

# This presentation premiered at WaterSmart Innovations

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**SURVEY  
SAYS...**



*“People \_\_\_\_\_ Their Rain Barrels”*



**Metropolitan Water District of Southern California**

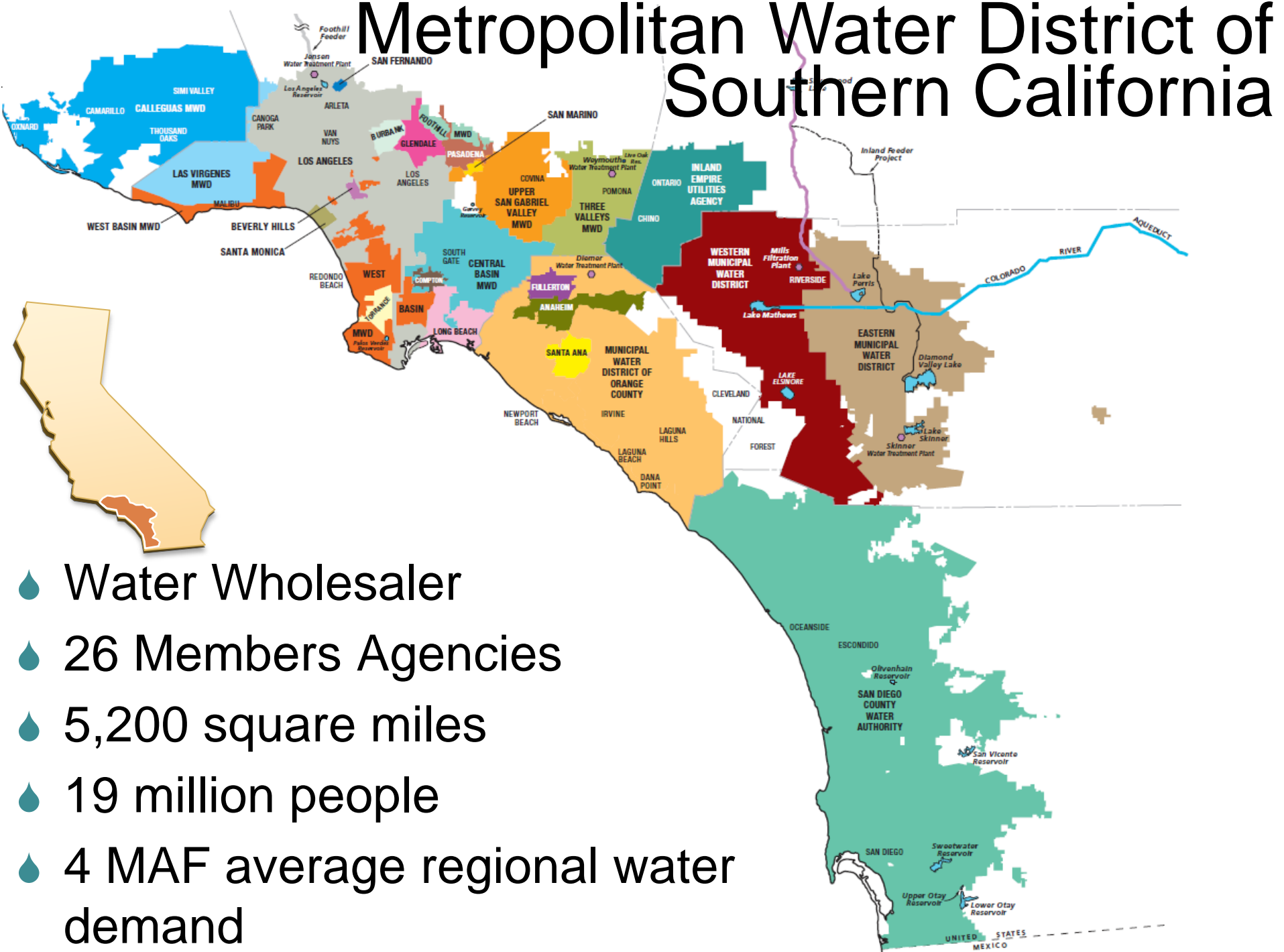
**Bill McDonnell**

October 2017

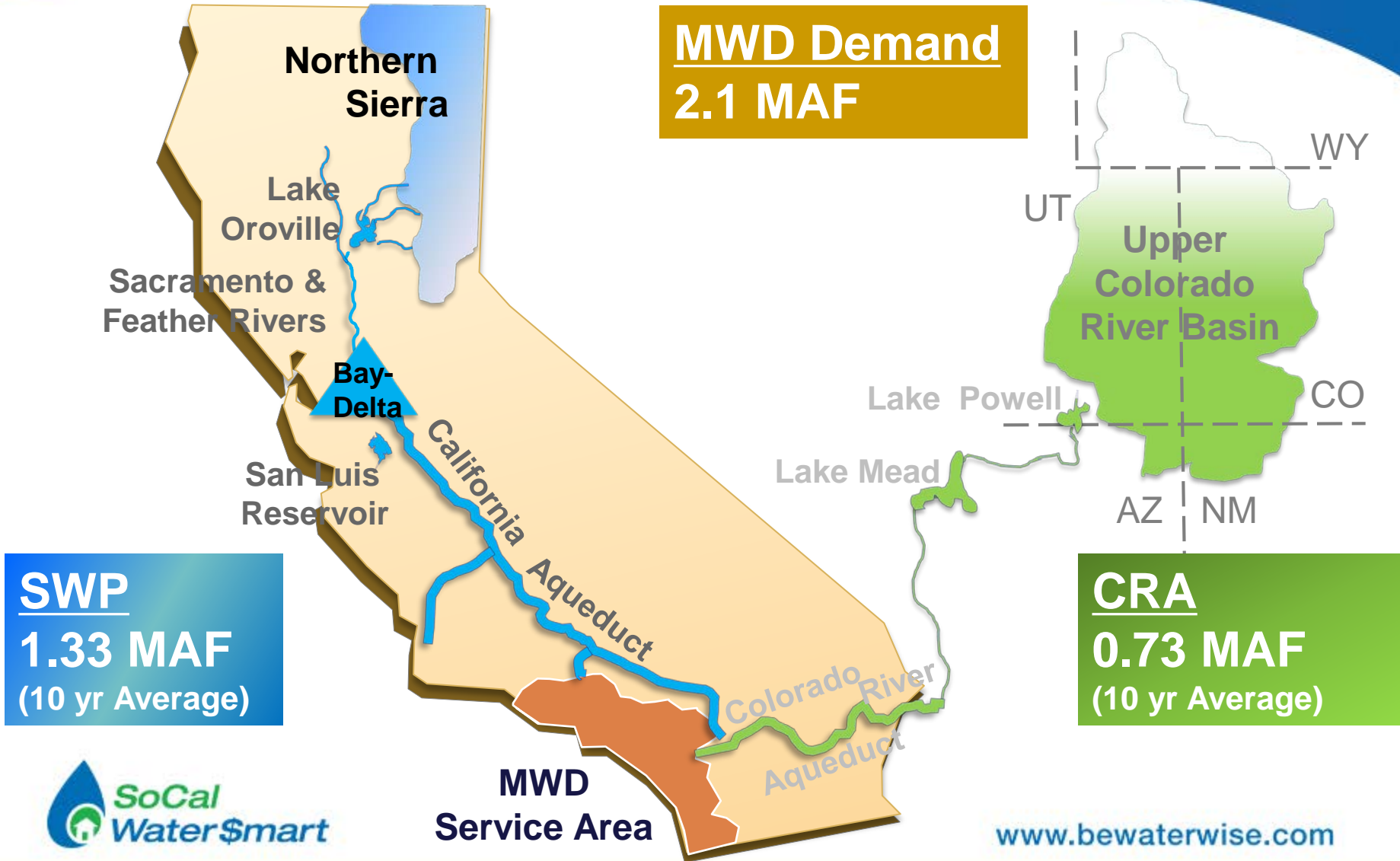


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# Metropolitan Water District of Southern California



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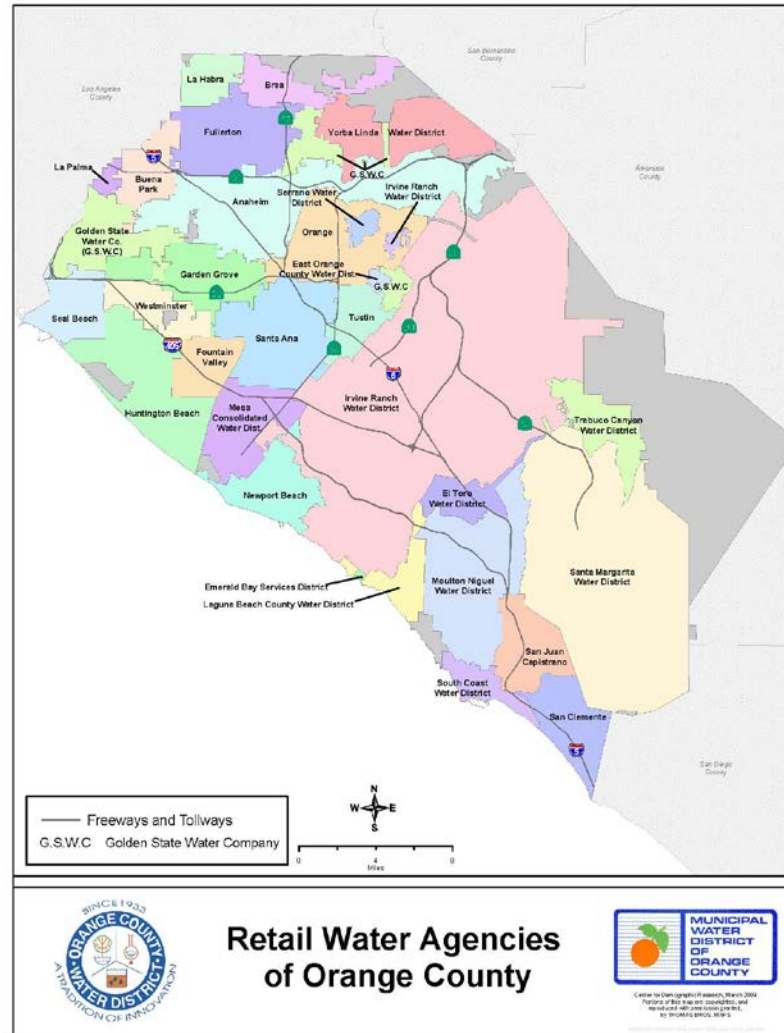
# Municipal Water District of Orange County

## 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



# Rain Capture Program – Rain Barrels



50  
gal

- 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

# Regional Rebate 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

# Program Advisory Committee (PAC)



# 2015 Modifications to the Program

- 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

# Program Advisory Committee (PAC)



SoCal Water\$mart

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# More Rain Barrel Modifications

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



# Cisterns – Modifications Also

- Was \$300 for 200 gallon or more
- Change to tiered rebate



200-  
500  
gal  
\$250

501- 999  
gal  
\$300

1,000+  
gal  
\$350

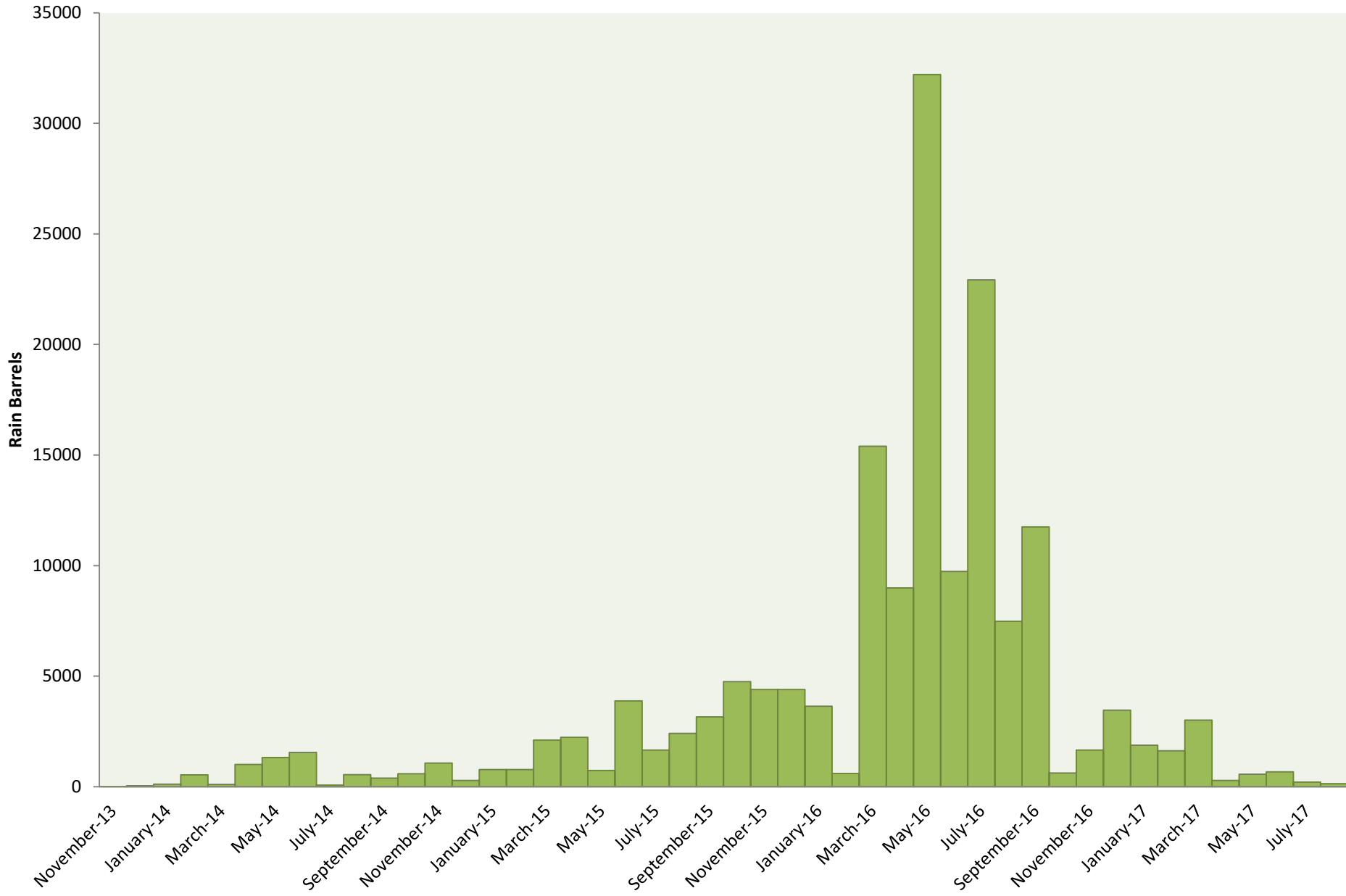
# More Rain Barrel Modifications

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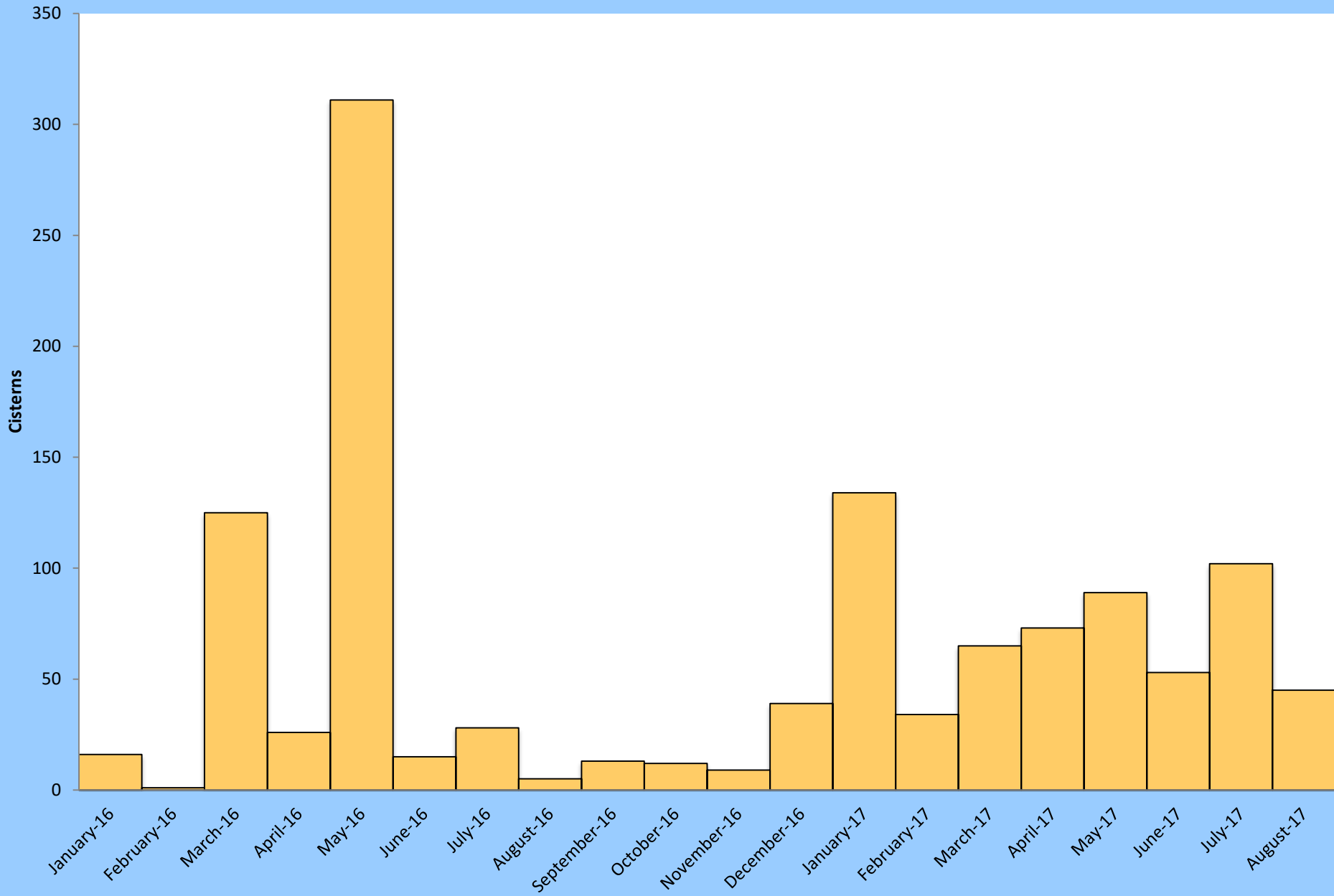




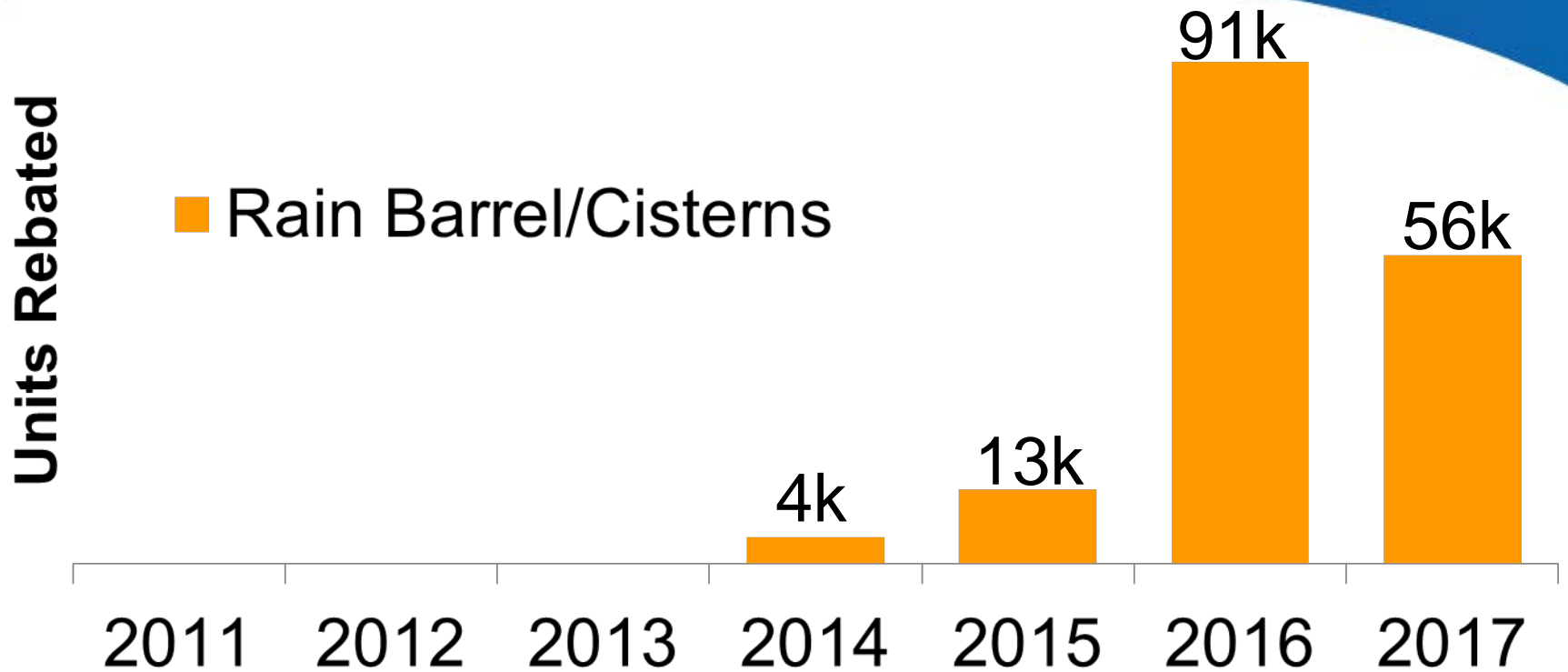
# Monthly Rain Barrel Activity



# Monthly Cistern Activity



# Successful



Total of 164,000



# SurveyMonkey®



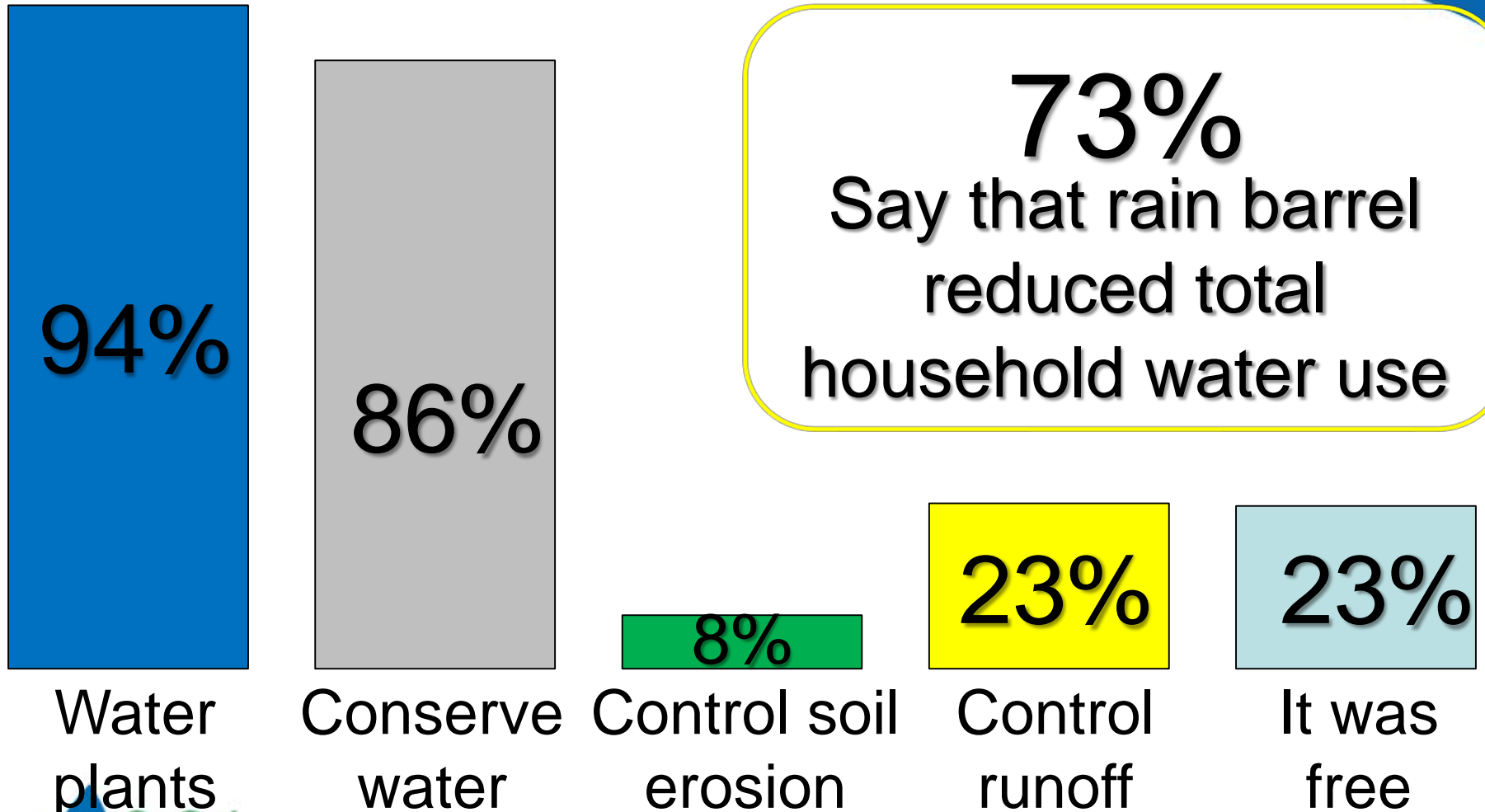
# Rain Barrel Customer Survey



- 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)



# Before getting a rain barrel you had?

	YES	NO
Water efficient toilet	68%	32%
Low flow showerhead	68%	32%
High efficiency clothes washer	62%	38%
Irrigation controller	39%	61%
High efficiency irrigation spray heads	34%	66%
Other water conserving device	24%	76%

# 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)

49%

Become aware  
of conservation

16%

Purchased an  
indoor device

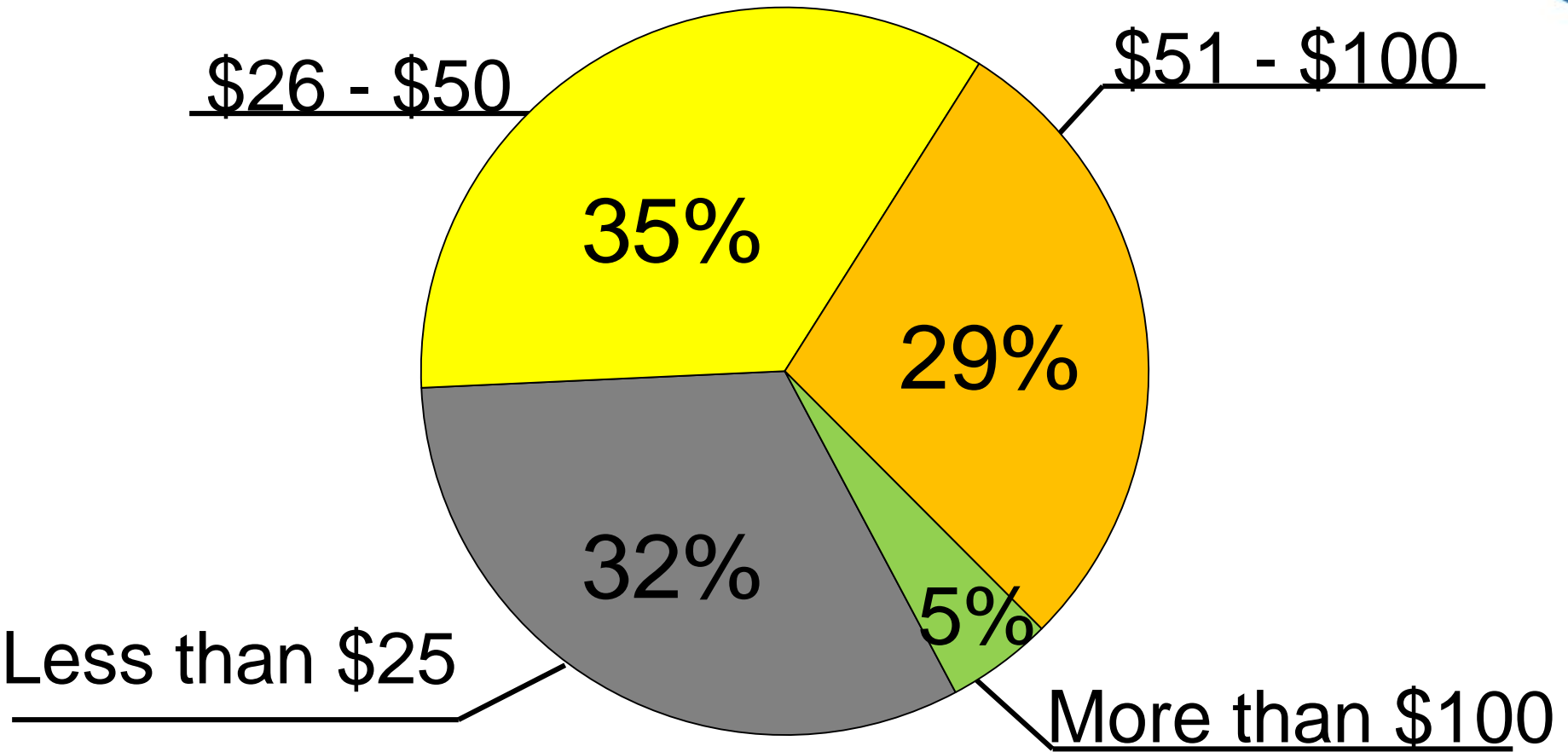
70%

Made changes  
to landscape

65%

Recommended  
rebates

# Willingness to pay



# 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

This program is very good

A word cloud centered around the words 'rainwater' and 'rebate'. The words are in various colors and sizes. Other words include: programs, rebates, conserve, good, larger, purchased, received, easy, free, bought, time, install, buy, or, purchase, barrel, home, and people.

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!!



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# Conclusion



[toonlet.com/creator/dcannell](http://toonlet.com/creator/dcannell)

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**Questions?**

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**Bewaterwise.com**

