



***THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA***

# **COMMUNICATION & EDUCATION COMMITTEE**

**Tuesday, March 8, 2011**

## Key Message 1

*Using water wisely needs to be a permanent way of life for residents and businesses and Southern California's \$1 trillion economy.*

### Supporting Point 1

Acknowledge/thank Southern Californians for doing a good job and using water wisely. And, that's paid off; we are among the leaders in water-use efficiency.

### Supporting Point 2

It's simple things (tips) we can all do to save water—turn off the water while you brush your teeth, take shorter showers, adjust outdoor watering, wash full loads of clothes and dishes.

### Supporting Point 3

Every gallon saved through wise water use helps extend our water supplies...for immediate benefit, the future and emergencies. Emphasize need to reduce outdoor water use.

## Key Message 2

*Our drinking water comes from three major sources: northern California, the Colorado River and local resource programs.*

### Supporting Point 1

The region continues to deal with fluctuations in rainfall and snowpack, affecting availability of water supplies. Can't predict or control weather, climate.

### Supporting Point 2

About half of our water is imported hundreds of miles from Northern California and the Colorado River. Remaining half comes from local resources/programs.

### Supporting Point 3

The Colorado River has been in a drought for more than a decade and is expected to continue.

### Supporting Point 4

Northern California supplies are being reduced because of pumping restrictions to address endangered species issues in the Sacramento-San Joaquin Delta.

### Key Message 3

*Efficient water use is the smart and responsible way to live and work in Southern California.*

#### Supporting Point 1

Southern Californians use the same amount of imported water that we did 20 years ago, even though the region's population has increased by 4 million.

#### Supporting Point 2

A reliable water supply is essential to Southern California's \$1 trillion economy. Even if no new people move into the region, the region will continue to grow.

#### Supporting Point 3

Today, per capita water use is 177 gallons a day. Must reduce by 20 percent to 141 gallons to help ensure future generations have a safe, reliable water supply.