



Welcome to the City of
Fresno

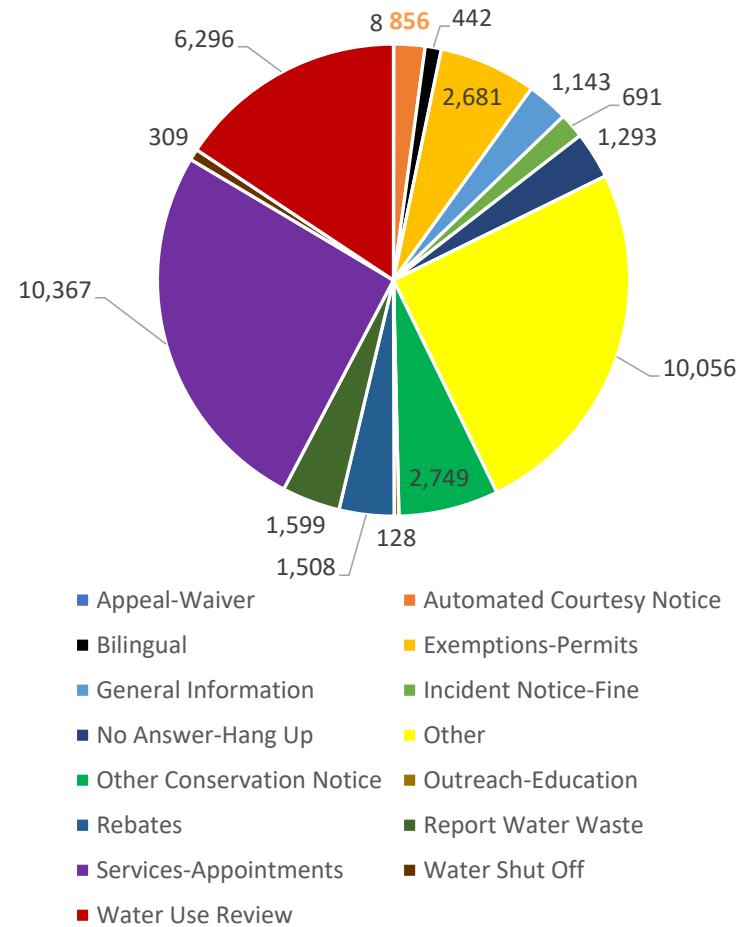
Water Conservation
Program



Water Conservation Program Overview

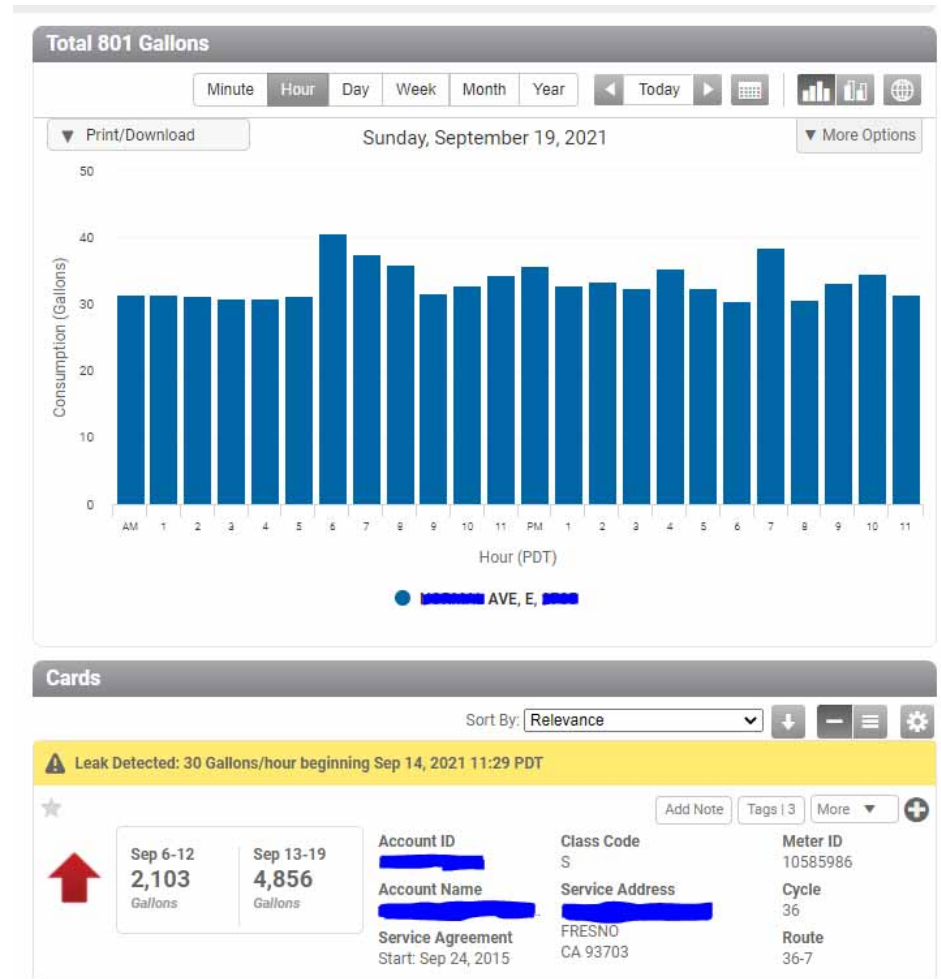
- 💧 The City of Fresno is committed to water conservation as a way of life and the protection of our water supply.
- 💧 Water conservation restrictions and enforcement procedures ensure our community follows statewide conservation regulations.
- 💧 130,000 single family residential meters and over 18,000 commercial & multi-residential metered accounts.
- 💧 Universal Automated Meter Infrastructure (AMI) implementation completed in 2013.

USING AMI TO INFORM VS. ENFORCE - CALL TYPES

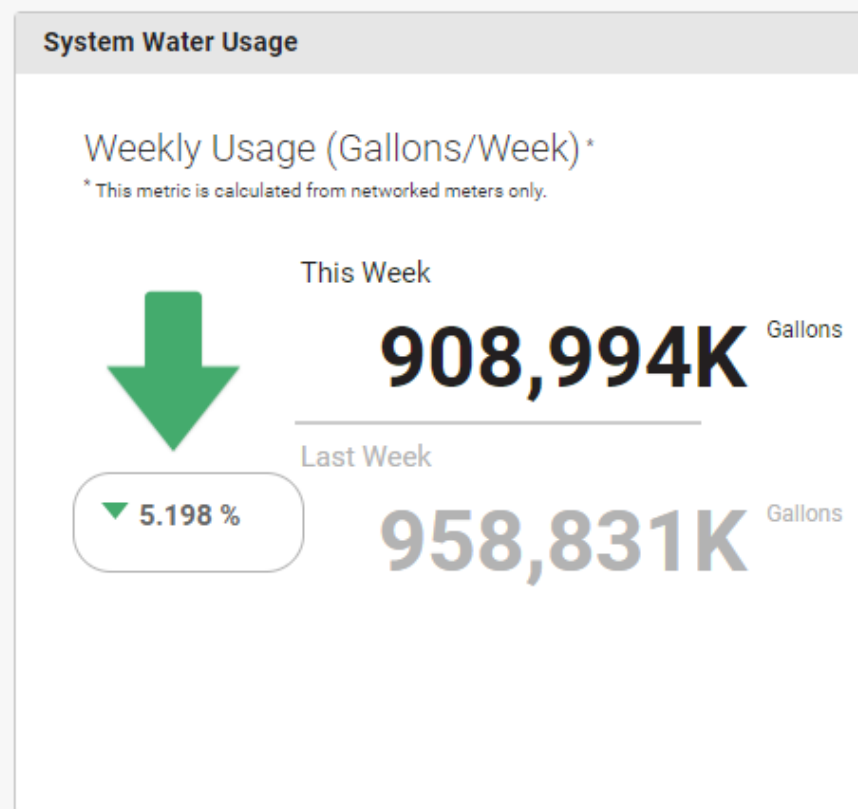
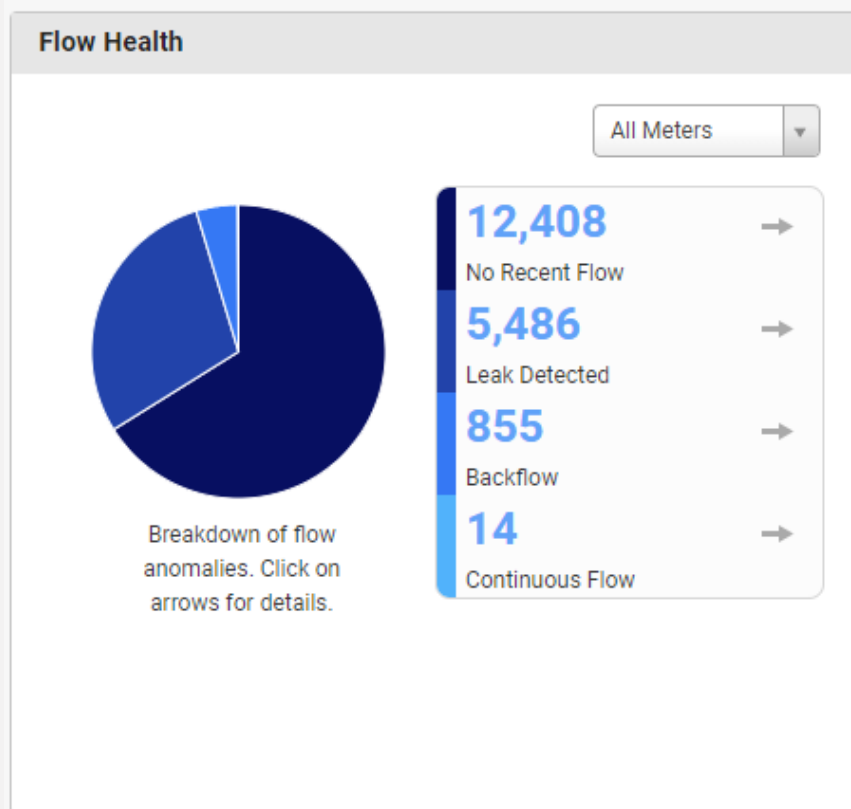


Leak Notifications

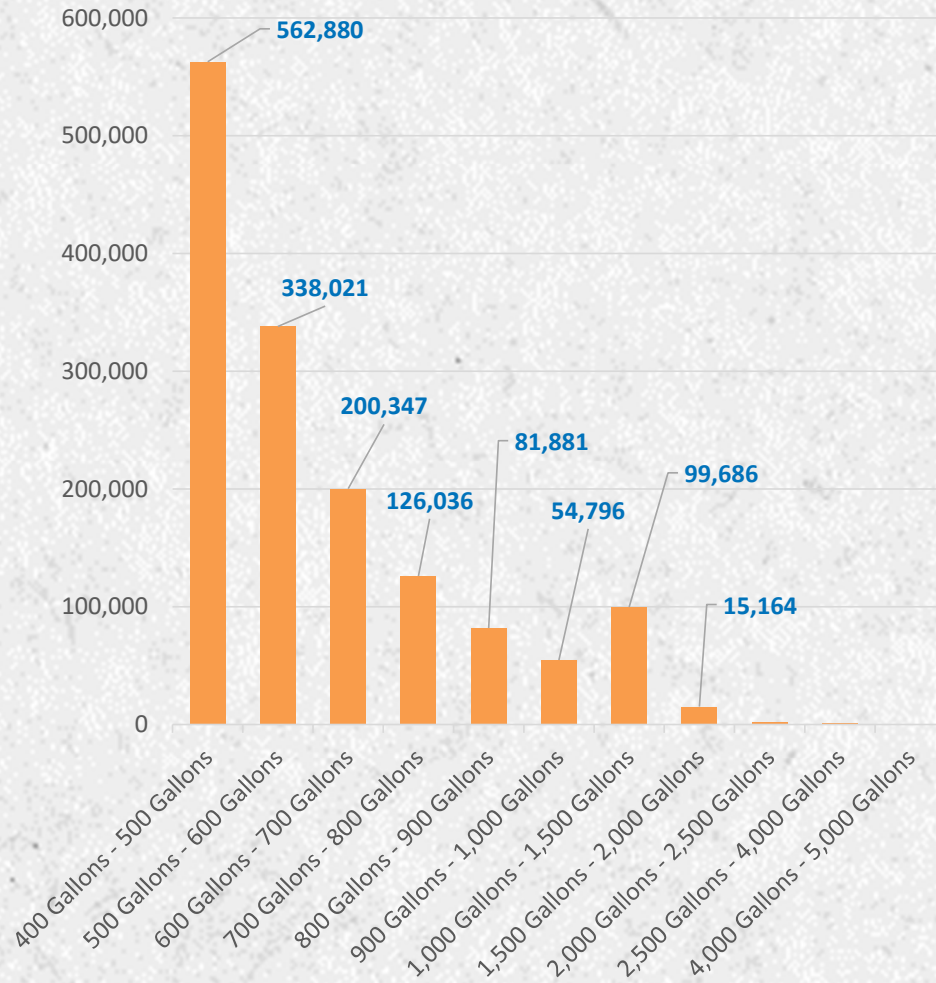
- 💧 4,200 – 4,700 weekly “leaks” – SFR
- 💧 Notify customers on highest leaks telephonically; generate leak letters
- 💧 Provide Eye on Water sign-up information; set up leak alerts
- 💧 www.eyeonwater.com
- 💧 Currently 9% of all COF water customers have signed up for EOW



Current day data through AMI/Beacon Program



INCIDENT THRESHOLDS



- Most incidents were cited in violation of the **400-500** gph range
- The average gallons used for total infractions was **638.36** gph
- Total gallons used (sum of max. hour usage): **946 MG** or **2904 AF**



2020-2021 INCIDENT NOTICE PROCESS (WITH FINE MORATORIUM IN PLACE)

- Courtesy Notices sent to customers exceeding the 400 gph threshold on non watering days and times
- EyeonWater (EOW) information provided to customers; specific EOW campaigns promoted via Social Media channels

Rebate Program
began in 2006,
residential toilet
rebate

Clothes Washer
Rebate, 2008

Additional
Rebates added in
2015

Revised Lawn to
Garden Rebate
(L2G) July 2021

Our rebate program has grown in popularity due to:

- 💧 Word of mouth
- 💧 Signage posted at the box stores throughout the city, as well as advertising on the box stores web page
- 💧 Advertising in the monthly utility bill insert
- 💧 City of Fresno website
- 💧 Incentives offset the initial cost of purchasing water conservation products that are Energy Star, WaterSense & EPA compliant.



Developing a Customer Focused Rebate Program

- Budgeting for BMPs: initially to grow the program
- Rebates: driven by droughts, flat vs. metered rate, political environment
- Approx. \$150K – \$200K per FY budgeted for 12 rebates
- Rebate Coordinator
- Track rebate applications, approvals and denials
- Expertise of Water Conservation Representatives and Landscape Water Conservation Specialists
- Amendments to Rebate Programs generally require City Council Approval



Lawn to Garden Rebate

Many people mistakenly believe that stunning gardens and beautiful lawns are only possible through extensive watering, fertilization, and pesticide application. However, eye-catching gardens and landscapes that save water and protect the environment are easily achieved by employing water-efficient landscaping. Not only does a water-efficient landscape use less water, it also requires less maintenance.



- 💧 A water efficient landscape can use up to 50% less water, depending on the amount of lawn removed, type of plants installed, type of irrigation system, and soil type.
- 💧 Current guidelines changed on July 1, 2021





Lawn to Garden Rebate Guidelines

- You must have viable signs of an existing lawn, rebate is not retroactive
- Customer must have an existing tree in the square footage converted or plant a water wise tree
- All hardscape must be permeable, anything cemented in will not count as eligible
- Drought tolerant plants must be installed, once mature they must cover 33% of the removed square footage.
- Must convert sprinklers in lawn area to drip



After:



This residence incorporated an edible garden into the 2019 drought tolerant landscape using raised beds, micro-drip irrigation, and decomposed granite



- Adapting during COVID
 - Hybrid work plan
 - Water Quality Advisories using AMI
 - Telephonic assistance: leak audits, timer tutorials
 - Influencing active conservation: getting customers to understand water use and sign-up for EyeonWater
- Lessons Learned
 - Call wait times/coordination with the City's One Call Center
- Future Changes
 - Focus on DACs; rebate equity distribution
 - Online rebate applications; streamlined processes
 - Automated enforcement: lift moratorium on fines



Tips and Tricks



Discussion

WWW.FRESNO.GOV/WATER

📞 (559) 621-5480

✉ waterconservation@fresno.gov