



Update on Conservation Programs

Conservation and Local Resources Committee

Item #4a

May 8, 2018

Conservation Expenditures

FY16/17 – FY17/18

	Paid*	Approved
Devices	\$21.1M	\$4.0M
Member Agency	\$4.4M	\$5.1M
Turf Removal**	\$22.9M	N/A
Other	\$1.9M	\$1.0M
TOTAL	\$50.3M	\$10.1M

*Modified Accrual as of March 31, 2018. Totals include admin fees when appropriate

**Includes Turf Removal Waiting List

Approved biennial budget is \$135.7M

Improving Consumer Accessibility to Rebates

Applying for a rebate via online application

- Easy to fill application
- Includes smartphone version

The screenshot shows the website for SoCal Water\$mart Residential Rebates. At the top left is the SoCal Water\$mart logo, and to its right is the text "Residential Rebates". Further right is the official seal of The Metropolitan Water District of Southern California, followed by the text "THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA". Below the header is a navigation bar with a home icon and the following menu items: "Rebates", "Retailer Tools", "Contractor Resources", and "Contact Us". A large blue banner contains the text "APPLY FOR REBATE" in white, bold letters. Below this banner is a dark blue section with the text "Select Your Program". The main content area has a light gray background with the following text: "Please select your program from the options below. If you are interested in the turf removal rebate program, the first option will provide you with the correct form. Applicants for the device rebate program should use the second option." At the bottom of this section are two dark gray buttons. The left button features a crown icon and the text "Apply for Turf Rebate". The right button features a tag icon and the text "Apply for Device Rebate".

Consumer questions can be answered via phone, email or chat

The screenshot shows the SoCal WaterSmart website. At the top, there are logos for SoCal WaterSmart and The Metropolitan Water District of Southern California. Below the logos is a navigation bar with links for Rebates, Retailer Tools, Contractor Resources, and Contact Us. The main content area features a large image of a young child in a blue shirt reaching for a toilet handle. To the right of the image is a section titled "PREMIUM HIGH EFFICIENCY TOILET INCENTIVES" with a sub-heading "TOILET INCENTIVES". Below this, there is text stating "Rebates of \$40 per toilet are available for Premium High Efficiency Toilets using 1.1 gallons per flush or less." and a "Learn More" button. At the bottom of the page, there is a "CONTACT US" section with contact information for SoCal WaterSmart, including a phone number (888) 376-3314 and an email address socialwatersmart@egia.org. A red box highlights a "zendesk chat" widget in the bottom right corner of the page, which contains the text "Chat With Us" and a "Type your message here" input field.

A zoomed-in view of the chat widget. It features the "zendesk chat" logo at the top, followed by a blue background with a white water drop icon containing a speech bubble. Below the icon is the text "Chat With Us". At the bottom, there is a white bar with the text "Which models qual" and a right-pointing arrow.

Introducing mini-videos on how to apply for rebates



Reaching out to a diverse community

- Produced in-house, these how-to videos will be available with voice over in:
 - English
 - Spanish
 - Mandarin

More videos will be produced

- Videos on how to apply for rebates
 - Commercial Devices
 - Landscape Transformation Program
- Mini-videos explaining the sustainable landscaping required for the landscape transformation program
 - Rock garden, swales, berms, etc

Next Steps

- Implement program modifications as approved by the board
- Continue close relationship with External Affairs

