



Water Efficiency Program Overview

*Review of current programs,
policies, engagement and a
look-ahead at what is next*

May 30, 2023



Water Efficiency Program Overview

- Review of Key Components
 - Incentives
 - Regulations and Enforcement
 - Community Engagement
- Water Efficiency Master Plan Framework
- Tracking Metrics
 - Funding
 - Per capita water use





Incentive Programs

Current Water Saving Incentives

- Turf Conversion Rebates
- Pool or Spa Covers
- Smart Irrigation Controllers
- Graywater: Laundry-to-Landscape Kits
- Rain Barrels and Cisterns
- Flume Smart Home Water Monitor
- High Efficiency Toilets
- High Efficiency Clothes Washers
- Hot Water Recirculating System

Discussed at April 21, 2023
District Operations Committee





Graywater and Rainwater Incentive Programs

Alternative Water Source Program Objectives

- Education
 - Increase water awareness
 - Promote multi-benefits of water efficiency
 - Change perceptions
 - Support installations that meet regulatory requirements
- Offset some of the cost
- Increase water resiliency of our community



Rainwater Harvesting– Barrels & Cisterns

- Example of Rainwater Harvesting potential:
 - A house with a 2,500 square foot roof has a potential volume of rainfall of ~1,558 gal for a 1-inch rainfall event if 100% efficient
 - A 5,000 gallon cistern can be filled with just 3.2” of rain
 - Average annual outdoor use is 33,000 gallons
 - Potential demand offset of 15%
- Popular small systems engage homeowners with water but do not provide significant demand offset
- Volume of system and timing of rainwater need to match irrigation need

Graywater Systems

- Graywater is used water from bathroom sinks, showers, tubs, and washing machines. Storage limited to 24hrs.
 - Range of systems from laundry only, simple, and complex
- Example of Graywater potential:
 - An average household would generate ~8,000 gal/irrigation season
 - Clothes washing ~75 gal/wk
 - Shower/ Lavatory sink ~235 gal/wk
 - Potential demand offset of 25% of outdoor use with simple system
 - Potential demand offset of 6% of outdoor use with laundry to landscape system
- Laundry to landscape system are the most common installation

Graywater & Rainwater Incentive Programs

- Pre-2020 (2014-2019) Rebate Program: 5x50 Incentive Program
- Current Rebates (2020 - present):

Rainwater: \$0.50/gallon up to \$1,000 (\$8,820/acft)

Graywater: Subsidized Laundry to Landscape Kits (\$4,988/acft)

Type	Past Rebate Activity (2014 – 2019)	Current Program Activity (2020 – Present)	Rebate Activity TOTAL
Rainwater Rebates	162, Avg Capacity: 90 gal	98, Avg Capacity: 840 gal	260
Graywater	19	49	68

- Cash For Grass Top Tier Rebate (\$3/sqft)
 - 57% Rainwater Harvesting (cisterns and barrels)
 - 43% Rain Gardens
 - 0% Graywater System

Barriers to Implementation of Alternative Water Sources

- Difficult/costly to retrofit existing infrastructure
- Perception (dirty, harmful to plants, etc.)
- Finding qualified local installers
- Ongoing system maintenance and operational complexities
- Code requirements (Public Health, Plumbing, Building Codes)
 - Backflow prevention requirement for all sites with an auxiliary water supply
 - Location (proximity to creeks, setback requirements, soil drainage)
 - Labels, vector control (screens) and general maintenance
 - Sizing (capacity, height to width ratio)



Regional Partnerships

Marin RCD - Integrated Climate Adaptation and Resiliency Program Grant

- Countywide Rainwater Harvesting Program w/ Regional Coordination from Mendocino to Marin
 - Work Force Development Training
 - Rebates for rural county areas to align with water utility programs
 - Outreach and Education with Demonstration Sites

Marin County Stormwater Pollution Prevention Program

- Budgeted funds to subsidize or augment District rainwater rebates



Water Efficiency Incentives Beyond Strategic Water Supply Roadmap Water Conservation Element

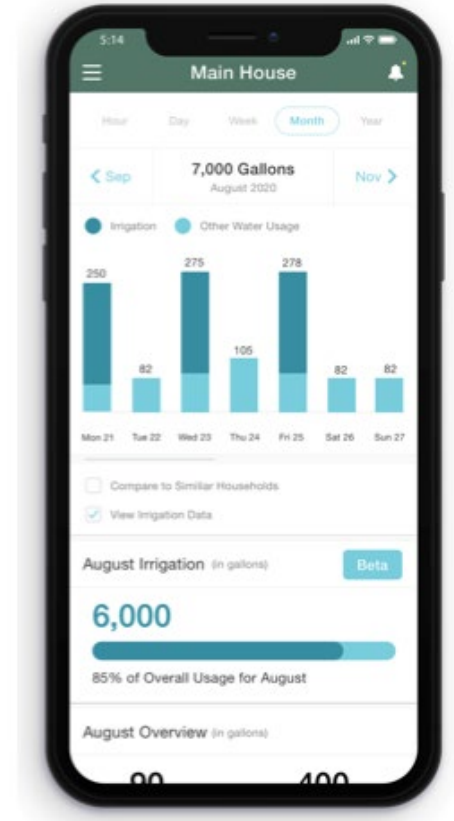
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Flume Smart Home Water Monitor Program

- Point of Purchase Discount with Flume
 - Customer pays \$75 (\$25 reimbursed upon installation)
 - District pays \$115
 - Prop 1 Grant Reimbursement 50% of District costs
 - 60% of grant funding expended
- 2,503 devices incentivized through program (as of 3/31/2023)
- Provides minute by minute water use to mobile device/computer
- Allows for end use analysis
 - Breakdown of indoor vs outdoor use
 - Breakdown of fixture specific analytics



Marin Municipal Water District

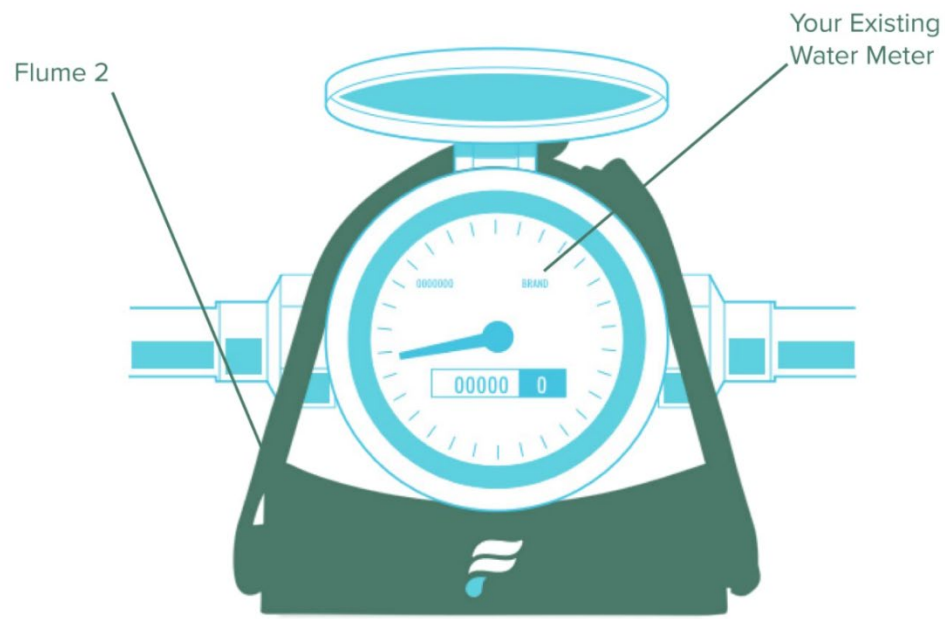
Residential Water Use Study

Jan 01, 2022 through Mar 31, 2023



flume
DATA LABS™





- Flume attaches to an existing water meter.
- Connects directly to customer WiFi.
- Flow is recorded every 5 seconds.
- Water use information is provided in real-time to customer.
- Customized leak alerts and notifications.
- Water utilities have limited access to specific customer data.

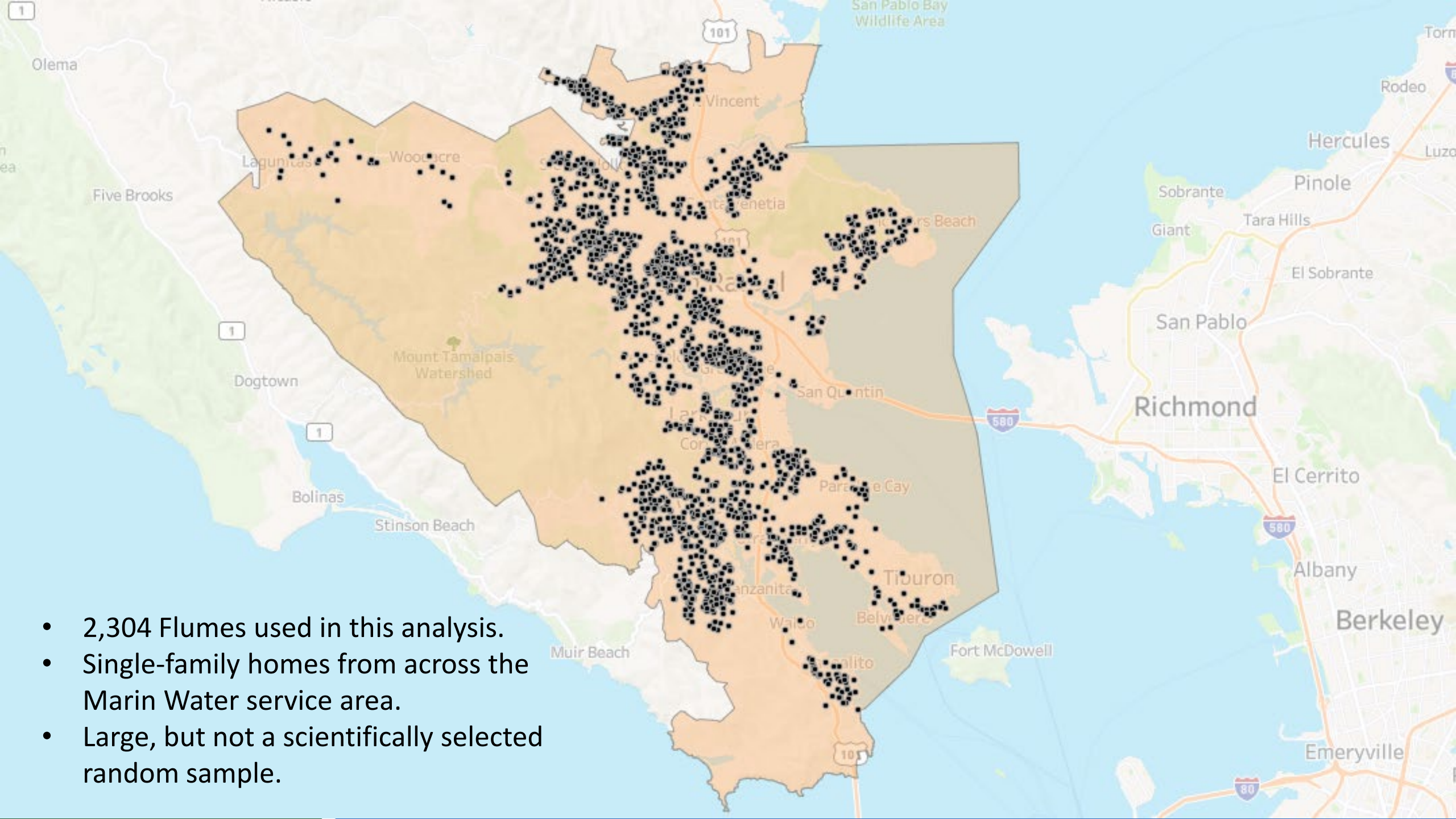


AMI

- Full metering system used for billing. Every customer has a smart-meter.
- Meter readings 15 minutes, daily upload to portal.
- Provides customer leak detection if customer is using the online portal.
- Use of customer portal is essential to achieve water savings.
- No fixture-level data would be available.
- Utility maintains the system.

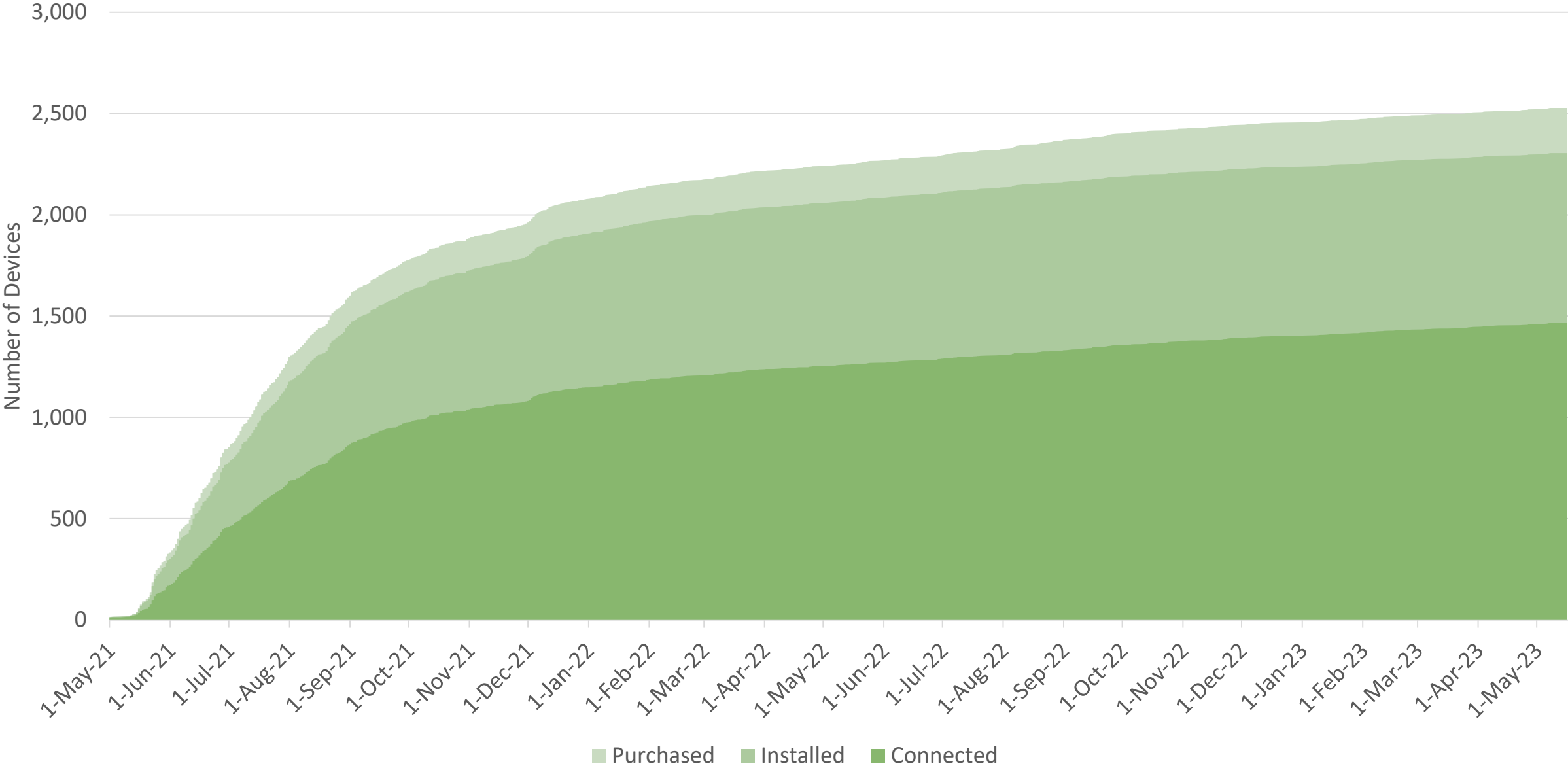
Flume

- Customer-installed add-on. Only customers who purchase and install have Flume.
- Meter readings every 5 seconds, real time data immediately available
- Leak detection and custom alerts for all who install.
- High-resolution data allows fixture-level analysis.
- Customers responsible for replacing batteries and maintaining Flume WiFi connection.
- Attrition over time.

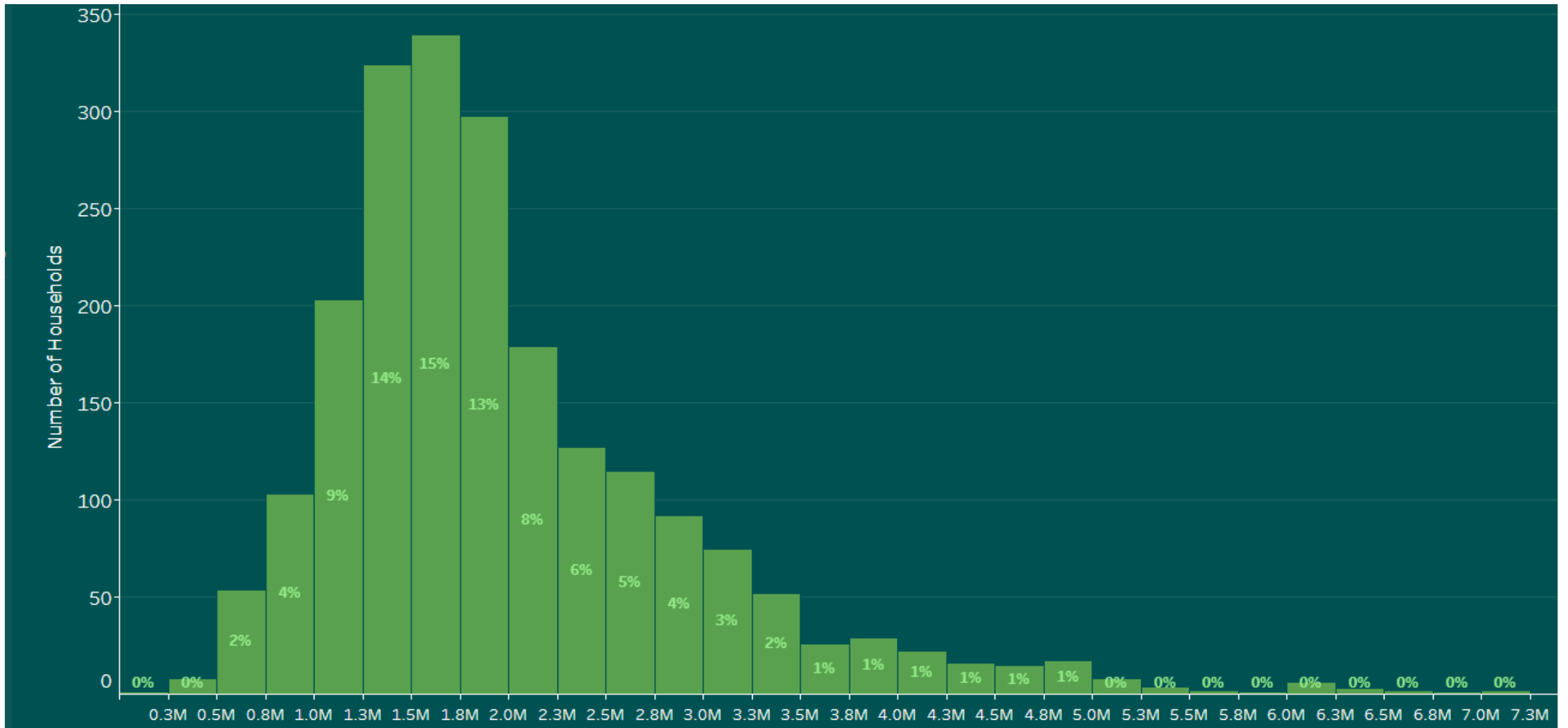


- 2,304 Flumes used in this analysis.
- Single-family homes from across the Marin Water service area.
- Large, but not a scientifically selected random sample.

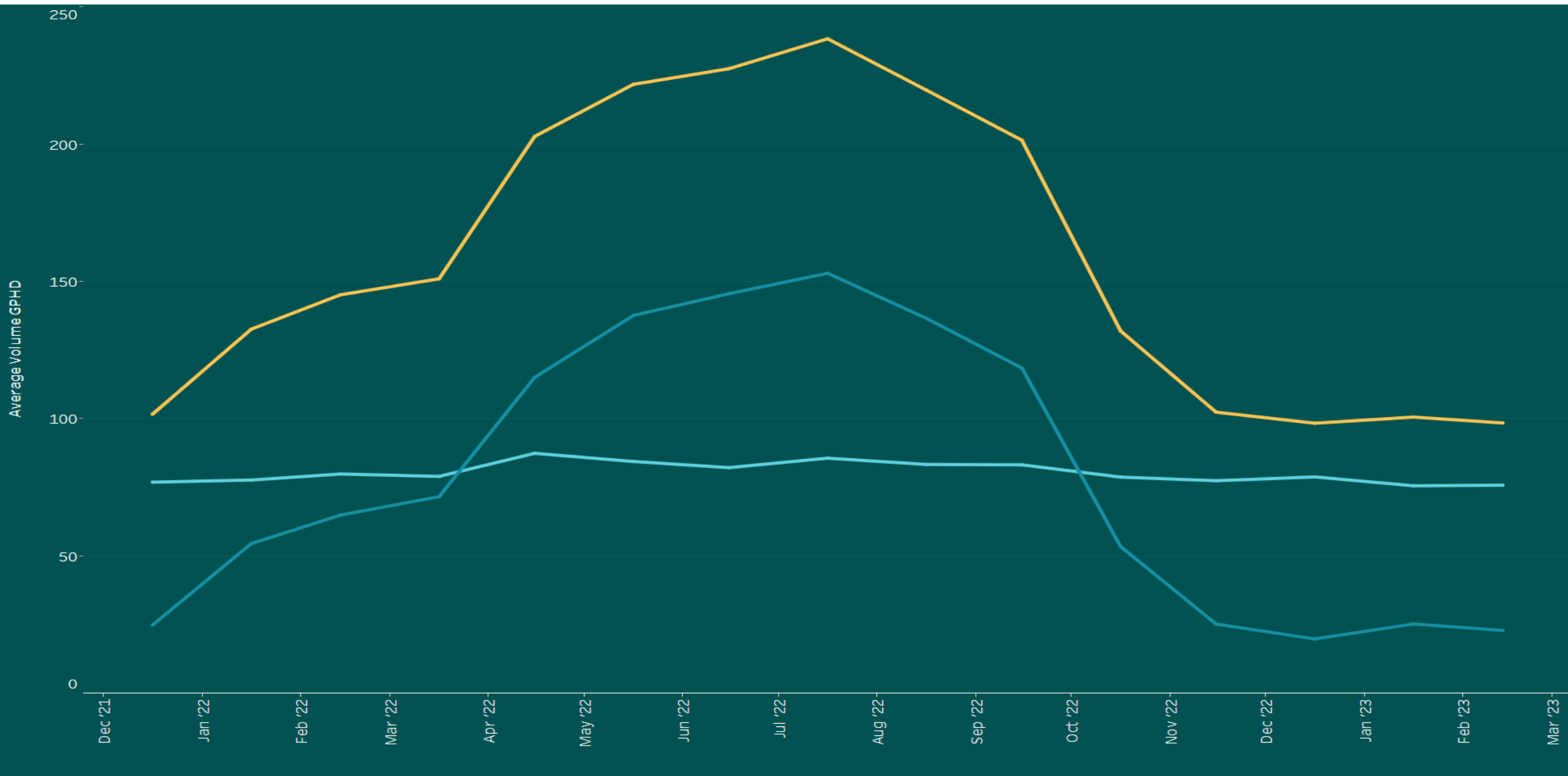
Flume Purchased, Installed & Connected Devices



Home Value of Flume Customers in Marin

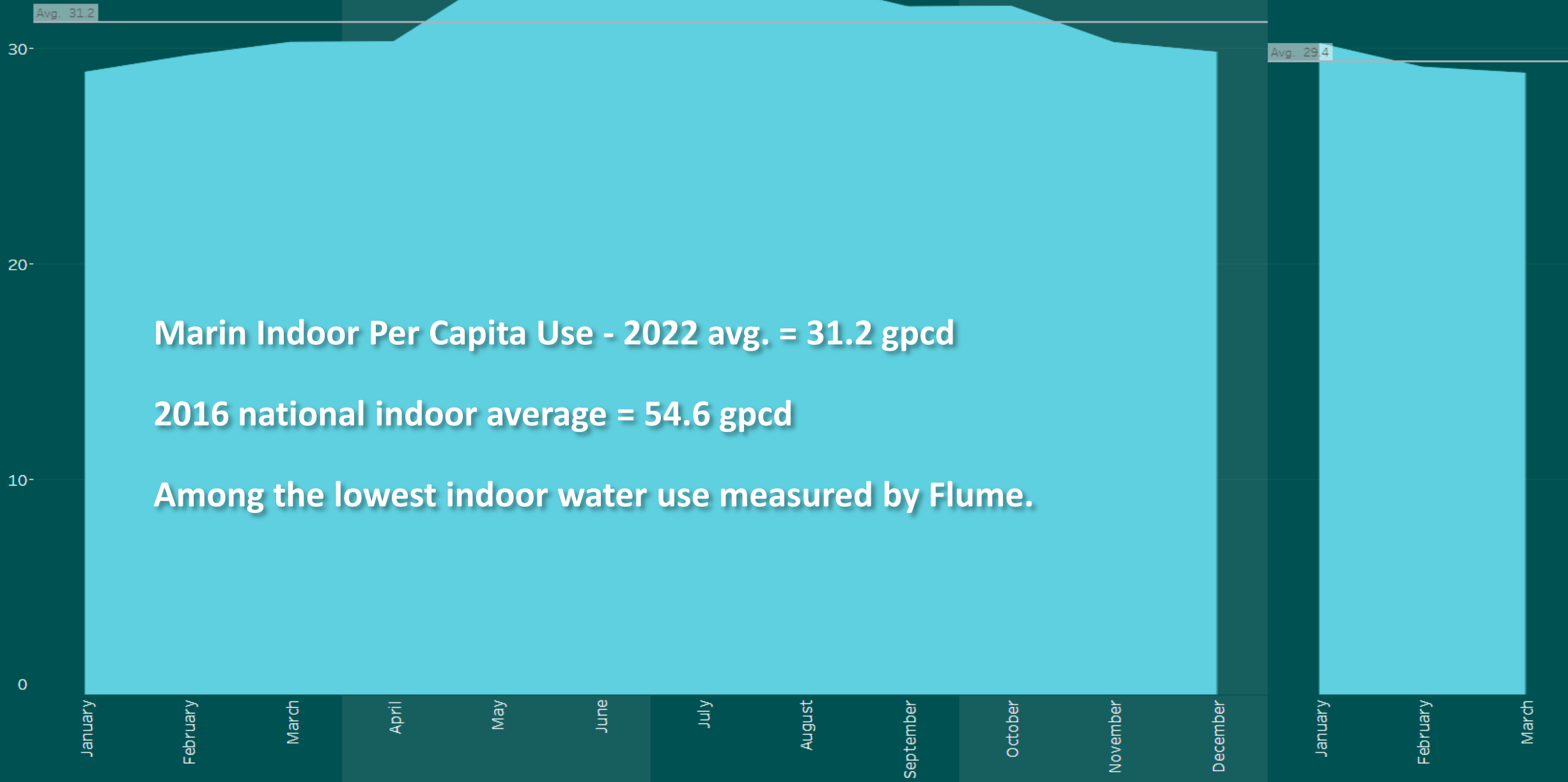


>90% of homes valued from \$500,000 - \$3,500,000

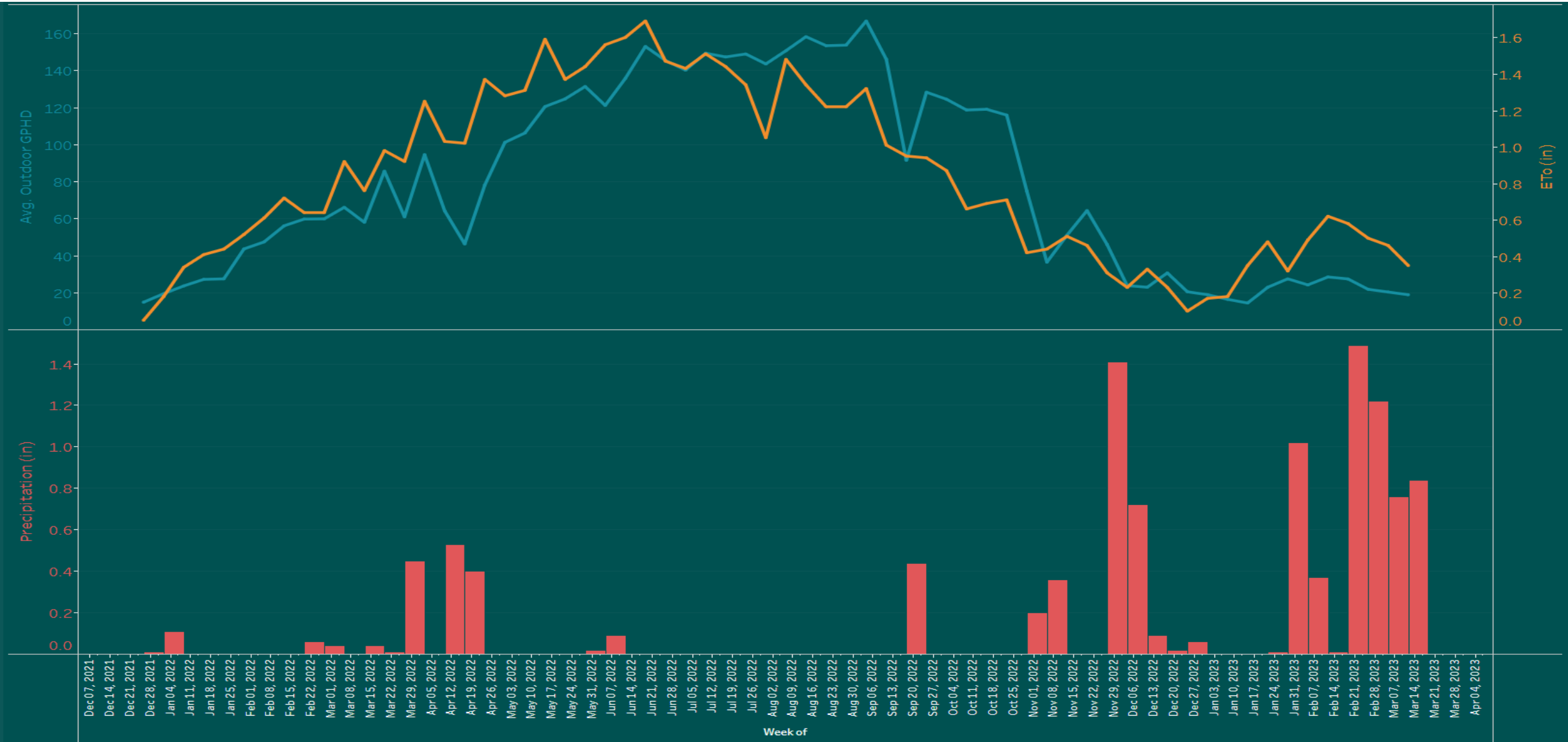


Indoor, Outdoor and Total – Per Household Use

Avg. Indoor GPCD

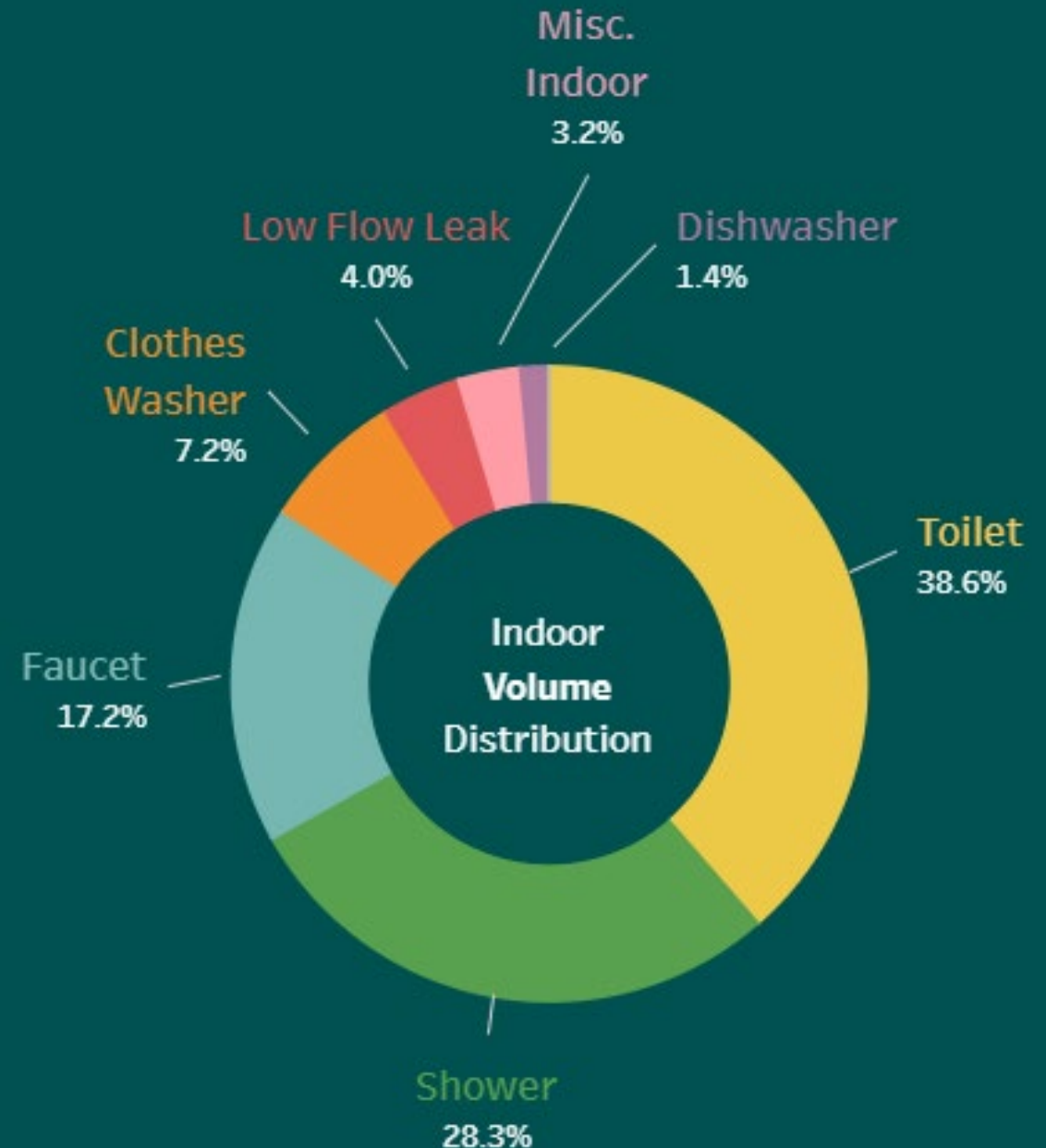


Outdoor Use, Evapotranspiration and Precipitation



Residential End Use

- Flume customers have lower leakage rates than the general population.
- Misc. Indoor includes water softeners, evaporative cooling, and other low-flow indoor uses.



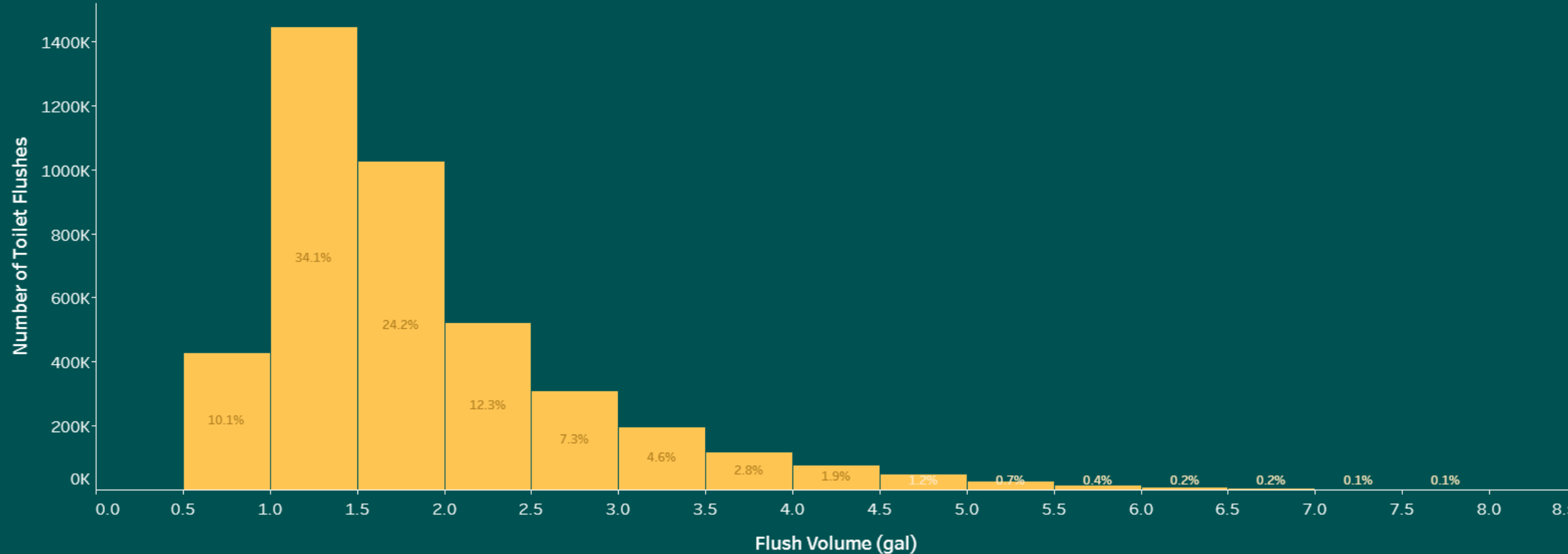
Toilets – flush volume

Flush volumes may include misc. faucet use and double flushes.

Majority of flushes are below 2 gallons/flush.

EPA WaterSense = 1.28 gallons/flush.

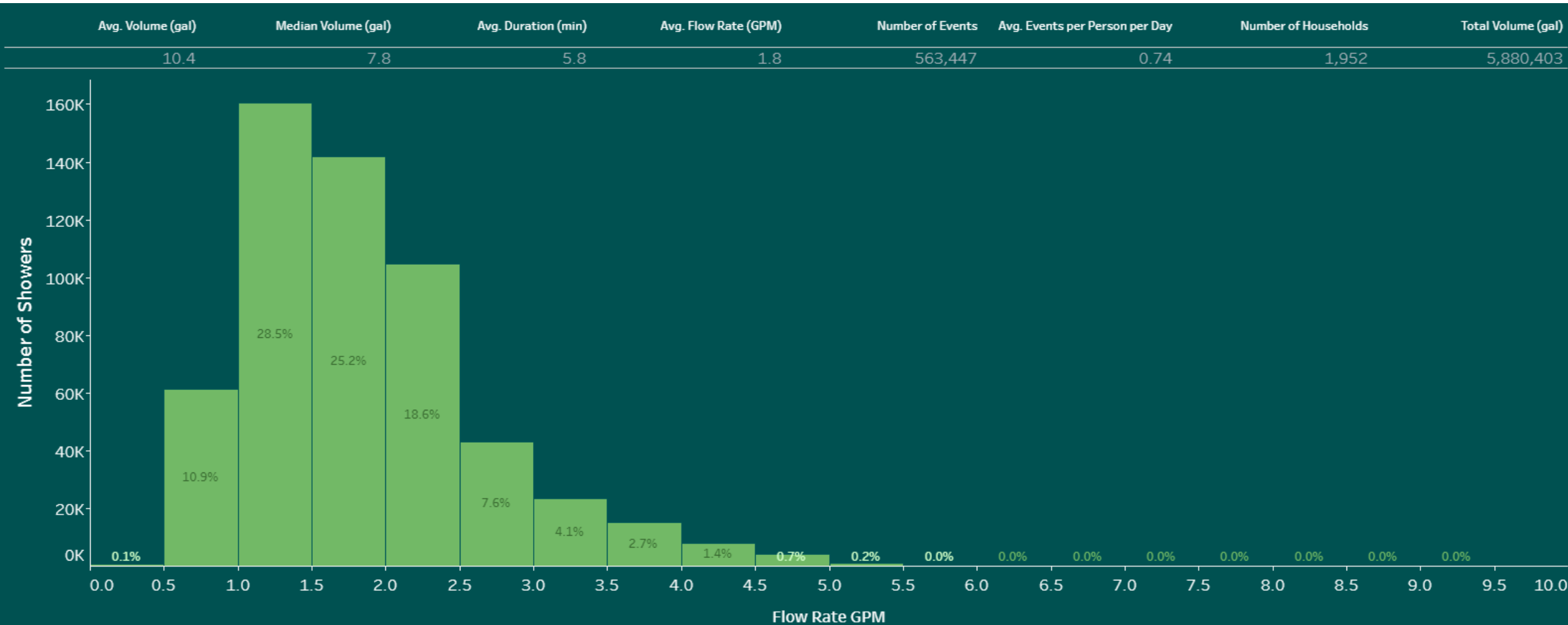
Avg. Volume (gal)	Median Volume (gal)	Avg. Duration (min)	Avg. Flow Rate (GPM)	Number of Events	Avg. Events per Person per Day	Number of Households	Total Volume (gal)
1.9	1.6	0.9	2.4	4,248,615	5.56	1,982	8,017,893



Showers – flow rate

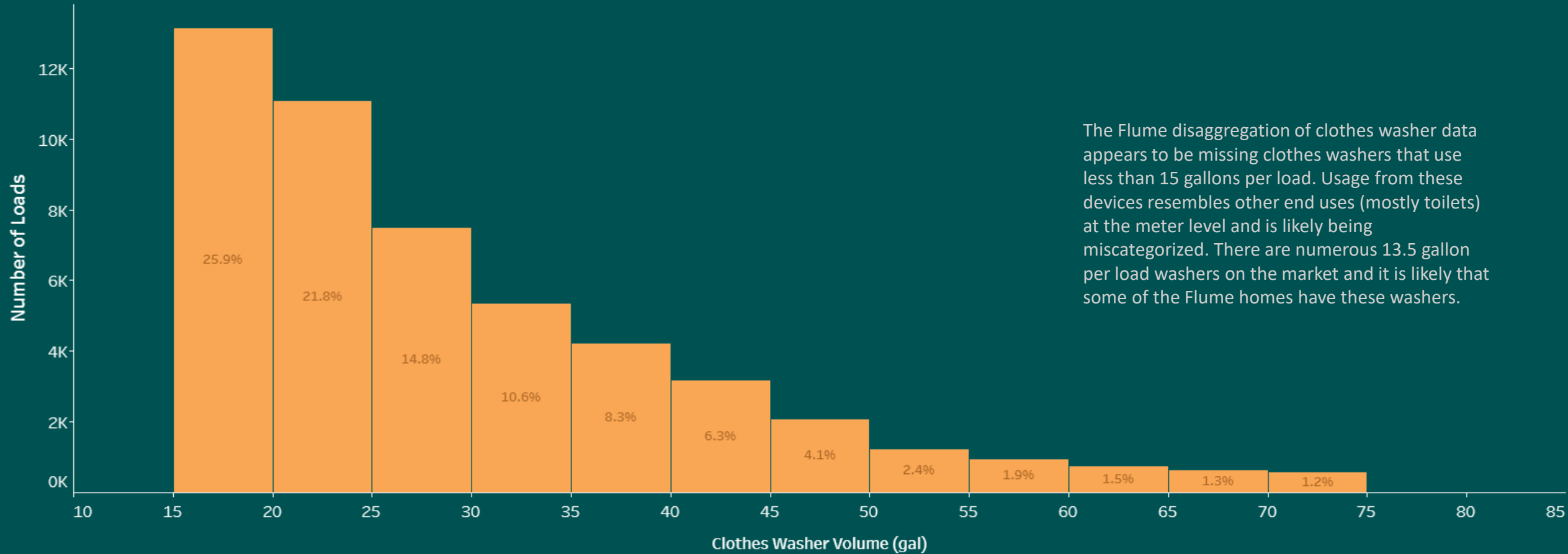
Majority of showers taken below 2.5 gallons per minute (gpm).

EPA WaterSense = 2.0 gpm or lower



Clothes washers – volume per load

Avg. Volume (gal)	Median Volume (gal)	Avg. Duration (min)	Avg. Flow Rate (GPM)	Number of Events	Avg. Events per Person per Day	Number of Households	Total Volume (gal)
29.6	25.7	42.6	1.0	50,806	0.07	1,803	1,501,933



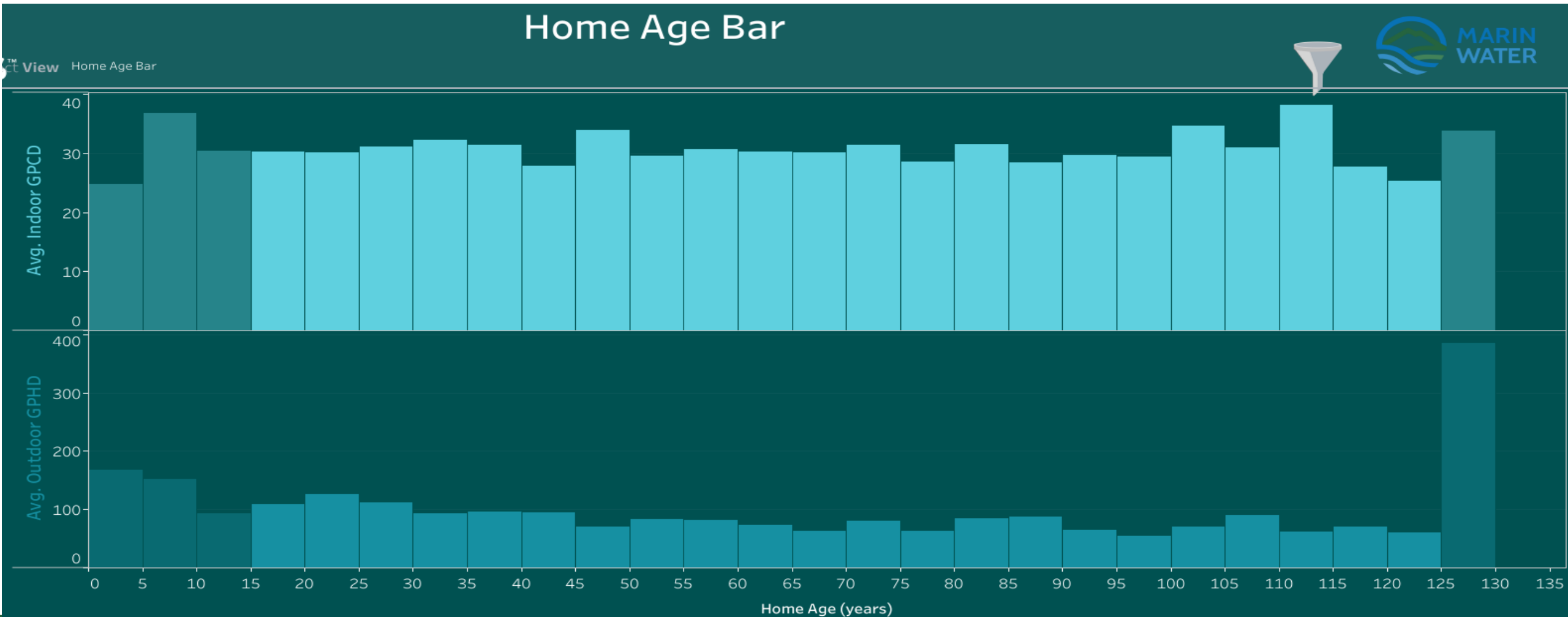
The Flume disaggregation of clothes washer data appears to be missing clothes washers that use less than 15 gallons per load. Usage from these devices resembles other end uses (mostly toilets) at the meter level and is likely being miscategorized. There are numerous 13.5 gallon per load washers on the market and it is likely that some of the Flume homes have these washers.

Home Age and Water Use

Darker bars have fewer than 15 homes.

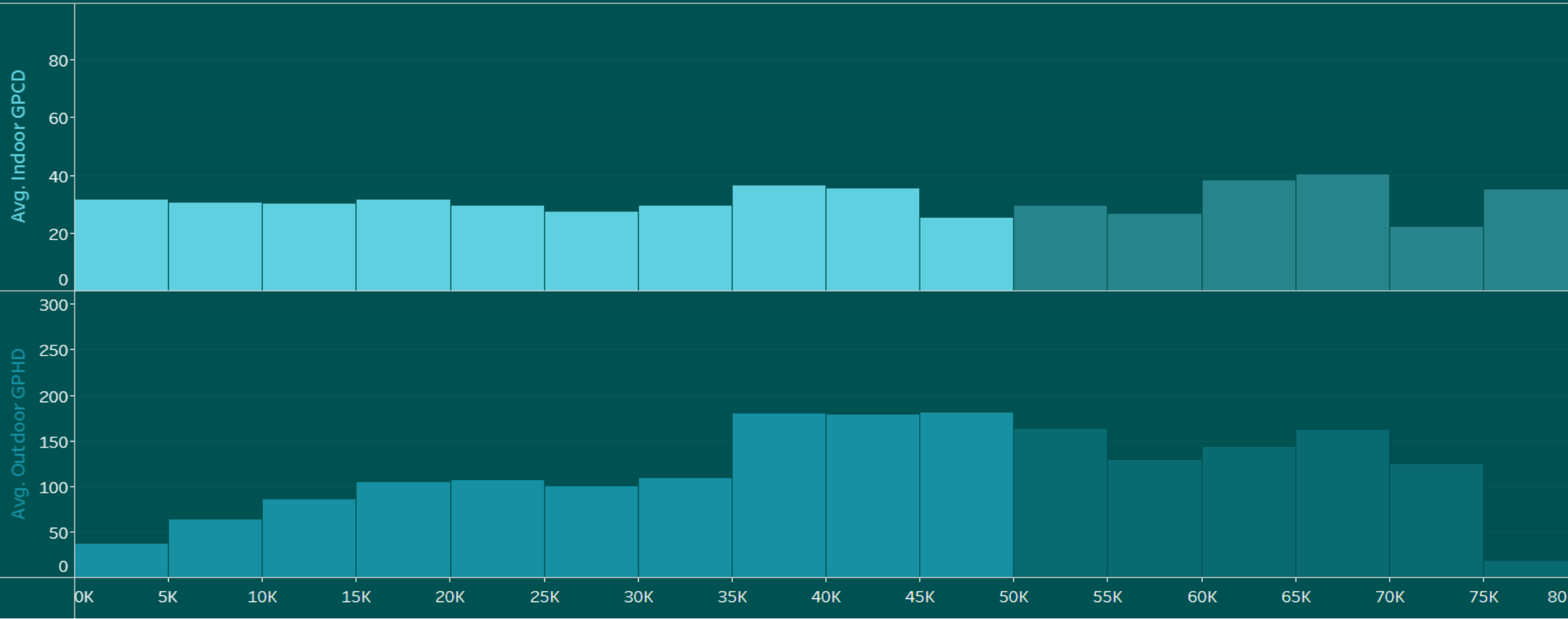
There were very few new homes in this study.

The age of the home does not impact efficiency.



Lot Size (square feet) and Water Use

Outdoor water use increases with lot size – an expected result.



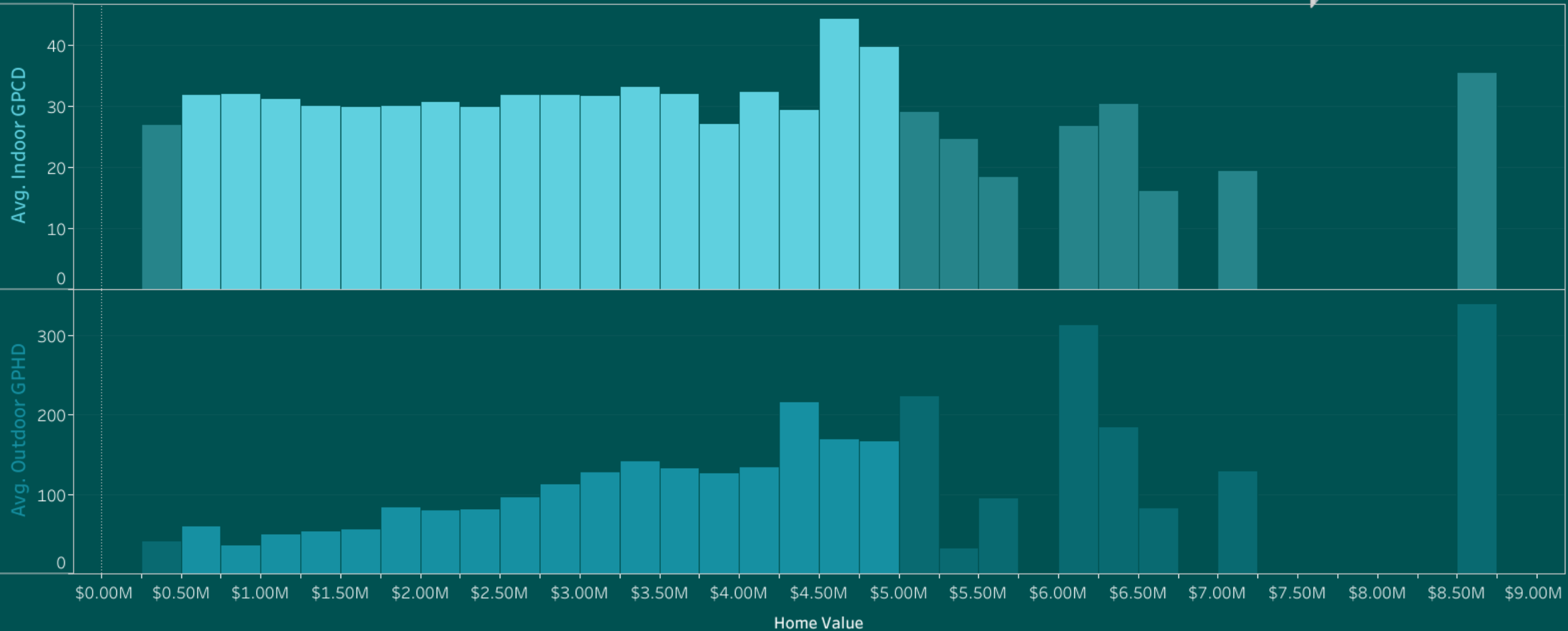
Home Value and Water Use

Outdoor water use increases with home value – an expected result.

Home Value Bar



View Home Value Bar



Key Takeaways from Flume End Use Study

- Flume and AMI are complementary. Flume enables more detailed analysis but does not cover all water meters in the system.
- Marin Water residential customers are highly efficient.
- Toilet flush volumes demonstrate high efficiency fixture saturation.
- Older homes in Marin are just as likely to be water efficient as newer homes.
- Outdoor use increases with lot size and home value.
- Opportunities may exist to reduce outdoor use in fall as irrigation demands decrease with the cooler weather.

Questions?

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www.flumedatalabs.com



flume
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Toilet Replacement Programs

1993-2019: Over 48,000 toilets incentivized, additional 14,000 replaced through policy.

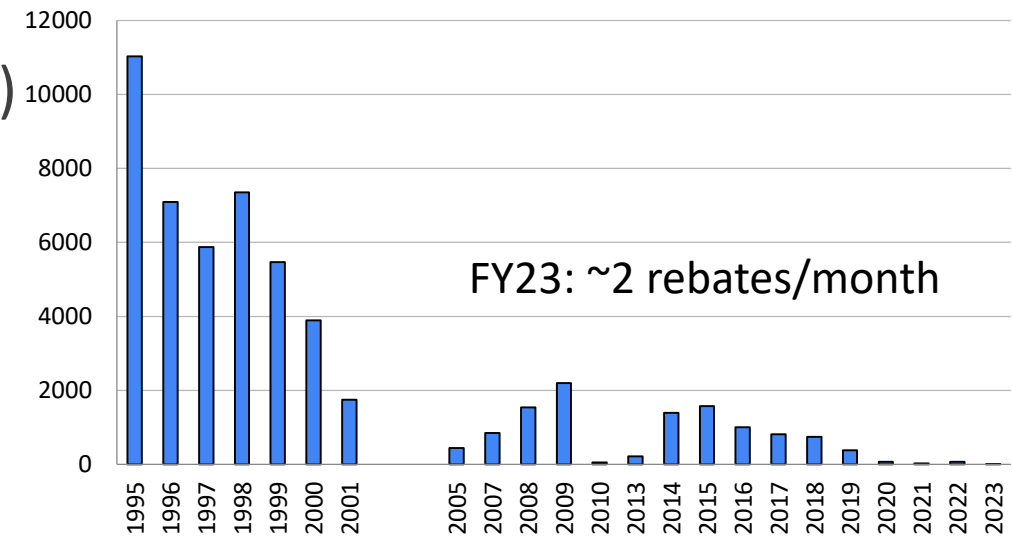
Policy

- As of 2014, only HET's (1.28gpf) can be sold in CA (AB715)
- Residential Time-of-Sale Ordinance (2002-2004)
- Residential Time-of-Service Ordinance (2004-2007)

Incentives

- No-interest loan programs (1993-1998)
- ULFT toilet rebate programs (1994-2002)
- Free Toilet Giveaways (1995-2000)
- Multi-Family Direct Install Program (2004-2005)
- School Retrofit Program (1996-2003)
- HET Rebate Program (2007-2009, 2012-2019)
- HET Water Shortage Emergency Reinstatement (2021)

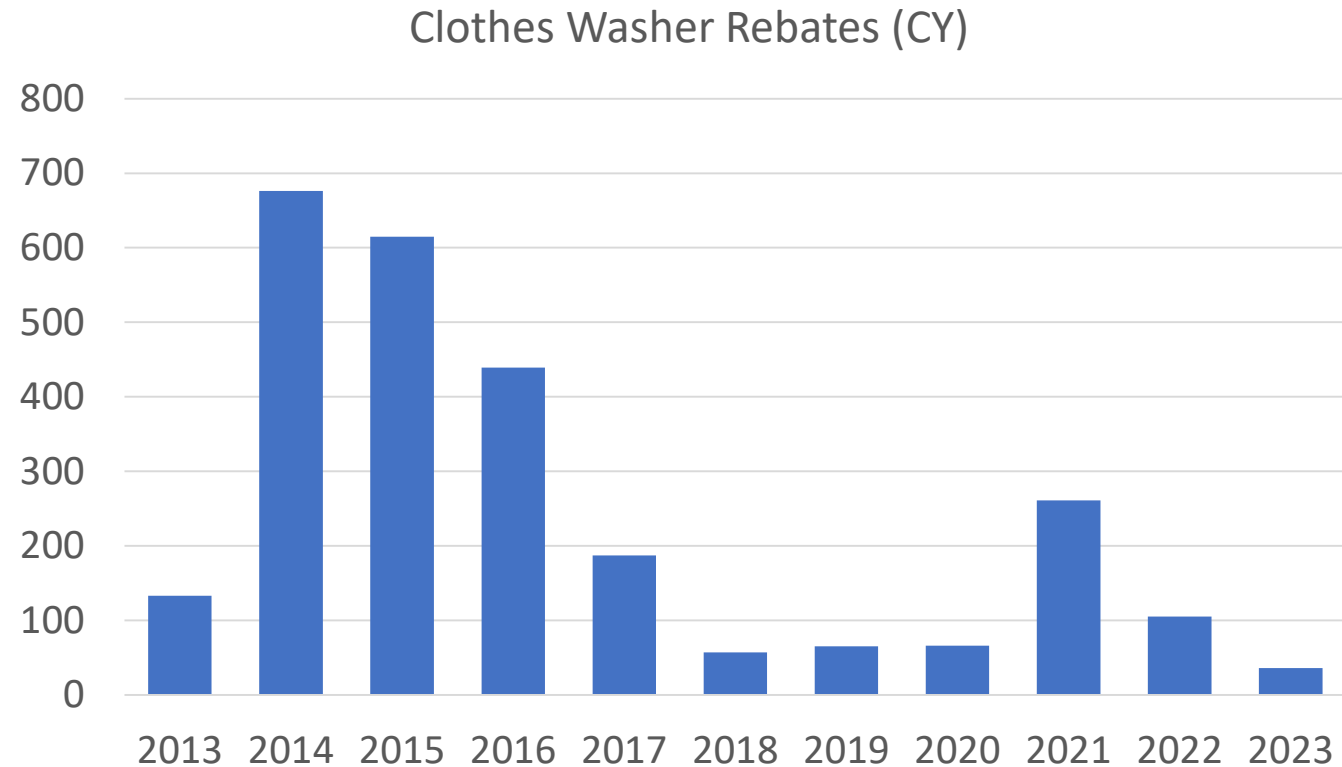
HET Rebates & Retrofit Programs



Staff Recommendation: Sunset rebate based on Flume saturation data and low participation.

High Efficiency Clothes Washers

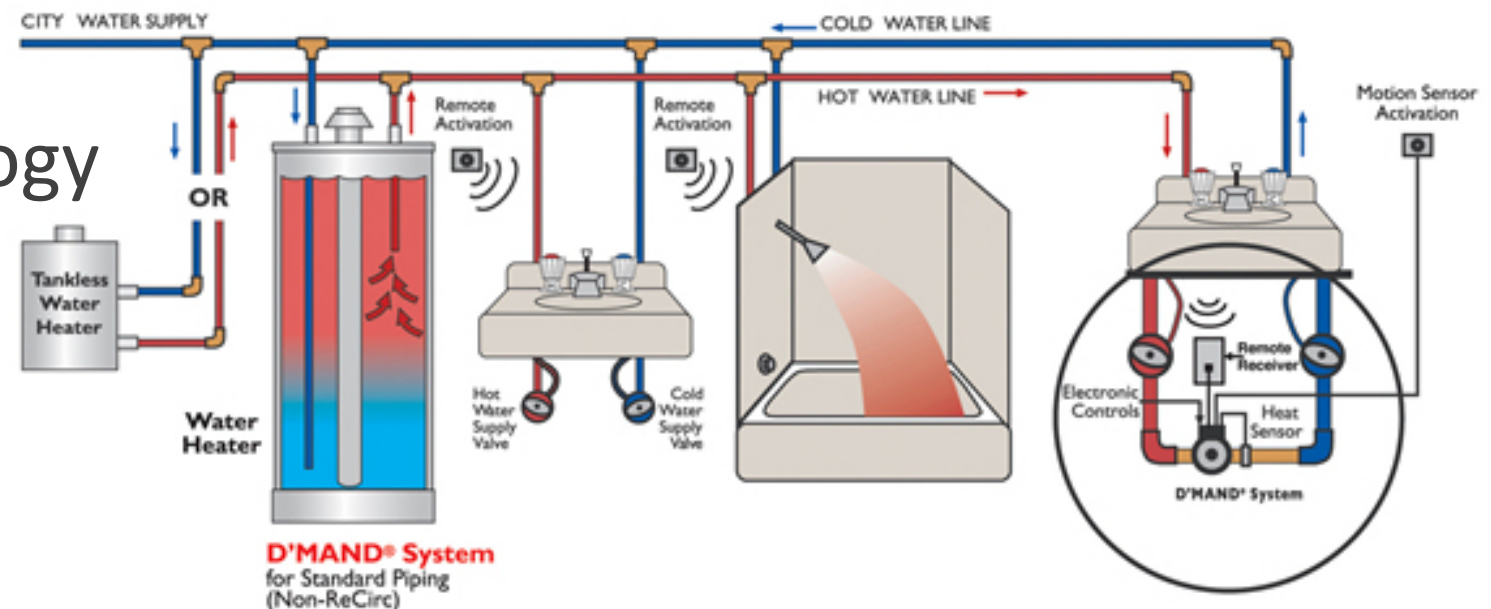
- \$100 rebate
- Washers must meet *EnergyStar Most Efficient* criteria
- ~8 rebates/month
- Market transformation through codes are reducing water use of clothes washers
- Free-riders are likely the majority of rebate program participants.



Staff Recommendation: Sunset rebate based on low participation, high saturation, and free-riders.

Hot Water Recirculating Rebate

- Reduces the water waste while waiting for hot water to arrive
- \$50 Rebate offered as drought response
- ~3 rebates/month
- Benefit of this technology and water savings are very site specific.



Summary of Water Efficiency Incentives

- Staff continues to build regional partnerships to support programs with multi-benefits i.e., Rainwater Harvesting
- Refinements to incentive offerings are ongoing
- Staff are working to understand and breakdown barriers of utilizing alternative water sources
- Alternative water sources are complimentary to other options but not likely to be significant water supply
- Flume and AMI are tools to effectively assist with leak detection
- Marin Water has very efficient indoor residential use
- Staff recommendation to redirect resources for toilet and clothes washer rebates to other programs



Code and Regulations

Water Waste Prohibitions

- Watering within 48 hours of rainfall
- Watering between 9:00 a.m. and 7:00 p.m.
- Watering more than 2 days per week (sprinklers) and more than 3 days per week (drip)
- Watering ornamental turf on public street medians
- Using a garden hose without a shut-off nozzle
- Washing down hard surfaces (ie: sidewalks, driveways)
- Failing to fix ongoing leaks
- Running an ornamental fountain without a recirculating system
- Overwatering so water flows into the street and/or causes overspray



Landscape Plan Review

Requirements apply to all new construction and rehabilitated landscape projects requiring a building permit, plan check, or design review.

Plan review includes:

- Irrigation design evaluation
- Plant selection evaluation
- Site specific water budget
- Post-installation inspection and sign off
- Interdepartmental collaboration with backflow and engineering

Challenges:

Coordination with local jurisdictions to ensure sites installing landscape have their plans reviewed and the landscape installation is compliant.



District Code to Maximize Water Efficiency

The District Code requires specific water efficiency measures, including:

- Pressure regulation of 60psi or less
- Pool and spa covers
- Plumbing fixture efficiency standards (clothes washers, faucets, showerheads, toilets, urinals)
- Commercial equipment efficiency standards (dishwashers, steamers, pre-rinse spray valves, dipper wells, ice machines, HVAC equipment)
- Graywater installations for new and enlarged water service associated with substantial remodels
- Non-functional Turf is can not be installed in non-residential sites



Graywater Ordinance

Graywater Ordinance (adopted May 2016)

All applicants requesting a water service for a new residential or commercial structure which requires the **installation of a new service**, and all applicants requesting an **enlarged water service** for a “substantial remodel” to an existing residential or commercial structure.... shall install a gray water recycling system to reuse the maximum practicable amount of gray water on site.

- "Substantial remodel" is the renovation of any structure, which, combined with any additions to the structure, affects a floor area which exceeds 50% of the existing floor area of the structure within any 36-month period.



Tracking Compliance of the Graywater Ordinance

Activity FY 2020 – October 15, 2022

- Service Connections Subject to Graywater Ordinance: 272
- Graywater System Installations: 28 (10 simple systems; 18 Laundry to Landscape)
- Self-certification resulted in 90% of sites 'not-feasible.'

Self-Certified Justifications:

- 50% Not being a good fit for the site (e.g., landscape uphill from home/washer, plants not suited for graywater, poor drainage, no setbacks, in close proximity to a creek, etc.)
- 25% Project not including any changes to landscaping or irrigation
- 20% Real/perceived conflict with graywater rules and regulations
- 5% Costs are too high

Administrative Changes to the Graywater Ordinance

Administrative changes effective November 1, 2022:

- Applicants shall submit documentation of evidence for review by District to determine the status of 'Not-Feasible'. District shall have sole authority in determining the adequacy and technical merit of submitted documentation.
- Limit 'Not-Feasible' determination to specific parameters:
 - Soil testing performed by accredited independent testing agency determines the soil at the site is unable to absorb the graywater at an adequate rate to prevent run-off or pooling
 - Federal or State laws prohibit the use of gray water due to site conditions. Rules of home owner associations, property owner associations, cooperatives, subdivisions and neighborhood organizations shall not be deemed adequate evidence in determining gray water system feasibility.
 - Where the wastewater drain lines of existing home or building are encased in a concrete slab foundation and the building renovations do not include new wastewater drain lines to be installed.

Since November 1: Certification has decreased to 56% of 'not-feasible' sites

Review of Jurisdiction Codes and Standards

Local Jurisdiction Developed and Adopted Codes:

- Tucson's Graywater and Rainwater Ordinances
 - Commercial Rainwater Harvesting: 50% of demand met by rainwater
 - Residential Graywater: Install a stub-out at a minimum

Federal and State Standards:

- EPA WaterSense New Home Specifications
 - Require 3rd party certification
- CalGreen Building Standards
 - Minimum Mandatory Requirements for the State
 - Voluntary Tier 1 Measures- 2 electives (indoor and outdoor options)
 - Voluntary Tier 2 Measures- 3 electives (indoor and outdoor options)

Expand Graywater Ordinance to Increase Options

Staff proposal to update the current ordinance to allow expanded compliance:

- Require one of the following for all new connections or substantial remodels:
 - 100% drought tolerant, “low” or “very low” plant material;
 - Installation of Graywater System (L2L, Simple or Complex);
 - Installation of Rainwater Harvesting: 65% of available roof area; or
 - Use of Recycled Water (required where available)



Non-Functional Turf

Non-Functional Turf Code (adopted March 2022)

Ordinance 459: Non-Functional Turf irrigated with District water shall be prohibited.

- Non-Functional Turf: Any Turf planted within Non-Residential Landscapes, excluding Recreational Areas and other areas where the Turf is necessary for the intended function of the planted area and no alternative materials are suitable for the anticipated site use.

Revise 13.02.021 Water Conservation:
Normal Year Water Conservation

- Water Efficient Landscaping Section

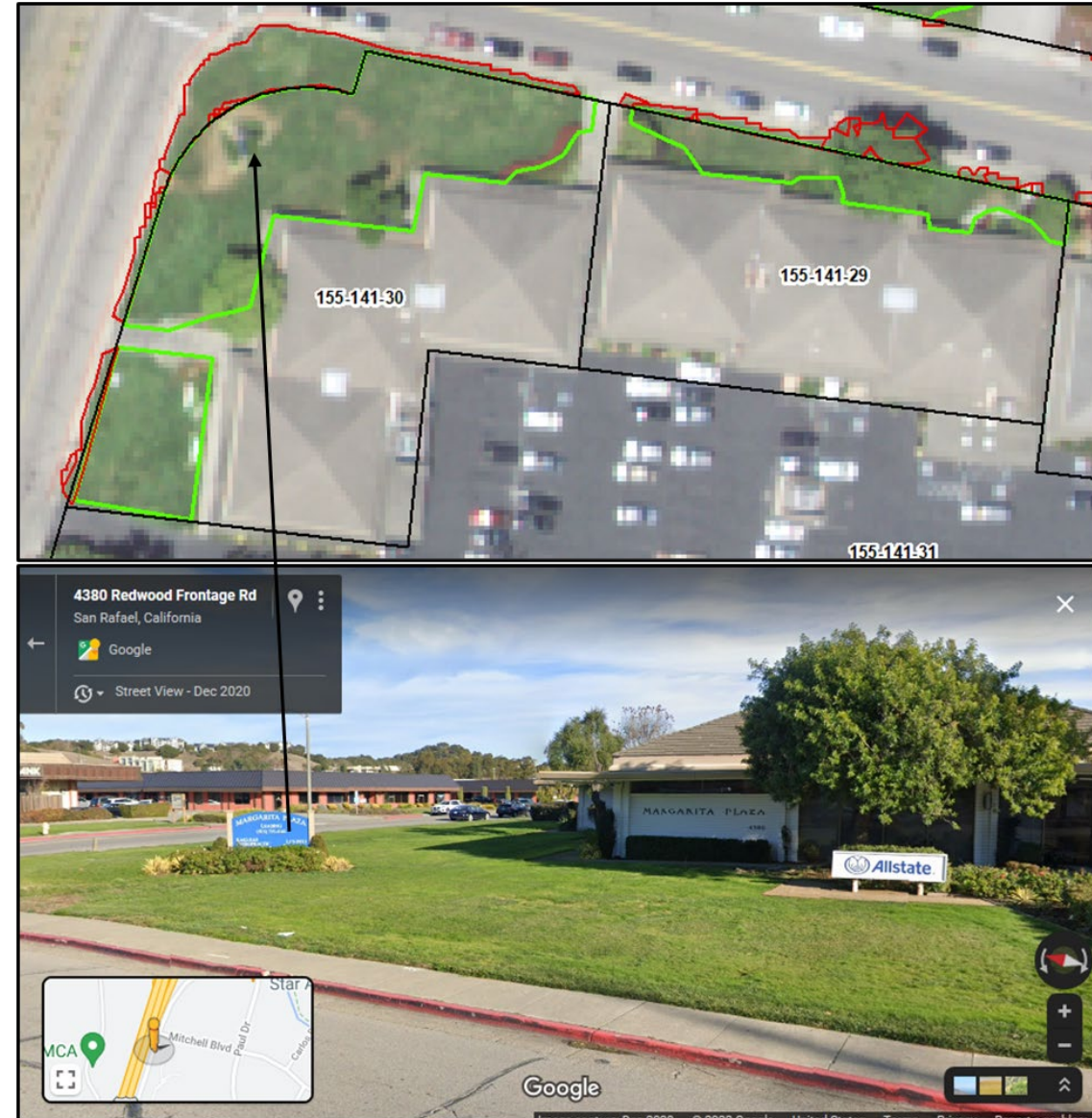


Turf Conversion Rebate Easement Requirement

- Developed in May 2021
- Applies to commercial sites to ensure turf rebated areas are never replanted with lawn
- Challenges:
 - Customer must notarize and file easement with County Assessor
 - Barrier to participation due to potential impact on property value
- Non-Functional Turf Ordinance ensures these areas can not be replanted with lawn.
- Change underway to remove easement requirement allowing the NFT Ordinance to meet the goal of the easement.

Existing Non-Functional Turf (NFT)

- Non-Residential NFT
 - 1,500,000sqft (~35 ac)
 - ~9% of total CII turf area
 - ~250 unique sites
 - Potential water savings: 164 acft/yr
- Water Conservation Element Targets:
 - Conversion of 70,000 sqft/year
 - Potential water savings: 8 acft/yr
 - Cumulative water savings in 2045: 4,505 acft



Previously Reviewed Proposal: Enact Regulation to Expedite Converting Landscapes w/ NFT

Establish an effective date of with mandatory conversion required in year 4 (i.e. 2023 effective; 2027 required conversion)

- Reduction in incentives for conversion to climate appropriate plant material over time
 - Year 1-2: \$3/sqft
 - Year 3: \$1/sqft
 - Year 4+: no incentive available for removal of existing NFT, progressive enforcement considerations
- Notify all sites with Commercial Non-Functional Turf
- Notify local landscape contractors, landscape suppliers, and nurseries of the non-functional turf ban



Legislation and Regulations Under Development

- State Emergency Regulations:
 - Adopted May 2022: 1 year ban on the use of potable water for non-functional turf irrigation in commercial, industrial, and institutional areas.
 - State Proposing an extension for 1 additional year through June 2024
- AB 1572- The bill would direct state agencies to encourage and support the elimination of irrigation of nonfunctional turf with potable water.
 - Applies to multi-family residential and commercial customers

Summary of Water Efficiency Code and Regulations

- Staff proposal to expand the Graywater Ordinance to include options to install low water use plant material, rainwater harvesting, or use recycled water.
 - Outreach to Town/Cities and Developers to notify them of change once adopted
- Removing easement requirement for Turf Conversion Rebate
- Consider revision to Non-Functional Turf Ordinance to expedite conversion of existing NFT



Community Engagement

Conservation Assistance Program

Customized site visits by Marin Water staff to teach customers how to:

- Read their water meters to detect leaks
- Evaluate indoor and outdoor water use
- Program their irrigation controllers
- Replace showerheads and faucet aerators
- Select locally appropriate plants
- Hydrozone their gardens
- Measure water pressure
- Qualify for rebates



Scheduling difficulties?
We can help!



Overwatering? We can help!

Marin Garden Walks w/ Master Gardeners

Collaboration between Marin Water and UC Marin Master Gardeners to provide residential customers with a free garden consultation with a Marin Master Gardener.

- Garden Walks focus on water efficiency, irrigation systems and leak detection.
- Other topics include low water use plants, lawn conversion and fire safe landscaping.



Garden Grant Program

\$5,000 grant for community organizations to create publicly accessible garden projects.

- Grant offered to educate and inspire the public about California native and/or climate-appropriate plants that can be successfully used in waterwise urban landscapes.
- Educational gardens showcase plants and sustainable gardening techniques appropriate to the local climate and provide learning opportunities for home gardeners on design, planting, and maintenance practices.



Pollinator Garden @ Dominican College



Native Plant Garden @ Central Marin Police Station

Marin Water Sponsored Events

- Offer educational workshops (e.g. Marin Master Gardeners, Graywater Training)
- Staff tables at community events
- Provide water efficiency resources to support local events
- Eco-Friendly Garden Tour
- Offer professional training and certification (e.g. QWEL)



Water Education Programs

- Grades K-12 Program Material
- Classroom Presentations
 - 15/yr
- Zun Zun School Assemblies
 - 20/yr
- Water Walk Fieldtrips in Watershed
 - 10/yr



Eco-Friendly Garden Tour

- Annual event each May to promote low water use landscapes
- ~20 gardens in Sonoma & Marin
- ~5 gardens in District service area
- Events happening with Tour:
 - Plant Sales
 - Free compost distribution
 - Partner promotions:
i.e. Master Gardener's scavenger hunt



Partnerships

Collaborate with local, state and national partners to promote water efficiency through:

- Direct distribution discount programs
- Efficiency standards
- Research and resources
- Product and event promotions
- Training
- Grant Funding





Current & Ongoing Water Efficiency Outreach Activities

Water Efficiency Outreach: Summary of recent/ongoing activity

Since February 1:

- 67 Social media posts
- 17 Mentions in E-News
- 8 Distinct callouts in spring & summer On the Waterfront
- 2 earned media occurrences highlighting programs
- 7 weekend outreach events



"With the help of rebates from Marin Water, he installed a 410-gallon rainwater storage tank, a Flume leak detector and a Rachio smart irrigation controller for his new irrigation system."

Water Efficiency Outreach: Campaigns

- Fix-a-Leak Week messaging campaign
- Garden Tours & Walks promotion
- Dye Tablet Challenge
- Educational Opportunities promotion

Marin Water @MarinWaterInfo · Feb 28
Reminder: Join Marin Water and our partners at Sloat Landscaping on March 8 for a free webinar all about hillside landscaping. Register at us02web.zoom.us/j/8121212121

WaterSmart Gardening Series
Hillside Landscaping: The Watershed Approach

on the **WaterFront**

MARIN WATER

Spring 2023

CAN YOU FIX ONE LEAK DURING FIX-A-LEAK WEEK?

"Spring has sprung," is a saying with a perfectly positive connotation – but not if you've sprung a leak. As part of the EPA's WaterSense Fix-A-Leak Week, which runs from March 20-26, water agencies like ours across the country are drawing attention to minor leaks that cause major problems.

Whether from faucets or showerheads, toilets or irrigation systems, minor leaks account for 1 trillion gallons of wasted water in the United States each year, according to the EPA.

Marin Water aims to curb that troubling trend with a host of water efficient tips and programs. Not only does the District...

FAST FACTS FOR FIX-A-LEAK WEEK

Complete a 10-minute Fix-a-Leak Week challenge to SAVE WATER

than 1 in 10 households have more than 1 leaking faucet. Fixing a leaking faucet can save up to 10 gallons of water each year.

WIN A \$25 GIFT CARD

SONOMA - MARIN SAVING WATER PARTNERSHIP

Fix-a-Leak Week
EPA WaterSense

Eco-Friendly Garden Tour
Saturday, May 13, 2023

This free annual, self-guided garden tour promotes sustainable landscaping practices by showcasing native gardens throughout Sonoma and Marin counties.

Registration required
SavingWaterPartnership.org

Tour de Jardines Eco-Amigables
Sábado Mayo 13, 2023

Este tour gratis y autoguiado promueve prácticas de jardinería sostenible mostrando jardines ejemplares en los condados de Sonoma y Marin.

Se requiere registración
SavingWaterPartnership.org

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San Rafael
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WIN A \$25 GIFT CARD

Follow these steps to participate in the challenge:

1. Turn the toilet tank lid over.
2. Drop in one dye tablet.
3. Flush the toilet.
4. Look in the bowl. If you see a leak, you win!
5. If you see no dye, you lose.

Water Efficiency Outreach: Community Events

- Earth Day – The Villages at Corte Madera
- Earth Day Marin at the Mill Valley Community Center
- Mill Valley Music Festival (2 days)
- Eco-Friendly Garden Tour school site in San Rafael
- Ember Stomp at the Marin Civic Center
- Fruit & Veggie Fest Community Picnic in the Canal District
- Fairfax Festival Parade & Ecofest (2 days)



Mill Valley Music Festival



*Ember Stomp at
Marin County Civic Center*




*Earth Day at the Villages
in Corte Madera*

Water Efficiency Outreach: Highlights

- **2,219** Unique visitors to marinwater.org/Rebates (9th most popular web page this spring)
- **7** New Cash For Grass applications in 12-day span after May E-News released
- **1 in 5** Dye tablet challenge participants reported a leak
- **85** Eco-Friendly Garden Tour Participants just at San Rafael site (17 total sites between Sonoma and Marin on tour day)


Receive cash for replacing your grass



Did you know that grass lawns typically need four times as much water as climate-appropriate landscaping? With irrigation season upon us, now is a great time to consider replacing your thirsty grass lawn. The best part? Marin Water offers a rebate of up to \$3 per square foot for lawn conversions.

Pre-approval is necessary. Apply, review frequently asked questions and find more information about the District's Cash 4 Grass program and other household water-saving rebates online!

[Learn about our rebates](#)



Capture rain to SAVE WATER

marin.water

marin.water One great way to save water is by capturing rain water for reuse. There are many premade rain catchment systems as well as DIY options available. Once you collect the rain you can save it to reuse during irrigation season. Learn about Marin Water rain barrel rebates at the link in our bio.

17w

[View insights](#) [Boost post](#)

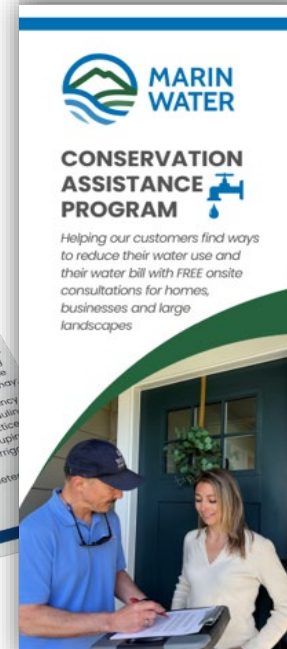
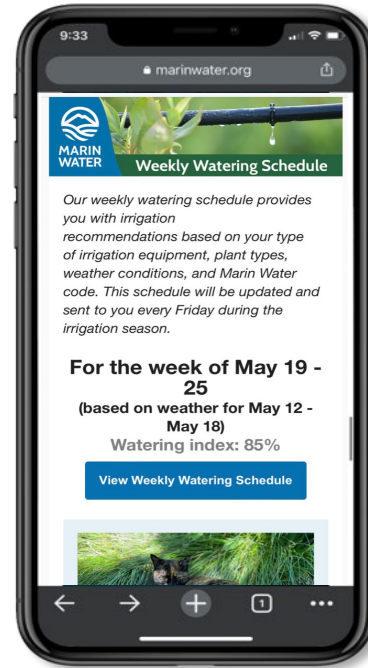
Liked by onetamalpais and 63 others

JANUARY 12

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Resources

- Conservation tips and brochures
- Weekly Watering Schedule
- Materials for restaurants and hotels
- Watershed Approach to Landscaping book
- DIY home survey
- Practical Plumbing Guide
- WaterSmart Gardening Resource Center
- Showerheads, aerators, hose nozzles, and leak detection tablets



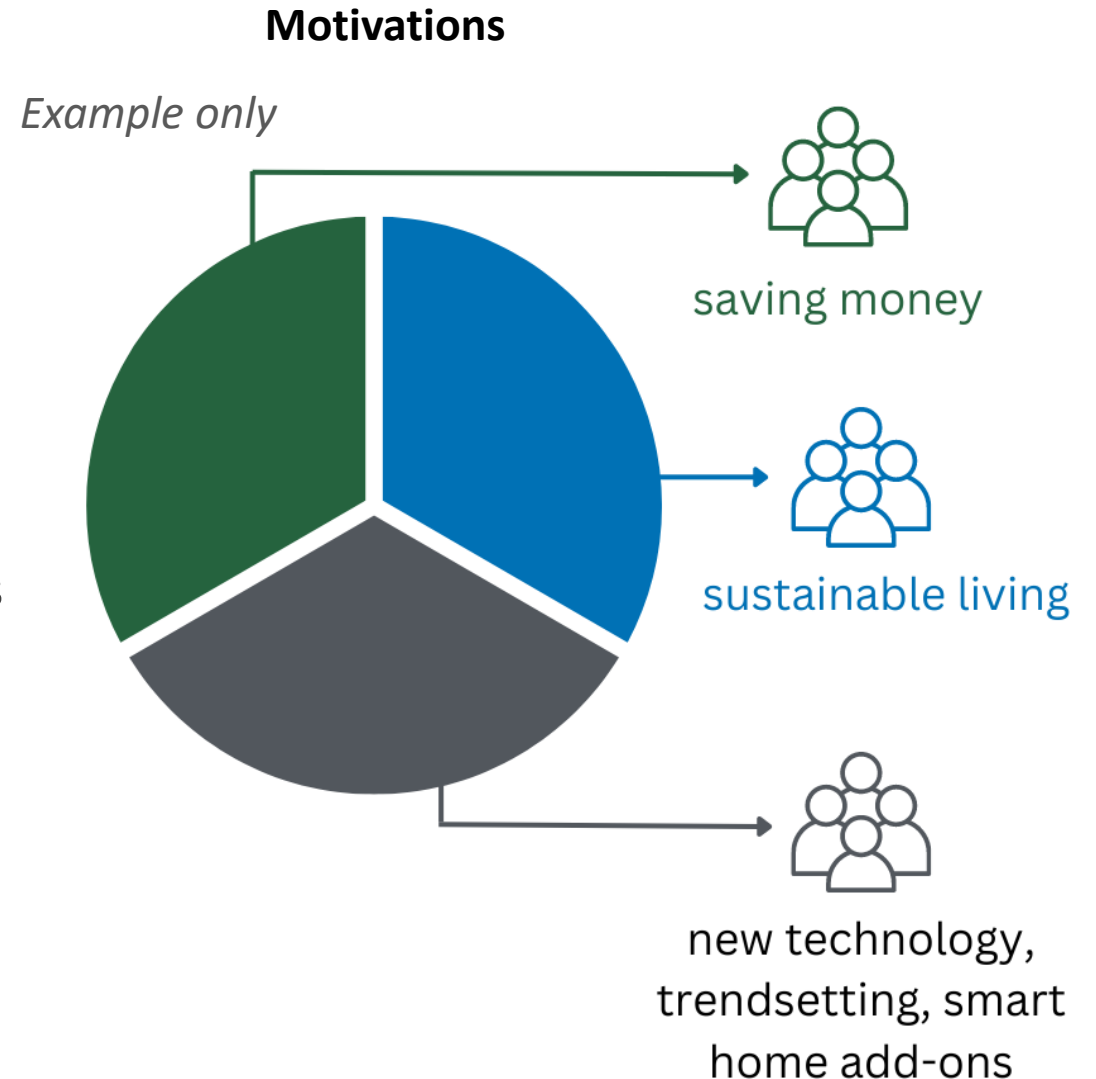
Marketing Water Efficiency Programs: What's next?

- ✓ Continue mass marketing through readily available channels
- ✓ Continue grassroots efforts to engage with customers at the point of purchase
- ✓ Develop new campaign strategies to target-market programs based on customer segmentations




Target Marketing Water Efficiency Programs

1. Use ArcGIS Esri Demographic data to determine top market segments and understand their characteristics, motivations, barriers
2. Build on this analysis through targeted surveying to further understand customer motivations and behaviors as it relates to conservation and our water efficiency programs
3. Use segment specific data and survey research to develop optimized campaign(s)



Target Marketing: Six-Month Plan



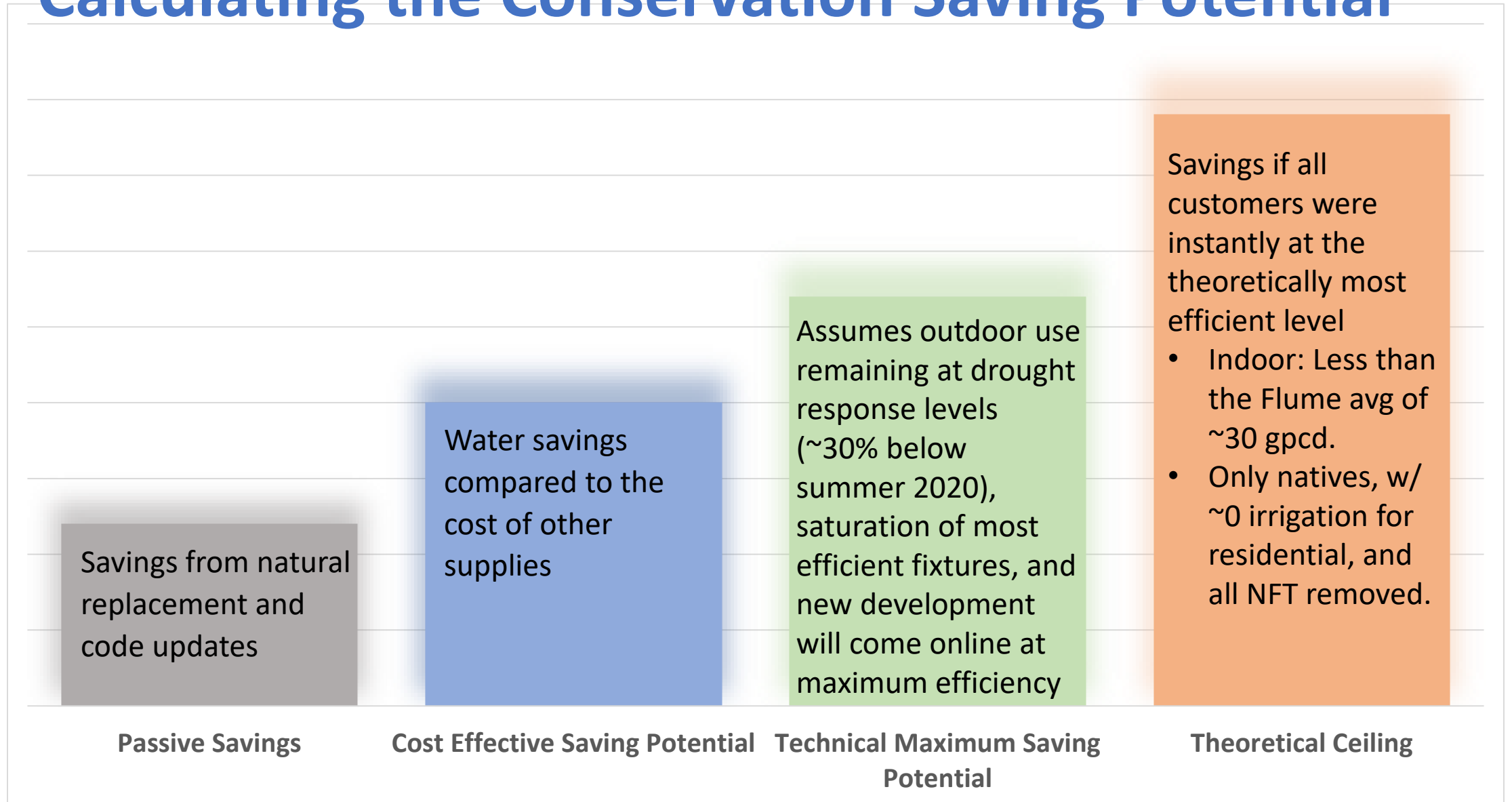


Water Efficiency Master Plan Framework

Goals of the Water Efficiency Master Plan

- Utilize Flume end-use data to understand possible saturation in our service area that can help us target incentives
- Develop new/revised policies for the Boards consideration
- Consider opportunities to pilot technologies, programs and participate in research
- Evaluation of innovative, cost effective programs that could be implemented
- Development of water use targets
- Understand the District's Conservation Savings Potential

Calculating the Conservation Saving Potential



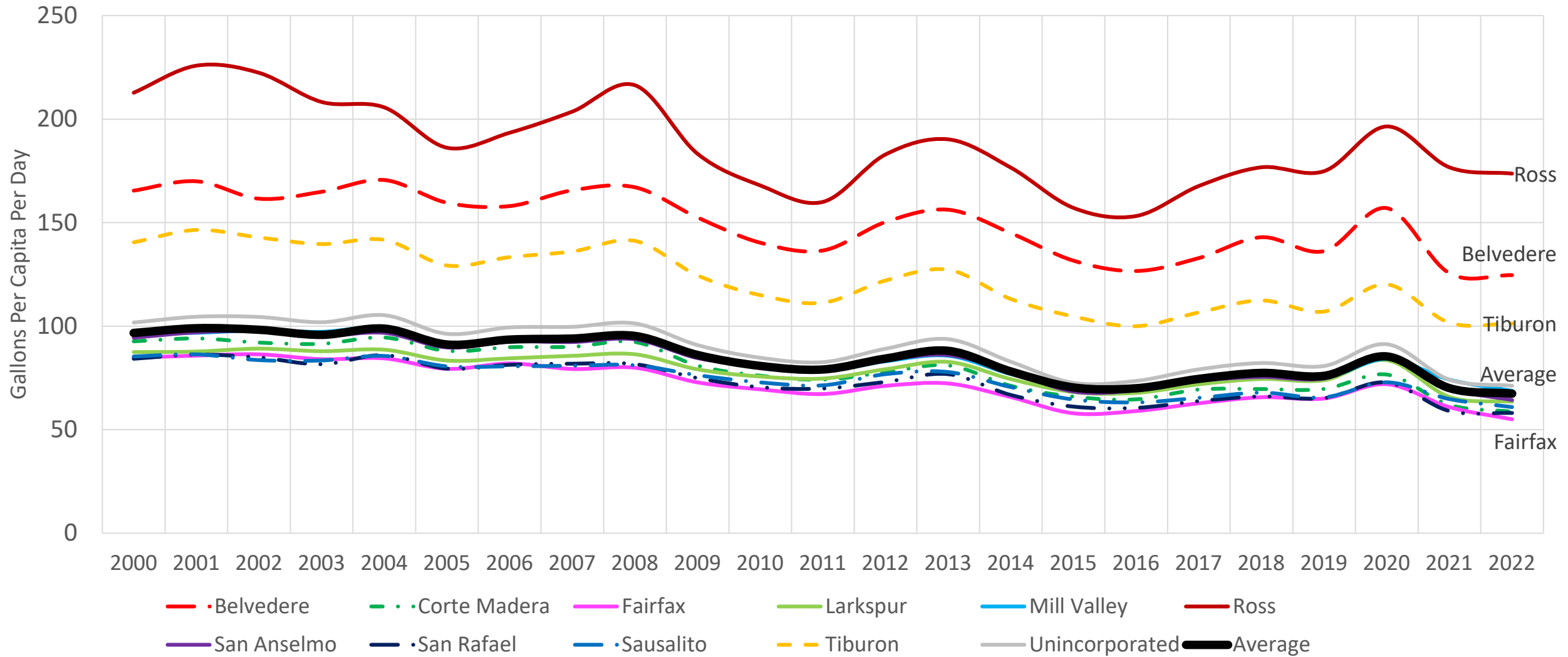
Water Efficiency Master Plan Schedule

- ✓ Contract signed with EKI - **January 2023**
- ✓ Water Efficiency Master Plan framework initial briefing - **Spring 2023**
- Water Efficiency Master Plan elements and funding - **Summer 2023**
- Draft Water Efficiency Master Plan - **Summer/Fall 2023**
- Final Water Efficiency Master Plan - **Fall 2023**



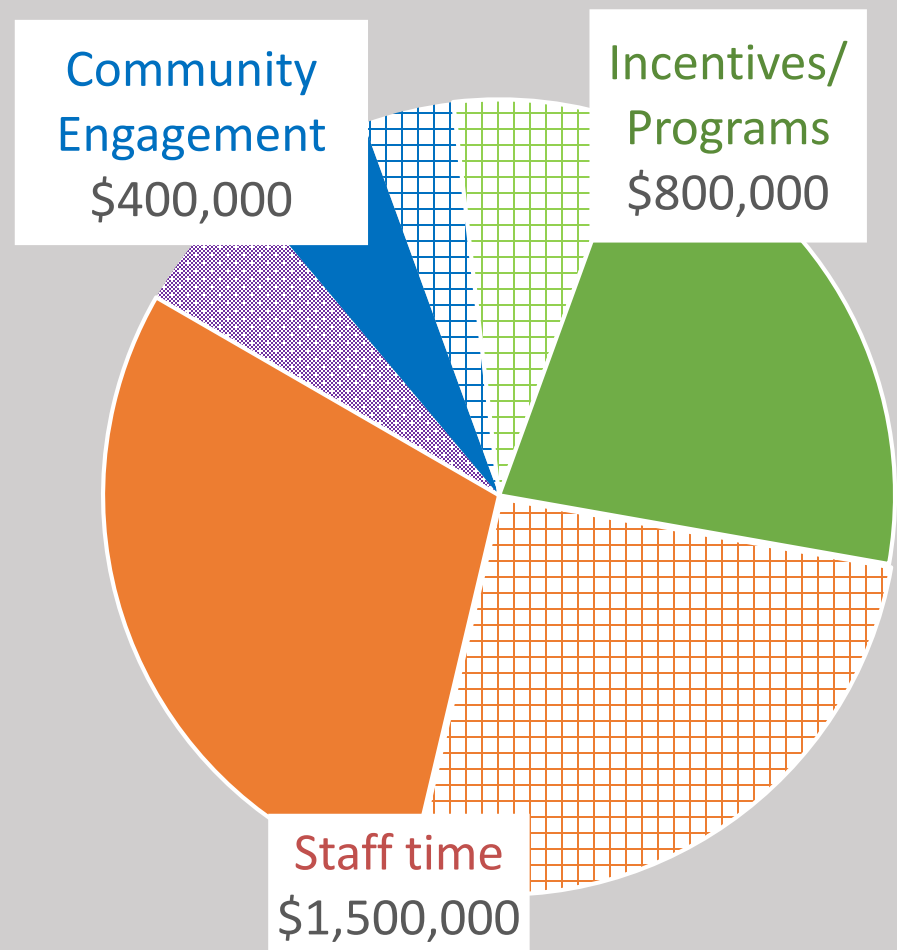
Metrics & Funding

Residential GPCD



FY 2024 Budget: Water Efficiency

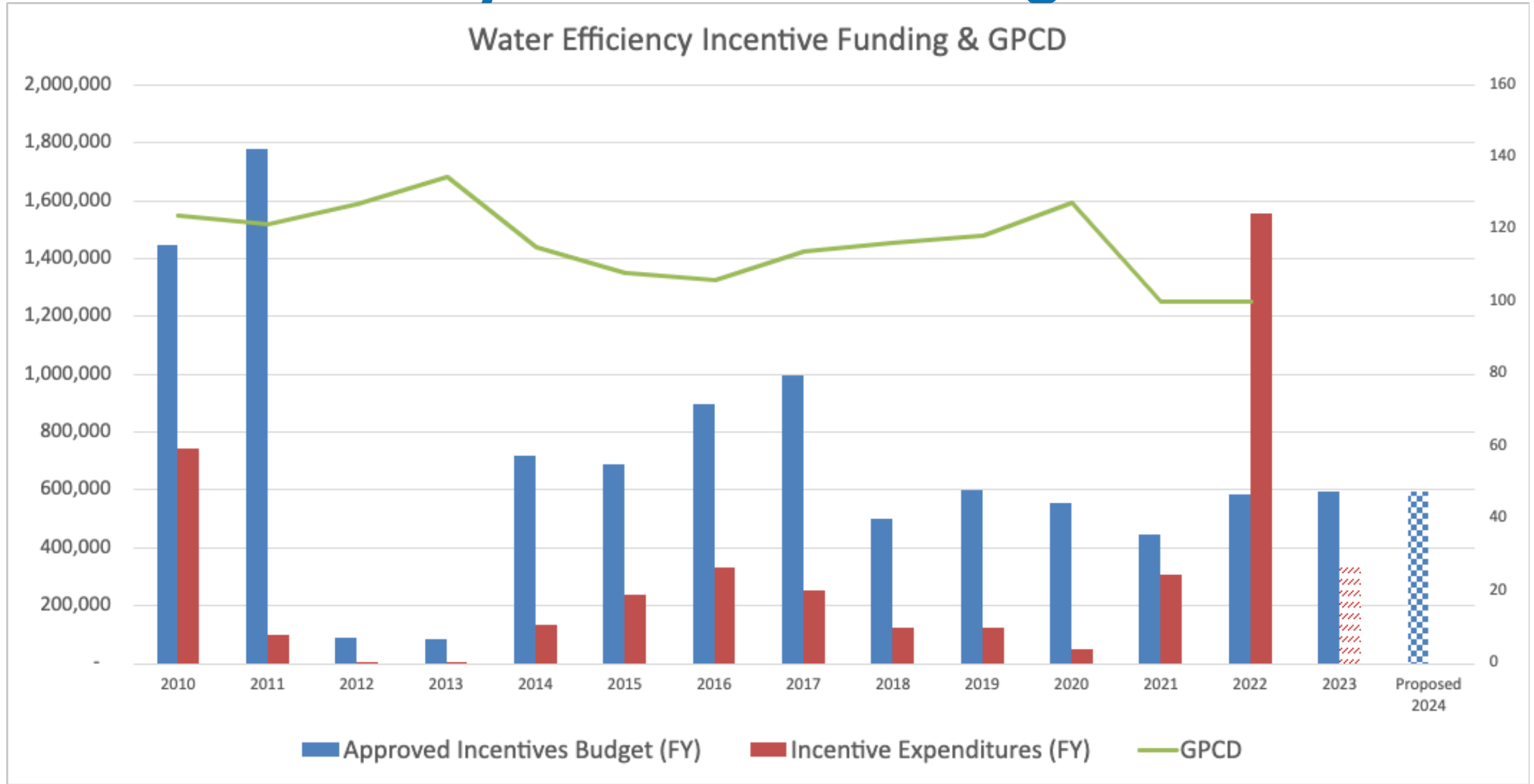
- WE Total Budget: \$2.6m
 - Incentives/Programs: \$800k
 - Community Engagement: \$250k
 - Staff time: \$1.5m
- Strategic Water Supply Roadmap-
Water Conservation Element: \$1.7m
 - Incentives/Programs: \$600k
 - Community Engagement: \$300k
 - (\$150k included in Communication)
 - Staff time: \$800k



Legend

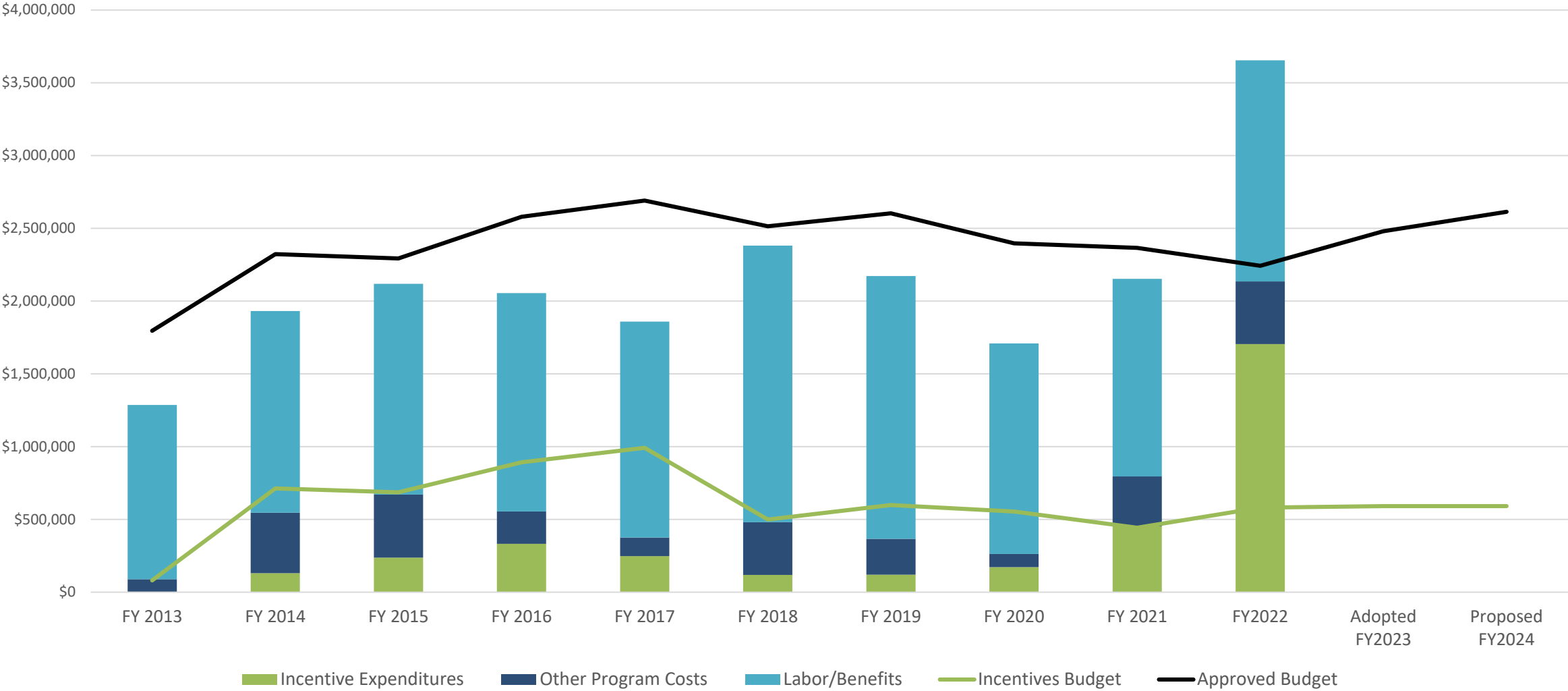
- Water Conservation Element
- WCE Outreach in Comms budget
- All other WE program expenses

Water Efficiency Incentive Funding & GPCD



Water Efficiency Funding Detail

Water Efficiency Funding Detail



Water Efficiency Grant Funding

■ Grants Awarded

■ In Progress

- Prop 1: Home Water Monitors and Water Loss Component Analysis (\$212,250; 50% match)

■ Under Development

- BoR Water and Energy Efficiency Grant: Turf and Fixture Rebates (\$722,925, 55% match)

■ Complete

- Prop 84: AMI Pilots (Phase 1 \$781,000 25% match; Phase 2 \$975,000 25% match; Phase 3 \$350,000 no match)

■ Pending Grant Applications

- DWR Urban Community Drought Relief Program: Regional Application \$4.5M
- AMI in Disadvantaged Communities: \$1.2M, no match

Summary and Next Steps

- Comprehensive review of water efficiency current programs and initiatives
- Continue to focus on data analytics to inform program design and propose improvements
- Ongoing committee updates will be provided to the Board
- Program changes will be brought back for Board consideration