



# Review of Residential Conservation Programs

Conservation & Local Resources

Item 4a

November 5, 2019

# Review of Conservation Programs

Today

Review Residential Conservation Programs

December

Guest speaker

January  
2020

Review Commercial/ Industrial/  
Institutional Conservation Programs

Future  
Meeting

Discussion from committee

# Metropolitan's Water Use Efficiency Programs

1980s

- Metropolitan creates the Conservation Credits Program (CCP)
- Financial incentives for agencies to conserve imported water

1990s

- Project Advisory Committee (PAC) formed to create forum for agencies
- Metropolitan creates regional program for commercial consumers

2000s

- Metropolitan expands to a regional residential rebate program

Today

- Metropolitan takes both a regional and local approach
- Serve both residential and commercial

# Metropolitan Funds Residential and Commercial Water Use Efficiency



Residential



Commercial/  
Industrial/  
Institutional

# Multi Tool Approach



# Resources for the Residential Sector Offered by Metropolitan

- Regional Residential Device Rebates
- Regional Residential Turf Replacement Rebate
- Regional Landscape Classes/Trainings & Surveys
- Local Projects Administered by Member Agencies
- Research & Advocacy

# Resources for the Residential Sector Offered by Metropolitan

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# Residential Water Efficiency Device Rebates

The screenshot shows the SoCal WaterSmart website interface. At the top left is the SoCal WaterSmart logo, and next to it is the text "Residential Rebates". To the right is the website URL "bewaterwise.com" and the language/region selector "English | Residential". A navigation bar contains links for "Rebates", "Retailer Tools", "Contractor Resources", and "Contact Us". The main content area features a large image of a child drawing on a whiteboard. Overlaid on this image is a white dropdown menu with the SoCal WaterSmart logo and a close button. The menu lists two options: "Residential Rebates" (highlighted with a red box) and "Commercial Rebates". To the right of the dropdown is a promotional banner for "PREMIUM HIGH EFFICIENCY TOILET INCENTIVES" with a "LEARN MORE" button. Below the banner are two columns: "VERIFY YOUR ELIGIBILITY & ESTIMATE YOUR REBATE" with an image of hands typing on a laptop, and "SUBMIT YOUR REBATE APPLICATION!" with an image of stacks of 100 dollar bills.

**SoCal WaterSmart** Residential Rebates **bewaterwise.com** English | Residential

Rebates Retailer Tools Contractor Resources Contact Us

**PREMIUM HIGH EFFICIENCY TOILET INCENTIVES**

Rebates of \$40 per toilet are available for Premium High Efficiency Toilets using 1.1 gallons per flush or less.

[LEARN MORE](#)

Select Your Destination:

- [Residential Rebates](#)
- [Commercial Rebates](#)

**VERIFY YOUR ELIGIBILITY & ESTIMATE YOUR REBATE**

Click to verify eligibility and identify the current rebate amounts. Rebates may vary by water agency and are based on the availability of funding.

**SUBMIT YOUR REBATE APPLICATION!**

Complete and submit your application online. Various rebates are available region-wide, so apply now to secure your place!

# How Devices Are Added to the Rebate Program



Staff can set incentive at baseline level or come to Board for approval for market-based incentive

# How is the Rebate Amount Determined?

- Develop incentive one of two ways
  - Baseline conservation rate
    - Water savings
    - Device lifetime
  - Market-based incentives
    - Requires Board approval

# Indoor Devices

Premium High-Efficiency Toilet/ \$40



High-Efficiency Clothes Washer/ \$85



# Outdoor Landscape Devices

Sprinkler Nozzles/ \$2



Rain Barrels/ \$35



Cisterns



- \$250 (small)
- \$300 (medium)
- \$350 (large)

Irrigation Controllers/ \$80



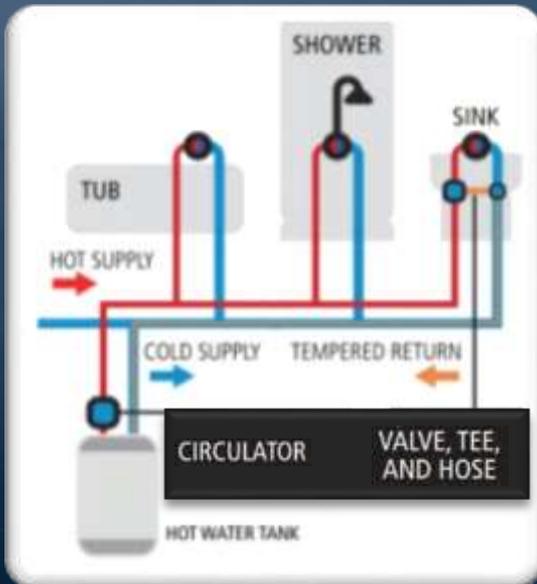
Soil Moisture Sensor System/ \$80



# Devices Considered but Not Adopted



- Dishwashers
- Pool covers
- Instant hot water heaters/ recirculation systems



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- Regional Residential Device Rebates

- **Regional Residential Turf Replacement Rebate**

- Regional Landscape Classes/Trainings & Surveys

- Local Projects Administered by Member Agencies

- Research & Advocacy

# Metropolitan's Turf Replacement Program

**Current  
program  
offered  
since  
2018**

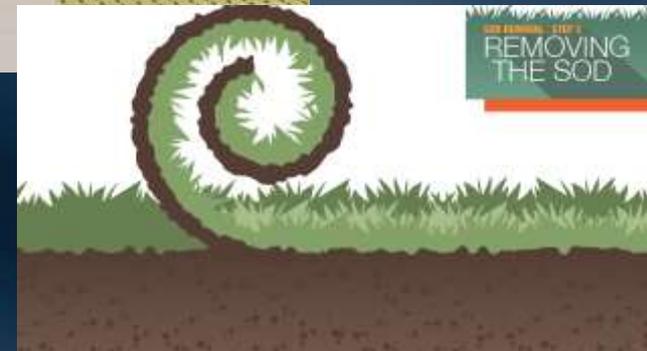
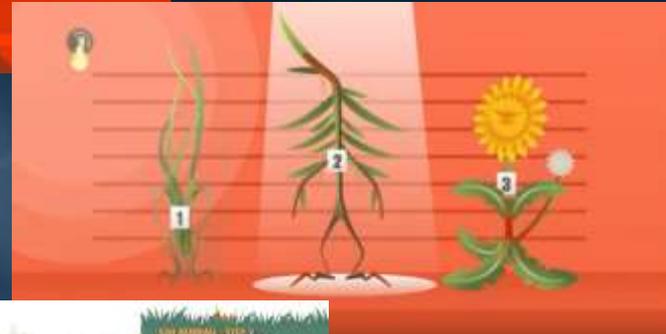


# Current Program Information

- Metropolitan offers a base rebate of \$2/square foot (sf) of turf replaced
- Maximum 5,000 sf per project
- Minimum three plants for every 100 sf
- Modifications to convert/remove over-head sprinklers
- Projects must include at least one sustainability element
  - Rain garden or rock garden
  - Dry river bed
  - Rain barrel or cistern
  - Swales or berms or grading



# Enhanced Online Features to Help Residents Remove Turf



# Enhanced Online Features for Each Sustainable Approach



[Watch Rain Garden Video](#)

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# Landscape Classes

- Two classes offered to residents
  - California Friendly® Landscape Training (CFLT)
  - Turf Replacement Classes

## Find Classes In Your Area

**Residential California Friendly® Landscape Training**

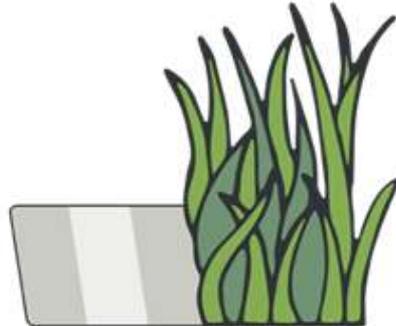
**Turf Replacement Classes**

 green gardens group

# Landscape Class Topics



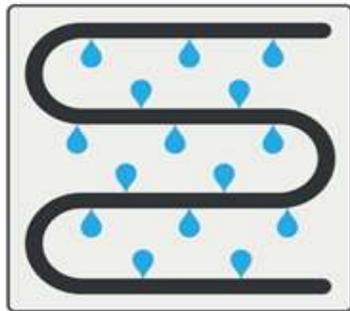
**Design  
Considerations**



**Removal of  
Existing Grass**



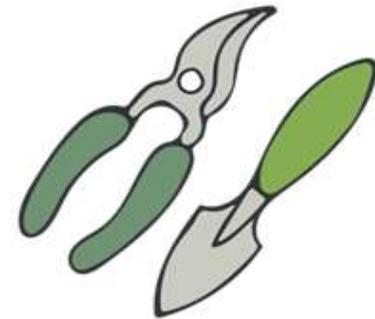
**Soil  
Preparation**



**Irrigation  
System**



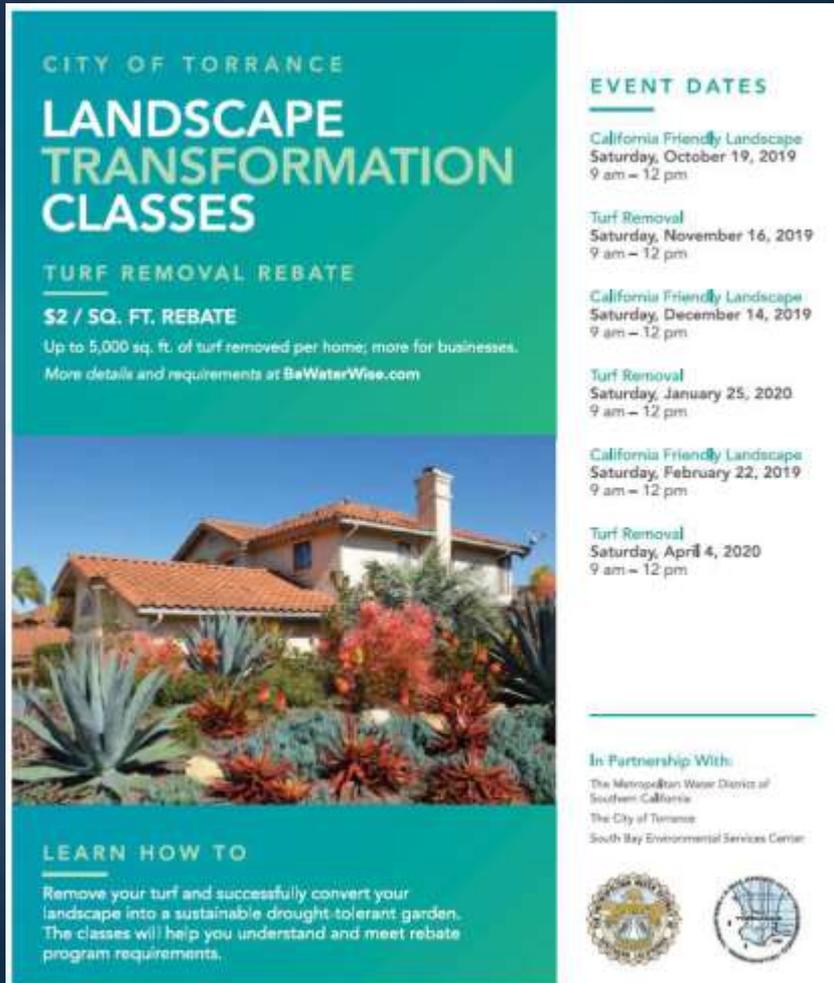
**Planting**



**Garden  
Maintenance**

# Landscape Class Materials

Material to promote classes



**CITY OF TORRANCE**  
**LANDSCAPE TRANSFORMATION CLASSES**

**TURF REMOVAL REBATE**  
**\$2 / SQ. FT. REBATE**  
Up to 5,000 sq. ft. of turf removed per home; more for businesses.  
More details and requirements at [SaWaterWise.com](http://SaWaterWise.com)

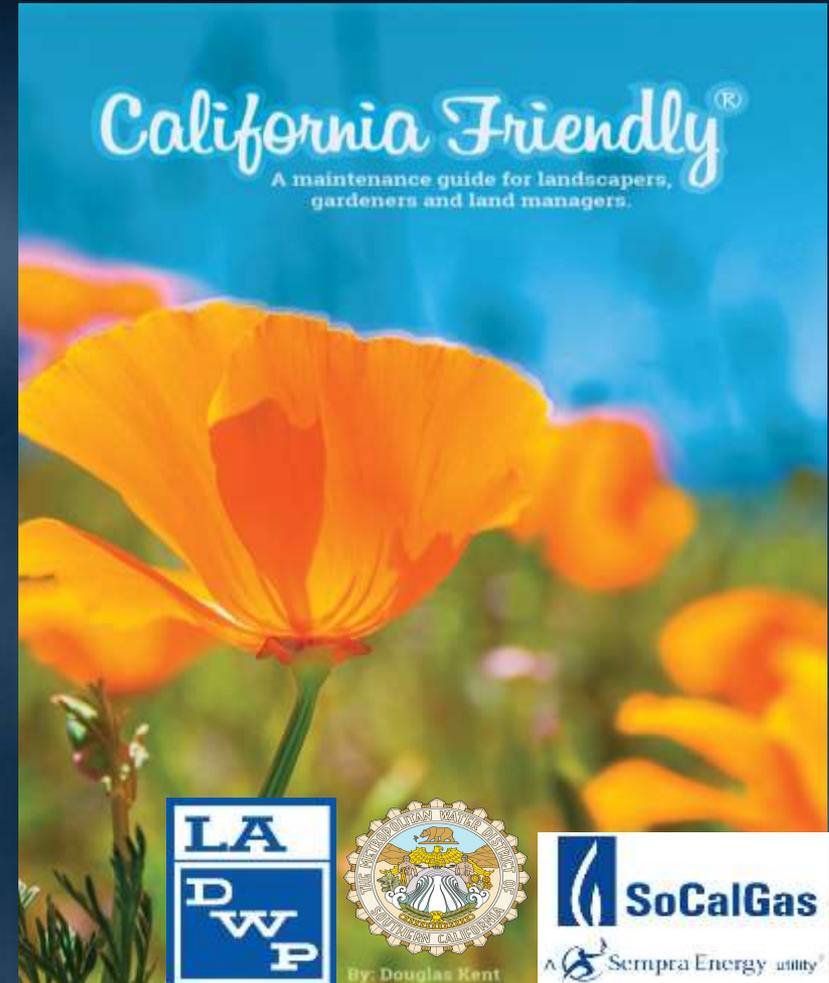
**EVENT DATES**

- California Friendly Landscape Saturday, October 19, 2019 9 am – 12 pm
- Turf Removal Saturday, November 16, 2019 9 am – 12 pm
- California Friendly Landscape Saturday, December 14, 2019 9 am – 12 pm
- Turf Removal Saturday, January 25, 2020 9 am – 12 pm
- California Friendly Landscape Saturday, February 22, 2019 9 am – 12 pm
- Turf Removal Saturday, April 4, 2020 9 am – 12 pm

**In Partnership With:**  
The Metropolitan Water District of Southern California  
The City of Torrance  
South Bay Environmental Services Center

**LEARN HOW TO**  
Remove your turf and successfully convert your landscape into a sustainable drought-tolerant garden. The classes will help you understand and meet rebate program requirements.

Materials distributed in class



**California Friendly**<sup>®</sup>  
A maintenance guide for landscapers, gardeners and land managers.

**LA DWP**

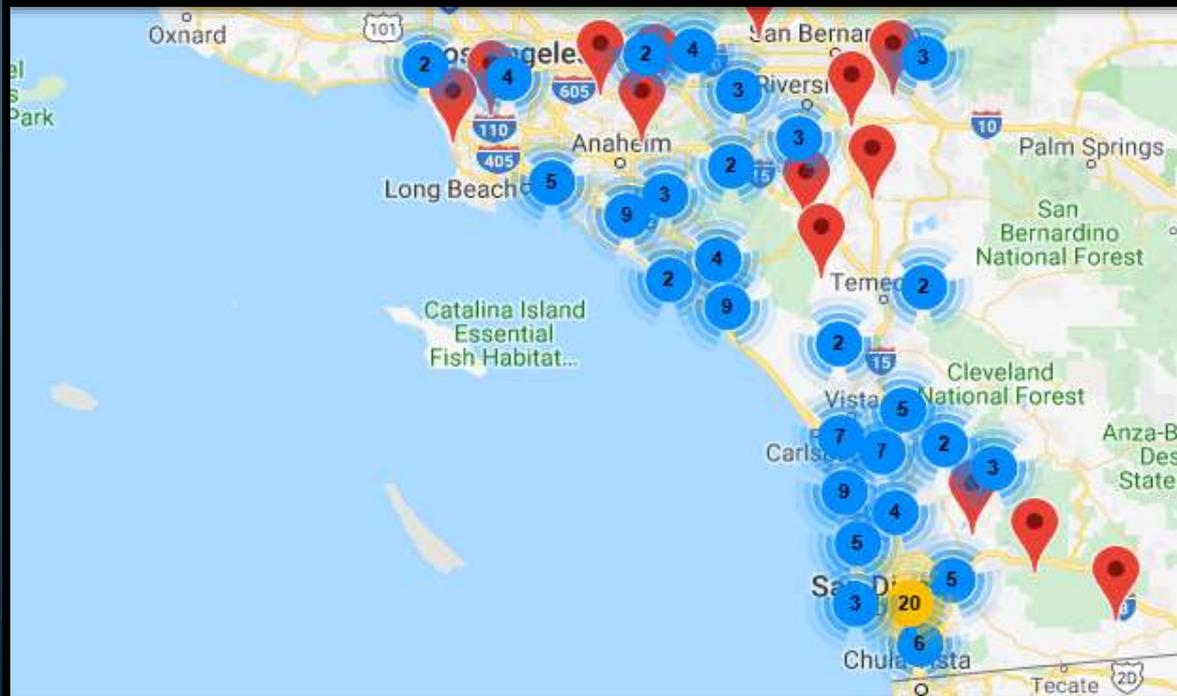
**SoCalGas**  
A Sempra Energy utility<sup>®</sup>

By: Douglas Kent

# Trainings for Landscape Professionals

- Qualified Water Efficient Landscaper (QWEL)
  - Certificate program to train landscape professionals serving the residential sector

## QWEL Pros for Hire



# Large Landscape Survey Program

- Offered for residential sites since 2018
- Sites with irrigated landscapes larger than one acre can receive a no cost irrigation survey
- Participants receives recommendations and information about available incentives



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# Member Agency Administered Program

- Funding made available for agencies to implement locally tailored projects
- Recently added more flexibility
  - Education-based projects
  - Targeted disadvantaged communities
- Agencies able to implement projects beyond rebates

# Examples of Locally Administered Projects

- Landscape design assistance & classes
- Demonstration gardens



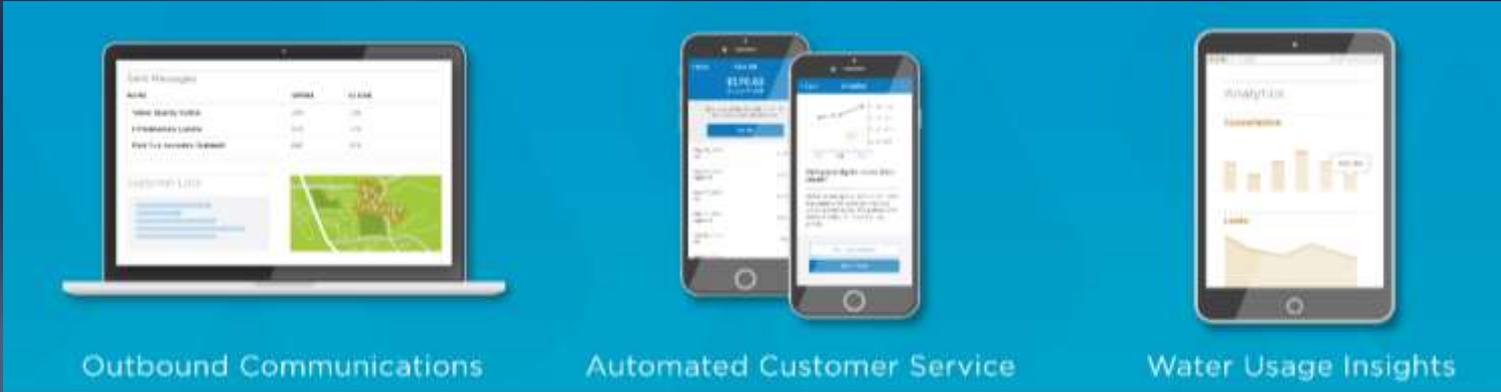
# Examples of Locally Administered Projects (continued)

- Distribution events
- Direct installation

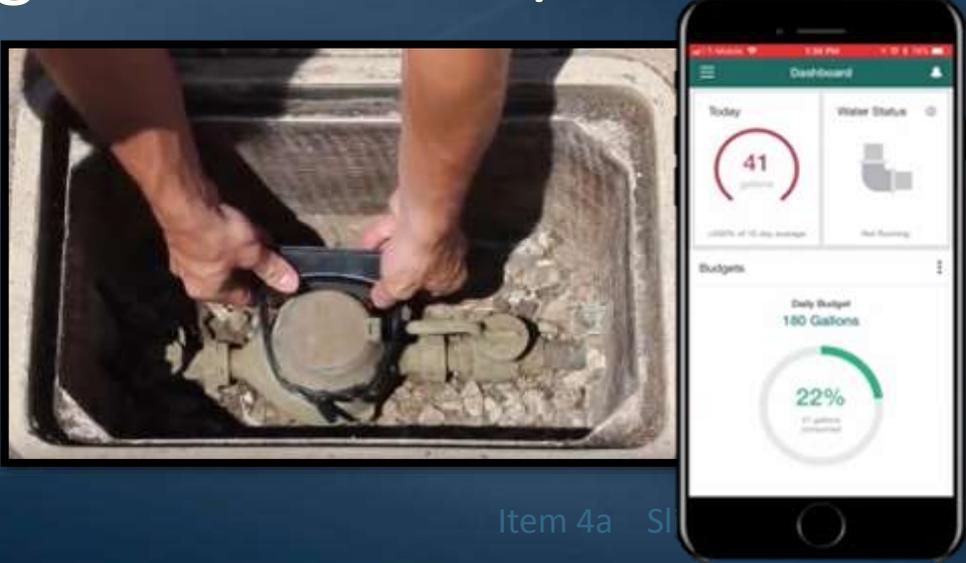


# Examples of Locally Administered Projects (continued)

- Software customer engagement platform



- Intelligent Water Use/ Leak Detection Devices



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# Research Related to Residential Water Use Efficiency

- In partnership with the Alliance for Water Efficiency (AWE) and California Water Efficiency Partnership (CalWEP)
- Research also conducted internally
  - Turf Removal Study
  - Pressure Reducing Valves
  - Fixture Study
- Innovative Conservation Program (ICP)



# Marketing & Outreach to Support Metropolitan's Residential Programs

- Regional Residential Device Rebates

- Regional Residential Turf Replacement Rebate

- Regional Landscape Classes/Trainings & Surveys

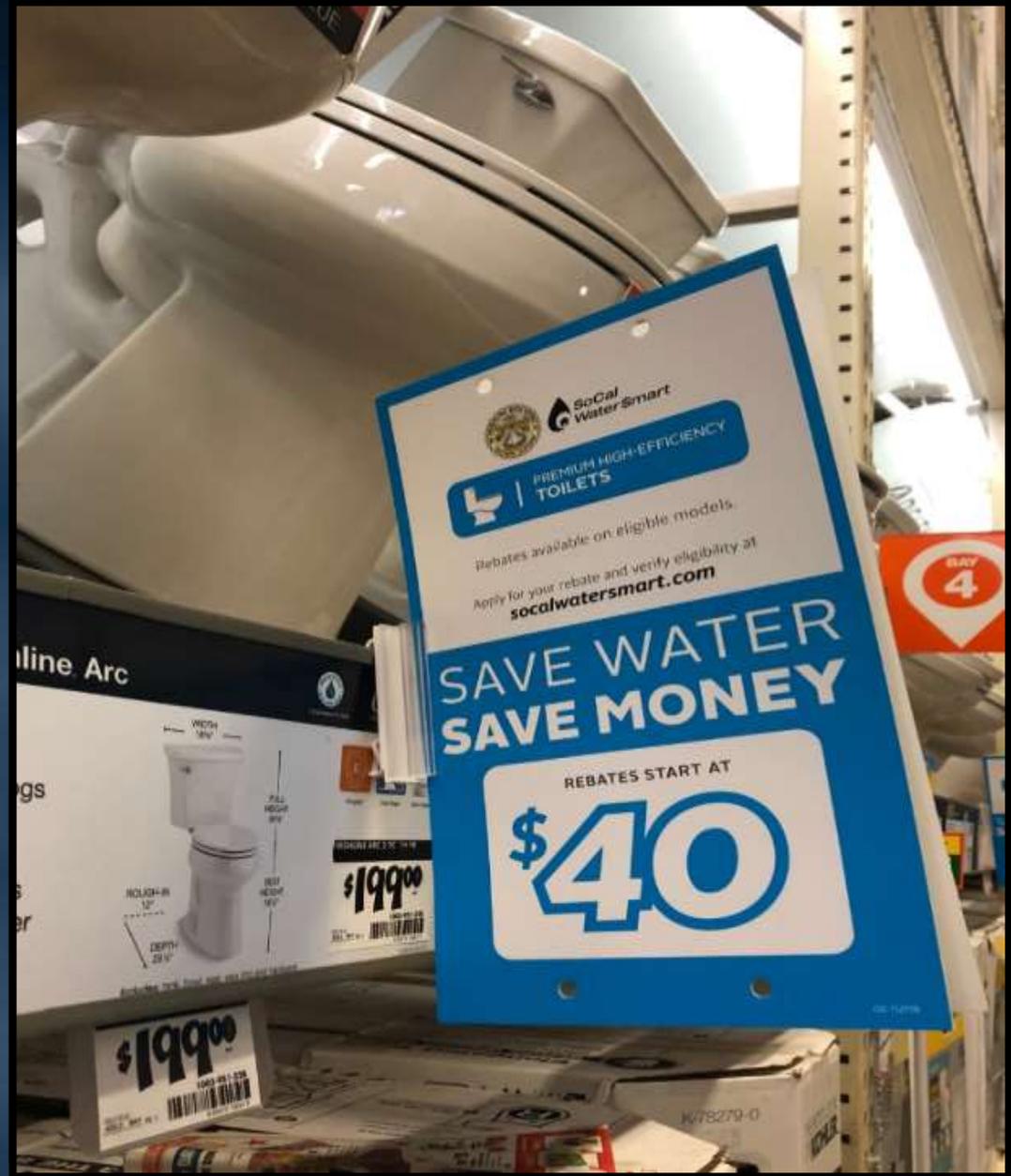
# Marketing to Residential Water Users

- Social and traditional media
- Partnerships with member agencies
- Point of Purchase Marketing



# Point of Purchase Marketing Campaign

- Distributing rebate information to “Big box” and smaller retail locations
- Supplies replenished monthly



# Residential Highlights & Accomplishments

Over 3 million acre feet saved



- Over 9 million devices rebated/distributed
  - 3.5 million toilets since 1990
- Over 99 million square feet of turf removed
- Key regional partnerships
  - Non-profit organizations
  - Energy utilities

# Pursuit of Continuous Improvement

- Program Advisory Committee (PAC)
- Water Use Efficiency coordinators meeting
- Conservation and Local Resources (C&LR) Committee
- AWE peer review of programs



# Next steps

- Return in January with overview of Commercial, Industrial & Institutional (CII) programs and initiatives
- Discussion with committee after CII presentation

