

# Water Planning and Stewardship Committee

Item 6b

Subject: Oral Report on Conservation for February 2017

Purpose: Conservation activity update

# Water Planning and Stewardship Committee

Item 6b

Summary – Monthly oral report on conservation activities for February 2017



# Conservation Program Update

Water Planning and Stewardship Committee

Item 6b

February 13, 2017

# Conservation Expenditures

FY16/17 – FY17/18

	Paid*	Approved	Outstanding Requests
Devices	\$9.1M	\$4.6M	N/A
Member Agency	\$2.9M	\$10.7M	N/A
Turf Removal**	\$15.8M	\$13.6M	N/A
Other	\$0.6M	\$4.8M	N/A
<b>TOTAL</b>	<b>\$28.4M</b>	<b>\$36.8M</b>	<b>N/A</b>

\*Modified Accrual as of December 31 , 2016. Totals include admin fees when appropriate

\*\*Includes Turf Removal Waiting List

# Clothes Washer Customer Survey



# Clothes Washer Incentives

\$85 for residential customers



Customers  
apply for rebate

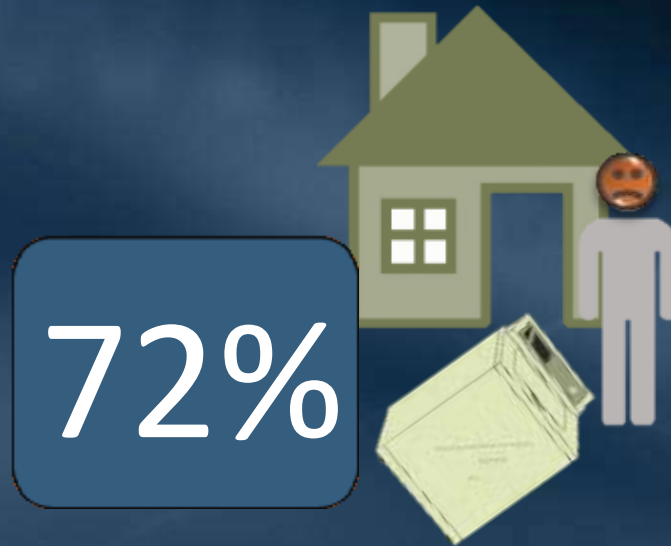


Direct installation in  
low-income residences

# Clothes Washer Survey

- 24,000 paid rebate applications (Jul 2015 – Nov 2016)
  - 81% to SoCalWaterSmart customers
  - 19% to SoCalGas low-income program partnership
- Survey sent via email to 2,500 SoCalWaterSmart clothes washer customers
- 776 responses
- Complete survey report attached to board report

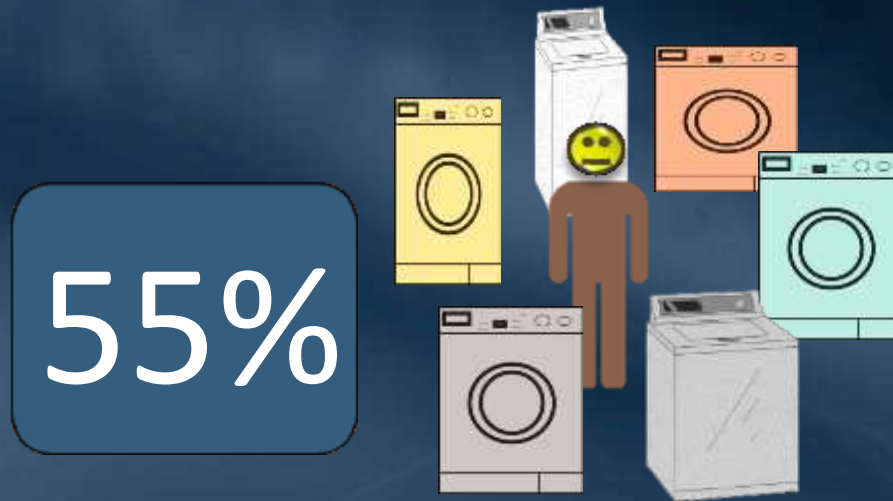
# Purchasing a new Clothes Washer



needed a new  
washer



# Purchasing a new Clothes Washer



wanted a water/energy  
efficient washer

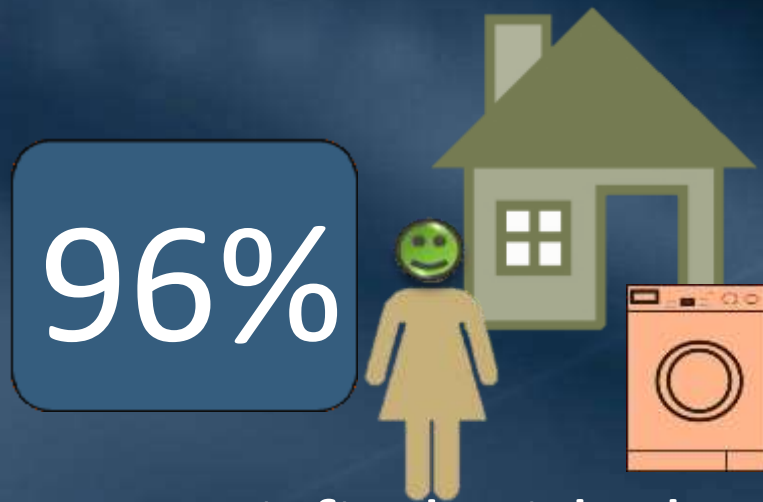
# Purchasing a new Clothes Washer

52%



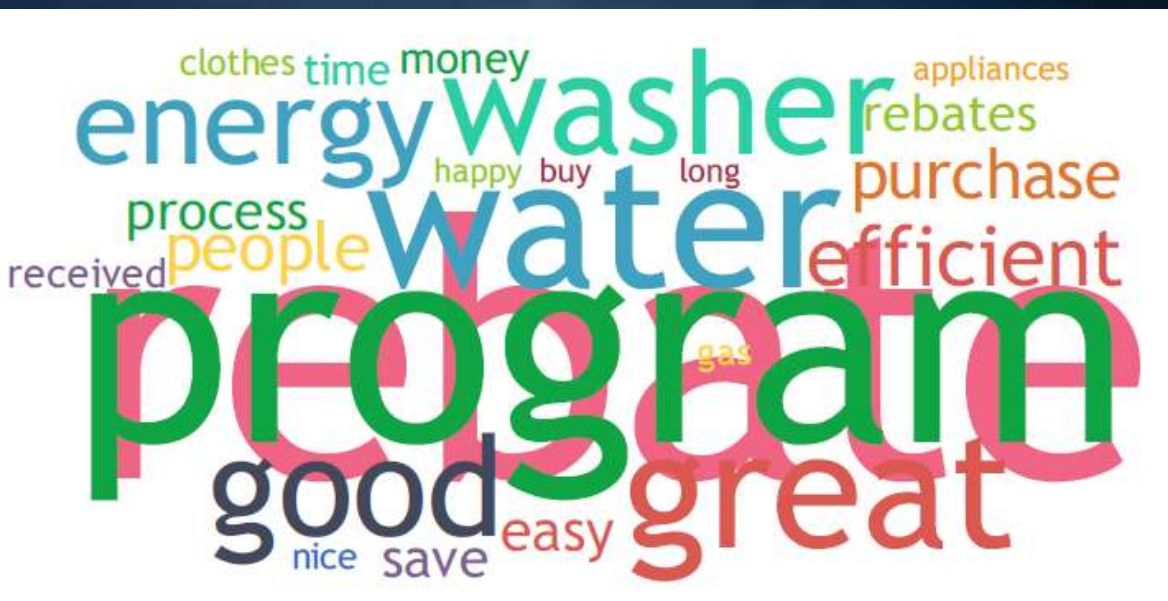
Received rebate info  
at the store

# Purchasing a new Clothes Washer



Satisfied with the new  
washer

# Tell us about your clothes washer or the rebate program



Appreciated the program and the rebate!

Filling for the rebate was very easy and quick.

I love the incentive and Water Company response to the water crisis.

Very good incentive to upgrade to a more efficient appliance

A larger rebate would be nice.

Good program would like to see it continue.

Although process was time consuming & the wait was long, we really appreciated the money back

# Clothes Washer Study

- From the participants in the rebate
  - Price range
  - Brand/model
  - Stores
  - Total rebate received
- From the general public
  - Market saturation survey
  - What drives purchase

# Next Steps

- Finalize contracts with ICP recipients
- Working on a clothes washer study
- Continue to work through review process with IRP committee

