



*The Metropolitan Water District of Southern California*

# NEWS RELEASE

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July 10, 2007

**METROPOLITAN BOARD ADOPTS ONE-STOP-SHOPPING APPROACH  
TO DISTRIBUTE REBATES FOR WATER-SAVING DEVICES  
Agency adds synthetic turf to list of water-saving devices  
that are eligible for financial incentives**

As dry conditions prompt more cities and communities throughout the state to ratchet up water conservation measures, Metropolitan Water District's Board of Directors today initiated an enhanced, region-wide incentive program aimed at making it easier for Southern Californians to obtain rebates for installing water-saving devices.

In conjunction with establishing a streamlined, one-stop-shopping approach to distributing residential rebates, Metropolitan's board expanded the list of eligible devices by five new products, including the district's first-ever incentive for synthetic turf.

"If they haven't done so already, it's time for all Southern Californians to get serious about saving water," said Metropolitan board Chairman Timothy F. Brick.

"Statewide supply conditions and the recent unplanned shutdown of the state water system pumps in the Sacramento-San Joaquin Delta have compelled us to unexpectedly dip into our reserves to meet water needs this year," Brick said. "As we look toward next year and beyond, water conservation by Southland consumers and businesses will be more critical than ever."

Planned for an early 2008 rollout, Metropolitan's residential program will offer consumers an easy, one-stop process to secure incentives and allow rebates to be issued directly to purchasers of the water-saving device. The program is patterned after Metropolitan's successful region-wide commercial program, distributing water-saving rebates and incentives to business, industry and institutional water customers.

Metropolitan General Manager Jeff Kightlinger said the simplified approach will streamline the steps necessary for residential consumers to get rebates.

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“We’re always looking for new, innovative ways and approaches that make conserving water easy and fast-track savings,” Kightlinger said. “By issuing rebates through a regional program, we’re also relieving our member public agencies and local retailers of the responsibility of administering their own residential incentive program.”

The addition of synthetic turf to Metropolitan’s list of conservation devices eligible for rebates follows a pilot project initiated in 2005 by the district, with financial assistance from the Bureau of Reclamation. The test program, which helped finance nine synthetic grass projects on athletic fields, medians and parkways, as well as in parks throughout the Southland, validated the potential water savings, according to Kightlinger.

Along with synthetic turf, Metropolitan also added new incentives for dry vacuum pumps—to replace pumps commonly used in dental offices—commercial clothes washers, high-efficiency urinals and high-efficiency nozzles for large rotary sprinklers.

Today’s actions are the latest refinements and enhancements to Metropolitan’s five-year conservation strategic plan, developed in coordination with its 26 member agencies. Metropolitan currently offers rebate packages for a variety of devices, including ultra-low-flush and high-efficiency toilets, high-efficiency clothes washers, “smart” irrigation controllers, water brooms, and cooling tower conductivity controllers. Customized incentive programs also are available to homeowners’ associations for large landscapes and for industries that use water in processing or manufacturing.

Detailed information on Metropolitan’s conservation and rebate programs can be found under the Rebates section of [bewaterwise.com](http://bewaterwise.com).

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*The Metropolitan Water District of Southern California is a cooperative of 26 cities and water agencies serving 18 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.*