



Incentive Programs to Support Customers Drought Response

May 4, 2021



Kent Lake

April 19, 2021

Overview

- Current Incentive Programs
- Proposed Drought Incentives
- Recommendations

Current Incentive Programs

Rachio Irrigation Controllers

- Launched February 1, 2021
- Rachio 3 Model (EPA WaterSense certified)
- Point-of-purchase discount
- Cost share
 - District \$100
 - Customer \$70 (8 station), \$90 (16 station)
- 63 controllers purchased in first 3 months
- 1,305 Rachio controllers installed in district's service area



EPA WaterSense Smart Irrigation Controllers



- Launched May 15, 2020
- \$100 rebate
- 68 rebates paid since launch
- 50% of rebates are Rachio controllers (May 20-Jan 21)
- Drop in rebate participation since launching Rachio point-of-purchase program



Rain Barrels & Cisterns

- Launched January 1, 2020
- Up to 50 cents per gallon of storage
- \$1,000 maximum
- 13 rebates paid
- Average storage capacity: 700 gallons



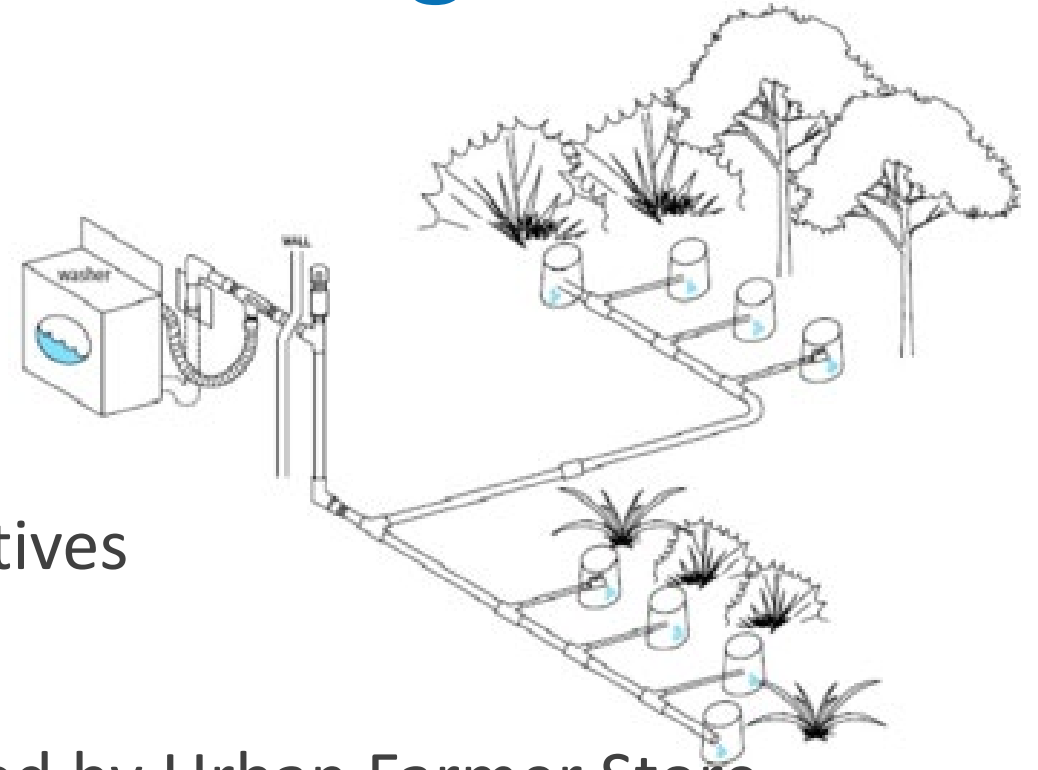
Clothes Washers

- Long-standing program
- \$100 rebate
- Washers meet Energy Star Most Efficient criteria
- Offered through the Sonoma Marin Saving Water Partnership
- 60 rebates so far in 2021
- Participation in 2021 is 4 times higher than in 2020



Laundry to Landscape Graywater Program

- \$100 discount on “laundry-to-landscape” graywater component kit
- Free, required, educational webinar
 - Four webinars offered in 2020
 - 87 attendees, no component kit incentives
 - Participant survey
- Technical assistance and guidance provided by Urban Farmer Store
- Upcoming webinar – May 12
 - 157 registered
 - Recording will be created to simplify participation



Landscape Your Lawn Turf Replacement Programs

- Launched June 1, 2020
- Two options:
 - Rebate of \$1/sq ft
 - Free sheet mulch materials
- 3 completed projects: 6,950 sq ft turf replaced
- 15 sites approved: 19,026 sq ft potential turf removal



Proposed Drought Programs for Customers

Turf Conversion Incentive Program – Limited Time Offer

\$3/sq ft Rebate

Increase rebate from \$1 to **\$3/sqft through October 2021** for all customers

- Program targeted to convert high water-use grass to environmentally beneficial low water-use landscaping
- Customer will mulch and cap the irrigation to receive rebate
- Locally appropriate plant resources will be provided to participant
- Evaluating a restrictive covenant on the property to ensure that turf is not replanted



Turf Conversion Incentive Program – Limited Time Offer

Sheet Mulching Service

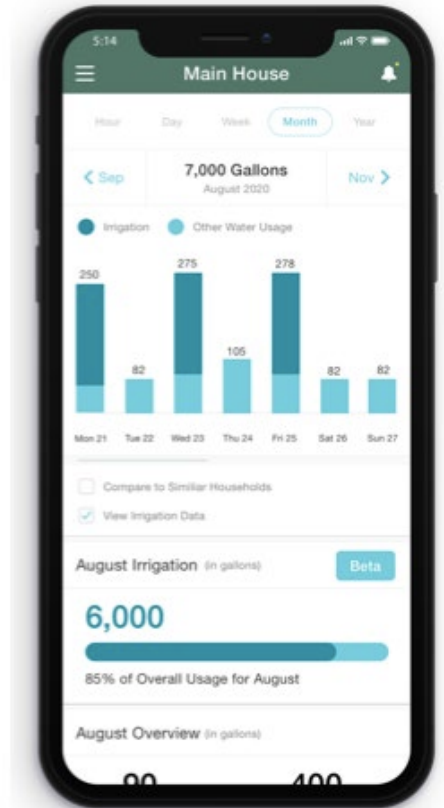
Provide Sheet Mulching Service free to customers

- Customers sign up for program & stop watering their lawn
- Local non-profit to provide crews to install the sheet mulching materials (compost, carboard, mulch) and cap the overhead spray heads
- Once drought is over, customer will be notified the area can be replanted with drought tolerant plants and resources will be provided



Direct Metering - Flume Program

- Provides minute by minute water use to mobile device/ computer, assigns type of use (irrigation, shower, etc)
- 2/3 installations result in a discovered leak
- Easy to install by customer, requires wifi connection
- Average savings of 10-18% for residential customers
- Point of Purchase Discount with Flume
 - District pays \$115
 - Customer pays \$50
 - Prop 1 Grant \$75 reimbursement



Pool Cover Rebate

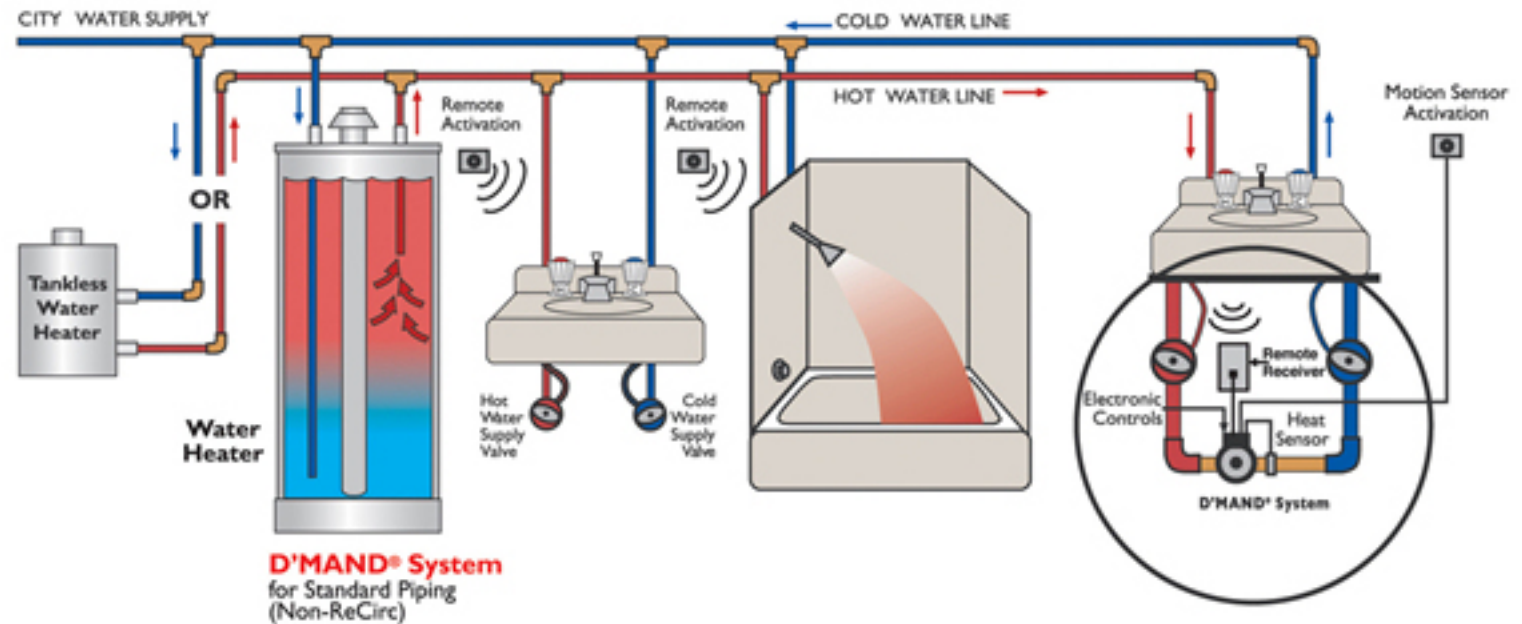
Pool Cover Rebate
\$100 rebate



Hot Water Recirculating Rebate

Hot Water Recirculating Incentive

- Reduces the water waste while waiting for hot water to arrive
- \$50 Rebate



Recommendations

Recommendation

- Approve Incentive Programs to Support Customers Drought Response
 - Turf Conversion Incentive Program
 - \$3/sqft Rebate
 - Direct Install Sheet Mulching Service
 - Direct Metering- Flume Rebate
 - Pool Cover Rebate
 - Hot Water Recirculating Rebate