



- Report on Conservation Program

Summary

This report provides a summary of conservation activities for the month of December 2016.

Purpose

Informational

Attachments

[Attachment 1: Clothes Washer Customer Survey](#)

Detailed Report

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
TOTAL	\$28.4M	\$36.8M	N/A

* As of December 31, 2016. Totals include admin fees when appropriate

**Includes Turf Removal Waiting List

Clothes Washer Customer Survey – December 2016



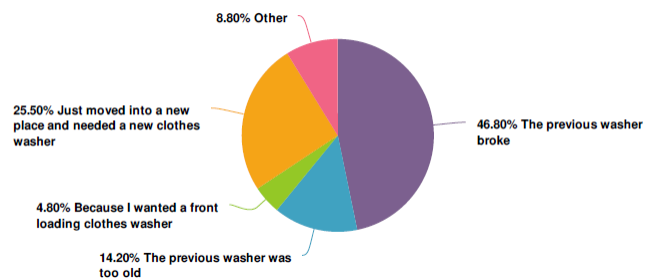
Survey sent via email to 2,500 clothes-washer customers

776 responses

Complete summary of answers attached to this board report



Why did you get a new washer?



Summary of Incentives Provided in December 2016

Outdoor Devices



Turf Rebates:

610,073 ft² removed
FY to date: 12,251,090 ft²



Rain Barrels and Cisterns:

3,495 units rebated
FY to date: 47,963 units rebated



Smart Controllers:

173 units rebated
FY to date: 8,265 units rebated



Irrigation Nozzles:

11,695 units rebated
FY to date: 88,802 units rebated

Indoor Devices



Clothes Washers:

359 units rebated
FY to date: 7,707 units rebated



Urinals:

no units rebated
FY to date: 476 units rebated



Toilets:

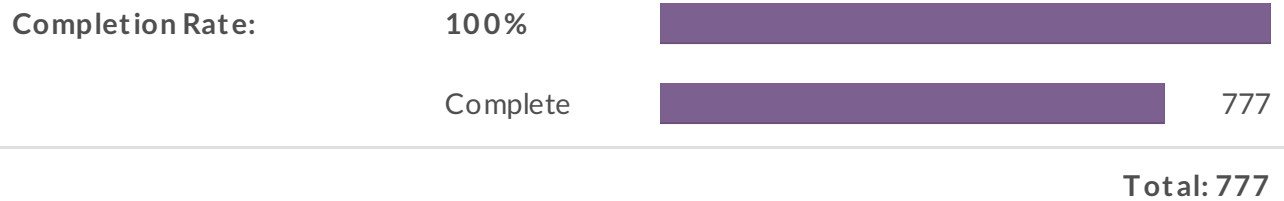
686 units rebated
FY to date: 45,178 units rebated

Lifetime Water Savings to be achieved by all rebates in December 2016: 3,103 AF

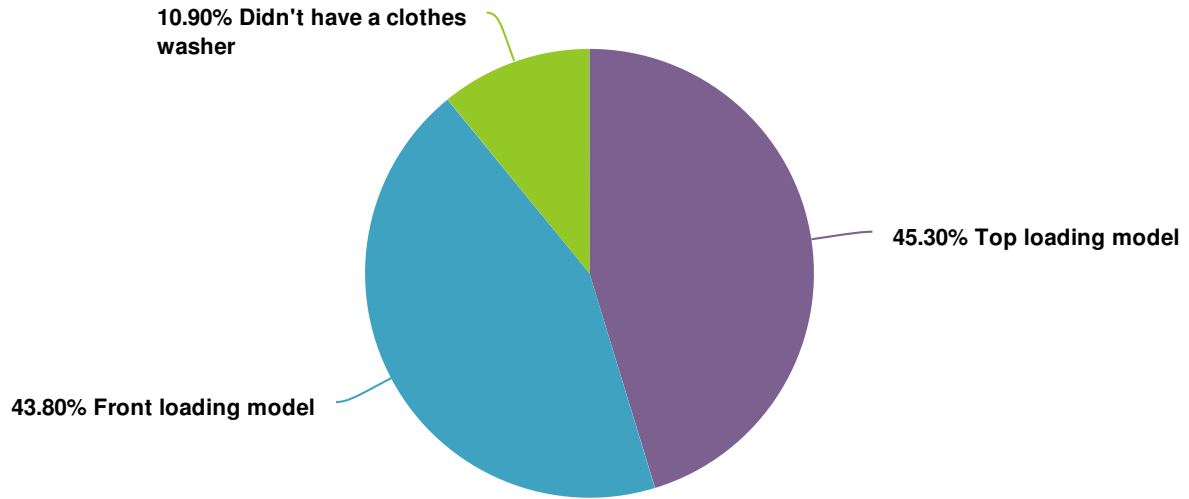
FY to date: 54,507 AF lifetime water savings




Report for Post-Rebate Clothes Washer Survey

Response Counts

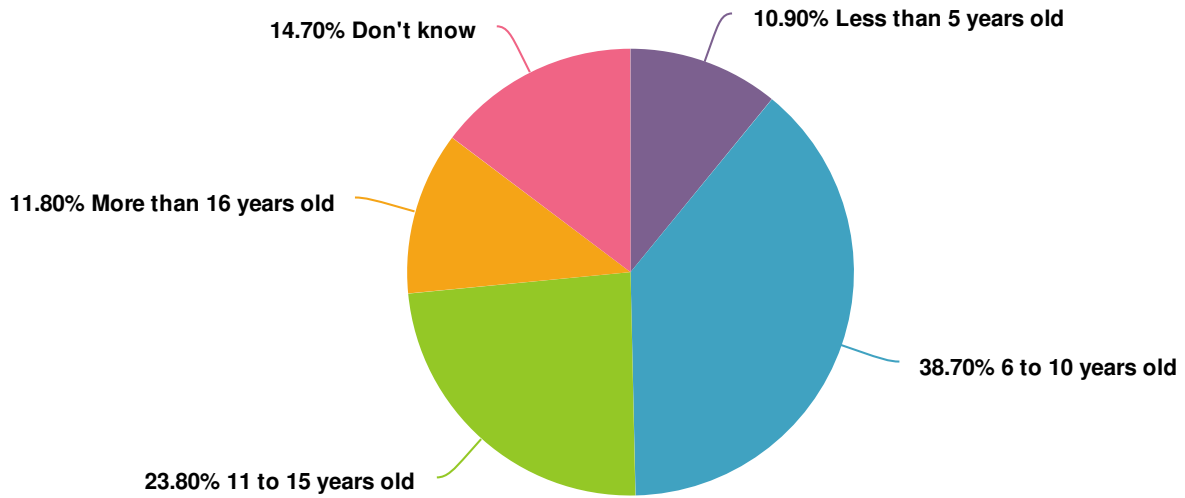


1. What type of clothes washer did you previously have?



Value		Percent	Responses
Top loading model		45.3%	352
Front loading model		43.8%	340
Didn't have a clothes washer		10.9%	85
			Total: 777

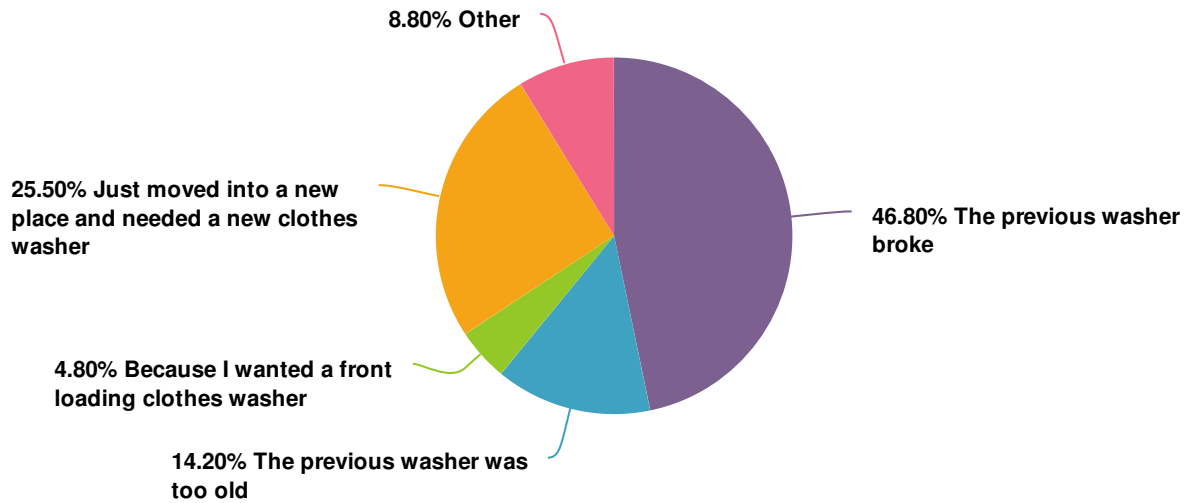
2. How old was your previous clothes washer?



Value	Percent	Responses
Less than 5 years old	10.9%	85
6 to 10 years old	38.7%	301
11 to 15 years old	23.8%	185
More than 16 years old	11.8%	92
Don't know	14.7%	114

Total: 777

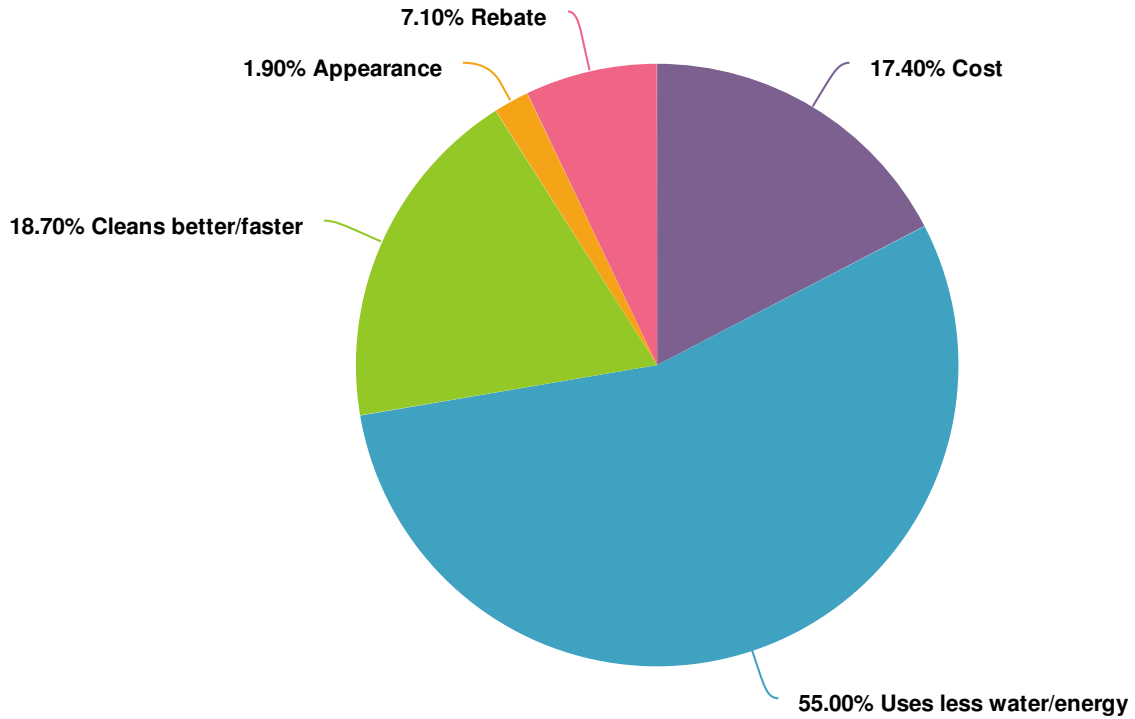
3. Why did you get a new clothes washer?



Value	Percent	Responses
The previous washer broke	46.8%	364
The previous washer was too old	14.2%	110
Because I wanted a front loading clothes washer	4.8%	37
Just moved into a new place and needed a new clothes washer	25.5%	198
Other	8.8%	68

Total: 777

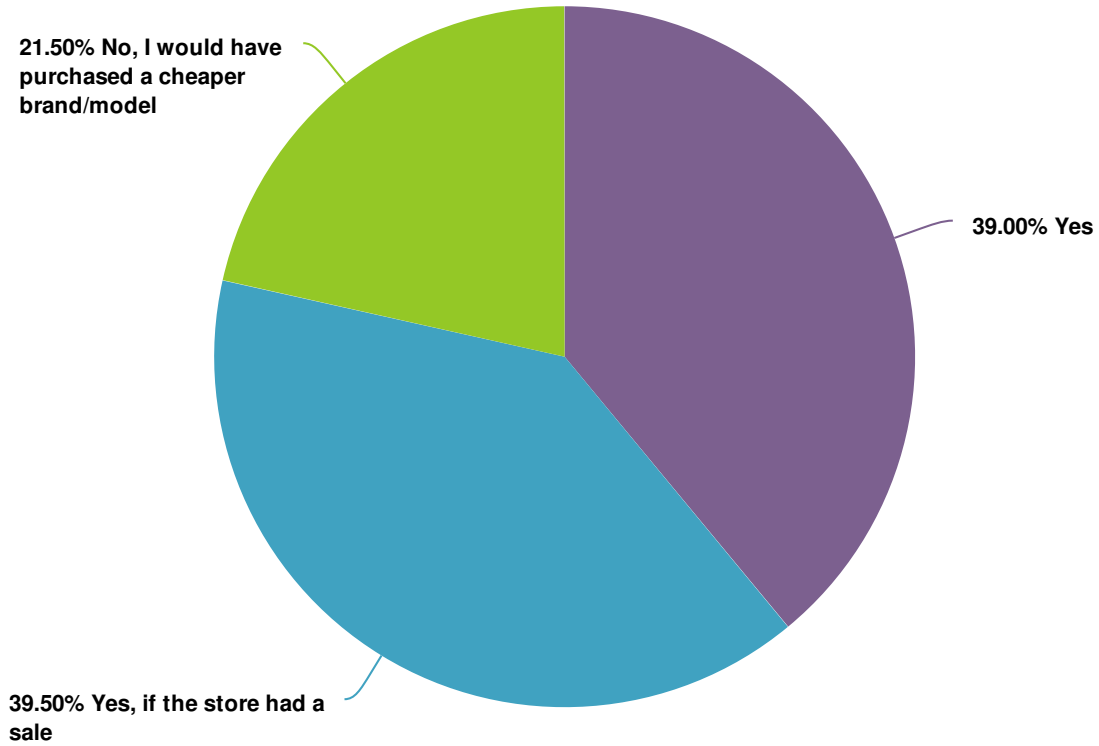
4. What is the most important reason you purchased the brand/model you did?






Value	Percent	Responses
Cost	17.4%	135
Uses less water/energy	55.0%	427
Cleans better/faster	18.7%	145
Appearance	1.9%	15
Rebate	7.1%	55

Total: 777

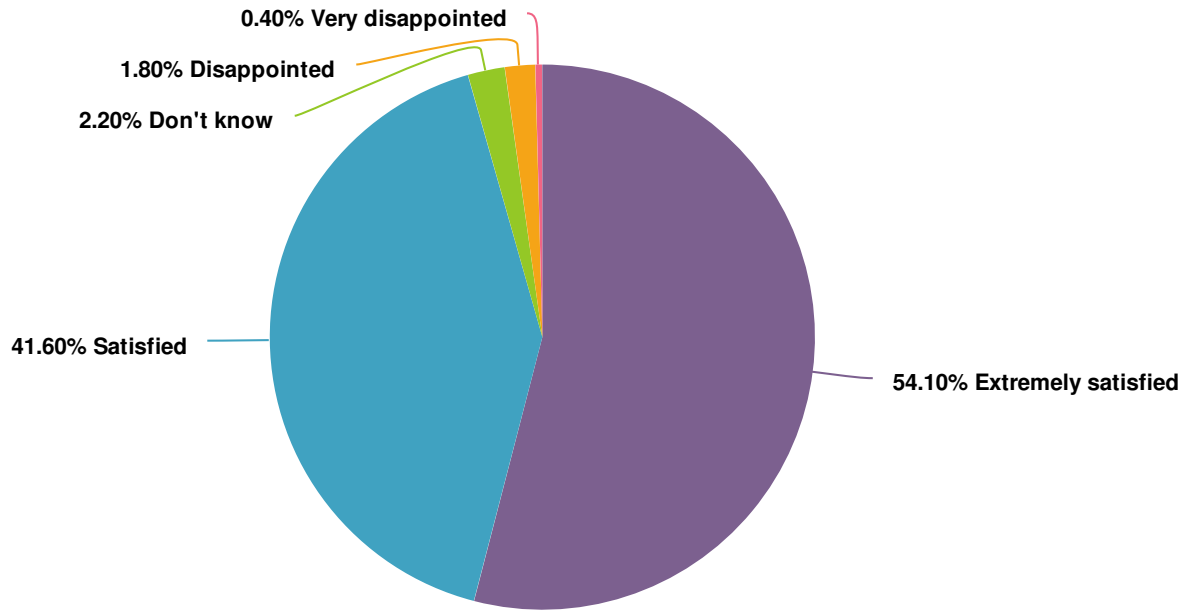
5. Would you have purchased the same brand/model without the SoCalWaterSmart rebate?



Value		Percent	Responses
Yes		39.0%	303
Yes, if the store had a sale		39.5%	307
No, I would have purchased a cheaper brand/model		21.5%	167

Total: 777

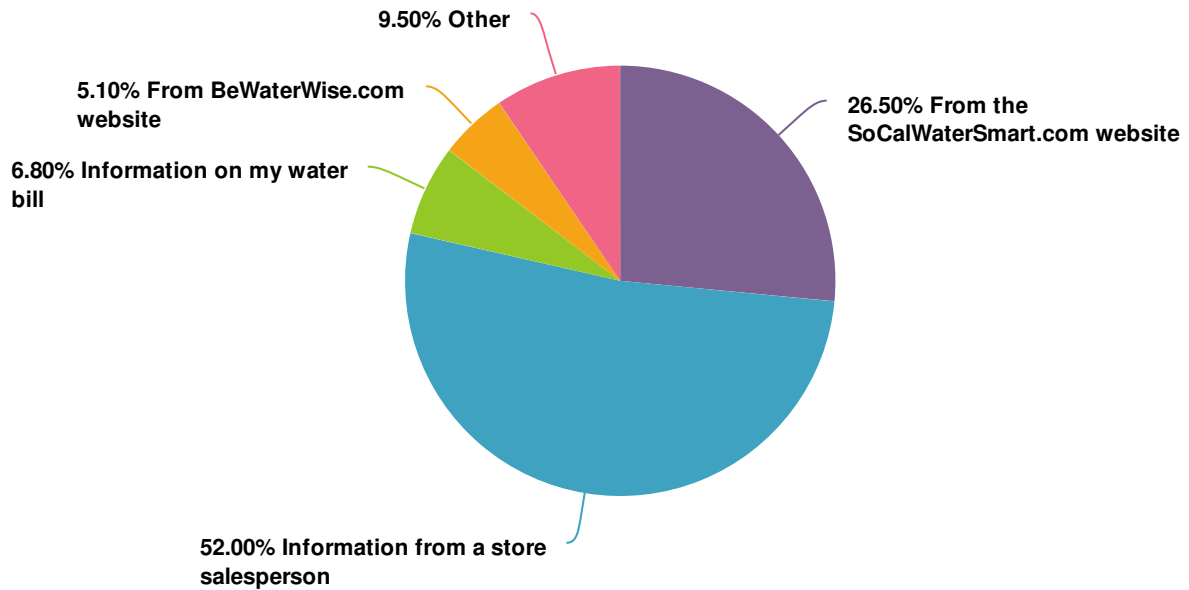
6. How satisfied are you with the new clothes washer?



Value	Percent	Responses
Extremely satisfied	54.1%	420
Satisfied	41.6%	323
Don't know	2.2%	17
Disappointed	1.8%	14
Very disappointed	0.4%	3

Total: 777

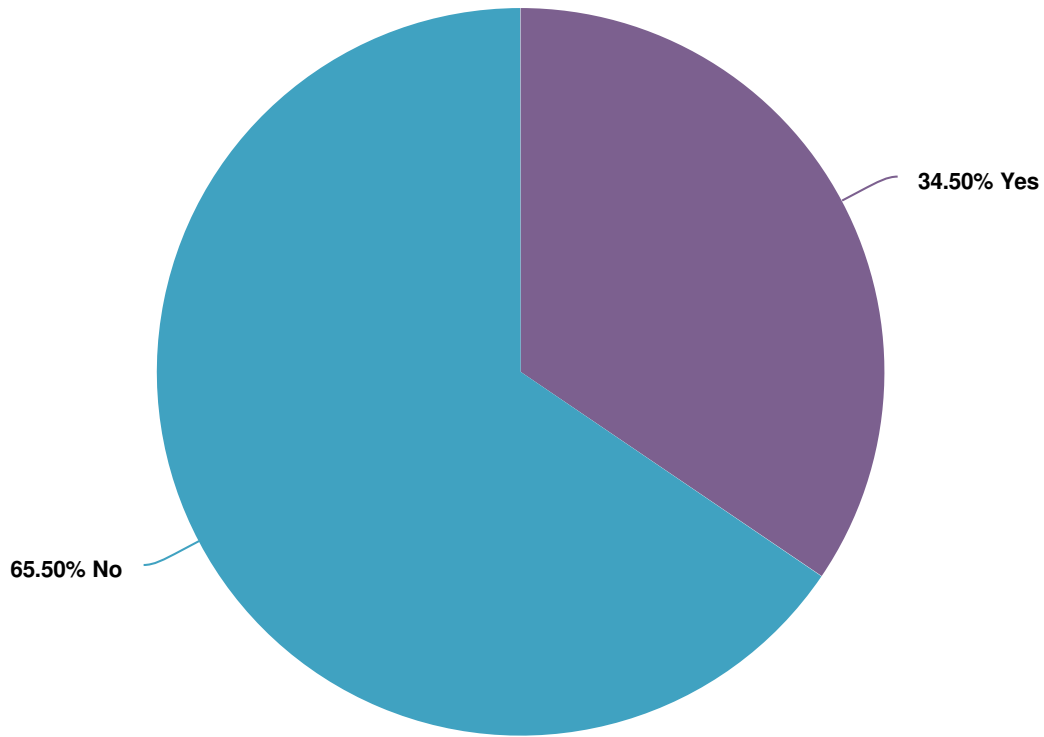
7. How did you find out about the rebate?



Value	Percent	Responses
From the SoCalWaterSmart.com website	26.5%	206
Information from a store salesperson	52.0%	404
Information on my water bill	6.8%	53
From BeWaterWise.com website	5.1%	40
Other	9.5%	74

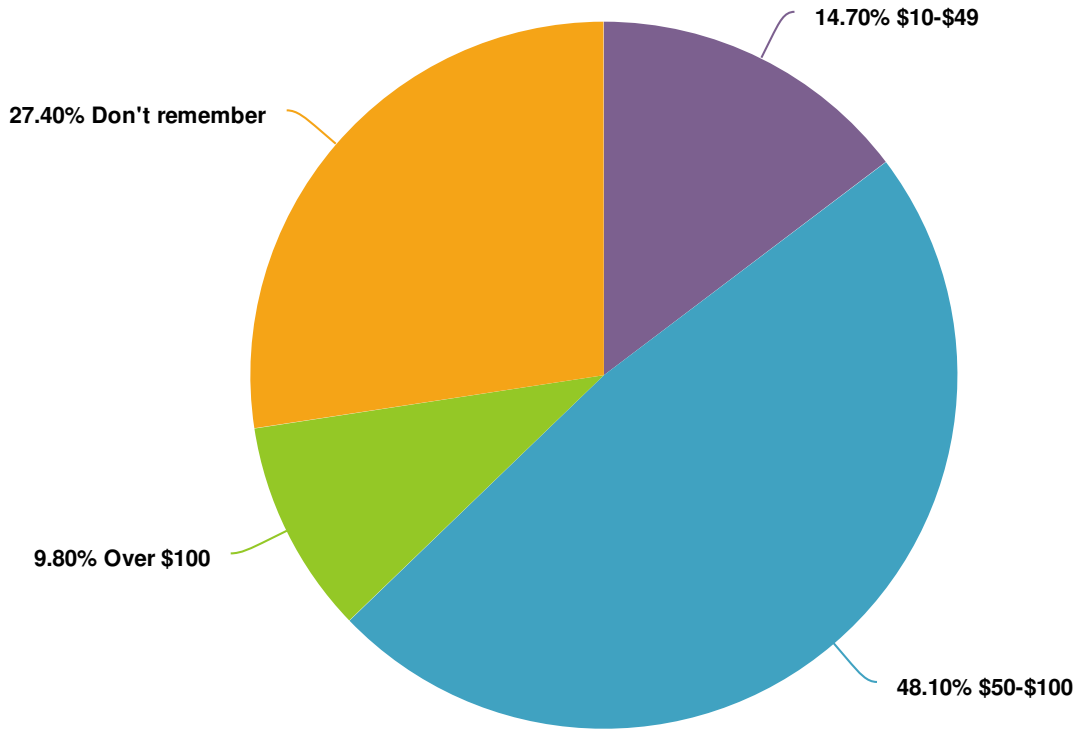
Total: 777

8. Did you also receive a rebate from your gas or electricity company?



Value		Percent	Responses
Yes		34.5%	268
No		65.5%	508
			Total: 776

9. Do you remember how much you received from your gas or electric company?



Value	Percent	Responses
\$10-\$49	14.7%	39
\$50-\$100	48.1%	128
Over \$100	9.8%	26
Don't remember	27.4%	73

Total: 266

10. Tell us anything you would like regarding clothes washers or the SoCalWaterSmart rebate program

