Technical Assistance Program (TAP)

- Started in 1992
- Rebate pays $1.75 per 1,000 gallons of water conserved for first 2 years – expect a 5 year project life
- Popular Projects:
  - Cooling Tower Efficiency Upgrades
  - Laminar Flow Aerators
  - R.O. System Upgrades
- Application and Pre/Post Inspection Required
TAP Hospital Project
Installing Laminars

- 12,603 Laminars installed at 24 hospitals through TAP
- Savings is approximately 300 AF
- Added in July 2013 to MWD Regional Rebate Program
• 24 hour/365 days/year monitoring of water treatment
• 6 store pilot started in October 2013
• 49 more stores completed by end of June 2014
• Store savings has averaged 720,000 gallons/per store/year
• Saw a 4.0% average in kWh savings equating to $9,600 in energy bill savings/yr/store
Focused Media Campaign

LADWP ranked by Northeast Group as one of Top 3 U.S. utilities for engaging customers through social media

KEEP SAVING WATER, L.A.!
Know your watering days.

<table>
<thead>
<tr>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

Water conservation in Los Angeles is mandatory. Limit your outdoor watering to 3 days a week, 8 minutes per station, before 9 a.m. or after 4 p.m.
235 Percent Increase in Water Conservation Website Traffic
Temporary vs. Permanent Reductions: Importance of Messaging
New Normal – Vision for Future LA Landscaping
Letters and Citations Issued

Legend
Number of Citations Issued
Citation
- 0 - 21
- 22 - 50
- 51 - 100
- 101 - 250
- 251 - 431

12/2014
Long-Term Effect of Conservation on Water Demand

CITY OF LOS ANGELES WATER USE AND POPULATION

Since 1970 to present, L.A.'s population has grown by over 1.0 Million

131 gallons/person/day

Note: Population was updated with 2010 US Census data.
Comparison of Similar Cities in Different Regions

Los Angeles Department of Water and Power
- R-GPCD 2013: 90.74
- R-GPCD 2014: 88.52
- % Reduction: 2.4%

City of San Jose
- R-GPCD 2013: 107.97
- R-GPCD 2014: 95.12
- % Reduction: 11.9%
Comparison of Similar Cities in Different Regions

<table>
<thead>
<tr>
<th>City</th>
<th>R-GPCD 2013</th>
<th>R-GPCD 2014</th>
<th>% Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of San Diego</td>
<td>74.38</td>
<td>76.30</td>
<td>-2.6%</td>
</tr>
<tr>
<td>East Bay Municipal Utilities District</td>
<td>87.01</td>
<td>74.07</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

- The East Bay Municipal Utilities District has a 14.9% increase in R-GPCD from 2013 to 2014.
- The City of San Diego shows a decrease of 2.6% in R-GPCD from 2013 to 2014.
<table>
<thead>
<tr>
<th>Hydrologic Region</th>
<th>Population Served</th>
<th>% R-GPCD &lt;100</th>
<th>% R-GPCD &gt;100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Coast</td>
<td>1,107,684</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>Colorado River</td>
<td>625,884</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>North Coast</td>
<td>495,288</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>North Lahontan</td>
<td>21,933</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Sacramento River</td>
<td>2,277,728</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>San Francisco Bay</td>
<td>6,774,726</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>San Joaquin River</td>
<td>2,087,747</td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>South Coast</td>
<td>20,037,888</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>South Lahontan</td>
<td>374,525</td>
<td>23%</td>
<td>77%</td>
</tr>
<tr>
<td>Tulare Lake</td>
<td>1,084,294</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>34,887,697</td>
<td>57%</td>
<td>43%</td>
</tr>
</tbody>
</table>
Summary of Recommendations

- Focus on **R-GPCD** as an indicator of water usage
- **% reductions** should be shown over a longer period of time
- **Saturation studies** may show how much more conservation is feasible
- Collect data on **number of days per week outdoor watering is allowed**
- Focus conservation messaging on encouraging **permanent water use reductions** through increased efficiency