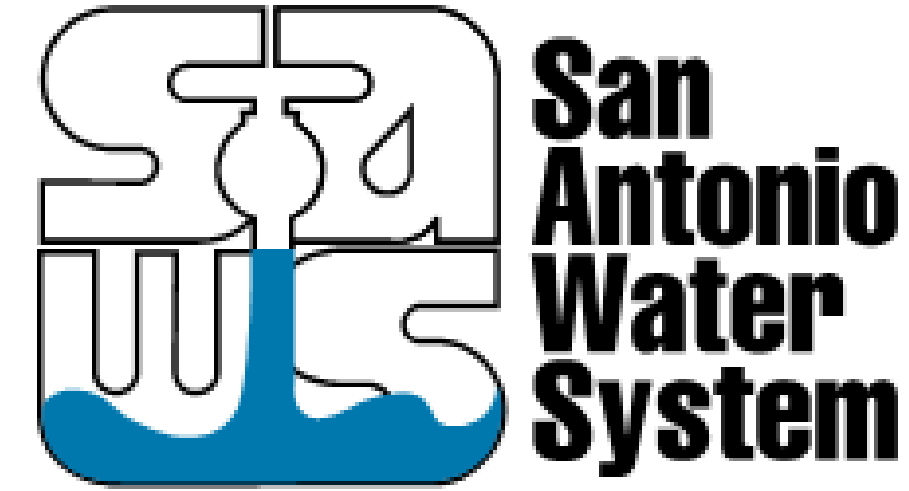


# Creative Conservation from Custom Commercial Rebates



## San Antonio Water System

Karen Guz: karen.guz@saws.org

### Sunshine Industries, Inc.

#### Local San Antonio business since 1917

- Commercial laundry facility
- Currently uses 46 million gallons of water per year on 23 million pounds of laundry
  - Used 1.95 gallons/lb laundry

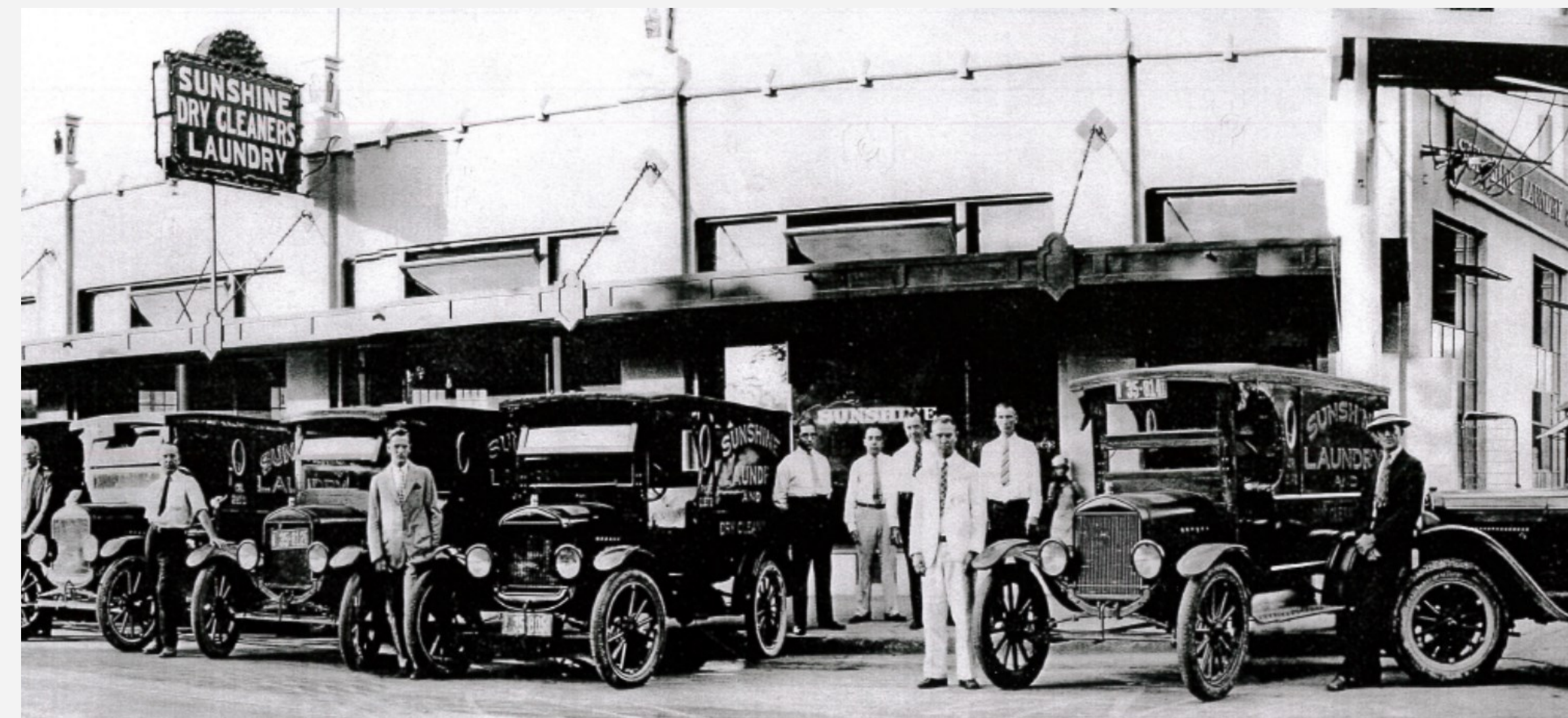
#### Installed PulseFlow Continuous Batch Tunnel Wash

- 1.31 gallons/lb laundry

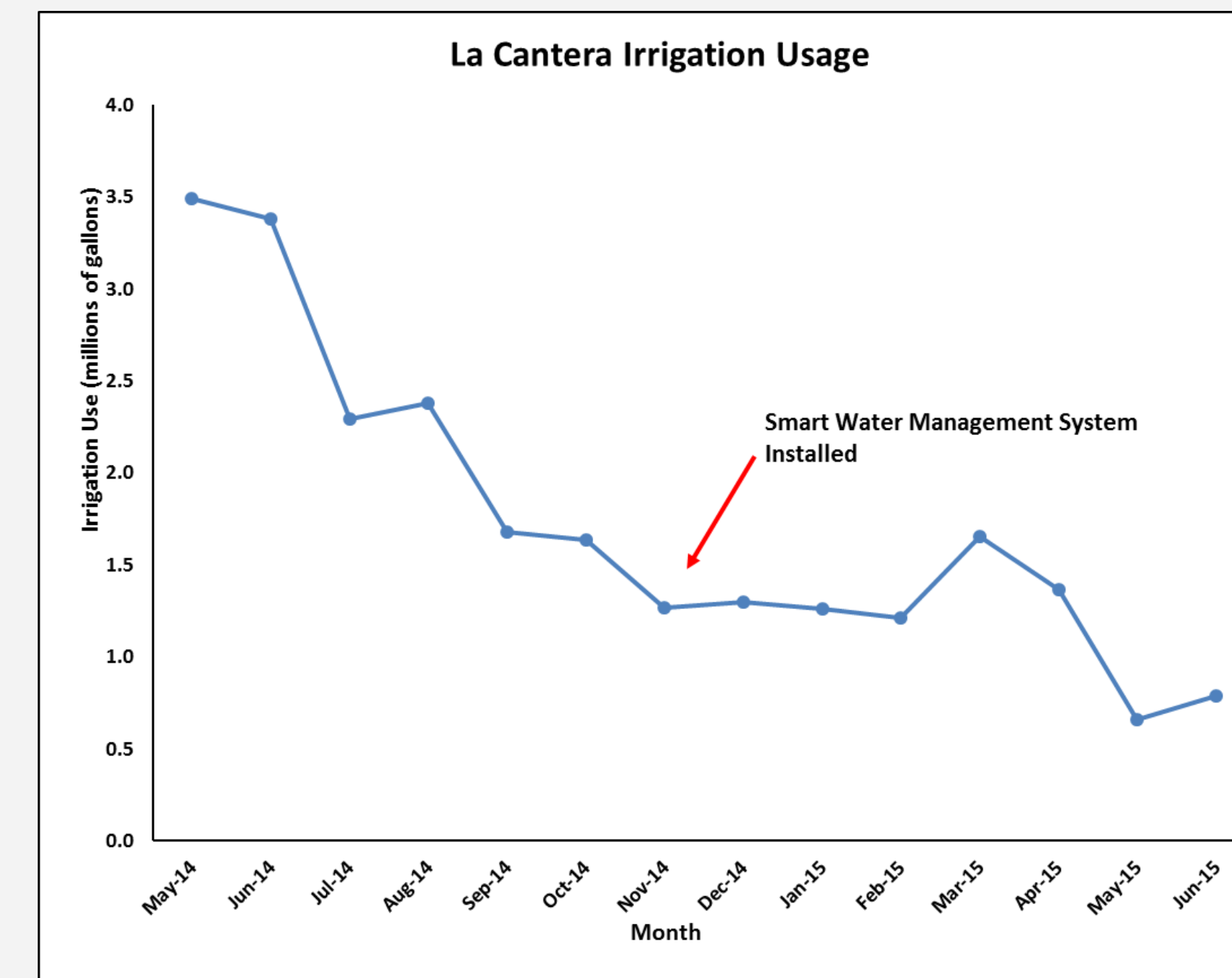
Projected 33% overall reduction

#### Makes this local business competitive

- Partnership is a win-win
  - Sunshine Industries, Inc. uses less water per load of laundry which decreases overhead costs
  - Water is conserved which benefits SAWS



### Shops at La Canterra



#### Calculating water savings for landscape can be challenging

- Multiple factors for landscape changes

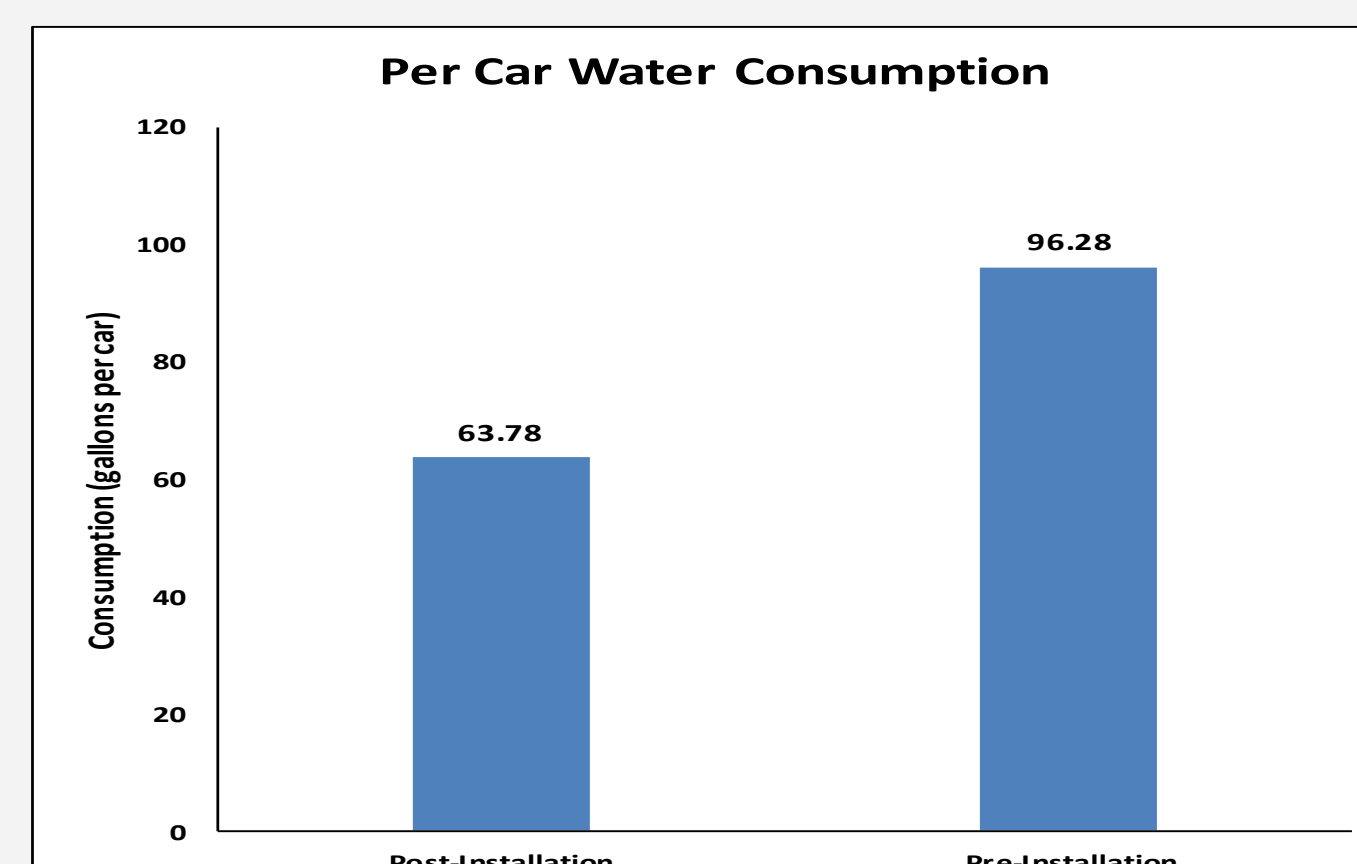
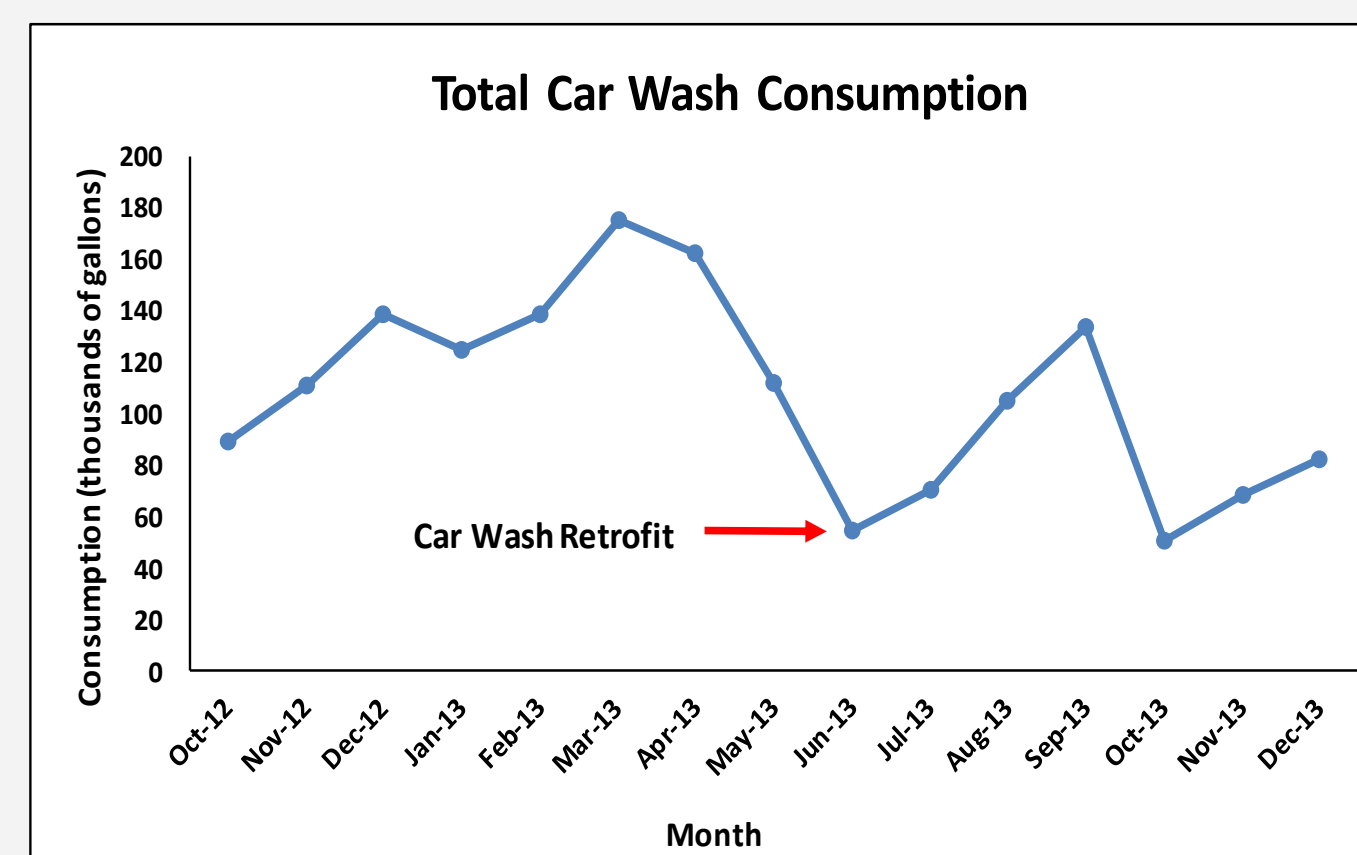
#### Use a different metric for determining water savings

- Based on square-foot of landscape converted
- Keep rebate amount high enough to make it worthwhile for the company to work with the program

#### Smart Water management systems make controlling irrigation easier

- Have one master "kill" switch instead of needing to change each system individually
  - More control over irrigation times and amounts
- Saw the largest overall decrease in irrigation with installation

### H-E-B Car Wash



#### Total water use is misleading

- Multiple factors contribute to total water use
- Hard to see decrease usage when just looking at total use

#### Need to look at per unit water use

- It's possible that total usage goes up but water is being used more efficiently per product produced.

### Implementation Strategies

#### Determine Value of Water Saved

- Rebate based on average cost of all other water supplies to SAWS
- Water saved from conservation shouldn't be most expensive water source

#### Market Competitive Rebate Amounts

- Effective incentives provide just enough financial reward to spur implementation
- Make participation in the program worthwhile for the company

#### Tailor Made

- Each rebate and each project is unique to that company
- Directly addresses their needs and concerns
- Payments and terms are outlined in contract specific to each project

#### Customers as Partners, Not Clients

- Make the best deal for you and the customer for where your interests overlap

**Commercial Custom Rebate**

*Tailored to fit your water conservation needs.*

**Start saving money when your business installs water-saving equipment. Visit [saws.org/conservation](http://saws.org/conservation) to apply.**