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Conservation Strategies: Moving Beyond Cash Incentives Toward a Conservation Ethic

Tim Blair

Metropolitan Water District of Southern California

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Southern California's Water Portfolio



- 25% Colorado River supplies
- 30% State Water Project supplies from Bay/Delta
- 45% local supplies
 - Los Angeles Aqueduct
 - Groundwater recovery
 - Recycling
 - Desalination
 - Conservation



METROPOLITAN'S MEMBER AGENCIES

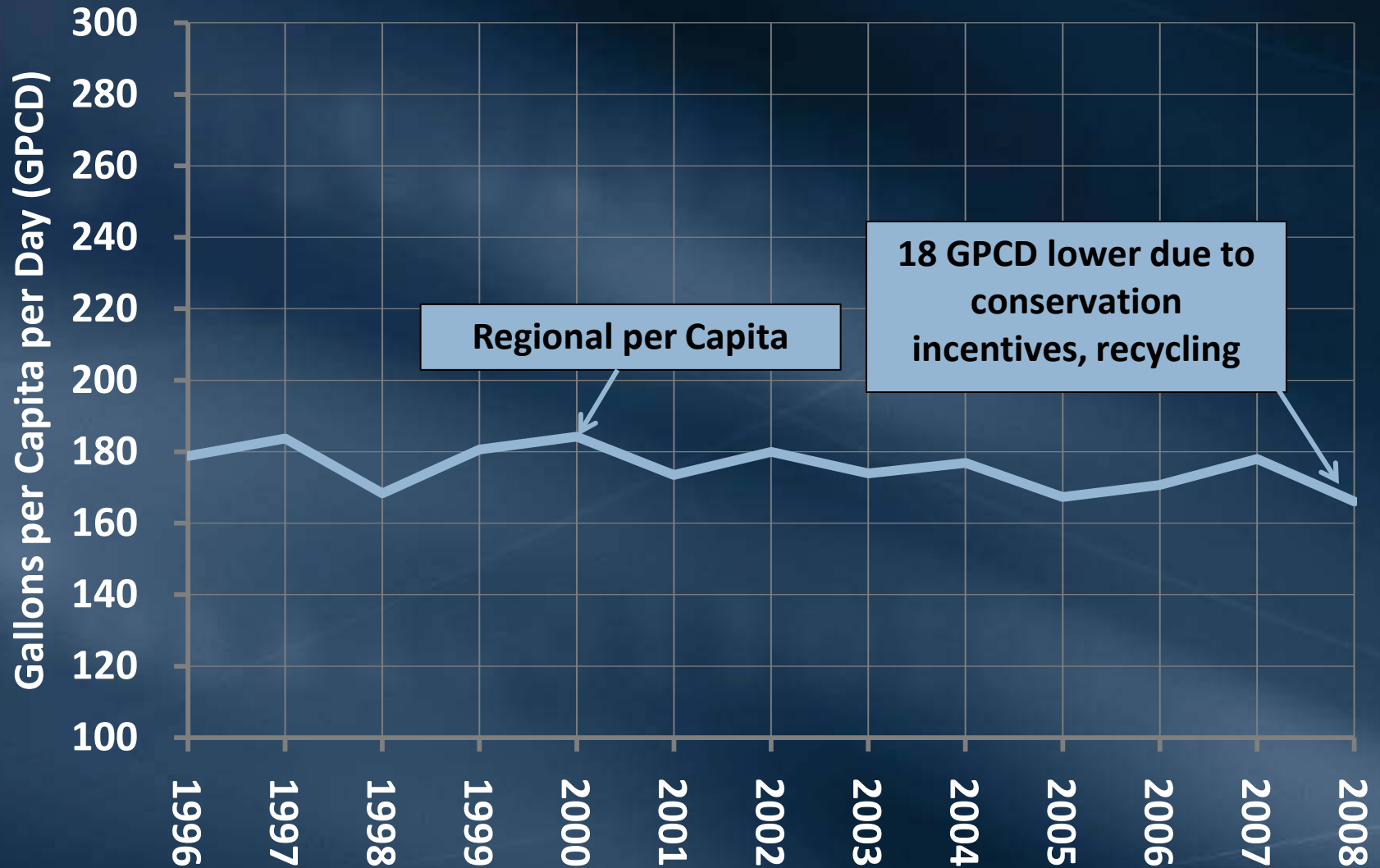
LEGEND

- Department of Water Resources' California Aqueduct
- Metropolitan's Colorado River Aqueduct
- ⬡ Water Filtration Plants

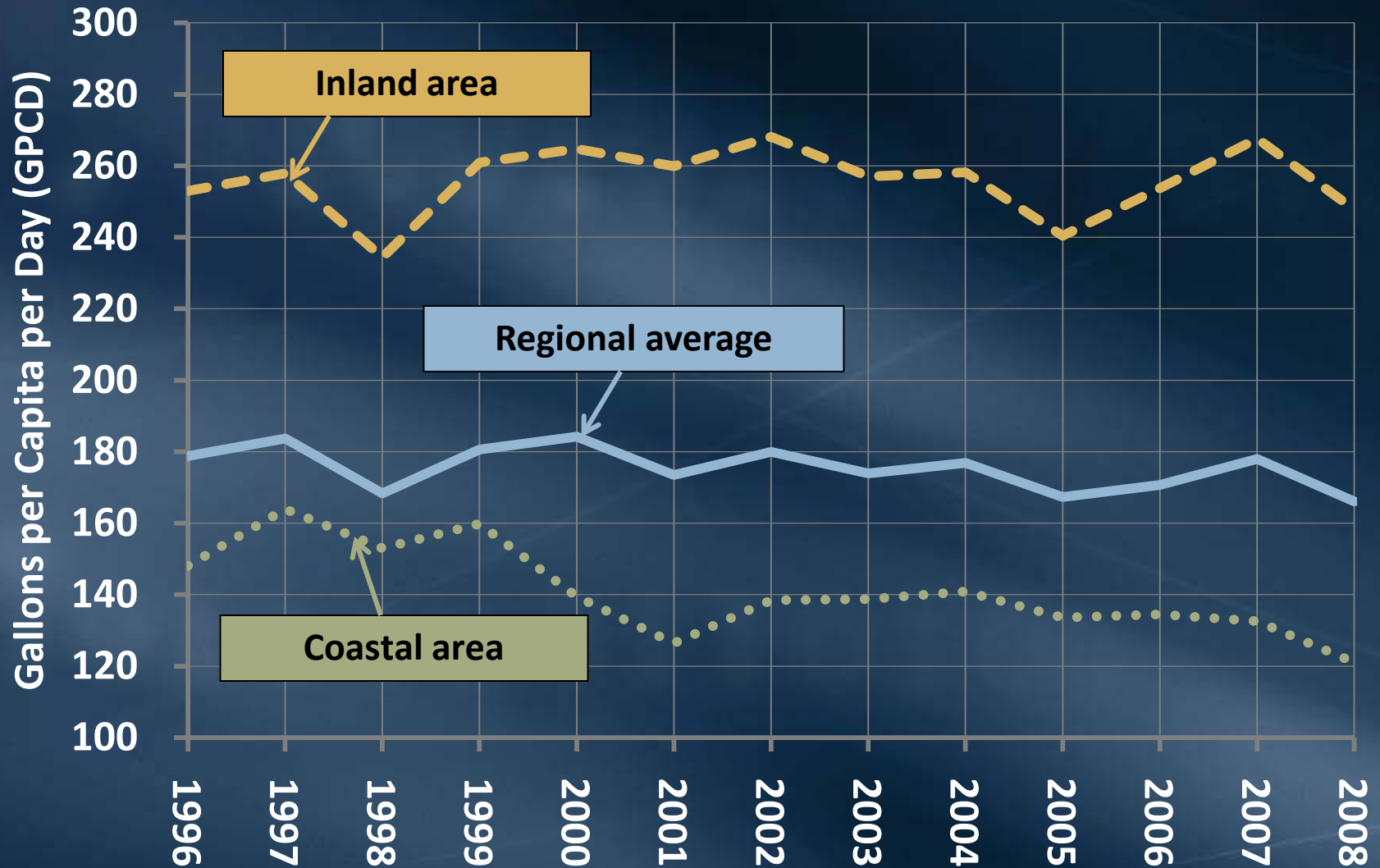
Legislation Driving Change

- SBX7-7 (Steinberg, 2009)
 - The state shall achieve a 20-percent reduction in urban per capita water use in California on or before December 31, 2020. (Sec. 10608.16(a))
- Regional water savings by 2020
 - 177 gallons to 141 gallons per capita per day
 - 58 TAF of new savings each year
- Incentive approach; cost prohibitive
- Opportunity to focus on market transformation

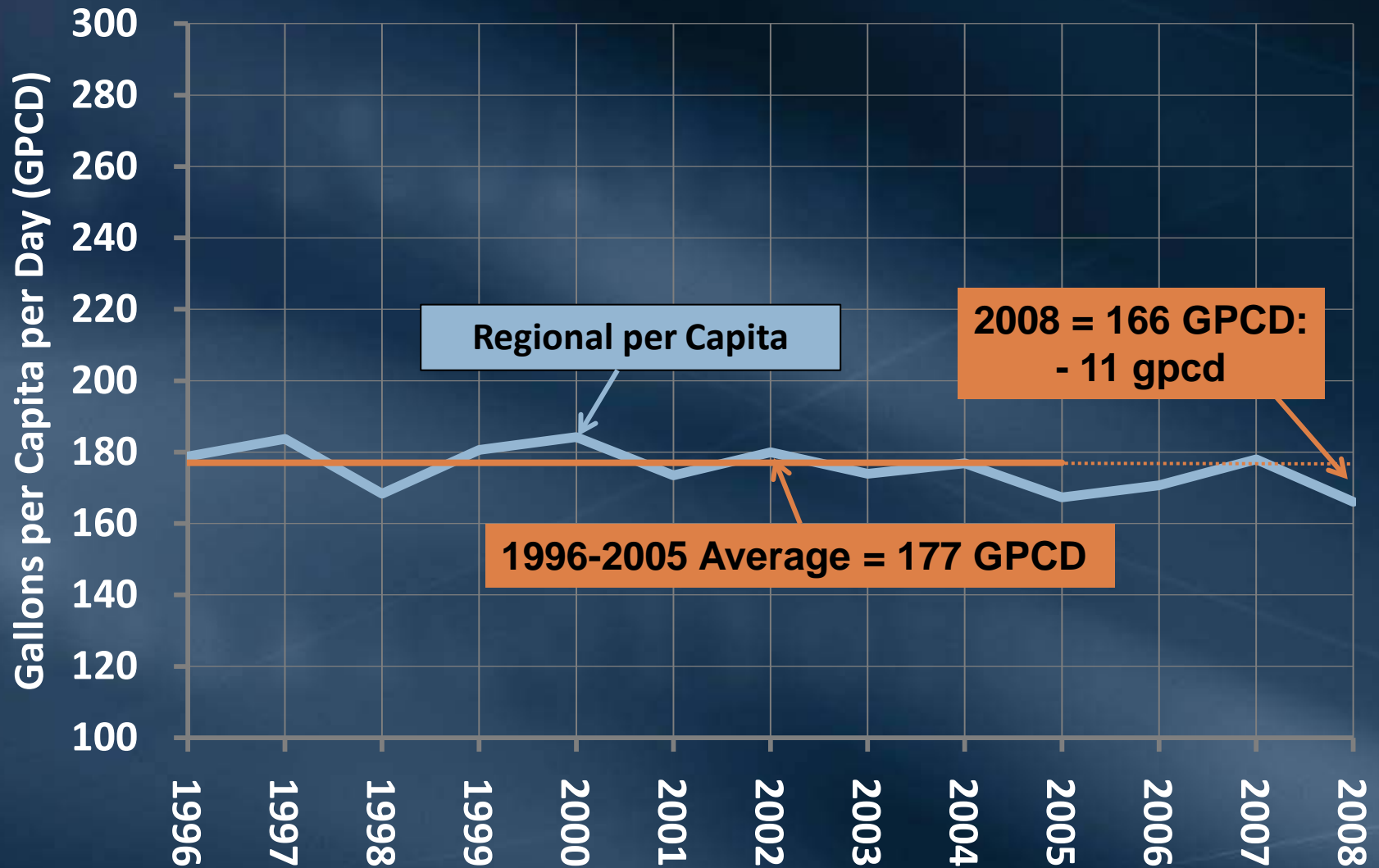
Regional Per Capita Water Use



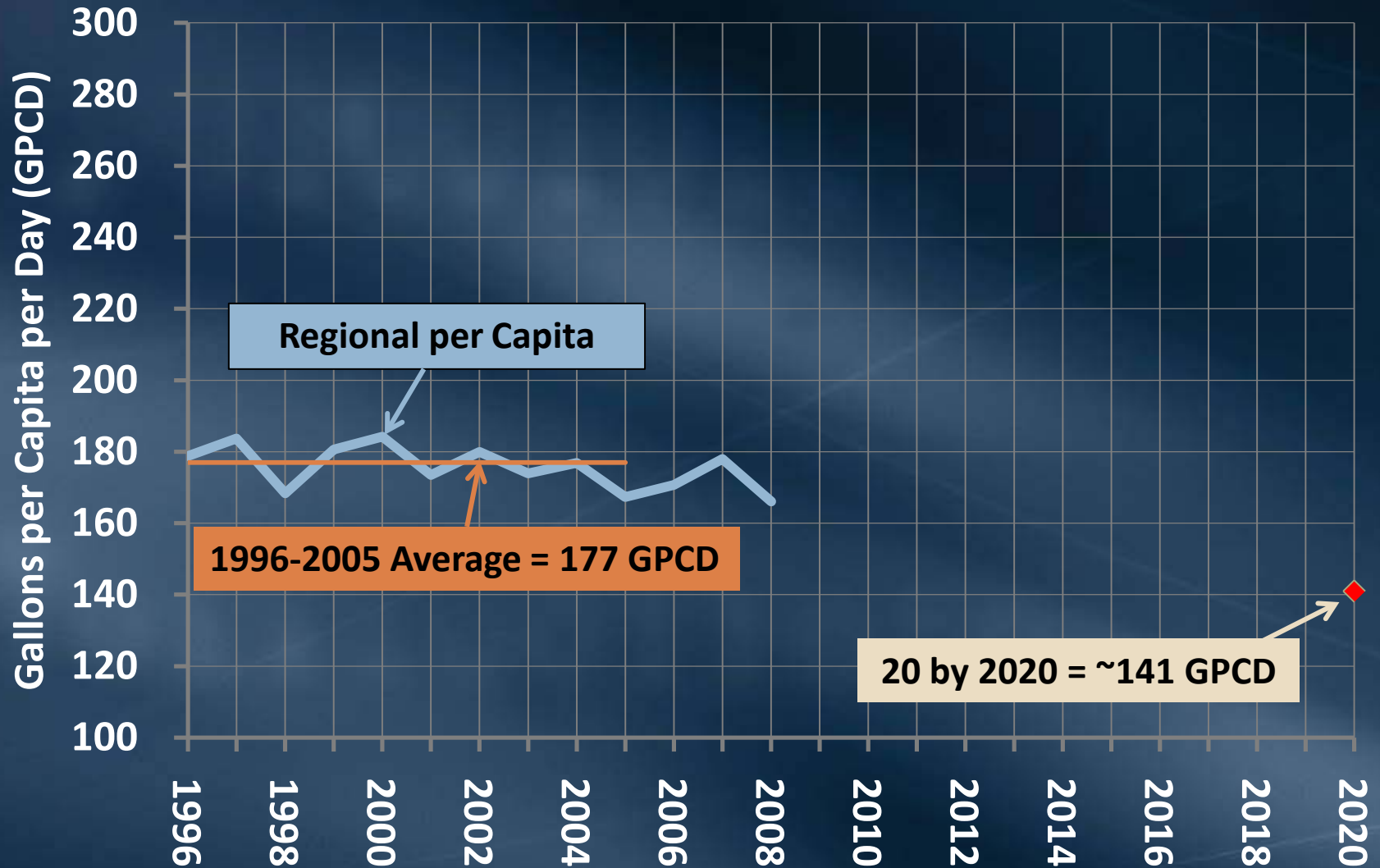
Regional Per Capita Water Use



Regional Per Capita Water Use



Regional Per Capita Water Use



Market Transformation

- Definition:

Consumers prefer water efficient devices and water conserving behaviors without the need for incentives

- Requires long-term coordinated effort

- Leverage strengths and opportunities

- Use multiple approaches and tools to influence decision-making

Influencing Markets and Consumers

- Encourage action through outreach and education
- Build strategic alliances
- Use catalysts for market transformation
- Advance water efficiency standards

Encourage Action Through Outreach and Education

- Increase public understanding of water issues
- Encourage voluntary change in water use behavior
- Establish a foundation for other strategies
- Actions:
 - Provide public outreach, education, and training using a range of media and formats
 - Develop shared communication themes with stakeholders
 - Facilitate information sharing

Build Strategic Alliances

- Leverage resources, opportunities, and existing momentum
- Create forum to maximize effectiveness of other strategies
- Actions:
 - Develop partnerships with resource stakeholders
 - Align conservation programs with complementary programs
 - Water use efficiency and renewable energy
 - Indoor use and wastewater
 - Landscape /ag use and watershed, water quality

Use Catalysts for Market Transformation

- Drive innovation, create new market opportunities
- Affect business and consumer decision-making
- Actions:
 - Encourage development of new technologies and practices
 - Explore new implementation approaches
 - Use incentives strategically
 - Support conservation-based rate structures

Current Legislative/Regulatory Environment in California

- State Model Water Efficient Landscape Ordinance / local ordinances
- Mandatory Green Building Code
- Plumbing Code updates
- Law requiring replacement of inefficient fixtures for properties built before 1994
- Regulations supporting increased use of recycled water
- Requirements for water/energy partnerships

Advance water efficiency standards

- Codify new efficiency standards and practices in state and local regulations
- Actions:
 - Work with industry-based organizations and EPA WaterSense
 - Work with CA Building Standards Commission and state agencies
 - Assist state and local agencies in developing water conservation and water efficient landscape ordinances
 - Support information sharing on best practices for implementation

Measuring Progress

- Quantitative and qualitative assessments
- Use a range of metrics
 - Changes in product availability
 - Consumer preferences
 - Support from industry
 - Gallons per capita per day
 - Public messages about value of water



Tim Blair (213) 217-6613

tblair@mwdh2o.com