

This presentation premiered at WaterSmart Innovations

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Restaurant Retrofit Pilot Program

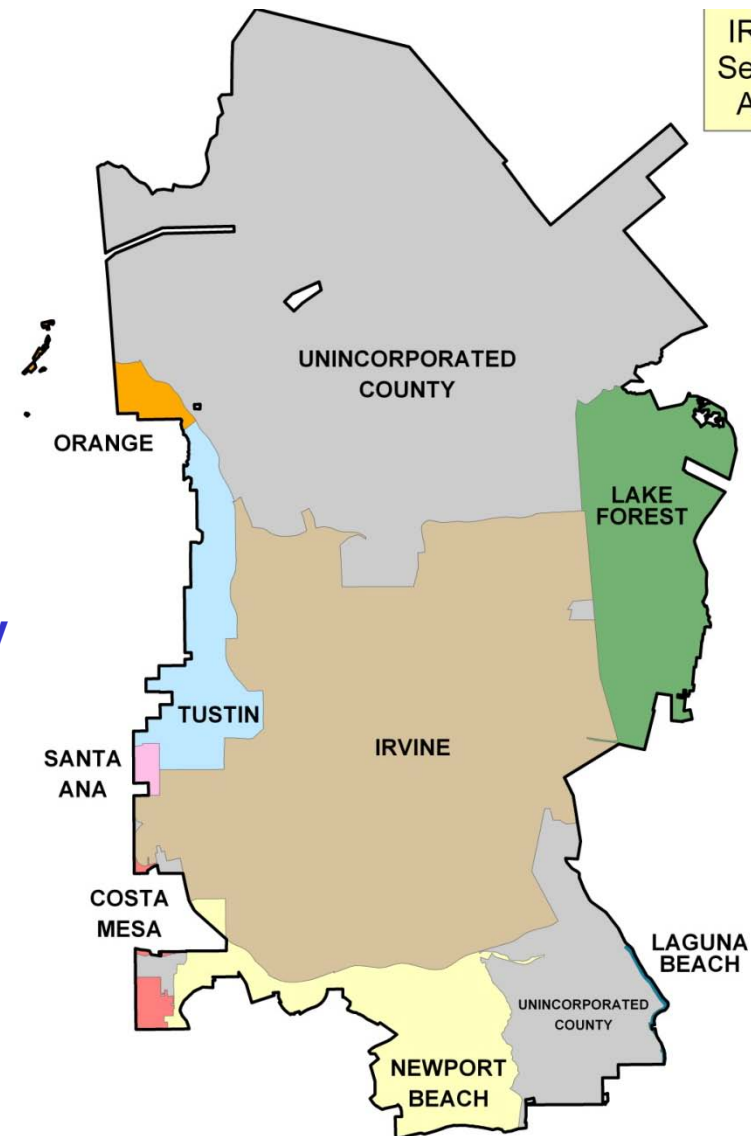
Amy McNulty

Irvine Ranch Water District



Irvine Ranch Water District

- Service area of 179 square miles is over 20% of Orange County, CA
- Serve all or portions of:
 - City of Irvine
 - City of Lake Forest
 - City of Tustin
 - City of Newport Beach
 - City of Costa Mesa
 - City of Orange
 - Unincorporated Orange County





About Irvine Ranch Water District

- Formed in 1961 by landowners to supply water for extensive irrigation purposes and limited municipal purposes; original population = 300
- California Water District providing:
 - Water
 - Hydroelectric
 - Wastewater
 - Recycled water
 - Natural resource management
 - Urban runoff management / control (Modified enabling act in 2000)
- Current Customer Base:
 - Residential Population: 330,000
 - Daytime Population: estimated 500,000
 - Service Connections: 95,800
 - CII Connections: 4,500





Food Steamer Pilot Program - Background

- Direct install program targeting food service industry
- Metropolitan Enhanced Conservation Program Grant awarded December 2006
- Provided \$300 additional funding for:
 - 50 steamers
 - 50 pre-rinse spray valves





Program Goals

- Achieve 157 AF water savings
 - 50 Steamers and pre-rinse spray valves
 - 10 year lifetime
 - 3.14 AF savings per package
- Leverage program funding with existing energy rebates



Funding Sources

- Irvine Ranch Water District
 - Avoided Water/Wastewater Cost - \$2,750
- Metropolitan Water District of Southern California
 - ECP Grant - \$300
 - Existing Regional Rebate - \$485
- Southern California Edison
 - Existing Rebate - \$750
- Customer
 - \$750 + removal costs
- All funds are per steamer compartment





Product Cost

| | |
|-----------------------------|-------------|
| Average Product Cost | \$4,725.00 |
| Irvine Ranch Water District | -\$2,750.00 |
| MWD | -\$785.00 |
| SCE | -\$750.00 |
| Cost to Customer | \$440.00 |
| Disposal | \$300.00 |
| Average cost to customer | \$740.00 |
| Customer Savings | \$4,285.00 |



Customer's Return on Investment

- Without program funding
 - 255 months or 21 years (based on cost of water)
- With program funding
 - 9 months
- Does not include energy savings





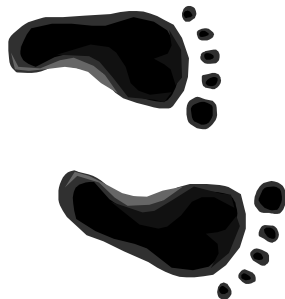
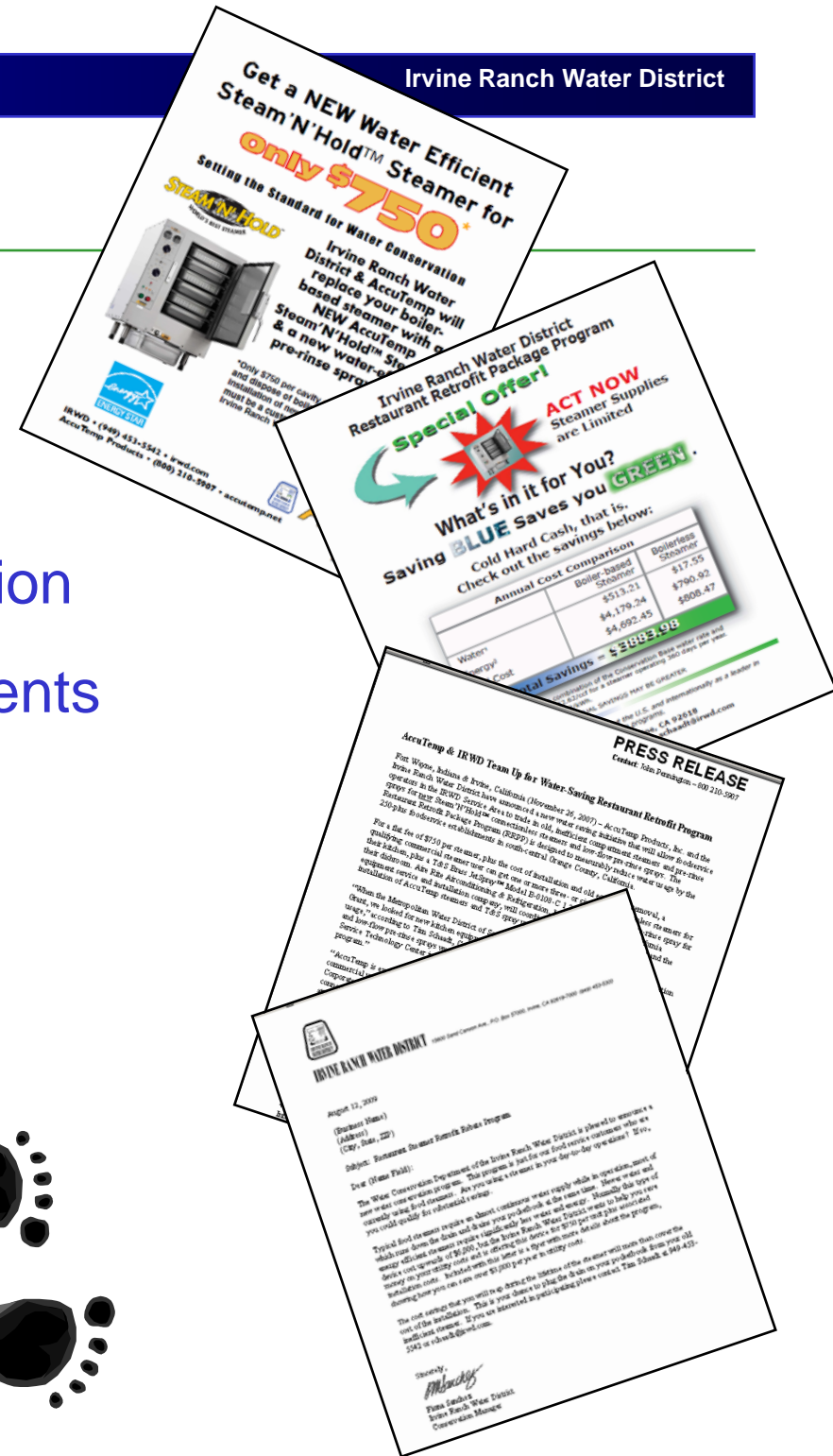
Implementation

- Determined avoided cost for device
- Obtained Board approval for additional funding
- Applied for the grant
- Contracted with manufacturer – AccuTemp
 - Water and Energy efficient product
 - Steam-N-Hold
 - Install new steamer and remove the old one
- Designed application and marketing materials
- Customer database created



Marketing

- Flyers
- Press Release
- Letter to Restaurant Association
- Presence at local industry events
- Targeted potential customers
 - Door to door





Program Process

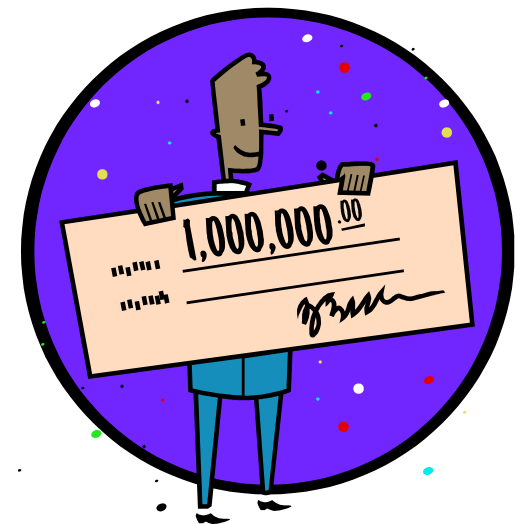
- Determine customer's eligibility
- Complete IRWD application
- Notify the vendor of customer approval
- Install new steamer and pre-rinse spray valve
- Remove the old steamer and pre-rinse spray valve
- Verify installation
- Invoice IRWD for total product cost





Program Process con't

- IRWD pays total product cost per vendor invoice
- Complete Southern California Edison Business Incentives & Services application
 - Customer releases rebate to IRWD
- Submit energy rebate for reimbursement
 - Received rebate as a check
- Submit invoice for grant reimbursement
 - Received as a credit on water bill





Things to Consider

- Device market
 - Challenge to find participants
 - AccuTemp provided many leads
- Energy supply source (gas or electric)
 - Participant's existing steamer had to be electric
 - Energy rebates prohibit fuel switching
- Customer's internal budgeting/purchasing process
- Customer and vendor information required for rebates
- Customer satisfaction with new steamer





Successful Program Components

- Cost effective
 - IRWD total avoided cost \$18,109
 - Total program cost \$13,750
- Additional funding provided by IRWD was the biggest contributor to the program's success.
- Personal attention given to customers.
- Coordination between IRWD, vendor, installer, customer and SCE.





Program Results

- Total of 5 steamers installed at 3 customer locations
- First customer had change in management
 - Steamer found discarded out back
- Second customer had problems with watts
 - Steamers exchanged for higher wattage models
- Third customer relocated
 - Tracking water savings is more challenging



Water Savings

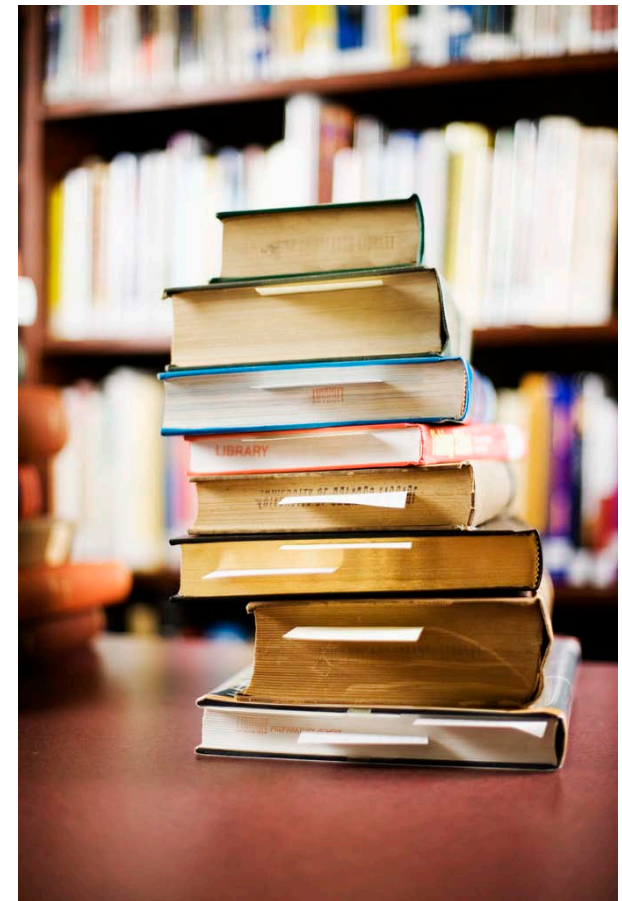
- Steamer & Pre-Rinse Spray Valve
 - 3.14 AF over 10 year lifetime
- Total water savings to date
 - 2,500 CCFs or 6 Acre Feet
- However, cannot attribute all water savings to steamer
 - Multi-tenant centers
 - Customer Relocated
 - pre/post data difference





Lessons Learned

- Know your targeted market
 - Discovered that not many steamers were in use in our service area.
 - Doesn't matter how financially attractive a program is if no one has a use for it.
 - Do your homework. When designing programs, ensure there are customers who can participate.





Lessons Learned continued

- Increase the program duration.
- The lifetime on steamers is 10 years.
 - They are not replaced that often, many business don't want to let them go if they recently purchased new ones regardless of the efficiency.
 - Longer time would allow marketing to reach all customers.
 - Allow customers to include new purchase in budget and long term plans.





Lessons Learned continued

- Include a legal mechanism to ensure the water savings are realized.
 - Steamers not in use will not save any water.
- Contract with manufacturers for both gas and electric devices.
- Include all required information for both utilities on invoices and applications.
 - SCE rebate delayed due to missing address on invoice.



Moving Forward

- Streamline multi-utility rebate process for customers
- Collaborate on program marketing with energy utilities
- Capture embedded energy savings for program funding





Questions?



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