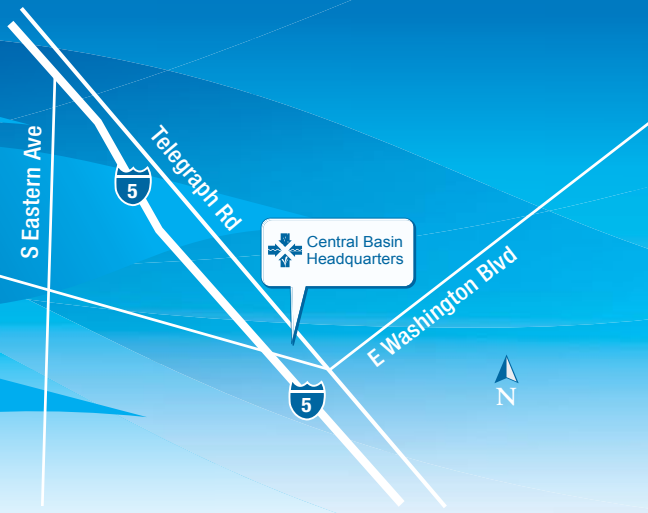


Central Basin is Moving!

The new Central Basin Headquarters building will open **December 2007** at **6252 Telegraph Road, Commerce, CA 90040-2512**. Please visit www.centralbasin.org for more information, or contact us directly at (310) 217-2222.



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Central Basin is moving! See page 4 for more information

In This Issue:

Message from the General Manager Page 2

In-Store Rebate for "Smart" Sprinkler Controllers Page 3

Save the Date! Earth Day 2008 Page 4



Central Basin
Municipal Water District

Central Basin serves a population of more than 2 million people living within 24 cities in Southeast Los Angeles County.

Board of Directors and Service Areas

Division I: Director Edward C. Vasquez

Bell Gardens, Downey, Montebello, Norwalk and Vernon

Division II: Director Robert Apodaca

La Habra Heights, La Mirada, Pico Rivera, Santa Fe Springs and Whittier

Division III: Director Arturo Chacon

Bell, Commerce, Huntington Park, Maywood, Walnut Park, portions of Cudahy and Monterey Park, and unincorporated areas of East Los Angeles

Division IV: Director Rudy C. Montalvo

Lynwood, South Gate, Florence-Graham, Willowbrook, and portions of Cudahy, Compton, and Carson

Division V: Director Phillip D. Hawkins

Artesia, Bellflower, Cerritos, Hawaiian Gardens, Lakewood, Paramount and Signal Hill

Representatives on the Metropolitan Water District of Southern California Board of Directors:

Robert Apodaca
Phillip J. Pace

General Manager

Art Aguilar

Newsletter Editor

Valerie Howard

Newsletter Design

Digital Synergy

Save the Date!



Saturday, April 12, 2008

Sanitation Districts of Los Angeles County

1955 Workman Mill Road Whittier, CA 90601

Featuring:

- ☀ Environmental Exhibits!
- ☀ Hands-on Earth Friendly Activities!
- ☀ Free Family Fun! ☀ And Much More!

More information coming soon!

To view photos of last year's event, please visit www.centralbasin.org

Would you like to be an exhibitor?

If your agency or company would like to showcase its environmentally friendly programs or services by hosting an exhibit booth, please contact **Sandi Linares-Plimpton** at (310) 217-2222 or at sandilp@centralbasin.org for more information.



Lake Powell, Arizona



How We Can Survive The Drought

A Hard Look at California's Water Supply and What Central Basin is Doing to Ensure Long-Term Reliability

California's water system is facing a crisis. Climate change, record drought, impacts of an aging infrastructure and mandatory environmental cutbacks mean new solutions are necessary to secure local supplies.

For Central Basin, this begins with partnering with the communities we serve to achieve long-term reliability through conservation, smart resource management and legislative representation. With a portfolio of regional programs in place, Central Basin is able to continue providing a secure water supply, even during times like these.

To understand the local supply challenges, it is important to know the **three primary sources**

for Southern California's water and what's happening in those areas:

- **More than 60% of water used in the Central Basin service area comes from local groundwater.** This is water stored in groundwater basins, filled by rainwater that has percolated down and also by water used for irrigation. This year, these local supplies were impacted by the statewide drought, which brought **record-low rainfall of 3.21 inches of rain**, a major decrease from the annual average of 14 inches of rain recorded in Southern California in previous years.
- **The remaining 40% of Central Basin's water is imported from the Colorado River**

and Northern California through the **State Water Project**.

- The **State Water Project (SWP)**, which draws its water from California's Sierra snow pack, provides water for more than 23 million Californians. Melted snow flows down from the Sierras into the SWP, where it is stored behind the Oroville Dam and gets released throughout the year down the Sacramento River through the "Delta," where it finally reaches Southern California via the California Aqueduct system. This past year, **low Sierra snow pack levels**—recorded at only 85% of normal—reduced available water supplies to the SWP.

Continued on page 2



Message from the General Manager

Although 2007 may be coming to an end, Central Basin's programs are still in full-swing, with many more exciting projects planned for the New Year.

Of these projects, one that we are particularly looking forward to is our move into a new headquarters, which will be located in the **City of Commerce at 6252 Telegraph Road.**

This move represents an important milestone for us, because with a new facility comes new opportunities for creative outreach and public service. What is more, the City of Commerce is located in the heart of our service area, improving our accessibility to the many surrounding communities we work with every day.

During this transition, it is our goal to keep our cities, retailers and friends updated through our website, at www.centralbasin.org, as well as through upcoming mail and email announcements. Of course, if you would like to speak to one of us at Central Basin directly, give us a call at (310) 217-2222. We are happy to answer any questions you may have.

As you can see, the end of the year marks many new beginnings for Central Basin. We thank you for your support at such an exciting time, and we look forward to another great year of service in 2008.

Sincerely,

Art Aguilar
General Manager

How We Can Survive the Drought

Continued from page 1

- Environmental concerns have also affected the SWP this year. In the summer, a small fish called the **Delta Smelt** was found to be endangered by the pumps that push the water to Southern California. This environmental disruption has resulted in a federal court order to shut down the pumps at certain times. This could result in Southern California losing as much as 30% of its annual supply from SWP.
- At the **Colorado River**, nearly a decade of **drought conditions** has critically impacted two of California's largest reservoirs—Lake Mead and Lake Powell—which store water supplied by the Colorado River. For the past seven years the water level of each lake, which is currently at a staggering 50%, has continued to decline.

These are a few of the key issues impacting Southern California's water supply. At Central Basin, we understand that managing these issues is no easy task, but with planning, partnerships, strategic conservation efforts and your support, we can survive the drought.

For more information about our program or what you can do to conserve, please visit www.centralbasin.org.

Conservation Corner

Central Basin: Inspiring Conservation with Every Label



Each year, Central Basin distributes hundreds of cases of bottled water free of charge to community organizations and schools in need. Now, the labels will serve another purpose other than identifying quality Central Basin water: each label now comes with a simple, water-saving tip for your home, work or school!

\$80 Rebates for "Smart" Sprinkler Controllers

In the Central Basin community, people love their lawns. This is why, beginning in November 2007, local homeowners who purchase "Smart" Sprinkler Controllers, which reduce outdoor water use by an average of 15 percent, will have the opportunity to receive an \$80 rebate.

Also called Weather Based Irrigation Controller (WBIC for short), Smart Controllers have long been on MWD's rebate list. Until now, however, residents had to complete lengthy and often discouraging paperwork before qualifying. By streamlining the process, residents will be able to receive their rebate at the point of purchase.

From everyone at Central Basin, happy gardening!

AVAILABLE IN STORES NOW!*

*For more information on this program, rebate qualifications and a list of participating stores, please visit www.centralbasin.org

Student Scholarship, Poster Contest and More Returning in 2008!

Central Basin's annual Water Scholar Award and Water is Life Poster Contest bring opportunity and awareness to students

2008 was an exciting year for young Central Basin scholars.

In May, Central Basin did its part during Water Awareness Month, awarding sixth-grader Anthony Arruda from the City of Whittier an **Apple iBook laptop computer** for his winning entry in the annual **"Water is Life" poster contest**. Open to 3rd -5th graders, the contest is sponsored by Central Basin and the Metropolitan Water District of Southern California.

Through Central Basin's first annual **Water Scholar Award**, five outstanding, college-bound high school seniors were awarded a **\$5,000 scholarship** to pursue water-related areas of study. Given the popularity of these contests, the District looks forward to bringing them back in 2008. Visit www.centralbasin.org for upcoming details and submission deadlines!



Top: Anthony Arruda won the "Water is Life" poster contest. **Bottom:** Carolina Vargas, Francisco Casillas and Wendy Ngoy are three of the five Scholarship recipients.



Introducing The City of Bell Gardens: THE FIRST CALIFORNIA FRIENDLY CITY

California Friendly Awareness Week Promotes Bell Gardens' Conservation Achievements

As the First California Friendly City, the City of Bell Gardens was the perfect place to host California Friendly Awareness Week – a special 5-day event series that promoted water stewardship and conservation to community members through free and fun workshops and presentations.

Hosted in August, the week of events included: a Senior Gardening Day, an interactive gardening workshop for senior citizens that featured water-efficient plants, and a Water Stewards Day, where students learned about the value of conservation. At the week's end, a day that landed on the City's 46th Anniversary, a community-wide environmental expo was held for residents to join in celebrating the city's transformation into the First California Friendly City.

For more information about the success of California Friendly Awareness Week, or about what Central Basin is doing to promote California Friendly living, please visit www.centralbasin.org.