

PERSPECTIVES ON MWD'S IRP

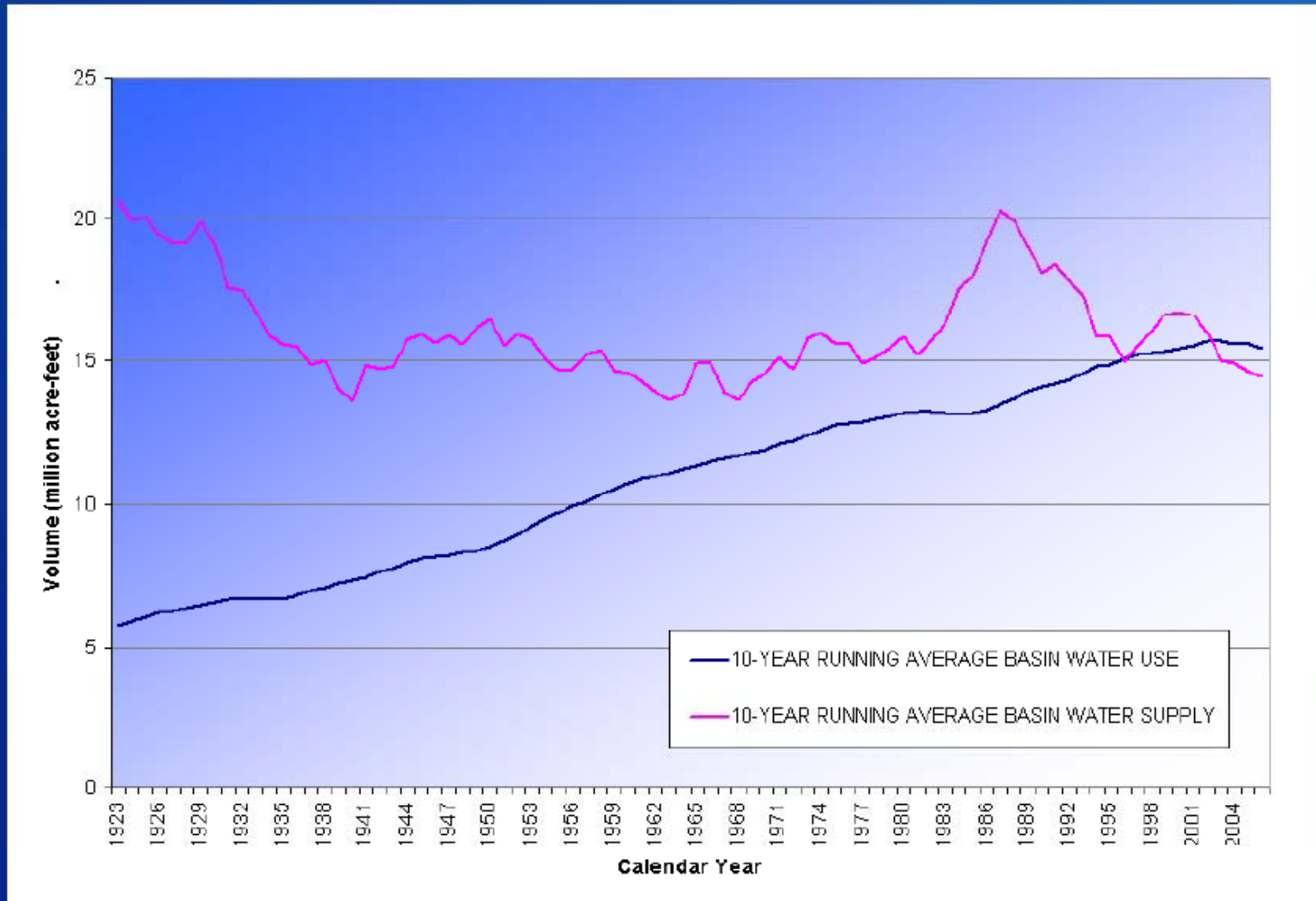
(CONSERVATION, IT'S ALL
GOOD)

Kevin Wattier

Long Beach Water Department

June 22, 2010

Colorado River Water Supply and Demand



RECLAMATION

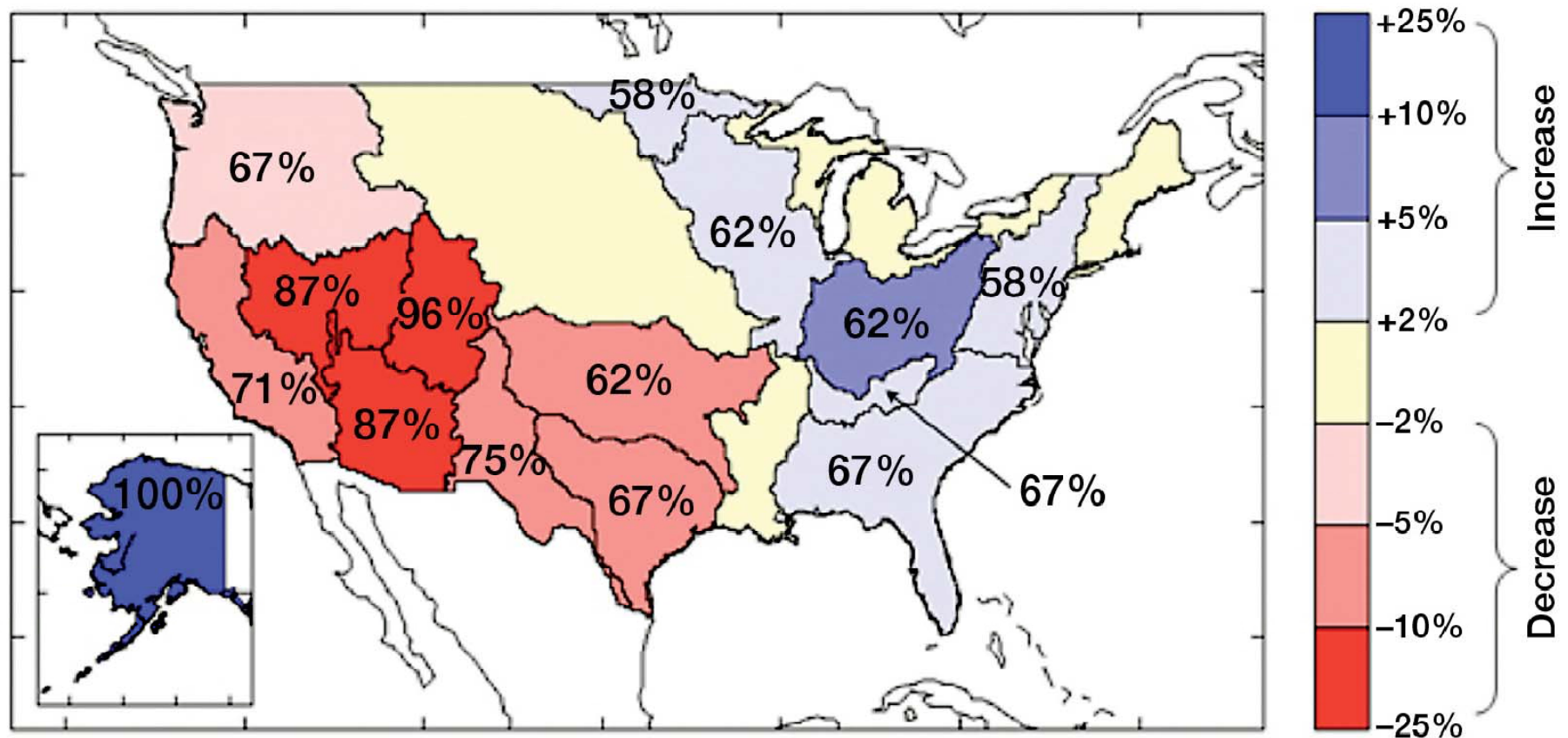
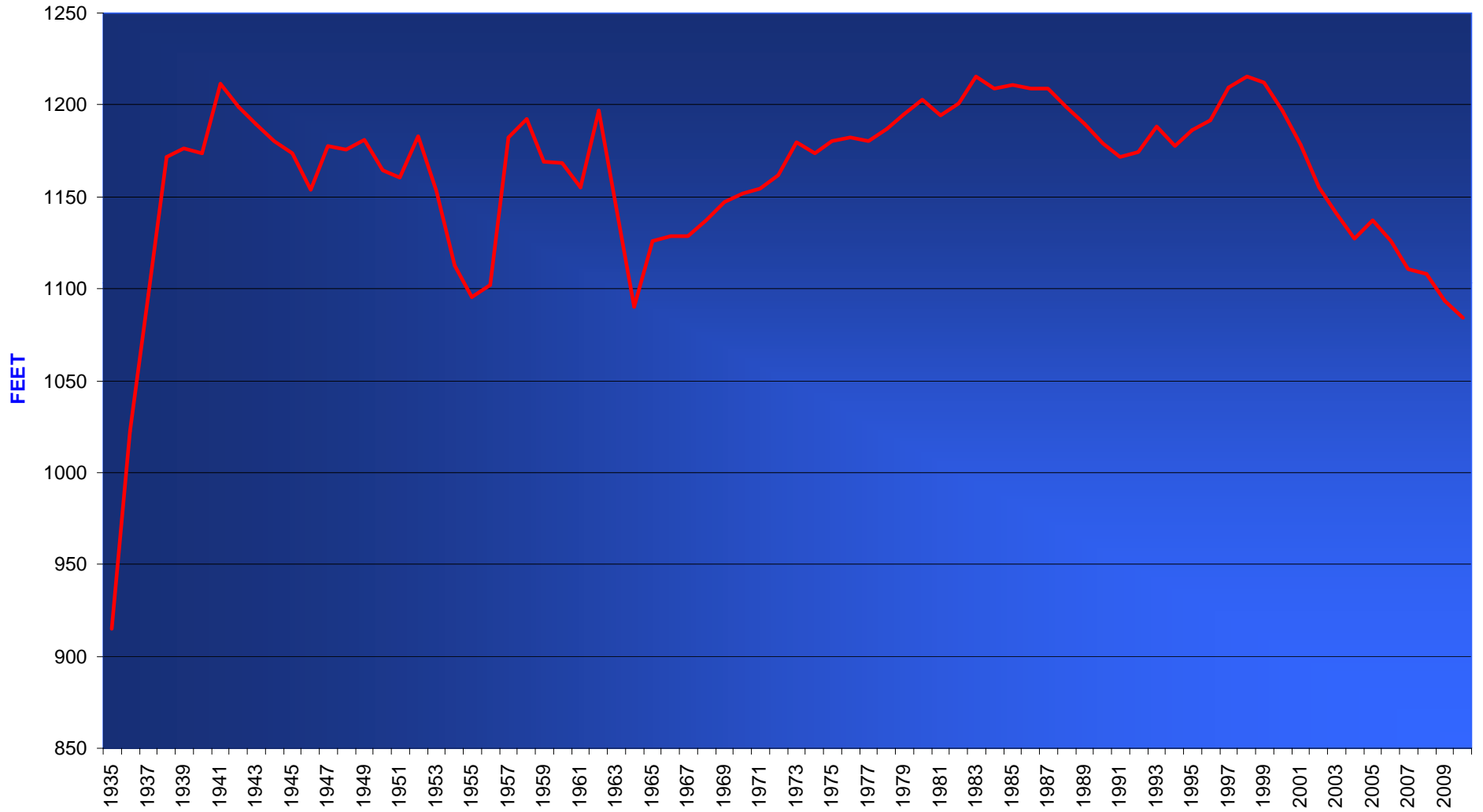
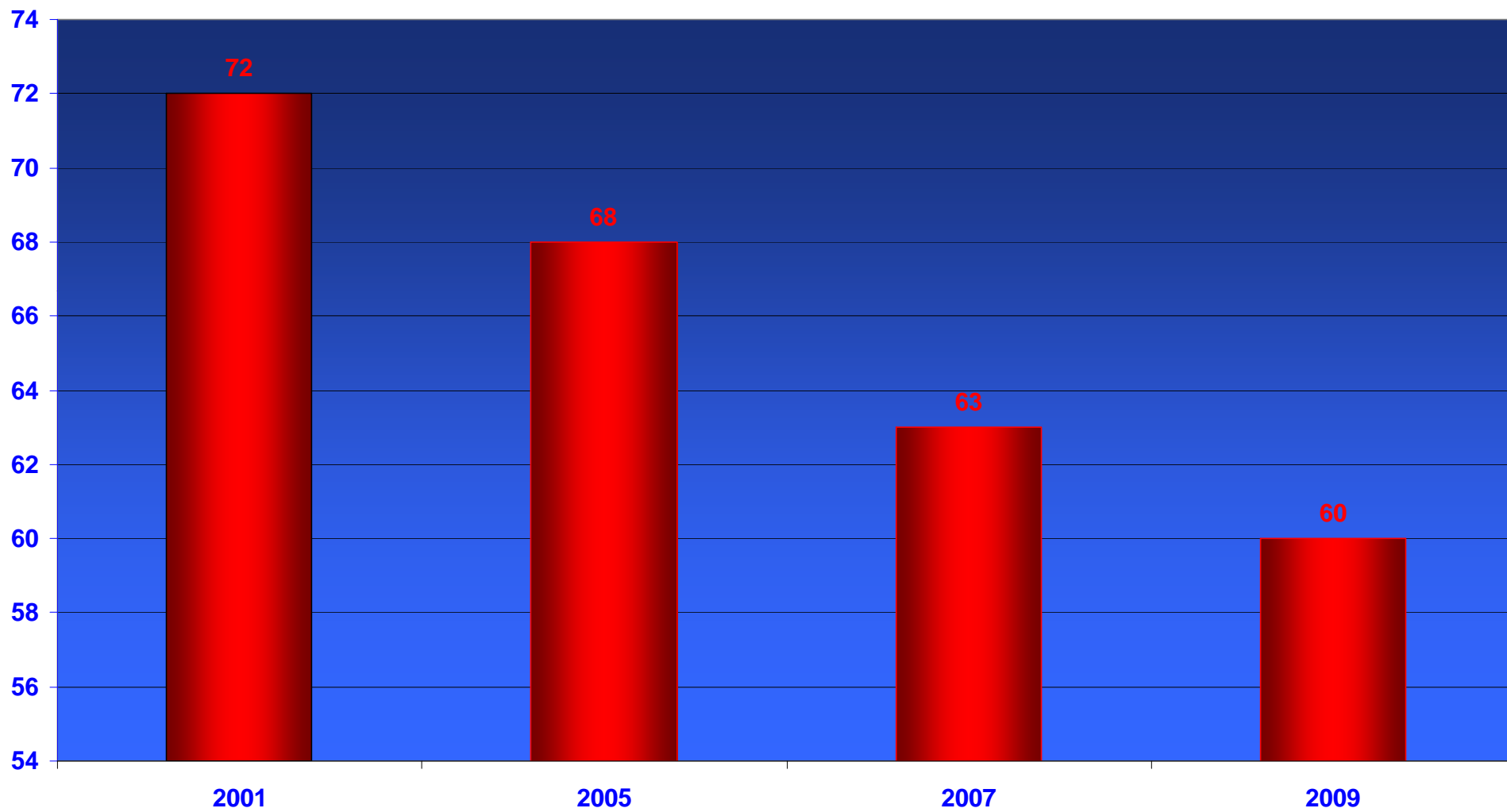


Figure 4.10 Median changes in runoff interpolated to USGS water resources regions from Milly et al. (2005) from 24 pairs of GCM simulations for 2041-2060 relative to 1901-1970. Percentages are fraction of 24 runs for which differences had same sign as the 24-run median. Results replotted from Milly et al. (2005) by Dr. P.C.D. Milly, USGS.

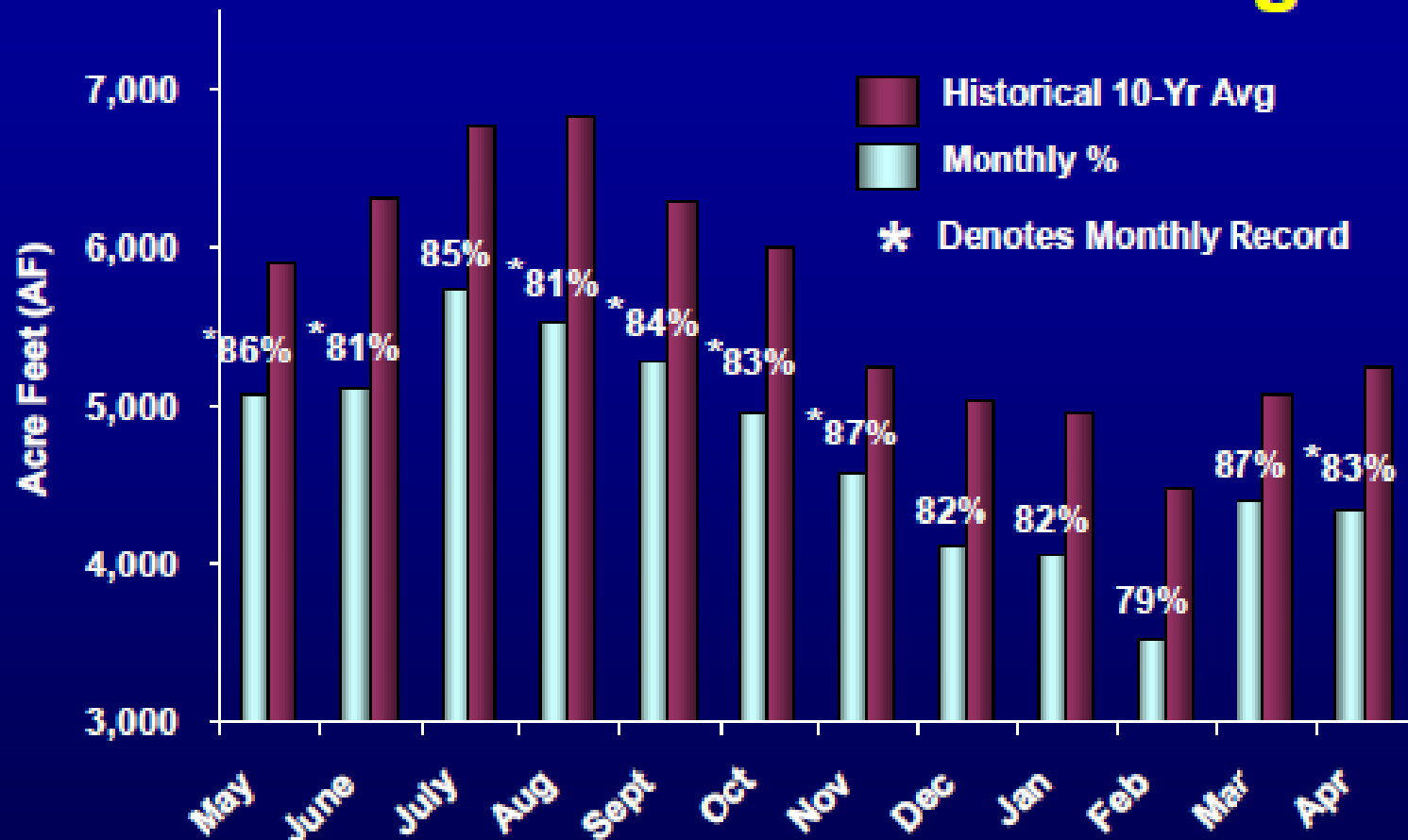
LAKE MEAD END-OF-OCTOBER ELEVATION



STATE WATER PROJECT AVERAGE YIELD



Recent 12-Month Demand vs. Historical 10-Year Average



- 16.8% Below Historical Average
- Potable Water Consumption Lowest Since 1965
- Per Capita Potable Water Consumption Lowest Since 1945



Long Beach Water Department

The Standard in Water Conservation &
Environmental Stewardship

MEDIA RELEASE

Wednesday, April 14, 2010

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LB Water Department Sees Strong Demand for Landscape Rebate Program

**Single-family home rebates completely allocated within 45 minutes
of opening application system**

LONG BEACH, CA – On April 7th, at 8 AM, the Long Beach Water Department began accepting applications from Long Beach residents and businesses for rebates of up to \$2,500 to help fund the replacement of grass lawns with California Friendly landscapes.

By 9 AM, the rebates had all been spoken for.

“We are very pleased with the great response we have received from our customers for this program” said Matthew Lyons, Director of Planning and Conservation for the Long Beach Water Department. “People are really starting to recognize that California Friendly landscapes not only conserve water, but offer a host of other benefits. They require less maintenance, use less fertilizer and pesticides, decrease the impact on both upstream and downstream environments and create valuable animal habitats and personal outdoor living spaces.”

CURRENT CONSERVATION NUMBERS

- LOS ANGELES – 18%
- SAN DIEGO – 15% - 17%
- LONG BEACH – 17%

BARRIERS TO EXTRAORDINARY CONSERVATION

- Lost Revenue
- Water Shortage Allocation Plans
 - “Use-It-or-Lose It”
 - Lower Future Allocation?
- Funding

SOUTHERN CALIFORNIA WATER CONSERVATION CAP AND TRADE BANK

- Creates a Market for Conservation
- Creates Revenue Stream for Those Who Can Conserve
- Creates Water Supply for Responsible New Development
- Creates Time "Buffer" for Other Water Solutions to Develop