

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



**Just when you thought it was safe
to get back into the water**



free urinal rebate business



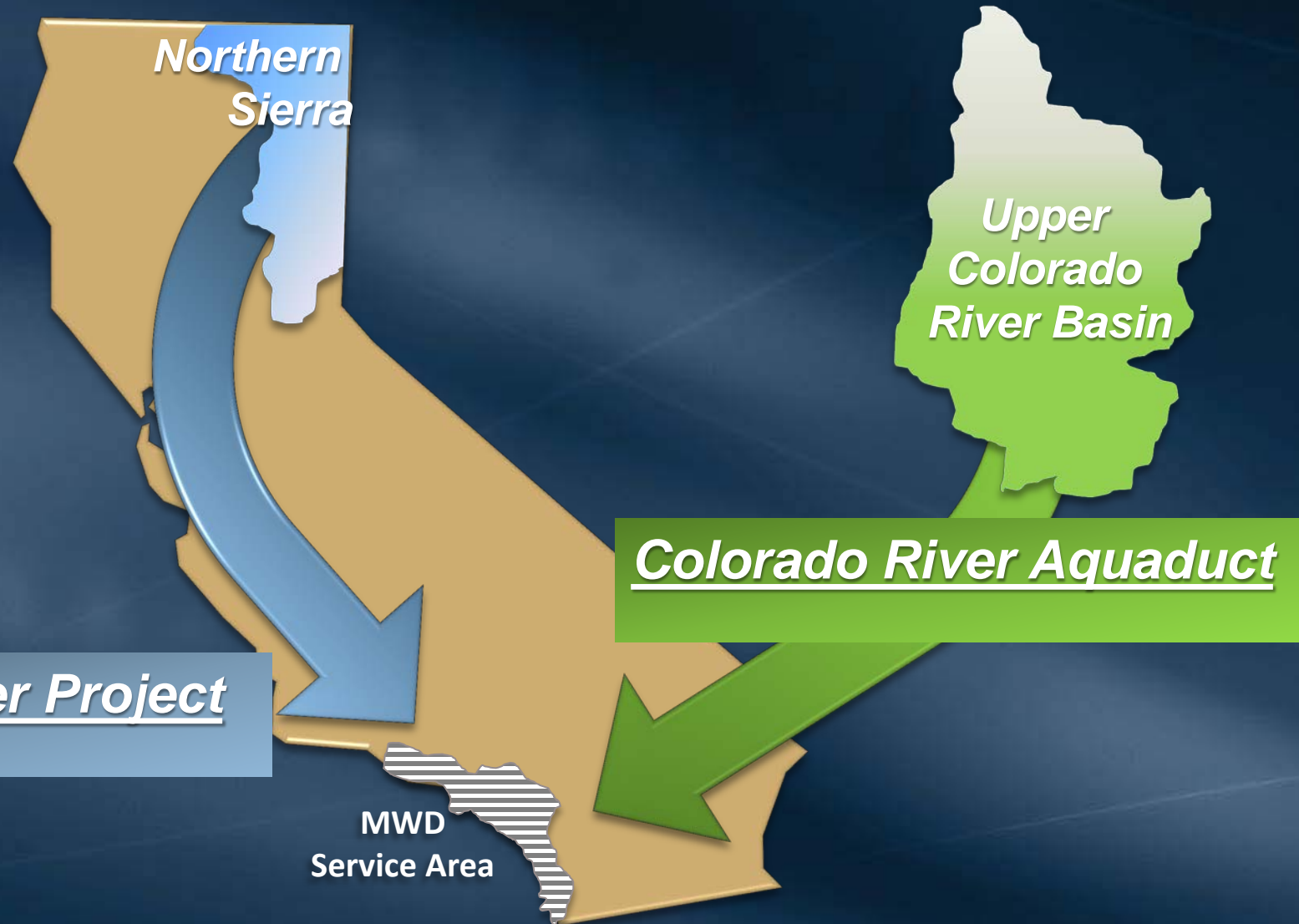
Water Smart Innovations, October 9, 2014

Metropolitan Water District



- 26 Members Agencies
- 19 million people
- Regional economy of 1 trillion
- Meets about half of retail demands

Metropolitan's Imported Water Supply



Rebate Program Background

- In 2004 MWD began rebating on waterfee urinals
- End of fy 2012/13 more than 22,000 rebated
- Average rebate of \$362
- Total cost of rebates \$8.1 million



Scary Stories From The Field

- Being removed in some high profile places
- San Francisco Chronicle - February 2010

State EPA eliminates waterless urinals

“Citing longstanding complaints about wet and smelly restroom floors in its headquarters in Sacramento, the California Environmental Protection Agency has removed its 56 waterless urinals. According to KCRA-TV the devices are estimated to have saved about a million gallons of water during their service life of six years.”

Anecdotal Stories

- Heard that many (or most) customers did not like them and removed them for smell, cost of maintenance, clogging or other issues.



Bad odours from your
men's bathroom
driving away
customers, clients or
patients?



Headlines

What is the Cause of "Stinky Situation" With Waterless Urinals?

Stinky Situation – the Corrosive Case of Waterless urinals

Urine for a surprise - waterless urinals smell

Pee-Yew! Epic Fail of Waterless Urinals in Chicago



Spring of 2013 MWD Field Study

- Conducted random on-site inspection
- 3,173 units or about 14% of total program
 - Restaurants, fast food, bars
 - City facilities
 - Churches
 - K-12 and colleges
 - Supermarkets, office buildings, car dealerships
 - Parks and recreation

Negative Customer Comments

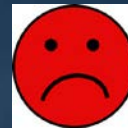


Owner told me that they had to take them out they were backing up just wouldn't work properly

Unsatisfied with the products too expensive to keep up



Cost to keep them up is high the smell is bad pipes plug up



Customer stated he was not happy with them that they were rotting out his pipes

Positive Customer Comments

Customer has 8 is very happy with them and would continue to buy more



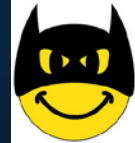
Very happy with product

Very happy with them will be replacing other ones with the waterless

Very convenient want to install more



Great



Expensive but ok



No issues with them



Yes they are satisfied and yes they are still there

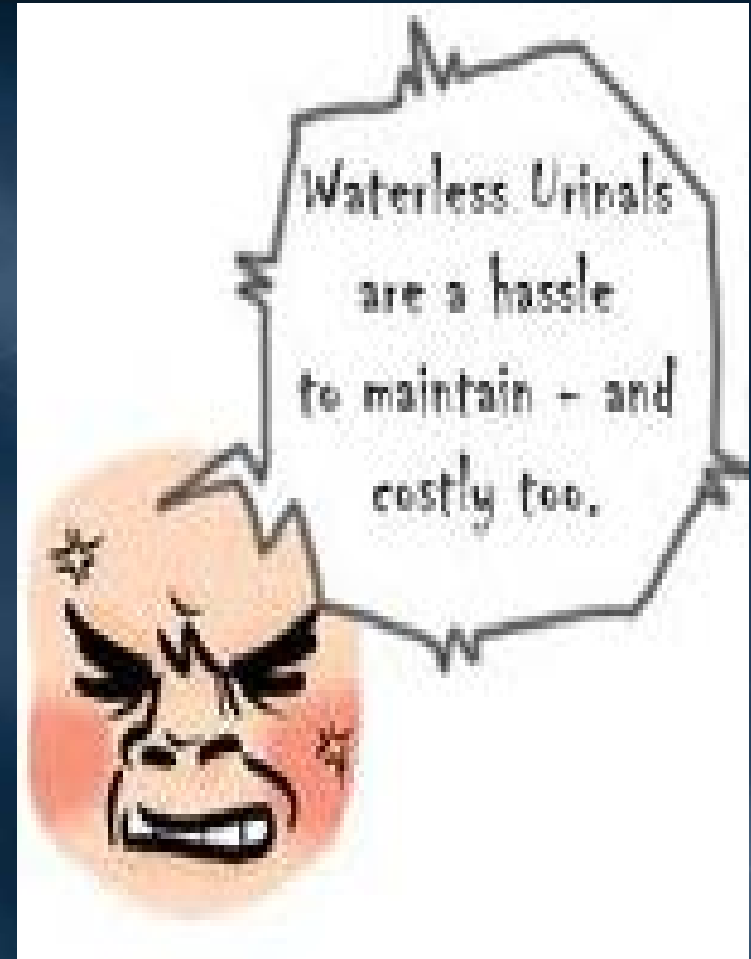


Two Main Reasons Stated for Removal

- Maintenance problems



- Cartridge expense



Data Analysis

- MWD staff economist analyzed field data
- Concluded:



Actual Results

250

or roughly

7.5% had been removed

Conclusions

- Using a 92% retention rate
 - Program with the products removed still had benefit-cost ratio of 2
- Program adjusted cost effectiveness
 - \$160/AF



Recomendations

- Made no changes to rebate level
- Additional studies needed on savings
- Providing information about costs and proper maintenance, whether written or in workshops to customers would be helpful

Questions?

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