



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

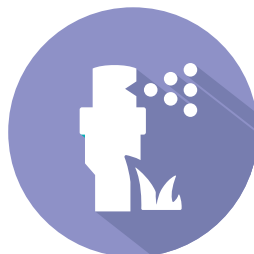
ABOUT 131
GALLONS
PER PERSON/
PER DAY

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