

- **Board of Directors**  
**Water Planning and Stewardship Committee**

April 8, 2008 Board Meeting

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**9-2**

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**Subject**

Report on fiscal year 2007/08 Enhanced Conservation Program Grant Recipients

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**Description**

Based on a competitive process, nine projects listed in [Attachment 1](#) were selected to receive a collective total of about \$2.2 million in incentive funding under Metropolitan's Enhanced Conservation Program (ECP). The ECP provides funding for trial runs and assessments of new programmatic approaches that increase water savings. Results are expected to identify new or improved conservation approaches for consideration.

These nine projects were selected under a secondary offering because funding for the program was not fully subscribed during the initial solicitation in May 2006. Combined awards for both offerings total about \$3.5 million, which fit within the program target of \$4 million every two years. As authorized in March 2007, bridge funding (increased incentive amounts) for the High-Efficiency Clothes Washer Program is also being paid using Enhanced Conservation funds until a new grant is placed into effect. The nine selected projects would generate savings of approximately 12,500 acre-feet of water. The overall unit cost for these projects is about \$185 per acre-foot.

A seven-member panel evaluated 14 proposals that requested a collective total of \$3.4 million in incentive funding as identified in [Attachment 2](#). [Attachment 3](#) lists panel members and selection criteria used to evaluate proposals. Panel members included Metropolitan, member agency staff, environmental organizations, and the United States Bureau of Reclamation.

Selected projects center primarily in the landscape sector, where there are significant opportunities to achieve increased water savings. The majority of these projects involve retrofitting existing landscape irrigation systems to more efficient devices and approaches. Funding for two projects was reduced after verifying water savings estimates submitted by project sponsors. Additionally, the scope of work for one project was revised to reflect a more focused approach. These adjustments are consistent with guidelines established for the ECP.

The next step is for staff to negotiate contracts to provide funding through each respective member agency for selected projects. Metropolitan may provide partial up-front funding as needed, and the remaining balance would be paid as projects are implemented. Each project sponsor must submit a final report documenting project implementation, water savings, and other pertinent data that will allow assessment of the merits of the pilot approach. In consultation with the member agencies, Metropolitan will review results and consider the potential for regional application.

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**Policy**

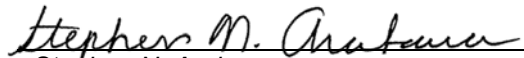
By Minute Item 46472, dated Dec. 13, 2005, the Board authorized the Enhanced Conservation Program at up to an incentive amount of \$250 per acre-foot of estimated water conserved.

By Minute Item 47013, dated March 13, 2007, the Board authorized an allocation of Enhanced Conservation Program funds to be used for High-Efficiency Clothes Washer Program bridge funding.

**Fiscal Impact**

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\$2.2 million over next four years included in Metropolitan's Conservation Credits Program budget.

  
Stephen N. Arakawa  
Manager, Water Resource Management

3/18/2008  
Date

  
Jeffrey Kightlinger  
General Manager

3/25/2008  
Date

**Attachment 1 – Enhanced Conservation Projects Selected**

**Attachment 2 – Proposals Received in Response to the Enhanced Conservation Program RFP**

**Attachment 3 – Enhanced Conservation Program Panel and Selection Criteria**

BLA #5332

### Enhanced Conservation Projects Selected

Member Agency	Project Title	Committee Recommended Funding	Estimated Water Savings (AF)
Central Basin MWD/ Long Beach	<b>Landscape H.E.L.P – High-Efficiency Living Program</b> (above-ground water-saving irrigation kits and landscape irrigation training for 680 older homes)	\$90,000	646
MWDOC	<b>Landscape Webinars – Interactive, On-Line Landscape Water Conservation Seminars</b> (interactive online workshops to educate property owners on water-efficient landscape practices, technologies and regional incentive programs)	\$25,000	500
MWDOC	<b>Residential Smart Timer Adjustment &amp; Rotating Nozzle Retrofit Program</b> (irrigation scheduling and sprinkler nozzle retrofit)	\$7,223	58
Santa Monica	<b>Water Efficiency Intern</b> (staffing for conservation marketing to hospitality businesses encouraging installation of water-efficiency products and landscaping)	\$15,000	281
SDCWA	<b>Smart Landscape Grant Program Expansion</b> (landscape grants for bundled incentive that includes plants and hardware upgrades)	\$1,125,000	5,829
Three Valleys MWD	<b>Targeted Residential Outdoor Retrofits</b> (offer landscape survey and irrigation retrofits to high water users)	\$88,470	630
West Basin MWD	<b>Water &amp; Energy Efficiency Multi-Family Program</b> (direct installation of water and energy-efficient devices in multi-family dwellings)	\$681,000	3,855
West Basin MWD	<b>Zero-Runoff Street Median Water Conservation Program</b> (target street medians to reduce water use by retrofitting using more water-efficient devices)	\$100,000	413
West Basin MWD	<b>Food Facilities Audit, Incentive and Training Program</b> (market replacement of equipment with water-efficient devices not currently rebated on in medium to large food service facilities, conduct bilingual staff training on water-efficient use of existing equipment)	\$37,500	150
		<b>\$2,169,193</b>	<b>12,362</b>

**Proposals Received in Response to the Enhanced Conservation Program RFP**

<b>Member Agency</b>	<b>Project Title</b>	<b>Amount Requested</b>
Calleguas MWD	<b>California Friendly Demonstration Gardens</b> (install new low water using landscape at highly visible Fire Station for water savings and demo)	\$82,640
Central Basin MWD/ Long Beach	<b>Landscape H.E.L.P – High-Efficiency Living Program</b> (above-ground water-saving irrigation kits and landscape irrigation training for older homes)	\$890,800
Inland Empire MWD	<b>Montclair Redevelopment Agency Landscape Retrofit Pilot Program</b> (develop replicable model water-efficient landscape designs and retrofit two single-family rental properties to use as demonstration sites)	\$39,000
MWDOC	<b>Landscape Webinars – Interactive, On-Line Landscape Water Conservation Seminars</b> (interactive online workshops to educate property owners on water-efficient landscape practices, technologies and regional incentive programs)	\$25,000
MWDOC	<b>Residential Smart Timer Adjustment &amp; Rotating Nozzle Retrofit Program</b> (irrigation scheduling and sprinkler nozzle retrofit)	\$7,223
Santa Monica	<b>Public Landscape Sprinkler to Drip Conservation Program</b> (convert overhead irrigated medians to drip irrigation)	\$120,850
Santa Monica	<b>Waterless Car Wash Program</b> (non-toxic solution emulsifies dirt, wiped off with towel)	\$123,584
Santa Monica	<b>Water Efficiency Intern</b> (staffing for conservation marketing to hospitality businesses encouraging installation of water-efficiency products and landscaping)	\$41,595
SDCWA	<b>Smart Landscape Grant Program Expansion</b> (landscape grants for bundled incentive that includes plants and hardware upgrades)	\$1,125,000
SDCWA	<b>Sub-meter Rebate Program</b> (target multi-family homes, determine regional interest in sub-metering)	\$74,500
Three Valleys MWD	<b>Targeted Residential Outdoor Retrofits</b> (offer landscape survey and irrigation retrofits to high water users)	\$88,470
West Basin MWD	<b>Water &amp; Energy Efficiency Multi-Family Program</b> (direct installation of water and energy-efficient devices in multi-family dwellings)	\$681,000
West Basin MWD	<b>Zero-Runoff Street Median Water Conservation Program</b> (target street medians to reduce water use by retrofitting using more water-efficient devices)	\$100,000
West Basin MWD	<b>Food Facilities Audit, Incentive and Training Program</b> (market replacement of equipment with water-efficient devices not currently rebated on in medium to large food service facilities, conduct bilingual staff training on water-efficient use of existing equipment)	\$93,800
		<b>\$3,493,462</b>

### Enhanced Conservation Program Panel

Name	Agency
Christy Scott	Crescenta Valley Water District
Jarred Ross	City of Anaheim
Anne Chang	City of San Fernando
Drew Ready	The Watershed Council
Carolyn Schaffer	County of Orange RDMD Watershed & Coastal Resources
Deb Whitney	United States Bureau of Reclamation
Alice Webb-Cole	Metropolitan

### Enhanced Conservation Program Selection Criteria

Criteria	Description	Points
Regional Applicability	Broad-based applicability of the project to member agencies and retail agencies	20
Feasibility	Ability to complete the project in a timely manner	20
Innovation of Project	Aspects of the project that are new or different from existing programs	20
Potential Water Savings	Water savings estimate and basis for the estimate	20
Cost per Acre-Foot	Cost per acre-foot for amount of funding requested from Metropolitan	20
<b>Maximum Possible Points</b>		<b>100</b>