

This presentation premiered at WaterSmart Innovations

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WaterSmart Innovations Conference & Expo

***Commercial/Industrial/Institutional
Water Conservation Program***



**Metropolitan Water District
of Southern California
October 9, 2008**

Overview

- **Who is Metropolitan**
- **Historical Program Background**
- **Regional Program Design**
- **Technology Farm System**
- **New “Spin-Off” Programs**
- **Program Partnerships**

Metropolitan Water District of Southern California



- Regional Water Wholesaler to 6 counties
 - 5,200 square miles
- 26 Member Agencies
- 37 Member Board
- 18 million people
- Projected population growth:
~220,000 people / year
- Regional economy: \$800+ billion
- Water Supplies: Meets about half of
retail demands



METROPOLITAN'S MEMBER AGENCIES

LEGEND

- Department of Water Resources' California Aqueduct
- Metropolitan's Colorado River Aqueduct
- ◊ Water Filtration Plants

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Commercial Program Historical Background



- **900 Commercial Surveys**
- **Sanitary Fixtures Mainly Recommended**
- **The Best Opportunity For Savings**



Commercial Program Historical Background



- **MWD Rebate Program Approved**
- **Managed/Implemented by 26 Water Agencies and 300 Plus Cities**
- **All Different - Co-funded by Metropolitan**

Commercial Program Historical Background

■ Original Metropolitan Incentives

– Cooling Tower Controller

– High Efficiency Washer

– ULFT/Urinal

– Pre-Rinse Spray Valve





Commercial Program Historical Background



- Market penetration less than hoped
- Fragmented implementation/marketing
- No centralized customer service center
- Hard to explain to customers/vendors
- Retail agencies limited staff resources
- Installation decisions at corporate level



Commercial Program Historical Background



- **An Advisory Committee was Formed, Made up of Metropolitan, Member Agencies and Retail Agencies**
- **Recommendations:**
 - **Regional “One Stop Shop” Program**
 - **Seamless Program to Customer**
 - **Centralized Marketing/Rebate Processing**
 - **Retail Agency Flexibility**

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Regional Program



- Issue RFP for Project Management
- Three Year \$2.5 Million Contract
- Contracts with our Agencies
- January 2001, New Program Began

“Save Water - Save A Buck”





Save Water Save a Buck

- **1-800 Number**
- **One Regional Application**
- **Strong Out Of The Gate**
- **Expended Funds Faster Than Anticipated**
- **In 2002, Additional \$5.4 Million**

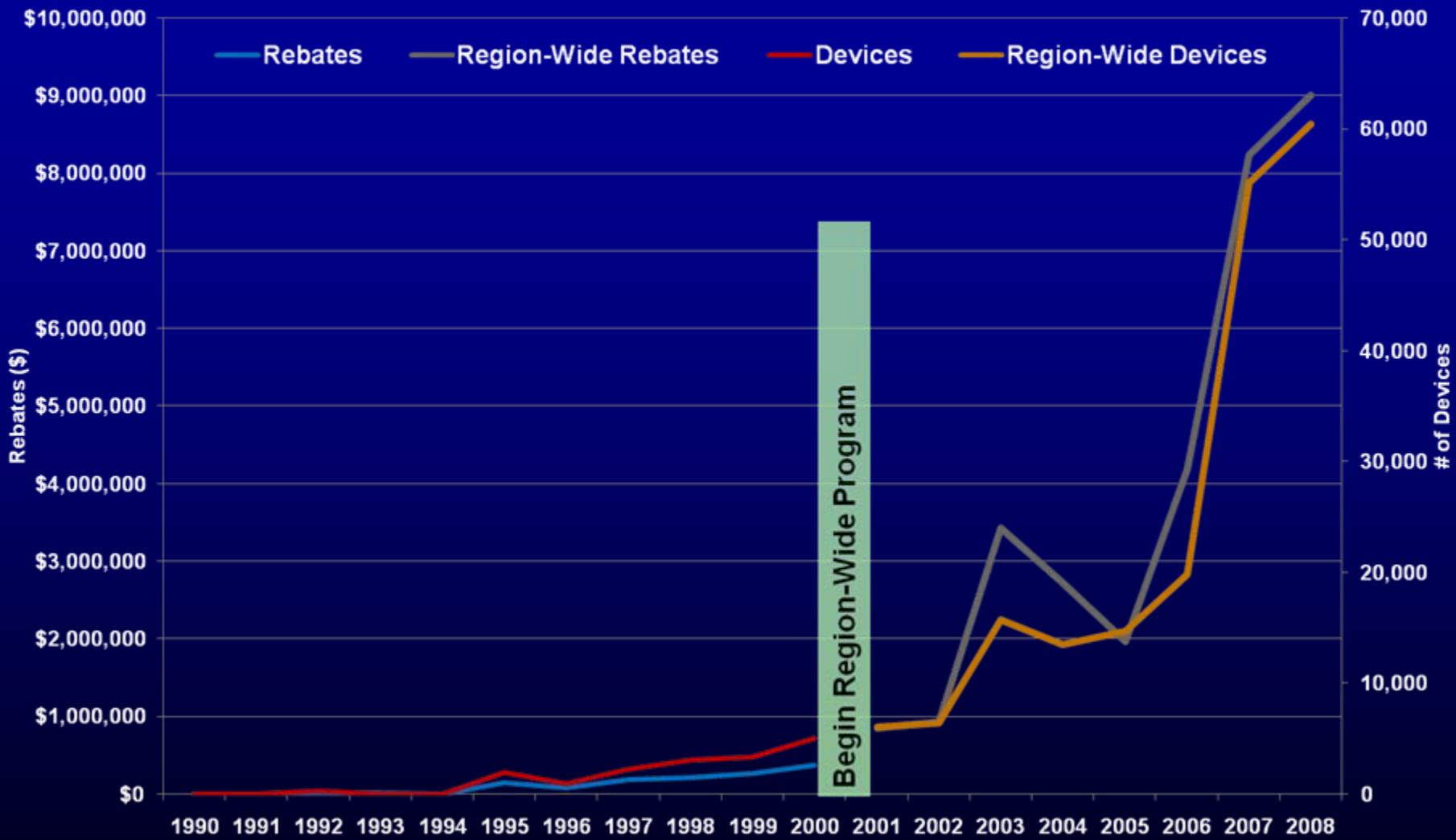


First Technologies Rebated On

- Original Metropolitan Incentives
 - Cooling Tower Controller
 - High Efficiency Washer
 - ULFT/Urinal
 - Pre-Rinse Spray Valve



Rebates (\$) and Devices (#)





Long Term Regional Program “Save Water - Save A Buck”

■ 2004 – 2009

■ \$45 Million
Contract

**SAVE WATER
SAVE A BUCK**
COMMERCIAL • INDUSTRIAL • INSTITUTIONAL • MULTI-FAMILY
WATER EFFICIENCY REBATE PROGRAM

HOME COMMERCIAL LANDSCAPE MULTI-FAMILY WATER AGENCIES REBATES

WATER SAVED BY OUR CUSTOMERS: 3,710,109,605 GALLONS Search Go

Customer Login • Apply Now • Check Status

It's Time to Get Serious About Saving Water

Saving water is more important than ever, and the Metropolitan Water District of Southern California wants to help. Through MWD's Save Water, Save A Buck Program, Southern California businesses are eligible for generous rebates to help encourage water efficiency and conservation.

The Save A Buck program offers cash rebates on a wide variety of water-saving technologies including High-Efficiency Toilets and Urinals, Weather Based Irrigation Controllers for outdoor landscaping as well as many industry specific water conserving devices.

Funding for the Save A Buck program is through a partnership between MWD and its 26 member agencies throughout Southern California. Their commitment to developing an affordable balance between supply and demand has made "finding" water a mission and the business sector has not only benefited greatly from the program, but has also become a strong partner in water conservation efforts.

Do You Qualify?

Businesses and companies participate by installing or retrofitting with qualifying water-saving devices. Businesses must be located in areas served by the Metropolitan Water District's Family of Southern California Water Agencies.

Please enter your zip code to find your Member Agency:

Qualifying Devices

Qualifying Devices

Did You Know?

Turning off the water when you brush your teeth saves 3 gallons of water per day

Taking shorter showers saves up to 5 gallons of water per day

Finding a leaky faucet can save up to 20 gallons of water per day

Washing full loads of laundry can save from 15 to 50 gallons of water

Home | Commercial | Landscape | Multi-Family | Devices | Member Agencies | FAQs | About Us



Current Technologies

■ Plumbing

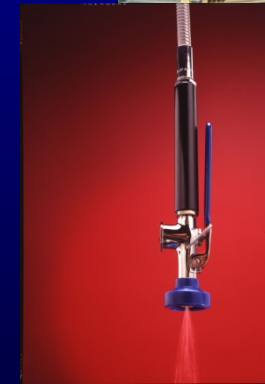
- High Efficiency Toilets
- High Efficiency Toilet Upgrade
- High Efficiency Urinals
- Ultra Low Water or Zero Urinals
- Ultra Low Water or Zero Upgrade





Current Technologies

- **HVAC Cooling Towers**
 - **Conductivity Controller**
 - **pH Conductivity Controller**
- **Food Equipment**
 - **Pre-Rinse Spray Heads**
 - **Connectionless Food Steamers**





Current Technologies

■ Medical Equipment

- X-Ray Film Processor Recirc System
- Steam Sterilizer
- Dry – Vacuum Pumps

■ Cleaning Equipment

- High Efficiency Clothes Washer
- Pressurized Waterbrooms





Technologies Currently Rebated

- **Landscape Equipment**
 - **Weather-Based Irrigation Controllers**
 - **Rotating Nozzles for Pop-Up Spray Heads**
 - **High Efficiency Nozzles for Large Rotary Sprinklers**
 - **Synthetic Turf**





New Technologies To Be Added In October

- **Ice Machines**
- **Central Irrigation Computer System**
- **Turf Replacement**

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Technology Farm System “ICP”

- **Innovative Conservation Program (ICP)**
 - **2001 as a Competitive Grant Program**
 - **\$250,000 Funding**
 - **Criteria**
 - **Innovation**
 - **Water/Energy/Environmental Benefits**
 - **Broad Based Application**
 - **Cost Effectiveness**
 - **Readiness to Proceed**

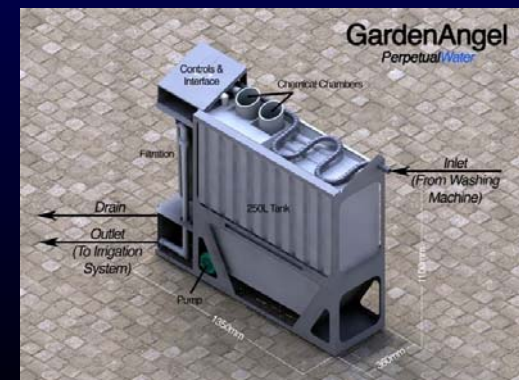
ICP Technologies Studied

- Waterbrooms
- X-Ray Processor Recirculation
- Connectionless Food Steamers
- Synthetic Turf
- Hot Water Recirculation
- Pool Covers
- Flow Control Valves

Current ICP

■ Co-Funded with USBR - \$610,000

- Permeable Paving
- Home Gray Water Systems
- Capture Boiler Exhaust Gas
- Fertigation
- Storm Water Runoff Capture Technologies



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Program Refinements

■ Focus Groups

– Participants and Member Agencies

- Customer Recognition
- Customer Service

■ Program Refinement Committee

– Volunteer Member Agencies

- Web Page Application/Reporting

– Research New Technologies

- Other Water Agencies Rebating
- College/University Studies

Water Savings Performance Program

- Industrial Process

- Commercial Irrigation

- Projects that Don't Fit in the Rebate Box
- No Minimum – No Maximum
- Up to 50% Upfront Funding
- Metropolitan Incentive
- \$3.00 per 1,000 gallons of water saved

Kimberly-Clark Project

- Improvements of \$1.8 Million
- Metropolitan Incentive of \$540K
- Membrane Technology Treatment System
- Collection System to Capture Water for Recirculation
- 550 AF Per Year Savings
- 35% Reduction



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Spin Off Program

“Public Sector Partnership”

■ January 2008

- \$15 million Budget**
- Immediately reduce public sector water use**
- Increase preparedness for Delta uncertainty**
- Create new public agency partnerships**
- Demonstrate water stewardship**
- Maintain public’s commitment to conservation**

“Public Sector Partnership”

- **Public Agency Conservation Audits**
- **Enhanced Device Incentives**
- **Pay-for-Performance**
- **Recycled Water Hookups Incentives**



Spin Off Program

“Regional Residential Program”



- Began July 1, 2008
- \$40 Million 5 Year Program
- Central Marketing
 - One Rebate Form in Retail Stores
 - Large Box Stores Much More Interested
 - Radio and TV Ads Can Be Specific

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Water & Energy Partnerships



Are Water and Energy Savings on your menu?

Restaurants are one of the biggest users of water and energy, and the Metropolitan Water District of Southern California wants to help restaurants by offering rebates for water efficient devices. By installing water efficient Pre-Rinse Spray Heads and Connectionless Food Steamers, restaurants could reduce their water use by up to 132,500¹ gallons each year. Rebates are also available for High-Efficiency Toilets, Urinals, Pressurized Waterbrooms and efficient outdoor landscaping devices such as Weather Based Irrigation Controllers and Rotating Spray Nozzles.

Connectionless Food Steamers
\$485 REBATE or more per compartment

Restaurants often use food steamers to maintain an warm food. Recently, new water efficient, connectionless (pressurized) food steamers, which have no water line or sewer discharge line, have been developed.

Connectionless steamers save an average of \$1,500 gallons per year with an estimated 10-year life. Rebates are available for qualifying connectionless food steamers, with more than ten manufacturers offering water efficient models.



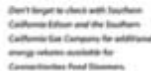
Rebate incentives for
Improving Water Efficiency
in the Commercial Sector



It's easy to participate
Call 1-877-728-2282 for details

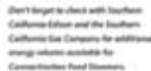


Don't forget to check with Southern California Edison and the Southern California Gas Company for additional energy rebates available for Connectionless Food Steamers.



Pre-Rinse Spray Head
\$60 REBATE or more per sprayer

The amount of hot water used to pre-rinse dishes is significant. By replacing old, high-volume sprayers with a high-velocity, more efficient model, a typical restaurant can save from 1,000 to 51,000 annually in water, sewer and energy costs.



Set the thermostat to savings by installing a new pH / Conductivity Controller on your building's Cooling Towers

It's estimated that water-related energy use consumes about 19% of California's electricity and 30% of its natural gas - so saving water helps save energy as well. One way to save both water and energy is to install a state-of-the-art integrated pH / Conductivity Controller to upgrade your cooling tower water treatment system. Controlling the pH in your cooling tower system helps prevent scaling while increasing its water use efficiency. Improving your system's operational efficiency can also reduce chemical and waste water discharge costs.



SAVE UP TO 40% ON WATER COSTS

In order to qualify for rebates, the controller must measure pH and conductivity. For more information on how to purchase qualifying products, visit www.edisonwater.ca.gov or call 1-877-728-2282 for more information.

pH / Conductivity Controller \$1,900 REBATE or more per device



Water and Energy Efficiency Rebates
Save Water, Save A Buck
Call 1-877-728-2282 for details
www.bewaterwise.com



Forget to turn off your sprinkler timer this morning?

You've got enough to think about... Let a "Smart Controller" do the thinking for you.

It's estimated that water-related energy use consumes about 19% of California's electricity and 30% of its natural gas - so saving water helps save energy as well. Landscape irrigation is the single largest use of water in our cities. Traditional irrigation controllers on large landscapes use timers to turn the sprinklers on and off. Unfortunately, many traditional irrigation controllers are over-watering landscapes because they are not regularly reset for weather or seasonal conditions.

This new generation of "smart" weather based controller waters landscapes according to the needs of the plants and the local weather. These weather based irrigation controllers water landscapes more efficiently, promoting plant and turf health, and saving money. Studies have shown typical water savings to be in the range of 30%-40% annually.

Weather-based irrigation controllers save money, time and water by:

- Self adjusting to eliminate over watering
- Promoting healthy landscapes and reducing the need for replacements
- Automatically shutting off during rain
- Centralizing control via the Internet rather than costly site visits (some models)
- Alerting you via email about any equipment malfunctions so costly problems don't go unnoticed (some models)

Weather Based Irrigation Controllers
\$630 REBATE or more per irrigated acre



Water and Energy Efficiency Rebates
Save Water, Save A Buck
Call 1-877-728-2282 for details
www.bewaterwise.com



Commercial Rebates



1-877-728-2282

More Information

bewaterwise.com

**The Metropolitan Water District and the
Family of Southern California Water Agencies**

213-217-7693

Bill McDonnell

bmcdonnell@mwdh2o.com