

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Public Sector Water Efficiency Program

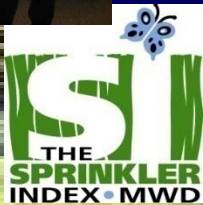


Metropolitan Water District
of Southern California

Metropolitan Water District Conservation Programs

Residential

Commercial Landscape



Programs

- **Commercial/Industrial/Institutional Regional**
 - **Save-Water Save a-Buck**
- **Residential Regional**
 - **SoCal Water\$mart**
- **Water Savings Performance Program (WSPP)**
 - **Industrial Process Improvement Program**
 - **Landscape Water Savings Program**



Metropolitan's Water Supply Alert

June 2007

- **Declare Water Supply Alert**

- **Drafting storage reserves**

- **Urge extraordinary conservation**

- **Cities, counties, retail water agencies**

- **Enact local drought ordinances**

Public Sector Program

August 2007

- Respond to water supply alert
- Immediately reduce public sector water use
- Maintain public's conservation commitment
- Create new public agency partnerships



Program Elements

(\$15 million budget)

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



Conservation Audits

- Free to public agencies
- Indoor audit
 - Inventory devices
- Outdoor audit
 - Valve-by-valve evaluation

Conservation Audit Report

- **Tool for the agency**
 - **Summary of fixtures**
 - **Recommendations and costs**
 - **Available incentives**
 - **Water and sewer savings and payback**
 - **Technology sheets**



Enhanced Device Incentives

- **MWD pay 100% upfront for device**
 - **Up to MSRP and incentive caps**
- **Target**
 - **High savings**
 - **Visibility opportunities**
- **Partnering public agencies pay for install**
 - **Re-tasking existing labor force**
 - **Opportunity for local agency contribution**



Restrooms

- Zero and Ultra Water Efficient Urinal
 - \$1,225 Incentive
- High-Efficiency Toilet
 - \$425 Incentive



Hardscape Areas

- Replace Hose with Water Brooms
- \$380 Incentive



Landscape

- **Smart Irrigation Controllers**
 - Incentive \$1,625 per acre
- **Rotating Nozzle Retrofit**
 - Incentive \$10 per Nozzle
- **Nozzles for Large Rotary Sprinklers**
 - \$90/Nozzle set
- **Synthetic Turf**
 - \$0.75 per/sq.ft.



Pay-for-Performance

- Targeted at short-term actions - behavioral actions
 - e.g. deferred landscaping, stress watering
- Pays \$195/AF, if agency achieves 10% reduction or greater
- Measured against prior meter reads

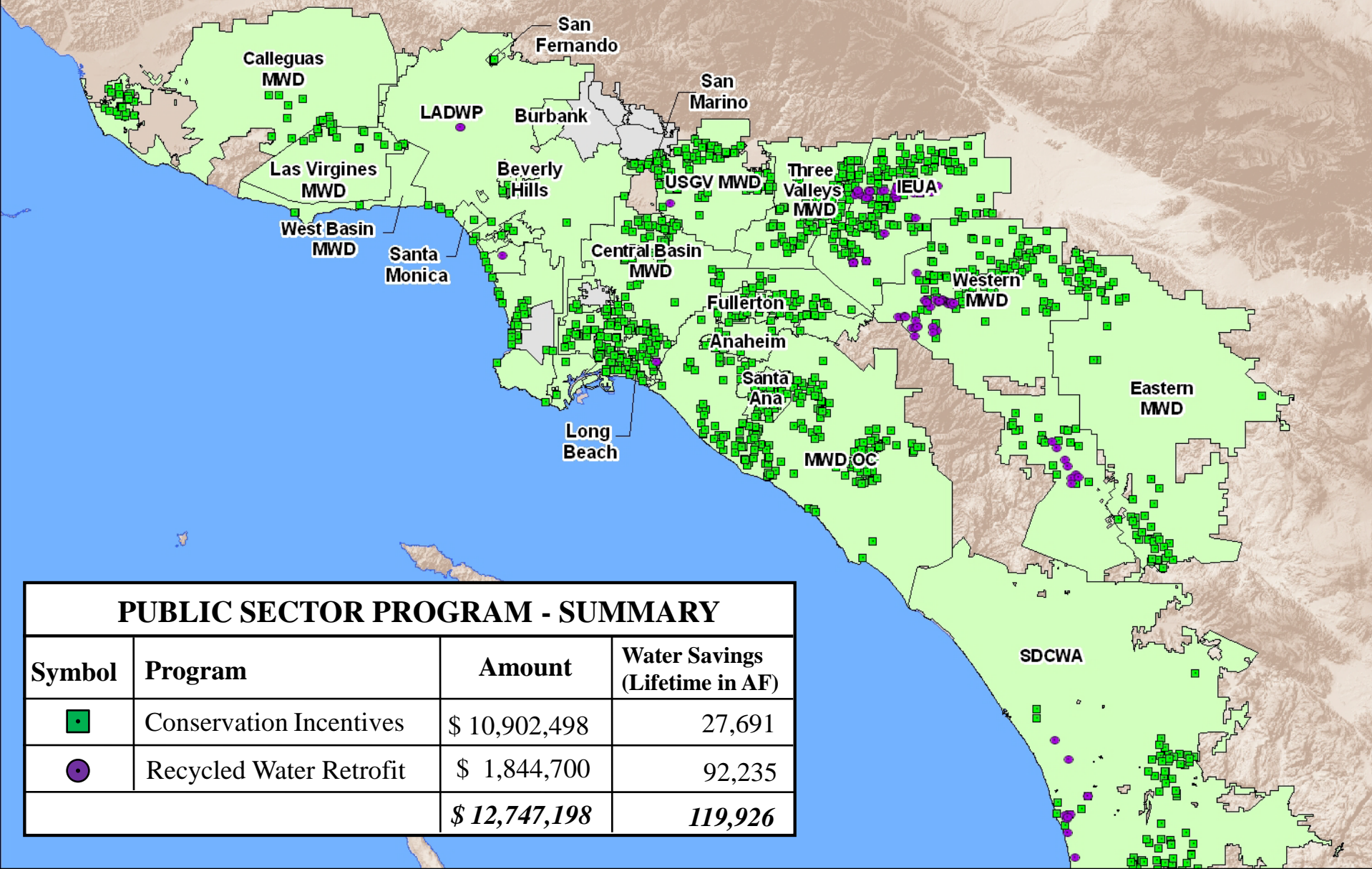
Recycled Water Hookups

- \$250/AF for two years of use
- Paid upon hookup and demonstration
 - Incentive estimated based on prior potable use
 - Customer onsite costs (behind the meter)



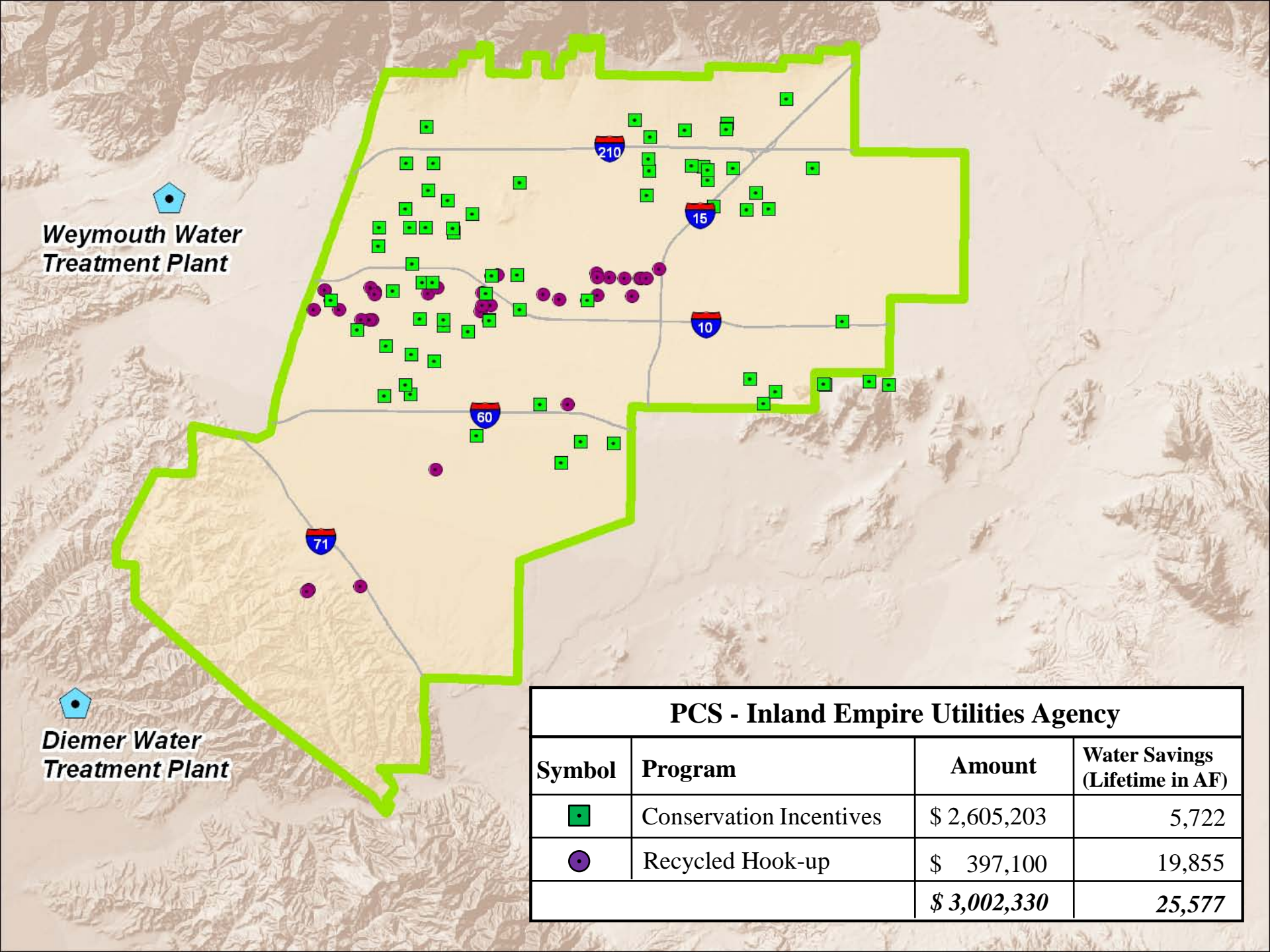
Public Sector Program

Participating Agencies



PUBLIC SECTOR PROGRAM - SUMMARY

Symbol	Program	Amount	Water Savings (Lifetime in AF)
■	Conservation Incentives	\$ 10,902,498	27,691
●	Recycled Water Retrofit	\$ 1,844,700	92,235
		\$ 12,747,198	119,926



**Weymouth Water
Treatment Plant**

**Diemer Water
Treatment Plant**

PCS - Inland Empire Utilities Agency

Symbol	Program	Amount	Water Savings (Lifetime in AF)
■	Conservation Incentives	\$ 2,605,203	5,722
●	Recycled Hook-up	\$ 397,100	19,855
		\$ 3,002,330	25,577

Results

- **\$15 million spent less than a year**
 - **\$11 million for incentives – 73%**
 - **\$1.5 million for audits – 10%**
 - **\$2.0 million for recycled – 13%**
 - **\$0.5 million for administration – 3%**

Enhanced Incentives Used By Fixture

Device	Percentage
Zero and Ultra Low Urinals	29 %
Waterbrooms	22 %
Rotating Nozzles	21 %
Central Irrigation Control	19 %
High-Efficiency Toilets	6 %
Synthetic Turf	< 0.5 %

Enhanced Incentives Used By Funds

Device	Percentage
Central Irrigation Control	60 %
Synthetic Turf	17 %
Zero and Ultra Low Urinals	13 %
Waterbrooms	5 %
High-Efficiency Toilets	2 %
Rotating Nozzles	< 0.1 %

Other Interesting Facts

Number of public agencies participating	71
Total number of audit sites	584
Percentage of audits that moved forward to incentives and retrofits	39%
Average cost of audit per site	\$2,021
Average cost of audit per square foot	\$0.0123
Total number of sites receiving incentives and retrofits	2,110

Information on Metropolitan's Programs

bewaterwise.com

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

213-217-6716

Alice Webb-Cole

awebb@mwdh2o.com