



Water Efficiency Program Update

May 19, 2021



Overview

- Current Incentive Programs
- Drought Programs Under Development
- Other Programs

Current Incentive Programs

Water Sense Certified Irrigation Controller Incentives

Rebate: \$100 rebate

- 69 rebates since launch (12 months)

Rachio 3 Model

- Point-of-purchase discount from manufacturer's website
- 118 redemptions since launch (3.5 months)
- Cost share
 - District \$100
 - Customer \$70 (8 station), \$90 (16 station)
- 1,357 Rachio controllers installed in district's service area



Rain Barrels & Cisterns Incentive

- Up to 50 cents per gallon of storage
- \$1,000 maximum
- 13 rebates since launch
- Average storage capacity: 700 gallons
- Total gallons of storage : 9,135 gallons



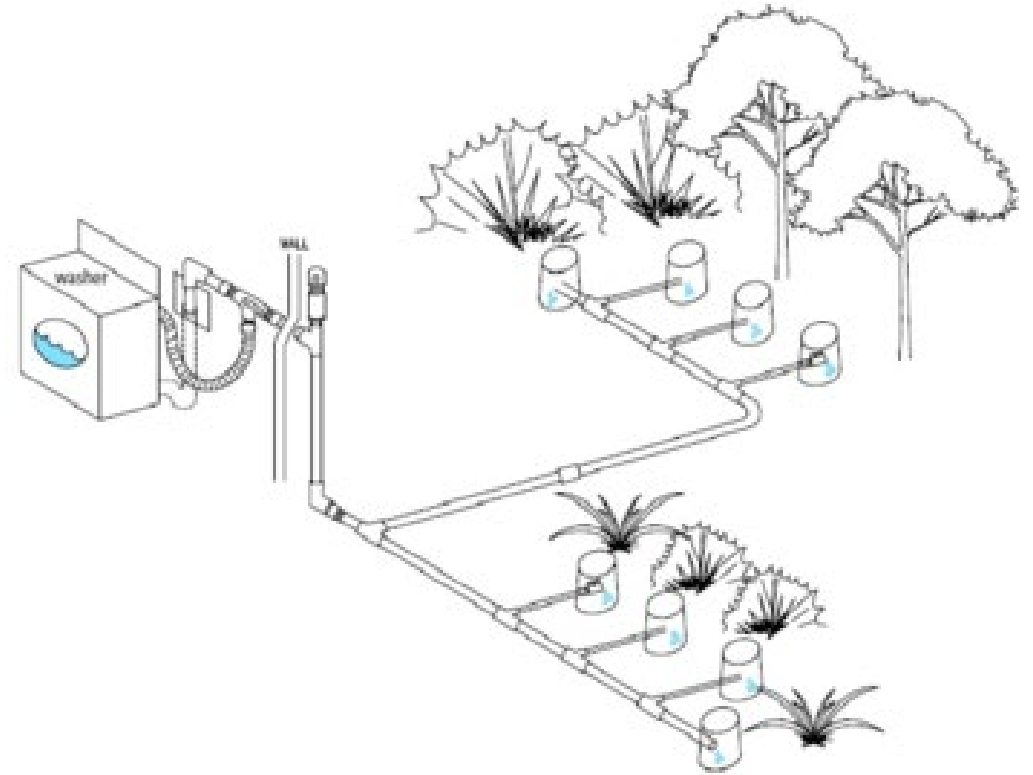
Clothes Washers

- \$100 rebate
- Washers meet Energy Star Most Efficient criteria
- 60 rebates so far in 2021



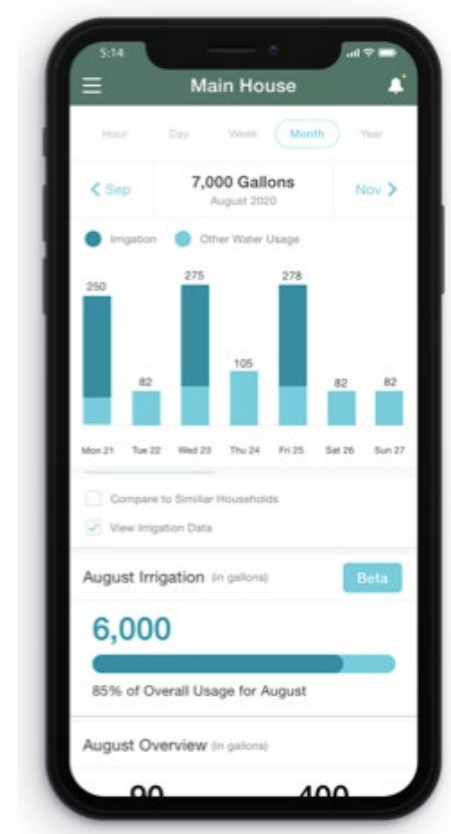
Laundry to Landscape Graywater Program

- \$100 discount on “laundry-to-landscape” graywater component kit
- Free, required, educational webinar
- Technical assistance and guidance provided by Urban Farmer Store
- May 12 webinar
 - 266 registered; 141 attendees
- Next webinar scheduled for June 9



Flume Program

- Provides minute by minute water use to mobile device/ computer, and a breakdown of indoor vs outdoor use
- Point of Purchase Discount with Flume
 - District pays \$115
 - Customer pays \$50
 - Prop 1 Grant \$75 reimbursement
- First Week of Program (launched 5/7/2021)
 - 248 units purchased
 - 13 leak alerts triggered
 - Leaks ranging from 0.02 GPM to 1.10 GPM



Pool Cover Rebate

- \$100 rebate
- 0 incentives issued
- Application posted on May 17th
- Rebates retroactive to April 20th



Hot Water Recirculating Rebate

- Reduces the water waste while waiting for hot water to arrive
- \$50 Rebate
- 0 incentives issued
- Application posted on May 17th
- Rebates retroactive to April 20th



Drought Programs Under Development

Turf Conversion Incentive Program – Limited Time Offer

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
- Drought resistant and fire safe plant resources will be provided to participant post drought

Residential Customers

- Consideration of a maximum of dollar per site (\$5,000)
- Currently developing an approach to ensure lawn is not re-installed

Non-Residential Customers

- Consideration of a maximum of dollar per site (\$20,000)
- Will require a 'No Turf Conservation Easement'

Turf Conversion Incentive Program – Limited Time Offer

Sheet Mulching Service

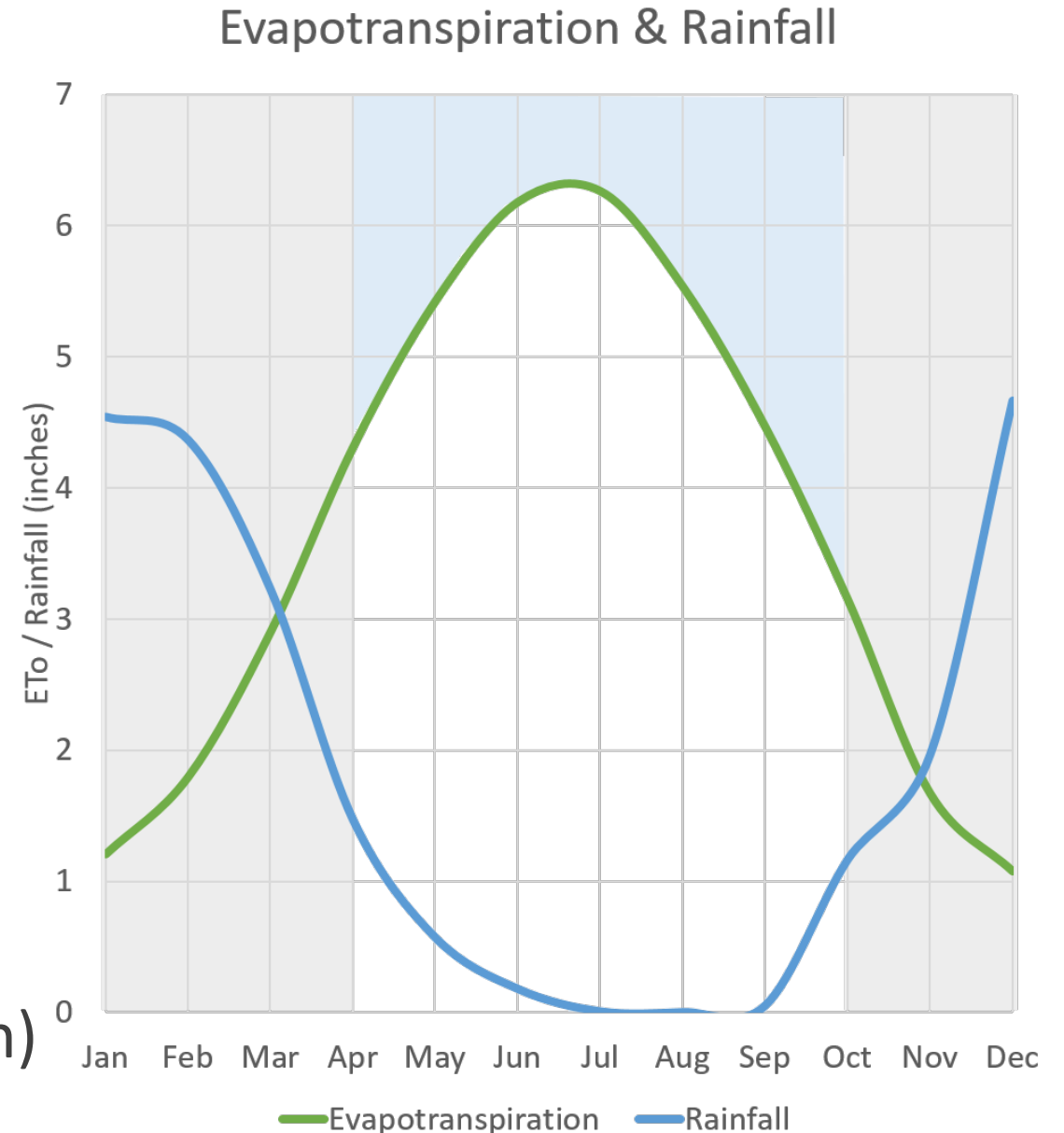
- Developing contract with Conservation Corps of North Bay to provide crews to install the sheet mulching materials (compost, cardboard, mulch) and cap the overhead spray heads
 - CCNB is a local non-profit provides job skills training and educational opportunities to young adults ages 18-30
- Crews will receive training in water conservation, sheet mulching, soils, and drought-tolerant plants to prepare them for careers in the ecological landscaping industry
- Once drought is over, customer will be notified the area can be replanted with drought tolerant plants and resources will be provided



Other Programs

Irrigation Scheduler

- Weekly Watering schedule
- Weather based irrigation schedules updated each week on Friday
- Based on previous weeks evapotranspiration and rainfall
- Published run times reduced approximately 50% to help customers reduce watering during the drought
- Run times provided for low, moderate and high water use plant material (lawn)



Sample Weekly Watering Schedule for Zone 15 & 16

Based on deficit irrigation of 50%

Plant Material and Irrigation Type	Run Times (Minutes)	Cycles per Day	Days per Week
Low water use plants w/ drip emitters	19	1	1
Lawn w/fixed spray	8	2	2

For week of May 14 - May 20, 2021

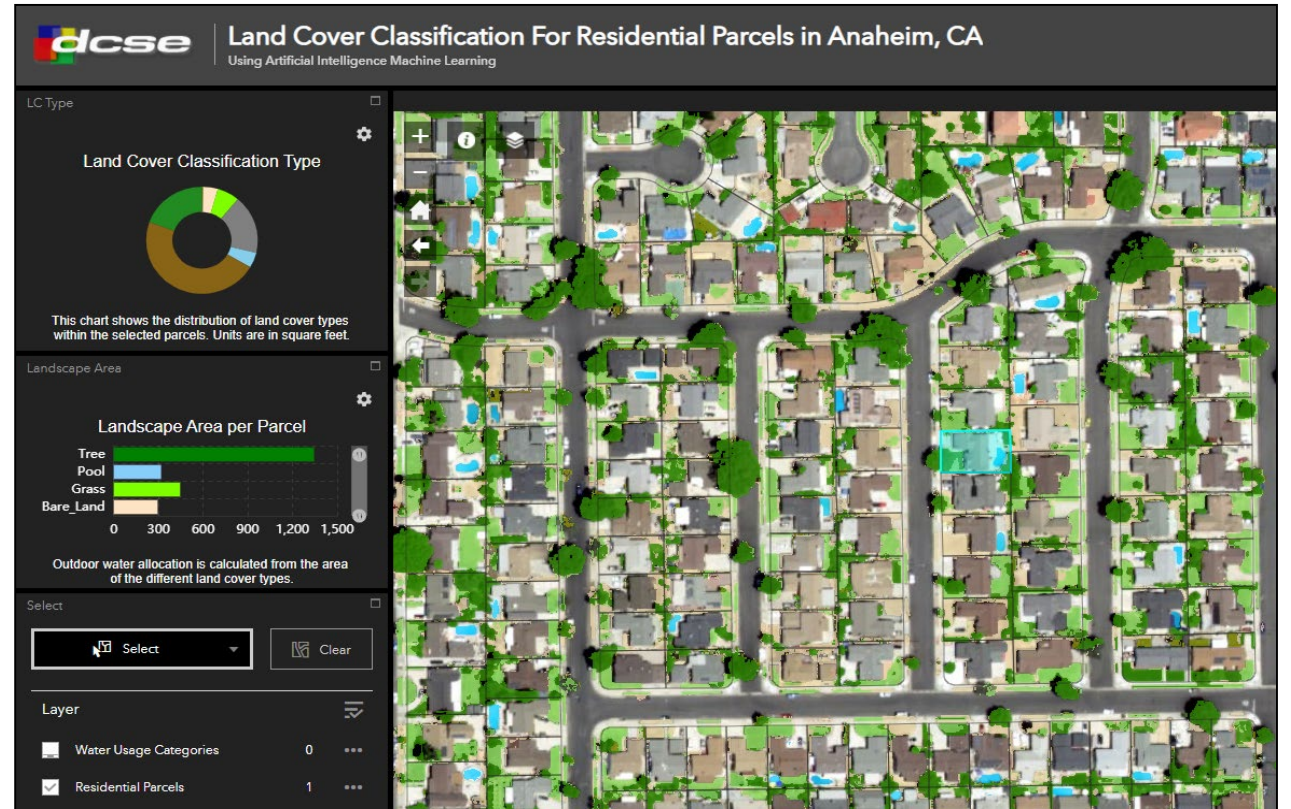


<https://www.marinwater.org/weekly-watering-schedule>

Landscape Area Measurement Project

Contract executed with DCSE

- 3rd party verification of State's landscape area measurement
- Provide a detailed report of updates need to State's data
- Develop parcel specific land use classifications (lawn, shrubs, pools, ect)
- Task of developing a web application and parcel specific water use targets



Water Efficiency Customer Contacts

	February 2021	March 2021	April 2021	May 2021 (to date)
Calls/ Emails	128	373	907	749
Water Waste Reports	5	13	104	54



Next Steps

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Continue community collaborations

- Restaurants
- Car Wash Facilities
- Target tier 4 water users
- Increase leak notifications

Ongoing program development to launch new programs

- Lawn Incentive Programs
 - Rebate
 - Direct Install Sheet mulching Program
- Landscape Area Measurements