

# This presentation premiered at WaterSmart Innovations

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# Reaching the hard to reach

WATER SMART INNOVATIONS 2019

ELISE GOLDMAN

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

OCTOBER 3



# The Metropolitan Water District of Southern California

The Metropolitan Water District (MWD)  
large regional water wholesaler

- Serving 19 million people
- ~50% of region's water supply
- \$1 trillion regional economy





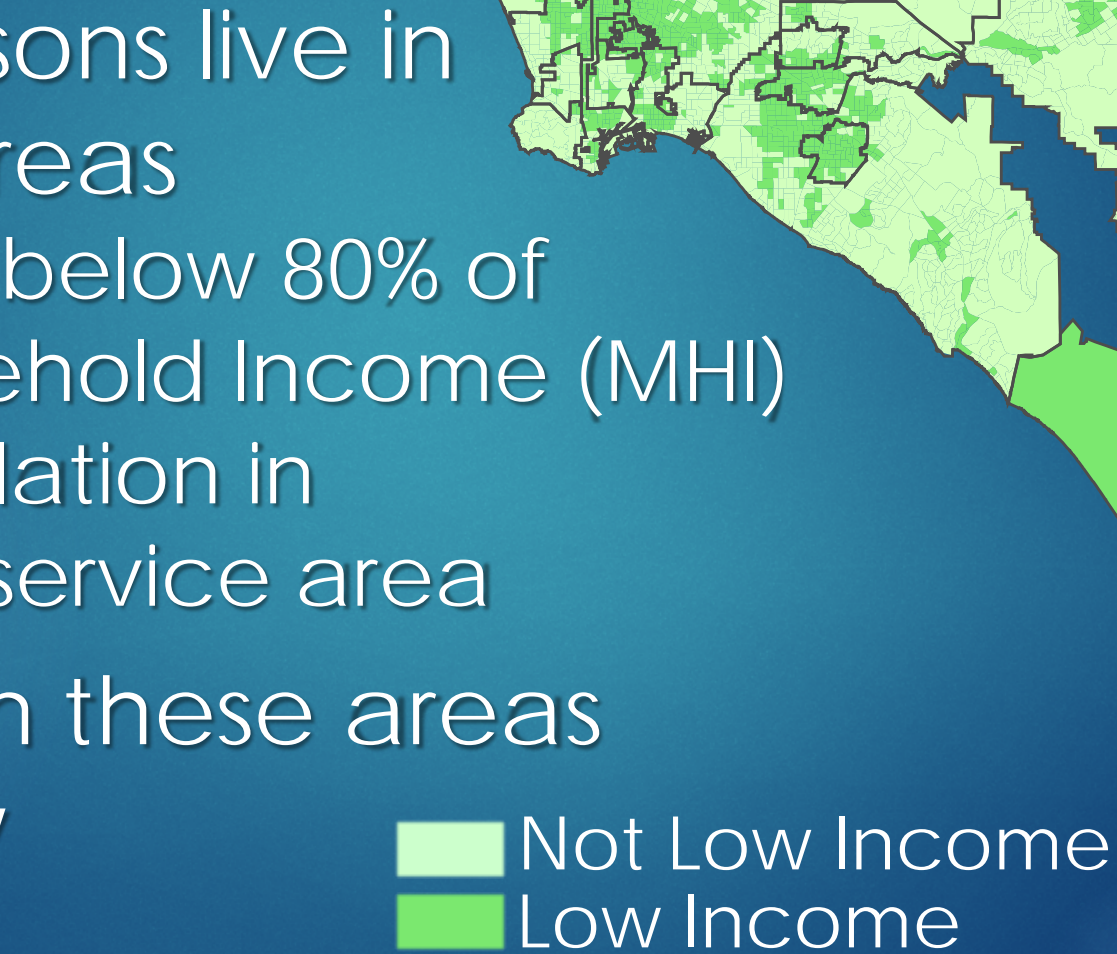


# MWD Service Area

- Covering over 5,200 sq mi
- 6 counties – Los Angeles, Orange, Ventura, San Diego, Riverside & San Bernardino
- 26 member agencies



# Low-Income Census Tracts in Service Area

- ▶ 9.5 million persons live in low-income areas
    - ▶ Census tracts below 80% of Median Household Income (MHI)
    - ▶ ~50% of population in Metropolitan service area
  - ▶ Participation in these areas historically low
- 
- A map of the Metropolitan service area, likely the San Francisco Bay Area, showing census tracts. The map uses two colors: light green for 'Not Low Income' and dark green for 'Low Income'. The low-income tracts are concentrated in the central and southern parts of the area, particularly around the San Francisco Peninsula and the South Bay. A legend at the bottom right identifies the colors.
- Not Low Income  
Low Income



# Metropolitan offers incentives for facilities to improve water efficiency

- ▶ Some programs for Residential and Commercial Industrial and Institutional (CII) facilities
  - ▶ Regional Device Rebate Programs
  - ▶ Turf Replacement & Landscape Surveys
  - ▶ Water Savings Incentive Program (WSIP)
- ▶ MWD Board directed staff to develop an initiative to increase participation in low income areas





# Disadvantaged Communities Initiative

Three-part approach approved by  
Board in December 2018

Increase water savings within  
Disadvantaged Communities

Disadvantaged Community (DAC) is a community with an annual MHI that is less than 80% of the Statewide annual MHI

# Disadvantaged Communities Initiative

Three-part approach approved by Board in December 2018

## Regional Pilot Program

Enhanced incentive for pre-1994 multi-family

## Local Support for Agencies

For targeted DAC programs

## Grant Funding Support

Assistance pursuing grants



# Disadvantaged Communities Initiative

## Part one

### Regional Pilot Program

Enhanced incentive for pre-1994 multi-family

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# Disadvantaged Communities Initiative

Part one

## Regional Pilot Program

Enhanced incentive for pre-1994  
multi-family

**Targeted  
10,000  
toilets for  
retrofit**

- ▶ Properties built prior to 1994
- ▶ \$250 rebate for 1.0 gallon per flush toilets
- ▶ All sites 100% pre-installation inspection
- ▶ Strict past participation restrictions



# Multi-family Pre-1994: Regional Pilot Program

**Launch**

**Date:**

**March 18,  
2019**

**Extensive pre-launch outreach**

Apartment  
Association  
Online  
Publications

Coordinated  
Efforts with  
Government and  
Business Affairs

Attended  
Member Agency  
Meetings and  
Forums

Created  
Customized  
Materials for  
Agencies



# Advertising for the Regional Pilot Program



## ONLINE

For rebate eligibility details and requirements, visit [socalwatersmart.com](http://socalwatersmart.com).

**PREMIUM HIGH-EFFICIENCY TOILET**  
MULTIFAMILY REGIONAL  
PILOT PROGRAM

**\$250**  
**rebate**  
per toilet



- **SAVE WATER, EVERY DAY**
- **ACT NOW**, funding is **limited**
- Premium high-efficiency toilet must be installed in apartments built **before 1994**

For eligibility details and requirements, visit [socalwatersmart.com](http://socalwatersmart.com)



Pilot program boosts rebates for high-efficiency toilets in Southern California



# Regional Pilot Program Online Application



Commercial  
Rebates

**bewaterwise.com**

English | Commercial



Rebates

Water Savings Incentive Program

Retailer Tools

Contractor Resources

Contact Us



## APARTMENT BUILT BEFORE 1994 PROGRAM

Metropolitan will offer a flat rate of \$250 per premium high-efficiency toilet (1.1 gallons per flush or less) installed in apartments built before 1994. Available until funds are exhausted.

[LEARN MORE](#)





# Program funding tracking tool



Commercial  
Rebates

bewaterwise.com™

8:27:22 AM



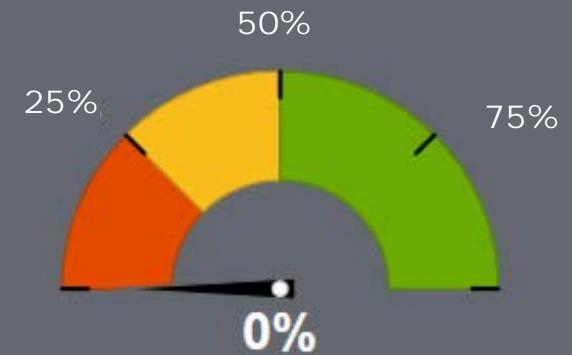
Rebates

Water Savings Incentive Program

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% REMAINING  
FUNDS

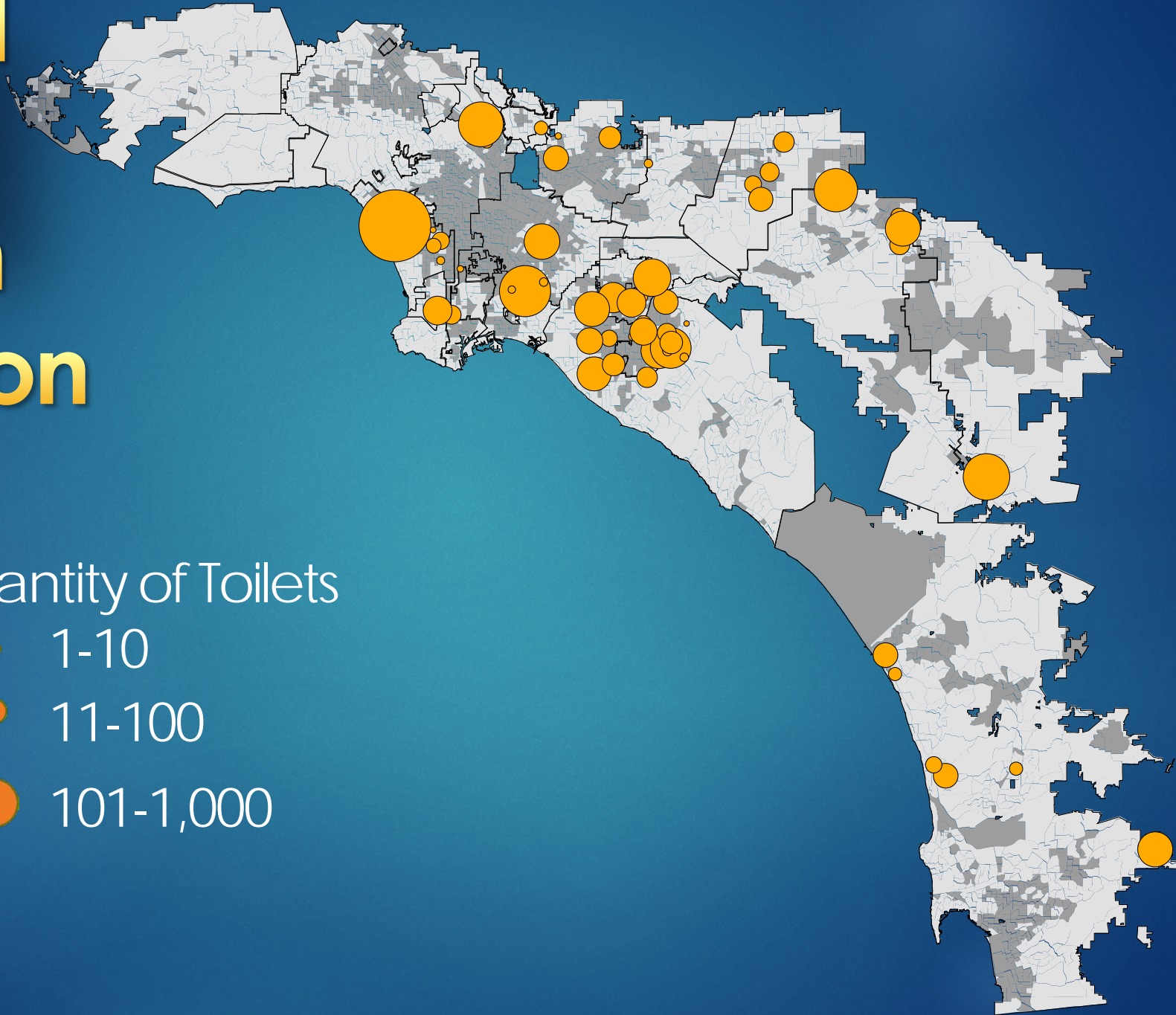




# Regional pilot program distribution

Quantity of Toilets

- 1-10
- 11-100
- 101-1,000





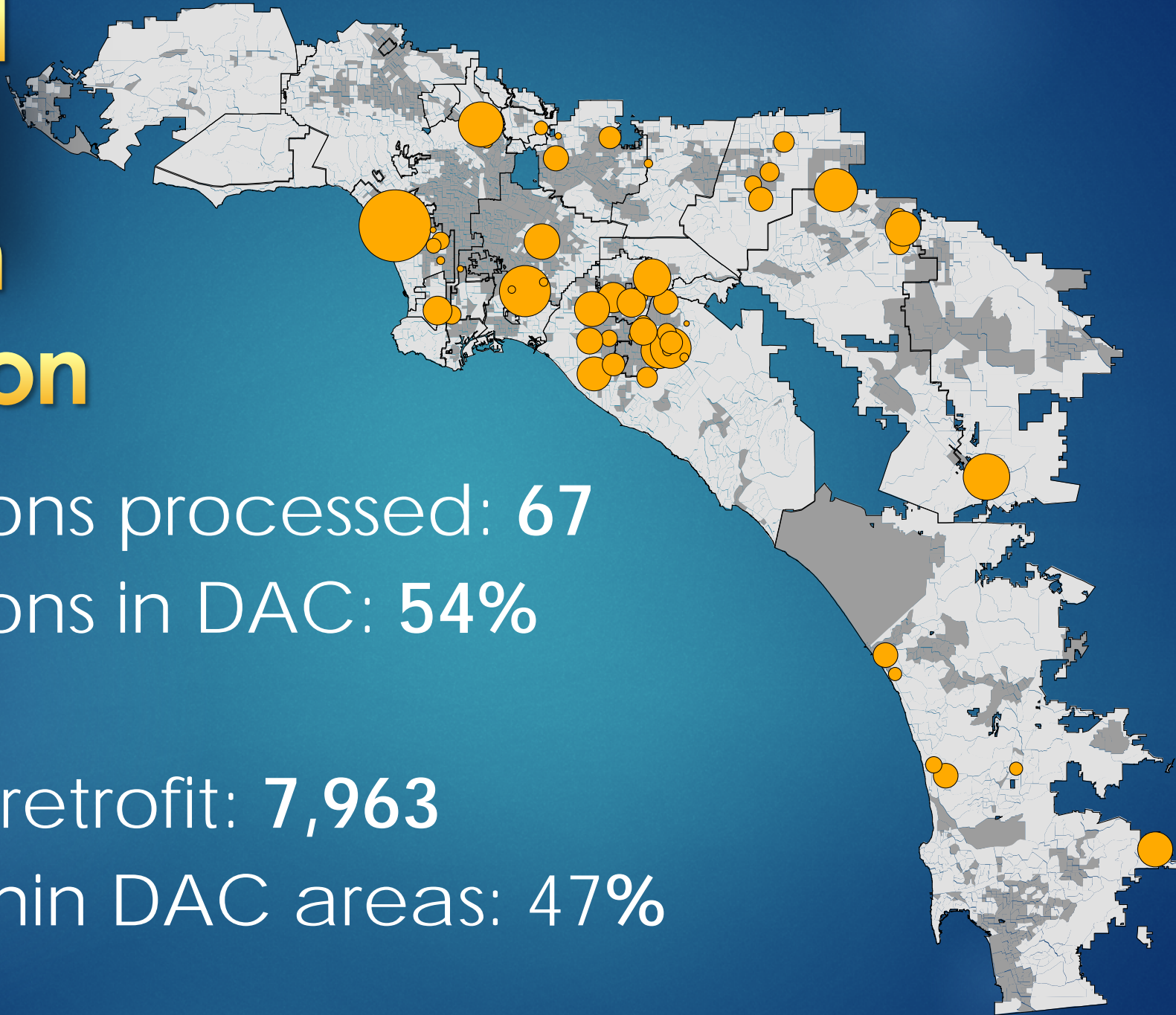
# Regional pilot program distribution

Applications processed: 67

Applications in DAC: 54%

Toilets for retrofit: 7,963

Toilets within DAC areas: 47%





# Pre-installation inspection activity

## Regional Pilot Program

- ▶ All properties subject to 100% pre-installation inspection
- ▶ Documented flush volume of existing toilets





# Pre-installation inspection activity (continued)

## Regional Pilot Program





# Pre-installation inspection activity (continued)

## Regional Pilot Program

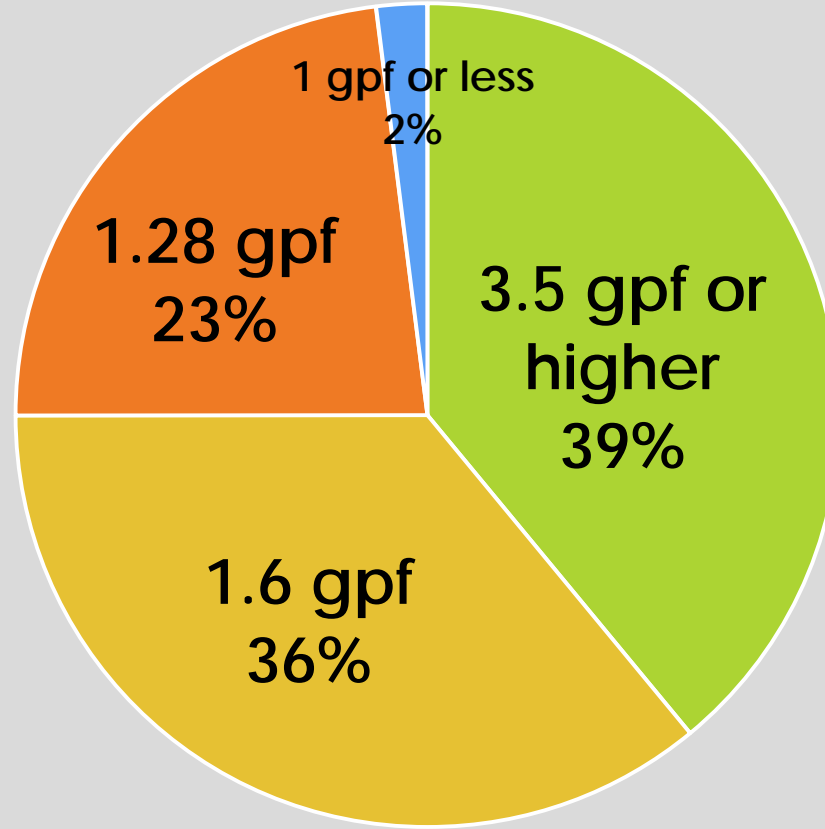


- ▶ Visual inspection of as many toilets as possible to
- ▶ Measuring for volume of existing toilets when necessary



# Pre-installation inspection data analysis

## Regional Pilot Program



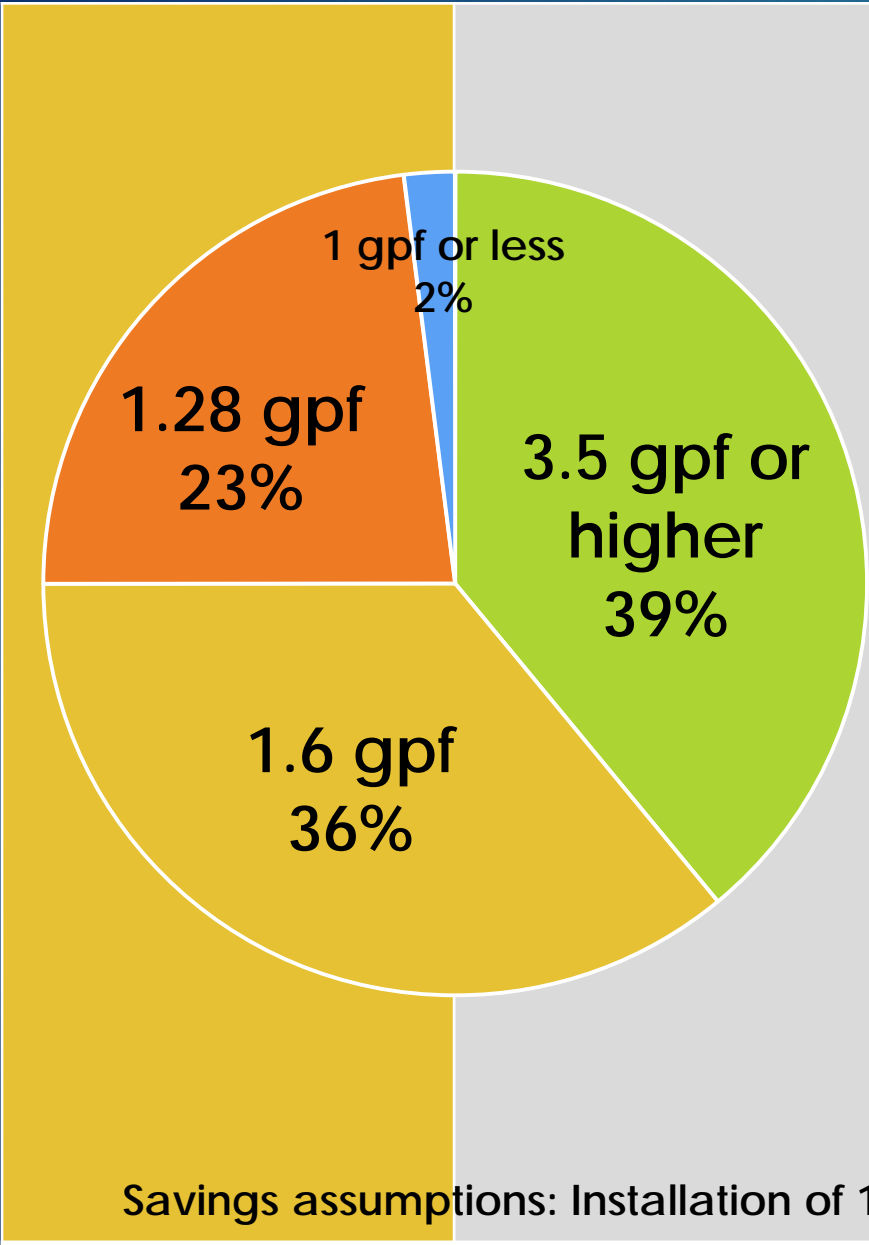
Existing toilets\*  
gallons per flush (gpf)



\*97% of all toilets visually inspected prior to installation



# Pre-installation inspection data analysis



	Within DAC census tract	Outside DAC census tract
3.5 gpf or higher	51%	49%
1.6 gpf	57%	43%
1.28 gpf	26%	74%
1.0 gpf or less	57%	42%

Estimated/Anticipated Savings	
163 AFY	3,266 AF Lifetime

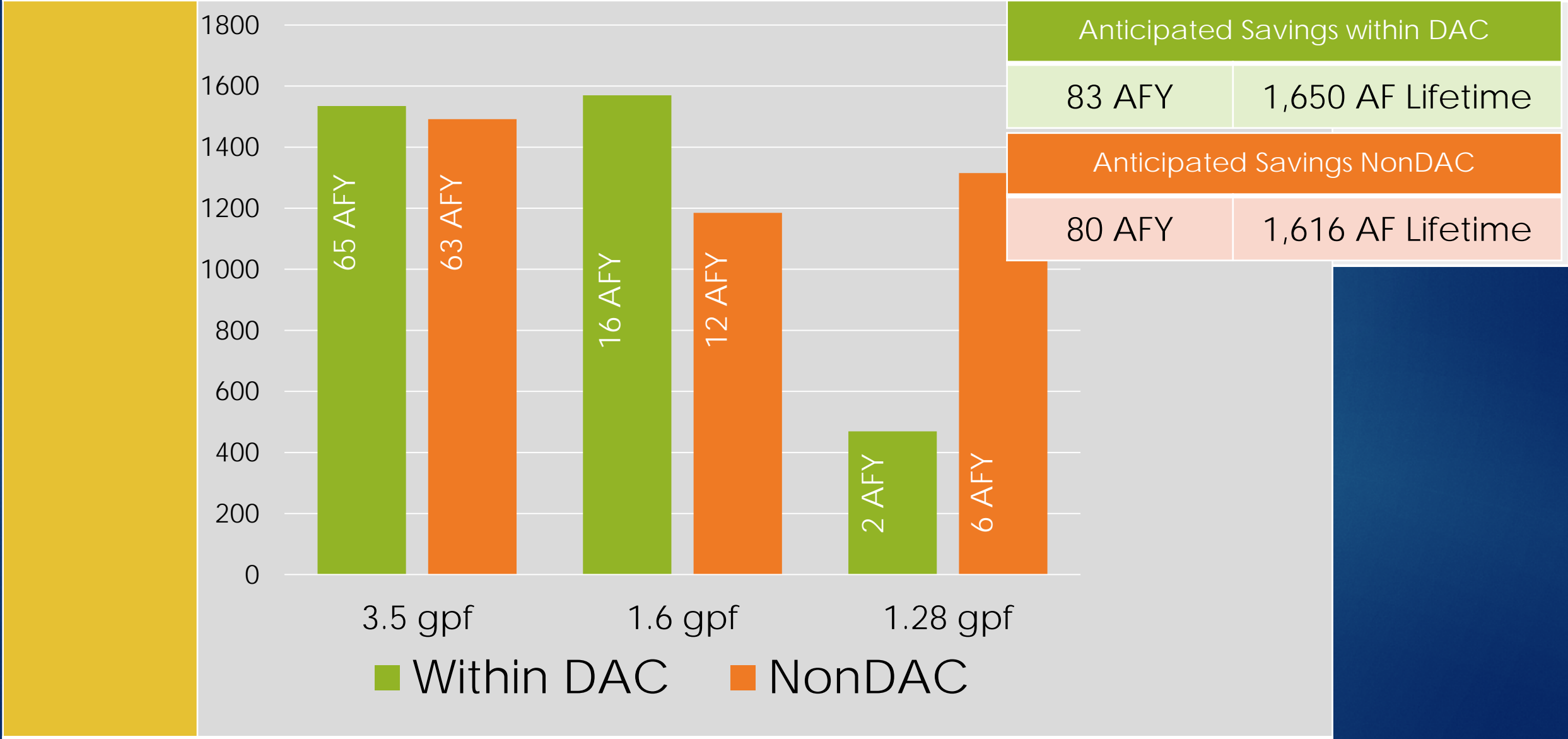
97% of all toilets visually inspected prior to installation

Toilets not visually inspected not included in savings estimates

Savings assumptions: Installation of 1 gpf toilets/5 flushes per person per day/3 people per household



# Distribution of Volume Flush Toilets





# Disadvantaged Communities Initiative

## Part two

### Regional Pilot Program

Enhanced incentive for pre-1994 multi-family

## Local Support for Agencies

For targeted DAC programs

### Grant Funding Support

Assistance pursuing grants



# Disadvantaged Communities Initiative

## Part two

### Local Support for Agencies

For targeted DAC programs

- ▶ Metropolitan provides funding through a Member Agency Administered Program (MAAP) to directly support local projects
- ▶ Each agency designates their own DAC area
- ▶ For DAC projects, agencies can request funding at a higher level than for non DAC projects



# MWD staff support for local agencies

Local  
support for  
agencies to  
implement  
local  
projects

Outreach to Member  
Agency Staff

Conduct in person  
meetings/ conference  
calls

Attend  
Retailer  
Forums

Project  
Concepts

Implementation  
Strategies

Outreach ideas



# MWD staff support (continued)

## Local Support for Agencies

### Local projects

MWD staff equipped  
to assist

Consultants  
hired to assist  
MWD staff

Direct Install

Distribution

Education

# Disadvantaged Communities Initiative

## Part three

### Regional Pilot Program

Enhanced incentive for pre-1994 multi-family

### Local Support for Agencies

### Grant Funding Support

Assistance pursuing grants



# Grant support for agencies

## Grant Funding

MWD applies for funding  
on behalf of the region

Assistance with local grants  
targeting disadvantaged  
communities

# Next Steps



- ▶ Continue meeting with and providing support to agencies
- ▶ Share project ideas among agencies
- ▶ Pursue grant opportunities
- ▶ Further analysis of the data to develop Board recommendation





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