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Direct Installation for Multi-family Efficiency (DIME) Pilot Program

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Presentation Outline

- 1. Overview of LBWD
- 2. Reason for Multi-family Pilot Program
- 3. Multi-family Research and Outreach
- 4. Program Funding
- 5. Summary



Meet the Long Beach Water Department

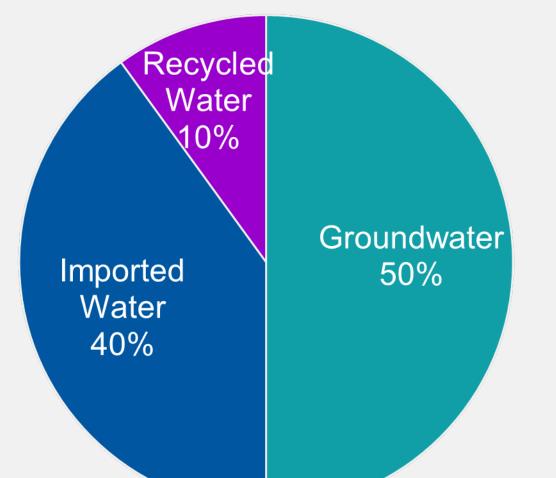
50 square mile service area with

90,000 water accounts servicing

500,000 people

Water Supply

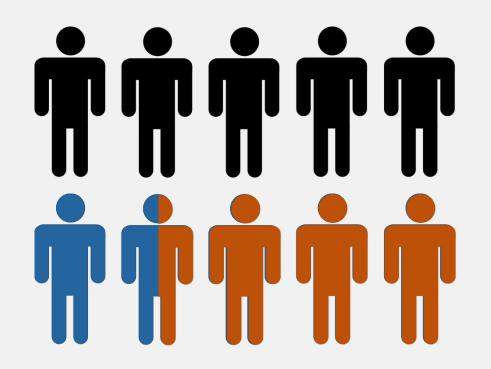






Reason for a Multi-family Pilot Program

Disadvantaged Community (DAC)



~500,000 LB Population

~50% live in multi-family

~72% multi-family is DAC



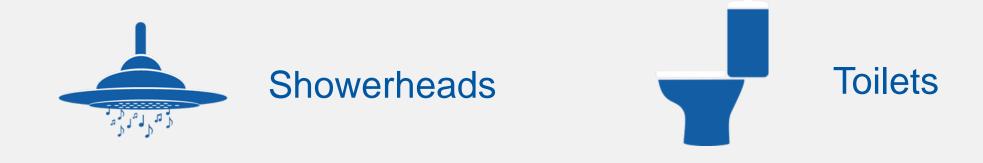
Direct Installation

- Traditional Rebate vs. Direct Installation
- Direct Installation is a common approach to the Multi-family sector
 - Other agencies Los Angeles, Santa Monica ,Tehachapi, and Denver
 - Eliminating barriers to participate



DIME Pilot Program Concept

• Contractor will provide device and perform installations of:





Communal Coin/Card Operated Washers

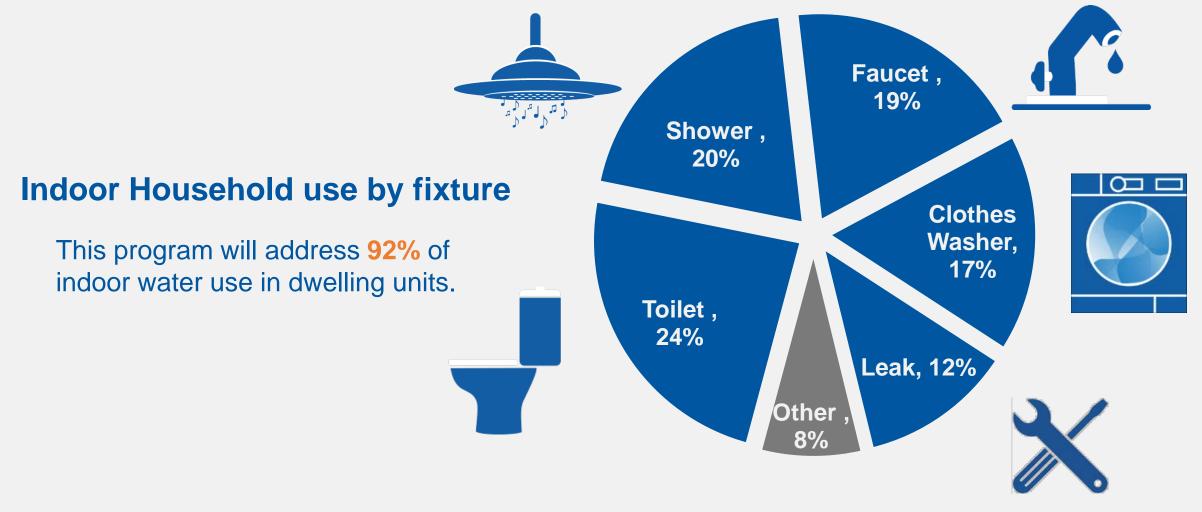


Faucets Aerators

- Kitchen
- Bathroom



DIME Pilot Program Concept



Source: Water Research Foundation Residential End Uses of Water, Version 2 Executive Report



Benefits Beyond Direct Water Savings

- Improves tenant quality of life
- Reduces maintenance costs
- Outreach and education opportunity



 Multi-family
Research and Outreach

2013 Focus Group w/ Tenants Rights Advocates

Barriers:

- Tenants don't receive a water bill
- Tenant-landlord relationships can be strained
 - Difficult to trust each other, tenants feel vulnerable with landlords/managers

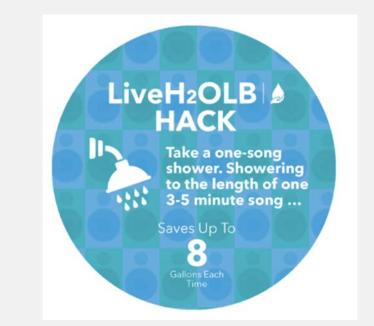
Incentives:

- Help tenants feel like they are part of the solution
- Positive, localized messages work best



DIME Outreach Opportunities to Tenants

- Unique opportunity to reach tenants in their units
- Leave-behind, translated materials
 - Magnets with water-saving tips
 - Shower timers
 - Information on their new water and energy saving devices
- Building a sense of community





DIME Outreach Opportunities to Tenants

Marketing and Promotional Resources





YOUR HOME:

Long Beach Water, in partnership with your property manager, has switched out some inefficient devices in your home and apartment complex. Your new, free devices will help save water and energy. This kit provides you with resources and additional water-saving hacks. After all, sustainability is the Long Beach way of life!









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Program Funding

MWD Member Agency Administered Program funds

 Change to allow use on non-water savings based programs for disadvantaged communities

AB32 Cap & Trade Funds

 Long Beach Energy Resources funding due to water/energy nexus



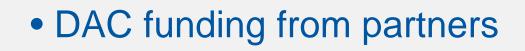


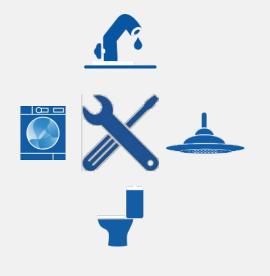
Summary of Proposed DIME Pilot Program

DIME Pilot Program Overview

- Direct installation of efficient devices
- Outreach and education opportunity
- Multi-family buildings
- 1,000 dwelling units
- DAC













Timeline







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