

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



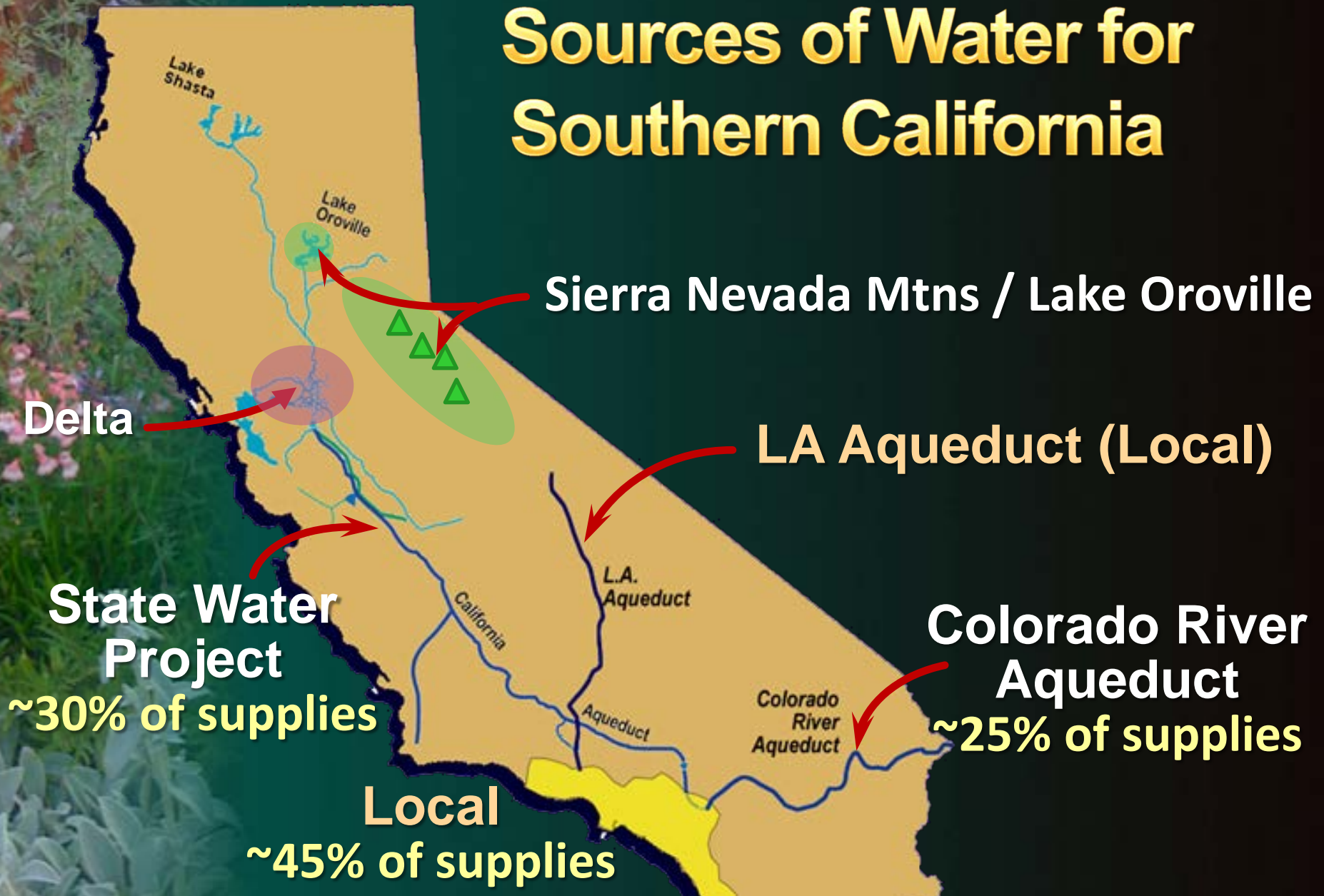
Marketing CII Incentives:

If You Feed Them, They Will Come

WaterSmart Innovations Conference
October 3, 2012
Las Vegas, Nevada



Sources of Water for Southern California



Average Rainfall = 15 inches per year

Metropolitan Water District of Southern California

- Regional water wholesaler to 6 counties, 19 million people over 5,200 sq mi
 - Growth: ~170,000 people/yr
 - \$1 trillion regional economy
 - ~50% of region's retail water supply



A map of Southern California showing the service area of the Metropolitan Water District. The map is color-coded by region: brown for the north (including Los Angeles and San Bernardino), green for the central (including San Diego and Riverside), yellow for the east (including Orange and San Diego), and blue for the south (including San Diego). Major cities like Los Angeles, San Diego, and Orange are labeled. The map also shows the Pacific Ocean to the west and the United States border to the south. A large, dark green, leafy plant is visible in the bottom left corner, partially obscuring the map.

Metropolitan Water District Service Area

- 26 member agencies

“Lunch n’ Learn”

- Established in 2010
- Multiple years without specific marketing
- Significant program changes
- Reengage existing trade allies, gain new ones, and to solicit feedback



Long-Term Goals

- Achieve water savings
- Increase participation
- Increase program awareness
- Educate customers
- Strengthen ties with professionals

SAVE WATER SAVE A BUCK

**Metropolitan Water District of Southern California
and
Los Angeles Department of Water and Power**

Invitation to
Commercial vendors

Lunch n' Learn Workshop

"An educational workshop about water conservation
Commercial, Industrial, Institutional and Multi-Family
REBATE programs in the Greater Los Angeles area."

**Wednesday, December 15, 2010
11:00 a.m. – 2:00 p.m.**

**LADWP - Central Yard
3rd Floor Assembly Room
1350 South Wall Street, Los Angeles, CA 90015**

11:00 am to 11:30 am
11:30 am to 1:00 pm
1:00 pm to 2:00 pm

Registration and Networking
Program Presentation
Lunch, Q&A, Feedback
and Networking

**Please RSVP by Monday, December 6, 2010
Call 1-310-512-5594
E-mail to info@mwdsaveabuck.com**

**Cash Incentives
on Indoor and Outdoor
water saving devices**

Plumbing Fixtures:

- High Efficiency Toilets
- Zero Water Urinals
- Ultra Low Water Urinals

Food Services Equipment:

- Connectionless Food Steamers
- Air Cooled Ice Machines

HVAC Equipment:

- Cooling Tower
- Conductivity Controllers
- pH Conductivity Controllers

Medical Equipment:

- Dry-Vacuum Pumps

Landscape Equipment:

- Weather Based
- Irrigation Controllers
- Central Computer
- Irrigation Controllers
- Rotating Spray Nozzle Retrofits
- High Efficiency Spray
- Nozzle Retrofits

Who should attend this workshop?

Manufacturers, distributors, plumbing contractors, landscape contractors

Hurry!

Seats are limited. Don't miss this GREAT OPPORTUNITY to assist your customers in achieving water and energy savings.

Target Audience

- **Contractors**
 - **Plumbing**
 - **Landscape**
 - **HVAC**
- **Manufacturers and distributors**
- **“3rd party” vendors, consultants**
- **Management companies, business owners**
- **Water industry professionals**



General Format

- Local member/retail agency presentation
- Regional (Metropolitan) presentation
- Program overview, processes, policies
- **Lunch!**
- Q&A and networking



Los Angeles

Chino

El Segundo

Temecula

Fountain Valley

San Diego

Workshops



Costs: *Inexpensive!*

- Site: member agency / local facilities
- Existing handouts & collaterals
- Lunch
- Staff time



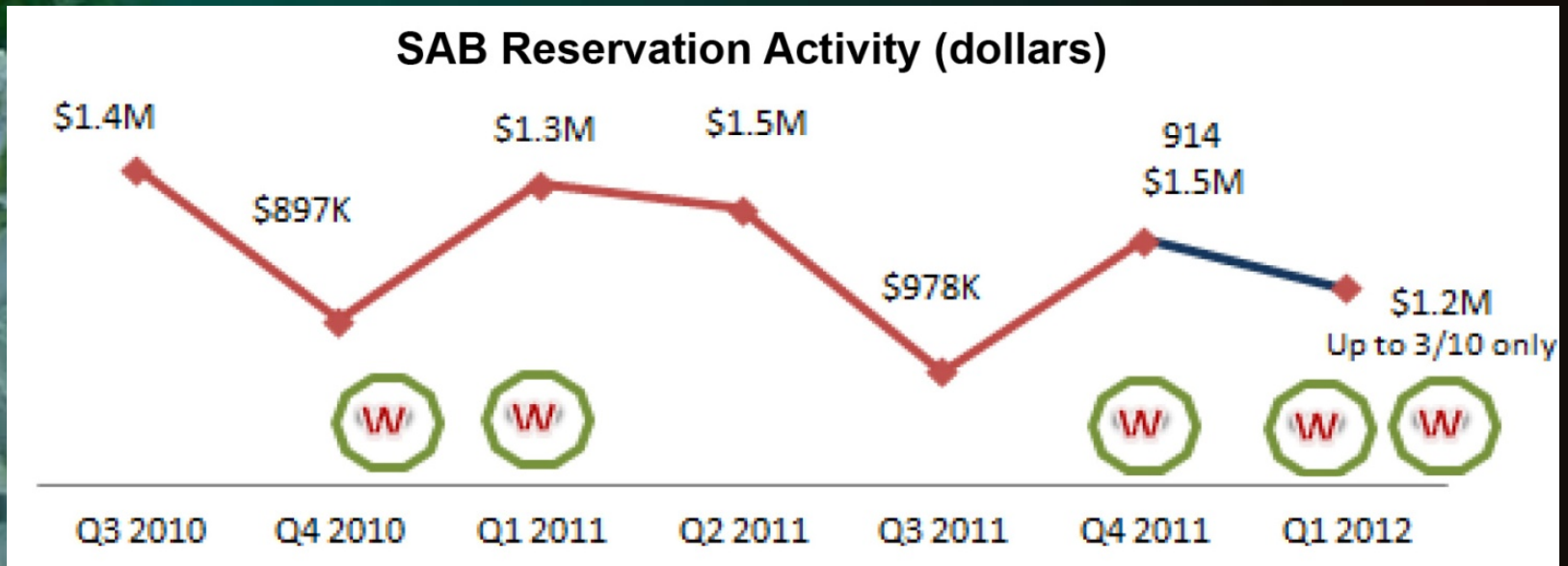
Example: MWDOC February 7, 2011

- Location: Municipal Water District of Orange County (MWDOC) Board Room
- Focus: landscape equipment incentives
- Presentations
 - Bill McDonnell (MWD)
 - Joe Berg (MWDOC)
 - Elaine MacGilfrey & Tiffany Nguyen (SAB)
 - Rob Edelstein (Bottomline Utility Solutions)
- Attendees: 62 guests + 10 hosts
- 43 organizations represented
- Cost: \$1,318.28



Results

- “New” active contractors identified in SAB
- Decreased contractor calls to CSRs
- Retail agency staff better educated
- Direct effects hard to gauge
 - Increased / decreased activity likely also resulted from changed incentives



Surveys Positive

- *What was your perception of the Presentations?*
 - “Very informative and to the point”
 - “I thought it was very well done”
- *What did you like?*
 - “All of it”
 - “Detailed descriptions of how to navigate the website”
- *How could we make it better?*
 - “More round table type discussion to help the industry”
 - “Reduce the peripheral trivia”

Next Steps

- New program vendor, new marketing strategies
- Plan to continue “Lunch ‘n’ Learn” with modifications
 - More aggressively target specific sectors
 - Strengthen ties with contractors and industry professionals
 - Increase coordination with other utilities





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Biography: Gary Tilkian

Gary Tilkian is an Associate Resource Specialist with the Metropolitan Water District of Southern California . Over 17 years at Metropolitan, he's worked on San Francisco Bay-Sacramento Delta issues, local water resources, and currently manages Metropolitan's Regional Commercial Water Conservation Rebate Program: Save Water, Save A Buck. He obtained his BA in Geography (emphasis in Environmental Resources) from UC Berkeley, and his MA in Geography (Fluvial Geomorphology and Climatology) from UCLA.