

WESTERN TODAY

Western Innovations Drive Efficiency

Known for a decade of groundbreaking innovation, Western Municipal Water District (Western) has been a leading light for advancement in the water efficiency marketplace. Western has achieved industry leadership through creative thinking and demonstration of bold action. By challenging customers as well as peer agencies to drive for change, a number of program initiatives that once seemed radical are now the yardstick for others.

Innovation is the fulfillment of an unmet need. It challenges the convention by offering a new, creative way to accomplish the goal.

TODAY WESTERN USES **INNOVATION** AS
THE PRIMARY TOOL TO DRIVE WATER EFFICIENCY.

Western's water **budget-based rate structure** is the program that provides the foundation for all other programs. Implemented in 2011, this rate structure creates an equitable water budget for each customer based on persons per household and amount of irrigated area. Budgets provide enough water for efficient use with increased costs to the customer for going over budget.



Drought Drives New Innovations

Western's customers were severely impacted by the recent drought. In order to protect customers from future droughts, Western will strive to create **"drought-proof"** or resilient customers and empower them with the knowledge and tools that will help them weather future droughts.

WHAT ARE EMPOWERED CUSTOMERS?

- Customers with the knowledge and skills required to drought-proof their landscapes.
- Customers who have access to relevant information through a variety of platforms.
- Customers who are District partners and advocates for water-use efficiency efforts in their communities.

WHAT ARE DROUGHT-PROOF CUSTOMERS?

- Customers that understand the unique conditions of their local and regional landscapes.
- Customers who have resilient landscapes that are minimally affected by drought conditions.
- Customers who are the most efficient users of water.

Western has achieved industry leadership through creative thinking and demonstration of bold actions. Moving forward, we will develop new innovations to accomplish our goals to empower and drought-proof our customers.

[next](#)