

# This presentation premiered at WaterSmart Innovations

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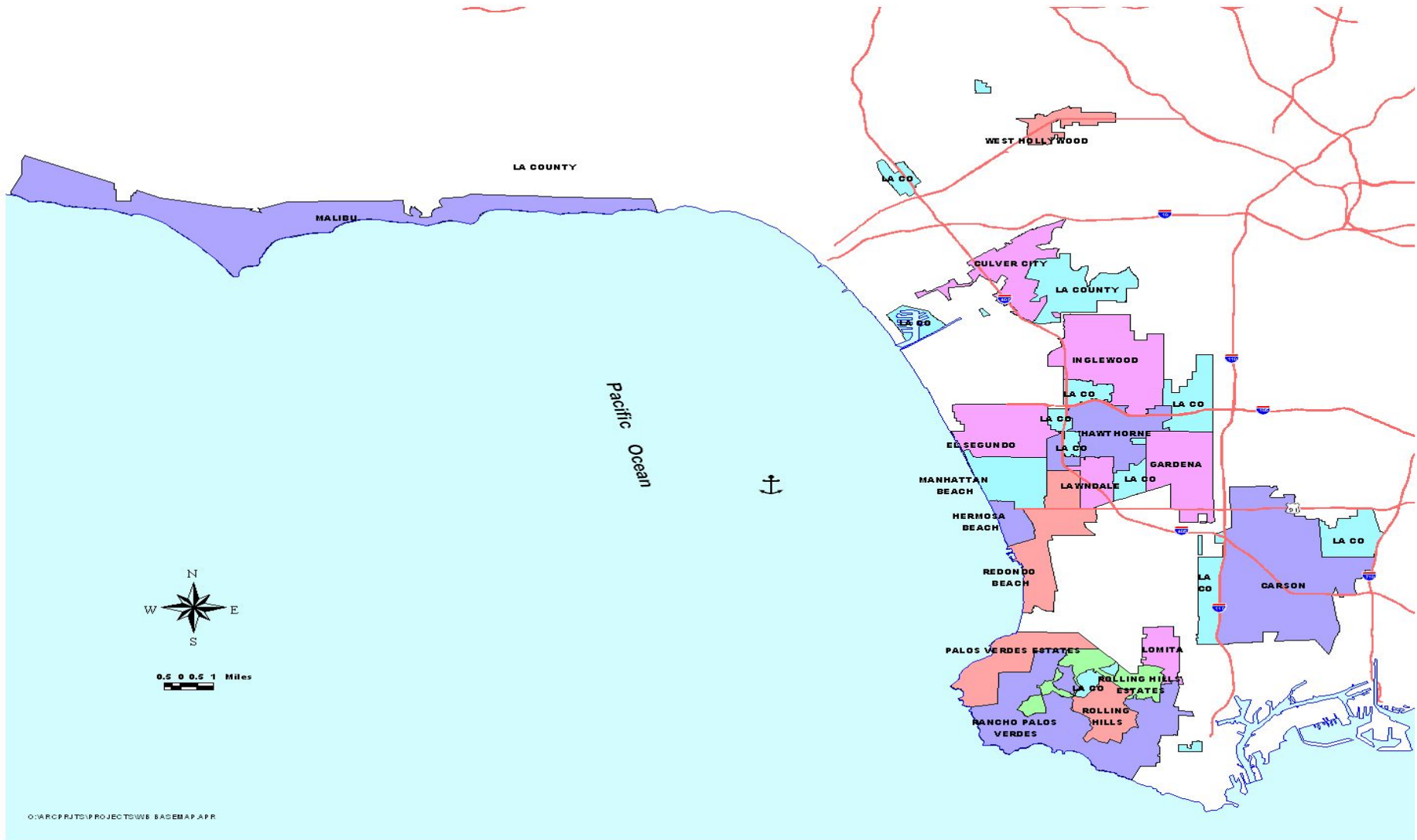
# Making Water Conservation a Priority for Cities

October 10, 2008

Presentation by E.J. Caldwell, West Basin MWD

# Who is West Basin?

# West Basin Service Area



0:VARCP RJTSLP PROJECTS\WB - BASEMAP.APR

# Board of Directors



## **Division I – Ronald C. Smith**

**Palos Verdes Estates, Rancho Palos Verdes, Rolling Hills Estates, Rolling Hills, and Carson**

## **Division II – Gloria D. Gray**

**Inglewood, South Ladera Heights, Lennox, Athens, Howard, and Ross Sexton**

## **Division II – Carol W. Kwan**

**Hermosa Beach, Lomita, Manhattan Beach, Redondo Beach, and Torrance**

## **Division IV – Edward C. Little**

**Culver City, Del Aire, El Segundo, Malibu, North Ladera Heights, Topanga, View Park, West Hollywood, Windsor Hills, and Lennox**

## **Division V – Donald L. Dear**

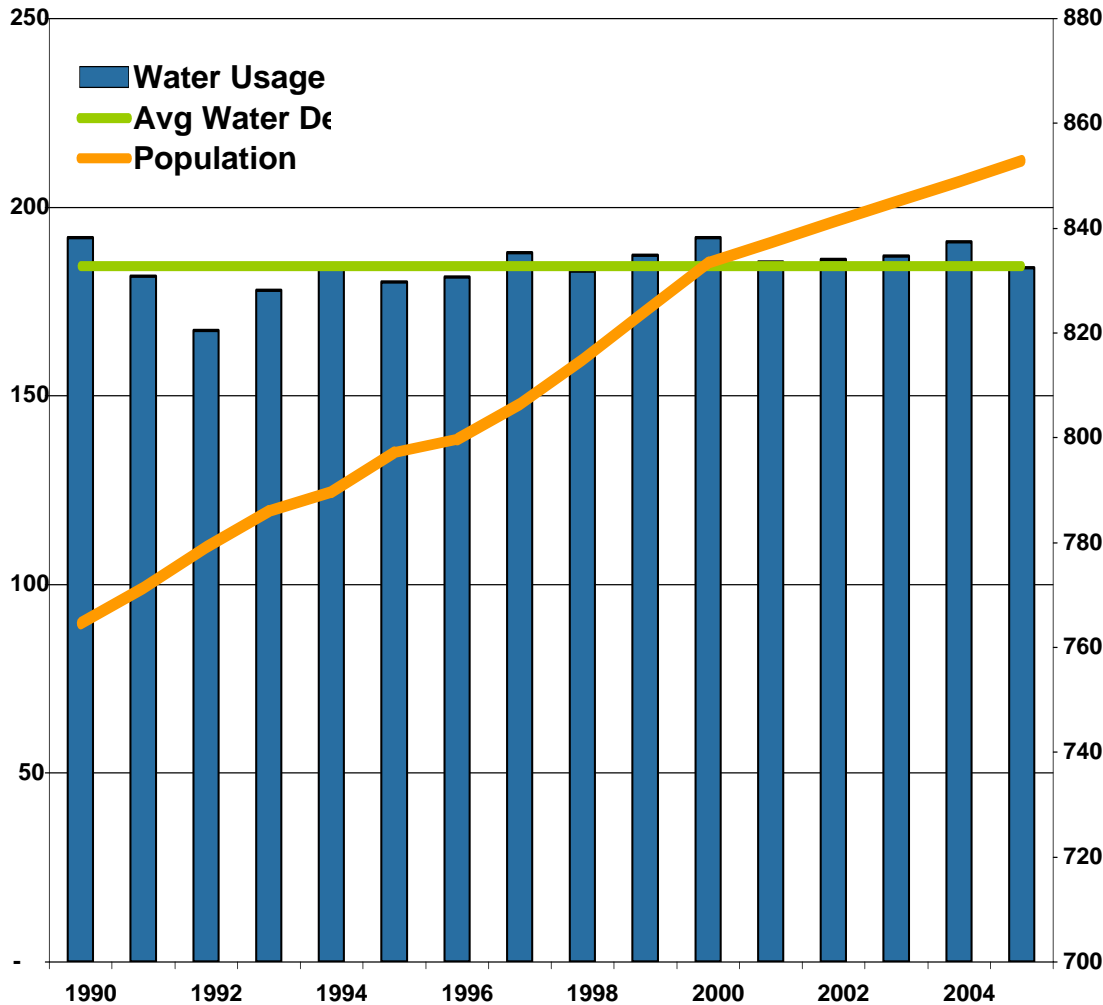
**Gardena, Hawthorne, Lawndale, and El Camino Village**

# West Basin's Commitments



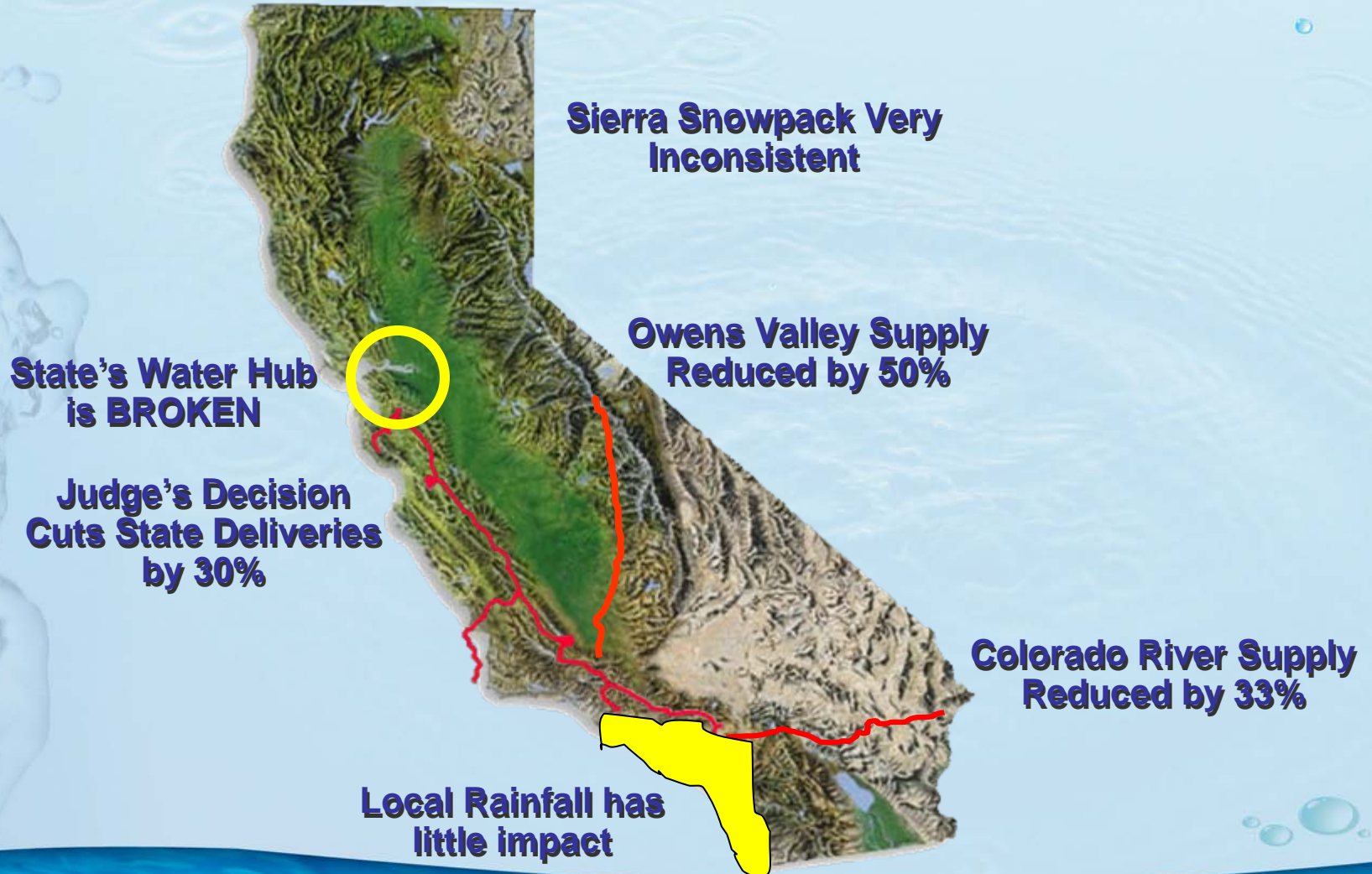
- **Water Reliability**: innovative planning and investments to provide water supply reliability and drought protection
- **Water Quality**: providing safe, high quality water by meeting current and anticipated water quality requirements.
- **Sound Financial and Resource Management**: efficient business operations, financial planning and asset management
- **Customer Service**: providing value by understanding and meeting the needs of our customers and communities we serve.
- **Environmental Stewardship**: sustainable and environmentally-friendly business practices.

# Conservation Does Work!



- 1990-2005 held water demand level while adding 100,000 people locally

# Imported Water Challenges





# PERFECT “DRY” STORM

# Dry Conditions in the News

**Los Angeles Times**  
Saturday, March 24, 2007



**A DRAMATIC BLAZE**  
A break fire, which two firefighters said they started, sends smoke billowing above the Hollywood sign and Griffith Observatory. The blast occurred about 100 yards by late afternoon but did not reach the landmarks. CALIFORNIA, BY

**By every measure, it's been dry**  
The areas supplying L.A.'s water are at severely low levels. Is the perfect drought coming?

**Los Angeles Times**  
Friday, April 6, 2007

**Dust Bowl is feared for Southwest**



**Threat of water cutoff reaffirmed**  
A judge's order over fish killed during pumping could halt the flow from the Bay Area delta to the Southland. A state official vows an appeal.

**Daily Breeze**  
TUESDAY April 12, 2007 The South Bay's choice for 113 years • www.dailybreeze.com

**Warming's big worry is water, experts say**

**ENVIRONMENT:** Floods, droughts and battles for what may become a scarce resource could create chaos in the climate and the sociopolitical realms.

**Water crisis looms worldwide**

A study says global warming threatens to create another Dust Bowl. Water politics could also get heated.

By ALAN ZAKENBO and BETTINA BOKALL  
Photo: Doug Whitely

**A permanent drought seen for Southwest**

Philip Mote, an atmospheric scientist at the University of Washington who was not involved in the study, added, "There is a convergence of the models that is very strong and very worrisome."

The future effect of global warming is the subject of a United Nations report to be released today in Brussels. The second of four installments being considered this year.


By ALAN ZAKENBO and BETTINA BOKALL  
Photo: Doug Whitely

**In O.C., water is the topic of conservation**

Desperate officials say residents need to heed freeway signs and other warnings prompted by a weeklong filtration plant closure.



**A rare, troublesome pattern**

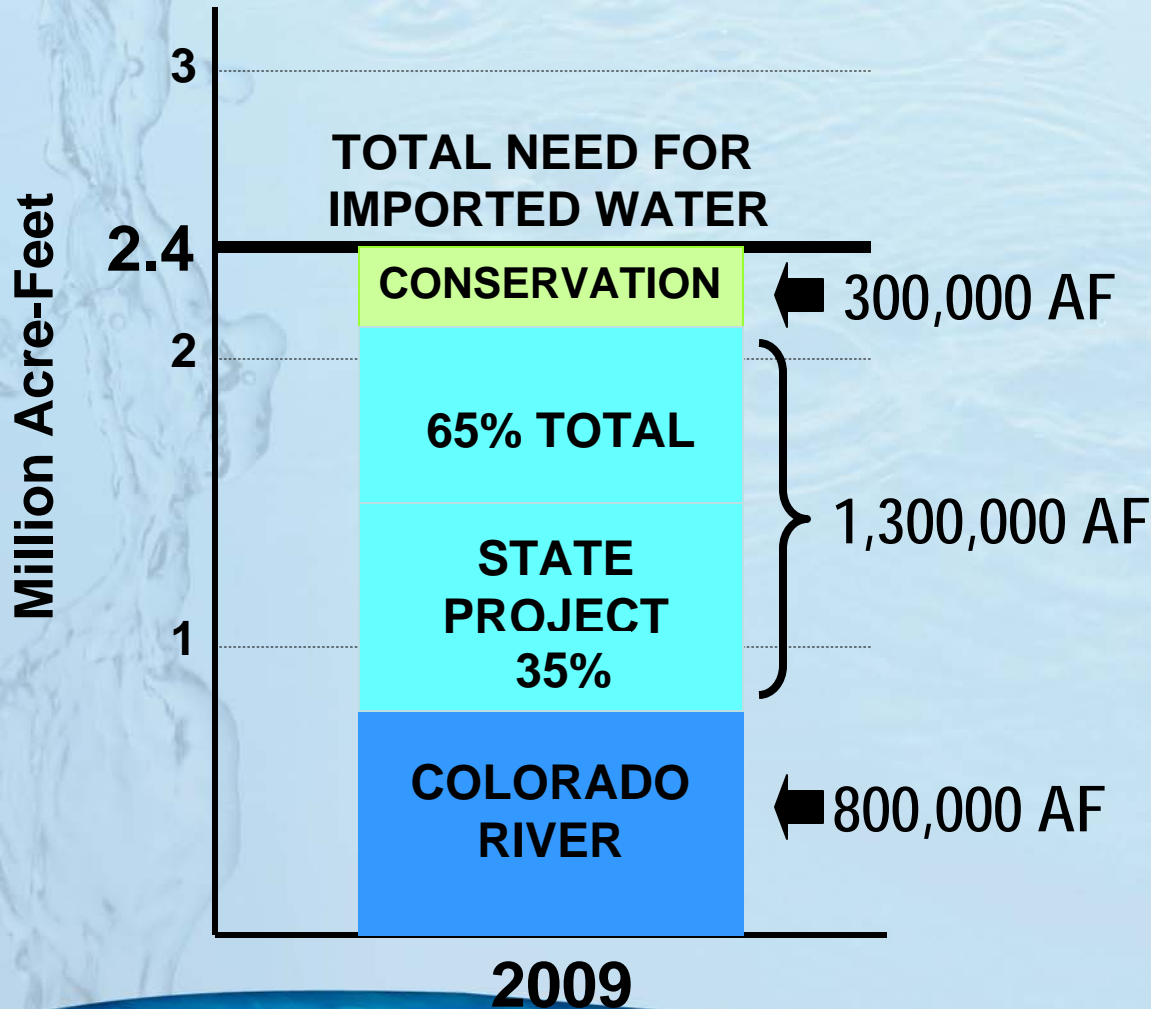


**How dry we are**  
The reservoir has water capacity but it is empty as the water that the reservoir captures, provided by the Westlands Water Foundation, has been used up.

**Statistical analysis, a preview of the spring?**  
Weather: 4 Precipitation: 44.00

Month	1999	2000	2001	2002	2003	2004	2005	2006	2007
Jan	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Feb	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mar	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Apr	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jun	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jul	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aug	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sep	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Oct	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Nov	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dec	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

# 2009 Shortage Scenario



For 2009, 65% is projected to be the min. State allocation needed to meet demands without drawing from storage or buying from farmers

65% will require **ABOVE AVERAGE SNOWPACK** this coming winter

# Water Reliability Takes Many Fronts



**Conservation**



**New Locally Produced Water**

**Education & Outreach**



**Legislation & Policy**

# “It’s Time To Get Serious”



- Purpose:
  - To recognize the extraordinary effort of our cities and customers to reduce water demand since the last drought, and
  - To assist our communities to avoid future water shortages at the local level, through updated policies and ordinances related to water use efficiency

# Universal Support



- West Basin and Metropolitan Water district
- 13 Cities and the SBCCOG
- CA State Assembly, Assembly Resolution
- Governor Schwarzenegger and Assembly Member Ted Lieu encourages all cities to enhance their conservation ordinances in response to the drought conditions

# Updating City Ordinances



**Research:** Thorough research of existing ordinances:

- 1) 17 cities within the West Basin Service Area;
- 2) Other progressive cities (Long Beach, Santa Monica, Los Angeles, Santa Cruz, and San Diego); and
- 3) Conservation and Environmental organizations.

**Findings:** Most cities adopted their current ordinances in the early 90's (last major drought) and the ordinances are rarely utilized or enforced.

# Developing the Model



- **Don't Recreate the Wheel**: Long Beach, Los Angeles, Santa Monica, etc.
- **New Technologies**: Incorporate new technology, including: water brooms, high efficiency toilets, rinse valves, car washes, etc.
- **Public Opinion**: Understanding that people are well educated and accepting of the need to conserve.



## City of Long Beach

### Achievements in Conservation:

- Record Low Water Use in May
- May '08 is 8 Percent below 10-Year-Average
- City Achieving Lowest Annual Use on Record over Last 10-Years
- Results without issuing one citation!

# West Basin's Reliability 2020 Plan



- In 1990, we were 80% dependent on imported water

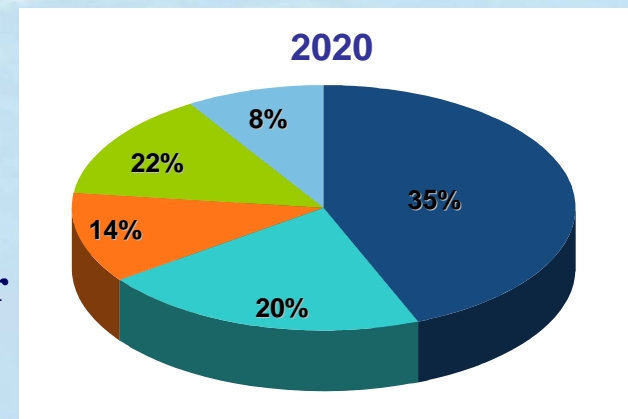
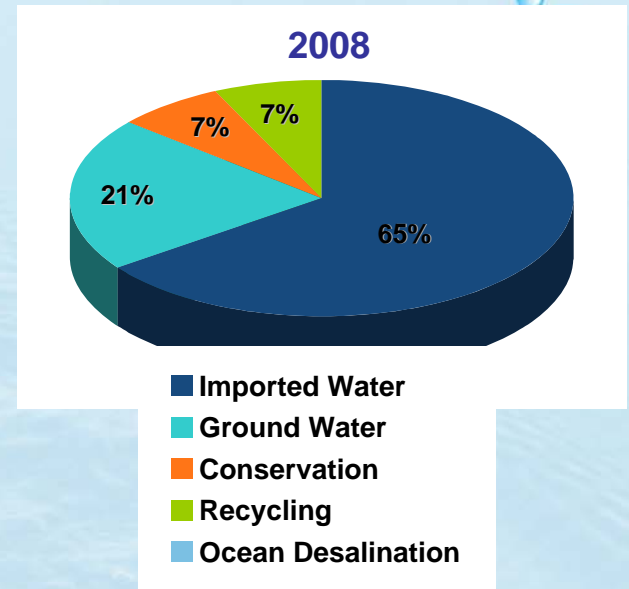
- Today down to 65%

- West Basin plans to get to 35% by 2020:

- More recycling
- More conservation
- More water education
- Some groundwater cleanup &
- Eventually ocean desal

- Many Benefits:

- Improved reliability for sustainable cities
- Help prevent water rationing
- Drought protection
- Emergency supply
- Guaranteed water for industry
- Reduced energy use, including desalination
- Costs comparable to buying more imported water





# Questions?



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