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Uniting Towards Regional Water Reliability Central Basin MWD Sets the Stage for Conservation Network

Downey, CA – The much anticipated Conservation Master Plan was unveiled on Friday, September 15, before an audience of more than 50 stakeholders during a workshop hosted by Central Basin Municipal Water District at the Southern California Gas Company's Energy Resource Center in Downey.

The focus of the workshop centered around building a Conservation Network that encompasses water, energy and thermal savings through integration of conservation efforts and collaboration among utility agencies to provide greater resources and incentives for consumers. Representatives from the Southern California Gas Company, Southern California Edison, Metropolitan Water District of Southern California (MWD) made presentations about the various incentive programs and partnership opportunities available through their respective agencies. Jeanne-Marie Bruno, General Manager of Park Water Company, one of Central Basin's larger retail water agencies, shared their future plans to work with Central Basin and MWD to expand their conservation portfolio.

"The Conservation Master Plan is a great tool for us to take a broader approach to water conservation with emphasis on innovative partnerships," said Board President Bob Apodaca. "Our goal for conservation is consistent with our overall commitment to serving our communities by bringing available resources to our service area."

Those in attendance received valuable information about how they can take advantage of available funding sources to implement conservation measures and participate in the conservation network. The goal was to provide local cities, water retailers, businesses and environmental groups

with useful information about how they can partner with agencies such as Central Basin to increase conservation and take advantage of existing funding opportunities.

Bill McDonnell from MWD provided an overview of the various residential, commercial and industrial incentives as well as grant programs available to cities, water retailers and community-based organization through Central Basin. Paul Thomas from the Southern California Gas Company featured thermal saving incentives available to commercial sites and new construction, and Matt Garcia from Southern California Edison wrapped up the program with the future integration of water and energy efficiency programs.

Guests interacted with various exhibits sponsored by Falcon Industries, Golden State Water Company, Honeywell DMC, HydroEarth, Oldtimers Foundation and Water Replenishment District. This workshop wrapped up a series of stakeholder workshops hosted by Central Basin as part of the process in developing the Master Plan. Additionally, it signified the start of the implementation of the Master Plan and the District's renewed commitment to establishing a close working relationship with its 40 purveyors within the 24-city service area.

Since the mid-nineties, Central Basin has been in the forefront of water conservation. With the implementation of the Conservation Master Plan, the District looks to provide regional leadership in positioning conservation as a serious resource option in ensuring water reliability.

To get more information about the Conservation Master Plan or partnership opportunities, please visit Central Basin's web site at www.centralbasin.org or contact the District's Conservation Coordinator at 310-436-2609.

Central Basin is a public agency that wholesales imported water to cities, mutual water companies, investor-owned utilities and private companies in southeast Los Angeles County, serving a population of more than 2 million. In addition, Central Basin provides the region with recycled water for municipal, commercial and industrial uses. Formed in 1952, Central Basin is committed to ensuring a safe and reliable water supply for the region.

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