



**MWD**

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

7-5

September 29, 1992

To: Board of Directors (Water Problems Committee--Action)  
Board of Directors (Finance and Insurance Committee--Information)

From: General Manager

Subject: Implementation of Low-Flow Showerhead Program

Report

An important Urban Water Conservation Best Management Practice (BMP) is the retrofitting of residences with low-flow showerheads. Metropolitan and its member and subagencies have been implementing this BMP over the last several years, however, substantial additional retrofitting remains to be accomplished. As the low-flow showerhead penetration level rises throughout the service area, it is increasingly important that future showerhead programs efficiently identify those households not yet retrofitted and be the most cost-effective for implementation by member and subagencies. The following proposal addresses both issues.

It is proposed that your Board authorize implementation of a two-part showerhead program: 1) School Showerhead Retrofit Program (School Program) and 2) a Water-Wise Program. Both programs involve turnkey program implementation including: program design, warehousing, distribution, and Metropolitan's direct purchase of showerheads and other materials from vendors and arranging for kit assembly.

Based on successful results of a recently-completed, small-scale pilot project, the School Program would distribute 200,000 showerheads; target 400 schools with 300,000 students; and foster public/private partnerships between water agencies, schools, and corporate sponsors. Metropolitan's funding would be matched by funding from participating member and subagencies, and private sector co-sponsors under the guidelines of the Conservation Credits Program. The School Program would be integrated into Metropolitan's Public Affairs highly successful Education Program.

Basic School Program elements are:

- broaden student exposure to home water conservation measures;
- parents complete short questionnaire; free showerhead kit provided upon request;

- classes compete for most completed questionnaires; and
- all students receive certificates; winning school receives banner and corporate-sponsored award.

A significant benefit of the School Program is that it would provide member and subagencies not active in conservation with a "starter" program that is relatively inexpensive, cost-effective, easily implemented, allows for private sector co-sponsorship, and is well received by the local community. Also, it simultaneously addresses several BMPs--plumbing retrofit, school education, and public information.

Continuation of the Water-Wise Program, designed to distribute low-flow showerhead kits, would permit Metropolitan to continue the public/private partnership momentum established in the original Water-Wise Program.

Total Program budget is estimated to be \$1.2 million, which would be allocated from the Conservation budget of \$21.3 million approved for fiscal year 1992-93.

The programs are exempt from the California Environmental Quality Act as they entail minor alterations to existing facilities with no expansion of use.

#### Board Committee Assignments

This letter is referred to:

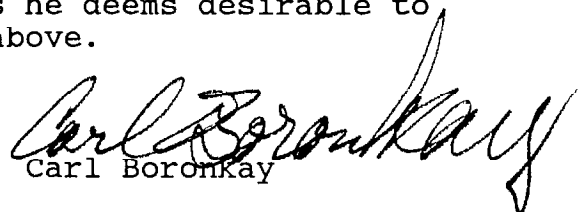
The Water Problems Committee for action because of its authority to advise and make recommendations regarding policies on water conservation, pursuant to Administrative Code Section 2481(1); and

The Finance and Insurance Committee for information because of its authority to advise and make recommendations regarding policies concerning the disposition and investment of funds, pursuant to Administrative Code Section 2441(c).

#### Recommendations

##### **WATER PROBLEMS COMMITTEE FOR ACTION**

It is recommended that your Board approve funding of \$1.2 million for this program from the fiscal year 1992-93 Conservation budget, and that your Board authorize the General Manager to enter into agreements in excess of \$250,000 with member agencies and other parties as he deems desirable to implement the program as described above.

  
Carl Boronkay