

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Trifecta!

Moving Large Commercial & Industrial Customers toward Water-Use Efficiency



presented by:

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March 7, 2000

elevation 1,213 Feet



April 20, 2006

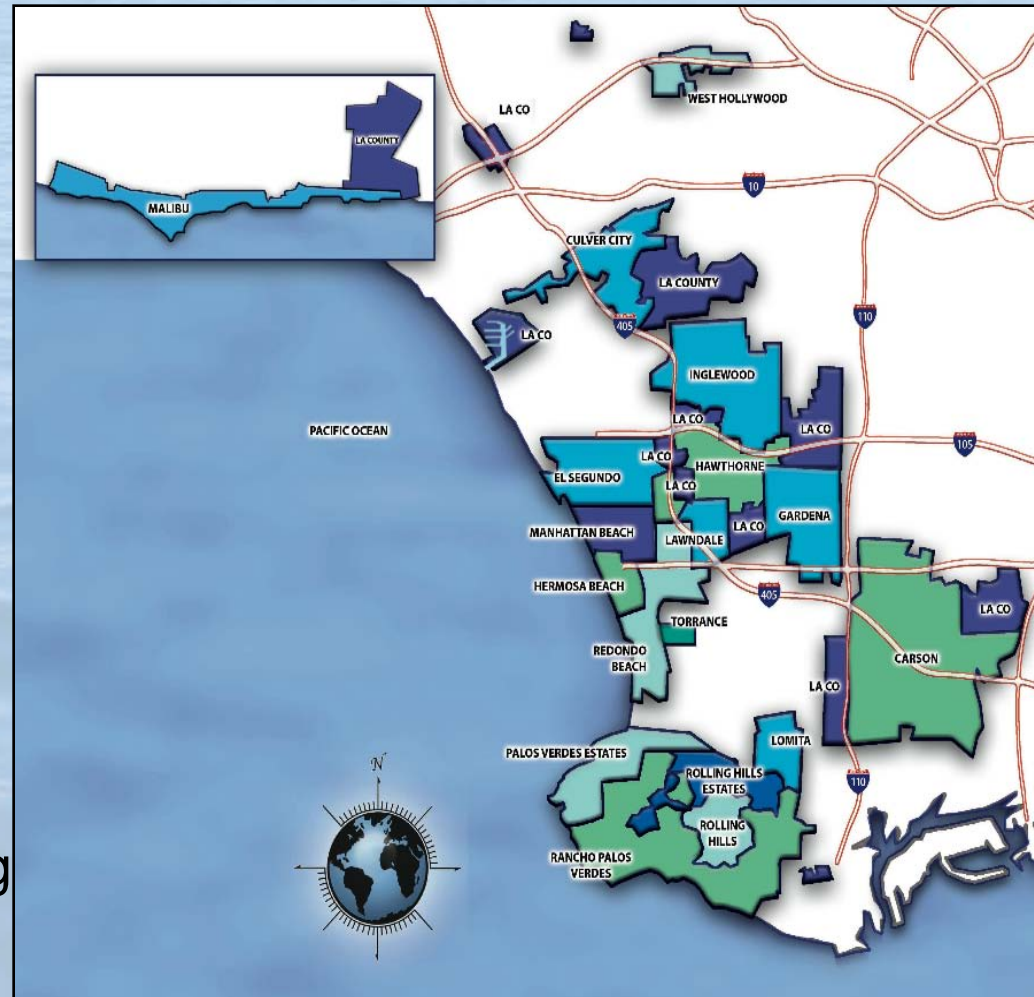
elevation 1137 Feet 55% of max





Who is West Basin?

- Regional water wholesaler for the South Coast area of Los Angeles County
- Governed by a publicly elected board of directors
- Serve wholesale water for 1 Million people
- 8 retail agencies, companies or cities
- Extensive water recycling program producing 30 MGD from a state-of-the-art, water-recycling facility in El Segundo

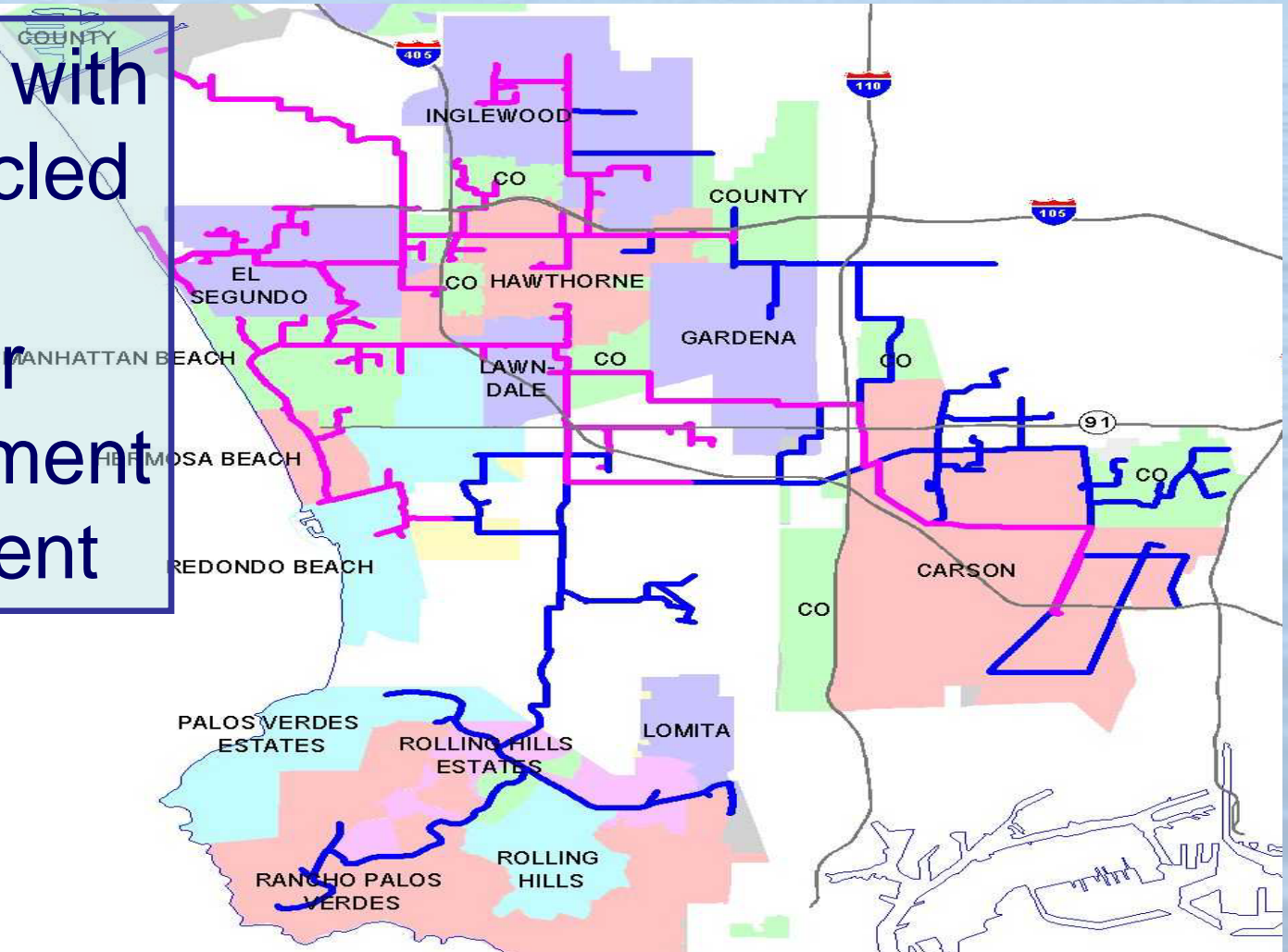
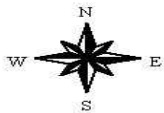




West Basin's Recycled Water System

Working with
our recycled
water
customer
development
department

LEGEND:
Existing
Proposed





Setting the pace

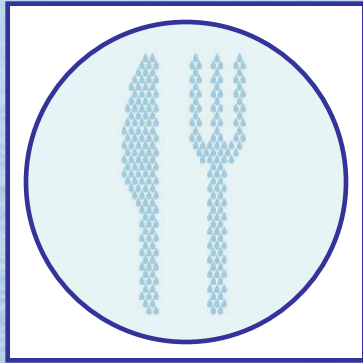
West Basin's Water Reliability 2020 initiative is on pace to reduce our dependence on less reliable imported water from 2/3 of our portfolio to 1/3 of our total water supply portfolio



Conservation is an important pillar of the WR2020 initiative



West Basin's Commercial Water-Use Efficiency Programs



Cash for Kitchens

Complete Restroom Retrofit



Recirc and Save



Trifecta!

What are we wagering on?

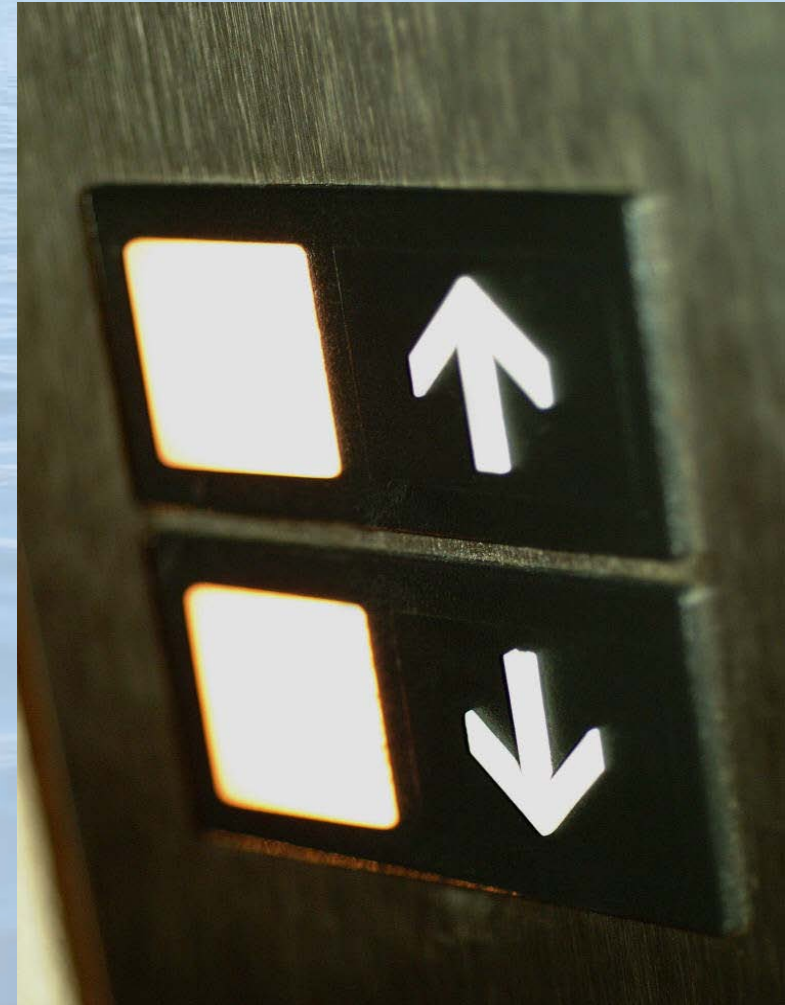
Converging Forces

- Water Shortages in some regions: drought messaging, rate increases, possible penalties
- Cutting utility costs to lower the bottom line during the economic downturn
- Newfound emphasis on sustainability practices: companies can get ahead by going green



The Economy: the stakes are high

Production/
Occupancy may be
down but is the
company still
spending money in
any particular area?





A nose ahead: Sustainability goes mainstream

Seen also as a public relations tool promote your company as more advanced and responsive to what people care about

Sustainability ethics grow from the ground up and trickle down from management





The race is on! Statewide & Local Conditions

- SBX7-X –legislation directing urban water agencies to reduce per capita usage 20% by 2020
- Southern California is facing water shortage allocations for the second year in a row to ensure sufficient emergency storage
- Continued but careful drought messaging



Spotting a winner!

Starting out with new customers





Triple Crown Companies: Three Case Studies

Company A: The Belmont Towers

**Company B: Kentucky Derby
Bottling Company**

Company C: The Preakness Inn



Company A: The Belmont Towers

Track Conditions: Large office building high rise management with basic domestic water use, landscape, cooling towers

Track Record: Long record of innovative energy-efficiency projects. Anticipates potential corporate clients wanting to lease sustainable facilities.





Company B: Kentucky Derby Bottling Company

Track Conditions: Large bottling company using large volumes of water in their product as well as for cooling, facility cleaning and domestic uses.

Track Record: Responding to corporate owner's orders to run more efficiently. Interested in maintaining a steady and safe pace; quality of the utmost concern. Always looking for small ways to improve wasteful practices.





Company C: The Preakness Inn

Track Conditions: Large hotel chain using large amounts of water for domestic usage (guests and staff), kitchen facilities, cooling and landscape.

Track Record: Enjoys new challenges and succeeding at projects that take team work. Also responding to corporate owner's orders to run more efficiently.





Trifecta!

What have we wagered on....

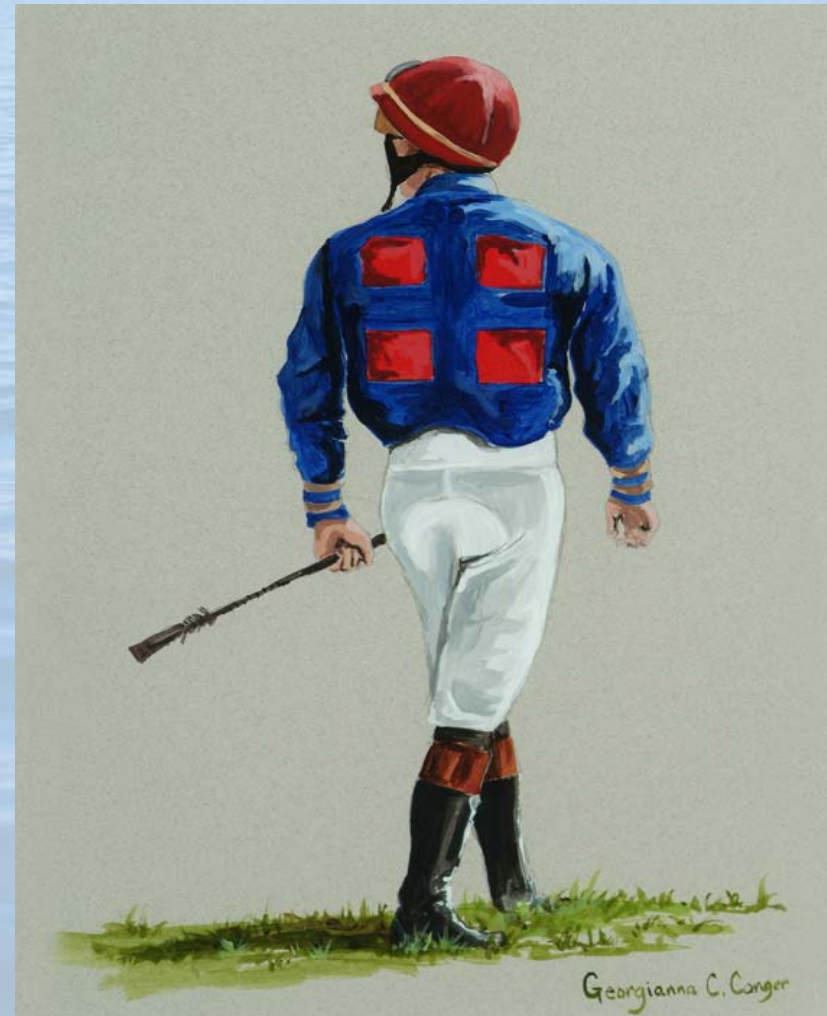
...and have we wagered wisely?

- Call to the Post: Drought messaging, rate increases, possible penalties
- Tightening the reins: Cutting utility costs to lower the bottom line
- Steady Runners: Newfound emphasis on sustainability practices: companies can get ahead by going green



The Jockey

The common thread for success and your most important and powerful partner





Special Thanks to following individuals:

Don McCurry

Tishman Speyer: Chief Engineer

Zubin Ghandi

Pepsi Co Bottling Company: Quality
Control Manager

Dennis Keefe

Marriott International: Director of
Engineering





Thank you!

Questions?

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