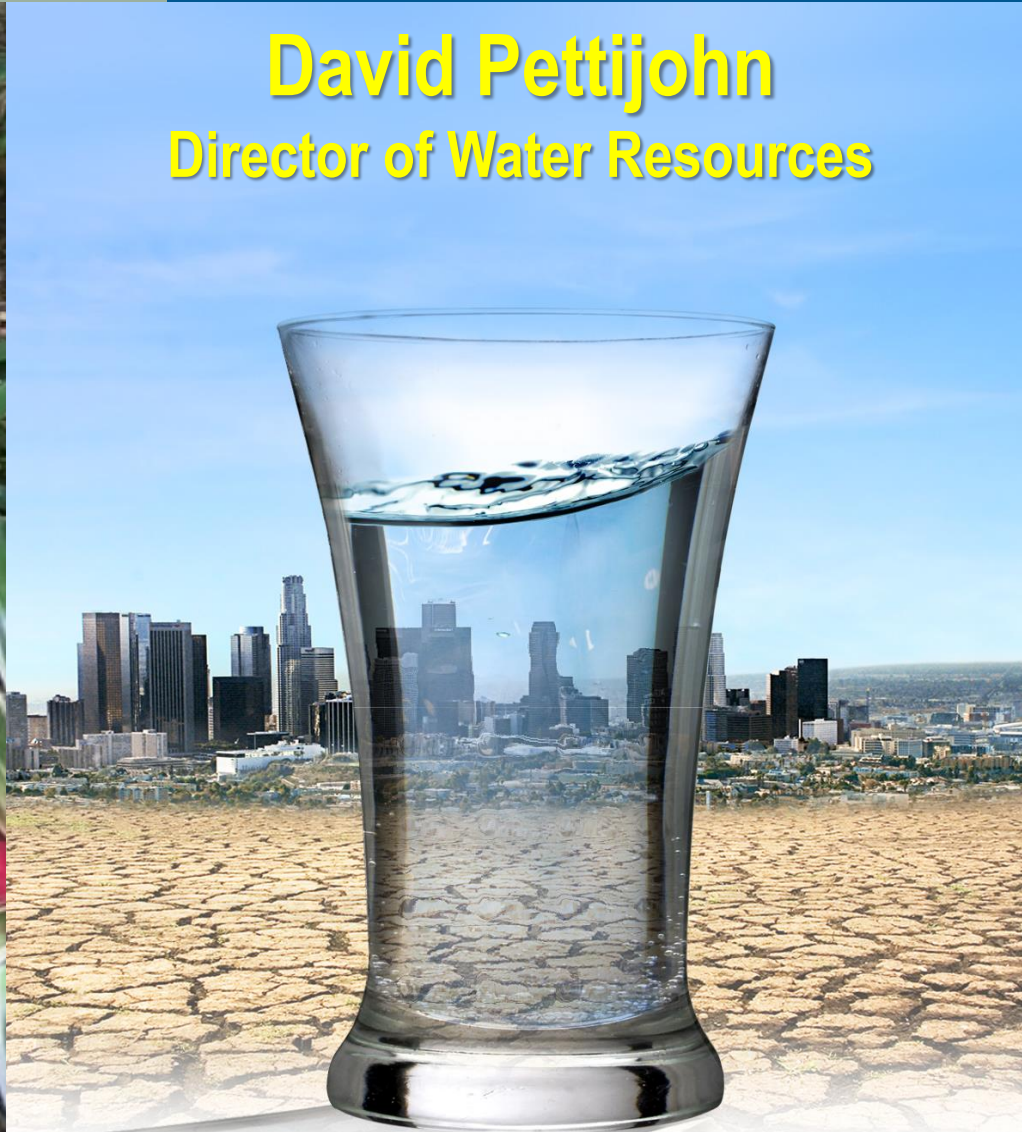




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Water Conservation Program

David Pettijohn
Director of Water Resources



SWRCB Drought Panel – Dec. 17, 2014



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Conservation Strategies



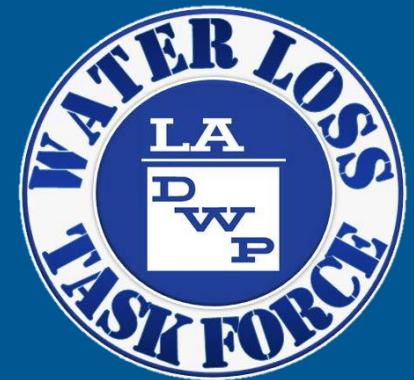
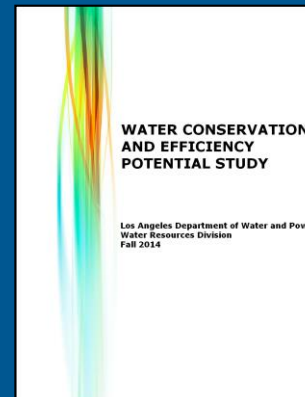
Rebate Programs



Education & Outreach



Local Regulations

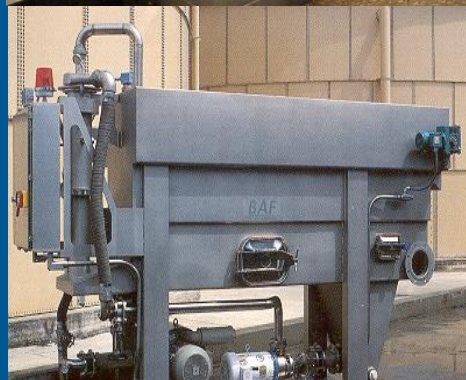


Special Projects/Studies



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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



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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





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Supermarket Evaporative Condenser Water Efficiency Upgrades

- **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





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Focused Media Campaign



/LADWP




LADWP1



@LADWP

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

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CASH IN YOUR LAWN



NOW \$3.75 per sq. ft.

KEEP SAVING WATER, L.A.!



Know your watering days.

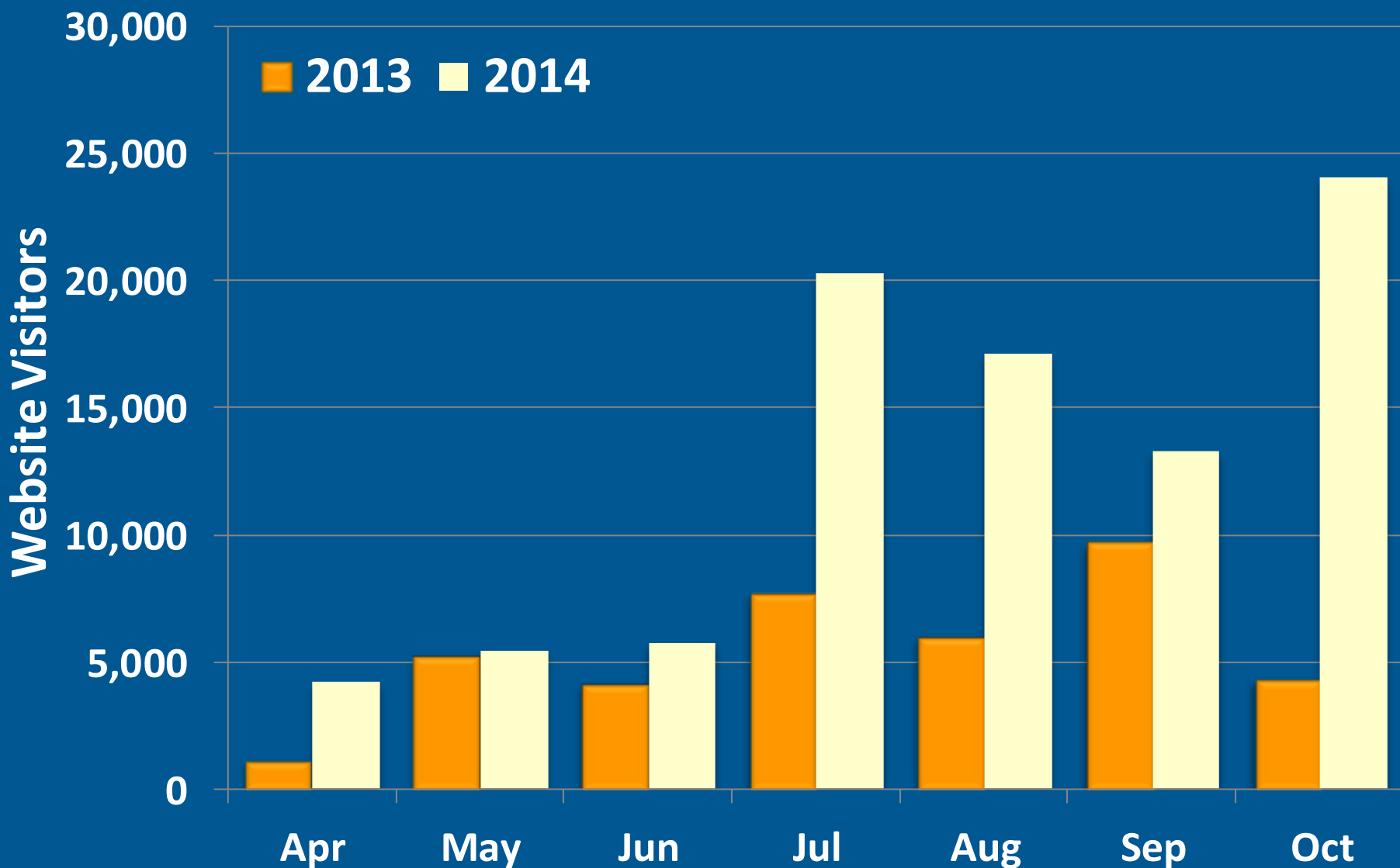
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
ODD Addresses							
EVEN Addresses							

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.



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235 Percent Increase in Water Conservation Website Traffic





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Temporary vs. Permanent Reductions: Importance of Messaging





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New Normal – Vision for Future LA Landscaping





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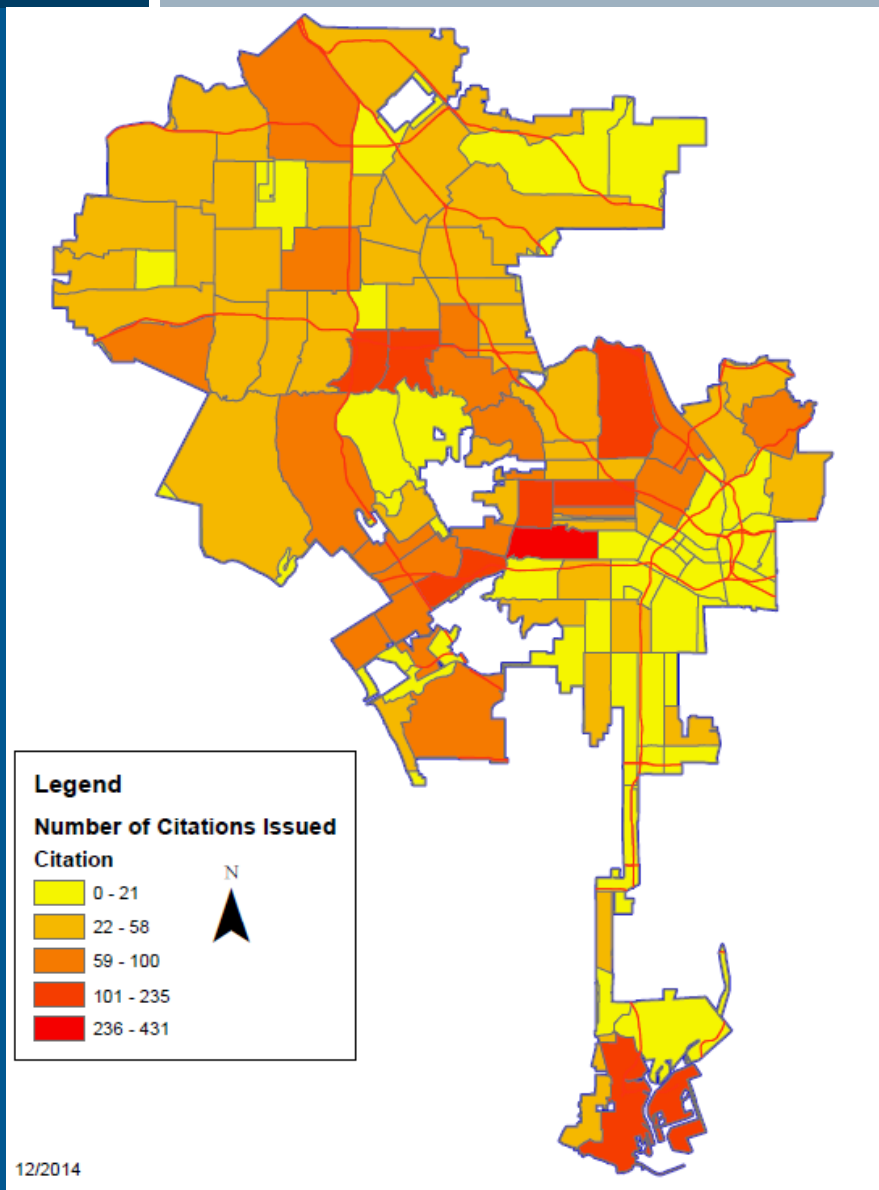
Water Conservation Response Unit





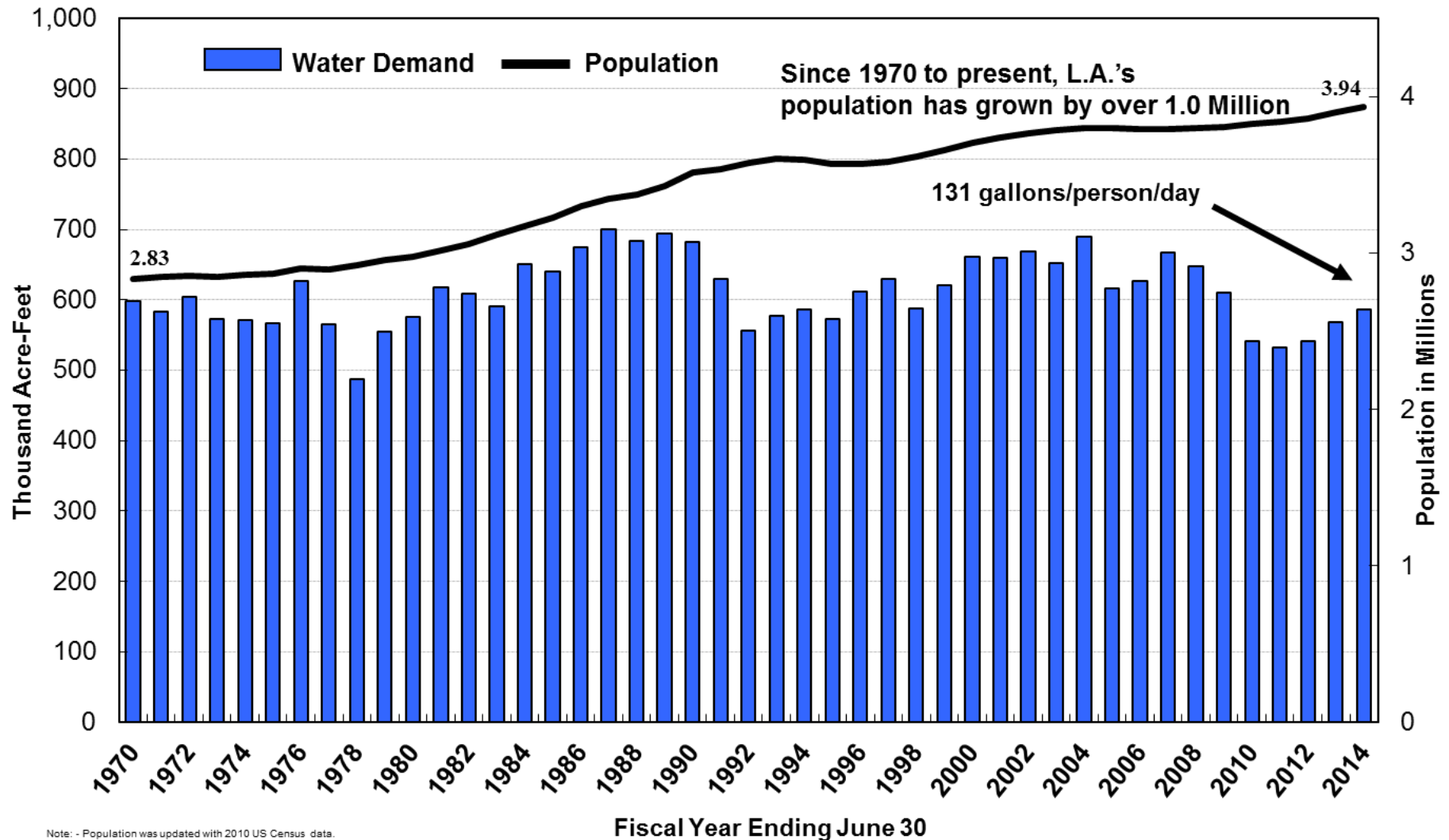
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Letters and Citations Issued



Long-Term Effect of Conservation on Water Demand

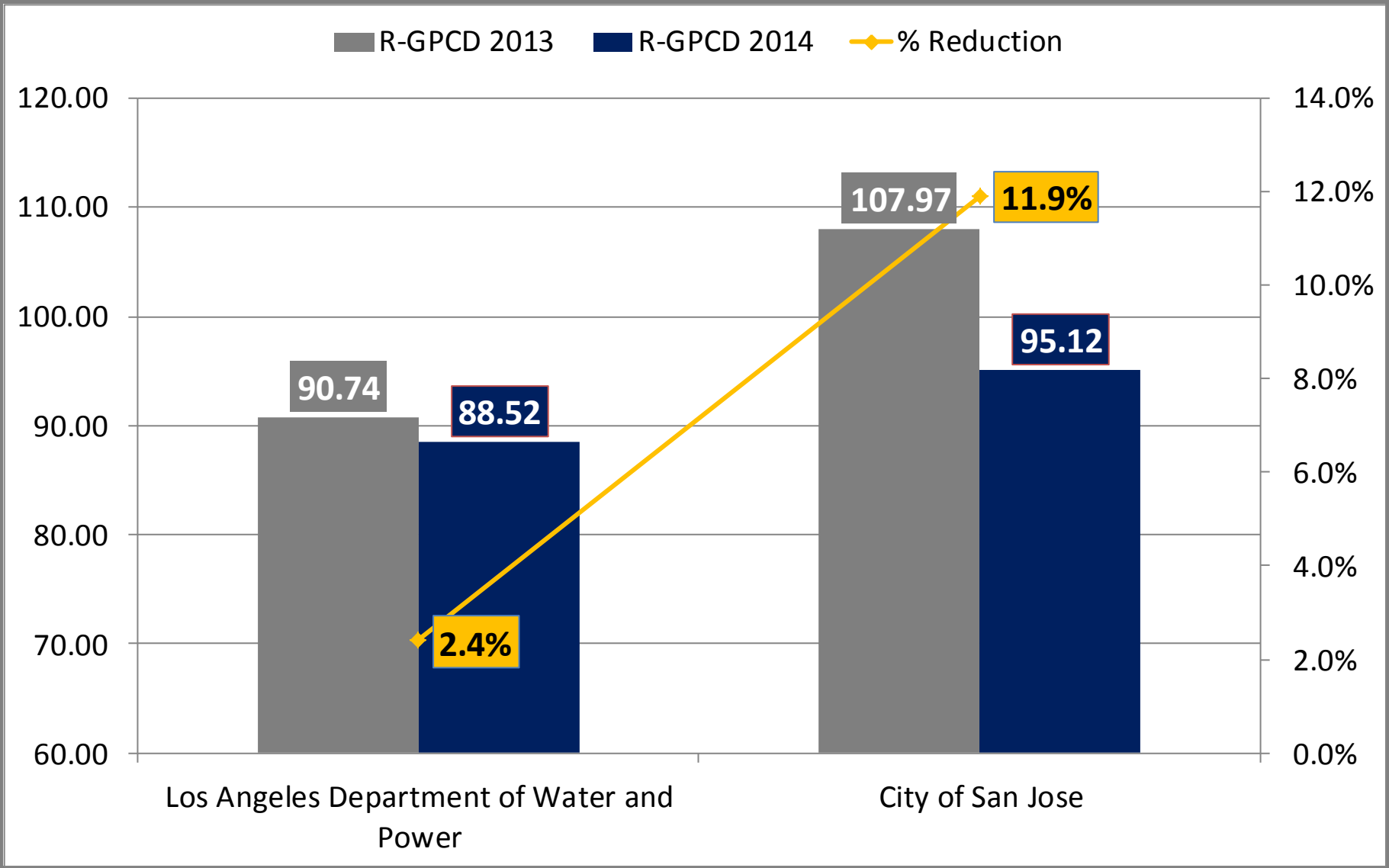
CITY OF LOS ANGELES WATER USE AND POPULATION





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Comparison of Similar Cities in Different Regions

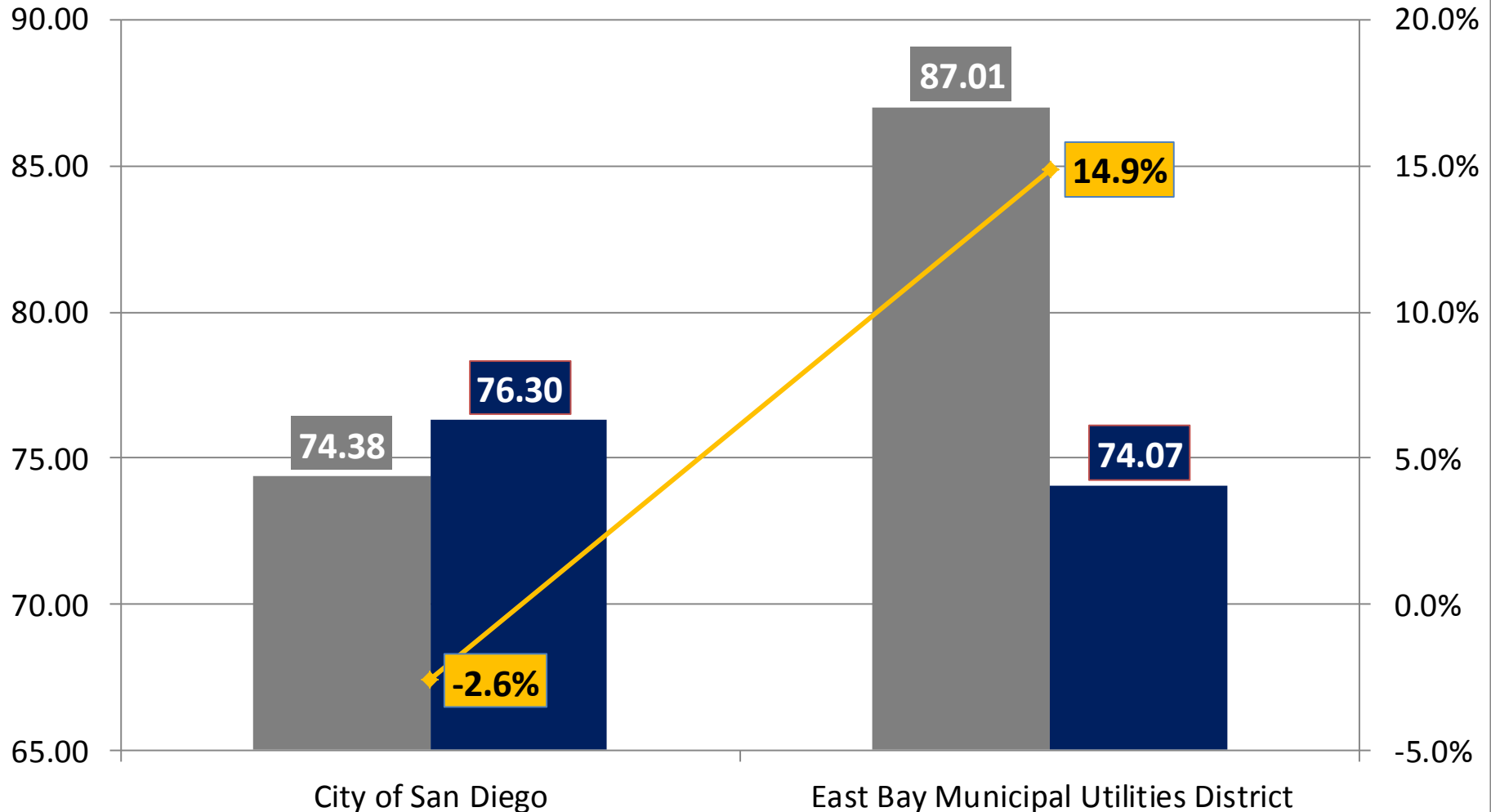




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Comparison of Similar Cities in Different Regions

R-GPCD 2013 R-GPCD 2014 % Reduction





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Potential Next Steps for SWRCB

Hydrologic Region	Population Served	% R-GPCD <100	% R-GPCD >100
Central Coast	1,107,684	81%	19%
Colorado River	625,884	24%	76%
North Coast	495,288	83%	17%
North Lahontan	21,933	0%	100%
Sacramento River	2,277,728	12%	88%
San Francisco Bay	6,774,726	87%	13%
San Joaquin River	2,087,747	16%	84%
South Coast	20,037,888	60%	40%
South Lahontan	374,525	23%	77%
Tulare Lake	1,084,294	0%	100%
TOTAL	34,887,697	57%	43%



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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