This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Reaching the hard to reach
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
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
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

Local Support for Agencies
For targeted DAC programs

Grant Funding Support
Assistance pursuing grants
Regional Pilot Program
Enhanced incentive for pre-1994 multi-family

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

Targeted 10,000 toilets for retrofit
<table>
<thead>
<tr>
<th>Launch Date: March 18, 2019</th>
<th>Extensive pre-launch outreach</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Apartment Association Online Publications</td>
</tr>
<tr>
<td></td>
<td>Coordinated Efforts with Government and Business Affairs</td>
</tr>
<tr>
<td></td>
<td>Attended Member Agency Meetings and Forums</td>
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<td></td>
<td>Created Customized Materials for Agencies</td>
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</table>
Pilot program boosts rebates for high-efficiency toilets in Southern California
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
Regional pilot program distribution

Quantity of Toilets
- 1-10
- 11-100
- 101-1,000
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
Regional Pilot Program
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

- 3.5 gpf or higher: 39%
- 1.6 gpf: 36%
- 1.28 gpf: 23%
- 1 gpf or less: 2%

Existing toilets*
- Gallons per flush (gpf)

*97% of all toilets visually inspected prior to installation
Pre-installation inspection data analysis

<table>
<thead>
<tr>
<th></th>
<th>Within DAC census tract</th>
<th>Outside DAC census tract</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 gpf or higher</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>1.6 gpf</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>1.28 gpf</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>1.0 gpf or less</td>
<td>57%</td>
<td>42%</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Volume</th>
<th>3.5 gpf</th>
<th>1.6 gpf</th>
<th>1.28 gpf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within DAC</td>
<td>65 AFY</td>
<td>16 AFY</td>
<td>2 AFY</td>
</tr>
<tr>
<td>NonDAC</td>
<td>63 AFY</td>
<td>12 AFY</td>
<td>6 AFY</td>
</tr>
</tbody>
</table>

Anticipated Savings within DAC:
- 83 AFY
- 1,650 AF Lifetime

Anticipated Savings NonDAC:
- 80 AFY
- 1,616 AF Lifetime
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
### Local Support for Agencies

#### Local projects

<table>
<thead>
<tr>
<th>MWD staff equipped to assist</th>
<th>Consultants hired to assist MWD staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Install</td>
<td>Distribution</td>
</tr>
<tr>
<td></td>
<td>Education</td>
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</table>
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 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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