



*The Metropolitan Water District of Southern California*

# NEWS RELEASE

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Dec. 19, 2007

## REBATE FUNDING DOUBLED FOR METROPOLITAN'S POPULAR WATER CONSERVATION PROGRAM FOR BUSINESSES, INDUSTRIES, INSTITUTIONS **Board hikes funding by \$25 million to conserve water for thousands**

Responding to the enormous success of its commercial rebate program, Metropolitan Water District has added \$25 million in financial incentives to encourage Southland businesses, industries and institutions to install water-saving devices.

“The number of conservation-device rebates under this program increased from 14,000 in 2005 to 37,000 in 2007,” said Metropolitan board Chairman Timothy F. Brick. “In this time of uncertain water supplies for our region, we want to keep that success going and save even more water to help us through this dry period and beyond.”

Metropolitan General Manager Jeff Kightlinger said the recent action by MWD's Board of Directors to double funding for the agency's commercial rebate program reflects the increased importance conservation will play in assuring water supply reliability in Southern California, regardless of weather conditions.

“In times past, water agencies instituted conservation measures when supplies were threatened—either by drought or natural disaster,” Kightlinger said. “Today, conservation can no longer be considered a responsive measure, but one of necessity all the time given the supply uncertainties we face from factors like climate change, record dry periods and environmental protection measures.”

Metropolitan projects that 85,000 acre-feet of water will be saved and put to beneficial use as a result of the expanded program. An acre-foot is about 326,000 gallons—enough water to meet the needs of two typical families for a year.

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Water used by businesses accounts for about one-third of the Southland's total use. Some businesses use water only for sanitary purposes, while others irrigate to maintain landscapes. Many companies use large amounts of water in different ways to develop products and to provide services.

Metropolitan's commercial, industrial and institutional program offers rebates ranging from \$30 to \$3,120 for installing water-saving devices such as high-efficiency toilets and urinals; state-of-the-art restaurant food steamers and rinse-sprayers for dirty dishes; weather-based "smart" irrigation controllers and rotating sprinkler heads for large landscapes such as campuses and office parks; and recirculating X-ray film developers and steam-sterilizers for hospitals and medical facilities.

"At the current fast pace of rebates, the program would have exhausted its previous \$20 million allocation of funds in February 2008," said Andy Hui, Metropolitan's conservation programs manager. "This three-year-old program has exceeded expectations and achieved significant water savings for the region, and we expect continued success."

Complete information on the program is available on the district's Web site, [mwdh2o.com](http://mwdh2o.com) and [bewaterwise.com](http://bewaterwise.com), as well as at 877-728-2282.

In addition to rebates for devices, Metropolitan also offers a financial incentive program for Southland industries that improves their operations, manufacturing processes and landscape irrigation to reduce water consumption, operating costs and water bills.

"A major attraction of Metropolitan's incentives and rebate programs to business owners and managers is that by converting to more-efficient devices and processes, they see substantial savings in their water bills and other operational costs," Hui said. "From small businesses to medium-size hotels to large industries, we hear how these programs reduce costs and raise profits."

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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.*