

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Low-Income Residential Water Conservation Programs

High-Efficiency Toilet Direct Install Program

WaterSmart Innovations 2012

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Presentation Outline

About the SFPUC

**Low-Income Residential Programs
and Services**

**Residential Low-Income High-Efficiency
Toilet Direct Install Program**

Lessons Learned

Next Steps

Services We Provide

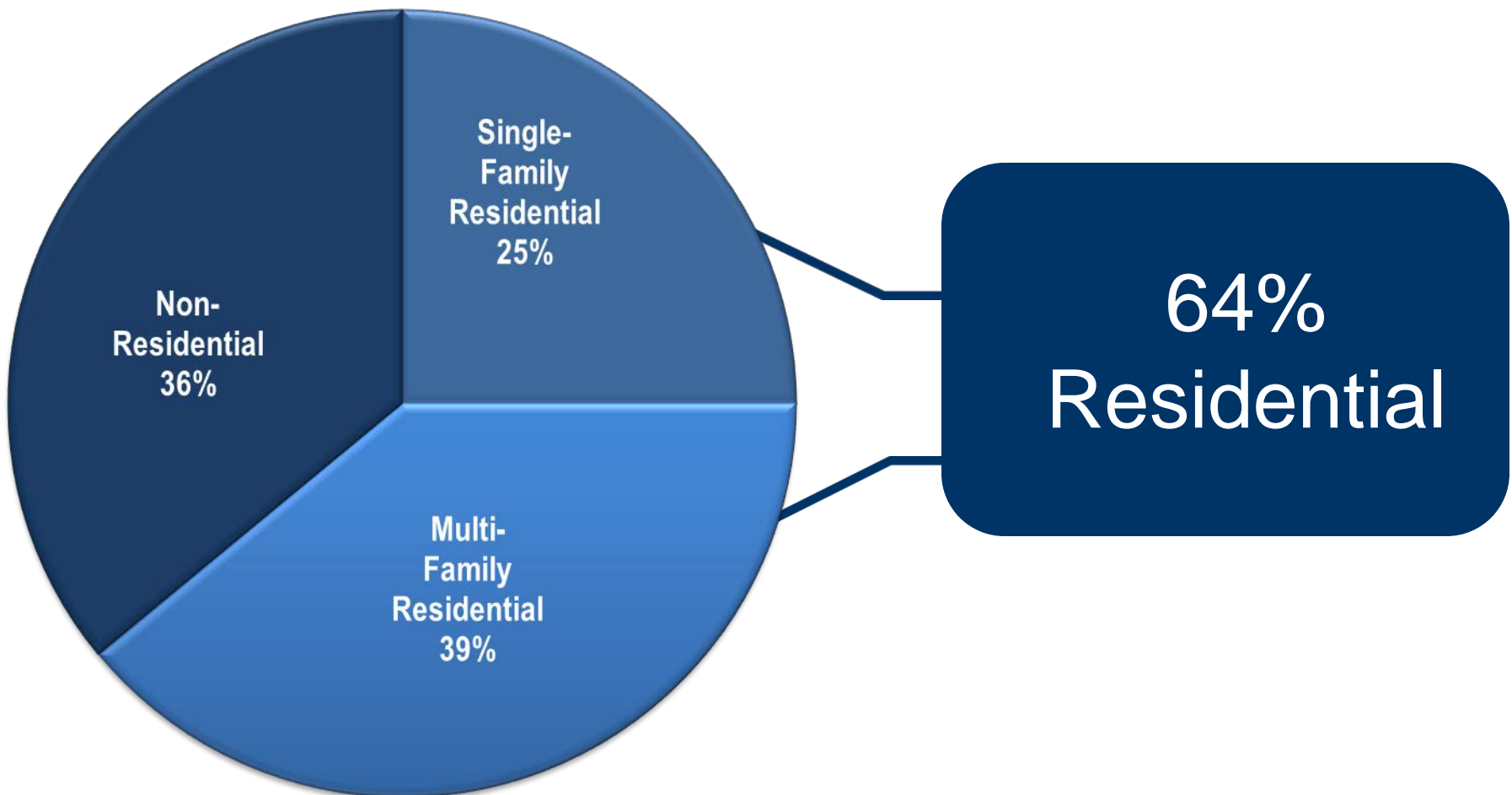


Bay Area Regional Water System



Water Use By Customer Type

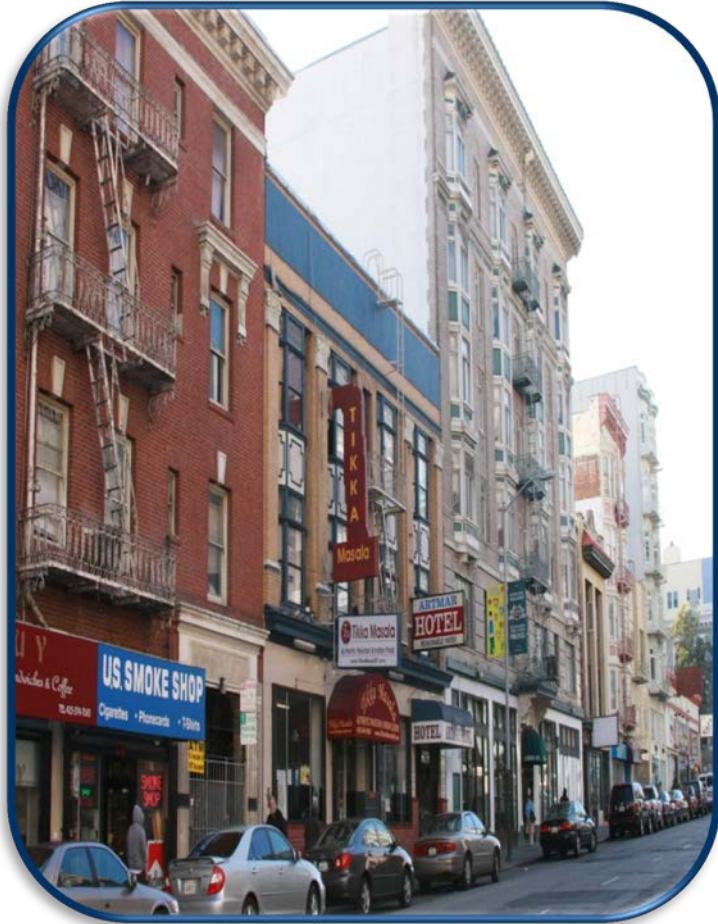
San Francisco Water Use @ 64 MGD



Water Conservation Services



Objectives for Low-Income Services



Single room occupancy hotels

Nearly 12% of San Francisco residents live below the Federal Poverty Level

Reduce adverse impacts of rate increases on low-income households

Help manage utility costs for multi-family affordable housing providers

Partner with customers for more comprehensive water-savings analysis

Residential Low-Income Programs

Single-Family

- 15% reduction on water and 35% reduction on wastewater service rates
- Qualifying households: 200% Federal Poverty Guideline

Multi-Family

- 15% reduction on water and 35% reduction on wastewater service rates
- Available to affordable housing providers subsidized by the City and County of San Francisco

Pilot Program

- High-Efficiency Toilet (HET) Direct Installation for low-income residential properties
- Funded in part by Federal and State grants

High Efficiency Toilet Direct Install



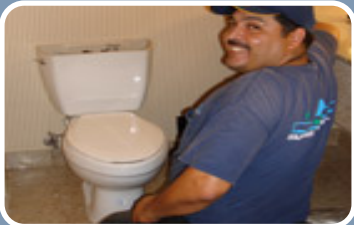
Water-efficiency audits for low-income single-family households and multi-family affordable housing providers.



Installation of free water-efficient devices for all properties.



Properties with 3.5 GPF \geq toilet models qualify for free toilet replacement.

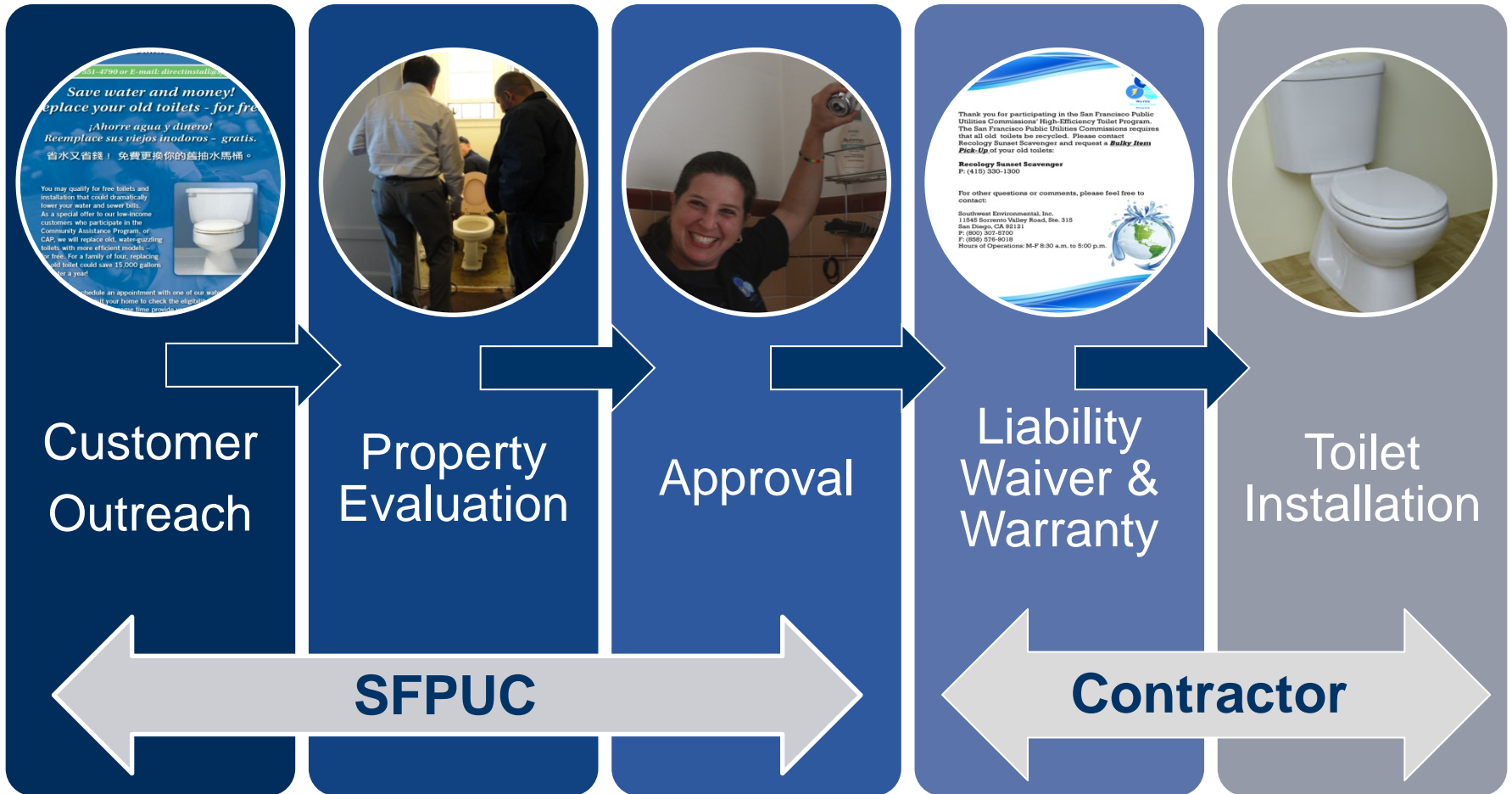


Turnkey installation of high-efficiency toilets by licensed plumbing contractor.

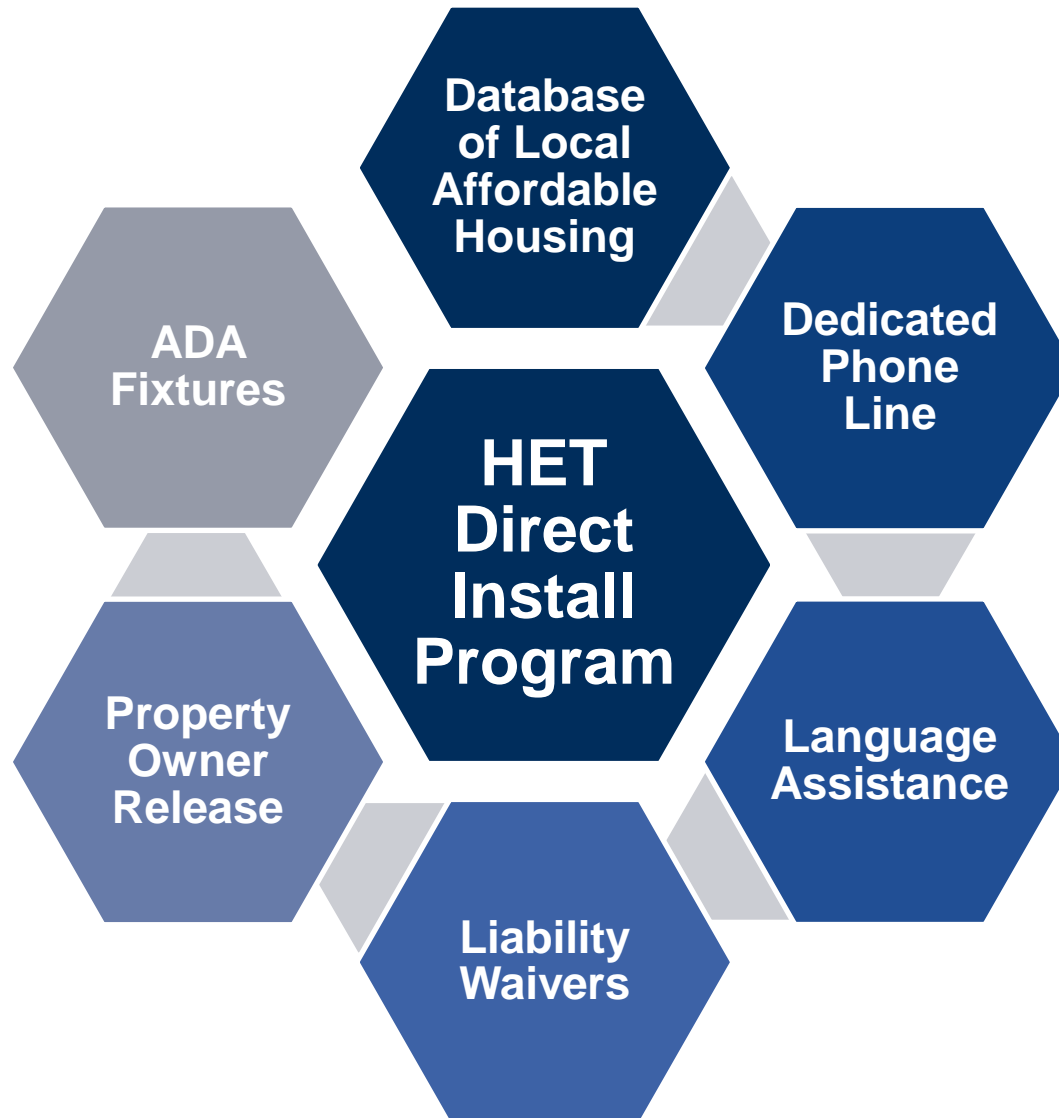
Selecting a Contractor



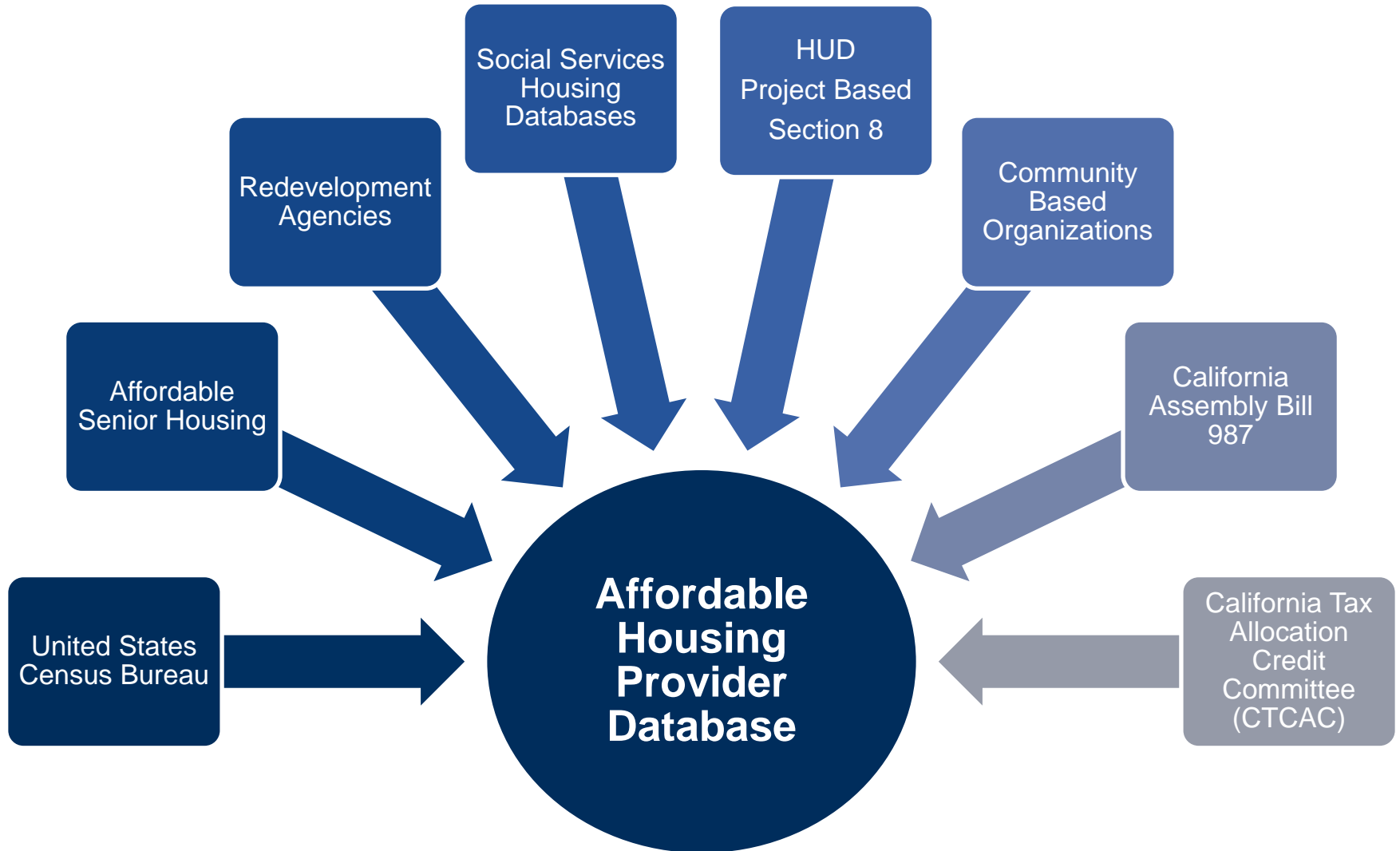
Program Administration



Tools For Success



Identifying Program Participants



Eligible Low-Income Participants

Single-family Households

- Recipients of SFPUC Rate Assistance Program

Multi-family Properties

- Must provide housing for residents with income below 80% of AMI for the San Francisco HUD Metro Fair Market Rent Area (HMFA)



Program Marketing

Media

Press
Release

Trade
Publications

Web
Articles

Direct Mail

Letters

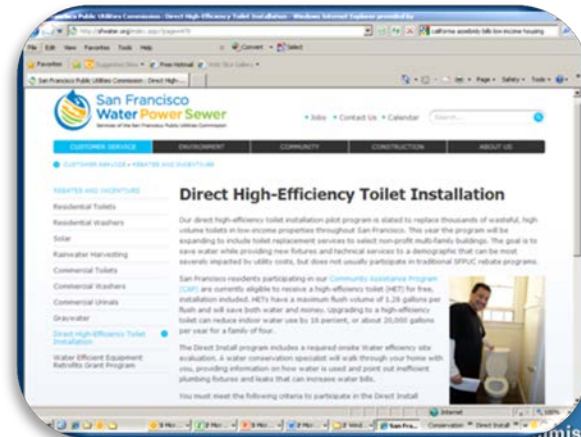
Postcards

Bill Inserts

Direct to Property Manager

Telephone
calls

Door-to-
Door



Call: (415) 551-4790 or E-mail: directinstall@sfwater.org

**Save water and money!
Replace your old toilets - for free.**

**¡Ahorre agua y dinero!
Reemplace sus viejos inodoros - gratis.**



省水又省錢！免費更換你的舊抽水馬桶。

You may qualify for free toilets and installation that could dramatically lower your water and sewer bills. As a special offer to our low-income customers who participate in the Community Assistance Program, or CAP, we will replace old, water-guzzling toilets with more efficient models - for free. For a family of four, replacing an old toilet could save 15,000 gallons of water a year!



Call now to schedule an appointment with one of our water saving experts. We will visit your home to check the eligibility of your toilet for replacement, and at the same time provide you other free water saving devices and information.

2010-2012 Program Participation

| Property Type | Water Efficiency Evaluations | Toilets Installed |
|---|------------------------------|-------------------|
| Single-family  | 6,500 Homes | 2,865 |
| Multi-family  | 55 Buildings | 2,200 |
| Total | | 5,065 |

Preliminary Water Use Findings

Analyzing water use for low-income single-family homes participating in 2010

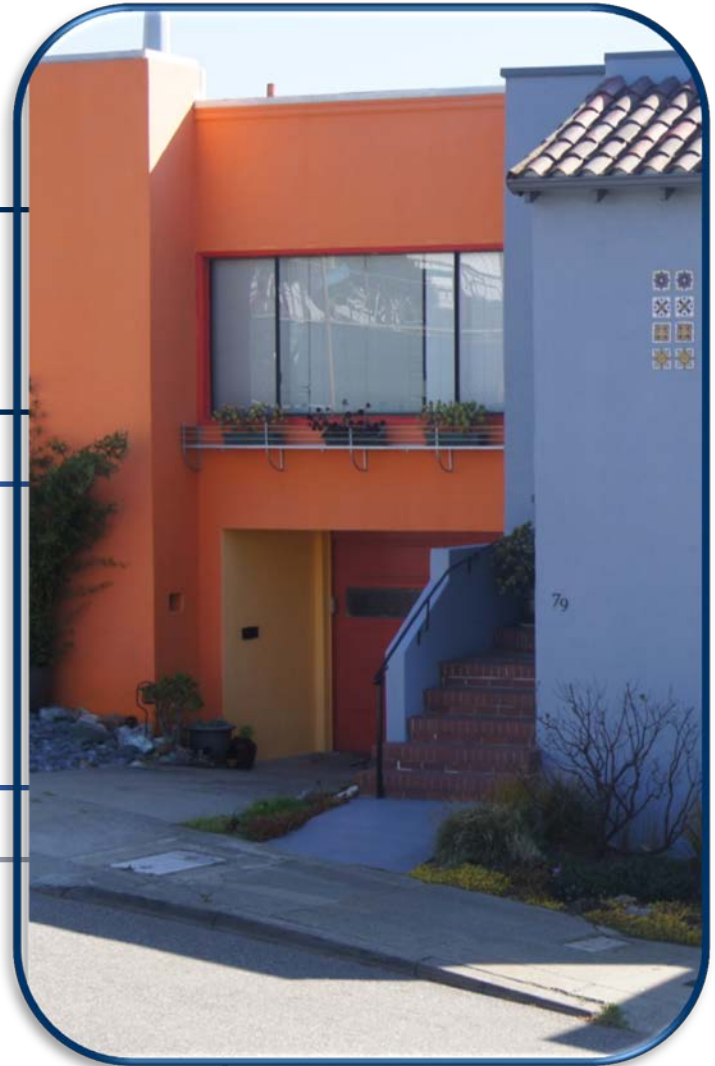
- 2,300 Water efficiency evaluations completed
- 1,200 Households qualified for HET installation

Potential Savings

- Installation of efficient showerheads and aerators for most homes
- 1,650 HET installations
- Leak identification and repair

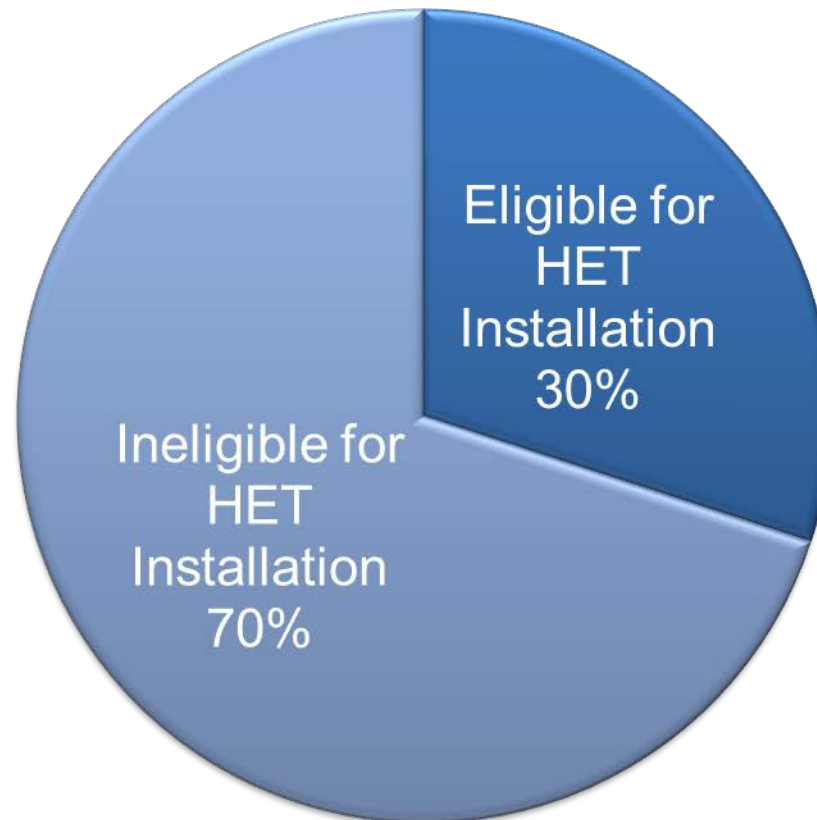
Next Steps

- Continue to monitor water use
- Compare water savings against households participating in HET rebate program



Single-family Toilet Replacement Eligibility

2010-2012: 12,405 Toilets Evaluated



Lessons Learned

Maximize water savings through efficient device installation, leak detection and education during water audits

Ask the experts: Non-profit affordable housing providers

Leverage third-party income verification

Maximize funding through volume installation discounts for multi-family properties

Saturation rates of water-efficient toilets in low-income properties were greater than expected

General public has misconceptions about the quality of high-efficiency toilets

**Help property managers prepare for change...
tenant education required**

Next Steps

Continue HET Direct Installations for low-income residents

Evaluate potential for HET Direct Installations beyond low-income residential

Co-market HET Direct Install with energy-savings programs

Evaluate water savings for program participants

Thank You!

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