

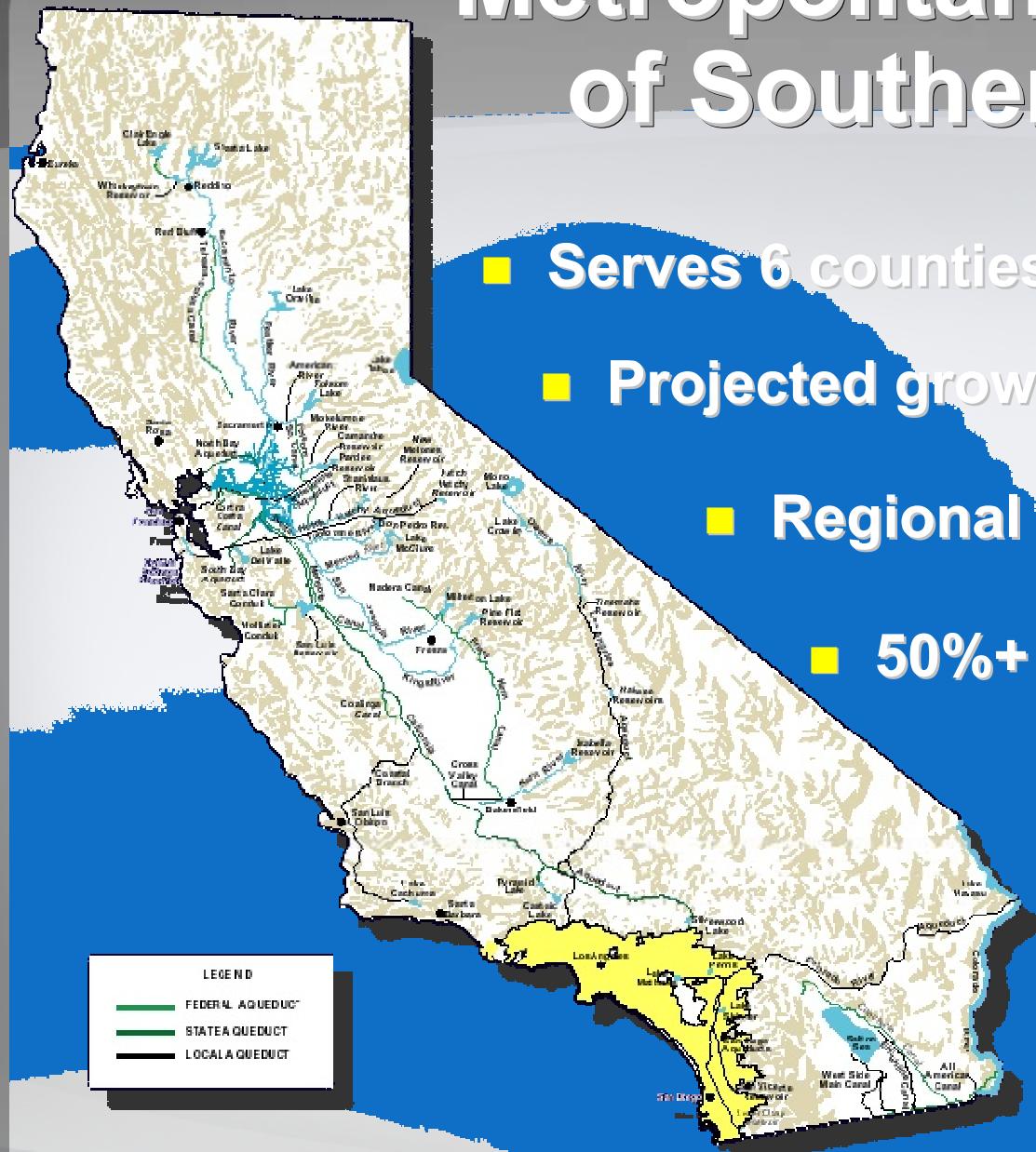
Water Use Efficiency From Policy to Reality



The Metropolitan Water
District:
A Regional Model

Metropolitan Water District of Southern California

- Serves 6 counties, 18.5 million people
- Projected growth: 220,000 people/yr.
- Regional economy >\$600 billion
- 50%+ of regions water supply



Water Use Efficiency Program

**Research and
Development**

Incentives

**Consumer
Behavior**

- Innovative Conservation
- Enhanced Conservation
- Annual Program Review
- Outside R & D

- Residential Conservation
- Commercial Conservation
- Water Recycling
- Seawater Desalination
- Groundwater Recovery
- Legislation
- Advertising & Outreach
- Education
- Code Compliance
- Price
- Best Management Practices

MWD Policies for Success

- Incentives Based on Avoided Cost
- Standardized Water Savings Estimates
- Stewardship Fee for All MWD Delivered Water
- Implemented: Member Agencies and Regionally
- Consistent Messaging and Branding
- Consistent Support for New Plumbing Codes

Other Contributing Factors to Success

- **Strong CA Process: The CUWCC & BMPs**
- **Regional Sharing of Resources/Shortage**
- **Geography and Cost**
- **Frequency of Shortage**
- **Relative Size within California**
- **Progressive Legislature and Governor**

Remaining Issues

- **Regional Inconsistency**
 - **Messaging**
 - **Program Implementation**
- **Motivating Other Beneficiaries**
- **Evolving Beyond Widget-Based Goals**
- **Classification of Recycled Water**

Pursuing Solutions

- **Regionalism**
 - **Regional Programs**
 - **Regional Messaging**
- **Sanitation & Energy Partnerships**
- **Sound Metrics to Measure Success**
- **Recycled Water: Better Regs & 100% Credit**

