Achievements in Conservation, Recycling and Groundwater Recharge

February 2019 Covering fiscal year July 2017 – June 2018



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA



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The Colorado River Aqueduct delivers one of the Southland's two primary sources of imported water.



For more information about this report, contact Metropolitan's Legislative Office in Sacramento at (916) 650-2600.

The Metropolitan Water District of Southern California was established in 1928 under an act of the state Legislature to provide supplemental water supplies to its member agencies in Southern California.

Metropolitan is a public agency and a regional water wholesaler. It is a voluntary cooperative of 26 member agencies that purchase some or all of their water from Metropolitan. These member agencies and sub agencies provide water for nearly 19 million people across six Southern California counties. Metropolitan is governed by a 38-member Board of Directors made up of representatives from each of Metropolitan's member agencies.

The mission of Metropolitan is to provide its 5,200-square-mile 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

Metropolitan draws 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 programs and transfer arrangements. An increasing percentage of Southern California's water supply comes from conservation, water recycling and recovered groundwater.

Conservation and resource development takes place at the local level, and regional approaches have proven to be effective and benefit all Metropolitan member agencies. These programs help to increase water supply reliability and reduce the region's reliance on imported water supplies to meet future demands. They decrease the burden on Metropolitan's infrastructure, reduce system costs, and free up conveyance capacity to the benefit of all system users. The programs advance the legislative intent that Metropolitan increase "sustainable, environmentally sound and cost-effective water conservation, recycling, and groundwater storage and replenishment measures." Metropolitan is also involved in other beneficial programs and initiatives as detailed in this report.



Introduction

Despite very hot and dry local conditions and limited State Water Project supplies during fiscal year 2017/18, the Metropolitan Water District of Southern California met water demands while hardly touching its ample storage reserves. This achievement was due in large part to the continuing trend of lower water use throughout the six-county region.

Lowering demand and maintaining sufficient reserves are essential to long-term water supply reliability for the region. A suite of conservation efforts resulted in a lowering of water use by an estimated 1.034 million acre-feet in fiscal year 2017/18. And Metropolitan is on the pathway to having 2.5 million acre-feet in storage.

Southern California has been experiencing a declining trend in precipitation since 2000, with annual numbers varying dramatically. Climate models are predicting a continued downward trend of runoff in the Colorado River basin (historically a source of 25 percent of Southern California's water) and less snowfall in Northern California (providing on average 30 percent of the Southland's portfolio).

The challenge of climate changes is addressed in Metropolitan's longterm water strategy, embodied in its Integrated Water Resources Plan. The IRP calls for more local conservation and local supplies to meet the needs of population growth as various investments and partnerships seek to stabilize imported supplies at realistic targets. With conservation playing an increasingly important role in Southern California's water future, the incremental progress displayed in fiscal year 2017/18 is an encouraging sign of the region's ability to steadily lower per-person demand.

Metropolitan advanced its traditional portfolio of conservation initiatives throughout the year. Water saved from the district's existing Conservation Credits Program, for example, lowered water use by more than 200,000 acrefeet. Local water agencies recycled more than 450,000 acre-feet of wastewater and stormwater, creating new supplies. Metropolitan funded more than \$12 million in rebates, classes, research and advertising. And a new outreach campaign entitled, 'Save Water 365', sought to reinforce that conservation is a way of life, not just a short-term behavior shift during severe droughts.

The coming year will mark the 20th anniversary of the passage of Senate Bill 60, which sought to "place increased emphasis on sustainable, environmentally sound, and cost-effective water conservation, recycling, and groundwater storage and replenishment measures."

Next year is also the scheduled completion of the Advanced Purification Center demonstration plant of the Regional Recycled Water Program, a partnership between Metropolitan and the Sanitation Districts of Los Angeles County. This new demonstration facility could lead to the construction of one of the nation's largest recycling facilities. Metropolitan's commitment to advancing conservation, recycling and groundwater initiatives is based on their invaluable role in a comprehensive approach to the Southland's water future. The continued progress is highlighted in this year's Achievement Report.



A view from the Gene Pumping Plant.



Achievement Scorecard

Conservation		
FY 2017/18 Total Water Saved ¹	1,034,000 acre-feet	
New Water Saved From Metropolitan Conservation Credits Program ²	11,000 acre-feet	
Water Saved From Existing Metropolitan Conservation Credits Program ³	213,000 acre-feet	
FY 2017/18 Investment		
Metropolitan Conservation Credits Program Investment ⁴	\$13 million	
Member Agency Conservation Investment ⁵	\$9 million	
Metropolitan Outreach & Education	\$4 million	
Cumulative Savings Since 1990		
Water Saved From Metropolitan Conservation Credits Program ⁶	2,848,000 acre-feet	
Metropolitan Conservation Investment (excluding funding by member agencies) ⁷	\$782 million	
Recycled Water		
FY 2017/18 Production ⁸	451,000 acre-feet	
Water Produced From Projects Receiving Metropolitan Funding	165,000 acre-feet	
Water Produced From Projects Without Metropolitan Funding (incl. Santa Ana River base flow)9	287,000 acre-feet	
FY 2017/18 Investment	-	
Metropolitan Funding	\$26 million	
Cumulative Production & Investment Since Inception ¹⁰	·	
Production With Metropolitan Funding	2,757,000 acre-feet	
Metropolitan Investment	\$474 million	
Groundwater Recovery		
FY 2017/18 Production	98,000 acre-feet	
Water Produced From Projects Receiving Metropolitan Funding	48,000 acre-feet	
Water Produced From Projects Without Metropolitan Funding	50,000 acre-feet	
FY 2017/18 Investment		
Metropolitan Funding	\$7 million	
Cumulative Production & Investment Since Inception ¹¹	1	
Production With Metropolitan Funding	941,000 acre-feet	
Metropolitan Investment	\$158 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 August 2018	323,000 acre-feet	
Water Extracted Since Program Inception through August 2018	261,000 acre-feet	
Groundwater Replenishment ¹³		
FY 2017/2018 Delivery	204,000 acre-feet	
Cumulative Replenishment Delivery since 1984	3,860,000 acre-feet	
Regional Summary		
	EV 2017/19	Cumulativ
	FY 2017/18 \$45 million	\$1.4 billion

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



produced

Footnotes for the Achievement Scorecard

Numbers in this report are based on the best available information during the production of this report and are subject to revision for accounting reconciliation.

1. Annual total savings include Metropolitan's Conservation Credits Program, code-based conservation achieved through legislation, building and plumbing codes and ordinances, reduced consumption resulting from changes in water pricing, and pre-1990 device retrofits.

2. New water savings achieved through Metropolitan's Conservation Credits Program and from member agency-funded programs initiated in fiscal year 2017/18.

3. Includes water savings initially achieved through Metropolitan's Conservation Credits Program and subsequently maintained through plumbing codes.

4. Active conservation investment includes administrative fees for contracted program vendors.

5. In addition to Metropolitan's Conservation Credits Program, member agencies and retailers also implemented local water conservation programs within their respective service areas. Member agency investment figures include rebate funding beyond that already provided through Metropolitan's Conservation Credits Program.

6. Cumulative water savings since 1990 that include water savings initially achieved through Metropolitan's Conservation Credits Program and subsequently maintained through plumbing codes.

7. Metropolitan's cumulative conservation investment for fiscal year 2017/18 reflects a revision in total cumulative expenditures due to a reconciliation audit. This does not include outreach and education expenditures.

8. Figures reflect actual and estimated deliveries for all Metropolitan-assisted projects and payments reported for fiscal year 2017/18; cumulative production and investment reflect accounting reconciliation as data become available; annual regional production for recycled water includes an estimated 69,000 acre-feet of treated wastewater discharged to the Santa Ana River base flow that percolates into downstream groundwater basins. The total may not sum due to rounding.

9. Projects accounted for here include some that received funding at the outset through Metropolitan's Local Resources Program. Once the term of the funding agreement expires, the projects continue, but further production is not factored into program totals.

10. Metropolitan initiated its Local Resources Program in 1982 to encourage production of recycled water for municipal purposes.

11. Metropolitan initiated its Groundwater Recovery Program in 1991 to encourage treatment and use of degraded groundwater for municipal purposes.

12. Construction of the conjunctive use storage programs was completed in 2008. Proposition 13 refers to Chapter 9 of the Safe Drinking Water, Clean Water, Watershed Protection, and Flood Protection Bond Act of 2000. Water extracted since program inception includes losses.

13. Figure is cumulative since 1984. Prior to 2013, Metropolitan provided replenishment water at a discounted rate to encourage long-term recharge and maintenance of ground-water basins and local reservoirs. Although the discounted replenishment rate was discontinued Jan. 1, 2013, Metropolitan continues to provide water for replenishment purposes at full service rates.

14. Metropolitan's cumulative conservation investment for fiscal year 2017/18 reflects a revision in total cumulative expenditures due to a reconciliation audit. Cumulative conservation investment does not include outreach and education expenditures.

A color burst is on display in a California Friendly[®] garden.

Conservation



With sound investments in storage, coupled with savings from local resources programs, Metropolitan achieved a sort of water yin and yang – where our demands and supplies were in balance.

Water conserved is considered a supply source – supplementing imported water supplies and locally developed resources. These savings help to reduce overall regional water demands and ensure greater supply reliability for the region. By 2040, conservation and water recycling are expected to account for one-third of Southern California's water supply portfolio in Metropolitan's service area. To support continued conservation, Metropolitan has a number of initiatives that include financial incentives, as well as education and outreach programs. Metropolitan also supports legislation and appliance standards that lead to increased water savings. During fiscal year 2017/18, water saved from existing active conservation efforts by Metropolitan exceeded 213,000 acre-feet. Rebates funded through Metropolitan's Conservation Credits Program generated more than 11,000 acre-feet of new water savings and will continue to produce more savings in years to come.

Since 1990, Metropolitan has invested more than \$782 million in conservation rebates, of which approximately \$12.6 million was spent in fiscal year 2017/18. Metropolitan typically calculates rebates based on \$195 per acre-foot of water savings over the life of a device. Exceptions include the landscape transformation program, rain barrels, and cisterns, aimed at market transformation, which are calculated differently. When available, Metropolitan supplements its conservation programs using state and federal grant funds.

Fiscal Year 2017/18 Conservation Program Highlights

- Metropolitan funded about \$12.6 million in rebates, classes, research and advertising to help consumers reduce water use in their homes and businesses.
- Metropolitan processed more than 37,000 applications for a total of \$8.4 million in regional rebate funding.
- The Innovative Conservation
 Program which provides
 grants for innovation in water use efficiency began another
 program cycle announcing
 12 new projects.

Throughout the year, Metropolitan sought and received extensive input on its regional conservation program from member and local agencies, Metropolitan board committees, and the 2017 Peer Review - a study by the Alliance for Water Efficiency. The AWE Peer Review recognized Metropolitan's program strengths citing the success of the largest turf replacement program in the nation. This led to a call to revive the program which was suspended in late 2015. Feedback and recommendations from the report also informed refinements to some existing programs and brought about a new landscape transformation program to take the place of the turf replacement program. New professional landscape training aimed at city and county landscape staff and individual landscape professionals also was added.

Metropolitan's Residential Conservation Programs

SoCal Water\$mart Residential Program

Metropolitan's regional rebate program is administered through SoCal Water\$mart for both residential and commercial customers to encourage and support the use of water-efficient products across the Southland. Residential rebates offered in fiscal year 2017/18 included high-efficiency clothes washers, premium high-efficiency toilets, highefficiency sprinkler nozzles, smart irrigation controllers, and rain barrels. Metropolitan estimates water savings of about 1,290 acre-feet annually from more than 106,700 residential conservation device rebates funded by Metropolitan in fiscal year 2017/18.

Member Agency Residential Programs

Metropolitan also provides funding to member agencies for locallyadministered conservation programs. Qualifying residential projects include rain barrel distributions, turf replacement programs, sustainable landscape irrigation programs, customer water use messaging and residential water surveys. Metropolitan estimates water savings of about 330 acre-feet annually from these programs administered in fiscal year 2017/18.

Turf Removal

Select member agency-administered programs offered rebates in fiscal year 2017/18 for removal of more than 2.4 million square feet of lawn. This resulted in an estimated annual water savings of about 330 acre-feet.

Premium High-Efficiency Toilets

Metropolitan offers rebates for premium high-efficiency toilets which use no more than 1.1 gallons per flush. These devices use about 30 percent less water when compared to older ultra-low-flush toilets which use 1.6 gallons per flush. Metropolitan estimates that rebates issued for both residential and commercial customers in fiscal year 2017/18 will save about 470 acre-feet of water per year.



High-Efficiency Clothes Washers

High-efficiency clothes washers, with an integrated water factor of 3.2 or less, are eligible to receive rebates. The integrated water factor is the measure of the amount of water used to wash a standard load of laundry. An HECW saves more than 10,000 gallons per year compared to a conventional toploading clothes washer. Metropolitan estimates water savings of about 610 acre-feet annually from HECW rebates in fiscal year 2017/18.

Smart Irrigation Controllers

Smart irrigation controller incentives have been available since 2006 from Metropolitan. These units are now more technologically advanced, customer-friendly and have a greater ability to determine optimal landscape water needs. Smart irrigation controllers save water by automatically adjusting watering schedules based on weather, soil conditions, plant material, sun exposure and slope. Metropolitan estimates water savings of about 2,060 acre-feet annually from Metropolitan smart controller rebates in fiscal year 2017/18.

Measured Water Savings

Informing consumers about their water use with a comparison to similar households has become an accepted way to guide and support conservation, leading to behavior changes. Fiscal year 2017/18 saw a significant increase in this type of customer water use messaging by Metropolitan's member agencies, which resulted in a measured reduction in water use of about 4,310 acre-feet.

High-efficiency rebate-eligible clothes washers save water and money. Sensor monitors vine water use, photo courtesy Fruition Sciences.

Metropolitan's Commercial Conservation Programs

Larger institutions like businesses, schools and hospitals can lead by example and showcase their conservation efforts and water savings to the communities they serve. Metropolitan's commercial conservation programs provide financial incentives for many water-saving devices and projects including landscape transformation, as well as rebates on certain commercial food devices, cooling towers and medical and dental equipment. Metropolitan estimates savings of about 5,210 acre-feet annually from commercial conservation programs in fiscal year 2017/18.



SoCal Water\$mart and Member Agency Commercial Programs

The majority of commercial conservation device activity came from Metropolitan's regional SoCal Water\$mart rebate program. In addition, Metropolitan's member agencies and sub-agencies implemented water conservation programs for commercial sectors using Metropolitan incentives. Qualifying commercial projects have included turf removal, along with direct installation of high-efficiency toilets and multistream rotating sprinkler nozzles. Metropolitan estimates water savings of about 1,680 acre-feet from more than 4,360 applications to SoCal Water\$mart in fiscal year 2017/18. An additional 1,020 acre-feet of water were saved from member agency incentive programs.





Water Savings Incentive Program

The Water Savings Incentive Program is a regional pay-for-performance initiative. It is open to all commercial, industrial, institutional, agricultural and large landscape consumers with qualifying projects within Metropolitan's service area. Financial incentives are available for customized water-efficiency projects, including the installation of commercial or industrial high-efficiency equipment; industrial process improvements; agricultural and landscape water efficiency improvements; and water management services. Incentives are based on the amount of water saved and capped at 50 percent of eligible project costs. In fiscal year 2017/18, Metropolitan estimates savings of about 2,510 acre-feet.

Research and Development

Innovative Conservation Program

Metropolitan's Innovative Conservation Program is a competitive grant program that evaluates water savings and reliability of innovative water saving devices, technologies and strategies. Approximately \$570,000 in funding was provided for the 2018 grant cycle by the U.S. Bureau of Reclamation, Southern Nevada Water Authority, the Central Arizona Project, Southern California Gas Company, Western Resource Advocates, and Metropolitan. A total of 55 proposals were submitted by a diverse group of applicants that included universities, entrepreneurs, commercial laboratories, non-profit organizations, and individuals. The proposals were evaluated by a selection committee that chose 12 proposals for funding of up to \$50,000 each. Many of the selected projects focus on improving landscape water efficiency, while others target different areas such as leak detection and graywater systems.

Metropolitan Research Focus

In addition to the ICP, Metropolitan has been involved in multiple research efforts:

- Studying the water savings and outcomes of Metropolitan's past turf removal program
- Partnering with the Alliance for Water Efficiency for research on:
 - the rationale behind landscape choices
 - water savings potential of commercial cooling towers
- Administering a pilot program with Inland Empire Utilities Agency on household pressure regulation to determine if pressure management can result in water savings
- Initiating a dipper well (perpetual flow-sink used commercially in places like ice cream stores and restaurants) research pilot program with selected member agencies
- Evaluating water savings potential of water system wide processes for leak detection
- Studying market penetration of residential water-efficient fixtures

Improved equipment and technologies can lead to water savings for many water-intensive food service and preparation processes.





Communications and Outreach

Since late 2013, the primary focus of Metropolitan's conservation and education outreach programs have been on the drought and the need for additional conservation in order to maintain the region's water supply reserves. That message has shifted to emphasize conservation as a way of life, rather than a response to dry conditions.

Advertising and Outreach Campaign

Metropolitan's multilingual H2Love campaign concluded in spring 2018 with a successful 12-week media strategy featuring outdoor billboards, radio ads, community newspapers and a sponsorship with Major League Soccer's LA Galaxy. With nearly two billion media impressions delivered and a toolkit of informational resources and files, the campaign successfully reached its target audiences as demonstrated in a post-campaign public survey. Outreach efforts increased traffic to the district's bewaterwise.com® conservation website by more than 300 percent, and social media growth in views increased more than onehundred fold

Save water. Save money. Repe It's a great cy



The 'Save Water 365' campaign reminds Southern Californians that every day is a chance to save water.

Board Chairman Randy Record throws the opening pitch for bewaterwise.com[®] night at Dodger Stadium.



While social media and search engine optimization maintained message consistency and visibility, Metropolitan initiated a request for proposal process for a new three-year water conservation outreach media campaign. Metropolitan's Board of Directors awarded a \$14.7 million contract to the Los Angeles-based firm Quigley-Simpson & Heppelwhite, which produced Metropolitan's awardwinning Take a Turn and H2Love campaigns. The new 'Save Water 365' campaign launched in July 2018.

H29

cle.

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The campaign encourages Southern Californians to save water every day. It also reminds residents to take advantage of rebate programs including incentives for indoor and outdoor water-saving devices, as well as rebates for landscape transformation that requires more efficient irrigation systems, design and plants. The campaign also reaches very diverse audiences in English, Spanish, Mandarin, Korean, Vietnamese and Tagalog through traditional and grassroots marketing efforts. Creative messaging included signs on food trucks, local convenience and hardware stores and a sponsorship with the LA Dodgers.

Media relations underscore the outreach effort. Metropolitan officials conducted dozens of interviews with news reporters to discuss a wide range of water-related topics such as the impact of the drought, water supply reliability and conservation. As part of this public outreach, Metropolitan's General Manager Jeffrey Kightlinger blogged both in print and video about various water challenges facing the region.

Metropolitan continues to provide direction and support to Southern California's businesses and industry. Metropolitan is an active member in chambers of commerce and other business organizations, providing regular updates to the members on water policy issues and programs. Water-use efficiency programs that help reduce demand for potable water are a key focus. In addition, Metropolitan hosts hundreds of community and business leaders on inspection trips of the State Water Project and Colorado River Aqueduct to help them better understand the challenges of providing reliable water to Southern California and how the Colorado River is managed to provide water for urban areas and agriculture in the lower basin.

Food trucks and local hardware and convenience stores were part of the multilingual grassroots outreach campaign.

Metropolitan's conservation website, bewaterwise.com[®], completely revamped and updated for relaunch in 2018, provided water conservation information to hundreds of thousands of unique online visitors in English, Spanish and Chinese. The website offers extensive conservation ideas, drought information, and links to rebates and incentives for homes, businesses, industry, agriculture and institutions. It also features native plant resources and California Friendly[®] Garden of the Month spotlights where home gardeners and landscape professionals can learn the latest ways to reduce outdoor water use.

Growth in social media activity has been dramatic over the past two years. In 2018, Metropolitan's Facebook page received more than 55 million impressions, with more than 27,000 followers. On Twitter, Metropolitan gained more than 700 followers in 2018 and received more than 1 million impressions. Metropolitan used a variety of short videos and animated gifs to reach a broader audience during its conservation campaign and for California WaterFix. Metropolitan used Facebook Live and Snapchat geofilters to reach a broader audience throughout 2017/18.

The success of Metropolitan's outreach activities was recognized with several prestigious awards including the best in show for the National Association of Government Communicators. This organization is a national association of communication officials from local, state and federal public agencies. Metropolitan was a finalist in 13 of 40 award categories.



Members of Metropolitan's Black Employees Association spread the conservation message at the 13th annual Taste of Soul street fair.

Community Outreach

Metropolitan co-sponsored 50 water-related outreach events and initiatives through the Community Partnering Program. Together with member agencies, community groups, nonprofit organizations and educational institutions, these events engaged an audience of over 64,000 attendees for fiscal year 2017/18. Activities varied from conservation projects to community events and educational materials that addressed sustainability, conservation, watershed approaches and water recycling.



Metropolitan's conservation message is carried into the community by CicLAvia participants in the heart of downtown LA. Solar Cup™ is the nation's largest solar boat competition, drawing hundreds of high school team competitors from across Southern California.



Metropolitan's World Water Forum grant program encourages the exploration of innovative water supply and energy solutions.

Education Programs

Metropolitan continues to update and expand a comprehensive K-12 water education curriculum that meets state standards for each grade level in the areas of science, math, language arts and social studies classroom materials. These educational resources align to modern education standards (Common Core and Next Generation Science Standards) and support early bilingual education (Spanish and Chinese). Metropolitan worked with member agencies to hold more than 200 water education events and promoted critical thinking of water through online and social media engagements. These efforts directly exposed more than 250,000 students, teachers, parents and educators to Metropolitan's water education programs, curricular materials, and resources. Metropolitan's water education services are offered to educators within its service area at no charge, which is critical for outreach to underserved communities.

Staff utilizes educational technologies, including virtual reality tours of the Colorado River Aqueduct and augmented reality watershed exhibits, to encourage students to think critically about water issues in Southern California. This year more than 14,000 public visitors and students toured the Diamond Valley Lake Visitor Center to learn more about Metropolitan's water systems and operations, programs and water stewardship. The World Water Forum College Grant Program, a partnership between Metropolitan, the U.S. Bureau of Reclamation and the Sanitation Districts of Los Angeles County, provides grants to colleges and universities for local and globally-focused projects that foster a better understanding and community awareness of water issues, technologies related to water management and treatment, and water conservation. Student teams presented their work during Metropolitan's Spring Green event at Union Station, displaying numerous water conservation and treatment projects. Since its inception in 2004, the World Water Forum program has provided \$810,000 to more than 79 college and university teams. Metropolitan launched the fifth cycle of the World Water Forum in fall 2017.

The 2018 Solar Cup[™] program, the nation's largest solar-powered boat competition, engaged 38 high school teams and more than 600 high school students in building STEAM (science, technology, engineering, art and math) skills, as well as learning topics of water stewardship and renewable energy.

Metropolitan's "Water is Life" student art exhibit and calendar annually compiles over 12,000 pieces of art generated by K-12 students throughout Metropolitan's service area which tours in an exhibit across the Southland.



For more than three decades, Metropolitan has invested in regional projects, committing about \$474 million to help local agencies produce about 2.8 million acre-feet of recycled water. An investment of \$158 million has been made to recover about 941,000 acrefeet of degraded groundwater for municipal use. To date, there are 82 water recycling projects and 25 groundwater recovery projects under Metropolitan's Local Resources Program that cost-effectively supports local resource development. Metropolitan has provided \$632 million for the development of approximately 3.7 million acre-feet of new water from recycling and groundwater recovery projects. For the first time, Metropolitan is embarking on a region-wide recycling demonstration project with the potential to become one of the nation's largest water recycling facilities if the program moves forward to full scale. The Advanced Purification Center is expected to be complete in early 2019.

Local Resources



A drone view of construction at the Regional Recycled Water Advanced Purification Center, a .5 million gallon per day demostration facility.



Water Recycling and Groundwater Recovery

In fiscal year 2017/18, two Local **Resources Program projects** began operation and one entered construction. Metropolitan provided about \$26 million for production of 165,000 acre-feet of recycled water for non-potable and indirect potable uses. About \$7 million was provided by Metropolitan to support projects that produced about 48,000 acrefeet of recovered groundwater for municipal use. In addition, another 287,000 acre-feet of recycled water and 50,000 acre-feet of recovered groundwater were produced by local agencies through other funding sources. Figures 1 and 2 show total recycled water and groundwater recovery production in Metropolitan's service area, including local agency funded projects. Figure 1 includes treated wastewater discharged to the Santa Ana River that percolates into downstream groundwater basins.

On-site Retrofit Program

The On-site Retrofit Program was launched in July 2014 as a two-year pilot program with a budget of \$7.5 million to provide financial incentives for conversion of potable irrigation or industrial water systems to recycled water. In addition, the pilot program received a \$700,000 grant from the U.S. Bureau of Reclamation. Building on the success of the pilot program, Metropolitan's board approved the continuation of the program with an additional budget of \$10 million through June 2018. Starting in fiscal year 2018/19, the annual budget for the program is \$3 million. To date, the On-site Retrofit Program provides funding to replace 11,800 acre-feet per year of potable water with recycled water for 354 sites.

> A recycled water pond pictured at Dos Lagos Golf Course located in Corona.

Recycled Water



Figure 1

Groundwater Recovery



Figure 2





from Metropolitan's Water Savings Incentive Program.

Groundwater Management

Metropolitan partners with local agencies to store imported surface water in groundwater basins for use in times of shortage under conjunctive use agreements. Metropolitan currently has nine storage projects with nearly 212,000 acre-feet of storage capacity and can store up to 53,000 acre-feet per year and withdraw up to 71,000 acre-feet annually during shortage years. Due to improved hydrologic conditions, Metropolitan called upon agencies to store water in the conjunctive use accounts. In fiscal year 2017/18, Metropolitan stored about 42,000 acre-feet for future drought mitigation.

Four new cyclic storage agreements were executed as of June 30, 2018 with the city of Burbank, Calleguas Municipal Water District, Eastern Municipal Water District, and the Municipal Water District of Orange County. Cyclic agreements allow for imported water to be stored for a member agency and be available for purchase at a later date if needed. These cyclic agreements are in addition to the existing agreements with Upper San Gabriel Valley Municipal Water District and Three Valleys Municipal Water District. During fiscal year 2017/18, 120,000 acre-feet was delivered under the cyclic program.

Regional Recycled Water Program

The Regional Recycled Water Program, a partnership between Metropolitan and the Sanitation Districts of Los Angeles County, will purify wastewater to produce high quality water to replenish the region's groundwater basins. In fiscal year 2017/18, the conceptual study phase of the project was initiated to evaluate further groundwater basin conditions, treatment requirements, conveyance facilities, and the cost of a full-scale facility. Construction of the demonstration plant in Carson, California began in September 2017 and is expected to conclude in early 2019. The 500,000-gallon-per-day facility will be in operation for at least one year to generate information needed for the potential construction of a full-scale advanced water treatment facility - potentially one of the largest water recycling facilities in the nation.

> Cable trays being installed at the Regional Recycled Water Advanced Purification Center - a demonstration plant expected to be complete in early 2019.



Future Supply Actions

Future Supply Actions, which were once referred to as Foundational Actions, are low-cost, low-risk actions designed to remove barriers to local water resource development in order to better prepare the region for unforeseen water supply challenges. In 2013, Metropolitan's board approved this \$3 million innovative research, which consisted of member agency co-funded technical studies and pilot tests in the areas of groundwater, recycled water, seawater desalination, and stormwater. In April 2018, Metropolitan's board approved a second round of funding which included \$3.5 million for member agency studies and a separate funding agreement with the Water Research Foundation. Metropolitan issued a request for proposals for member agency studies in summer 2018 and brought funding recommendations to the board in January 2019. Under the \$975,000 funding agreement with WRF, Metropolitan is co-funding six potable and one non-potable reuse studies. Metropolitan selected the studies from WRF's nationwide Advancing Potable Reuse Initiative, which supports potable reuse as a reliable and sustainable component of integrated water resource management. Metropolitan's co-funding will complement nearly \$7 million in non-Metropolitan funds. WRF will be issuing individual RFPs for the seven studies through the spring of 2019.

Water-Use Efficiency Strategy

Metropolitan and the Natural Resources Defense Council cosponsored the Water Conservation Act of 2009 (SBX7-7), which targets a 20 percent reduction statewide in urban per capita potable water use by the year 2020 (commonly known as 20x2020). Per capita water use is one indicator of progress in advancing water-use efficiency. Metropolitan's baseline is 181 gallons per capita per day (GPCD) and the 2020 reduction target is 145 GPCD. Between 2011 and 2014, there was a slight increase in per capita water use explained in part by continued economic recovery and drier weather as compared with previous years. GPCD fell significantly during calendar years 2015 and 2016, as the region responded to the governor's Executive Order B-29-15 that mandated a 25 percent emergency reduction in urban water use. In 2017, regional potable GPCD remained at a relatively low 130, which was below the 2020 target.

Metropolitan's programs are driven by long-term targets from its Integrated Water Resources Plan. Based on the 2015 IRP update's forecasts of demands, conservation, and recycled water development, potable GPCD is expected to be about 140 GPCD in 2040.





Metropolitan's Service Area

Notes about the graph:

1. Calendar year data

2. 2017 GPCD based on best available data as of July 2018 and is subject to change

Baseline per capita water use based on 1996-2005 average (181 GPCD)
 Target GPCD for 2020 based on 20% reduction from baseline (145 GPCD)

Local Watersheds

Metropolitan's commitment to environmental stewardship is reflected in its many activities. Staff is active on planning boards and organizations focused on efforts that include the protection of water quality at the source.

Integrated Regional Water Management

Metropolitan continues to participate in a multijurisdictional water planning effort, serving on the Greater Los Angeles County Region Leadership Committee as its surface water management area representative.

Stormwater collects in the Los Angeles River, photo courtesy Nadia Hardjadinata.



Southern California Water Coalition Stormwater Task Force

In April 2018, Metropolitan, in coordination with the Southern California Water Coalition, Los Angeles County Department of Public Works, and others, completed a white paper on the study results of 50 stormwater projects in operation. The study assessed actual stormwater capture volumes and cost data. While agencies record and track their benefits and costs differently, many lessons have been learned to help guide the region's water planners as projects move from concept to operation.

In addition, Metropolitan hosted the SCWC Stormwater Task Force annual workshop on October 11, 2017 to bring together local agencies, regional planners, and non-government agencies for a discussion on regional stormwater issues.

Council for Watershed Health

Metropolitan has partnered with the Council for Watershed Health on research studies and educational outreach efforts focused on water supply reliability, quality and efficiency. The Council currently has four programs: Living Laboratory, Sustainable Landscape Resources, Healthy Streams and Watershed Coordination and Planning. Metropolitan serves on the Council's board of directors and collaborates on projects to advance the health and sustainability of the region's watersheds and natural resources.

To better understand and support school water conservation efforts in underserved communities, Metropolitan entered into an agreement with the Council for Watershed Health in January 2018. Under this agreement, the Council will conduct research on K-12 schools in Metropolitan's service area that fall within underserved communities, as well as implement targeted engagement strategies to help stimulate rebate activity.



Watershed Initiatives

A photogenic Western Fence Lizard.

Southern California Salinity Coalition

Formed in 2002, the Southern California Salinity Coalition promotes research and outreach activities that address the need to control or reduce salinity in drinking water, wastewater, groundwater and recycled water. Metropolitan is a founding member and holds a position on the board. In 2018, the SCSC completed a study of the impacts of increasing wastewater salinity concentrations on recycled water potential in Southern California and co-funded a study that informed legislation affecting recycled water use under California's Model Water Efficient Landscape Ordinance.

Ecological Reserves

Four large-scale multi-species reserves spanning more than 30,000 acres are the cornerstone of Metropolitan's investments in environmental conservation and stewardship. Reserves provide mitigation for impacts from Metropolitan projects, watershed protection around reservoirs and protection of open space for native species and their habitat. There are also trails for hiking and horseback riding and opportunities for research and education. A snapshot of the four reserves follows:

1. Southwestern Riverside County Multi-Species Reserve

Protection for habitat and many wildlife species is provided in the nearly 13,500 acres surrounding Diamond Valley Lake and Lake Skinner, and in the connecting Dr. Roy E. Shipley Reserve. The reserve is home to at least eight types of habitat and up to 16 sensitive bird, animal and plant species. Metropolitan partners with the U.S. Fish and Wildlife Service, California Department of Fish and Wildlife, Riverside County Regional Park and Open-Space District, and **Riverside County Habitat Conservation** Agency to cooperatively manage the Multi-Species Reserve. Management includes important provisions for watershed protection for Diamond Valley Lake and Lake Skinner. This includes appropriate siting of public access, fire management, public education, interpretive services and careful review of vegetation management tools.



2. Upper Salt Creek Wetland Preserve

A 40-acre mitigation site for the Eastside Pipeline feature of Diamond Valley Lake, the Upper Salt Creek Wetland Preserve provides protection for unique vernal pool habitat and rare plants. Metropolitan manages the preserve solely for the purpose of protecting these habitats and plants under an agreement with the U.S. Army Corps of Engineers. The preserve does not allow for public access and is protected in perpetuity from future development. It serves as a cornerstone for broader regional conservation goals under Riverside County's multi-species habitat conservation program.

3. Santa Rosa Plateau Ecological Reserve

The 9,000-acre Santa Rosa Plateau Ecological Reserve is home to 200 species of native birds and 49 endangered, threatened or rare animals and plants, including one rare species of fairy shrimp that exists nowhere else on earth. Establishment of the reserve, as partial mitigation for construction of Diamond Valley Lake, protected some of the most unique grassland, chaparral and oak habitats in California.

4. Lake Mathews Multiple Species Reserve

The 5,100-acre reserve surrounding Lake Mathews is managed for native habitat and sensitive plant and animal species, including the endangered Stephens' kangaroo rat. Lake Mathews is an important bird resting and feeding site, especially in winter, when ducks, double-crested cormorants, grebes and eagles visit. The reserve is cooperatively managed by Metropolitan, Riverside County Habitat Conservation Agency, U.S. Fish and Wildlife Service, and California Department of Fish and Wildlife under the provisions of a Habitat Conservation Plan and Natural Community Conservation Plan. Equally important to habitat preservation is protection of the watershed surrounding Lake Mathews. Habitat management tools and strategies are critically evaluated for potential effects to water quality, including the use of grazing and prescribed fires to enhance habitat and limit the potential for catastrophic wildfires.

Colorado River

The Lower Colorado River Multi-Species Conservation Program

The Lower Colorado River Multi-Species Conservation Program is a comprehensive restoration program along the Colorado River through the states of Arizona, Nevada and California. The plan targets the restoration of natural habitat communities once prevalent along the river corridorriparian forests, marshes and backwaters. The benefits of restoring natural communities go beyond providing critical habitat for native aquatic and terrestrial species. Creation of more than 8,000 acres of new habitat provides other benefits including water quality improvements and greenhouse gas reduction. Through Metropolitan's support as the largest non-federal contributor, along with its federal and state partners, the program continued to make great advances in the restoration of native habitats and natural processes along the lower Colorado River from Lake Mead to the southern international boundary with Mexico. To date, approximately 6,000 acres of habitat have been restored providing important resources to support 27 sensitive species.



Snow geese gather on the Delta's Twitchell Island where wetland restoration projects and new waterside habitat features are planned, photo courtesy CA Department of Water Resources.

Colorado River Salinity Control Forum

The Colorado River Basin Salinity Control Forum is an organization of the seven Colorado River Basin states of Arizona, California, Colorado, Nevada, New Mexico, Utah and Wyoming. The purpose of the forum is to coordinate salinity control efforts among the states: coordinate with federal agencies on the implementation of the Colorado River Basin Salinity Control Program; and work with Congress on the authorization and funding of the program. The forum funds efforts to reduce salt loading to the Colorado River, as well as disseminates information on salinity control. Metropolitan holds the vice chair position on the forum's board and participates in the forum's technical workgroup activities. In 2017, the forum's salinity control measures removed about 1.33 million tons of salt from the Colorado River. This translates to more than a 100 mg/L reduction in salinity concentration in the Colorado River's lower basin and Metropolitan's Colorado River Aqueduct supplies. Planned projects are expected to control an additional 63,500 tons per year by 2020.

Multi-State Salinity Coalition

The Multi-State Salinity Coalition is a consortium of water agencies from across the country promoting information exchange on salinity management and desalination issues. A founding member, Metropolitan serves on the coalition board of directors. Metropolitan sponsored MSSC's Annual Salinity Summit held in Las Vegas in February 2018. The summit discussed a range of topics including salinity concentrate and management, watershed management, international projects, revenue stability, potable reuse and innovative salinity management strategies.



Sacramento-San Joaquin Delta

Habitat Restoration

Metropolitan participates in a Yolo Bypass working group dealing with compliance for a Biological Opinion for the State Water Project and Central Valley Project. It is also a cooperating agency for the Yolo Bypass Salmonid Habitat Restoration and Fish Passage Project Environmental Impact Report/ Environmental Impact Statement, a comprehensive federal/state planning process to address BiOp requirements for enhanced access to salmonid rearing habitat and increased passage for adult salmonids and sturgeon. In fiscal vear 2017/18, Metropolitan worked with the California Department of Water Resources, the U.S. Bureau of Reclamation, and local stakeholders to review the science and modeling used to develop project alternatives, and reviewed and provided comments on the public review Draft EIR/EIS, which was released for public review in October 2017. The final EIR/EIS is expected in early January 2019.

Metropolitan also continued working with the State and Federal Contractors Water Agency and DWR to develop the Tule Red Restoration Project in Suisun Marsh to restore tidal marsh wetlands. Fiscal year 2017/18 activities focused on permitting and earthwork at the restoration site. The Tule Red project is expected to provide benefits to native fish species.

A Pacific Rattlesnake.

Municipal Water Quality Investigations Program

Metropolitan continues to support DWR's Municipal Water Quality Investigations Program, which implements water quality monitoring and special studies in the Delta and its tributaries. In fiscal year 2017/18, this program operated five real-time water quality monitoring stations, completed seasonal water quality forecasts, and conducted pre-habitat restoration baseline water quality monitoring in the Cache Slough watershed. The MWQI program also conducted a special study to evaluate the degradation of an herbicide used to treat aquatic weeds in Clifton Court Forebay.

Delta Nutrient Impact Studies

To support studies and management actions that address the impact of nutrients and other water quality stressors in the Delta watershed, Metropolitan continues to work with state and federal water contractors. Metropolitan participated in the Delta Regional Monitoring Program, and in the Central Valley and San Francisco Bay Regional Water Quality Control Boards' nutrient management programs.

Battle Creek Salmon and Steelhead Restoration Project

A partnership project between Pacific Gas and Electric Company, the U.S. Bureau of Reclamation, U.S. Fish and Wildlife Service, National Marine Fisheries Service and California Department of Fish and Wildlife is one of the largest cold water fish restoration efforts in North America. Metropolitan supported and financially assisted this project, which is restoring almost 50 miles of habitat in Battle Creek and Battle Creek tributaries within the Sacramento River watershed for threatened and endangered winter-and spring-run Chinook salmon and steelhead, while maintaining the continued production of hydroelectric power at the Battle Creek Hydroelectric Project. Construction is anticipated to be complete by 2023.

A cloud-capped view of the Colorado River.



Rain barrels are eligible for rebates from Metropolitan and capture rainwater for outdoor garden irrigation.

About This Report

Every year, Metropolitan reports its accomplishments in water conservation, recycling and groundwater recharge to the state Legislature. To coincide with the report preparation, the MWD Act requires Metropolitan to "hold an annual public hearing... during which the district shall review its urban water management plan... for adequacy in achieving an increased emphasis on cost-effective conservation, recycling, and groundwater recharge." While the Urban Water Management Plan is prepared and updated every five years according to state requirements (with the next update due in July 2021), Metropolitan hosts an annual December hearing to share progress on fiscal year plan objectives, and to receive public comments. Metropolitan held a public hearing on December 10, 2018 to receive public and stakeholder input. Comments received at the hearing are on file at Metropolitan and are available upon request.









City of Anaheim



City





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OF FULLER

City of Fullerton



City of Glendale



City of Long Beach



City of Los Angeles



City of Pasadena



City of San Fernando



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City of Santa Ana



City of Santa Monica



City of Torrance



Calleguas Municipal Water District



Central Basin Municipal Water District



Municipal Water District of Orange County



Eastern Municipal Water District



Water Authority Our Region's Trusted Water Leader

San Diego County

San Diego County Water Authority



Foothill Municipal Water District



Inland Empire Utilities Agency



Las Virgenes Municipal Water District



Three Valley Municipal Water District



Upper San Gabriel Valley Municipal Water District



West Basin Municipal Water District



Western Municipal Water District of Riverside County

Metropolitan is a voluntary cooperative of 26 member agencies with a 38-member Board of Directors. Metropolitan board and commitee meetings are open to the public and broadcast live through mwdh20.com.



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



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ACHIEVEMENTS IN CONSERVATION, RECYCLING AND GROUNDWATER RECHARGE

FEBRUARY 2020 COVERING FISCAL YEAR JULY 2018 – JUNE 2019

A NEW SOURCE OF WATER FOR SOUTHERN CALIFORNIA



SANITATION DISTRICTS OF LOS ANGELES COUNTY

WATER

Annual Report to the California State Legislature

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA



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The Colorado River Aqueduct delivers one of the Southland's two primary sources of imported water A time-worn seal of Metropolitan history at the F.E. Weymouth Water Treatment Plant

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ABOUT METROPOLITAN

The Metropolitan Water District of Southern California was established in 1928 under an act of the state Legislature to provide supplemental water supplies to its member agencies in Southern California.

Metropolitan is a public agency and a regional water wholesaler. It is a voluntary cooperative of 26 member agencies that purchase some or all of their water from Metropolitan. These member agencies and sub-agencies provide water for approximately 19 million people across six Southern California counties. Metropolitan is governed by a 38-member board of directors made up of representatives from each of Metropolitan's member agencies. The mission of Metropolitan is to provide its 5,200-squaremile service area with adequate and reliable supplies of high-quality water to meet present and future needs in an environmentally and economically responsible way.

Metropolitan draws 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 programs and transfer arrangements. An increasing percentage of Southern California's water supply comes from conservation, water recycling and recovered groundwater.

Conservation and resource development take place at the local level, and regional approaches have proven to be effective and to benefit all member agencies. These programs help increase water supply reliability and reduce the region's reliance on imported water supplies to meet future demands. They decrease the burden on Metropolitan's infrastructure, reduce system costs and free up conveyance capacity to the benefit of all system users. The programs advance the legislative intent that Metropolitan increase "sustainable, environmentally sound and cost-effective water conservation, recycling, and groundwater storage and replenishment measures." Metropolitan also is involved in other beneficial programs and initiatives as detailed in this report.

UNIQUELY METROPOLITAN: A REGIONAL SUCCESS STORY

Metropolitan is unique in many ways. It is unique in how it was formed by an act of the state Legislature in 1927 to build and operate the Colorado River Aqueduct bringing water to Southern California. Its governing structure is unique because it is a collective of public agencies that collaborate to address a dynamic set of water issues for the six-county region. And the way Metropolitan operates is unique by providing its 26 member agencies with the same access to a safe, reliable water supply and a range of benefits and services irrespective of their individual demands. Those benefits and services include initiatives to promote conservation and watershed management programs that protect water supplies and environmental values.

Twenty years ago, Metropolitan's first annual Regional Progress Report to the state Legislature was published, detailing achievements in conservation, recycling and groundwater recharge. Highlights from this year's report include the following accomplishments:

- Investments of more than \$1 billion in conservation, recycling and groundwater recovery have helped reduce per-capita water use in Southern California by more than one-third since 1990. The result has been a cumulative water savings of nearly 7 million acre-feet.*
- The regional Local Resources Program now includes more than 100 water recycling and groundwater recovery projects that together have produced nearly 4 million acre-feet of water.
- Metropolitan's newly opened regional water recycling demonstration plant is testing innovative technologies with a goal to determine if this could be a drought-proof source of water that would increase local water supplies.
- Education, public awareness and outreach efforts included new initiatives to promote native plants and more effectively reach disadvantaged communities with new conservation rebate programs, sustainability initiatives and local outreach partnerships.

In the coming year, Metropolitan will begin to update its resource management roadmap known as the Integrated Water Resources Plan so that Southern California is prepared for a changing climate and other challenges. That work will serve as a foundation for Metropolitan to further diversify its water supply portfolio and continue to make the most of its unique role to ensure sound water resource management for Southern California.

* An acre-foot is approximately 326,000 gallons--enough for about three Southland families for one year



Picturesque Copper Basin reservoir

ACHIEVEMENT SCORECARD

FY 2018/19 Total Water Saved ¹	1,043,000 acre	e-feet
New Water Saved From Metropolitan Conservation Credits Program ²	5,000 acre-feet	
Water Saved From Existing Metropolitan Conservation Credits Program ³	208,000 acre-feet	
FY 2018/19 Investment		
Metropolitan Conservation Credits Program Investment ⁴	\$17 million	
Member Agency Conservation Investment ⁵	\$11 million	
Metropolitan Outreach & Education	\$6 million	
Cumulative Savings Since 1990		
Water Saved From Metropolitan Conservation Credits Program ⁶	3,055,000 acre-feet	
Metropolitan Conservation Investment (excluding funding by member agencies)	\$799 million	
Recycled Water		
FY 2018/19 Production ⁷	453,000 acre-feet	
Water Produced From Projects Receiving Metropolitan Funding	138,000 acre-feet	
Water Produced From Projects Without Metropolitan Funding (incl. Santa Ana River base flow) ⁸	314,000 acre-feet	
FY 2018/19 Investment		
Metropolitan Funding	\$22 million	
Cumulative Production & Investment Since Inception ⁹		
Production With Metropolitan Funding	2,895,000 acre-feet	
Metropolitan Investment	\$497 million	
Groundwater Recovery		
FY 2018/19 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 2018/19 Investment		
Metropolitan Funding	\$7 million	
Cumulative Production & Investment Since Inception ¹⁰		
Production With Metropolitan Funding	991,000 acre-feet	
Metropolitan Investment	\$164 million	
Conjunctive Use Program ¹¹		
Metropolitan Cumulative Capital Investment	\$27 million	
Proposition 13 Grant Funds Administered by Metropolitan	\$45 million	
Water Stored Since Program Inception through August 2019	332,000 acre-feet	
Water Extracted Since Program Inception through August 2019	262,000 acre-feet	
Groundwater Replenishment ¹²		
FY 2018/2019 Delivery	125,000 acre-feet	
Cumulative Replenishment Delivery since 1984	3,963,000 acre-feet	
Regional Summary		
	FY 2018/19	Cumulative
Metropolitan's Investment in Water Conservation, Recycled Water and Groundwater Recovery	\$45 million	\$1.460 billio
Metropolitan's Investment in Water Conservation, Recycled Water and Groundwater Recovery		

The numbers above have been rounded to present a topline view of conservative achievement. More precise numbers are included in the report narrative.
METROPOLITAN'S CUMULATIVE INVESTMENT: \$1.4 BILLION CUMULATIVE SAVINGS: 6,941,000 ACRE-FEET



Footnotes for the Achievement Scorecard

Numbers are based on the best available information during the production of this report and are subject to revision for accounting reconciliation.

1. Annual total savings include Metropolitan's Conservation Credits Program, codebased conservation achieved through Metropolitan sponsored legislation; building plumbing codes and ordinances; reduced consumption resulting from changes in water pricing; and pre-1990 device retrofits.

2. New water savings achieved through Metropolitan's Conservation Credits Program and from member agency funded programs initiated in fiscal year 2018/19.

3. Includes water savings initially achieved through Metropolitan's Conservation Credits Program and subsequently maintained through plumbing codes.

 Active conservation investment includes administrative fees for contracted program vendors.

5. In addition to Metropolitan's Conservation Credits Program, member agencies and retailers also implemented local water conservation programs within their respective service areas. Member agency investment figures include rebate funding beyond rebates already provided by Metropolitan's Conservation Credits Program.

6. Cumulative water savings since 1990 that include water savings initially achieved through Metropolitan's Conservation Credits Program and subsequently maintained through plumbing codes.

7. Figures reflect actual and estimated deliveries for all Metropolitan-assisted projects and payments reported for fiscal year 2018/19; cumulative production and investment reflect accounting reconciliation as data become available; annual regional production for recycled water includes an estimated 72,000 acre-feet of treated wastewater discharged to the Santa Ana River base flow that percolates into downstream groundwater basins. Total may not sum due to rounding.

8. Projects accounted for here include some that received funding at the outset through Metropolitan's Local Resources Program. Once the term of the funding agreement expires, the projects continue, but further production is not factored into program totals.

9. Metropolitan initiated its Local Resources Program in 1982 to encourage production of recycled water for municipal purposes.

10. Metropolitan initiated its Groundwater Recovery Program in 1991 to encourage treatment and use of degraded groundwater for municipal purposes.

11. Construction of the conjunctive use storage programs was completed in 2008. Proposition 13 refers to Chapter 9 of the Safe Drinking Water, Clean Water, Watershed Protection, and Flood Protection Bond Act of 2000. Water extracted since program inception includes losses.

12. Figure is cumulative since 1984. Prior to 2013, Metropolitan provided replenishment water at a discounted rate to encourage long-term recharge and maintenance of groundwater basins and local reservoirs. Although the discounted replenishment rate was discontinued Jan. 1, 2013, Metropolitan continues to provide water for replenishment purposes at full service rates.



CONSERVATION

If you add up all the conservation savings from the past 30 years, Southern Californians saved more than 3 million acre-feet of water. Those savings stem from rebate programs, smarter plumbing and building codes, and a shared commitment to use water more wisely.

A California Friendly[®] garden replaces grass with waterwise flowers and plants Metropolitan considers conserved water as a supply source for Southern California – supplementing imported water supplies and locally developed resources. Conserved water does not increase Metropolitan's own water resources, but reduces demand on Metropolitan's system. The savings help reduce overall regional water demands and ensure greater supply reliability for the region.

By 2040, regional conservation is expected to account for more than one-quarter of Southern California's water supply portfolio. To support continued conservation, Metropolitan has a number of initiatives that include financial incentives, as well as education and outreach programs. Metropolitan also supports legislation, codes and standards that lead to increased water savings.

During fiscal year 2018/19, Metropolitan's active conservation efforts saved about 208,000 acre-feet of water. Rebates funded through Metropolitan's Conservation Credits Program generated about 5,000 acre-feet of new water savings and will continue to produce more savings in years to come.

Since 1990, Metropolitan has invested \$799 million in conservation rebates, of which approximately \$17 million was spent in fiscal year 2018/19. Metropolitan typically calculates rebates based on \$195 per acre-foot of water savings over the life of a device or program. Exceptions include the turf replacement program, rain barrels and cisterns. These programs are aimed at market transformation and calculated differently. When available, Metropolitan supplements its conservation programs using state and federal grant funds.

Fiscal Year 2018/19 Conservation Program Highlights

- 1. Metropolitan provided about \$17 million in rebates, landscape and irrigation classes, research and outreach to help consumers reduce water use in their homes and businesses.
- 2. Metropolitan processed more than 32,600 applications for a total of \$11 million in regional rebate funding.
- 3. Metropolitan increased the turf replacement rebates to encourage sustainable landscape changes. Rules were revised to focus more on native plants and onsite water capture.





- 4. Metropolitan approved regional and member agency disadvantaged community rebate programs to increase participation, awareness and water efficiency in communities where water agencies may not have had the resources to fully promote the programs on their own.
- Metropolitan started offering a new landscape class to contractors, designers and public agency personnel on California's Model Water Efficient Landscape Ordinance.
- 6. Metropolitan worked with its regional rebate vendor, EGIA, to increase consumer participation in the SoCal Water\$mart Program through in-store marketing efforts like point-of-purchase signage at big-box retailers, high volume-irrigation equipment suppliers, nurseries, and garden centers located in Metropolitan's service area.

Metropolitan's Residential Conservation Programs

SoCal Water\$mart Residential Program

Metropolitan's regional rebate program is administered through SoCal Water\$mart to encourage and support the use of water-efficient products across the Southland. Residential rebates offered in fiscal year 2018/19 included high-efficiency clothes washers, premium high-efficiency toilets, high-efficiency sprinkler nozzles, smart irrigation controllers, rain barrels and cisterns. Metropolitan estimates about 1,220 acre-feet of annual water savings from more than 51,000 residential conservation device rebates funded by Metropolitan in fiscal year 2018/19.

Member Agency Residential Programs

Metropolitan also provides funding to member agencies for locally administered conservation programs. Qualifying residential projects include rain barrel distributions, turf replacement programs, sustainable landscape irrigation programs, customer water use messaging, as well as residential water surveys. Metropolitan estimates water savings of about 830 acre-feet annually from these programs administered in fiscal year 2018/19.

A sampling of outreach tools to promote rebates



Turf Replacement Program

Metropolitan's regional turf replacement program was reintroduced in the previous fiscal year, offering rebates in both commercial and residential sectors. In fiscal year 2018/19, Metropolitan increased the program rebate from \$1 to \$2 per-square-foot, expanded the allowable project size, and eased some requirements to make it easier for applicants. The turf replacement program offered rebates in fiscal year 2018/19 for the removal of about 2.3 million square-feet of lawn. This resulted in an estimated annual water savings of about 310 acre-feet.

Premium High-Efficiency Toilets

Metropolitan offers rebates for premium high-efficiency toilets that use no more than 1.1 gallons per flush. These devices use about 30 percent less water when compared to older ultra-low-flush toilets which use 1.6 gallons per flush. In fiscal year 2018/19, Metropolitan approved an initiative to increase water savings in disadvantaged communities. The initiative includes an 18-month regional pilot program to boost rebates from \$40 to \$250 to replace toilets in multifamily housing built before 1994 with premium high-efficiency models. Metropolitan estimates that rebates issued for both residential and commercial customers in fiscal year 2018/19 will save about 460 acre-feet of water per year.

High-Efficiency Clothes Washers

High-efficiency clothes washers with an integrated water factor of 3.2 or less are eligible to receive rebates. The integrated water factor is the measure of the amount of water used to wash a standard load of laundry. These washers save more than 10,000 gallons per year compared to a conventional top-loading clothes washer. Metropolitan estimates water savings of about 500 acrefeet annually from HECW rebates in fiscal year 2018/19.

Smart Irrigation Controllers

Smart irrigation controller incentives have been available from Metropolitan since 2006. These units are now more technologically advanced, customer-friendly and have a greater ability to determine optimal landscape water needs. Smart irrigation controllers save water by automatically adjusting watering schedules based on weather, soil conditions, plant material, sun exposure and slope. Metropolitan estimates water savings of about 1,690 acre-feet annually from smart controller rebates in fiscal year 2018/19.

Measured Water Savings

Informing consumers about their water use by comparing them to similar households has become an accepted way to encourage behavioral changes that increase household water conservation. Fiscal year 2018/19 saw a significant increase in this type of customer water use messaging by Metropolitan's member agencies, which resulted in a measured reduction in water use of about 150 acre-feet.

Metropolitan's Commercial Conservation Programs

Metropolitan's commercial conservation programs provide financial incentives for water-saving devices and projects including landscape transformation. Examples include rebates on certain commercial food devices, cooling towers and medical and dental equipment. Metropolitan estimates savings of about 2,950 acre-feet annually from commercial conservation programs in fiscal year 2018/19.

SoCal Water\$mart and Member Agency Commercial Programs

The majority of commercial conservation device activity came from Metropolitan's SoCal Water\$mart rebate program. Also, Metropolitan's member agencies and sub-agencies implemented water conservation programs for commercial sectors using Metropolitan incentives. Qualifying commercial projects included turf removal and direct installation of high-efficiency toilets and multistream rotating sprinkler nozzles. Metropolitan estimates water savings of about 1,540 acre-feet from more than 2,410 applications to SoCal Water\$mart in fiscal year 2018/19. An additional 700 acre-feet of water were saved from member agency incentive programs.

Water Savings Incentive Program

The Water Savings Incentive Program is a regional payfor-performance initiative. It is open to all commercial, industrial, institutional, agricultural and large landscape consumers with qualifying projects within Metropolitan's service area. Financial incentives are available for customized water-efficiency projects, including: the installation of commercial or industrial high-efficiency equipment; industrial process improvements; agricultural and landscape water efficiency improvements; and water management services. Incentives are based on the amount of water saved and capped at 50 percent of eligible project costs. In fiscal year 2018/19, Metropolitan estimates savings of about 710 acre-feet.

Research and Development

High-efficiency clothes

washers save water and

money with each cycle

Innovative Conservation Program

Metropolitan's Innovative Conservation Program is a competitive grant program that evaluates water savings and reliability of innovative water-saving devices, technologies and strategies. About \$570,000 of funding has been provided for the 2018 request for proposals by the U.S. Bureau of Reclamation, Southern Nevada Water Authority, Central Arizona Project, Southern California Gas Company, Western Resource Advocates, and Metropolitan for this round's selection of water efficiency studies. Fifty-five project proposals from diverse groups such as universities, entrepreneurs, commercial laboratories, non-profit organizations and individuals were submitted and evaluated by a selection committee. Twelve projects were selected and received up to \$50,000 each in funding. Half of the selected projects focus on improving landscape water efficiency, while the other projects range from leak detection to innovative financing for graywater systems. The next request for proposals is expected to launch in 2020 and is subject to available funding.

Metropolitan Research Focus

In addition to the Innovative Conservation Program, Metropolitan has been involved in multiple research efforts:

- Initiating a pilot residential household fixture study to determine the concentration of water efficient fixtures in homes and the amount of water usage attributed to these fixtures
- Completing a study on the water savings and outcomes of Metropolitan's previous turf removal program
- Partnering with the Alliance for Water Efficiency for research on:
 - Rationale behind landscape choices
 - Water savings potential of commercial cooling towers
- Evaluating the water savings potential of water system-wide processes for leak detection
- Partnering a pilot research program with member agencies to study the effect of household pressure management on reducing residential water usage





COMMUNICATIONS AND OUTREACH

Managing our region's water resources is a collaborative effort. It requires partnerships with our member agencies, local diverse communities, schools and businesses. Metropolitan supports many programs to save, reuse and recover water. Getting the message out requires compelling outreach tools and education.

Solar Cup[™] is the nation's largest solar boat competition, drawing hundreds of high school team competitors Since late 2013, Metropolitan's conservation and education outreach programs have primarily been focused on the drought and the need for additional conservation to maintain the region's water supply reserves. That message has shifted recently to emphasize conservation as a way of life through everyday water-saving habits and sustainable landscaping.

Advertising and Outreach Campaign

Metropolitan's multilingual, multimedia "Save Water 365" campaign launched in July 2018 and delivered more than 1 billion media impressions. The campaign encouraged Southern Californians to save water every day and reminded residents to take advantage of rebate programs. Incentives were offered for indoor and outdoor watersaving devices, as well as rebates for turf replacement projects that require more efficient irrigation systems, design and plants. The campaign also reached diverse audiences and demographics with ads in English, Spanish, Mandarin, Korean, Vietnamese and Tagalog.

Working with Metropolitan's 26 member agencies, the research-based advertising campaign included:

- Digital and online advertising
- Total 1,475 billboards and television commercials
- Radio messages on more than 50 stations
- Animated digital ads with general rebate and landscape transformation program messaging
- Print ads in community newspapers
- English and Spanish language Pandora radio stations and other customized materials and special outreach events throughout Southern California

The campaign also included a grass-roots outreach effort in multiple languages through advertising at convenience and hardware stores and on food trucks, as well as a presence on a popular Chinese game show. The media strategy was designed to effectively target diverse communities, age groups, socioeconomic factors and languages spoken in the region. In August 2018, Metropolitan began an official sponsorship with Major League Baseball's Los Angeles Dodgers. This sponsorship included a title night event before more than 40,000 fans featuring former Metropolitan board Chairman Randy Record throwing the opening pitch. The evening highlighted a Dodger groundskeeper and the many ways in which the Dodger organization conserves water. Public service announcements were displayed on LED boards throughout the stadium, as well as crosspromotions on conservation on Metropolitan's and the Dodgers' social media platforms.

In April 2019, the general conservation message of the "Save Water 365" campaign became more targeted and focused on promoting the incentive under Metropolitan's revamped turf replacement program. The incentive provides Southern Californians \$2 for every square-foot of grass they replace with more water efficient sustainable landscaping. The campaign continued to reach diverse audiences on multi-media platforms: digital billboards featured in shopping malls, grocery stores and movie theaters encouraged residents to "ditch their grass and claim their rebate." Radio spots promoting the "ditch your grass" message in English and Spanish were featured on nearly 40 radio stations, and creative digital display ads generated nearly 120 million impressions on digital media and nearly 300,000 ad clicks.

Metropolitan also partnered with Los Angeles- and San Diego-based news shows to develop water conservation programming in English and Spanish. On-air talent spoke about the benefits of replacing your lawn with California Friendly[®] and native landscaping and promoted Metropolitan's turf rebate.

> A specially designed L.A. Rams program advertisement promotes Metropolitan's turf replacement program

Rebates available at . **bewaterwise.com**®



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA www.mwdh2o.com

@mwdh2o



1.9 million impressions combined



Throughout the year, Metropolitan officials conducted dozens of interviews with news reporters to discuss a wide range of water-related issues. Topics included the effect of climate change and drought on Colorado River resources, water supply reliability and conservation, and raising awareness about Metropolitan's new turf replacement program. As part of this public outreach, Metropolitan's General Manager Jeffrey Kightlinger blogged on Metropolitan's webpage mwdh2o.com and wrote guest blogs and op-eds encouraging conservation.

Metropolitan continues to provide outreach to Southern California's businesses and industry. Metropolitan is an active member in many chambers of commerce and other business organizations, and provides regular updates to members on water policy issues and programs. Water use efficiency programs that help reduce demand for potable water are a key focus. In addition, Metropolitan hosts hundreds of community and business leaders on inspection trips of the State Water Project and Colorado River Aqueduct to help them better understand the challenges of providing reliable water to Southern California and how the Colorado River is managed to provide water for urban areas and agriculture. All elements of Metropolitan's advertising and outreach campaign direct audiences to one central portal for information on conservation and rebates: Metropolitan's conservation website, bewaterwise.com®. The site provides water conservation information to hundreds of thousands of unique visitors a year in English, Spanish and Chinese. Information provided includes conservation ideas, drought information, native plant profiles, and links to Metropolitan's turf rebate program, as well as other rebates and incentives for homes, businesses, industry, agriculture, schools and institutions. It also features online California Friendly[®] landscape training classes where home gardeners and landscape professionals can learn the latest ways to reduce water use and use native plants.

> Behind the scenes of "Wasting Water is Scary," the first in a trilogy of spots created and produced in-house by Metropolitan



Metropolitan invests in conservation outreach through social media, spending more than \$200,000 this fiscal year on targeted Facebook posts featuring animation and static images focused on general conservation and turf replacement rebates. From September 2018 to September 2019, content on Metropolitan's Facebook page received more than 15 million impressions, reaching more than 4 million people. Metropolitan also uses Twitter and Instagram to reach a broader audience.

The success of Metropolitan's outreach activities has been recognized with several prestigious awards, including honors from the National Association of Government Communicators for Chinese-language conservation outreach and the bewaterwise.com partnership with the Los Angeles Dodgers.

Community Outreach

The Community Partnering Program provided opportunities for 70 district-sponsored projects and programs such as water quality testing kits, water conferences, ever-popular Earth Day events, community gardens and signage, and a variety of educational publications that promote core conservation and wateruse efficiency issues.

These events and initiatives engaged an audience of about 116,000 attendees for fiscal year 2018/19. The program continues to offer non-profit organizations, educational institutions and other resource agencies funding for deserving ideas with a water resources education nexus.

Education Programs

Metropolitan continues to update and expand a comprehensive K-12 water education curriculum that aligns to Common Core and Next Generation Science Standards for each grade level in the areas of science, math, language arts, and social studies classroom materials. Metropolitan education staff worked with member agencies to hold more than 200 events and engaged nearly 200,000 students, teachers, parents and participants through activities, social media and curriculum materials. A virtual reality tour of the State Water Project, which complements Metropolitan's current Colorado River Aqueduct virtual reality tour, was created in collaboration with the California Department of Water Resources. Staff utilizes educational technologies including virtual reality tours of the Colorado River Aqueduct and augmented reality watershed exhibits, to encourage critical thinking about regional water issues. During fiscal year 2018/19, more than 12,000 public visitors and students toured the Diamond Valley Lake Visitor Center to learn more about Metropolitan's water systems and programs.

For the first time, Metropolitan's World Water Forum college grant program solicited proposals for \$20,000 grants to conduct research and development on improving water quality, environmental science of watersheds, and the implementation of water-use efficiency technologies.

Solar Cup[™], the nation's largest high school solar boat race, engaged 40 teams and more than 750 high school students in the STEAM (science, technology, engineering, art, and math) topics of water stewardship and renewable energy.

Metropolitan's "Water is Life" student art exhibit and calendar annually compiles over 12,000 pieces of art generated by K-12 students throughout Metropolitan's service area.



Metropolitan partnered with news shows for conservation segments in English and Spanish



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Despierto LOS ÁNGELES

Despierto SAN DIEGO





LOCAL RESOURCES

Regional supply reliability is helped by reducing or offsetting new demand on Metropolitan's imported water supplies through development of local sources such as recycled water, treatment of otherwise unusable groundwater or seawater desalination. Metropolitan's Local Resources Program supports these regional avenues for new supply.

Cedars-Sinai Medical Center Groundwater Reuse Project in partnership with the Los Angeles Department of Water and Power Since 1982, Metropolitan has invested in local projects, which contribute to regional water supply reliability through the Local Resources Program. The LRP provides financial incentives to encourage local development of recycled water, treatment of degraded groundwater for municipal use and seawater desalination. As of fiscal year 2018/19, Metropolitan has invested \$661 million to fund 82 recycled water projects and 25 groundwater recovery projects that have produced about 3.9 million acre-feet. In October 2018, Metropolitan revised the LRP program with a new interim target to allow for up to 170,000 acre-feet per year of new agreements.

Water Recycling and Groundwater Recovery

In fiscal year 2018/19, Metropolitan provided about \$22 million for production of 138,000 acre-feet of recycled water for non-potable and indirect potable uses. Metropolitan provided about \$7 million to support projects that produced about 50,000 acre-feet of recovered groundwater for municipal use. One new LRP funded project began operation in fiscal year 2018/19, while another began construction. Additionally, 314,000 acre-feet of recycled water (including wastewater discharged to the Santa Ana River that percolates into downstream groundwater basins) and 62,000 acre-feet of recovered groundwater were produced by local agencies through other funding sources. Figures 1 and 2 show total recycled water and groundwater recovery production in Metropolitan's service area, including local agency funded projects.



Figure 2

Non-LRP: Projects developed without LRP agreements with Metropolitan. **Former LRP:** Projects developed under LRP whose agreements have expired and no longer receive Metropolitan financial incentives. **Active LRP:** Projects developed under LRP and currently receive Metropolitan financial incentives for eligible production.

In addition to the LRP, Metropolitan is exploring the potential for increasing its investment in local resources through the Regional Recycled Water Program, which would produce high quality water to replenish the region's groundwater basins. In fiscal year 2018/19, Metropolitan completed construction of the Advanced Purification Center in partnership with the Sanitation Districts of Los Angeles County. The recycled water demonstration facility in Carson will provide information needed to determine the feasibility of a full-scale regional facility.

On-site Retrofit Program

The On-site Retrofit Program was launched in July 2014 as a two-year pilot program with a budget of \$7.5 million to provide financial incentives for the conversion of potable irrigation or industrial water systems to recycled water. In addition, the pilot program received a \$700,000 grant from the U.S. Bureau of Reclamation. Building on the success of the pilot program, Metropolitan's board approved the continuation of the program with an additional budget of \$10 million through June 2018. Starting in fiscal year 2018/19, the program became permanent with an annual budget of \$3 million. As of fiscal year 2018/19, the On-site Retrofit Program provided funding to 364 sites, replacing 11,800 acre-feet per year of potable water with recycled water.

Groundwater Management

Metropolitan partners with local agencies to store imported surface water in groundwater basins for use in times of shortage under conjunctive-use agreements. Metropolitan currently has nine storage projects with nearly 212,000 acre-feet of storage capacity and can store up to 53,000 acre-feet per year and withdraw up to 71,000 acre-feet annually during shortage years. With improved hydrologic conditions, Metropolitan called upon agencies to store water in the conjunctive use accounts. In fiscal year 2018/19, Metropolitan stored about 5,000 acrefeet for future drought mitigation.

> The Rio Hondo Spreading Grounds in Pico Rivera



Under the Cyclic Program, Metropolitan is able to capture surplus imported water supplies that cannot be managed through existing storage facilities or other programs. Metropolitan delivers water to member agencies and allows them to pay for these deliveries over a period of up to five years. Metropolitan has, and is entering into, new cyclic agreements to manage up to 560,000 acre-feet. Previously, Cyclic Program agreements did not include a mechanism to offset the higher cost of extraordinary actions that agencies might take to capture increased volumes of imported water in their cyclic accounts. In April 2019, Metropolitan's board authorized the Cost-Offset Program, which provides a credit of up to \$225/ acre-foot to member agencies to help offset costs. The Cost-Offset Program could help manage up to 60.000 acre-feet in 2019.

Regional Recycled Water Program

The Regional Recycled Water Program could purify wastewater to produce up to 168,000 acre-feet per year of high quality water to replenish the region's groundwater basins and for raw water augmentation upstream of Metropolitan's Weymouth and Diemer water treatment plants. In fiscal year 2018/19, the conceptual study phase of the project was completed. A report evaluated phasing of the program; groundwater basin conditions; treatment requirements; conveyance facilities; the cost of a full-scale facility; and the potential for raw water augmentation.

Construction of the Advanced Purification Center demonstration plant in Carson began in September 2017, and operations began in the fall of 2019. The 500,000-gallon-per-day facility will be in operation for at least one year to generate information needed for the possible construction of a full-scale advanced water treatment facility – potentially one of the largest water recycling facilities in the nation.



Metropolitan also is co-funding six potable and one nonpotable reuse study with the Water Research Foundation. Metropolitan selected the studies from WRF's nationwide Advancing Potable Reuse Initiative, which supports potable reuse as a reliable and sustainable component of integrated water resource management. Metropolitan's \$975,000 in co-funding will complement nearly \$7 million in non-Metropolitan funds, including \$3.5 million in funding from the State Water Resources Control Board. WRF has completed Requests for Proposals for six of seven studies and anticipates completing the studies in fiscal year 2021/22.

Future Supply Actions

Future Supply Actions are low-cost, low-risk actions designed to remove barriers to local water resource development and better prepare the region for unforeseen water supply challenges. In 2013, Metropolitan's board approved this \$3 million innovative research program, which consisted of member agency co-funded technical studies and pilot tests in the areas of groundwater, recycled water, seawater desalination and stormwater.

In January 2019, Metropolitan's board approved a second round of member agency-sponsored studies. Through the program, Metropolitan will co-fund 14 studies amounting to \$3.2 million in total funding provided by Metropolitan. The studies range from pilot tests to white papers and include all four local supplies covered by the program. They are currently underway and are expected to be completed in 2021. Metropolitan will hold a symposium to share results in late 2021.

The Advanced Purification Center will generate information needed to evaluate the possibility of a full-scale treatment facility



Equipment installed at the new Advanced Purification Center

MBR SYSTEM

Water-Use Efficiency Strategy

Metropolitan and the Natural Resources Defense Council co-sponsored the Water Conservation Act of 2009 (SBX7-7), which targets a 20 percent reduction statewide in urban per capita potable water use by the year 2020 (commonly known as 20x2020). Per capita water use is one indicator of progress in advancing water-use efficiency. Metropolitan's baseline is 181 gallons per capita per day, and the 2020 reduction target is 145 GPCD. Between 2011 and 2014, there was a slight increase in per capita water use explained in part by economic recovery from the recession and drier weather as compared with previous years. GPCD fell significantly during calendar years 2015 and 2016, as the region responded to the governor's Executive Order B-29-15 that mandated a 25 percent emergency reduction in urban residential water use. GPCD has remained low due in part to consumers continuing outdoor conservation practices and local outdoor water use ordinances remaining in effect after the state-wide mandatory restrictions were lifted. In 2018, regional potable GPCD was 131 GPCD, well below the 2020 target.

In 2018, the state Legislature enacted two policy bills – Senate Bill 606 and Assembly Bill 1668 – to establish a new foundation for long-term improvements in water conservation and drought planning, and to adapt to longer and more intense droughts in California due to climate change. These two bills amend existing law to achieve those goals by providing expanded authority to state agencies and new requirements for local water providers. Metropolitan is participating in DWR's collaborative process to support the implementation of urban water use efficiency standards and establish reporting requirements. Metropolitan staff will further evaluate how the two bills impact Metropolitan's conservation and drought planning efforts.



Southern California on Track to Meet 2020 Potable GPCD Target Metropolitan's Service Area

Notes about the graph:

1. Calendar year data

- 3. Baseline per capita water use based on 1996-2005 average (181 GPCD)
- 2. 2018 GPCD is based on best available data (as of July 2019) and is subject to reconciliation. Data is received in 2019 for the previous calendar year.

4. Target GPCD for 2020 based on 20% reduction from baseline (145 GPCD)



WATERSHED INITIATIVES

Metropolitan's mission statement has dual priorities to be both economically and environmentally responsible in the delivery of water. In the course of doing business, Metropolitan collaborates with regional water management groups to address a range of issues including source water quality, stormwater management, salinity, multispecies reserves and habitat restoration.

Local Watersheds

Metropolitan's commitment to environmental stewardship is reflected in its many activities. Staff actively participates on planning boards and organizations focused on efforts that include the protection of water quality at the source.

Integrated Regional Water Management

Metropolitan continues to participate in a multijurisdictional water planning effort, serving on the Greater Los Angeles County Region Leadership Committee as its surface water management area representative.

Southern California Water Coalition Stormwater Task Force

Metropolitan continues to participate in the Southern California Water Coalition Stormwater Task Force. In 2019, the SCWC Stormwater Task Force developed a white paper that discussed innovative project implementation and enhanced operation and maintenance strategies.

In addition, Metropolitan hosted the SCWC Stormwater Task Force annual workshop on September 27, 2018, which brought together local agencies, regional planners and non-government agencies for a discussion on regional stormwater issues.

Council for Watershed Health

Metropolitan has partnered with the Council for Watershed Health on research studies and educational outreach efforts focused on water supply reliability, quality and efficiency. The council currently has four programs: Living Laboratory, Sustainable Landscape Resources, Healthy Streams, and Watershed Coordination and Planning. Metropolitan serves on the council's board of directors and collaborates on projects to advance the health and sustainability of the region's watersheds and natural resources.

In January 2018, Metropolitan entered into an agreement with the council on a study to better understand and support school water conservation efforts in underserved communities. Under this agreement, the council will perform three tasks:

- 1. A survey to assess which schools in Metropolitan's service area either have taken or are planning to take advantage of Metropolitan's water efficiency incentives and rebates
- 2. A special analysis of school district property lines within disadvantaged communities in Metropolitan's service area
- 3. A barrier analysis to identify impediments hindering schools and school districts from developing and implementing water efficiency projects, and highlight successful school greening plans, programs, and projects

As of fiscal year 2018/19, the council has completed a survey targeting private school principals, disadvantaged community school district facilities personnel, and school district energy managers and has nearly completed the analysis of school districts serving underserved communities. The council's work will assist Metropolitan in targeting opportunities to promote water efficiency incentive programs in these underserved areas.

Southern California Salinity Coalition

Formed in 2002, the Southern California Salinity Coalition promotes research and outreach activities to address the need to control or reduce salinity in drinking water, wastewater, groundwater and recycled water. Metropolitan is a founding member and holds a position on the board. In fiscal year 2018/19, the SCSC presented the results of a study regarding the impacts of increasing wastewater salinity concentrations on recycled water supplies in Southern California to several water and wastewater stakeholders and awarded a two-year scholarship focused on recycled water irrigation practices. The SCSC also updated its governance structure, launched an overhaul of its website, and began the development of new project selection criteria for funding new projects.

Metropolitan Board Chairwoman Gloria Gray and GM Jeffrey Kightlinger plant trees at the Dennis Underwood Conservation area in the Palo Verde Valley in honor of the former Metropolitan General Manager



Multi-Species Habitat Protection and Preservation

Four multi-species reserves encompassing about 30,000 acres are the cornerstone of Metropolitan's investments in environmental conservation and stewardship. These reserves provide mitigation for impacts from construction of Metropolitan infrastructure projects, watershed protection around reservoirs and protection of habitat for native species. The reserves also provide opportunities for education, research, and trails for bicycling, hiking, and horseback riding. A snapshot of the four reserves follows:

1. Southwestern Riverside County Multi-Species Reserve

Protection for habitat and many wildlife species is provided by the Southwestern Riverside County Multi-Species Reserve. The reserve consists of nearly 14,000 acres surrounding Diamond Valley Lake and Lake Skinner, and the Dr. Roy E. Shipley Reserve, which was absorbed into the SWRCMSR, located between the reservoirs. The reserve is home to at least eight types of natural habitat and many sensitive bird, animal and plant species. Metropolitan partners with the California Department of Fish and Wildlife, Riverside County Habitat Conservation Agency, Riverside County Regional Park and Open-Space District, and U.S. Fish and Wildlife Service to cooperatively manage the reserve. Provisions to ensure the protection of the Diamond Valley Lake and Lake Skinner watersheds are incorporated into management of the reserve, including the appropriate siting of public access points and vegetation management tools.

2. Upper Salt Creek Wetland Preserve

A 40-acre preserve purchased as mitigation for the Eastside Pipeline, the Upper Salt Creek Wetland Preserve provides protection for unique vernal pool habitat and rare plants. The preserve is protected in perpetuity from future development and public access is not provided.



3. Santa Rosa Plateau Ecological Reserve

The nearly 10,000-acre Santa Rosa Plateau Ecological Reserve is home to a number of endangered, threatened or rare animals and plants, including a species of fairy shrimp that exists nowhere else on earth. Establishment of the reserve, as partial mitigation for construction of Diamond Valley Lake, protected some of the most unique chaparral, grassland, oak and vernal pool habitats in California.

4. Lake Mathews Multiple Species Reserve

The 5,100-acre reserve surrounding Lake Mathews is managed for native habitat and sensitive plant and animal species, including the endangered Stephens' kangaroo rat and coastal California gnatcatcher. The reserve is managed in partnership between Metropolitan, Riverside County Habitat Conservation Agency, USFWS and DFW. Habitat management tools and strategies on the reserve, such as grazing and prescribed burns, are critically evaluated for their potential effects to water quality in Lake Mathews. The lake itself is an important bird resting and feeding site, especially in winter, when ducks, double-crested cormorants, grebes and eagles visit.

Colorado River

The Lower Colorado River Multi-Species Conservation Program

The Lower Colorado River Multi-Species Conservation Program is a comprehensive restoration program along the Colorado River through the states of Arizona, Nevada and California. The plan targets the restoration of natural habitat communities once prevalent along the river corridor—riparian forests, marshes and backwaters. The benefits of restoring natural communities go beyond providing habitat for native aquatic and terrestrial species. Creation of more than 8,000 acres of new habitat comprised of conservation areas provides other benefits including water quality improvements and greenhouse gas reduction. Through Metropolitan's support as the largest non-federal contributor, along with its federal and state partners, the program continued to make great advances in the restoration of native habitats and natural processes along the lower Colorado River from Lake Mead to the southern international boundary with Mexico.





As of fiscal year 2018/19, about 6,500 acres of habitat have been restored. The latest area added for restoration is the Dennis Underwood Conservation Area. This 635-acre site in the Palo Verde Valley was established in 2019 to honor the water industry veteran of more than 30 years whose service included commissioner for the U.S. Bureau of Reclamation from 1989 to 1993 and general manager of Metropolitan from April 2005 until his passing in November 2005.

Colorado River Salinity Control Forum

The Colorado River Basin Salinity Control Forum is an organization of the seven Colorado River Basin states of Arizona, California, Colorado, Nevada, New Mexico, Utah and Wyoming. The forum coordinates salinity control efforts among the states; works with federal agencies on the implementation of the Colorado River Basin Salinity Control Program; and works with Congress on the authorization and funding of the program. The forum funds efforts to reduce salt loading to the Colorado River and disseminates information on salinity control.

Metropolitan holds the forum's board chair position and participates in technical workgroup activities. In 2017, the forum's salinity control measures removed about 1.33 million tons of salt from the Colorado River. This translates to more than a 100 mg/L reduction in salinity concentration in the Colorado River's lower basin and Metropolitan's Colorado River Aqueduct supplies. In fiscal year 2018/19, the forum completed a Funding Opportunity Announcement for 18,500 new tons of annual salinity control and launched another for additional salinity control projects. Funded and planned projects are expected to control an additional 63,500 tons per year by 2020. In fiscal year 2018/19, the forum also participated in the development of environmental documentation for the replacement of the Paradox Valley Unit injection well, which is operated by the U.S. Bureau of Reclamation and is the single largest salinity control project on the Colorado River. The PVU is currently not operational due to a seismic event that halted the injection well's operations in March 2019.



Multi-State Salinity Coalition

The Multi-State Salinity Coalition is a consortium of water agencies from across the country promoting information exchange on salinity management and desalination issues. A founding member, Metropolitan serves on the MSSC's board of directors. Metropolitan sponsored MSSC's Annual Salinity Summit held in Las Vegas in February 2019. The summit discussed a range of topics including salinity concentrate and management, watershed management, international projects, revenue stability, potable reuse and innovative salinity management strategies.

Sacramento-San Joaquin Delta

California EcoRestore Habitat Restoration

Metropolitan participates in a Yolo Bypass working group and is also a cooperating agency for the Yolo Bypass Salmonid Habitat Restoration and Fish Passage Project Environmental Impact Report/Environmental Impact Statement. The project is a comprehensive federal and state planning process to address Biological Opinion requirements for enhanced access to salmonid rearing habitat and increased passage for adult salmonids and sturgeon. In fiscal year 2018/19, Metropolitan continued to work with the Lead Agencies (DWR and Reclamation) and local stakeholders to review and provide input to the draft Science Plan, and the Final EIR/EIS, which was released on June 7, 2019. The Lead Agencies also completed construction of the Fremont Weir Adult Fish Passage Modification Project and began operating the modified fish ladder in January 2019.

The Tule Red Tidal Restoration Project will return tidal water to 600 acres of habitat to protect Delta smelt, longfin smelt and Chinook salmon

Photo courtesy of DWR



Metropolitan continued working with the State and Federal Contractors Water Agency and DWR to develop the Tule Red Tidal Restoration Project. The project will ultimately enhance and restore more than 600 acres of tidal and subtidal wetlands in the Suisun Marsh and provide benefits to native fish species. The work involves breaching a natural berm to allow for full daily tidal exchange through the interior of the project site and creation of a network of channels to convey water across the marsh plain. Construction of the interior channels and marsh habitat was completed in fall 2018. Final construction activities and breaching of the outer berm are scheduled to be completed in late 2019.

Municipal Water Quality Investigations Program

Metropolitan continues to support DWR's Municipal Water Quality Investigations Program, which implements water quality monitoring and modeling studies in the Delta and the State Water Project facilities. In fiscal year 2018/19, this program conducted routine water quality monitoring for drinking water quality constituents throughout the Delta, operated five real-time water quality monitoring stations, completed seasonal water quality forecasts, and conducted pre-habitat restoration baseline water quality monitoring in the Cache Slough watershed. The MWQI Program also conducted a monitoring study to evaluate the degradation of an herbicide used to treat aquatic weeds in Clifton Court Forebay.

Delta Water Quality Studies

Metropolitan continues to work with the State Water Contractors and other stakeholders to support studies and management actions that address the impact of nutrients, contaminants and other water quality stressors impacting native species in the Delta watershed. One activity Metropolitan currently participates in is the Delta Regional Monitoring Program. In fiscal year 2018/19, the Delta RMP conducted water quality monitoring studies for pesticides and toxicity, nutrients and mercury.

Battle Creek Salmon and Steelhead Restoration Project

The Battle Creek Salmon and Steelhead Restoration Project is one of the largest cold water fish restoration efforts in North America. It is a partnership project between Pacific Gas and Electric Company, Reclamation, USFWS, National Marine Fisheries Service and California DFW. Metropolitan has supported and provided financial assistance towards the restoration project.

Once completed, the project will have restored almost 50 miles of habitat in Battle Creek and Battle Creek tributaries within the Sacramento River watershed for threatened and endangered winter-and spring-run Chinook salmon and steelhead, while maintaining the continued production of hydroelectric power at the Battle Creek Hydroelectric Project. Construction is anticipated to complete by 2023.

Butte Creek Bypass Project

In fiscal year 2018/19, Metropolitan staff met several times with the Centerville Schoolhouse Workgroup, a diverse group of stakeholders committed to ensuring the future of Butte Creek's population of spring-run Chinook salmon. Staff toured PG&E's DeSalba-Centerville Hydroelectric Project, and discussed scenarios and potential project improvements to ensure delivery of cold water, should PG&E sell the facility. Staff also discussed potential science studies and habitat restoration projects in the lower river and provided suggestions to local water users on how to move habitat restoration projects forward.

Butte Sink and Sutter Bypass Project

Metropolitan is a funding partner on the Butte Sink and Sutter Bypass Project. During fiscal year 2018/19, Metropolitan staff participated in the collaborative Sutter Bypass Workgroup process. Activities related to this effort included a tour of the Butte Sink and Sutter Bypass area and discussions of ongoing fish, zooplankton, and hydrology studies. These studies help stakeholders gain a better understanding of how fish benefit from the Sutter Bypass and Butte Sink habitats and inform what restoration actions are needed to improve salmon use and survival. Preliminary results suggest that fish using Butte Sink and Sutter Bypass habitats generally have higher growth rates than fish in the Sacramento and Feather Rivers.

ABOUT THIS REPORT

Every year, Metropolitan reports its accomplishments in water conservation, recycling and groundwater recharge to the state Legislature. To coincide with the report preparation, the MWD Act requires Metropolitan to "hold an annual public hearing... during which the district shall review its urban water management plan... for adequacy in achieving an increased emphasis on cost-effective conservation, recycling, and groundwater recharge." The MWD Act also provides that Metropolitan "shall consider factors of availability, water quality, regional self-sufficiency, benefits for species and environment, the totality of life-cycle costs, including avoided costs, and short- and long-term employment and economic benefits." While the Urban Water Management Plan is prepared and updated every five years according to state requirements (with the next update due in July 2021), Metropolitan hosts an annual December hearing to share progress on fiscal year plan objectives and to receive public comments. Metropolitan held a public hearing on December 9, 2019 to receive public and stakeholder input. Comments received at the hearing are on file at Metropolitan and are available upon request.



METROPOLITAN'S MEMBER AGENCIES





City of Anaheim



City of Beverly Hills



City of Burbank



OF FULLER CALIFORIUM

City of Fullerton



City of Long Beach



City of Los Angeles



City of Pasadena



City of San Fernando



City of San Marino



City of Santa Ana



City of Santa Monica



City of Torrance



Calleguas Municipal Water District



Central Basin Municipal Water District



Municipal Water District of Orange County



Eastern Municipal Water District

San Diego County

Water Authority



Our Region's Trusted Water Leader San Diego County Water Authority



Foothill Municipal Water District



Inland Empire Utilities Agency



Las Virgenes Municipal Water District



Three Valleys Municipal Water District



Upper San Gabriel Valley Municipal Water District



West Basin Municipal Water District



Western Municipal Water District of Riverside County

Metropolitan is a voluntary cooperative of 26 member agencies with a 38-member board of directors. Metropolitan board and committee meetings are open to the public and broadcast live through mwdh20.com.



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For more information about this report, contact Metropolitan's Legislative Office in Sacramento at (916) 650-2600.

ABOUT METROPOLITAN AND THIS REPORT

The Metropolitan Water District of Southern California was established in 1928 under an act of the state Legislature to provide supplemental water supplies to its member agencies in Southern California. This report details the significant steps our region has taken to manage our demand for water.

Metropolitan is a public agency and a regional water wholesaler. It is a voluntary cooperative of 26 member agencies that purchase some or all their water from Metropolitan. These member agencies and sub-agencies provide water for 19 million people across six Southern California counties. Metropolitan is governed by a 38-member board of directors made up of representatives from each of Metropolitan's member agencies. The mission of Metropolitan is to provide its 5,200-square-mile service area with adequate and reliable supplies of high-quality water to meet present and future needs in an environmentally and economically responsible way.

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 and local resources development occur at the local level, and regional approaches have proven to be effective and beneficial for all member agencies. These programs increase water supply reliability and reduce the region's reliance on imported water supplies to meet future demands. They decrease the burden on Metropolitan's infrastructure, reduce system costs and free up conveyance capacity to benefit all system users and help the region adapt to climate change. The programs advance the legislative intent that Metropolitan increase "sustainable, environmentally sound and cost-effective water conservation, recycling, and groundwater storage and replenishment measures." Metropolitan also is involved in other beneficial programs and initiatives, as detailed in this report.

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 larger community that demands efficiency and 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

Our approach to meet the responsibility we have to our region has evolved over time. Metropolitan was founded, nearly a century ago, to build and operate the Colorado River Aqueduct. Later, we contracted with the state for a share of the State Water Project. As our region continued to grow, we developed a vast network of distribution lines, state-of-the-art treatment facilities, and reservoir storage to meet the needs of our service area. Today's vision calls for encouraging local resource development, water-use efficiency, and innovative storage initiatives that further increase the resilience of our region.

replenishment and seawater barrier uses

The success of this latest vision depends on each of the separate pieces of our system working together. Our imported supplies provide an important insurance backstop for our member agencies to develop local supplies. We support the development of local supply sources, and our member agencies also depend on our imported supplies when their local production drops due to various issues (such as water quality challenges, operational interruptions, and reduced surface runoff). These imported supplies also provide additional returns as they are recycled through local treatment plants and used once again. We encourage the development of local groundwater basins to maximize the use of local storage, and we have helped pay for the cleanup of contaminated groundwater when needed.

Groundwater agencies often use our imported supplies, particularly low salt bearing State Water Project supplies, to replenish their basins when levels are low. This report describes our successes in the areas of local resource development, local storage efforts, and improvement of the watersheds that provide our imported and local supplies.

Our systematic program of encouraging reduced water use helps ensure that demand for water remains moderate and complements our supply development initiatives. This approach has been highly successful even in the face of significant population growth within our region. In fact, the graphic above shows that our region has seen population grow by almost 30 percent since 1990, but the total demand for water over this same period has dropped by almost 20 percent. Our region exemplifies the notion of doing more with less, but it has not happened by chance. This report details the significant steps our region has taken to manage our demand for water.

PLANNING FOR THE UNIMAGINEABLE

The year 2020 will be remembered for many unforeseen challenges and hardships, but also as a testament to our resiliency and innovative solutions. As a member of the greater California community, Metropolitan was right there too – reassuring the public about the safety of drinking water, adjusting to reduced water demands, transforming how employees work, and helping the state offset energy demands during intense heat periods by taking swift action to protect the state's electrical grid.

Metropolitan started fiscal year 2019/2020 like most others - with plans and programs to reduce the need for growing imported supplies to meet demand. We did this by funding local resource programs to increase conservation, recycling and groundwater recharge opportunities. The fiscal year ended with a renewed sense of purpose as essential workers and a deeper appreciation for our agency's legacy of planning and forward thinking. This mindset continues to infuse the preparation of this year's Integrated Water Resources Plan update that will help strengthen Southern California's ability to deal with a changing climate and other challenges. The collaborative IRP update planning process, now underway, will examine supply and demand scenarios evaluated against the backdrop of dynamic and evolving conditions. It will help chart a course for Metropolitan to make the best decisions for diversifying the region's water supply and sound resource management decisions.

Here are some of this year's key accomplishments in the arena of local resources:

 Metropolitan invested more than \$43 million in conservation, recycling and groundwater recovery programs in fiscal year 2019/20, bringing its total cumulative investment to \$1.5 billion since 1990.

- Metropolitan increased the number of recycling and groundwater recovery projects participating in the Local Resources Program to 112 projects. LRP projects have produced more than 4 million acre-feet* since 1990.
- In fall 2019, Metropolitan began operating the Regional Recycled Water Advanced Purification Center demonstration plant. Together with the Sanitation Districts of Los Angeles County, Metropolitan is using the facility to test purification processes for potable reuse, optimize operations and identify costs and other data needed for a possible full-scale facility and program.
- Education and outreach activities quickly pivoted in response to the pandemic to promote water safety and reliability messaging, as well as highlighting gardening as a wellness activity. Online classes in gardening with California Friendly® and native plants and irrigation techniques were added to a roster of educational resources for students of all ages that included virtual field trips and other self-guided learning activities.

*An acre-foot is approximately 326,000 gallons – enough for about three Southland families for one year

The Colorado River Aqueduct conveys water from one of Metropolitan's two sources of imported water to the region. The other source is water from Northern California, which is conveyed via the State Water Project.

ACHIEVEMENT SCORECARD

Conservation FY 2019/20 Total Water Saved ¹	1 060 000 200	-feet
	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 FY 2019/20 Investment	213,000 acre-f	eel
	\$26 million	
Metropolitan Conservation Credits Program Investment ⁴ Member Agency Conservation Investment ⁵	\$10 million	
Member Agency Conservation Investment ² Metropolitan Outreach & Education	\$3 million	
Cumulative Savings Since 1990	\$5 million	
-	7 270 000 perc	foot
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 Production ⁸	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-f	eet
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	1	
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	1	
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	
ative Replenishment Delivery since 1984 4,133,000 acre-1		
Regional Summary	·	
······································	FY 2019/20	Cumulative
	\$43 million	\$1.5 billion
Metropolitan's Investment in Water Conservation, Recycled Water and Groundwater Recovery ¹⁴	1 S4 S million	

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

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

Footnotes for the Achievement Scorecard

Numbers are based on the best available information during the production of this report and are subject to revision for accounting reconciliation.

- Annual total savings include Metropolitan's Conservation Credits Program, code-based conservation achieved through Metropolitan-sponsored legislation; building plumbing codes and ordinances; reduced consumption resulting from changes in water pricing; and pre-1990 device retrofits.
- New water savings achieved through Metropolitan's Conservation Credits Program and from member agency funded programs initiated in fiscal year 2019/20.
- Includes water savings initially achieved through Metropolitan's Conservation Credits Program and subsequently maintained through plumbing codes.
- Active conservation investment includes administrative fees for contracted program vendors. Investment also includes \$1.7 million of outreach that was budgeted through the Conservation Credits Program.
- 5. In addition to Metropolitan's Conservation Credits Program, member agencies and retailers also implemented local water conservation programs within their respective service areas. Member agency investment figures include rebate funding beyond rebates already provided by Metropolitan's Conservation Credits Program.
- Cumulative water savings since 1990 that include water savings initially achieved through Metropolitan's Conservation Credits Program and subsequently maintained through plumbing codes.
- Metropolitan's cumulative conservation investment for fiscal year 2019/20 reflects a revision in total cumulative expenditures due to a reconciliation audit. This does not include outreach and education expenditures.

- 8. Figures reflect actual and estimated deliveries for all Metropolitan-assisted projects and payments reported for fiscal year 2019/20; cumulative production and investment reflect accounting reconciliation as data become available; annual regional production for recycled water includes an estimated 54,110 acre-feet of treated wastewater discharged to the Santa Ana River base flow that percolates into downstream groundwater basins. Total may not sum due to rounding.
- Projects accounted for here include some that received funding at the outset through Metropolitan's Local Resources Program. Once the term of the funding agreement expires, the projects continue, but further production is not factored into program totals.
- 10. Metropolitan initiated its Local Resources Program in 1982 to encourage production of recycled water for municipal purposes. Cumulative production and investment figures are subject to annual accounting reconciliation.
- Metropolitan initiated its Groundwater Recovery Program in 1991 to encourage treatment and use of degraded groundwater for municipal purposes. Cumulative production and investment figures are subject to annual accounting reconciliation.
- 12. Construction of the conjunctive use storage programs was completed in 2008. Proposition 13 refers to Chapter 9 of the Safe Drinking Water, Clean Water, Watershed Protection, and Flood Protection Bond Act of 2000. Water extracted since the program inception includes losses.
- 13. Figure is cumulative since 1984. Prior to 2013, Metropolitan provided replenishment water at a discounted rate to encourage long-term recharge and maintenance of groundwater basins and local reservoirs. Although the discounted replenishment rate was discontinued Jan. 1, 2013, Metropolitan continues to provide water for replenishment purposes at full-service rates.
- Metropolitan's cumulative conservation investment for 2019/20 reflects a revision in total cumulative expenditures due to a reconciliation audit. Cumulative conservation investment does not include outreach and education expenditures.



Since 1990, Metropolitan has invested \$824 million in conservation rebates.

CONSERVATION

To support continued conservation, Metropolitan has a number of initiatives that include financial incentives, as well as compelling education and outreach programs. Metropolitan also advocates for legislation, codes, and standards that lead to increased water savings. Managing our region's water resources is a collaborative effort that requires partnerships with member agencies, local and diverse communities, schools and businesses.

Over the past 40 years, Metropolitan has delivered conservation programs designed to encourage consumers to use water-efficient devices and adapt water-conscious behaviors. Metropolitan pursues a six-pronged approach to transform markets – the overarching strategy to meet conservation goals. Metropolitan has been working to drive innovation, evolve markets and influence consumer decision-making using catalysts. These catalysts include direct rebates, outreach and education, new technology support, advocacy for new codes and standards, and development of strategic alliances. Together, these efforts have been able to bring positive lasting change.



It begins with research and development. We test new technologies with promising potential to see if they work and how well they might do in the marketplace. Ongoing testing, evaluation and pilot programs are conducted through public/ private collaborations that reduce associated development costs. We always circle back to track the success of new technologies to maintain water savings and gain acceptance by consumers.

Catalysts like incentive programs, education and outreach bring new technologies to the attention of consumers. Rebates incentivize the use of water-efficient technologies and processes. Education and outreach teach consumers about the use and benefits of water-saving devices and programs through workshops and online and in-person training and classes. Targeted advertising, also in several different languages, bring the conservation message to a broader and more diverse community. Impacts on the market are accelerated by these catalysts. Incentives also have the effect of increasing demand and driving down the production cost of products. Metropolitan saw this with the introduction of high-efficiency clothes washers.

Advocacy for new standards and regulations happens when products become more available. This propels a change in codes that leads to sustained water savings. New standards and codes also encourage research and development of the next generation of technologies, processes, services and design approaches. We have seen this in building codes that require certain efficiency standards for devices such as toilets and showerheads, as well as outdoor irrigation requirements. And finally, once catalysts like rebates have their intended effects by changing markets and attitudes, they can be phased out to allow natural market dynamics take over and sustain the change.

During fiscal year 2019/20, Metropolitan's active conservation efforts saved about 213,000 acre-feet of water. Rebates funded through Metropolitan's Conservation Program generated about 11,300 acre-feet of new water savings and will continue to produce more savings in years to come.

Since 1990, Metropolitan has invested \$824 million in conservation rebates, of which approximately \$26 million was spent in fiscal year 2019/20. Metropolitan typically calculates rebates based on \$195 per acre-foot of water savings over the life of a device or program. Exceptions include the turf replacement program, rain barrels and cisterns. These programs are aimed at market transformation and are calculated differently to provide a greater incentive. When available, Metropolitan supplements its conservation programs using state and federal grant funds.

New Water Savings in Acre-feet



- Commercial Indoor Conservation
- Water Savings Incentive Program
- Residential Turf Replacement
- Commercial Outdoor Irrigation
- Residential Indoor
- Residential Customer Messaging/Leak Detection
- Commercial Turf Replacement
- Residential Outdoor Irrigation/Rain Collection

Fiscal Year 2019/20 Conservation Program Highlights

- Metropolitan provided about \$26 million in rebates, landscape and irrigation classes, research, and outreach to help consumers reduce water use in their homes and businesses.
- 2. Metropolitan processed more than 30,400 applications for a total of \$18.9 million in regional rebate funding.
- 3. The Residential Measured Water Savings conservation category produced the most water savings of all items that Metropolitan rebated on last fiscal year. Items in this category included social media messaging programs and residential leak detection devices, which resulted in a measured reduction in water use of about 5,490 acre-feet. Member agency administered programs measured water use before and after implementation of these programs to determine water savings.
- 4. Metropolitan completed its successful multifamily regional pre-1994 toilet replacement program last fiscal year. 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. A concerted effort was made to increase water savings within disadvantaged communities in Metropolitan's service area.

Metropolitan's Residential Conservation Programs

SoCal Water\$mart Residential Program and Member Agency Residential Programs

Metropolitan's regional rebate program is administered through SoCal Water\$mart to encourage and support the use of water-efficient products across the Southland. Residential rebates offered in fiscal year 2019/20 included high-efficiency clothes washers, premium high-efficiency toilets, high-efficiency sprinkler nozzles, smart irrigation controllers, rain barrels and cisterns. Metropolitan estimates about 1,660 acre-feet of annual water savings from more than 27,000 residential conservation device rebates were funded by Metropolitan in fiscal year 2019/20.

Metropolitan also provides funding to member agencies for locally administered conservation programs. Qualifying residential projects include rain barrel distributions, turf replacement programs, sustainable landscape irrigation programs, residential leak detection, customer water use messaging, as well as residential water surveys. Metropolitan estimates water savings of about 5,890 acre-feet annually from these programs administered in fiscal year 2019/20.



A new pilot study looks at the concentration of water-efficient fixtures in homes, like this highefficiency washer, to determine their water usage.



Metropolitan is studying longterm commitment to maintain a sustainable landscape.

Regional Incentives

Turf Replacement Program

Metropolitan's regional Turf Replacement Program was reintroduced July 2018, offering both residential and commercial rebates. For applications received after April 2019, Metropolitan increased the program rebate from \$1 to \$2 per-square-foot, expanded the allowable project size, and eased some requirements to make it more accessible for applicants. In its first full year, the Turf Replacement Program provided rebates in fiscal year 2019/20 for the removal of about 4.3 million square-feet of lawn. This resulted in an estimated annual water savings of about 500 acre-feet, an increase of 200 acre-feet from the previous year.

Premium High-Efficiency Toilets

Metropolitan offers rebates for premium highefficiency toilets that use no more than 1.1 gallons per flush. These devices use about 30 percent less water when compared to older ultra-low-flush toilets which use 1.6 gallons per flush. In fiscal year 2019/20, Metropolitan approved an initiative to increase water savings in disadvantaged communities. The plan includes an 18-month regional pilot program to temporarily boost rebates from \$40 to \$250 to replace toilets in multifamily housing built before 1994 with premium high-efficiency models. Metropolitan estimates that rebates issued for both residential and commercial customers in fiscal year 2019/20 will save about 520 acre-feet of water per year.

High-Efficiency Clothes Washers

High-efficiency clothes washers with an integrated water factor of 3.2 or less are eligible to receive rebates. The integrated water factor is the measure of the amount of water used to wash a standard load of laundry. These washers save more than 10,000 gallons per year compared to a conventional top-loading clothes washer. Metropolitan estimates water savings of about 460 acre-feet annually from clothes washer rebates in fiscal year 2019/20.

Smart Irrigation Controllers

Smart irrigation controller incentives have been available from Metropolitan since 2006. These devices are now more technologically advanced, customer-friendly and have a greater ability to determine optimal landscape water needs. Smart irrigation controllers save water by automatically adjusting watering schedules based on weather, soil conditions, plant material, sun exposure, and slope. Metropolitan estimates water savings of about 1,250 acre-feet annually from smart controller rebates in fiscal year 2019/20.

Metropolitan's Commercial Conservation Programs

Metropolitan's commercial conservation programs provide financial incentives for watersaving devices and projects, including landscape transformation. Examples include rebates on certain commercial food devices, cooling towers and medical and dental equipment. Metropolitan estimates savings of about 3,770 acre-feet annually from commercial conservation programs in fiscal year 2019/20.

SoCal Water\$mart and Member Agency Commercial Programs

The majority of commercial conservation device activity came from Metropolitan's SoCal Water\$mart rebate program. Metropolitan's member agencies and sub-agencies also implemented water conservation programs for commercial sectors using Metropolitan incentives. Qualifying commercial projects included turf removal and direct installation of high-efficiency toilets and high-efficiency sprinkler nozzles. Metropolitan estimates water savings of about 1,140 acre-feet from more than 2,850 applications to SoCal Water\$mart in fiscal year 2019/20. An additional 970 acre-feet of water were saved from member agency incentive programs.



Water Savings Incentive Program

The Water Savings Incentive Program is a regional pay-for-performance initiative. It is open to all commercial, industrial, institutional, agricultural, and large landscape consumers with qualifying projects within Metropolitan's service area. Financial incentives are available for customized water-efficiency projects, including: the installation of commercial or industrial high-efficiency equipment; industrial process improvements; agricultural and landscape water efficiency improvements; and water management services. Incentives are based on the amount of water saved and capped at 50 percent of eligible project costs. In fiscal year 2019/20, Metropolitan estimates savings of about 1,160 acre-feet.

Research and Development

Innovative Conservation Program

Metropolitan's Innovative Conservation Program is a competitive grant program that evaluates water savings and reliability of innovative watersaving devices, technologies and strategies. About \$570,000 of funding has been provided for the 2018 request for proposals by the U.S. Bureau of Reclamation, Southern Nevada Water Authority, Central Arizona Project, Southern California Gas Company, Western Resource Advocates, and Metropolitan for this round's selection of water efficiency studies.

Fifty-five project proposals from diverse groups such as universities, entrepreneurs, commercial laboratories, non-profit organizations and individuals were submitted and evaluated by a selection committee. Twelve projects were selected and received up to \$50,000 each in funding. Half the projects focus on improving landscape water efficiency, while the other projects range from leak detection to innovative financing for graywater systems.

Metropolitan Research Focus

In addition to the Innovative Conservation Program, Metropolitan has pursued multiple research efforts, many of them long-term studies:

- Conducting a pilot residential household fixture study to determine the concentration of water-efficient fixtures in homes and the amount of water usage attributed to these fixtures, with an end date target of March 2021 (which may have to be extended due to the impact of the pandemic)
- Continuing an ongoing study, in two-year snapshots, of past turf removal program participants to determine how many have maintained their sustainable landscaped yards
- Partnering with the Alliance for Water Efficiency for research on:
 - Water affordability
 - Water savings potential of commercial cooling towers
 - Conservation savings model update
- Evaluating the water savings potential of distribution system processes for leak detection with consideration to expand the study to other agencies
- Partnering with a member agency to study the effect of contractor performed irrigation system repairs and modifications on outdoor water savings



Having an established communication channel to consumers cultivates trust and allows the district to be nimble in its messaging.

COMMUNICATIONS AND OUTREACH

Metropolitan's conservation and education outreach programs focus on conservation as a way of life through everyday water-saving habits and a shift toward sustainable landscaping. Our in-house resources allow us to rapidly adapt and revise messaging and programs to address evolving water supply conditions and consumer interests.

Advertising and Outreach Campaign

Metropolitan is the nation's largest wholesaler of drinking water in the country. With that distinction comes the responsibility to communicate about safety, reliability and environmental considerations, as well as challenges that come with maintaining a secure, high-quality water source. We rely on traditional outreach tools like advertising, but also look to other avenues of communication. We are mindful to produce materials in multiple languages that are culturally relevant to speak to our diverse service area. We create educational curriculum and programs that bring conservation messages home with students. We partner with environmental groups and retailers to get out messages about the value of native plants and landscape designs that can reduce runoff and attract beneficial birds and bugs. We also curate special messaging presented as theater and animation shorts for social media. The shared goal of all these efforts is to provide facts that can be trusted and to engage consumers with elements of humor, whimsy, and nuance that reflect the individuality of our region.



In fiscal year 2019/20, the successful conservation message of the "Save Water 365" campaign targeted the promotion of higher rebates offered under Metropolitan's revamped Turf Replacement Program. The incentive provides Southern Californians \$2 for every square-foot of grass replaced with more water-efficient sustainable landscaping.

The campaign continued to reach diverse audiences on multi-media platforms, including:

- Digital billboards that encouraged residents to "ditch their grass and claim their rebate"
- Radio spots in English and Spanish on nearly 40 radio stations
- Creative digital display ads that generated nearly 120 million impressions on digital media and nearly 300,000 ad clicks

Local community outreach also played an important role in this campaign through strengthened partnerships between Metropolitan and its member agencies. Turf Replacement Program advertisements in English, Spanish and Chinese ran in 25 publications, and reached 1.7 million readers across the district's service area. Metropolitan also partnered with Los Angeles- and San Diego-based television news shows to produce water conservation programming in English and Spanish. On-air talent spoke about the benefits of replacing lawn with California Friendly® and native landscaping and promoted Metropolitan's turf rebate. These efforts have spurred activity in conservation programs this year.

In fall 2019, Metropolitan launched a multilingual digital campaign that continued to promote the turf rebate incentive. Digital display banners on home improvement and lifestyle websites encouraged viewers to save money by converting their lawns to sustainable landscapes.

Together with search advertising, these display ads generated 151 million impressions and thousands of turf rebate applications. The Hispanic market saw a significant increase in online engagement and drove the most landing page visits with 200,000 link clicks.

To supplement digital outreach to large and diverse audiences, Metropolitan partnered with Southern California's professional sports teams including the Angels, Dodgers, Rams, Chargers, Lakers, Clippers, and Kings to promote water use efficiency. Ads appeared in game-day programs and annual yearbooks, reaching millions of fans across Southern California. These creative assets also received more than half a million impressions on Metropolitan's social media channels.

Additionally, Metropolitan initiated in-house design and advertising campaigns to reach new online demographics. With zero outside production costs, staff designed an awardwinning social media campaign called Patch Match in the format of a dating app that 'matches' consumers with the perfect California Friendly® plants and promotes water conservation. The social media campaign was significantly more efficient than other digital and online advertising, reaching more than 200,000 people with nearly 400,000 impressions, resulting in nearly 3,000page views to bewaterwise.com. The National Association of Government Communicators honored Patch Match with a first-place award in the social media category.

In late 2019, staff once again brought their creative concepts to fruition with the "Wasting Water Is..." campaign. This three-part digital commercial series was produced entirely inhouse and featured scenarios where water wasters learn how scary, tragic and offensive wasting water really is. Production costs for all three commercials totaled less than \$50,000, compared to typical advertising agency costs of \$300,000 to \$500,000 per video. Movie posters and animated GIFs promoted on Metropolitan social media channels resulted in more than 5.5 million impressions with more than 79,000 link clicks. Staff also advertised the videos on YouTube and connected TV devices such as Apple TV, Chromecast and Roku. These ads targeted entertainment, lifestyle and sports themed content that outperformed goals at an average 44 percent view through rate.

Throughout the fiscal year, Metropolitan officials conducted hundreds of interviews with news reporters from major TV and print media outlets, ethnic media, radio, and community publications to discuss a wide range of water-related issues. Topics included the effect of climate change and drought on Colorado River resources, the need to modernize the state's water infrastructure, water supply reliability, conservation and stewardship. As part of this public outreach, Metropolitan's General Manager Jeffrey Kightlinger blogged on the district's homepage and wrote guest blogs and op-eds encouraging conservation in fiscal year 2019/20.

Response to COVID-19

Metropolitan's outreach messaging pivoted in the midst of the pandemic to providing immediate reassurance to the public about the safety and reliability of the region's water supply in English, Spanish and Chinese language materials. Projects included a video message from the General Manager, a statement from the Chairwoman of the Board Gloria D. Gray, media relations, fact sheets, FAQs and the creation of a new webpage dedicated to COVID-19 updates. A multilingual ad campaign ran in 35 newspapers, reaching about 2.5 million readers throughout Metropolitan's service area. Several creative campaigns on social media reinforced safety and reliability messaging, while "METitations" videos drew on existing footage to convey reassuring messages and to showcase the district's facilities during the pandemic. An employee-focused series on social media highlighted Metropolitan field staff as essential workers.

Metropolitan's COVID-19 response 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 on all platforms combined. Internal communications kept employees updated on district plans, policies and safety procedures for managing through a pandemic.

Metropolitan is an active member in many business organizations and provides regular updates on water policy issues and programs. This year, outreach expanded to identify opportunities and financial assistance to small businesses experiencing severe economic consequences from COVID-19 and stay-at-home orders. In addition, Metropolitan typically hosts hundreds of community and business leaders on inspection trips of the State Water Project and Colorado River Aqueduct to help the public better understand the challenges of providing reliable water to Southern California. Some of these programs are being shifted to web-based and online formats to maintain strong outreach.

Community Outreach

Metropolitan's Community Partnering Program provides funding to local groups that bring important water issues to the attention of the communities we both serve. Metropolitan responded quickly to the sudden changes in opportunities for student and public engagements resulting from COVID-19. Many of the CPP's 70 district-sponsored projects and programs shifted to virtual formats, allowing for greater reach and new audience demographics.

These events and initiatives engaged an audience of about 115,000 attendees for fiscal year 2019/20 and included water quality testing kits, water conferences, ever-popular Earth Day events, community gardens and signage, and a variety of educational publications that promote core conservation and water-use efficiency issues.

Metropolitan partnered with the California Native Plant Society and several local water agencies to help identify and increase the availability of California native plants in retail nurseries with the goal of "restoring nature one garden at a time." Here are some community engagement highlights:

- The Santa Rosa Plateau Nature Education Foundation supported a pre-pandemic teachthe-teacher "Nature Education Resources Forum" for 100 educators, forestry and park representatives and college students. They established a Nature Education Resource Forum Network to support all forms of nature and science education.
- Among the virtual events that experienced greater engagement was Roundhouse Aquarium's "Earth Day @ Home Edition," an online interactive day-long festival designed to educate people of all ages about water conservation techniques, marine sciences and fresh water sources. Over 10,000 people participated on social and digital platforms.
- Theodore Payne Foundation's "Poppy Hour" also was a direct response to the pandemic's stay-at-home order. The virtual interview and garden tour series, sponsored in part by Metropolitan, explored the diversity of people and ideas that connect to Southern California plants and landscapes. The online format and fresh content led to a shift in audience demographics and was an opportunity for Metropolitan to reach newer and younger millennial audiences.
- The LA County Science & Engineering Fair showcased inspired youth scientists with a virtual platform that supported 465 student submissions of videos, research papers and display boards.

Education Programs

Metropolitan's education staff worked with member agencies to hold more than 200 events and engaged nearly 200,000 students, teachers, parents and participants through activities, social media and curriculum materials. Staff continued using emerging educational technologies, including virtual reality tours of the Colorado River Aqueduct and augmented reality watershed exhibits, to encourage critical thinking about regional water issues. In 2019, more than 12,000 public visitors and students toured the Diamond Valley Lake Visitor Center to learn more about Metropolitan's water systems and programs.

For the first time, Metropolitan's World Water Forum College Grant Program solicited proposals for a larger grant amount of \$20,000 to conduct research and development on improving water quality, environmental science of watersheds and the implementation of water-use efficiency technologies. Solar Cup[™], the nation's largest high school solar boat race, engaged 40 teams and more than 750 high school students in the STEAM (science, technology, engineering, art and math) topics of water stewardship and renewable energy. The program completed the school year with a new online format in response to school closures resulting from COVID-19. Metropolitan's "Water is Life" Student Art Exhibit and Calendar annually showcases art generated by K-12 students throughout Metropolitan's service area and was converted to a digital experience.



For close to 40 years, Metropolitan has invested in more than 100 local supply projects throughout the service area.

LOCAL RESOURCES

Since 1982, Metropolitan has invested in local projects, which contribute to regional water supply reliability. The Local Resources Program provides financial incentives to encourage local development of recycled water, treatment of degraded groundwater for municipal use and seawater desalination. As of fiscal year, 2019/20 Metropolitan has invested \$680 million to fund 85 recycled water projects and 27 groundwater recovery projects that have produced about 4 million acre-feet.

Water Recycling and Groundwater Recovery

In fiscal year 2019/20, Metropolitan provided about \$13 million for production of 71,000 acre-feet of recycled water for non-potable and indirect potable uses. Metropolitan provided about \$4 million to support projects that produced about 50,000 acre-feet of recovered groundwater for municipal use. Metropolitan's board approved five new projects for participation in the LRP. Additionally, 370,000 acre-feet of recycled water (including wastewater discharged to the Santa Ana River that percolates into downstream groundwater basins) and 62,000 acre-feet of recovered groundwater were produced by local agencies through other funding sources. Figures 1 and 2 show total recycled water and groundwater recovery production in Metropolitan's service area, including local agency funded projects.





Non-LRP: Projects developed without LRP agreements with Metropolitan. Former LRP: Projects developed under LRP whose agreements have expired and no longer receive Metropolitan financial incentives. Active LRP: Projects developed under LRP and currently receive Metropolitan financial incentives for eligible production.

Regional Recycled Water Program Timeline



On-site Retrofit Program

Metropolitan's board approved the On-site Retrofit Program with an annual budget of \$3 million. The program provides financial incentives for the conversion of potable irrigation and industrial systems to recycled water. Metropolitan works continuously with member and retail agencies, as well as organizations like WateReuse, to promote and gather feedback that ultimately reshapes the program. Metropolitan maintains a program website (bewaterwise.com/onsite-retrofit) where upto-date information can be accessed, including a link to the application, terms and conditions, frequently asked questions and program publications. As of fiscal year 2019/20, the Onsite Retrofit Program has provided funding to 440 sites, replacing about 12,691 acre-feet per year of potable water with recycled water.

Groundwater Management

Metropolitan partners with local agencies to store imported surface water in groundwater basins for use in times of shortage under conjunctiveuse agreements. Metropolitan currently has nine storage projects with nearly 212,000 acre-feet of storage capacity. This allows Metropolitan to store up to 53,000 acre-feet per year and withdraw up to 71,000 acre-feet annually during shortage years. With improved hydrologic conditions, Metropolitan called upon agencies to store water in the conjunctive-use accounts. In fiscal year 2019/20, Metropolitan stored about 24,000 acrefeet for future drought mitigation and extracted about 17,000 acre-feet. Under the Cyclic Program, Metropolitan can capture surplus imported water supplies that cannot be managed through existing storage facilities or other programs. Metropolitan delivers water to member agencies and allows them to pay for these deliveries over a period up to five years. Metropolitan is managing up to 460,000 acre-feet through existing and new agreements. Previously, Cyclic Program agreements did not include a mechanism to offset the higher cost of extraordinary actions that agencies might take to capture increased volumes of imported water in their cyclic accounts. In April 2019, Metropolitan's board authorized the Cost-Offset Program, which provides a credit of up to \$225 per acre-foot to member agencies to help offset costs. The Cost-Offset Program helped manage about 19,000 acre-feet in fiscal year 2019/20.

Regional Recycled Water Program

For the first time in its history, Metropolitan is pursuing the development of its own in-region water supply. The Regional Recycled Water Program is planned to produce and deliver up to 150 million gallons per day, or approximately 168,000 acre-feet per year of purified water. This is enough water for 500,000 homes. The program is a partnership between Metropolitan and the Sanitation Districts of Los Angeles County. The two agencies have been working together on this effort since 2009.

As a part of the full-scale program, a new advanced water treatment facility would be constructed at the Sanitation Districts' Joint Water Pollution Control Plant in Carson.



A new conveyance system, over 60 miles long, would deliver water to groundwater basins within Metropolitan's service area. The purified water would replace imported water currently used to replenish the basins, saving imported water for other purposes. Water from the program would be used for indirect potable reuse, and, as regulations are developed in the future to facilitate this, potentially for direct potable reuse at two Metropolitan water treatment plants. The program would reuse the largest untapped source of treated wastewater in the region and could become one of the largest programs of its kind in the world.

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 to test purification processes for potable reuse. The facility features an innovative process with membrane bioreactors followed by reverse osmosis and ultraviolet light/ advanced oxidation. If approved by regulators, the process may be used throughout California and could advance water reuse in the state. The demonstration facility will also provide information to optimize operations and identify costs and other data needed for a future full-scale facility and program. In addition, the facility is used to showcase the program to the public.

In 2020, member agency partners and groundwater basin managers expressed their support for the program through executed letters of intent. Metropolitan has executed letters of intent with LADWP, the city of Torrance, the city of Long Beach, Upper San Gabriel Valley Municipal Water District, and Three Valleys Municipal Water District, as well as the Water Replenishment District and the Main San Gabriel Basin Watermaster. In addition, agencies such as Southern Nevada Water Authority and the Central Arizona Project have expressed interest and executed letters of intent. Metropolitan is collaborating with them to discuss potential transfers or exchanges of Colorado River supplies in return for investment in the program. Through unique partnerships, the program is enabling diverse groups of agencies to work together to solve the Southwest's water challenges.

Recently, Metropolitan's board of directors approved moving forward with the environmental planning phase of the program, a significant milestone. This is a major policy decision for Metropolitan. For nearly four decades, Metropolitan has encouraged development of local water supplies through the Local Resources Program that provides funding to member agencies. The Regional Recycled Water Program is a new approach with Metropolitan directly funding the development of a new local water supply with regional benefits. Metropolitan's board will continue to consider funding, partnerships, and institutional and policy considerations related to the program.

Future Supply Actions

Metropolitan supports the development of local supplies through its Future Supply Actions Funding Program. These studies are low-cost, low-risk investments Metropolitan can take now to remove barriers to new supplies so that they can be accelerated in the future when needed. The FSA Program is Metropolitan's primary vehicle for promoting innovative approaches to local supply development. Under the FSA Program, Metropolitan funds member agency studies addressing development challenges for groundwater, recycled water, stormwater and seawater desalination supplies. Goals for the FSA Program are to:

- Reduce barriers to future resource production
- Provide results that are unique, yet transferable to other areas in the region
- Advance the field of knowledge
- Represent a critical path to water resource implementation

Metropolitan implemented an initial round of FSA Program funding in 2013 and launched a second round in 2018. Both rounds have funded a mix of white papers, pilot tests and demonstration studies. The 14 studies approved in 2018 are currently underway and expected to be completed in 2021.

In 2018, Metropolitan also co-funded with the Water Research Foundation six potable reuse projects and one agricultural reuse study under the FSA Program. Metropolitan's nearly \$1 million in co-funding supports WRF's \$8 million Advancing Potable Reuse Initiative and matches \$3.5 million in State Water Resources Control Board grant funding. Table 1 summarizes Metropolitan's FSA investments.

Table 1

Metropolitan's Investments in Future Supply Actions

	2013 FSA Member Agency Studies		2018 FSA Member Agency Studies		2018 WRF Potable Reuse Studies	
	Studies	Funding	Studies	Funding	Studies	Funding
Groundwater	4	\$955,000	3	\$661,000		
Recycled Water	5	\$772,000	5	\$1,265,000	7	\$975,000
Stormwater	2	\$814,000	4	\$865,000		
Seawater Desalination	2	\$307,000	2	\$365,000		
Total Funding	13	\$2,848,000	14	\$3,156,000	7	\$975,000



A study on slant wells that draw water through a sand and gravel aquifer below the ocean was conducted by the Municipal Water District of Orange County. Funded in part by Metropolitan's Future Supply Actions Program, the study looks at the development of this type of seawater intake technology that has the advantage of not impacting marine life. Photo courtesy MWDOC.

Stormwater Pilot Programs

Metropolitan authorized both the Stormwater for Direct Use Pilot Program and a Stormwater for Recharge Pilot Program in 2019 to better understand stormwater in Southern California. These pilot programs are intended to encourage the development, monitoring, and study of new and existing stormwater projects by providing financial incentives for their construction/ retrofit and monitoring/reporting costs. These pilot programs will help evaluate the potential water supply benefits delivered by stormwater capture projects and provide a basis for potential future funding approaches. Metropolitan's board authorized a total of \$12.5 million for the stormwater pilot programs (\$5 million for the District Use Pilot and \$7.5 million for the Recharge Pilot).

Water-Use Efficiency Strategy

Metropolitan and the Natural Resources Defense Council co-sponsored the Water Conservation Act of 2009 (SBX7-7), which targets a 20 percent reduction statewide in urban per capita potable water use by the year 2020 (commonly known as 20x2020). Per capita water use is one indicator of progress in advancing water-use efficiency. Metropolitan's baseline is 181 gallons per capita per day (GPCD), and the 2020 reduction target is 145 GPCD. Between 2011 and 2014, there was a slight increase in per capita water use explained in part by economic recovery from the recession and drier weather as compared with previous years. After 2015, the GPCD numbers fell significantly as the region responded to Gov. Jerry Brown's Executive Order B-29-15 that mandated a 25 percent emergency reduction in urban residential water use. GPCD has remained low due in part to consumers continuing outdoor conservation practices and local outdoor water use ordinances remaining in effect after the statewide mandatory restrictions were lifted.



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).

In 2018, the state Legislature enacted two policy bills, Senate Bill 606 and Assembly Bill 1668, to establish a new foundation for long-term improvements in water conservation and drought planning, and to adapt to longer and more intense droughts in California due to climate change. These two bills amend existing legislation to achieve those goals by providing expanded authority to state agencies and new requirements for local water providers. Metropolitan is participating in California Department of Water Resources' collaborative process to support the implementation of urban water use efficiency standards and establish reporting requirements.

The Advanced Purification Center demonstration plant began operation in fall 2019.





Consideration for environmental values is the motivation for Metropolitan's watershed initiatives.

WATERSHED INITIATIVES

Our challenge is not just to ensure water supply reliability and quality, but to do so in an environmentally responsible, interconnected, comprehensive and thoughtful manner. We focus on a range of issues, including watershed health, stormwater collection, salinity management, and habitat restoration and preservation.

Local Watersheds

Metropolitan's commitment to environmental stewardship is reflected in its many activities. Metropolitan actively participates on planning boards and organizations focused on efforts that include the protection of water quality at the source.

Integrated Regional Water Management

Metropolitan participates in a multi-jurisdictional water planning effort, serving on the Greater Los Angeles County Region Leadership Committee of the Integrated Regional Water Management Program as its surface water management area representative.

Southern California Water Coalition Stormwater Task Force

Metropolitan remains actively involved in the Southern California Water Coalition Stormwater Task Force. In 2019, the task force developed a white paper that discussed innovative project implementation and enhanced operation and maintenance strategies. Metropolitan staff gave a presentation on the stormwater pilot program at the task force's annual workshop on September 27, 2019. The workshop brought together more than 200 participants, including local agencies, regional planners and non-government agencies for a discussion on regional stormwater issues.

Council for Watershed Health

Metropolitan has partnered with the Council for Watershed Health on research studies and educational outreach efforts focused on water supply reliability, quality and efficiency. The council currently has four programs: Living Laboratory, Sustainable Landscape Resources, Healthy Streams, and Watershed Coordination and Planning. Metropolitan serves on the council's board of directors and collaborates on projects to advance the health and sustainability of the region's watersheds and natural resources. In January 2018, Metropolitan entered into an agreement with the council on a study to better understand and support school water conservation efforts in underserved communities. Under Phase 1 of this agreement, the council performed three tasks:

- A survey to assess which schools in Metropolitan's service area either have taken or are planning to take advantage of Metropolitan's water efficiency incentives and rebates
- 2. A special analysis of school district property lines within disadvantaged communities in Metropolitan's service area
- A barrier analysis to identify impediments hindering schools and school districts from developing and implementing water efficiency projects, and highlight successful school greening plans, programs, and projects

As of fiscal year 2019/20, the council has embarked on Phase 2 of the agreement. They plan to interview more school district facilities personnel to further assess "Greening" and sustainability project opportunities, as well as provide guidance toward project implementation. Project deliverables for Phase 2 are to:

- 1. Coordinate and connect school greening stakeholders in the LA Basin to cultivate relationships and disseminate resources and educational material
- Provide technical assistance to "hot" schools to assess and interactively map their campuses for water conservation and greening needs and opportunities, and connect them to partners and resources

3. Utilize Geographic Story Map formats to create a Greening Practices Summary/Guide for Schools in the LA Basin by highlighting specific project case studies

The council's work has contributed to Metropolitan's understanding of school resources, limitations and opportunities, and will continue to assist Metropolitan in promoting water efficiency incentive programs in these underserved areas.

Southern California Salinity Coalition

Formed in 2002, the Southern California Salinity Coalition promotes research and outreach activities to address the need to control or reduce salinity in drinking water, wastewater, groundwater, and recycled water. In addition to water agencies, local wastewater, groundwater, and watershed management agencies also participate in the SCSC. Metropolitan is a founding member and serves on its board. SCSC accomplishments in fiscal year 2019/20 include:

- Co-funding a Water Research Foundation study for \$75,000 to assess the benefits of blending low-salinity seawater desalination supplies into existing distribution systems in San Diego County
- Supporting a desalination needs workshop during the Multi-State Salinity Coalition's Salinity Summit with a \$10,000 investment
- Funding a scholarship for a student at UC Riverside researching recycled water irrigation optimization
- Revamping the SCSC website
- Developing updated project selection criteria for funding new projects



Multi-Species Habitat Protection and Preservation

Four multi-species reserves encompassing about 30,000 acres are the cornerstone of Metropolitan's investments in environmental conservation and stewardship. These reserves provide mitigation for impacts from construction of Metropolitan infrastructure projects, watershed protection around reservoirs and protection of habitat for native species. The reserves also provide opportunities for education, research, and trails for bicycling, hiking and horseback riding. A snapshot of the four reserves follows:

1. Southwestern Riverside County Multi-Species Reserve

Protection for habitat and many wildlife species is provided by the Southwestern Riverside County Multi-Species Reserve. The reserve consists of nearly 14,000 acres surrounding Diamond Valley Lake and Lake Skinner and includes the Dr. Roy E. Shipley Reserve located between the reservoirs. The reserve is home to at least eight types of natural habitat and many sensitive bird, animal and plant species.

Metropolitan partners with the California Department of Fish and Wildlife, Riverside County Habitat Conservation Agency, Riverside County Regional Park and Open-Space District, and United States Fish and Wildlife Service to cooperatively manage the reserve. Provisions to ensure the protection of the Diamond Valley Lake and Lake Skinner watersheds are incorporated into management of the reserve, including the appropriate siting of public access points and vegetation management tools.

2. Upper Salt Creek Wetland Preserve

A 40-acre parcel of land purchased as mitigation for the Eastside Pipeline, the Upper Salt Creek Wetland Preserve provides protection for unique vernal pool habitat and rare plants. The preserve is protected in perpetuity from future development and public access is not provided.

3. Santa Rosa Plateau Ecological Reserve

The nearly 10,000-acre Santa Rosa Plateau Ecological Reserve is home to several endangered, threatened or rare animals and plants, including a species of fairy shrimp that exists nowhere else on earth. The reserve, established as partial mitigation for construction of Diamond Valley Lake, protects some of the most unique chaparral, grassland, oak and vernal pool habitats in California.

4. Lake Mathews Multiple Species Reserve

The 5,100-acre reserve surrounding Lake Mathews is managed for native habitat and sensitive plant and animal species, including the endangered Stephens' kangaroo rat and coastal California gnatcatcher. Metropolitan partners with the California Department of Fish and Wildlife, Riverside County Habitat Conservation Agency, and United States Fish and Wildlife Service to cooperatively manage the reserve. Habitat management tools and strategies on the reserve, such as grazing and prescribed burns, are critically evaluated for their potential effects to water quality in Lake Mathews. The lake itself is an important bird resting and feeding site, especially in winter, when ducks, double-crested cormorants, grebes and eagles visit.

Colorado River

The Lower Colorado River Multi-Species Conservation Program

The Lower Colorado River Multi-Species Conservation Program is a comprehensive restoration effort along the Colorado River through the states of Arizona, Nevada and California. The plan targets the restoration of natural habitat communities once prevalent along the river corridor-riparian forests, marshes and backwaters. The benefits of restoring natural communities go beyond providing habitat for native aquatic and terrestrial species. Creation of more than 8,000 acres of new habitat comprised of conservation areas provides other benefits, including water quality improvements and greenhouse gas reduction. Through Metropolitan's support as the largest non-federal contributor, along with its federal and state partners, the program continued to make great advances in the restoration of native habitats and natural processes along the lower Colorado River from Lake Mead to the southern international boundary with Mexico.

As of fiscal year 2019/20, about 6,500 acres of habitat have been restored.

Colorado River Basin Salinity Control Forum

The Colorado River Basin Salinity Control Forum is an organization of the seven Colorado River Basin states of Arizona, California, Colorado, Nevada, New Mexico, Utah and Wyoming. The forum coordinates salinity control efforts among the states; collaborates with federal agencies on the implementation of the Colorado River Basin Salinity Control Program; and works with Congress on the authorization and funding of the program. The forum funds efforts to reduce salt loading to the Colorado River and provides information on salinity control.

Metropolitan holds the forum's board chair position and participates in technical workgroup activities. The forum's salinity control measures removed about 1.33 million tons of salt from the Colorado River annually. This translates to a salinity reduction of more than 100 milligrams per liter from the Colorado River's lower basin and Metropolitan's Colorado River Aqueduct supplies.

In fiscal year 2019/20, the forum participated in the development of environmental documentation for the replacement of the Paradox Valley Unit injection well, which is operated by the U.S. Bureau of Reclamation and is the single largest salinity control project on the Colorado River. Reclamation plans to release final environmental documentation for a PVU replacement in fall 2020. Although the PVU was not operating for the majority of fiscal year 2019/20 due to a seismic event that halted the injection well's operations in March 2019, Reclamation is finalizing its review of a plan to restart the existing well at reduced capacity so that brine injection can continue with a lower risk of seismic activity.

Additionally, in fiscal year 2019/20, the forum completed a draft of the 2020 Review of Water Quality Standards for Salinity in the Colorado River System. The document is required by the U.S. Environmental Protection Agency every three years to ensure that the salinity standards continue to protect beneficial uses of the Colorado River. The forum plans to submit the final 2020 review to U.S. EPA before the end of 2020.

Multi-State Salinity Coalition

The Multi-State Salinity Coalition is a consortium of water agencies from across the country promoting information exchange on salinity management and desalination issues. As a founding member, Metropolitan serves on the MSSC's Board of Directors. Metropolitan sponsored MSSC's Annual Salinity Summit held in Las Vegas in February 2020. The summit discussed a range of topics including salinity concentrate and management, watershed management, international projects, revenue stability, potable reuse and innovative salinity management strategies. The MSSC also awards scholarships for research related to salinity management issues.

Sacramento-San Joaquin Delta

California EcoRestore Habitat Restoration

Metropolitan participates in a Yolo Bypass working group and is also a cooperating agency for the Yolo Bypass Salmonid Habitat Restoration and Fish Passage Project, participating on the project's Fisheries and Engineering Technical Team. The project is a comprehensive federal and state planning process to address Biological Opinion requirements for enhanced access to salmonid rearing habitat and increased passage for adult salmonids and sturgeon. In fiscal year 2019/20, Metropolitan continued to work with the lead agencies (DWR and Reclamation) and local stakeholders to review and provide input to the Final Environmental Impact Report/Environmental Impact Statement. The Notice of Determination (pursuant to CEQA) was signed by DWR in July 2019, and the Record of Decision (pursuant to NEPA) was signed by Reclamation in September 2019. The project is currently at the 35 percent design stage, and environmental permit applications have been submitted to various state and federal agencies. Construction is scheduled to commence in 2021 and may take one to two years to complete, depending on findings from geological testing.

Metropolitan continued working with the State and Federal Contractors Water Agency and DWR to implement the Tule Red Tidal Restoration Project. In October 2019, staff attended the breach ceremony for the project to open more than 400 acres of wetlands to daily tides in the southern Suisun Marsh to benefit native fish species. The State Water Contractors provided \$7.7 million in funding for the project through SFCWA (Metropolitan is a State Water Contractor and provides close to half of their funding). Once the project is completed, the site will be turned over to the California Department of Fish and Wildlife, who will take responsibility for monitoring and managing the site with State Water Project funding. The SWC Science Program is also funding a study to monitor and evaluate the effectiveness of the restoration. In June 2020, monitoring crews reported finding dozens of the state-listed juvenile longfin smelt inside and outside the Tule Red tidal wetland restoration site. which is a promising start for the project.

Municipal Water Quality Investigations Program

Metropolitan continues to support and participate in DWR's Municipal Water Quality Investigations Program, which implements water quality monitoring and modeling studies in the Delta and the State Water Project facilities. In fiscal year 2019/20, this program conducted routine water quality monitoring for drinking water quality constituents throughout the Delta, operated five real-time water guality monitoring stations, completed seasonal water quality forecasts, and continued a monitoring study to evaluate the degradation of an herbicide used to treat aquatic weeds in Clifton Court Forebay. The program also began sampling for constituents of emerging concern along the Delta Mendota Canal, due to concerns with treated wastewater input flows. Other new projects include testing on-line sensors for chlorophyll-a and phycocyanin to see if they can provide an early warning for harmful algal blooms and toxin management.

Delta Water Quality Studies

Metropolitan continues to work with the State Water Contractors and other stakeholders to support studies and management actions that address the impact of nutrients, contaminants and other water quality stressors impacting native species in the Delta watershed. One activity Metropolitan currently participates in is the Delta Regional Monitoring Program. In fiscal year 2019/20, the Delta RMP conducted water quality monitoring studies for pesticides and aquatic toxicity, nutrients, mercury and contaminants of emerging concern.

Battle Creek Salmon and Steelhead Restoration Project

The Battle Creek Salmon and Steelhead Restoration Project is one of the largest coldwater fish restoration efforts in North America. It is a partnership project between Pacific Gas and Electric Company, Reclamation, USFWS, National Marine Fisheries Service and California DFW. Metropolitan has supported and provided financial assistance towards the restoration project.

Once completed, the project will have restored almost 50 miles of habitat in Battle Creek and Battle Creek tributaries within the Sacramento River watershed for threatened and endangered winter-and spring-run Chinook salmon and steelhead, while maintaining the continued production of hydroelectric power at the Battle Creek Hydroelectric Project. The restoration efforts to date have made it possible for USFWS to begin the process of reintroducing winter run Chinook salmon to Battle Creek.

Butte Creek Bypass Project

In fiscal year 2019/20, Metropolitan staff continued to meet with the Centerville Schoolhouse Workgroup, a diverse group of stakeholders committed to ensuring the future of Butte Creek's population of spring-run Chinook salmon. The workgroup discussed potential science studies and habitat restoration projects in the lower river and provided suggestions to local water users on how to move habitat restoration projects forward.

Butte Sink and Sutter Bypass Project

Metropolitan is a funding partner on the Butte Sink and Sutter Bypass Project. During fiscal year 2019/20, Metropolitan participated in the collaborative Sutter Bypass Workgroup process. Activities related to this effort included coordination of study plans and discussion of ongoing fish, zooplankton, and hydrology studies. These studies help stakeholders gain a better understanding of how fish benefit from the Sutter Bypass and Butte Sink habitats and inform what restoration actions are needed to improve salmon use and survival. Preliminary results suggest that fish using Butte Sink and Sutter Bypass habitats generally have higher growth rates than fish in the Sacramento and Feather Rivers.

Delta Islands

Metropolitan's acquisition of four islands in the Sacramento-San Joaquin Delta allows us to help secure and guard the Delta's future State Water Project supplies. We are using the strategically located islands – Webb Tract, a large portion of Holland Tract, Bouldin Island and Bacon Island – to conduct research and identify potential projects that support water system reliability, restore habitat, and promote sustainable agricultural practices. We're also studying climate change risks, managing peat soils to reduce carbon emissions, and monitoring and strengthening levees to improve protect water quality and supply reliability.



PUBLIC HEARING NOTICE

Every year, Metropolitan reports its accomplishments in water conservation, recycling and groundwater recharge to the state Legislature. To coincide with the report preparation, the MWD Act requires Metropolitan to "hold an annual public hearing... during which the district shall review its urban water management plan... for adequacy in achieving an increased emphasis on cost-effective conservation, recycling, and groundwater recharge." The MWD Act also provides that Metropolitan "shall consider factors of availability, water quality, regional self-sufficiency, benefits for species and environment, the totality of life-cycle costs, including avoided costs, and short- and long-term employment and economic benefits."

While the Urban Water Management Plan is prepared and updated every five years in accordance with state requirements (with the next update due in July 2021), Metropolitan hosts an annual December hearing to share progress on fiscal year plan objectives and to receive public comments. Metropolitan held a public hearing on December 7, 2020 to receive public and stakeholder input. Comments received at the hearing are on file at Metropolitan and are available upon request.





City of Anaheim



City of Beverly Hills



City of Burbank



FU/

City of Fullerton









City of San Fernando



City of San Marino



City of Santa Ana



City of Santa Monica



City of Torrance



Calleguas Municipal Water District



Central Basin Municipal Water District



Municipal Water District of Orange County



Eastern Municipal Water District



San Diego County Water Authority Our Region's Trusted Water Leader

San Diego County Water Authority



Foothill Municipal Water District



Inland Empire **Utilities Agency**



Las Virgenes Municipal Water District



Three Valleys Municipal Water District



Upper San Gabriel Valley Municipal Water District



West Basin **Municipal Water District**



Western Municipal Water **District of Riverside County**

Metropolitan is a voluntary cooperative of 26 member agencies with a 38-member board of directors. Metropolitan board and committee meetings are open to the public and broadcast live through mwdh2o.com.







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