

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Water Smart Innovations 2016

## Are Restaurants Thirsty For Water Savings?



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## Are Restaurants Thirsty For Water Savings?



# 2015 Emergency Water Conservation Regulations

- Mandatory Water Use Restrictions started in March
  - Primary focus was outdoor irrigation
  - Also included water use in hospitality sector
    - In restaurants, drinking water served only upon request
    - Hotels and motels must offer guests the option not to have linens and towels laundered daily



# Sweetwater Authority's Board of Directors



- Direction to staff
  - Conduct outreach to hotels and restaurants
    - Remind businesses of water use restrictions
    - Share information on incentives to reduce water use in equipment
    - Initial focus on restaurants



# Sweetwater Authority service area statistics/ description

- Southwestern San Diego County
  - 32 sq mile service area
  - 187,000 population in National City, Chula Vista and Bonita, CA.
  - 32,974 metered connections
    - 8% are commercial
  - Chula Vista and National City qualify as Disadvantaged Communities (DACs)



# Implementation Plan for outreach to restaurants



- Look at options for sharing water efficiency messages
- Identify sit-down style restaurants in service area
- Develop outreach materials
- Disseminate information



# Options for sharing water efficiency messages

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- Develop collaborative partnership with restaurant retail industry organizations
- Direct mail using
  - Existing information from others
  - Develop in-house materials
- Social media
- **Site visits to each restaurant**

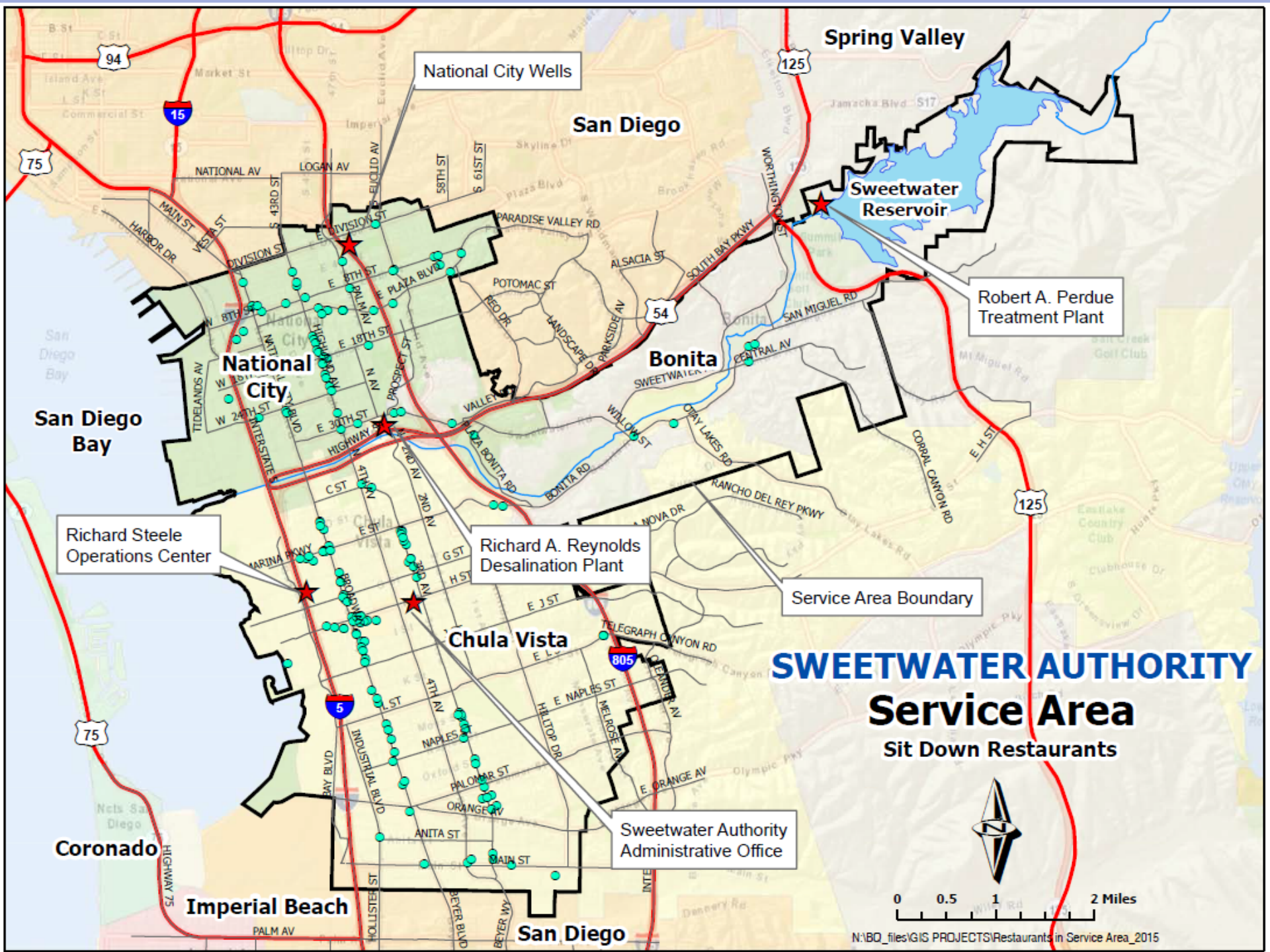




# Identifying/ finding the “sit down” restaurants

- Look at options for sharing water efficiency messages
  - Identify sit-down style restaurants in service area
  - Develop outreach materials
  - Disseminate information
- Account database search
    - Account records denote food establishments but lack other detail (wholesale, retail, mobile, name [sometimes], etc.)
  - Recruit Information Systems/ GIS staff for assistance
    - Data “cleaning” of initial list
    - Map of sit down type restaurants





Spring Valley

San Diego

Sweetwater Reservoir

Robert A. Perdue Treatment Plant

Bonita

San Diego Bay

National City

Richard Steele Operations Center

Richard A. Reynolds Desalination Plant

Service Area Boundary

Chula Vista

# SWEETWATER AUTHORITY Service Area

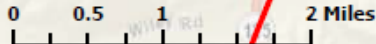
Sit Down Restaurants

Sweetwater Authority Administrative Office

Coronado

Imperial Beach

San Diego



# Developing outreach materials

- Look at options for sharing water efficiency messages
- Identify sit-down style restaurants in service area
- Develop outreach materials
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- What do we want to share?
  - Industry best practices / tips for water efficiency
  - Rebates from SoCalWaterSmart for kitchen equipment and restroom plumbing devices
  - Rebates from local energy utility, our organization, and MWD
  - 3 water use prohibitions



## Water Efficient Devices and Rebates for Restaurants

Most of a restaurant's water use occurs in the kitchen, for cooking and dishwashing. Restrooms follow kitchens as the main users of water in restaurants.

Luckily, there are rebates for many water efficient devices that can help restaurants save water and money.

### Rebates from SoCalWater\$mart

#### For Kitchens:

- ◆ Connectionless Food Steamers: \$485/compartament
- ◆ Air-cooled Ice Machines: \$1,000/unit

#### For Restrooms:

- ◆ Premium High Efficiency Toilets: \$40/toilet
- ◆ Ultra-Low and Zero Water Urinals: \$200/urinal
- ◆ Plumbing Flow Control Valves: \$5/valve (minimum of 20)

**REBATES ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS UNTIL THE FUNDING IS EXHAUSTED**



For rebate applications and a list of qualifying devices, visit [www.socalwatersmart.com](http://www.socalwatersmart.com)

### Savings at the sink

Efficient dish washing can save restaurants lots of water. Follow these simple steps to stop those savings from going down the drain:



- ◆ Presoak all dishes in water or used washwater, instead of running water, to rinse them before cleaning in the dishwashing machine or conveyor system
- ◆ Use a brush or other tool to scrape dishes instead of rinsing under running water or with a sprayer
- ◆ Replace the sink's pre-rinse spray valve (PRSV) with a WaterSense labeled model to save water and money. Replacing one PRSV can save restaurants over \$100 per year. More info here: [www.sweetwater.org/prsv](http://www.sweetwater.org/prsv)

Call the Water Efficiency Helpline at (619) 409-6779 or email [waterefficiency@sweetwater.org](mailto:waterefficiency@sweetwater.org) for more information on ways your business can save water

## Additional Water-Saving Resources

### Sweetwater Authority STEP Grant

Commercial customers in the Sweetwater Authority service area can apply for the Savings Through Efficiency Program (STEP) grant, which offers up to \$5,000 for equipment retrofits or innovative projects/devices which maximize water efficiency. Visit [www.sweetwater.org/STEP](http://www.sweetwater.org/STEP) for more information.

### SDG&E Rebates

SDG&E's Energy Efficiency Business Rebates program can help restaurants offset the cost of installing energy and water-efficient food service equipment, including refrigerators, ice machines and food steamers. Visit [www.sdge.com/rebates-finder/earn-rebates-your-improvements](http://www.sdge.com/rebates-finder/earn-rebates-your-improvements) for application information.

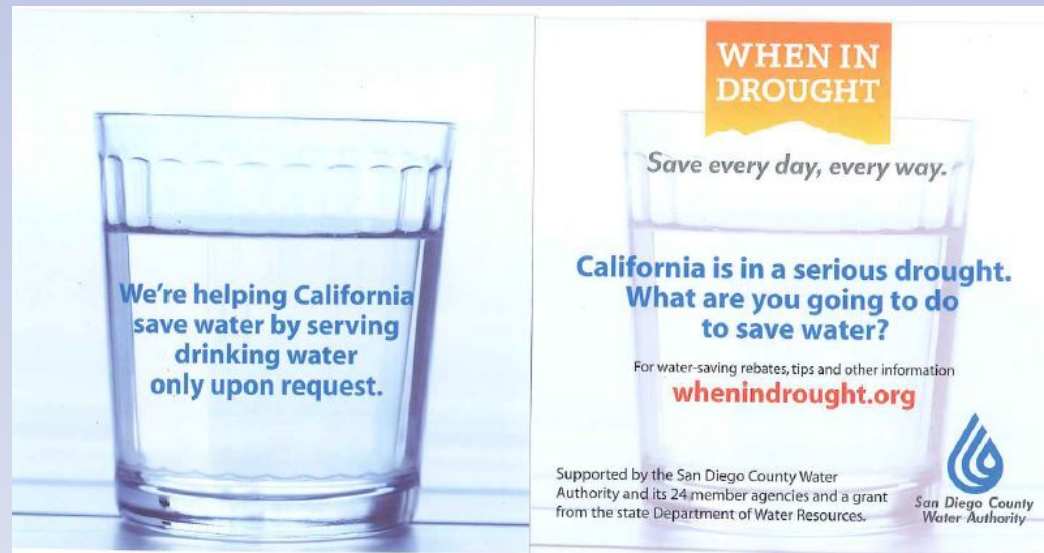
### Water Savings Incentive Program (WSIP)

The Metropolitan Water District's WSIP program offers incentives to commercial customers for replacing or installing new water-efficient equipment or for changing processes to improve water use. WSIP incentives are paid based on the amount of water saved, up to \$0.60 per 1,000 gallons saved per year over the project life, up to a maximum of 10 years. Visit [www.bewaterwise.com/Water\\_Saving\\_Incentive\\_Program\\_Brochure\\_v08c.pdf](http://www.bewaterwise.com/Water_Saving_Incentive_Program_Brochure_v08c.pdf) for more information.

# Developing outreach materials

- Look at options for sharing water efficiency messages
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- Info we want to share (cont'd)
  - ...
    - “Water Served Upon Request” table tents provided by county wholesaler, San Diego County Water Authority



# Hitting the streets, getting into the restaurants

- Look at options for sharing water efficiency messages
- Identify sit-down style restaurants in service area
- Develop outreach materials
- Disseminate information

***“I’m from the water utility and I’m here to help.”***



# Restaurant site visits

- Who to speak with?
  - At least the manager, owner is better
- What do we say?
  - Share a brief message on incentives, how they can save money
- What do we provide?
  - Tri-fold brochure and table tents
- When do we visit?
  - If it's busy, it's not a good time
  - Between lunch and dinner, but optimal time varies for many



# A wide range of attitudes and levels of acceptance were encountered

- Confused, doesn't understand the message





# Measuring outreach effectiveness

- Did the restaurants reduce water use?
  1. Are they serving water only upon request?
    - “Yes”, 76%. (61 – 91%)
      - Probably closer to lower side
    - Survey of randomized subset of those we visited
      - 95% Confidence level
      - Confidence interval of 15



# Measuring outreach effectiveness, part 2

- Did the restaurants reduce water use?
  2. Measuring water consumption
    - Analyzed data for 99/ 111 restaurants for 2015 and 2016 (Jan – May each year)
    - Overall 4% reduction (485.7 HCF ) observed



# Other take-aways from outreach effort

- Account information in Finance customer records / database
  - Add a new descriptive field, e.g., restaurant type
  - Update those accounts containing out of date information



# Questions?

