



West Basin Municipal Water District

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West Basin Introduces Strategy to Increase Conservation Efforts *District Board Adopts Conservation Master Plan to Benefit Region*

Carson, CA – In order to select conservation programs that best reflect the unique needs and characteristics of its service area, West Basin Municipal Water District Board of Directors approved a Conservation Master Plan, which includes a five-year action plan to put the District on course to reach its conservation goals. The Conservation Master Plan, one of the only plans in the state that is based on a comprehensive survey of water use data, supports an aggressive conservation target established by West Basin for 2030 that will reduce consumer demand for potable water by more than 15%.

“West Basin took a very thorough, well-thought out approach to its Conservation Master Plan that is rarely seen statewide in conservation planning,” said Mary Ann Dickinson, Executive Director for the California Urban Water Conservation Council. “You can throw a million dollars at conservation and still not conserve water. Because of all the careful research and planning that went into this plan, I believe it will be successful.”

Work on the Conservation Master Plan began in December 2005 when the District met with customer agencies, environmental agencies and cities to discover what opportunities were available for water conservation programs. Once the needs were determined, West Basin and its customer agencies evaluated program options and selected those that would most benefit the service area. In addition to the current residential and commercial rebate programs West Basin currently implements, the District will add several new programs, such as smart irrigation controllers for residents, water budgets and equipment upgrades for larger irrigation users and laundromat retrofit incentives.

“Conservation is such a crucial piece of our mission of reliability,” West Basin Board President William A. Baker said. “This plan really takes into account the needs of our service area and fits them into a strategy that will serve our consumers very well.”

Since the early 1990s, West Basin has established itself as a leader in water conservation because of its diverse mix of conservation, water recycling and desalination programs. For example, West Basin has distributed more than 46,000 Ultra-Low-Flush Toilets (ULFTs) to the public free of charge through its ULFT distribution program, conserving more than 300 million gallons of water annually. The District also operates a state-of-the-art water recycling facility that distributes 8 billion gallons of recycled water annually to 210 users in the South Bay.

For more information on West Basin's conservation programs, please visit www.westbasin.org.

West Basin is a public agency that wholesales imported water to cities, mutual water companies, investor-owned utilities and private companies in the South Bay and unincorporated areas of Los Angeles County, serving a population of more than 851,000. In addition, West Basin provides the region with recycled water for municipal, commercial and industrial uses. Formed in 1947, West Basin is committed to ensuring a safe and reliable water supply for the region.

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