



# Overview of Metropolitan's Efforts to Encourage Conservation

Integrated Resources Planning Committee

Item 7a

October 25, 2016

# Reducing Regional Per Capita Use



# Program Built On Regional Collaboration



- Program Advisory Committee (PAC)
- Monthly Water Use Efficiency (WUE) Meetings
- Frequent Exchange of Ideas and Information

# Encouraging Water Conservation

Financial  
Incentives

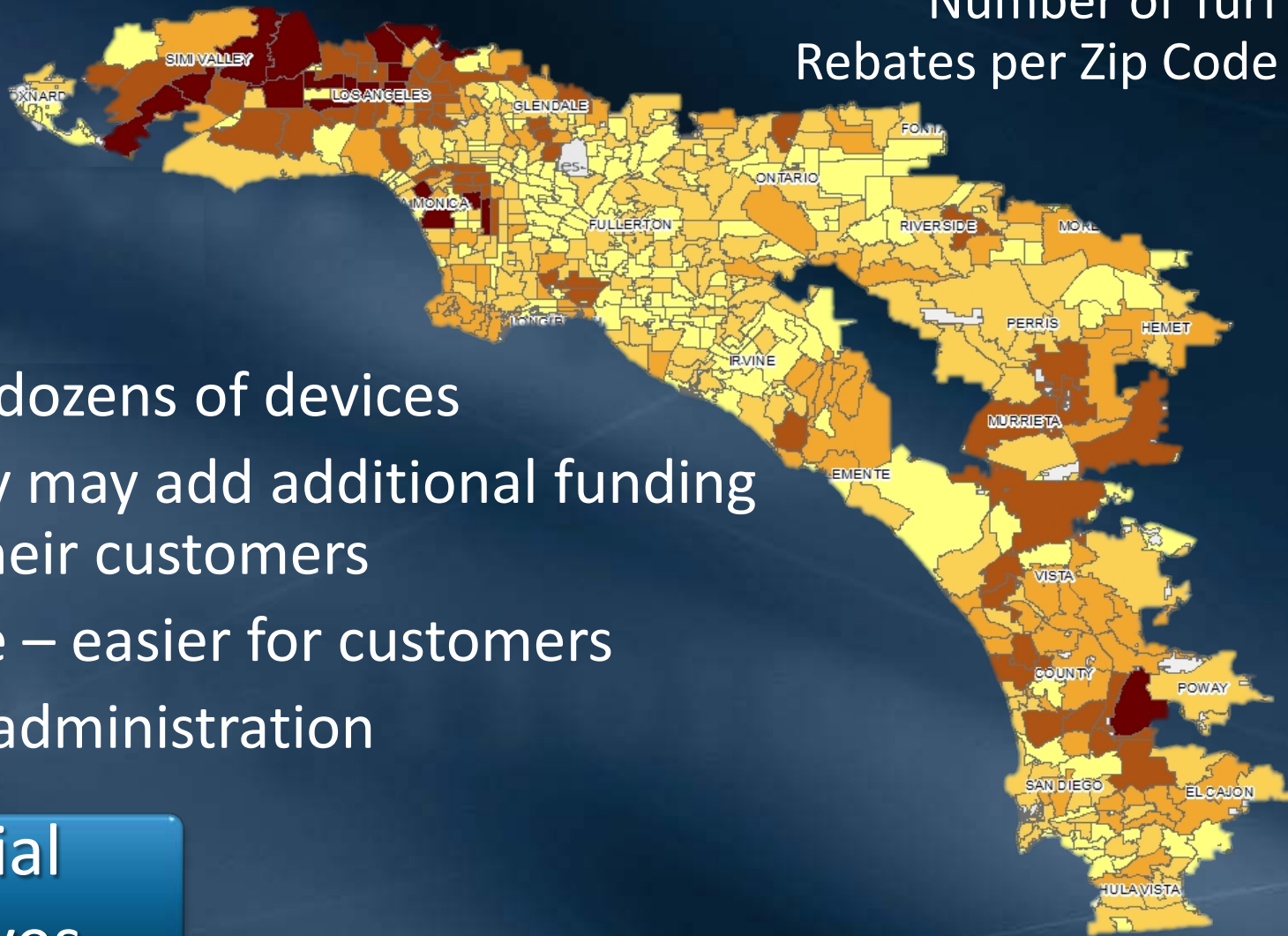
Research

Non-Incentive  
Programs



# A Regional Approach

Number of Turf  
Rebates per Zip Code



- Rebates for dozens of devices
- Local agency may add additional funding / rules for their customers
- One website – easier for customers
- Centralized administration

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Incentives

# How Are Rebate Amounts Determined?



Estimated Annual  
Water Savings



Base Conservation  
Rate



Estimated  
Lifetime

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Incentives

# General Parameters For Rebates

- Base Conservation Rate
  - Increased from \$75/AF in 1977 to \$195/AF currently
- Estimate lifetime water savings from devices
- Cap rebate at 50% of typical device cost
- Revisit these parameters periodically

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# Examples of Rebate Calculations



\$485 rebate

$$0.2501 \frac{AF}{year} * \frac{\$195}{AF} * 10 \text{ years} \cong \$485$$



\$2 rebate

$$0.0026 \frac{AF}{year} * \frac{\$195}{AF} * 5 \text{ years} \cong \$2$$

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# Water Savings Incentive Program Follows Same Parameters



Estimated Annual  
Water Savings



Base Conservation  
Rate



Estimated  
Lifetime

$$\frac{\$0.60}{1,000 \text{ gal}} = \frac{\$195}{AF}$$

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Incentive capped at  
50% of project cost

# Some Rebates Are Exceptions

- Pilot program for a new device
- Focus on increasing awareness on a given device/behavior
- Drought response/need to increase activity
- Re-evaluated when needed

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# Examples of Rebate Exceptions



Turf  
Removal

\$2/sq ft  
rebate

$$0.00013 \frac{AF}{\text{year} * \text{sq ft}} * \frac{\$195}{AF} * 10 \text{ years} \cong \frac{\$0.30}{\text{sq ft}}$$



Rain  
Barrel

\$75 rebate

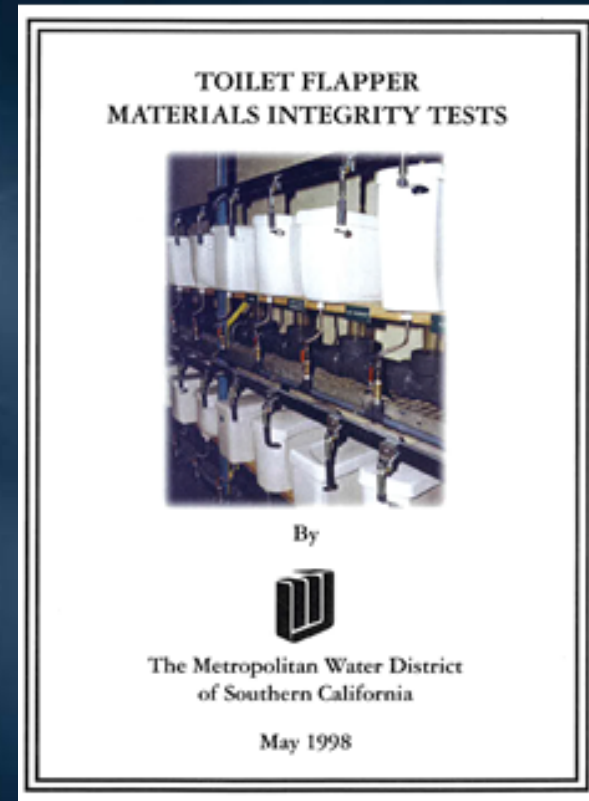
$$0.0019 \frac{AF}{\text{year}} * \frac{\$195}{AF} * 5 \text{ years} \cong \$2$$

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Incentives

# Water Use Efficiency Research Helps Conservation Program Evolve

- Innovative Conservation Program
- High-efficiency sprinkler nozzle
- AWE – Australian drought study
- Turf grass studies

Research



# Non-Incentive Programs

- Public Outreach Program
  - Increases public awareness on the importance of water
- Programs
  - California-friendly and turf removal classes
  - Commercial landscape surveys



Non-Incentive  
Programs

# Regional Conservation Program Continues To Evolve

- New standards and efficiency requirements
- Feedback from local and member agencies
- Research and new technologies
- Legislative changes
- Partnerships with new entities/industries
- Public interest

