

# Proposed Fiscal Year 2010/11 Water Conservation Plan

Water Planning and Stewardship Committee  
Item 9-1  
April 12, 2010

# Development Process

- Market study of residential customers
- Data analysis of device costs
- Member agency coordination
  - Conservation staff
  - Manager's meetings



# Design Objectives

- Incentives based on existing board policies
- Regional programs target residential and commercial sector
- Flexibility for local projects
- Technical assistance to increase conservation



# Program Elements

- Regional Rebate Programs
  - Residential Customers
  - Commercial Customers
- MWD-funded / MA Administered Program
- Agricultural Conservation Program
- Existing Commitments
  - Water Savings Performance Program
  - Enhanced Conservation Program
- Technical Assistance



# Regional Program - Residential

- Background
  - SoCal Water\$mart Program
  - MWD run program provides rebates directly to residents
- Change incentives based on device cost analysis
  - Clothes washers (increase)
  - Irrigation nozzles (decrease)
- Remove incentives to avoid free riders
  - Residential toilets
  - Synthetic turf
- Include multi-family clothes washers



# Regional Program - Commercial

- Background
  - Save-A-Buck Program
  - MWD run program provides rebates directly to businesses
- Reduce incentives based on device cost analysis
  - pH cooling tower controllers
  - Waterbroom
  - Irrigation nozzles
- Remove incentives
  - Multi-family toilets
  - Steam sterilizer
  - Synthetic turf
- Select new vendor through competitive process
- Amend current Honeywell agreement for transition



# MWD-funded/MA Administered Program

- Background
  - Locally implemented for specific service area needs
  - Flexible and encourages innovative new approaches
- Device-based Projects
  - Pay MWD established incentive
- Customized Projects
  - \$195/acre foot, up to 50% of eligible costs
- Funding would be allocated among member agencies



# Funding Allocation Methods

- Four allocation methods - 3 year base period
  - a) Total Service Area Demand
  - b) Total Municipal and Industrial (M&I) Demand
  - c) Total Purchased from MWD
  - d) Total M&I Purchased from MWD
- Recommend - Option B
  - Board approved method - 1992
  - Reflects urban water savings opportunity
  - Conservation BMPs target urban water savings
  - Avoids duplication with Agricultural Conservation Program



# Agricultural Program

- Background
  - Locally run program to improve irrigation efficiency
  - New program to address need of agricultural sector
  - Working with MAs and stakeholders on guidelines
- Provide incentives for irrigation improvements
- \$195 per acre foot, up to 50% of eligible costs



# Existing commitments

- Background
  - Existing programs with multi-year agreements
  - Water Saving Performance Program
  - Enhanced Conservation Program
- Programs slated to end when agreements expire
- No new projects funded in FY 2010/11



# Non-Incentive Strategies

- Technical Assistance
  - Program Design
  - Program Implementation
  - Water Savings Calculations
  - Rate Structures
  - Landscape Programs
- Market Studies
- Advertising/Marketing
- Research and Joint Studies

# Non-Incentive Strategies (continued)

- Legislation
  - 20 X 2020 Implementation
  - Sponsor/support WUE measures
- Codes
  - Support changes in building codes to increase WUE
- Standards
  - Coordinate with regulatory and manufacturing organization to increase WUE standards
- Ordinances
  - Support local adoption and implementation of WUE ordinances

# Benefits of Proposed Plan

- Improved effectiveness
  - Balances regional and local goals
  - Incorporates analysis of current device costs
  - Utilizes information from market study
  - Reflects lessons-learned from recent activities
- Increased annual water savings to 12,000 AF
- Increased flexibility for member agency needs

# Proposed Board Action in May

- Approve FY 2010/11 Conservation Plan
- Approve agreement for new commercial vendor
- Amend agreement with Honeywell for transition
- Authorize program launch on June 1, 2010

# Next Steps

- Continue to coordinate with member agencies
- Finalize FY 2010/11 Plan
- Request Board approval in May 2010
- Develop long-term conservation plan as part of IRP implementation