

This presentation premiered at WaterSmart Innovations

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Building a Successful Graywater Rebate Program

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Session Overview

- ▶ City of Santa Rosa & Water–Use Efficiency
- ▶ Programs & Accomplishments
- ▶ History of the Graywater Rebate Program
- ▶ Q&A

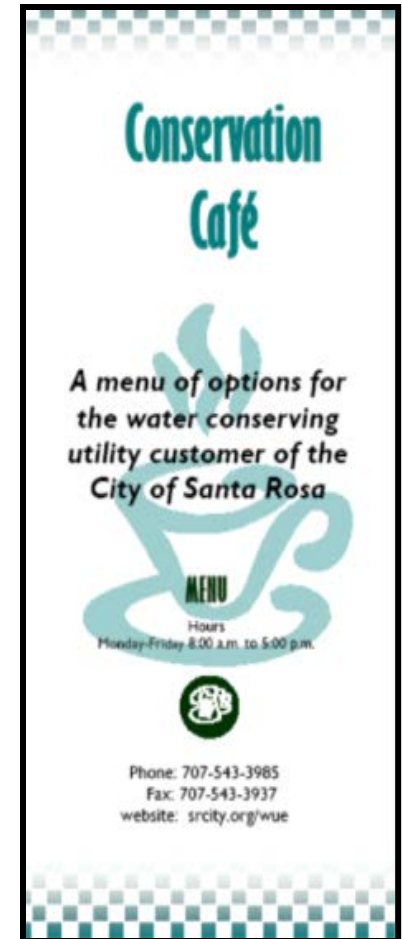
Overview: City of Santa Rosa

- ▶ Population = 169,000
- ▶ Provide service to:
 - 44,000 Residential
 - 3,000 MFR
 - 3,000 CII
 - 1,700 Dedicated irrigation
 - 39 Receiving recycled water
- ▶ Deliver approx 20,000 acre-feet of water per year
- ▶ Treat approx 6 billion gal/year



Water Use Efficiency Program

- Rebates & Incentives
- Residential Check-ups
 - Indoor & Outdoor
 - Free hardware
- Outreach
 - Public Events
 - Website & Current Technology
- Tools
 - ROI Calculator
 - Turf-Time



Key To Our Programs' Success

- Support from Decision Makers
- Work with stakeholders
- Effective outreach
- Fresh ideas.....



Staying ahead of the game

- Going paperless
- Home rating system
- ROI Calculator...the latest buzz!!

Developing the Graywater Rebate

Anticipated changes

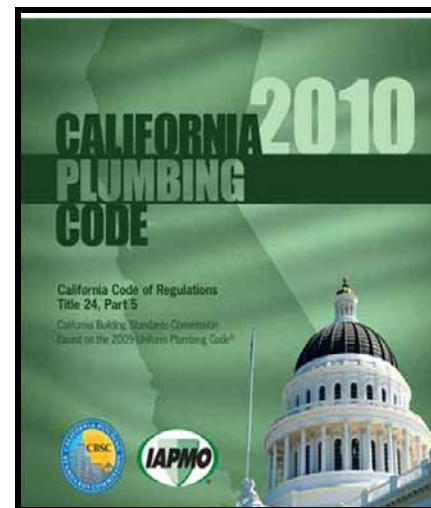
- California Plumbing Code modified August 2009

Work with stakeholders

- Neighboring agencies
- Building Officials
- Non-profit organizations
- Local businesses & Residents

Finding common goals

- Reduce water & energy consumption and GHGs
- Continued use of existing equipment
- Creating jobs
- Saving money



Rebate Options

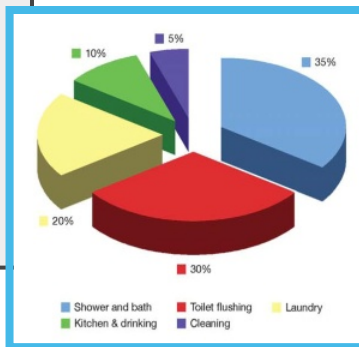
- ▶ \$75 per fixture, or
- ▶ Sustained reduction
 - \$200 for every 1,000 gallons of monthly savings



Graywater must be diverted to a landscaped area

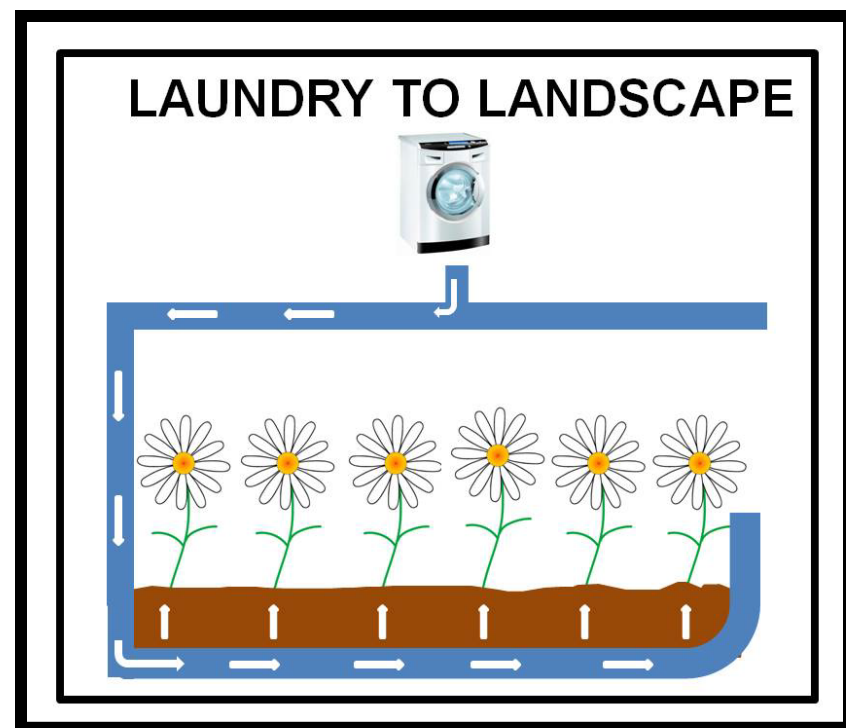
Estimated Average US Household Water Usage

Shower/Bath	35%
Toilet Flushing	30%
Laundry	20%
Kitchen/Drinking	10%
Cleaning	5%



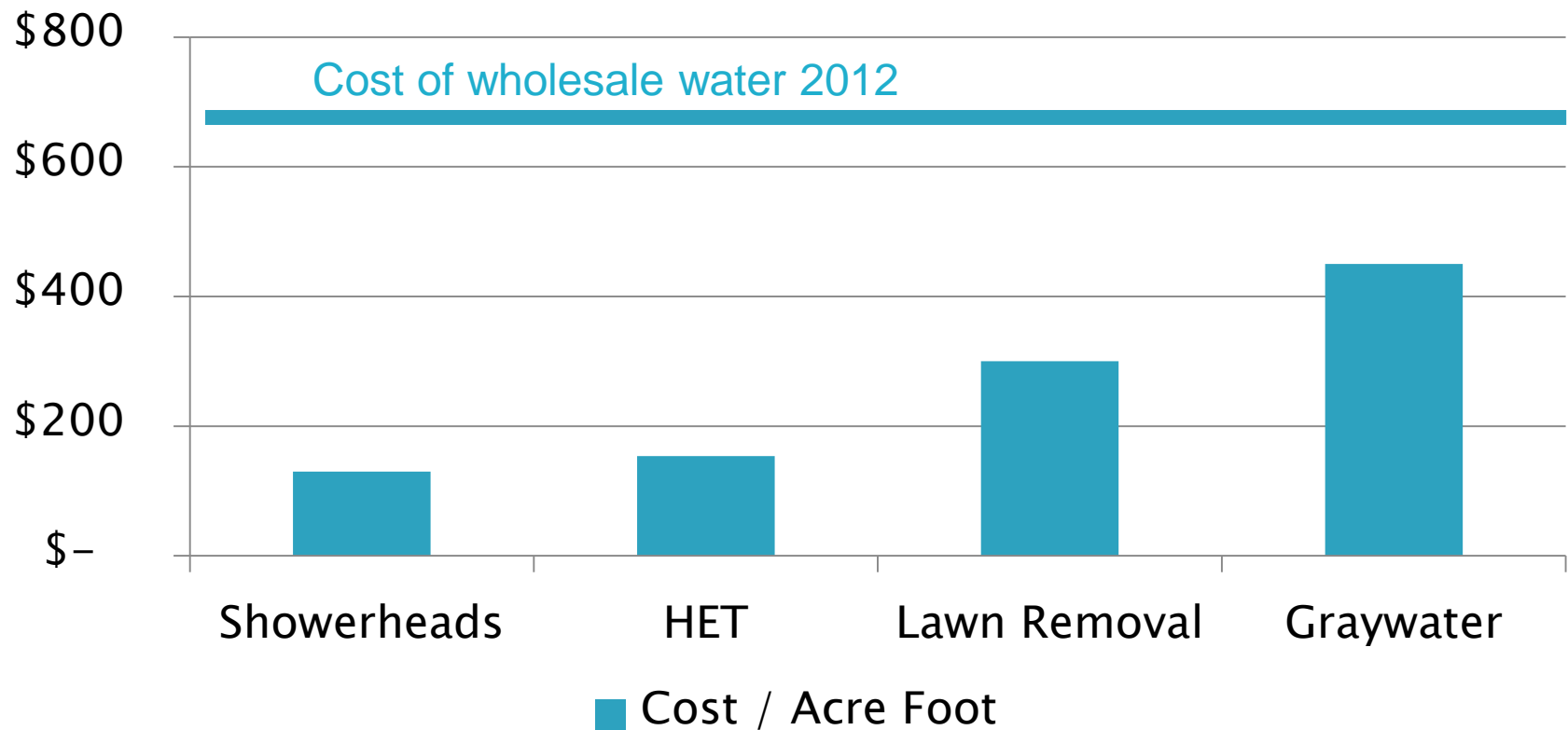
Rebate Considerations

- ▶ Landscape size
 - Square feet
 - Plant material
 - Soil type
- ▶ Graywater generated
 - Household size
 - Bathing time
 - Laundry
- ▶ Developed a calculator to assist customers



Graywater is Cost Effective

Cost / Acre Foot



Rebate Growing pains!!!

A lot of interest during first year

- 50 Pre-inspections
- 2 Completed systems

Design a system to last


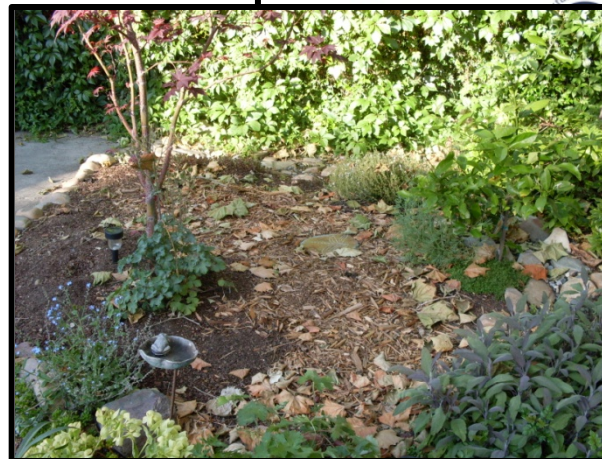
- New or used materials?
- Mulch or rock?
- Funky set-up for annual cleanout

No two systems are the same...



A New Approach

- ▶ Graywater Workshops
- ▶ Do-It-Yourself Curriculum
- ▶ FREE Kit of Indoor plumbing parts....a system even I could install!



Graywater Workshops

Two Options

OPTION 1
August 25, 2012 - Workshop from 9:00 am to 3:00 pm
At the UFO, 35 Stony Point Road
August 26, 2012 - Installation at your home

OPTION 2
September 29, 2012 - Workshop from 9:00 am to 3:00 pm
At the UFO, 35 Stony Point Road
September 30, 2012 - Installation at your home


DAY 1 - WORKSHOP
Hands-on activities to prepare you for your installation.

DAY 2 - INSTALLATION DAY
You will install your Laundry to Landscape system at your home. City staff will stop by and answer any site specific questions.

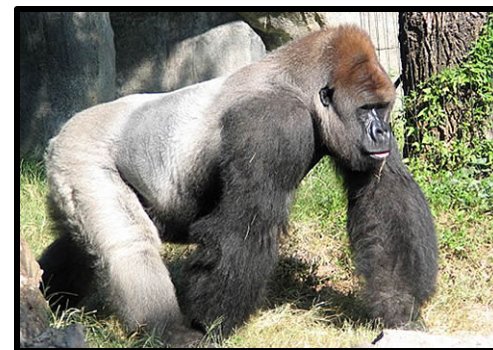
Attendees will receive indoor plumbing parts or be eligible for a \$75 rebate upon installation of the graywater system.

Contact Water-Use Efficiency to sign-up at (707) 543-4523 or email us at wue@srcity.org.

Free



Rebate Benefits



Systems will be installed with or without a rebate.

- ▶ Opportunity to teach
- ▶ Ensure systems are safe
- ▶ Easy legal systems
- ▶ Reduces wastewater
- ▶ Saves water!!

No ponding

No
diapers

Minimize
contact

Contain it on
site

Able to divert to
sewer or landscape

Release
2 INCHES below
the surface

Post an
instruction
manual

No
chemicals

No potable
hook up

Questions



Contact Information

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