

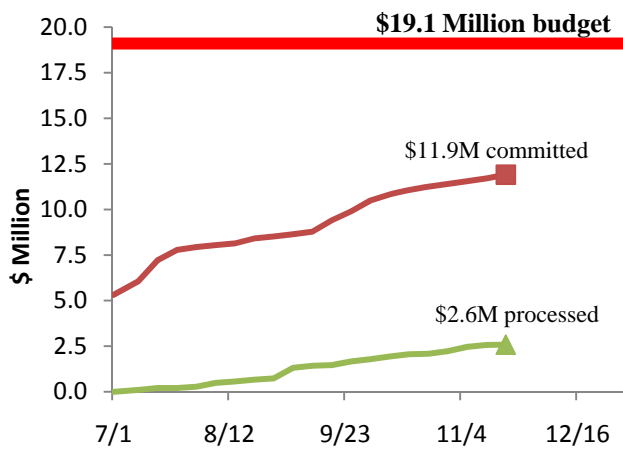


# Weekly Conservation Program Update

Fiscal Year 2011-12

November 21, 2011

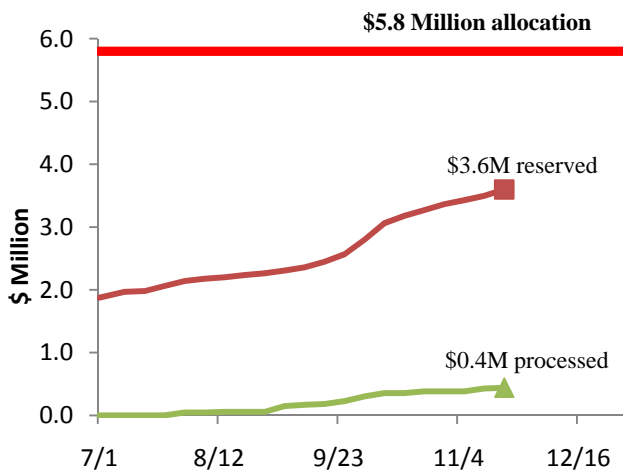
## Conservation Program Summary



### Summary

- ❖ Approximately \$11.9M committed to date
- ❖ Overall commitments increased by \$200,000 last week
- ❖ Preparing an allocation of grant funds for turf removal
- ❖ Specific program information detailed below

## Regional Commercial

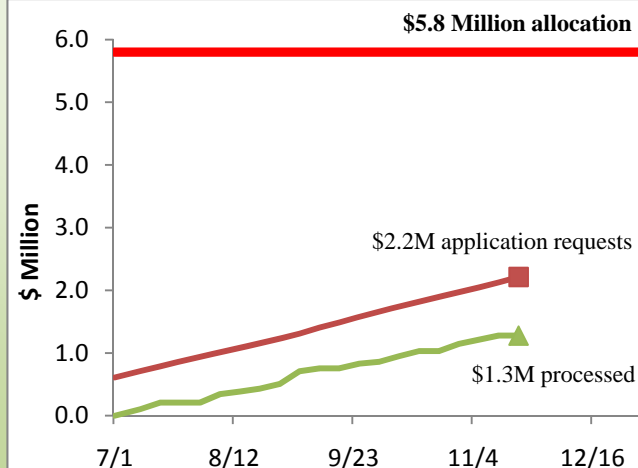


### Notes

- ❖ 296 unique website visitors last week (13 percent decrease)
- ❖ \$102,000 in reservations last week
- ❖ Top devices for the week – HETs & ULWUs
- ❖ For additional information, contact Bill McDonnell at (213) 217-7693

**38 %**  
Remaining

## Regional Residential



### Notes

- ❖ 3,577 unique website visitors last week (6 percent increase)
- ❖ \$87,000 in application requests last week
- ❖ EGIA is conducting another marketing round of store visits
- ❖ Updated marketing materials available at <http://socalwatersmart.com/memberagencies/memberreports>
- ❖ For additional information, contact Alice Webb-Cole at (213) 217-6716

**62 %**  
Remaining

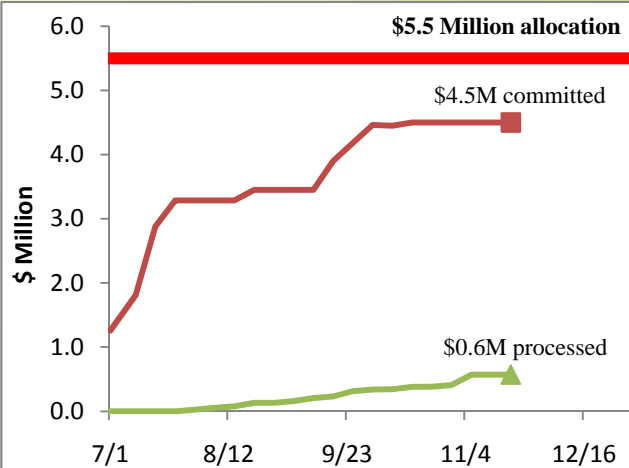


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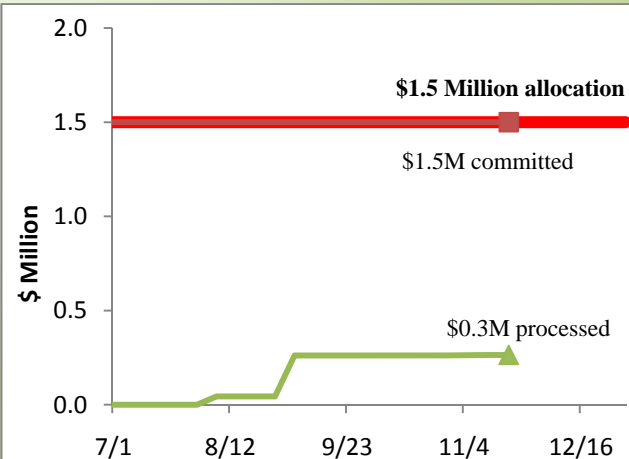
## MWD Funded / Member Agency Administered Program



### Notes

- ❖ 65 approved projects for FY 2011/12
  - 42 residential projects
  - 23 commercial projects
- ❖ Currently reviewing additional requests for funding
- ❖ For additional information, contact Carmen Pina at (213) 217-6670

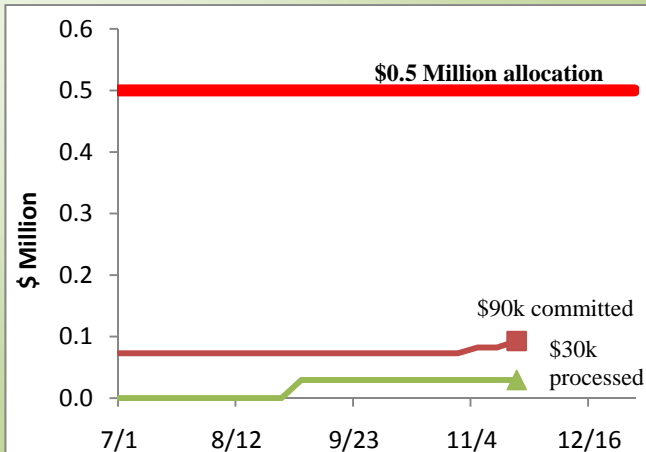
## Existing Contract Commitments



### Notes

- ❖ Existing contract commitments for:
  - Enhanced Conservation Program
  - Water Savings Performance Program
- ❖ 4 ECP project invoices processed to date
- ❖ For additional information, contact Timothy Schaadt at (213) 217-7911

## Agricultural Conservation Program



### Notes

- ❖ \$11,000 in application requests last week
- ❖ 15 projects approved to date
- ❖ 5 projects completed
- ❖ Conducting outreach efforts with growers and grove managers to optimize program benefits
- ❖ For additional information, contact Mark Graham at (213) 217-5793