



# WATER CONSERVATION REBATE PROGRAM

## 2015-16

### INVESTMENT



\$450 million  
(For fiscal years 2014-2016)

### WATER SAVINGS



70 million gallons/day  
160,000 households/year

### REACH



400,000 people

## CONSERVATION INVESTMENT \$800 MILLION SINCE 1990 AND GROWING

**1990**

ABOUT 200  
GALLONS  
PER PERSON/  
PER DAY

### RESULTS LOWERING DAILY WATER USE BY NEARLY 35%

**TODAY**

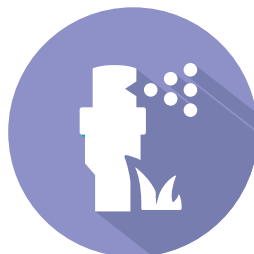
ABOUT 131  
GALLONS  
PER PERSON/  
PER DAY

### TOILET AND WASHER REBATES



About 3.9 million

### ROTATING SPRINKLER NOZZLE REBATES



About 2.7 million

### COMMERCIAL DEVICES



About 2 million

# LESS LAWN, MORE WATER

## EXTRA WATER TO MAINTAIN LAWN\*



44 gallons/  
sq.foot/year

\*Compared to a California Friendly® landscape

## TURF REMOVED



More than  
160 million sq.ft.

## POTENTIAL ANNUAL WATER SAVINGS



About 7.5  
billion gallons

## VISITS TO BEWATERWISE.COM

LAUNCH YEAR 2003/04: 162,000 VISITORS

2016: 1.6 MILLION VISITORS

## HISTORIC WEATHER CONDITIONS

**2013**

**THE DRIEST YEAR  
ON RECORD  
IN CALIFORNIA**

**2014**

**THE HOTTEST YEAR  
ON RECORD  
IN CALIFORNIA**

**2015**

**THE LOWEST SNOWPACK  
EVER RECORDED  
IN CALIFORNIA**



## WATER USE PLUNGES

**METROPOLITAN USES LESS WATER TODAY TO SERVE 19 MILLION PEOPLE  
THAN IT USED IN 1990 TO SERVE 14 MILLION PEOPLE.**

01/2017