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METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

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of the Board of Directors of
The Metropolitan Water District
of Southern California
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Loren E. Duff
Executive Secretary

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February 25, 1992

To: Board of Directors (Water Problems Committee--Information)
Board of Directors (Finance and Insurance Committee--Information)
From: General Manager
Subject: Water-Wise '91 Update

Report

In early 1991, the fifth year of drought required Metropolitan to take immediate action to assist its member agencies in implementing conservation programs. Your Board authorized \$5 million in February 1991 and an additional \$8 million in April for a total program budget of \$13 million to accelerate the 1991 drought-induced conservation efforts. The Water-Wise '91 program was designed to distribute showerhead kits with Metropolitan's member and subagencies, private-sector co-sponsors, and other public utilities under the guidelines of Metropolitan's Conservation Credits Program.

To implement Water-Wise '91 as quickly as possible, Metropolitan purchased materials directly from vendors and arranged for the kits to be assembled by non-profit organizations, such as Goodwill Industries and the Association for Retarded Citizens, thereby providing employment and job-skill training for the developmentally disadvantaged.

Flexibility was built into Water-Wise '91 in order to meet the special program needs of member agencies as well as the private sector. Literature was printed in English, Spanish, Chinese and Vietnamese. Conservation Credit was provided to agencies that wished to purchase their kits directly from vendors to implement their own programs. Water-Wise '91 program participants were also able to customize the kits at the time they were packed by the non-profit organizations.

The success of this program can be measured by the 1.4 million showerheads that were distributed. More than 50 different programs were implemented utilizing the support of more than 300 different organizations. Because of the self-selection aspect of most of these programs, it is believed that an installation rate higher than the 75 percent achieved through traditional delivery methods has been realized. Further, compared with an average kit distribution cost of \$22 for door-to-door delivery, these kits were distributed at a cost of

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approximately \$13 per kit, thus saving Metropolitan and its member agencies approximately \$6 million.

The Water-Wise '91 program generated significant private-sector financial investments and the involvement of Southern California business leaders, retailers, employers, business organizations, volunteer groups, environmental organizations, and minority business and community groups. This program also provided a vehicle to gain the involvement of these groups in California water policy issues. The combined efforts of these groups have demonstrated innovative ways of reaching approximately 4 million people from different segments of Metropolitan's service area.

The attached fact sheet describes a few of the major efforts that were undertaken. Complete display books were prepared by CTSI Corporation, Metropolitan's implementation contractor, and will be sent to member agencies in the near future. Copies of these books are also available in the Executive Secretary's office for review by your Board at your convenience.

Staff considers that your Board's objectives have been met in the implementation of this fast-track program responding to the drought-induced shortages. Staff will keep you updated as this program is phased out. The lessons of the Water-Wise '91 program will be applied in the implementation of the Best Management Practices as Metropolitan moves forward to achieve longer-term water conservation objectives.

Board Committee Assignments

This letter is referred for information to:

The Water Problems Committee because of its authority regarding policies on water conservation, pursuant to Administrative Code Section 2481(i); and

The Finance and Insurance Committee because of its jurisdiction to study and advise in matters concerning the disposition of funds, pursuant to Administrative Code Section 2441(c).

Recommendation

For information only.

for Carl Boronkay
Carl Boronkay

Attachment

WATER-WISE '91 PROGRAMS

Twenty-one member agencies participated in the program, either directly or with their own agencies, with an estimated kit distribution of 164,000.

The Broadway Stores spent approximately \$85,000 in promotions and advertising to encourage customers to visit its 43 stores in Metropolitan's service area and exchange old showerheads for conservation kits. By the end of the three-month effort, about 20,000 kits had been distributed, with 14,000 kits exchanged for old showerheads.

Eastern Municipal Water District continues actively promoting a distribution program, which includes a water conservation trailer that is sent to individual neighborhoods from which kits to residents are provided. Ten thousand kits will be distributed, giving the agency the opportunity to work with its customers and introduce other programs, such as home water audits.

Northrop Corporation widely promoted a program among its employees and spirited inter-departmental rivalries sparked the distribution of 10,000 kits.

Southern California Edison distributed approximately 25,000 kits to their active and retired employees. They will distribute additional kits to 45,000 homes through their energy-audit program.

Proctor & Gamble and the Oxnard Chamber of Commerce sponsored the City of Oxnard for the distribution of 20,000 kits to the general community.

McDonald's, through 382 of its stores, participated as depots to distribute kits and provide conservation promotion. Volunteers were rewarded with a special ceremony at a California Angels baseball game, at which another 4,000 kits were distributed.

Irvine Meadows and KIK-FM distributed approximately 2,000 kits along with buckets at the Reba McIntyre concert.

Rancho San Joaquin Intermediate School piloted a program where students took home cards with which their parents were asked whether or not they wanted kits. The kits were provided when the cards were returned. This program continues in another pilot including six other schools.

Minority Programs initially targeted the Hispanic community, with excellent results. The program was subsequently expanded to the Asian community with literature printed in Chinese and Vietnamese. The prominent Tawa Supermarket chain spent as much as \$85,000 in full-page advertisements and used their stores as depots. It is estimated that 15,000 kits have been distributed.

The Apartment Association of Orange County (AAOC) held conservation workshops for apartment owners/managers and provided an outlet for them to purchase the kits at \$5 each. Approximately 30,000 kits have been installed.