



Proposed Conservation Program Modifications

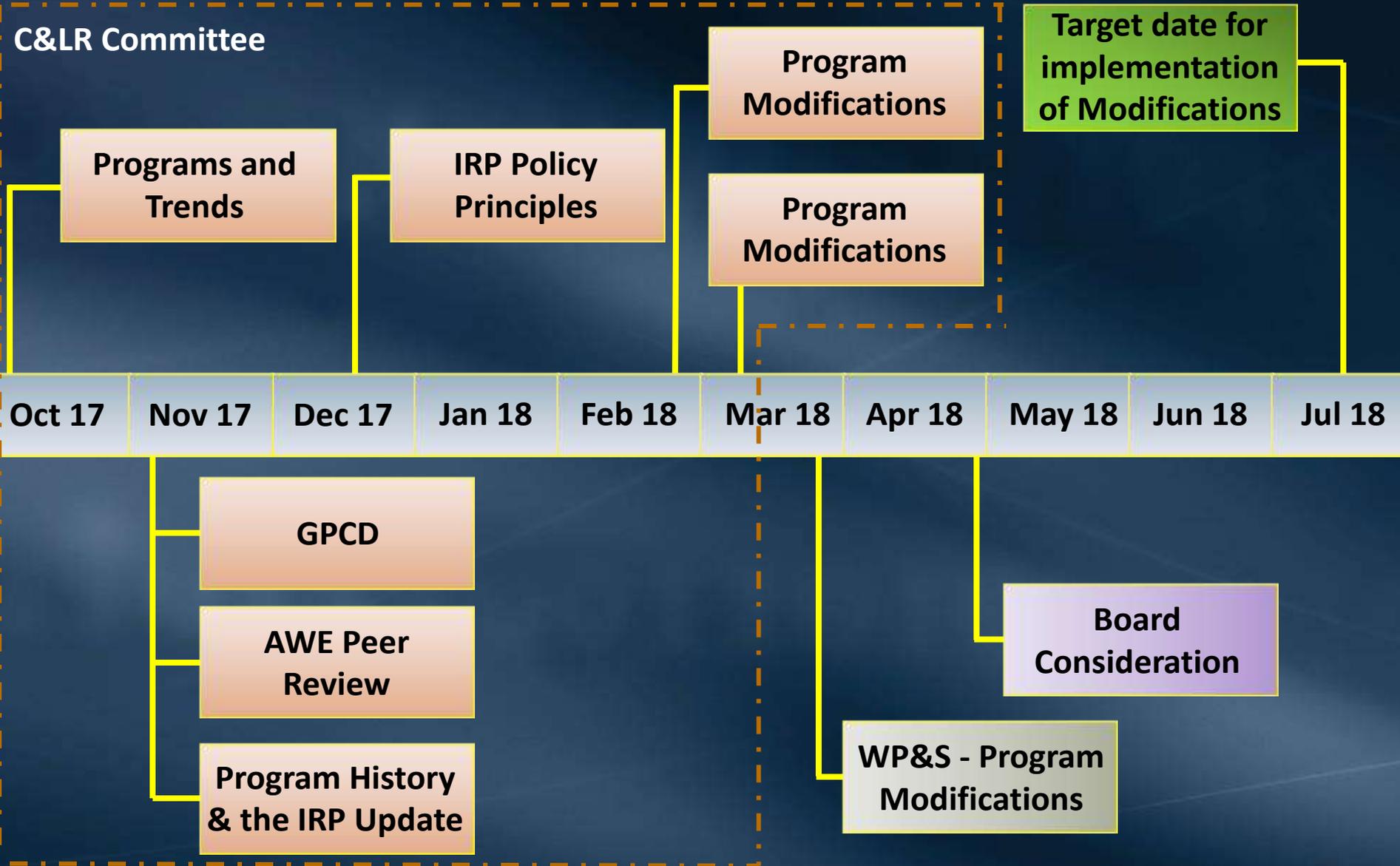
Water Planning and Stewardship Committee

Item 9-2

March 13, 2018

Timeline

C&LR Committee



Considerations for Program Modifications

Lessons Learned from Recent Program Activity

- Unique environment to expand water-use efficiency programs
- Messaging critical to increase consumer awareness
- Device incentives will remain important
- Focus on landscape efficiency key for future
- Having programs in place allowed for quick response to drought

Considerations for Modifications

- Input from Monthly Water Use Efficiency meetings

- Six meetings of the Program Advisory Committee (PAC)



	# Agencies
08/10/17	21
08/23/17	14
09/19/17	18
10/12/17	19
11/30/17	18
01/25/18	18

- Input from the Alliance for Water Efficiency (AWE) Peer Review
- Input from C&LR Committee
- Water savings modeled using the AWE Water Conservation Tracking Tool

Outline

- Program Modifications
 - Introduce Regional Landscape Transformation Program
 - Introduce Professional Landscape Training
 - Expand Member Agency Administered Program
 - Market-Based Rebate Residential Pilot
 - Public Agency Program
- Budget
- Measuring Success

Introduce Regional Landscape Transformation

Regional Landscape Transformation

- Built upon the popular Turf Removal Program
- Incorporated lessons learned
- Member agencies allowed to run local program
- Controls recommended by audit have been incorporated

Program Controls

- Applications only accepted up to funding limit
- Minimum and maximum areas
- Incentive capped at project cost
- Increased inspections

Introduce Professional Landscape Training

Two New Professional Landscape Programs

- Model Water Efficiency Landscape Ordinance (MWELO) training for landscape contractors, designers, and public agency staff
- Qualified Water Efficient Landscaper (QWEL) training for landscape contractors

Expand Member Agency Administered Program

Expand Member Agency Administered Program

- Currently, agencies can only use their MAA allocation on projects that yield quantifiable water savings
- Agencies have requested to use a portion of their MAA allocation on projects that are of local significance but are not easy to estimate water savings

Market-Based Rebate Residential Pilot

Residential Pilot Program

- Meant to evaluate impact of higher incentives on device activity
- Authorize a limited-time market-based incentive for some residential devices
 - Pilot with assessment after 1 year
 - Program to be developed and implemented later

Public Agency Program

Public Agency Program

- Provides higher up-front incentives for public agencies
- Designed to help public agencies overcome barriers
- Public Agency Landscape Program expires on June 30, 2018
- Eliminate sunset date
- Authorize adding plumbing devices -- to be developed and implemented later

Summary of Proposed Program Modifications

- Introduce Regional Landscape Transformation Program
- Introduce Professional Landscape Training
- Expand Member Agency Administered Program
- Market-Based Rebate Residential Pilot
- Public Agency Program

Budget

\$43M Proposed Budget

FY18/19

	Targeted Expenditures*
Regional Devices	\$13.5M
Member Agency Administered	\$5.5M
Landscape Transformation	\$17M
Advertising	\$5M
Other**	\$2M
TOTAL	\$43M

*Values include admin fee when appropriate

**Other includes research, classes, surveys, etc

Subject to budget approval

Measuring Success

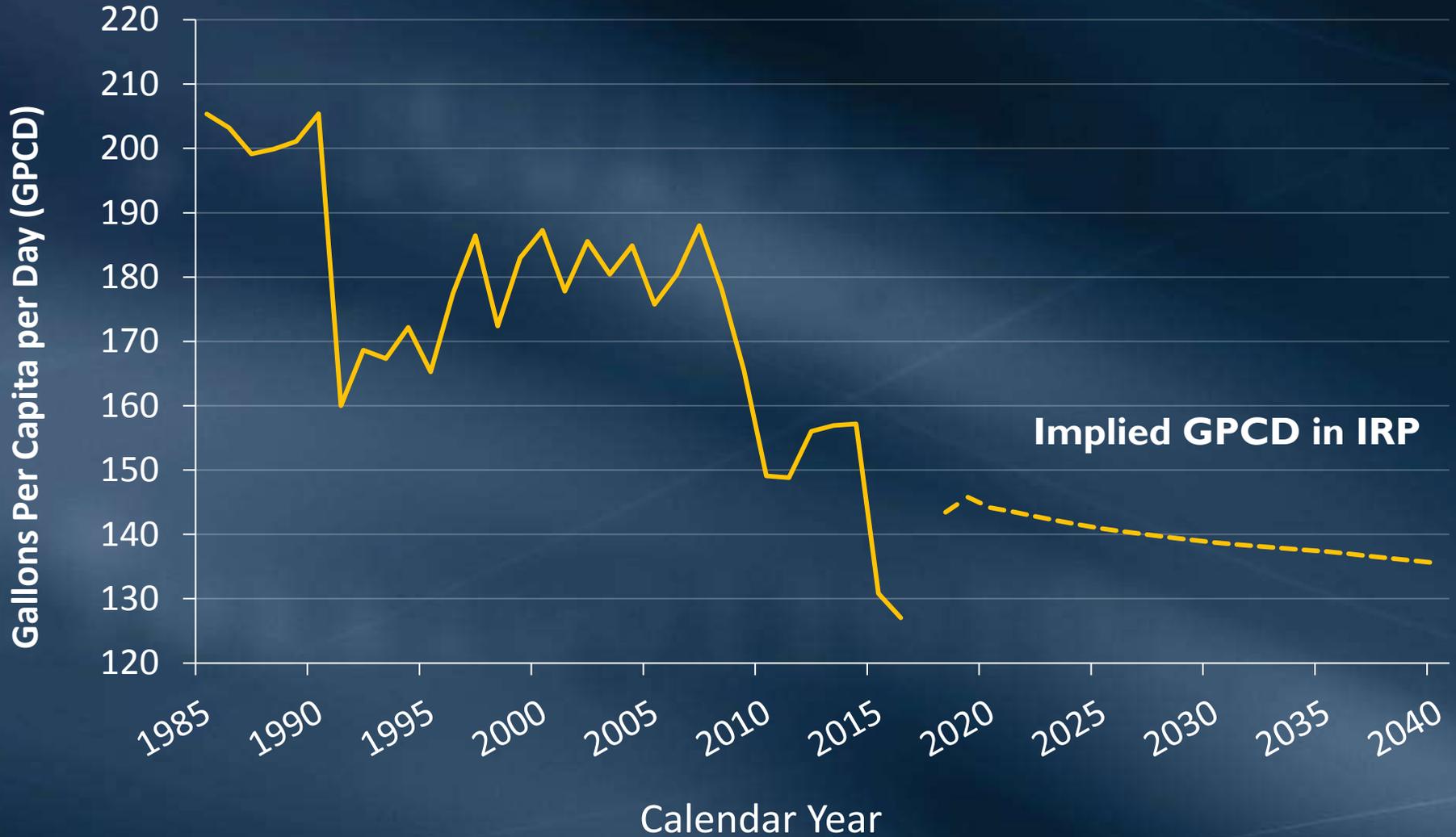
Estimated Water Savings Based on Adding Landscape Transformation Program



Specific Indicators to be Considered

- Conservation savings compared to IRP Target
- Gallons per capita per day (GPCD)
- Program activity level
- Consumer awareness
- Wholesale and retail water transactions

Potable GPCD History and IRP Projection



Next Steps

- Feedback from member agencies
- Feedback from C&LR and WP&S Committees
- April action item for Board consideration

