

WE
CONSERVE
LEARN
INNOVATE
PRESERVE

Annual Report to the California State Legislature

Achievements in Conservation, Recycling and

Groundwater Recharge

February 2021

Covering Fiscal Year

July 2019-June 2020

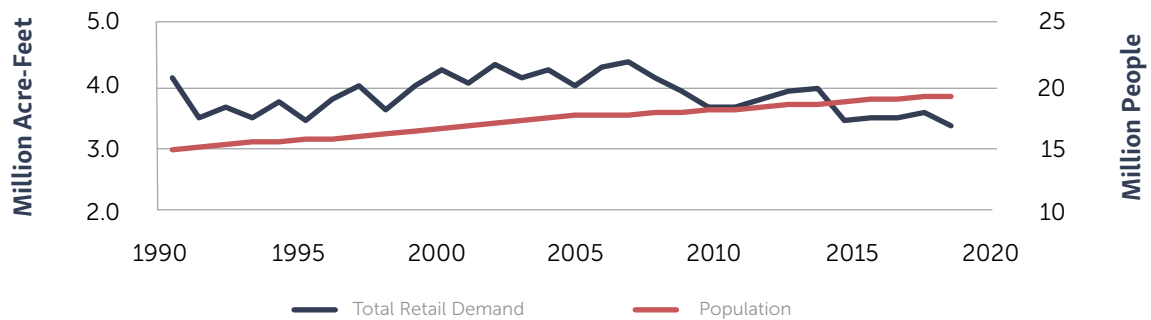
METROPOLITAN'S CUMULATIVE INVESTMENT

	Millions Invested	Acre-feet
Conservation	\$824	3,270,000
Recycled Water	\$510	2,972,000
Groundwater Recovery	\$173	1,052,000
	\$1.5b	7,294,000

The cover of this report reflects themes that are vital for the success of Metropolitan, and it all begins with "We." Metropolitan is a single entity, but a collective of voices. Ours is a large service area and we make decisions that are for the good of the entire region and state. We are part of a community that demands efficiency, transparency and environmental considerations. Metropolitan recognizes and appreciates its place in the broader community of Southern California.

Population Growth vs. Total Retail Demand

Metropolitan's Service Area 1990-2019

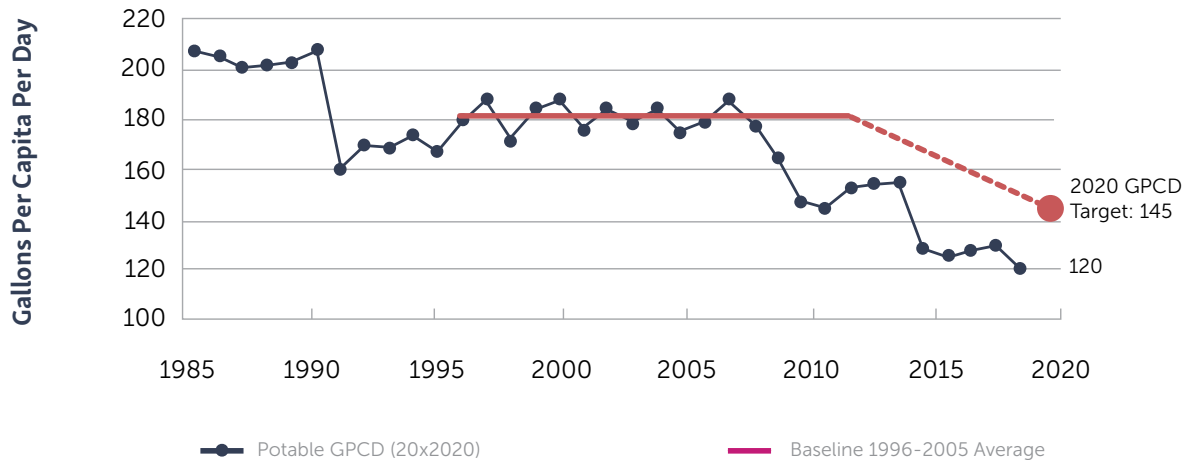


Notes about the graph:

1. Calendar year data.
2. Population based on the Department of Finance.
3. Total Retail Demand Includes municipal, industrial, and agricultural consumptive uses as well as groundwater replenishment and seawater barrier uses.

Target: 20% Reduction by 2020

Metropolitan's Service Area 1985-2020



Notes about the graph:

1. Calendar year data.
2. 2019 GPCD based on best available data (as of June 2020) and is subject to reconciliation. Data is received in 2020 for the previous calendar year.
3. Baseline per capita water use based on 1996-2005 average (181 GPCD).
4. Target GPCD for 2020 based on 20% reduction from baseline (145 GPCD).

FISCAL YEAR HIGHLIGHTS

The On-site Retrofit Program was approved by Metropolitan's board with an annual budget of \$3 million. The program provides financial incentives for the conversion of potable irrigation and industrial systems to recycled water.

Conservation

Metropolitan funded about \$26 million in rebates, landscape and irrigation classes, research and advertising to help consumers reduce water use in their homes and businesses.

About 30,400 applications were processed for rebates by Metropolitan for a total of \$18.9 million in regional rebate funding.

A concerted effort was made to increase water savings within disadvantaged communities in Metropolitan's service area. Metropolitan completed its successful multifamily regional pre-1994 toilet replacement program. Over 7,900 older toilets were replaced with 1.1 gallons per flush toilets with an estimated annual savings of 155 acre-feet per year.

Local Resources

In fall 2019, Metropolitan began operation of the Regional Recycled Water Advanced Purification Center, a 500,000 gallon-per-day demonstration facility. The facility is used by Metropolitan and the Sanitation Districts of Los Angeles County to test purification processes for potable reuse. Metropolitan's board approved moving forward with the environmental planning phase of the program.

Metropolitan also provided \$17 million in financial assistance to recycled water and groundwater recovery projects participating in the Local Resources Program and five new projects were approved for participation.

Communications and Outreach

Metropolitan launched a multilingual, digital campaign to promote the turf replacement rebates and generated 151 million impressions on social media and thousands of applications. Online engagement in Spanish messaging also saw a significant increase.

Outreach messaging pivoted during the pandemic to provide immediate reassurance to the public about the safety and reliability of water supplies. Materials were shared widely with member agencies and downloaded by other agencies and organizations nearly 1,500 times while social media posts received more than 2 million impressions.

For the business community, outreach was targeted to identify opportunities and financial assistance to small businesses experiencing the consequences of the pandemic.

Metropolitan's Community Partnering Program shifted to virtual formats allowing for greater reach to new audience demographics.

Other signature education programs, including four programs, the World Water Forum College Grant Program, Solar Cup™ and the "Water is Life" student art exhibit and calendar program were reimaged in virtual formats with learning opportunities to transcend the restrictions of a COVID-19 environment.

ACHIEVEMENT SCORECARD

This fact sheet provides an overview of accomplishments in conservation, recycling and groundwater recovery. For a detailed progress report, visit mwdh2o.com and click on the About Your Water tab. The full report is available in the Planning section.

OUR MISSION

The mission of the Metropolitan Water District of Southern California is to provide its service area with adequate and reliable supplies of high-quality water to meet present and future needs in an environmentally and economically responsible way.

ABOUT METROPOLITAN

The Metropolitan Water District of Southern California is the Southland's water provider for a six-county region with a population of 19 million. Metropolitan draws on supplies from the Colorado River through the Colorado River Aqueduct, which it owns and operates; from Northern California via its participation in the State Water Project; and from local resource programs and transfer arrangements. An increasing percentage of Southern California's water supply comes from conservation, water recycling, and recovered groundwater.

Conservation		
FY 2019/20 Total Water Saved ¹	1,060,000 acre-feet	
New Water Saved From Metropolitan Conservation Credits Program ²	11,300 acre-feet	
Water Saved From Existing Metropolitan Conservation Credits Program ³	213,000 acre-feet	
FY 2019/20 Investment		
Metropolitan Conservation Credits Program Investment ⁴	\$26 million	
Member Agency Conservation Investment ⁵	\$10 million	
Metropolitan Outreach & Education	\$3 million	
Cumulative Savings Since 1990		
Water Saved From Metropolitan Conservation Credits Program ⁶	3,270,000 acre-feet	
Metropolitan Conservation Investment (excluding funding by member agencies) ⁷	\$824 million	
Recycled Water		
FY 2019/20 Production⁸	441,000 acre-feet	
Water Produced From Projects Receiving Metropolitan Funding	71,000 acre-feet	
Water Produced From Projects Without Metropolitan Funding (incl. Santa Ana River base flow) ⁹	370,000 acre-feet	
FY 2019/20 Investment		
Metropolitan Funding	\$13 million	
Cumulative Production & Investment Since Inception ¹⁰		
Production With Metropolitan Funding	2,972,000 acre-feet	
Metropolitan Investment	\$510 million	
Groundwater Recovery		
FY 2019/20 Production	112,000 acre-feet	
Water Produced From Projects Receiving Metropolitan Funding	50,000 acre-feet	
Water Produced From Projects Without Metropolitan Funding	62,000 acre-feet	
FY 2019/20 Investment		
Metropolitan Funding	\$4 million	
Cumulative Production & Investment Since Inception ¹¹		
Production With Metropolitan Funding	1,052,000 acre-feet	
Metropolitan Investment	\$173 million	
Conjunctive Use Program ¹²		
Metropolitan Cumulative Capital Investment	\$27 million	
Proposition 13 Grant Funds Administered by Metropolitan	\$45 million	
Water Stored Since Program Inception through June 2020	351,000 acre-feet	
Water Extracted Since Program Inception through June 2020	288,000 acre-feet	
Groundwater Replenishment ¹³		
FY 2019/2020 Delivery	170,000 acre-feet	
Cumulative Replenishment Delivery since 1984	4,133,000 acre-feet	
Regional Summary		
	FY 2019/20	Cumulative
Metropolitan's Investment in Water Conservation, Recycled Water and Groundwater Recovery ¹⁴	\$43 million	\$1.5 billion
	345,000 AF	7,294,000 AF

The numbers above have been rounded to present a topline view of conservative achievement. More precise numbers are included in the report narrative.

P.O.Box 54153
Los Angeles, CA 90054-0153
mwdh2o.com
bewaterwise.com

Printed 1/2021

THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

