



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

Office of the General Manager

September 16, 2010

Mr. Paul J. Matuska
Group Manager
Lower Colorado Regional Office
U.S. Bureau of Reclamation
P.O. Box 61470
Boulder City, NV 89006-1470

Attention: LC-4200

Dear Mr. Matuska:

Estimates of Metropolitan Monthly Diversions for Calendar Year 2011

This letter is in response to your July 28, 2010, letter to Mr. Roger K. Patterson requesting The Metropolitan Water District of Southern California's (Metropolitan): (1) best estimates of monthly diversion requirements for calendar year 2011, and (2) completion of a questionnaire as part of the U.S. Bureau of Reclamation's (Reclamation) consultations under Title 43, Code of Federal Regulations, Part 417. This letter also addresses Intentionally Created Surplus (ICS) in 2011.

Estimate of Metropolitan Diversions for Calendar Year 2011

Metropolitan's initial estimate of its diversions for calendar year 2011 totals 701,500 acre-feet. Metropolitan's estimated available supply during the year and a monthly diversion schedule is tabulated in Enclosure 1. The details behind a number of components of Metropolitan's estimated available supply are described in Enclosure 2.

Estimated available supply to Metropolitan is based on an ICS Surplus determination and projected use of water by holders of present perfected rights and priorities 1 through 3 in California. Metropolitan has the capability to divert and beneficially use more than 1.25 million acre-feet in calendar year 2011, however, that full amount of water may not be available to Metropolitan during the year. Should unused California apportionment not incorporated in the tabulation of Enclosure 1 become available during the year, Metropolitan plans to divert such water. Metropolitan may also make interstate banking arrangements with Nevada or Arizona which could affect the amount of water available for diversion in 2011. Any interstate banking that occurs would be followed with a revised estimate of 2011 diversions.

Mr. Paul J. Matuska
Page 2
September 16, 2010

The diversion estimates shown in Enclosure 1 incorporate Metropolitan's plan to create 200,000 acre-feet of Extraordinary Conservation ICS during calendar year 2011 as documented in Metropolitan's July 30, 2010, letter to Mr. Steve Hvinden. Metropolitan's plan to create 200,000 acre-feet of Extraordinary Conservation ICS is based on projections of monthly demands for Metropolitan's supplies by its member agencies and the supply of water that may be available to Metropolitan from the State Water Project during calendar year 2011. As the calendar year progresses, Metropolitan may find it necessary to divert additional Colorado River water and create less ICS water. If needed due to unforeseen circumstances, Metropolitan may request delivery from its ICS accounts in Lake Mead. If conditions require a modification to its ICS plans, Metropolitan will submit to Reclamation a revised estimate of its diversions for calendar year 2011.

Additionally, Metropolitan is anticipating creating System Efficiency ICS credits that would accumulate in Lake Mead as a result of funding its share of the Pilot Operation of the Yuma Desalting Plant.

Part 417 Consultation Questionnaire

Metropolitan's responses to the Part 417 Consultation Questionnaire are contained in Enclosure 3.

If you have any questions regarding Metropolitan's estimate of diversions or the Part 417 Consultation Questionnaire, please contact Mr. John L. Scott at (213) 217-7823.

Very truly yours,



Deven N. Upadhyay
Manager, Water Resource Management

JLS:jc
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Enclosures (3)

Mr. Paul J. Matuska
Page 3
September 16, 2010

cc: Ms. Halla Razak, P.E.
Colorado River Program Manager
San Diego County Water Authority
4677 Overland Avenue
San Diego, CA 92123

Metropolitan's Estimate of Diversions from the Colorado River for Calendar Year 2011

Water Budget Item	Amount (acre-feet)
Priority 4	550,000
IID-MWD Water Conservation Program	85,000
Coachella Canal Lining Project (MWD Exchange with SDCWA)	24,500
Coachella Canal Lining Project (2003 Allocation Agreement)	4,500*
All-American Canal Lining Project (MWD Exchange with SDCWA)	56,200
All-American Canal Lining Project (2003 Allocation Agreement)	11,500*
IID Transfer to SDCWA (MWD Exchange with SDCWA)	80,000
Priority 1, 2, and 3b Use Below 420,000 Acre-feet (Amount Influenced by Metropolitan Funded Palo Verde Irrigation District Forbearance and Fallowing Program)	120,000
Unused Priority 3a	0
Miscellaneous and Indian Present Perfected Rights Use	-1,300
Lower Colorado Water Supply Project	3,100
Exchange with CVWD	-35,000
Total Estimated Supply Available for Consumptive Use	898,500
Creation of Extraordinary Conservation ICS	-200,000
Total Estimated Consumptive Use	698,500
Estimated Return Flow Credit	3,000
Diversion for Emergency Delivery for Tijuana	0
Total Estimated Diversion	701,500

*See table on following page for scheduled monthly diversions of water to be made available to Metropolitan pursuant to §7.6 of the October 2003 *Allocation Agreement*.

Monthly Diversion Schedule and Return Flow Estimates
(acre-feet)

Month	Gross Diversion	Diversions for Emergency Delivery for Tijuana	2003 Allocation Agreement Water Diversions	Return Flow
January	98,972	0	0	255
February	32,537	0	0	230
March	98,972	0	0	255
April	95,779	0	0	247
May	98,972	0	0	255
June	95,779	0	0	247
July	38,175	0	0	255
August	28,278	0	0	255
September	27,365	0	16,000	247
October	28,278	0	0	254
November	27,365	0	0	246
December	31,028	0	0	254
Total	701,500	0	16,000	3,000

Details of Metropolitan's Tabulation of Estimated Available Supply for Calendar Year 2011

Allocation of Water from the Coachella Canal Lining Project

The "Interim Determination by the Secretary of the Interior of the Quantity of Water Conserved by the Coachella Canal Lining Project and the Amount of Water Available for Allocation" (Determination), made on January 31, 2008, concluded that 30,850 acre-feet will be conserved from the Coachella Canal Lining Project beginning in 2009 through the term of the *Allocation Agreement*. The Determination provides that the volume of water available for allocation shall be the quantity conserved minus the volume of water taken from the Coachella Canal that is used for Lining Project mitigation.

As the conditions specified in Sections 7.2.1 and 7.2.2 of the *Allocation Agreement* have not yet been satisfied, 4,500 acre-feet is assumed to be available to Metropolitan in 2011. The remaining supply is available for allocation to the San Diego County Water Authority (Water Authority). Also, for the purposes of estimating Metropolitan's diversions for 2011 it is assumed that 1,850 acre-feet would be taken from the Coachella Canal for Lining Project mitigation.

The Determination provides that the Bureau of Reclamation (Reclamation) will review the amount of conserved water used for mitigation purposes on or near December 1 before allocating additional water, if any, to the Water Authority. Metropolitan urges Reclamation to undertake its review at the earliest possible time and to promptly notify Metropolitan of any adjustment to the volume of conserved water allocated to the Water Authority.

Allocation of Water from the All-American Canal Lining Project

The "Interim Determination by the Secretary of the Interior of the Quantity of Water Conserved by the All-American Canal Lining Project and the Amount of Water Available for Allocation", made on December 4, 2009, confirmed that the amount of water available for allocation is 67,700 acre-feet per year unless reduced by uncontrollable force or Colorado River shortage conditions. As the conditions specified in Sections 7.2.1 and 7.2.2 of the *Allocation Agreement* have not yet been satisfied, 11,500 acre-feet is assumed to be available to Metropolitan in 2011. The remaining supply of 56,200 acre-feet is allocated to the Water Authority.

Unused Priority 1, 2, and 3b

Metropolitan's estimate of available supply assumes that 2011 consumptive use under priorities 1, 2, and 3b would be 420,000 acre-feet less the volume of water saved under the Palo Verde Irrigation District/Metropolitan Forbearance and Fallowing Program. Metropolitan estimates that the 2011 savings from the Fallowing Program will be 120,000 acre-feet. Metropolitan understands that its supply is impacted by actual use under priorities 1, 2, and 3b pursuant to the October 10, 2003, *Colorado River Water Delivery Agreement*.

Unused Priority 3a

Metropolitan's estimate of available supply does not include unused Priority 3a water that may become available.

Lower Colorado Water Supply Project

It is estimated that approximately 3,100 acre-feet of the yield of the Lower Colorado Water Supply Project will be available to Metropolitan.

Exchange with Coachella Valley Water District

Metropolitan has received the August 27, 2010, request from the Coachella Valley Water District (Coachella) for delivery of 35,000 acre-feet of Exchange Water pursuant to the October 10, 2003, *Delivery and Exchange Agreement between Metropolitan and Coachella for 35,000 Acre-Feet*. Coachella has requested that the Exchange Water be delivered through Metropolitan's Colorado River Aqueduct at the Whitewater service connections. As Metropolitan has not determined whether it can accommodate this request, for the purpose of this water schedule Metropolitan assumes that the water will be delivered to Coachella through the Coachella Canal and therefore plans to forbear consumptive use of 35,000 acre-feet of its available Colorado River supply to allow that water to be diverted at Imperial Dam. As this is an exchange involving non-Colorado River supplies, diversion of this 35,000 acre-feet by Coachella does not count as a Priority 3a use in the Annual Target calculation made pursuant to the *Colorado River Water Delivery Agreement*.

Replies of
The Metropolitan Water District of Southern California
to the U.S. Bureau of Reclamation's
Part 417 Consultation Questionnaire—Calendar Year 2011 Diversion Request

Metropolitan's Past and Projected Diversions of Colorado River Water

The 2007 diversion shown in Table 1 of the questionnaire does not match the actual diversion charged to Metropolitan as reported in that year's final *Colorado River Accounting and Water Use Report*. The following table provides an expanded accounting of actual pumping at the Whitsett Intake Pumping Plant, including water made available by the San Diego County Water Authority in accordance with the October 2003 *Colorado River Water Delivery Agreement*, and diversions made for emergency deliveries for Tijuana, Mexico.

(acre-feet)

Year	Actual Pumping from Lake Havasu	Water Made Available by the San Diego Water Authority	Emergency Delivery for Tijuana	Water Subject to Temporary Reregulation	Water Returned to River	Water Made Available by the Southern Nevada Water Authority for Storage ^b	Remaining Water for Metropolitan's Use
2010 ^a	1,106,700	150,700	0	0	2,600	0	953,400
2009	1,112,835	140,188	5,152	0	2,451	0	965,044
2008	913,289	80,582	5,482	0	2,957	45,000	779,268
2007	716,289	73,125	0	0	2,833	0	640,331

a. Projected volumes.

b. Water made available to Metropolitan pursuant to the Storage And Interstate Release Agreement among the Secretary of the Interior, Metropolitan, the Southern Nevada Water Authority, and the Colorado River Commission of Nevada.

Replies to the Questionnaire

Much of the information requested in the questionnaire is included in Metropolitan's March 2005 *Municipal and Industrial Water Conservation Plan* transmitted to the Bureau of Reclamation's Southern California Area Office by letter dated April 25, 2005, (M&I Plan) as updated with replies in response to the questionnaire submitted by Metropolitan for the respective diversion requests for calendar years 2007, 2008, 2009, and 2010. Replies to this 2011 questionnaire incorporate Metropolitan's responses to the questionnaires for calendar years 2007, 2008, 2009, and 2010 with updates included herein under the respective factor.

Replies to Part 417 Consultation Questionnaire—Calendar Year 2011 Diversion Request

The following replies are presented in a format reproduced from the original questionnaire.

Part 417.3 Factors	2011 Diversion Request Reply																													
Area ²	<p>The present size of Metropolitan's service area is 5,179 square miles.</p> <p>The following table lists recently added service connections:</p> <table border="1" data-bbox="505 444 1442 753"> <thead> <tr> <th data-bbox="505 444 662 534">Service Connection</th> <th data-bbox="662 444 806 534">Capacity, cfs</th> <th data-bbox="806 444 1136 534">Who Served</th> <th data-bbox="1136 444 1268 534">Raw or Treated Water</th> <th data-bbox="1268 444 1442 534">Status</th> </tr> </thead> <tbody> <tr> <td data-bbox="505 534 662 570">B-06</td> <td data-bbox="662 534 806 570">50</td> <td data-bbox="806 534 1136 570">City of Burbank</td> <td data-bbox="1136 534 1268 570">Raw</td> <td data-bbox="1268 534 1442 570">in service</td> </tr> <tr> <td data-bbox="505 570 662 629">CB-14</td> <td data-bbox="662 570 806 629">40</td> <td data-bbox="806 570 1136 629">Inland Empire Utilities Agency</td> <td data-bbox="1136 570 1268 629">Raw</td> <td data-bbox="1268 570 1442 629">in service</td> </tr> <tr> <td data-bbox="505 629 662 689">CB-20</td> <td data-bbox="662 629 806 689">30</td> <td data-bbox="806 629 1136 689">Inland Empire Utilities Agency</td> <td data-bbox="1136 629 1268 689">Raw</td> <td data-bbox="1268 629 1442 689">in service</td> </tr> <tr> <td data-bbox="505 689 662 753">EM-14</td> <td data-bbox="662 689 806 753">48*</td> <td data-bbox="806 689 1136 753">Eastern Municipal Water District</td> <td data-bbox="1136 689 1268 753">Raw</td> <td data-bbox="1268 689 1442 753">in service</td> </tr> </tbody> </table> <p data-bbox="505 753 852 783">*Increase from the pre-existing capacity.</p>					Service Connection	Capacity, cfs	Who Served	Raw or Treated Water	Status	B-06	50	City of Burbank	Raw	in service	CB-14	40	Inland Empire Utilities Agency	Raw	in service	CB-20	30	Inland Empire Utilities Agency	Raw	in service	EM-14	48*	Eastern Municipal Water District	Raw	in service
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EM-14	48*	Eastern Municipal Water District	Raw	in service																										
Climatic Conditions ³	See Metropolitan's reply to the questionnaire for the calendar year 2007 diversion request.																													
Location ⁴	There have been no significant changes in the location of District facilities.																													
Kinds of Customers ⁵	Metropolitan continues to be a wholesaler of water to its 26 member agencies serving approximately 19 million persons. There has been no significant change in the types of customers served by Metropolitan's member agencies.																													

² Will MWD add or reduce the number of connections in the MWD's contract area for 2011, if so how many?

³ List weather station data used, annual mean temperature, and annual mean rainfall as well as station name.

⁴ Have there been any changes in the location MWD's facilities (e.g. storage, treatment, pipelines, etc...)?

⁵ List changes in customer types (e.g. single family, multifamily, commercial, etc...).

Replies to Part 417 Consultation Questionnaire—Calendar Year 2011 Diversion Request

Part 417.3 Factors	2011 Diversion Request Reply
Water Use Practices ⁶	<p>Forecasts of water demand for Southern California will continue to have an upward growth trend. However, earlier estimates by Southern California's regional planning agencies of increases in population and housing within Metropolitan's service area have been tempered by the economic recession and the "burst" of the housing bubble. Overall, permits for new housing dropped 81 percent (from 101,675 to 19,142) between fiscal year 2005/06 and 2009/10. The inland areas of Riverside and San Bernardino counties, formerly the fastest growing counties within Southern California, have been hit especially hard by the drop-off in construction and relatively high rates of mortgage foreclosures. This is expected to dampen rates of growth in the short term.</p> <p>Metropolitan encourages water use efficiency through research and development, financial incentives, programs to influence consumer behavior, education, support for new plumbing and compliance codes, and tiered pricing. Since the formal inception of its Conservation Program in 1990, Metropolitan and its member agencies have spent \$348.7 million retrofitting plumbing devices with water conserving alternatives in both the residential and nonresidential sectors. Aside from funding device retrofits, Metropolitan has developed and funded classes promoting water efficient landscaping practices for both homeowners and commercial landscapers. As of fiscal year 2008/09, cumulative regional water savings from weather-based irrigation controllers rebated by Metropolitan totaled about 10,500 acre-feet. Total conservation savings attributable to Metropolitan's conservation programs amounted to approximately 1.4 million acre-feet.</p>
Condition of Water Carriage & Distribution Facilities/System Efficiency ⁷	<p>The newly completed Inland Feeder began operations in September 2009. The Inland Feeder conveys water delivered to Metropolitan from the State Water Project at Devil Canyon Afterbay to Metropolitan's Diamond Valley Lake at flows up to 1,000 cfs. There have been no other significant changes to the condition of the delivery system.</p> <p>For the amount of water sold in acre-feet in calendar year 2009, see reply contained herein to the factor, "Amount of Water Sold/Delivered to Customers".</p>
Record of Water Orders ⁸	<p>On a weekly basis, by e-mail, Metropolitan staff provides Reclamation's water operations staff a report of planned diversions for the prospective week.</p>
Record of Rejections of Water Orders ⁹	<p>Projected demands by member agencies for Metropolitan supplies are incorporated into Metropolitan's estimate of the volume of Colorado River water it can put to beneficial use in 2011. With the exception of groundwater replenishment deliveries and agricultural deliveries, which are subject to available supply, Metropolitan has not had cause to reject a member agency's order for non-payment or any other reason.</p>

⁶ Identify projected changes to customer practices (e.g. irrigate turf, golf courses, fountains, etc...) and the expected impact on water use.

⁷ What is the condition of the delivery system? Amount of water delivered/sold to customers in acre-feet?

⁸ Does MWD amend daily water orders with Reclamation more than three times a month?

⁹ Have water orders from customers been rejected by MWD (e.g. for non-payment, etc...) that would impact MWD's water order?

Replies to Part 417 Consultation Questionnaire---Calendar Year 2011 Diversion Request

Part 417.3 Factors	2011 Diversion Request Reply												
General Operating Practices/Policies ¹⁰	<p>Metropolitan’s operating practices and policies continue to be affected by low water supply conditions on the State Water Project.</p> <p>In October 2009 Metropolitan’s Board adopted a resolution to approve notice of potential discontinuance of interim agricultural service of surplus water from October 1, 2010 through September 30, 2011. Deliveries to participants under the Interim Agricultural Water Program (IAWP) were reduced by 30 percent in CY 2009 and reduced by 25 percent in CY 2010.</p> <p>Pursuant to Metropolitan’s Water Supply Allocation Plan, in April 2010 Metropolitan’s Board authorized implementation of the Water Supply Allocation Plan at a “Regional Shortage Level 2” for the second year in-a-row through June 30, 2011. (See Attachment A to this questionnaire).</p> <p>Adapting to the improved 2010 water supply condition on the State Water Project that became evident by late spring, which resulted in increased allocation determinations issued by the Department of Water Resources as late as June 22 presenting an opportunity to replenish in-basin storage, Metropolitan’s Board authorized short-term water management programs with its member agencies during 2010/11 water supply allocation period. This program permits a member agency to take delivery in excess of its 2010-11 water supply allocation with an obligation to return an equal volume in the following five years if called upon under a Water Supply Allocation Plan condition. (See Attachment B to this questionnaire).</p>												
Operating Efficiencies ¹¹	Per capita use is estimated at approximately 180 gallons per day (gpd).												
Amount and Rate of Return Flow to the River ¹²	Return flow of diverted water due to seepage from Gene Wash Dam and Copper Basin Dam amounts to approximately 3,000 acre-feet annually at an average flow of 4 to 5 cubic feet per second.												
Municipal Water Requirements ¹³	See Metropolitan’s reply to the questionnaire for the calendar year 2007 diversion request.												
Amount of Water Sold/Delivered to Customers ¹⁴	<p>Wholesale sales of Colorado River water imported by Metropolitan plus imported supplies received through State Water Project facilities during calendar year 2009 were as follows:</p> <table border="1" data-bbox="502 1472 1348 1664"> <thead> <tr> <th data-bbox="502 1472 1027 1506">Wholesale Sales</th> <th data-bbox="1027 1472 1348 1506">CY 2009 (AF)</th> </tr> </thead> <tbody> <tr> <td data-bbox="502 1506 1027 1540">M&I</td> <td data-bbox="1027 1506 1348 1540">1,693,469</td> </tr> <tr> <td data-bbox="502 1540 1027 1574">Agriculture</td> <td data-bbox="1027 1540 1348 1574">41,150</td> </tr> <tr> <td data-bbox="502 1574 1027 1608">Groundwater Replenishment</td> <td data-bbox="1027 1574 1348 1608">32,973</td> </tr> <tr> <td data-bbox="502 1608 1027 1642">Storage Programs</td> <td data-bbox="1027 1608 1348 1642">0</td> </tr> <tr> <td data-bbox="502 1642 1027 1676">Total</td> <td data-bbox="1027 1642 1348 1676">1,767,592</td> </tr> </tbody> </table>	Wholesale Sales	CY 2009 (AF)	M&I	1,693,469	Agriculture	41,150	Groundwater Replenishment	32,973	Storage Programs	0	Total	1,767,592
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Storage Programs	0												
Total	1,767,592												

¹⁰ Has there been any change in operating practices? If so, attach the new policy.

¹¹ Gallons per Capita per Day (GPCD).

¹² Amount (cfs) and average rate (ft/sec) of return flow to the river.

¹³ How much water is going to municipal uses and how much water is going to industrial uses, each in acre feet?

¹⁴ Amount of water delivered/sold to customers in acre feet.

Replies to Part 417 Consultation Questionnaire—Calendar Year 2011 Diversion Request

Part 417.3 Factors	2011 Diversion Request Reply																		
Provisions of Users Water Delivery Contract ¹⁵	No changes since the 2010 diversion request reply.																		
Water Rates ¹⁶	See Attachment C to this questionnaire for the current schedule of Metropolitan’s water rates and charges.																		
Water Conservation ¹⁷	<p>Metropolitan’s previous fiscal year expenditures and current fiscal year budget for demand management programs are as follows:</p> <p>(millions)</p> <table border="1" data-bbox="508 634 1404 819"> <thead> <tr> <th></th> <th>FY 2009-10</th> <th>FY 2010-11</th> </tr> </thead> <tbody> <tr> <td>Water Conservation</td> <td>18.7</td> <td>19.1</td> </tr> <tr> <td>Water Recycling</td> <td>29.0</td> <td>29.4</td> </tr> <tr> <td>Contaminated Groundwater Recovery</td> <td>9.0</td> <td>9.7</td> </tr> <tr> <td>Public Outreach/Media Advertising</td> <td>4.3</td> <td>1.6</td> </tr> <tr> <td>Total Budget</td> <td>61.0</td> <td>\$59.8</td> </tr> </tbody> </table>		FY 2009-10	FY 2010-11	Water Conservation	18.7	19.1	Water Recycling	29.0	29.4	Contaminated Groundwater Recovery	9.0	9.7	Public Outreach/Media Advertising	4.3	1.6	Total Budget	61.0	\$59.8
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Contaminated Groundwater Recovery	9.0	9.7																	
Public Outreach/Media Advertising	4.3	1.6																	
Total Budget	61.0	\$59.8																	
Other Relevant Factors ¹⁸	<p>Metropolitan has the capability to divert and beneficially use 1.25 million acre-feet in calendar year 2011, however, the water budgets prescribed in the October 2003 <i>Colorado River Water Delivery Agreement</i> may result in less than that amount of water being available to Metropolitan. Metropolitan has transmitted a plan to Reclamation to create 200,000 acre-feet of Extraordinary Conservation ICS in 2011 for the Secretary of the Interior’s approval.</p>																		

Water Conservation Plan Implementation¹⁹

For a description of the most recent water conservation activities, see Metropolitan’s Annual Progress Report to the California State Legislature dated February 2010 and entitled *Achievements in Conservation, Recycling and Groundwater Recharge*, which can be accessed at:

http://www.mwdh2o.com/mwdh2o/pages/yourwater/SB60/sb60_main.html

In August 2009, Metropolitan’s Board authorized entering into a Local Resources Program (LRP) agreement with the city of Burbank (Burbank) to provide financial incentives for an expansion of Burbank’s existing recycled water system, which would ultimately deliver an additional 960 acre-feet per year of recycled water for landscape irrigation. (See Attachment D to this questionnaire).

¹⁵ Have there been any changes in the water service contract?
¹⁶ Have there been any changes in water rates? If so, submit the changed rates.
¹⁷ How much money will be spent by MWD on water conservation for 2011?
¹⁸ Optional, please identify any other relevant factor/factors and explain why it would impact MWD’s water order.
¹⁹ Water conservation activities/measures/practices the MWD implemented in 2010.

Replies to Part 417 Consultation Questionnaire—Calendar Year 2011 Diversion Request

In May 2010, Metropolitan's Board adopted two resolutions to accept potential funding and to authorize the General Manager to enter into contract on two grant proposal applications as part of the Bureau of Reclamation's WaterSMART: Water and Energy Efficiency Grants for Fiscal Year 2010. (See Attachment E to this questionnaire).

Also in May 2010, Metropolitan's Board authorized a Water Conservation Plan for fiscal year 2010/11 and other associated expenditures and activities. (See Attachment F to this questionnaire).

Metropolitan sponsored conservation and Delta-related educational advertising campaigns throughout Southern California during seven months in fiscal year 2009/10. From August 17 to October 25, 2009, the "Move the Needle" campaign continued from the prior fiscal year, appearing on broadcast television, cable networks, radio stations and Web sites. Radio ads were in English, Spanish, Chinese (Mandarin and Cantonese), Korean and Vietnamese. Online and social media included Google search advertising, a YouTube channel devoted to water conservation and a Facebook Fan Page.

After a series of winter storms, Metropolitan ran radio traffic ads from February 22 to March 15, 2010, to inform listeners that despite the rain, California's water problems were not over (see Attachment G to this questionnaire for Press Release).

A new educational campaign called "50 Percent Less" focused on water supply shortages caused by pumping restrictions in the Sacramento-San Joaquin Delta, the need to modernize the water delivery system and the on-going need to practice long-term conservation. Two new television ads were created and aired, and the existing television ad "Reservoir" was updated with new information. The ads began airing on May 17, 2010, with television ads continuing through June 6, radio through June 20 and online through June 30.

Key to outreach efforts is Metropolitan's bewaterwise.com Web site, which attracted nearly 600,000 unique visitors in 2009/10, a 21 percent increase from the previous year. A Spanish-language version of the site was launched on September 17, 2009.

External Affairs conducted bilingual focus groups and online surveys to determine awareness and attitudes toward the state's water supply issues and continued calls for conservation. These findings were used to help develop and refine Metropolitan's outreach messages in the "50 Percent Less" campaign. Among the July 2009 findings, more than eight in ten (82 percent) Southern Californians were aware of the drought and seven in ten were aware of mandatory conservation.

Other²⁰

None.

²⁰ Other relevant materials to submit (e.g. new water conservation plan, transfers, water price sheet, etc...).

Attachments to Part 417 Consultation Questionnaire—Calendar Year 2011 Diversion Request

- A. Staff letter to Metropolitan’s Board of Directors for the April 13, 2010, meeting,
Subject: “Declare Water Supply Condition for 2010; approve implementation level of Water Supply Allocation Plan; and adopt resolution supporting implementation”
- B. Staff letter to Metropolitan’s Board of Directors for the August 17, 2010, meeting,
Subject: “Authorize water management program with member agencies during 2010/11 allocation”
- C. List of Metropolitan’s Water Rates and Charges
- D. Staff letter to Metropolitan’s Board of Directors for the August 18, 2009, meeting,
Subject: “Authorize entering into a Local Resources Program agreement with the city of Burbank for the Burbank Recycled Water System Expansion Phase II Project”
- E. Staff letter to Metropolitan’s Board of Directors for the May 11, 2010, meeting,
Subject: “Adopt two resolutions to accept potential funding; and authorize entering into contract on two grant proposal applications as part of the Bureau of Reclamation’s WaterSMART: Water and Energy Efficiency Grants for Fiscal Year 2010”
- F. Staff letter to Metropolitan’s Board of Directors for the May 11, 2010, meeting,
Subject: “Authorize: (1) Water Conservation Plan for fiscal year 2010/11; (2) new three-year contract with Honeywell International for the regional commercial conservation program not to exceed \$120 million; and (3) amendment to existing contract with Honeywell International to increase maximum payable by \$5 million”
- F. Metropolitan Press Release dated February 26, 2010, entitled, “Latest Radio Advertisements Tell Southern Californians That Water Supply Is Still Restricted, Even With Wet Winter: Metropolitan’s new radio traffic sponsorships remind listeners to continue to be water efficient and reduce use”