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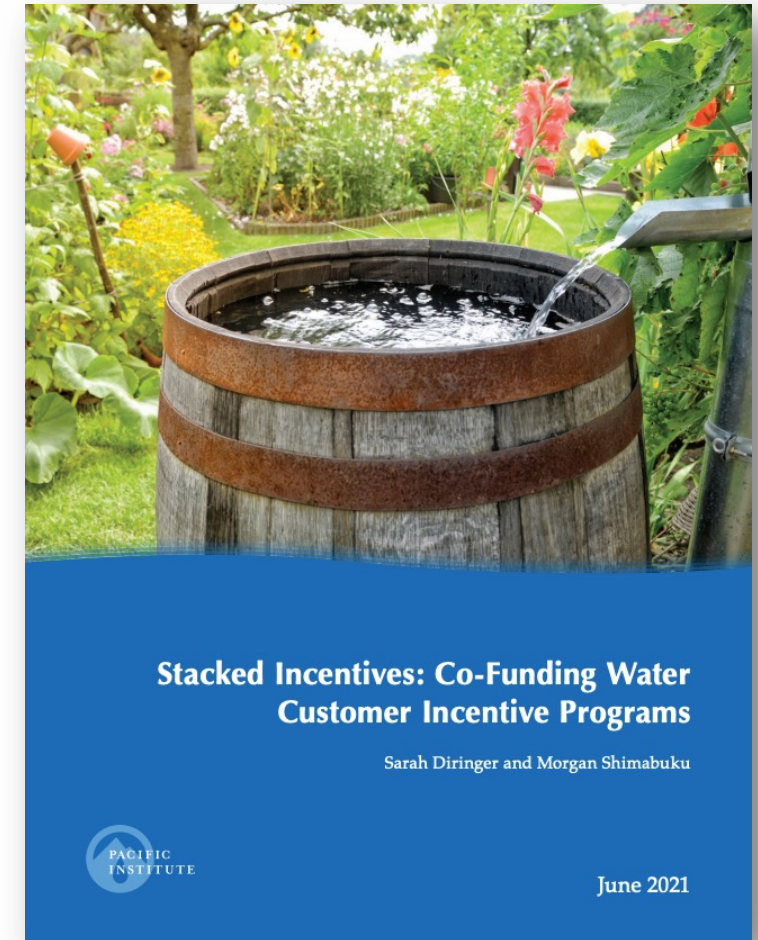
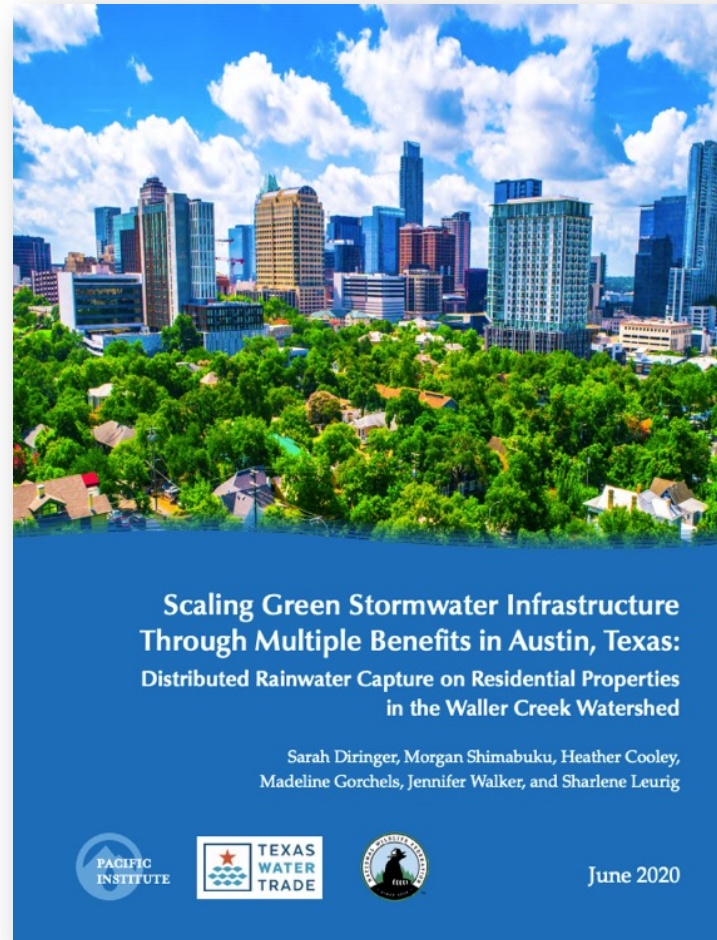
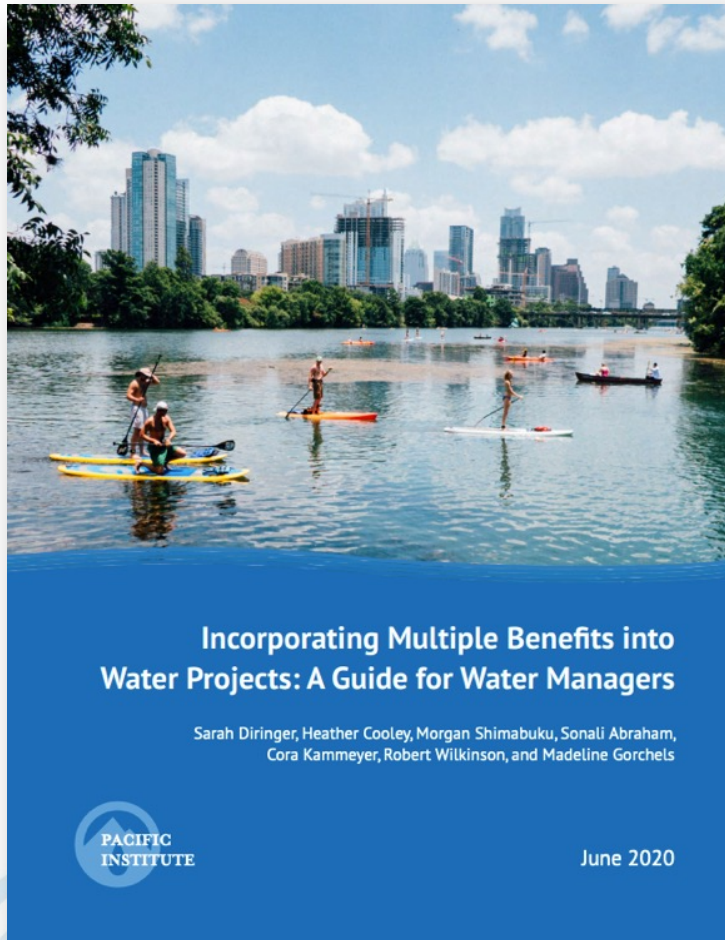


Stacked Incentives: Co-Funding Water Customer Incentive Programs

Sonali Abraham, Pacific Institute
sabraham@pacinst.org
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Advancing sustainable water management through multiple benefits



**“Stacked Incentives” are
customer incentive programs that are
co-funded by two or more separate entities.**

Rebates and Discounts



Technical Assistance



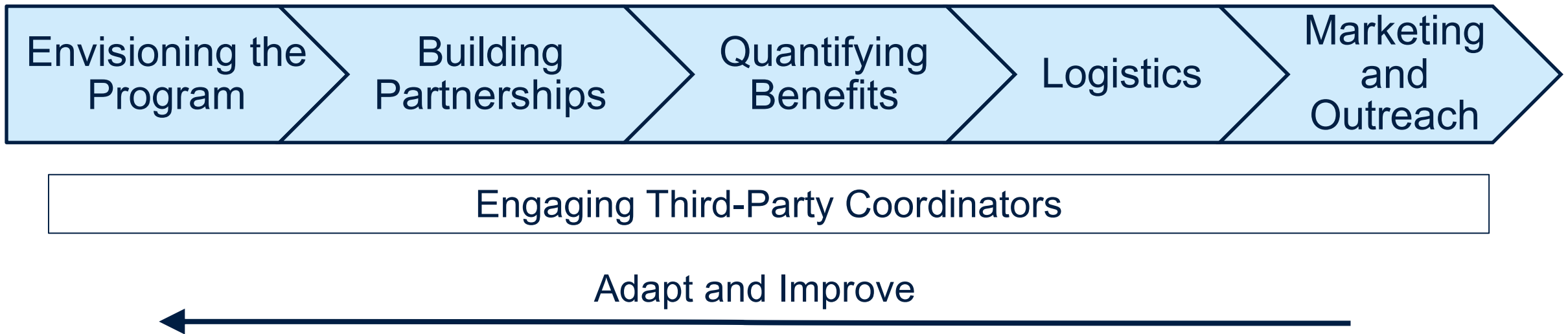
Educational Programs



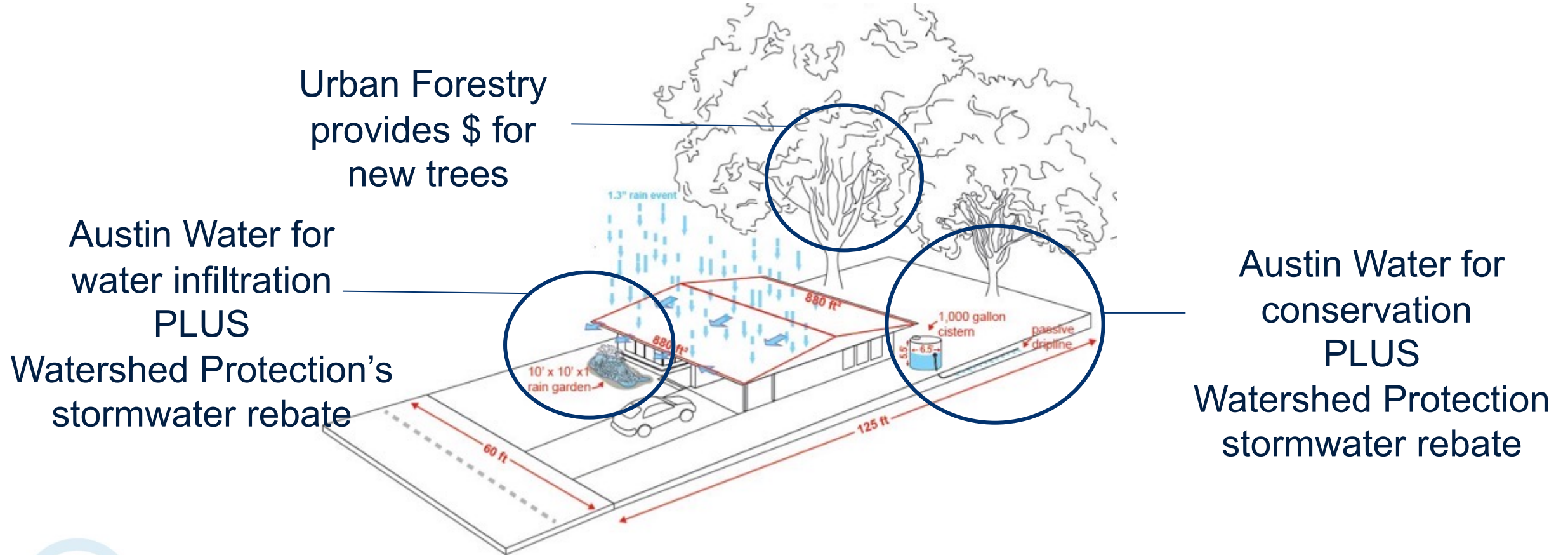
These programs are happening throughout the country.






Keys to Successful Stacked Incentive Programs



Example: Rainwater Capture on Residential Properties in Austin, Texas



Stacked Incentives in SD County for Residential, Commercial, and Agricultural Customers

Program				TOTAL
Turf Replacement	\$2/ sq. ft	\$1/ sq. ft.	\$1/ sq. ft.	\$4/sq. ft.
Weather-Based Irrigation Controllers	\$35/station		\$25/station	\$60/station
Rain Barrels	\$35/barrel		\$30/barrel	\$65/barrel
Cisterns	\$250-\$350/cistern		\$100/cistern	Up to \$450/cistern
Agricultural Irrigation Efficiency Program		Up to \$5,000/grower	Matched funding to support more projects	

Website: <https://www.sandiegocounty.gov/content/sdc/dpw/watersheds/RebatesIncentives.html>

Example: Landscape Optimization service

Start-to-finish assistance for large landscapes to remove unused turf and upgrade irrigation systems, including tailoring of rebate packages and support for long-term water management success.



37,000 sq. ft.
transformed

91% of project
costs covered by
rebates

75% estimated
reduction in
water use

Estimated HOA cost
savings of \$200,000
over 10 years

Nearly 1 AF dry
weather flow
reduced

Contributing to Water Equity

- Increasing total incentive or reaching more customers
- Reducing burden of engaging with incentive programs
- Engaging historically “hard-to-reach” customers



Key Findings



Water managers are implementing stacked incentives throughout the country.



Stacked incentives help increase funding for multi-benefit projects and programs.



Third-party coordinators help achieve successful programs.



Stacked incentive programs *may* help deliver more equitable programs.



Stacked incentives can provide opportunities to build local water and climate resilience.



Contact Information

Sonali Abraham, D.Env.

Research Associate

Pacific Institute

sabraham@pacinst.org

Pacific Institute

<https://pacinst.org/>

info@pacinst.org

@pacificinstitut

