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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

- Groundwater: 50%
- Imported Water: 40%
- Recycled Water: 10%

CITY OF LONG BEACH GROUNDWATER TREATMENT PLANT
2950 REDONDO AVE., LONG BEACH, CA 90806
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:

  - Showerheads
  - Communal Coin/Card Operated Washers
  - Toilets
  - Faucets Aerators
    - Kitchen
    - Bathroom
Indoor Household use by fixture

This program will address **92%** of indoor water use in dwelling units.

Benefits Beyond Direct Water Savings

• Improves tenant quality of life
• Reduces maintenance costs
• Outreach and education opportunity
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
Marketing and Promotional Resources

DIME Outreach Opportunities to Tenants

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!

WELCOME TO DIME

Your new, efficient devices in your home:

- Showerhead
- Toilet
- Faucet Aerators

Multi-family Efficiency
Increasing Energy Efficiency Opportunities for Structurally Disadvantaged Communities in Long Beach

Background
The City of Long Beach seeks to Empower residents and share the benefits of energy conservation through the Direct Install for Multi-family Efficiency (DIME) Program. This program offers multi-family residents free energy efficiency upgrades which include water and energy savers. This program is designed to reduce consumption and promote sustainability in the community.

The Program: Direct Installation for Multi-family Efficiency (DIME)

- Access
- Program Targets
- Collaboration
- Education
- Total Project Savings

Equity Considerations
- Impact on Disadvantaged Communities
- Developmental Benefits
- Reduced Energy Consumption
- Increased Home Value

Long Beach Water
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

• DAC funding from partners
Timeline

- **Mar 2019**: Issued RFP
- **Aug 2019**: Contract signed
- **Sep 2019**: Begin installations
- **Aug 2020**: Finish Installations
Questions?

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