



West Basin Municipal Water District

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West Basin Expands Conservation Efforts through Partnerships *District Joins with South Bay Council of Governments and Workforce Investment Board*

Carson, CA – Conserving water in Southern California is of vital importance. To meet regional conservation goals most effectively, West Basin Municipal Water District has adopted a Conservation Master Plan and formed partnerships, in concert with the Plan, with the South Bay Cities Council of Governments (SBCCOG) and South Bay Workforce Investment Board (SBWIB) to further expand its conservation programs throughout the community.

Forming partnerships with the SBCCOG and SBWIB is one of the first steps West Basin has taken since adopting its Conservation Master Plan, which identified the conservation needs of its communities and established an action plan that will phase in new residential outdoor, commercial and industrial programs during the next several years. 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%.

“When we look to expand our conservation programs, we also look at the needs of the communities we serve,” West Basin Board President William A. Baker said. “By partnering with these organizations that really have a pulse on our community, we can implement the necessary conservation programs and have an even larger impact than we would acting alone.”

The SBCCOG is a Joint Powers Authority representing the Cities of Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates and Torrance, largely overlapping the District’s service area. With support from the Gas Company and Southern California Edison, the SBCCOG already operates an energy savings program that will strongly benefit from a water conservation component.

Since roughly 20% of all energy use in California is related to the delivery of water, a natural synergy exists between the conservation of both resources. Through this partnership, West Basin can leverage the SBCCOG's successful energy conservation outreach activities to local governments, businesses and residents throughout the South Bay. The SBCCOG will initially help the District market its new Complete Restroom Retrofit and Laundromat Retrofit programs as well as coordinate gardening workshops throughout the community that focus on water-efficient gardening.

"We are really excited about the way this partnership will benefit the cities we represent," SBCCOG Chairperson Jim Aldinger said. "Water conservation is so important to our community, and West Basin has been a leader in that area for decades. With their expertise, I think we can really impact the community in a positive way."

The SBWIB, which provides the Cities of El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Manhattan Beach and Redondo Beach with business, economic and workforce development resources, also has an interest in integrating water conservation into their programs. In partnership with California State University Dominguez Hills' sports turf maintenance curriculum, the SBWIB will conduct a pilot program that will train young adults, ages 18-24, in sports turf and water management occupational skills. Water conservation fundamentals will be integrated into the program through the addition of a Professional Series Protector Del Agua course, a West Basin program funded through the Metropolitan Water District of Southern California.

"By adding water conservation into the course, a new generation of gardening and turf management professionals could learn the importance of saving water, and how to do it effectively," said SBWIB Chief Executive Officer Jan Vogel. "This partnership will really benefit the region because there is so much to be learned about water conservation and so many things we could be doing. This is a step in the right direction."

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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