



The Time to Conserve is Now



Coming up at the Chamber

[View all upcoming events on our Web calendar.](#)

WED | July 11
Small Business Council
[more info](#)

WED | July 11
Aviation Committee Meeting
[more info](#)

FRI | July 13
Business Opportunities in Jalisco, Mexico
Featuring Consul General Ruben Beltran, Consulate General of Mexico in Los Angeles
[more info](#)

FRI | July 13
Mobility 21 Coalition Meeting
Featuring State Sen. President pro Tem Don Perata
[more info](#)

FRI | July 13
Health Care Committee Meeting
[more info](#)

THU | July 19
International Trade & Investment Committee Meeting
Featuring the state's Business, Transportation & Housing Undersecretary Garrett Ashley
[more info](#)

THU | July 19
Land Use, Construction & Housing Committee Meeting
[more info](#)

THU | July 19
Education & Workforce Development Committee Meeting
[more info](#)

FRI | July 20
Accenture Pancakes & Politics
Modernization of LAX
[more info](#)

The Los Angeles Area Chamber of Commerce is the voice of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For more information, visit www.lachamber.org

350 S. Bixel St.
Los Angeles, CA 90017
213.580.7500 tel
213.580.7511 fax
info@lachamber.org

Southern California is entering its driest year on record, receiving only three inches of rainfall since July 2006 – just a quarter of the average rainfall in a normal year. Our region is poised to experience a water crisis on the scale of the 1987-92 drought, which resulted in mandatory rationing for all Southern California residents and businesses.

This record-dry year is compounded by other complex issues affecting California's water supply, including a less than normal snowfall and an aging infrastructure and delivery system in need of repair in the Sacramento-San Joaquin Delta. Add to this recent concerns about the dwindling populations of the Delta Smelt, which resulted in reduced water delivery to more than 24 million people throughout California, and you have plenty of reason to consider new conservation strategies.

California has a \$1.2 trillion economy with Southern California generating more than \$800 billion annually. The bottom line is that both our state and our regional economies rely heavily on water. As a result, it is imperative that businesses conserve water now to help us avoid a crisis, which would disrupt our daily business operations, overall economy and quality of life in years to come.

The Metropolitan Water District (MWD) of Southern California recently authorized up to \$6.3 million for a region-wide public education campaign to promote conservation — the largest single such outlay in MWD's history. The L.A. Area Chamber is working in partnership with MWD in these important conservation efforts, and we encourage the business community to do its part to make a difference.

There are two ways businesses can help conserve water. The first is through "audits" of water consumption to identify and fix leaks. Businesses can call their local utilities to undergo an audit. The second way is to incorporate new technologies that use water more efficiently in daily business operations. For example:

- Restaurants can install pre-rinse sprayers or connectionless food steamers
- Laundries and institutional users can invest in high-efficiency clothes washers
- Businesses large and small can install high-efficiency toilets
- Businesses involved with landscaping can invest in California native and drought tolerant plants, rotating nozzles, smart controllers, drip irrigation and other water-saving equipment.

In many cases, incorporating water efficient technologies will result in dollar savings to off-set the cost of upgrades and replacements. MWD will also offer rebates on some water-saving equipment.

By conserving water today, business will lead by example and inspire customers to reduce their own water use now and in the future. For some businesses, water conservation may even provide new opportunities to market products and services and reach new customers.

The drought of 1987-92 was our wake-up call. And while water planning and capital improvements have been made over the last 20 years, our current water situation will rapidly worsen if dry conditions continue and if the statewide water infrastructure and delivery systems are not fixed. We must all take action – the state, water agencies, businesses and residents – if we are to prevent a true water crisis in the years to come.

And that's *The Business Perspective*.



Gary L. Toebben
President & CEO
Los Angeles Area Chamber of Commerce

The Business Perspective is a weekly opinion piece by Gary Toebben, President & CEO of the Los Angeles Area Chamber of Commerce, produced with the input of Senior Policy Advisor Rusty Hammer.

by Gary Toebben, President & CEO, Los Angeles Area Chamber of Commerce

L.A. Business THIS WEEK

View the latest issue of the Chamber's [weekly email newsletter](#). [Contact us](#) to subscribe.

We must all take action – the state, water agencies, businesses and residents – if we are to prevent a true water crisis in the years to come.