



WATER CONSERVATION REBATE PROGRAM

2015-16

INVESTMENT



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

WATER SAVINGS



70 million gallons/day
160,000 households/year

REACH



400,000 people

CONSERVATION INVESTMENT \$800 MILLION SINCE 1990 AND GROWING

1990

**ABOUT 200
GALLONS
PER PERSON/
PER DAY**

RESULTS

**LOWERING
DAILY WATER USE
BY NEARLY 35%**

TODAY

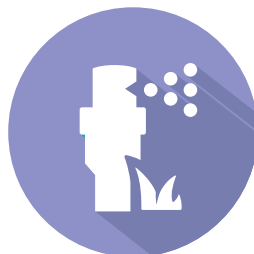
**ABOUT 131
GALLONS
PER PERSON/
PER DAY**

TOILET AND WASHER REBATES



About 3.9 million

ROTATING SPRINKLER NOZZLE REBATES



About 2.7 million

COMMERCIAL DEVICES



About 2 million

LESS LAWN, MORE WATER

EXTRA WATER TO MAINTAIN LAWN*



44 gallons/
sq.foot/year

*Compared to a California Friendly® landscape

TURF REMOVED



More than
160 million sq.ft.

POTENTIAL ANNUAL WATER SAVINGS



About 7.5
billion gallons

VISITS TO BEWATERWISE.COM

LAUNCH YEAR 2003/04: 162,000 VISITORS

2016: 1.6 MILLION VISITORS

HISTORIC WEATHER CONDITIONS

2013

THE DRIEST YEAR
ON RECORD
IN CALIFORNIA

2014

THE HOTTEST YEAR
ON RECORD
IN CALIFORNIA

2015

THE LOWEST SNOWPACK
EVER RECORDED
IN CALIFORNIA



WATER USE PLUNGES

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

01/2017