This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
SURVEY SAYS...

“People _______ Their Rain Barrels”

Metropolitan Water District of Southern California

Bill McDonnell

October 2017

www.bewaterwise.com
Water Wholesaler
26 Members Agencies
5,200 square miles
19 million people
4 MAF average regional water demand
Metropolitan Water District of Southern California

Northern Sierra

Lake Oroville
Sacramento & Feather Rivers

San Luis Reservoir

Bay-Delta

Lake Mead

SWP
1.33 MAF
(10 yr Average)

MWD Service Area

CRA
0.73 MAF
(10 yr Average)

MWD Demand
2.1 MAF
Cities
- Brea
- Buena Park
- Fountain Valley
- Garden Grove
- Huntington Beach
- La Habra
- Orange
- Newport Beach
- San Clemente
- San Juan Capistrano
- Seal Beach
- Tustin
- Westminster
- Yorba Linda

Water Districts
- EOCWD
- El Toro
- Emerald Bay
- Golden State
- IRWD
- Laguna Beach County
- Moulton Niguel
- OCWD
- Santa Margarita
- Serrano
- South Coast
- Trabuco Canyon

Retail Water Agencies of Orange County

SoCal WaterSmart

www.bewaterwise.com
Our first rain capture program
Introduced in September 2013
As a $500k pilot program
$75 rebate
4 rain barrels per home
“Gateway Rebate?”
Rain Capture Program - FULL

- By May 2014
  - Only 7 months from implementation
  - Over 6,500 RB rebates
  - About 95% budget
  - Request move from pilot permanent program
At May 2014 Board
Authorize to have Rain Barrels in our Regional Rebate Program
Part of our overall budget
Popularity Continues

- Doing about XXXX per month
- Distribution events
- Rebates at large box stores
- Direct install by vendors
PAC Recommends:
- Add Cisterns to the Program
- Cisterns: at least 200 gallons
- Rebate for cisterns: $300/unit (regardless of size)
- Board approves November 2015
Rain Capture Just 2 Years from Launch

As of 7/2016

- ~ 100,000 Rain Barrels
- @ $75 = $7.5M

“Gateway Analysis?”

- 7% of customers requested rebates for other devices

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Program Advisory Committee (PAC)
More Rain Barrel Modifications

- Rebate reduction to $35
- Limit to 2 per home
- Phased in approach
Was $300 for 200 gallon or more

Change to tiered rebate

- 200-500 gal: $250
- 501-999 gal: $300
- 1,000+ gal: $350

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More Rain Barrel Modifications

- Rebate reduction to $35
- Limit to 2 per home
- Phased in approach
Successful

Units Rebated

- Rain Barrel/Cisterns

<table>
<thead>
<tr>
<th>Year</th>
<th>Units Rebated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>4k</td>
</tr>
<tr>
<td>2012</td>
<td>13k</td>
</tr>
<tr>
<td>2013</td>
<td>91k</td>
</tr>
<tr>
<td>2014</td>
<td>56k</td>
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</tbody>
</table>

Total of 164,000

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Rain Barrel Customer Survey

October of 2016 conducted online survey
44,000 paid rebate applications
Survey sent to 2,500 rain barrel customers
843 responses
Why did you get a rain barrel?
(Multiple answers allowed)

- Water plants: 94%
- Conserve water: 86%
- Control soil erosion: 8%
- Control runoff: 23%
- It was free: 23%

73% Say that rain barrel reduced total household water use

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<table>
<thead>
<tr>
<th>Device</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water efficient toilet</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Low flow showerhead</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>High efficiency clothes washer</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Irrigation controller</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>High efficiency irrigation spray heads</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>Other water conserving device</td>
<td>24%</td>
<td>76%</td>
</tr>
</tbody>
</table>
Likelihood of ...

- Recommending that others get a rain barrel: 81%
- Purchasing another water conserving device: 67%
Since getting a rain barrel you?
(Multiple answers allowed)

- Become aware of conservation: 49%
- Purchased an indoor device: 16%
- Made changes to landscape: 70%
- Recommended rebates: 65%

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Willingness to pay

- Less than $25: 32%
- $26 - $50: 35%
- $51 - $100: 29%
- More than $100: 5%
Tell us about your rain barrel(s)

50 gallons is a shockingly small amount of water

Fantastic program to help promote water conservancy

I love it!

I do use the barrels with grey water

Difficult with gravity only use

Happy that I invested in the barrels

Didn't get enough rain to fully utilize system

Cannot recall how we got this; believe it was free

I also think they are attractive, especially with a rain chain

I purchased a small barrel to receive the water from my air conditioner

Difficult to fully empty

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Tell us about the rebate program

It is excellent, we need higher participation rates

Great program if it rains in California

Great program if it rains in California

This program is very good

A+

Great program

Thank you!!!

Faster pay on rebate

Appreciated the rebate

Helpful, we’re on a fixed income

Rebates should not be taxable income!

I love it – just need more rain!!
A CONCLUSION IS THE PLACE...

WHERE YOU GOT TIRED OF THINKING.
Questions?

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