



Metropolitan's Potential Activities to Increase Conservation in Response to Governor's California Conservation and Metropolitan's Water Supply Alert

Conservation and Local Resources Committee

Item 6b

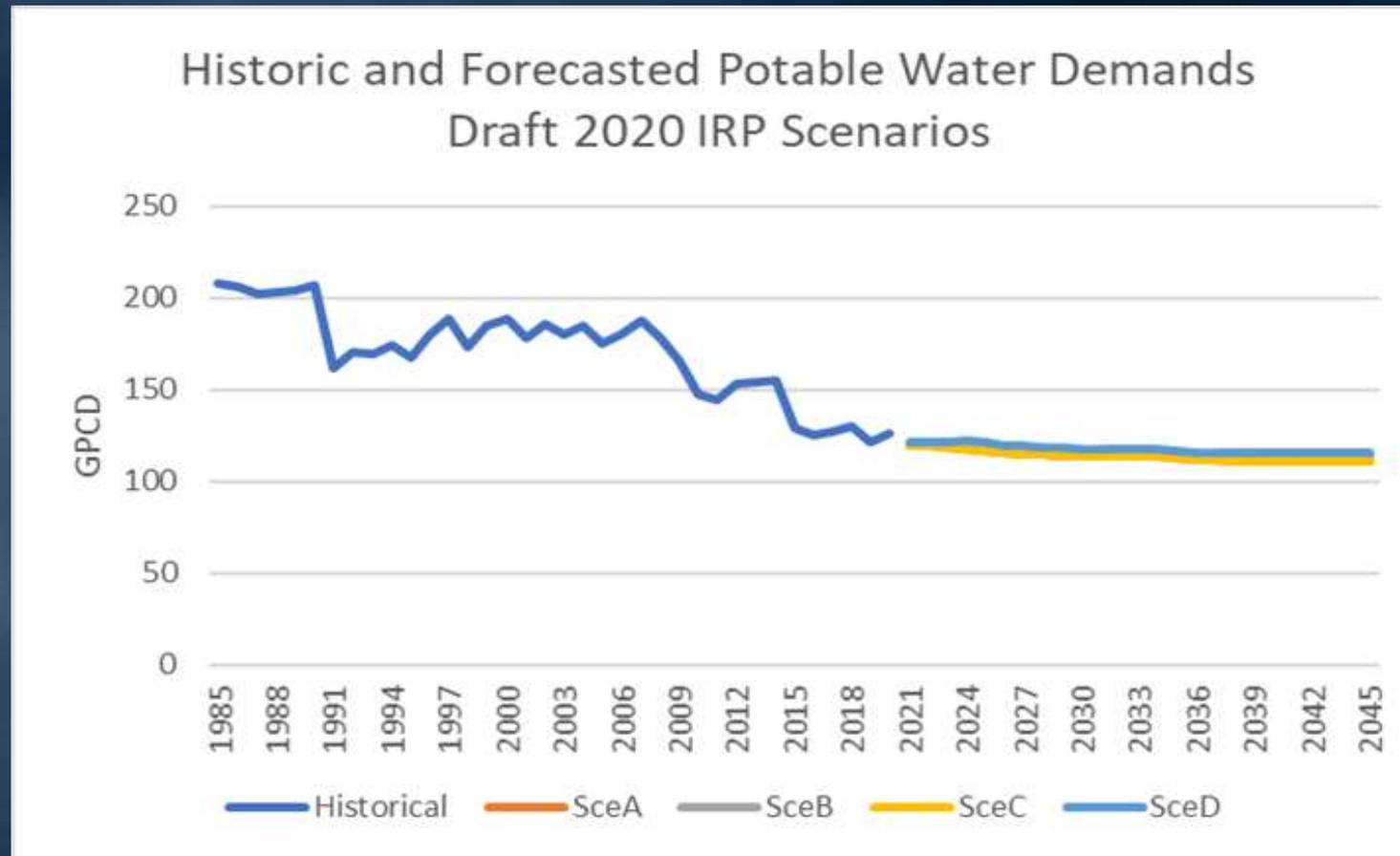
September 28, 2021

Current Snapshot

- Moving from normal year to drought response
 - Increased conservation necessary
 - Currently pursuing funding opportunities
 - State drought funding
 - USBR WaterSmart Water and Energy Efficiency Grant
- Increased conservation also provides long-term benefits
 - IRP scenarios based on water demand remaining low
 - Conservation targeting behavioral changes not permanent
 - Permanent water savings found in institutional changes

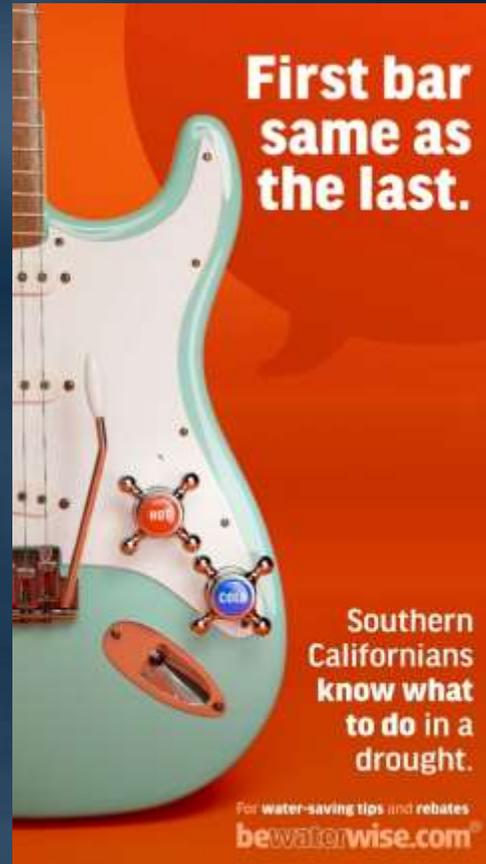
IRP Planning

- Increased water use efficiency also provides long-term benefits



Current Drought Response

- Increased marketing of high functioning programs
- Expect program activity to increase



Outreach Timelines

2020 to mid-2021

August-September 2021

October 2021 to Spring 2022

Earned Media,
Social Media on
MWD Platforms

Radio, Digital,
Print, Outdoor
Billboards and
Multilingual Assets

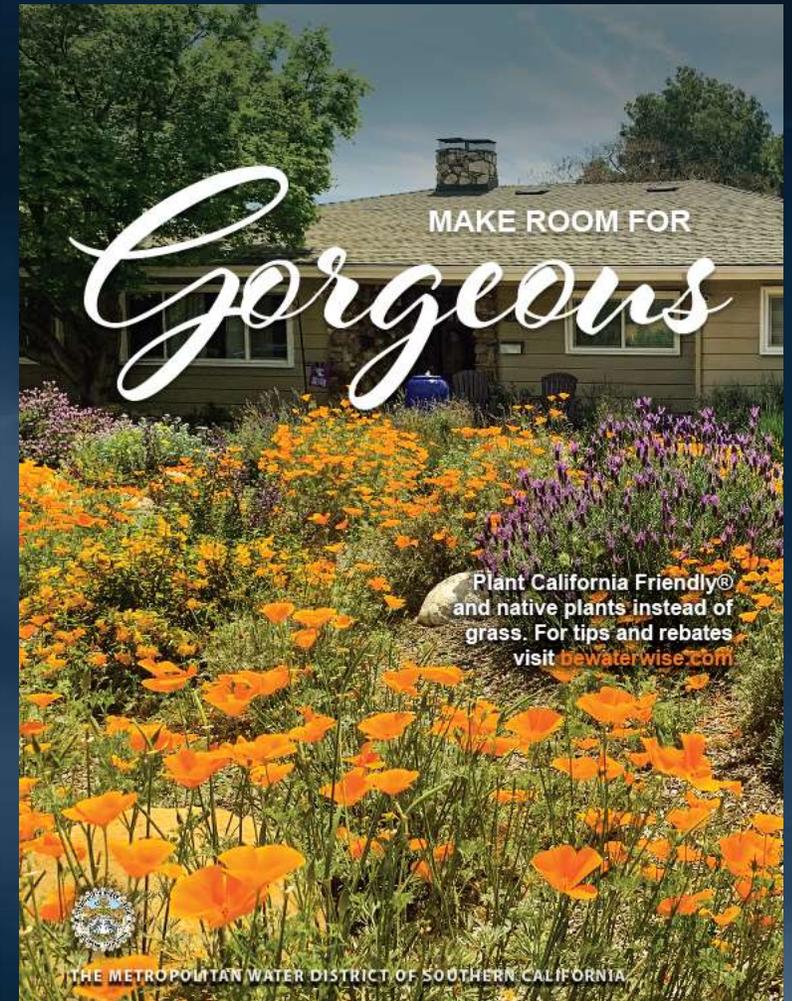
- Messaging adapts to ongoing conditions and message testing
- Advertising and outreach, including targeted efforts in SWP exclusive areas
- Increased presence to reach and serve underrepresented communities
- Market new rebate and conservation programs, if needed

Objectives For Potential New Programs

- Dial up program activity to address the current drought
 - Response to Governor's current drought mandate
 - Support additional programs as part of water supply alert
 - Potential use of state drought funding or grant funding
- Enhance conservation in the following sectors:
 - Disadvantaged Communities
 - Public Agencies
 - Commercial, Industrial, Institutional

Market Based Incentives

- Potential programs focus on market-based incentives
 - Incentive based on amount needed to move people to action
 - Increased incentives = increased activity
- Marketing of these programs increases activity quickly
 - EA able to quickly shift focus to specific rebates
- Focus on these types of incentives complements drought response efforts



Drought Response

Potential Modifications of Existing Conservation Programs

Modification of Turf Replacement Program

- For Commercial and Residential
 - Temporary increase from \$2 to \$3 per square foot
 - Temporary increase in square footage maximum
 - Increase done in conjunction with DAC direct install turf replacement pilot program to increase program participation



Modification of Turf Replacement Program

- For Public Agencies
 - Temporary increase from \$2 to \$3 per square foot
 - Temporary increase square footage maximum from 50,000 to 200,000 square feet
 - Increase participation in incentive programs and assist public agencies in “leading by example”



Modification of Member Agency Administered Program (MAAP)

- Create Public Agency category for MAAP funding
- Comparable to the current DAC category – not held to \$195/acre foot calculation
- Allows up to 100% of MAAP funding to be used for a public agency project

Modification of Pre-1994 Multi-Family Toilet Replacement Rebate Program

- Current program funding replaces 10,000 toilets per budget cycle
- Increase to 25,000 – 50,000 toilets per cycle
- First two cycles the program was subscribed in less than one day



Modification to Regional Rebate Program

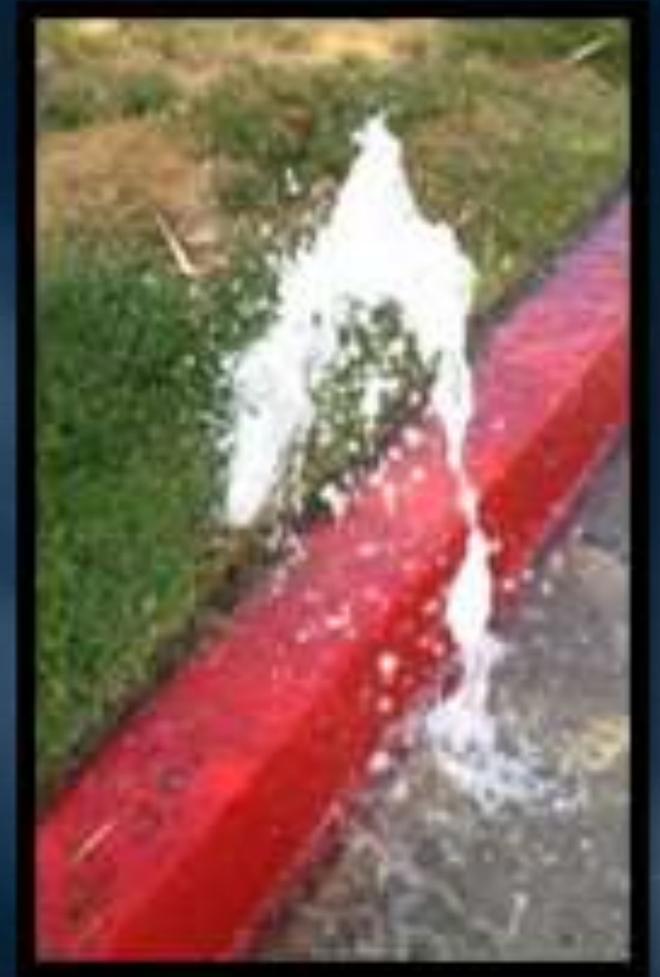
- Seasonal Rebates

- Higher incentive on specific water efficient device for 3 months
- Ties incentives to when customers interested in purchasing
 - Rain Barrels – Jan through Mar; targeting rainy season
 - Flow monitoring devices – Apr through June; targeting Fix a Leak month
 - WBIC – July through Sep; targeting summer irrigation changes
 - Clothes washers – Oct through Dec; targeting holiday season

Potential Disadvantaged Community Pilot Programs

DAC Turf Replacement and Leak Detection and Repair Pilot Program

- Direct install and repair program within targeted portions of the service area
 - Initial indoor leak detection survey and outdoor landscape assessment
 - Leak repair and appliance upgrade
 - Direct install California Friendly landscape and irrigation upgrade
- Focus on communities where incentive program participation remains low



Rain Barrel Distribution Program

- Distribution events in DAC portions of the service area
 - Partnership with Member Agency
 - Current DAC consultants would assist agencies
 - Distribution events could be attended by Board members
- Focus on communities where incentive program participation remains low



Flow Monitoring Device Direct Install and/or Distribution Pilot Program

- Option A: direct install through a contractor
- Option B: distribution event with as needed installation assistance
 - Distribution event in DAC portion of an agency's service area
 - Partnering with specific agency allows for pre and post installation data analysis to determine water savings
- Focus on communities where incentive program participation remains low



Potential New CII and Public Agency Programs

School Water Efficiency Pilot Program

- Focus on K-12 schools where incentive program participation tends to be low
- “Concierge” type program where a consultant works with school staff to assist with water conservation upgrades



Municipal Leak Detection Pilot Program

- Provide assistance to member agencies to meet state requirements and increase the efficiency distribution systems
- Option 1: utilize contractor to perform leak detection/repair services within the oldest portion of a MA's distribution system
- Option 2: create grant program for leak detection and repair



Summary

- Potential Program Modifications
 - Turf Replacement Program Expansion
 - Increase to \$3 per square foot and/or increase square footage maximum
 - Public Agency Turf Replacement Program Expansion
 - Increase to \$3 per square foot and increase square footage maximum to 200,000
 - Public Agency MAAP program
 - Create public agency category in local agency project funding program
 - Pre-1994 Multi-Family Toilet Replacement Rebate Program
 - Increase program funding for installation of 25,000 to 50,000 toilets
 - Seasonal Incentive Increase
 - Increases selected incentives for a three-month period based on consumer trends

Summary

● Potential New Programs

- **DAC Turf Replacement and Leak Detection and Repair Pilot Program**
 - Direct install and repair program
- **Rain Barrel Distribution Program**
 - Distribution events in DAC portions of service area
- **Flow Monitoring Device Direct Install/Distribution pilot program**
 - Member agency pilot program with distribution and optional installation assistance
- **School Water Efficiency Replacement Pilot Program**
 - “Concierge” style program assisting schools with efficiency upgrades and water efficient landscape installation
- **Municipal Leak Detection Pilot Program**
 - Assist water agencies with leak detection and repair

Considerations

● Budget

- Programs require funding, additional contract services, and admin costs
- Funded without Water Stewardship Rate
 - Not all programs can be implemented
 - Must balance drought considerations with budget constraints
 - Pilot programs allow for increased conservation with currently available funding

● DAC Program

- DAC programs need careful design to conform with governmental purpose
 - Additional review/modifications will be necessary

● Timeline

- Modified incentive programs implemented within six months
- Potential new programs implemented within 12 to 18 months

Next Steps

- Board Discussion and Input

