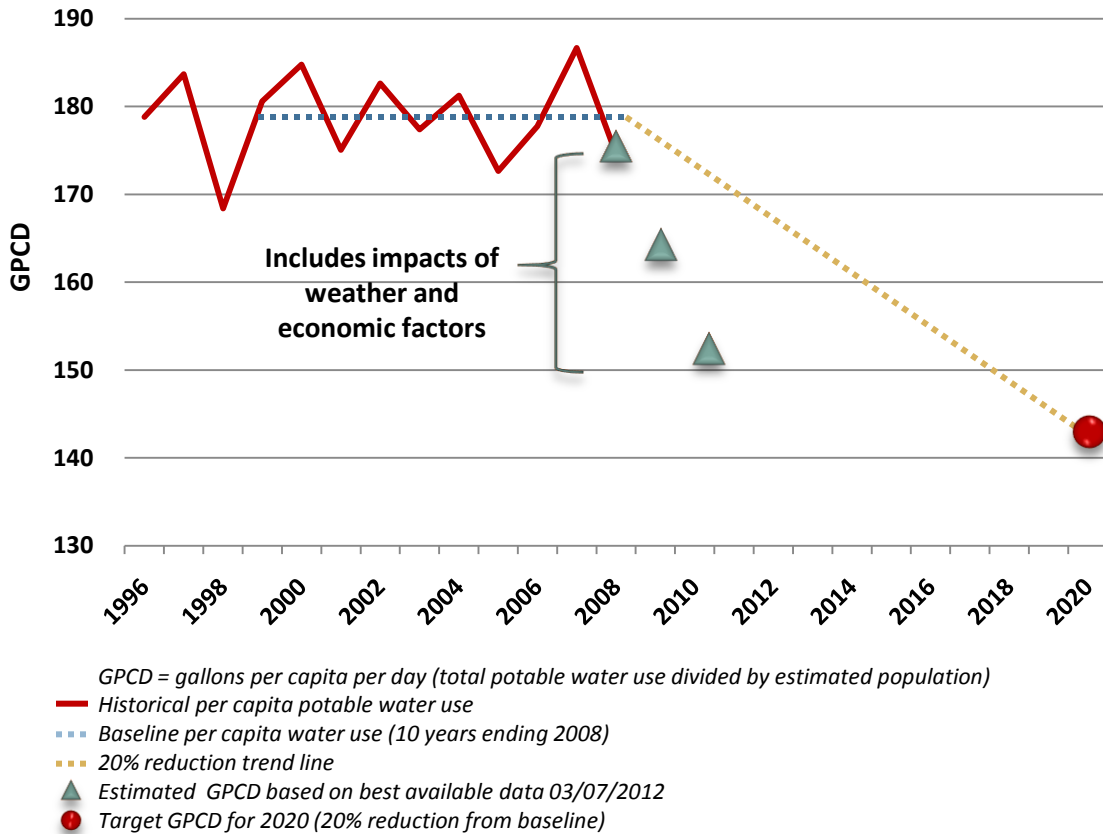
RECYCLED WATER

- \$270 million investment to increase supply / use
 - 1.5 million acre feet produced
- Support legislation, regulatory change
 - SB 918 (Pavley, 2010) – establish water recycling standards
 - AB 1366 (Feuer, 2009) – self-generating water softeners
- Support WateReuse Research Foundation, WateReuse Association



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Per Capita Water Use in Metropolitan's Region: Target 20% reduction by 2020



Reaching the 2020 Target

- Encourage the use of water efficient devices, landscapes
 - Transform markets through incentives, outreach, education
 - Build strategic alliances with private industry, public interest groups
 - Set performance standards for devices
 - Focus on outdoor water use
- Promote expanded use of recycled water
 - Provide financial incentives for recycling under the Local Resources Program
- Support innovation in new technologies for conservation, recycled water