



## **Legislation and Communications Committee**

2/9/2026 Committee Meeting

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### **Subject**

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Bewaterwise.com Redesign

### **Executive Summary**

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Metropolitan is updating its conservation website, bewaterwise.com, to provide a refreshed, contemporary aesthetic while making improvements to site navigation, user experience, brand communication and accessibility.

### **Fiscal Impact**

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No fiscal impact. The website update is being designed, coded and tested by External Affairs staff.

### **Applicable Policy**

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MWD Act Sec. 130.5(b) – The Metropolitan Water District of Southern California shall place increased emphasis on sustainable, environmentally sound, and cost-effective water conservation, recycling, and groundwater storage and replenishment measures.

### **Related Board Action(s)/Future Action(s)**

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None.

### **Details and Background**

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In 2003, Metropolitan launched its flagship conservation website, bewaterwise.com. It promotes conservation as a California way of life and is the portal for regional water-saving rebates and grants, landscape classes, water-wise garden inspiration and helpful tips on how to lower water use. Although the website has been updated over time, staff recognized the need for a major redesign that would improve usability, implement new design standards, update technology to serve evolving viewing devices, increase traffic, and serve as a catalyst for a planned brand refresh.

 _____ Carolyn Schaffer Group Manager, External Affairs	2/4/2026 Date
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 _____ Shivaji Deshmukh General Manager	2/4/2026 Date
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