



*The Metropolitan Water District of Southern California*

# NEWS RELEASE

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**METROPOLITAN EXPANDS INCENTIVE PROGRAMS TO BOOST REGION'S CONSERVATION IN RESPONSE TO DROUGHT**  
**Modifications to water-saving incentive programs approved in response to Gov. Brown's call for a redoubled statewide effort**

If money talks, then Southern California consumers should hear a louder call for water conservation with increased financial incentives being offered by the Metropolitan Water District.

Metropolitan's Board of Directors Tuesday doubled the incentive for turf removal, as well as extended rebates for rain barrels and high-efficiency toilets to further entice Southern Californians to institute water-saving practices at home and in businesses.

The new measures were adopted in response to Gov. Edmund G. Brown's Jr.'s emergency drought declaration calling on all Californians to redouble their conservation practices. The changes will go into effect before the expected summer period of peak water demands.

"Southern Californians have time and again responded to the call for conservation," said Metropolitan board Chairman Randy A. Record. "By encouraging them with even more financial incentives, we hope to boost participation in region-wide conservation programs."

Incentive changes include doubling the per-square-foot rebate for turf removal from \$1 to \$2, extending funding for rain barrels and the residential high-efficiency toilet program, and increasing funding for private and public property owners to convert potable water irrigation or industrial water systems to recycled water as part of a pilot program launching July 1.

Participation in the turf removal program increased by more than 50 percent in the areas where member agencies offered higher incentives. The program promotes the substitution of California Friendly<sup>®</sup> plants and alternative landscape material in place of turf.

"The popularity of both the rain barrel and residential high-efficiency toilet rebate programs, offered in cooperation with our member agencies, warranted the extension of the programs at least until we see a change in drought conditions," said Metropolitan General Manager Jeffrey Kightlinger.

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“To be both responsive to our member agencies and our shared water consumers, it makes sense to extend these effective and popular programs and showcase other water-saving opportunities.”

Private or public business owners who convert to recycled systems will now be paid for water savings up to five years, replacing the previous two-year cap instituted when the on-site retrofit pilot program was initially approved by Metropolitan’s board in February 2014.

In addition to the longer period for incentivized savings, the board approved a higher program cap to allow for a larger amount of annual recycled water use. All of the newly approved incentive changes will be managed within the previous board-approved conservation budget.

For a full listing of Metropolitan’s commercial and residential incentives, consumers are encouraged to visit [www.bewaterwise.com](http://www.bewaterwise.com)<sup>®</sup>.

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*The Metropolitan Water District of Southern California is a cooperative of 26 cities and water agencies serving nearly 19 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.*