

From: DWR_IRWM_Grants@DWR
To: Cross_Craig@DWR
Subject: FW: Water Conservation Grant - San Gabriel Valley Municipal Water District
Date: Wednesday, April 15, 2015 10:42:13 AM

Department of Water Resources

Division of Integrated Regional Water Management
901 P Street
P.O. Box 942836
Sacramento, CA 94236-0001

From: David DePinto [ddepinto@depintomorales.com]
Sent: Wednesday, April 15, 2015 8:50 AM
To: DWR IRWM Grants@DWR
Subject: Water Conservation Grant - San Gabriel Valley Municipal Water District

Dear Mr. Cross:

I'm writing to support the effort of the San Gabriel Valley Municipal Water District to receive a grant from the Department of Water Resources to enhance its rebate programs. I work with the District in its overall public education programs and saw it successfully expand its rebate programs this year. The District gets many requests via its website and by phone for rebates for a variety of water saving devices. The public's awareness and desire to save water is growing and cities in the District's service area are increasing their enforcement and pricing, so the demand for such rebate programs will continue to grow. This grant is important for the District to keep pace with that growing demand.

The District's rebate program is an important element of its broader marketing communications and water conservation effort. Thank you for the fact that the District has been recommended for funding, we hope that recommendation is finalized in the near future. Good luck in implementing this outstanding grant program.

Sincerely,

Dave DePinto

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