



# New Conservation Coordinator Training

## Residential Programs

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MADDAUS  
WATER  
MANAGEMENT



CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP

# Welcome!

- Feel free to turn on your camera.
- Stay muted until it is your turn to talk.
- Have a question or comment? Type it into the chat box or wait until it's discussion time to use your microphone!





# Agenda

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History of BMPs and Purpose of Guides

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Overview of the Guides

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Tour of Residential Guides

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Member Spotlight: City of Fresno

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Tips and Tricks

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Discussion

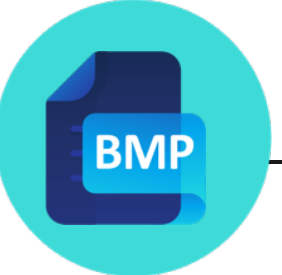


# From California Urban Water Conservation Council BMPs to CalWEP Implementation Guides



1991

Memorandum of Understanding Regarding Urban Water Conservation in California



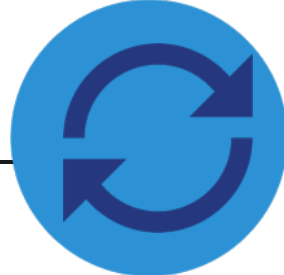
BMPS

16 BMPs identified in the MOU  
\*Later amended to be 14



LATE

1990'S/EARLY 2000'S  
CUWCC Committees developed BMP specific handbooks



2008

CUWCC updates the BMPs - includes broader approach for water savings and efficiency



2021

Online dynamic resource for conservation coordinators

# Live Walk-Through of the Residential Implementation Guide



# Member Spotlight: City of Fresno

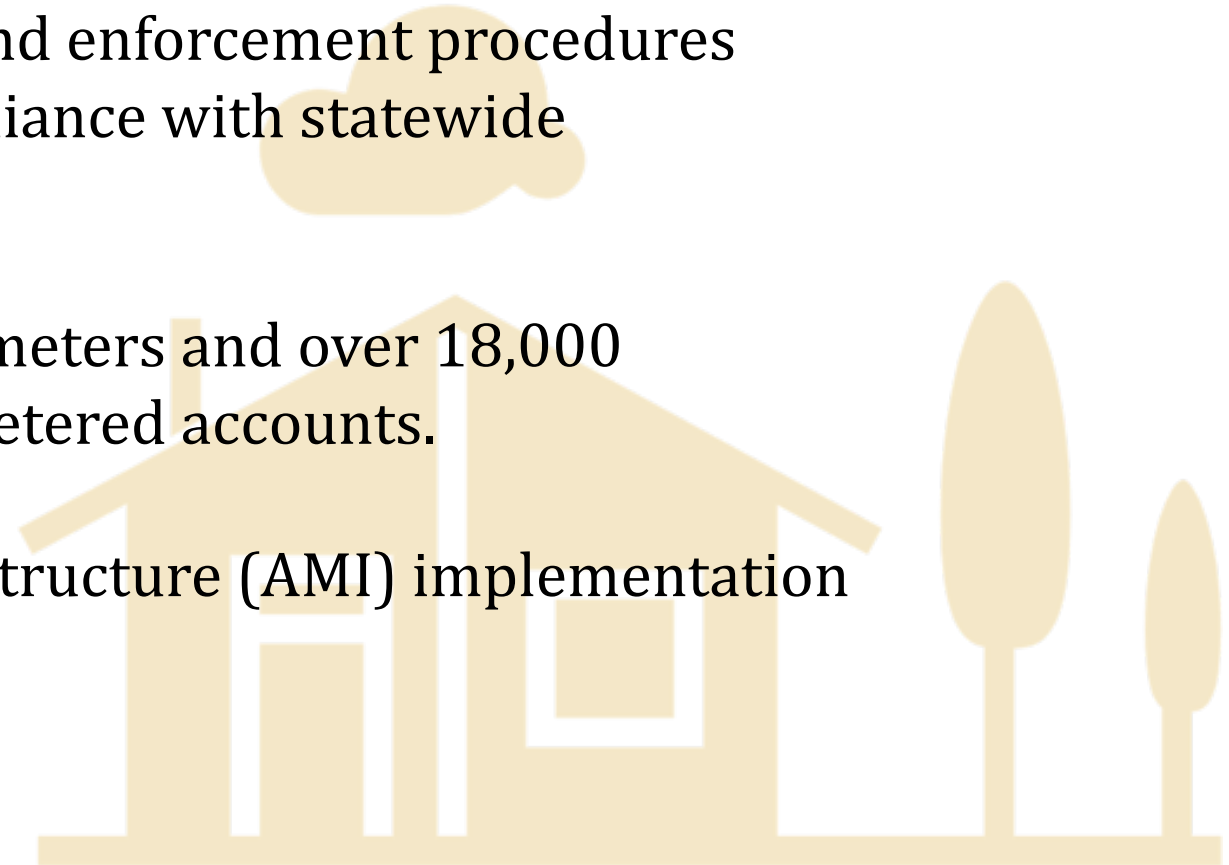
Water Conservation Rebate Program  
Residential Incentives & Leak Notifications

*Presented by: Diane Ortiz, Water Conservation Representative*



# 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 is in compliance with 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.



Rebate Program  
began in 2006,  
residential toilet  
rebate

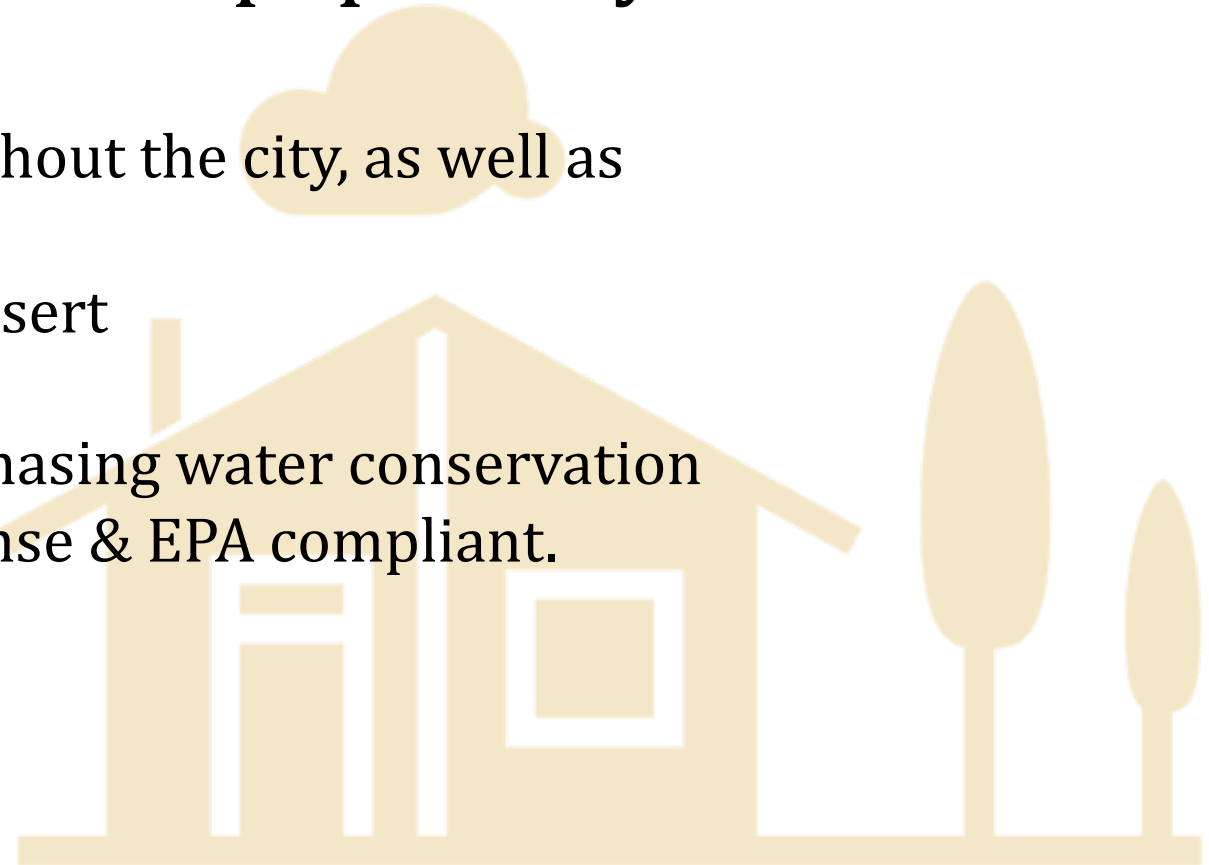
Clothes Washer  
Rebate, 2008

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



We currently have 12 rebates in our program:

- 💧 High Efficiency Clothes Washer
- 💧 Evaporative Cooler
- 💧 Lawn 2 Garden
- 💧 Micro-drip Irrigation Retrofit
- 💧 Rain Water Harvesting
- 💧 Hot Water Recirculating Pump
- 💧 Smart Irrigation Controller
- 💧 Rain Sensor
- 💧 High Efficiency Sprinkler Nozzles
- 💧 Pool Cover
- 💧 High Efficiency Toilet
- 💧 High Efficiency Commercial Toilet

**Total Number of Rebates**  
**Approved-to-Date: 15,852**



# High Efficiency Toilet Rebate (Up to 3 per residence)

Replace an old high flush water  
guzzling toilet – Flush rate  
5 -3.5 gpf



Get up to \$100 per  
toilet, limit of 3

Purchase a WaterSense High  
Efficiency Low Flush toilet –  
Flush rate 1.28-.08 gpf



# Residential High Efficiency Toilet Rebates Spotlight

- 💧 A rebate of up to \$100 is available for the purchase of a qualifying new WaterSense High Efficiency Toilet
- 💧 Toilets are by far the main source of water use in the home, accounting for nearly 30% of an average home's indoor water consumption
- 💧 The Water Conservation Rebate program has received 4,062 High Efficiency Toilet Rebate applications, approving 3,670 High Efficiency Toilet Rebates.
- 💧 During the month of March we promote the EPA's (Environmental Protection Agency) "Fix a Leak" week with a month long promotion advertising toilet rebates up to \$150.



- 💧 This is a photo of the oldest toilet to be replaced utilizing our rebate program, an American Standard stamped 1910. The flush rate was 7 gpf and it still worked perfectly!
- 💧 The residence this was removed from raised a family and this was the toilet they used until 2 years ago. Can you imagine the amount of wasted water going right down the toilet.



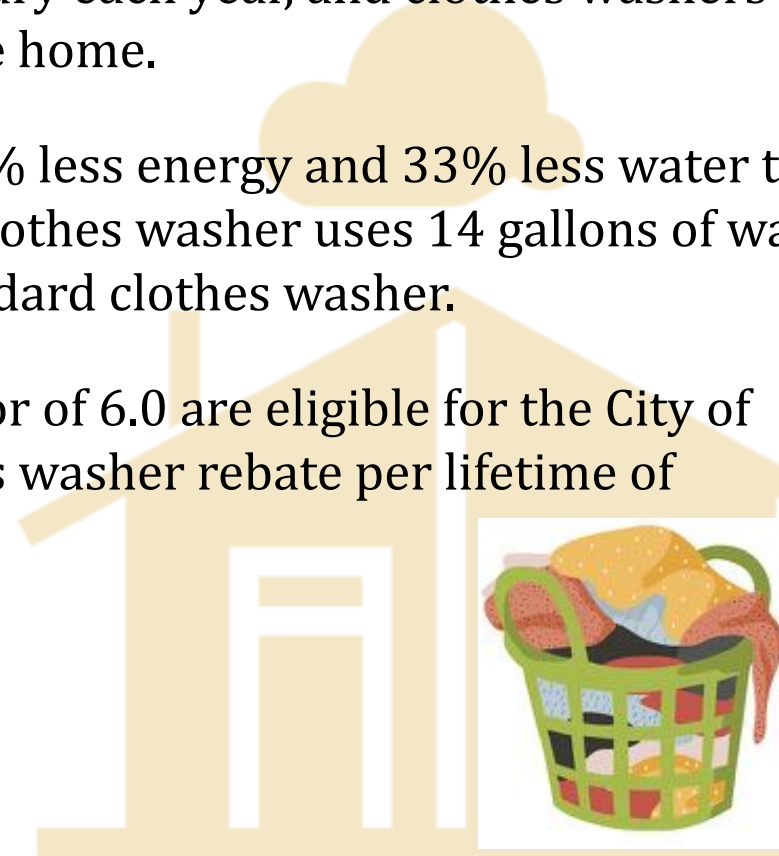




# High Efficiency Clothes Washer Rebate

As of March 2020, the City of Fresno has had 11, 015 customers replace old, high water consumption clothes washers with new high efficiency Energy Star certified clothes washers.

- 💧 The average family washes about 300 loads of laundry each year, and clothes washers account for more than 20% of water used inside the home.
- 💧 Energy Star certified clothes washers use about 25% less energy and 33% less water than regular washers. A full sized Energy Star certified clothes washer uses 14 gallons of water per load, compared to the 20 gallons used by a standard clothes washer.
- 💧 Only Energy Star clothes washers with a water factor of 6.0 are eligible for the City of Fresno Water Conservation rebate. Only one clothes washer rebate per lifetime of account.



# 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.



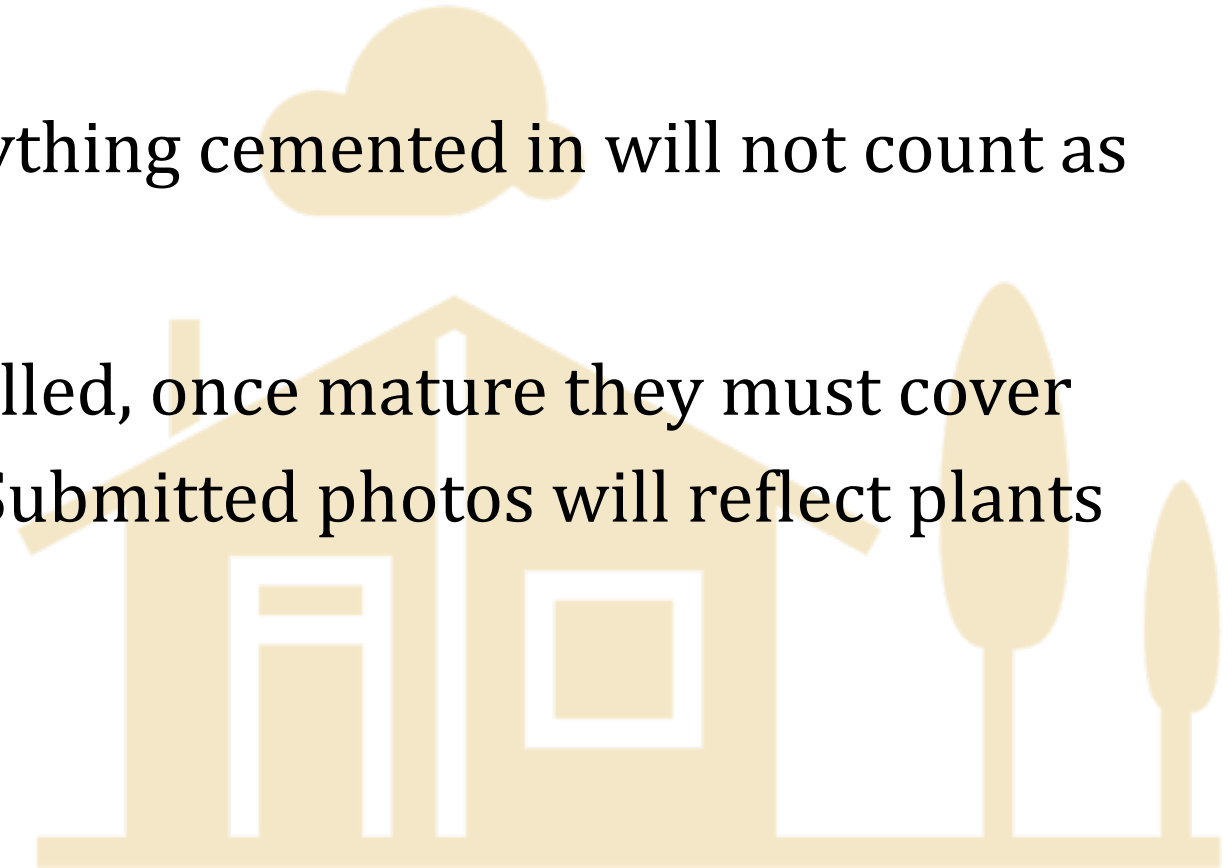
- 💧 A water efficient landscape can use up to 50% less water, depending on the amount of lawn removed, type of plants installed, type of irrigation system, and soil type.
- 💧 Current guidelines will change on July 1, 2021

**WUCOLS IV**

Water Use Classification of Landscape Species

# Lawn to Garden Rebate Guidelines

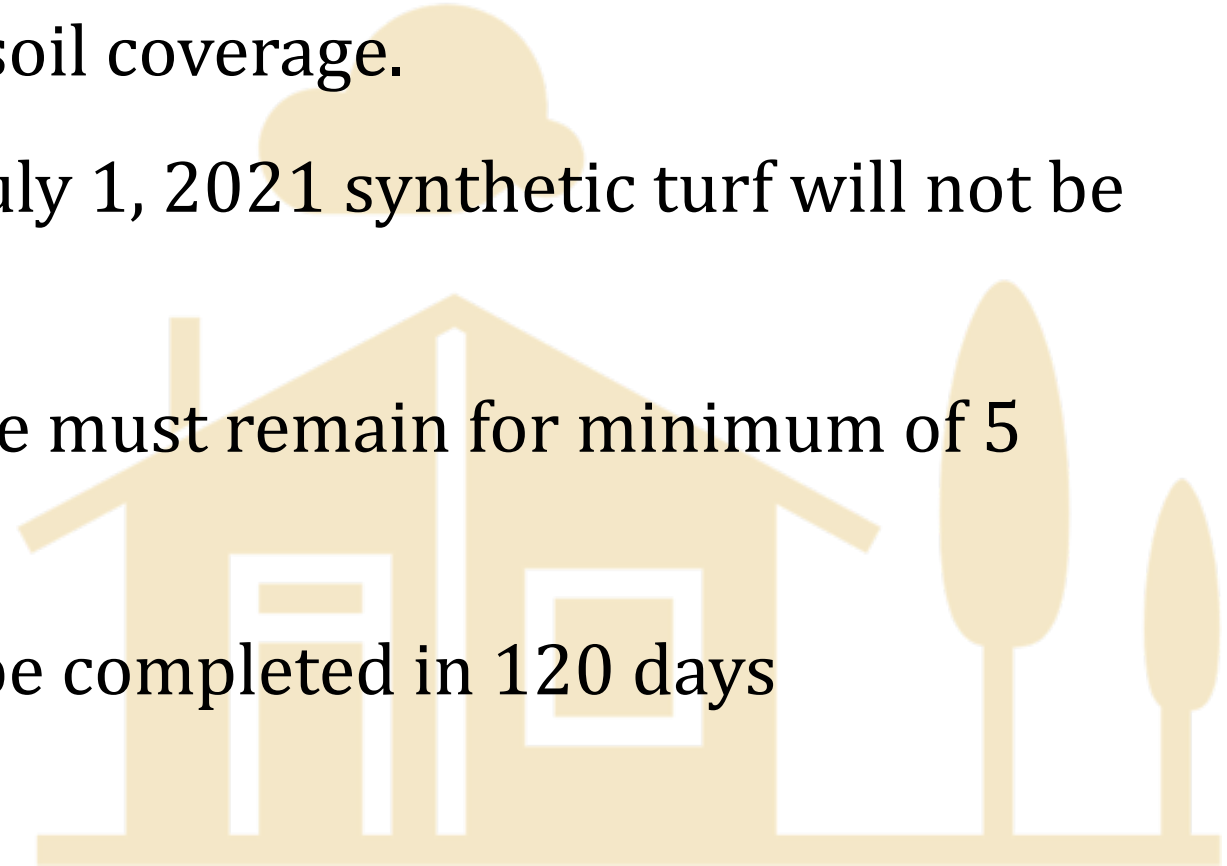
- 💧 You must have viable signs of an existing lawn, rebate is not retroactive
- 💧 Customer must have an existing tree in the square footage converted or plant a water wise tree
- 💧 All hardscape must be permeable, anything cemented in will not count as eligible
- 💧 Drought tolerant plants must be installed, once mature they must cover 25% of the removed square footage. Submitted photos will reflect plants viability





# Lawn to Garden Rebate Guidelines

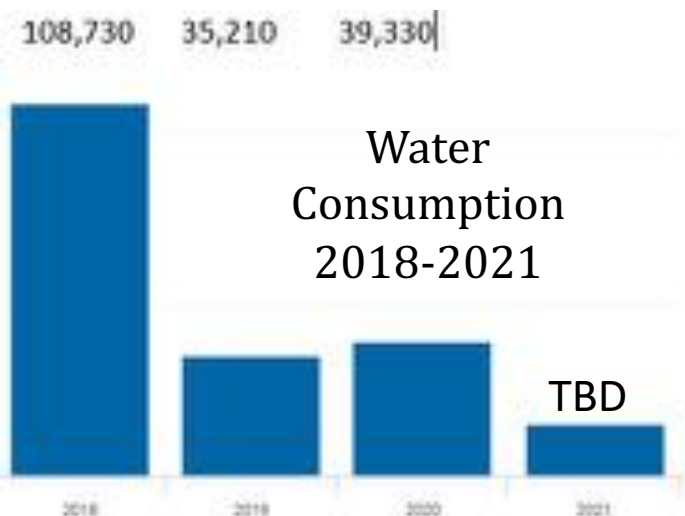
- 💧 All exposed soil surfaces must be covered with approved mulch. Approved mulch types are organic material, rock, rubber bark, or decomposed granite. No more than 25% of the converted area may have decomposed granite or rubber bark soil coverage.
- 💧 Synthetic turf is currently allowed (July 1, 2021 synthetic turf will not be eligible)
- 💧 Converted drought tolerant landscape must remain for minimum of 5 years
- 💧 All lawn replacement projects must be completed in 120 days (Exceptions are case by case)



# Before:



# After:



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





Before:



After:





Before 2019:



Completed 2019:



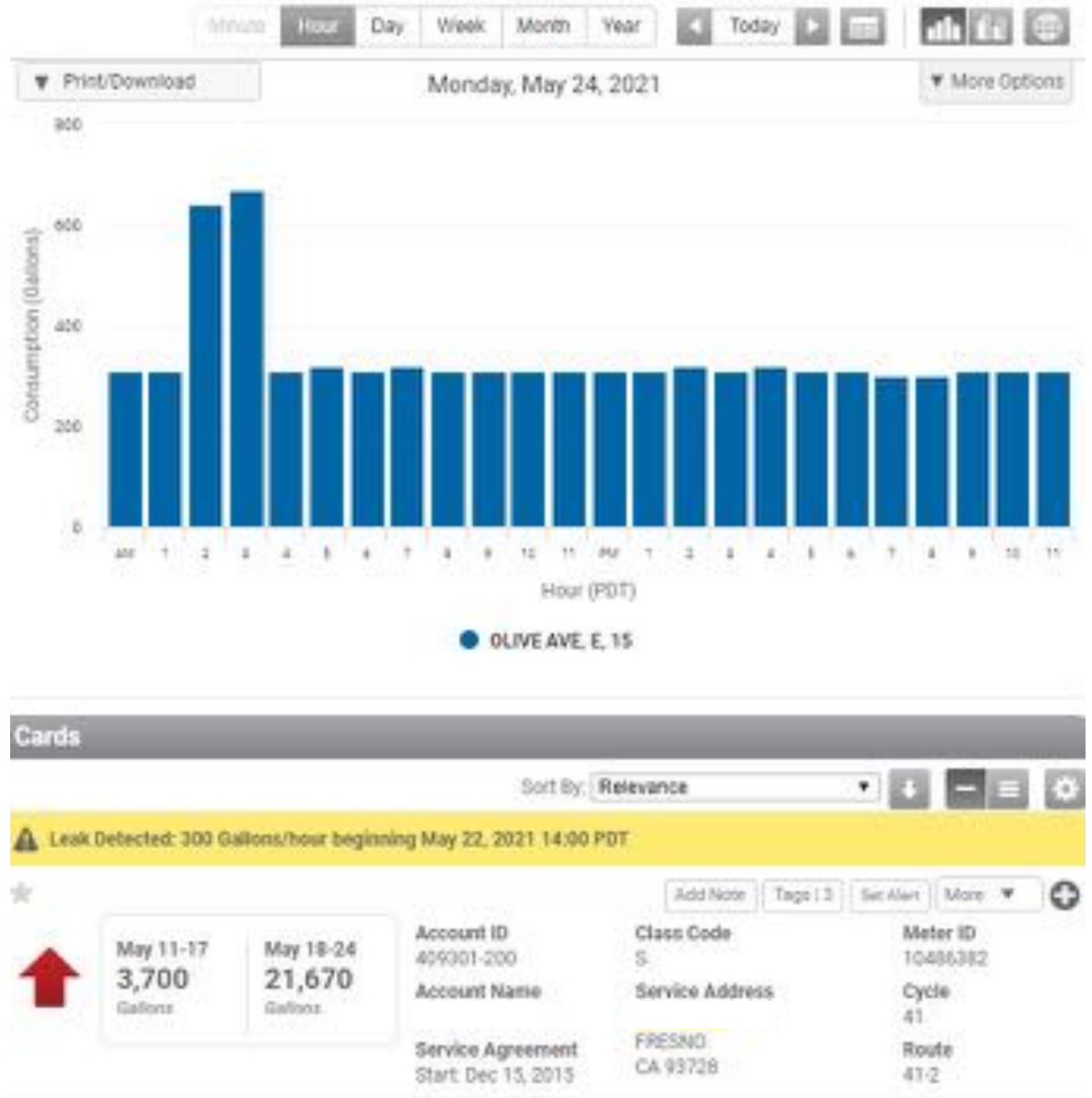
After 2021:





# 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](http://www.eyeonwater.com)
- 💧 Currently 7% of all COF water customers have signed up for EOW



# Tips and Tricks

## 💧 Adapting during COVID

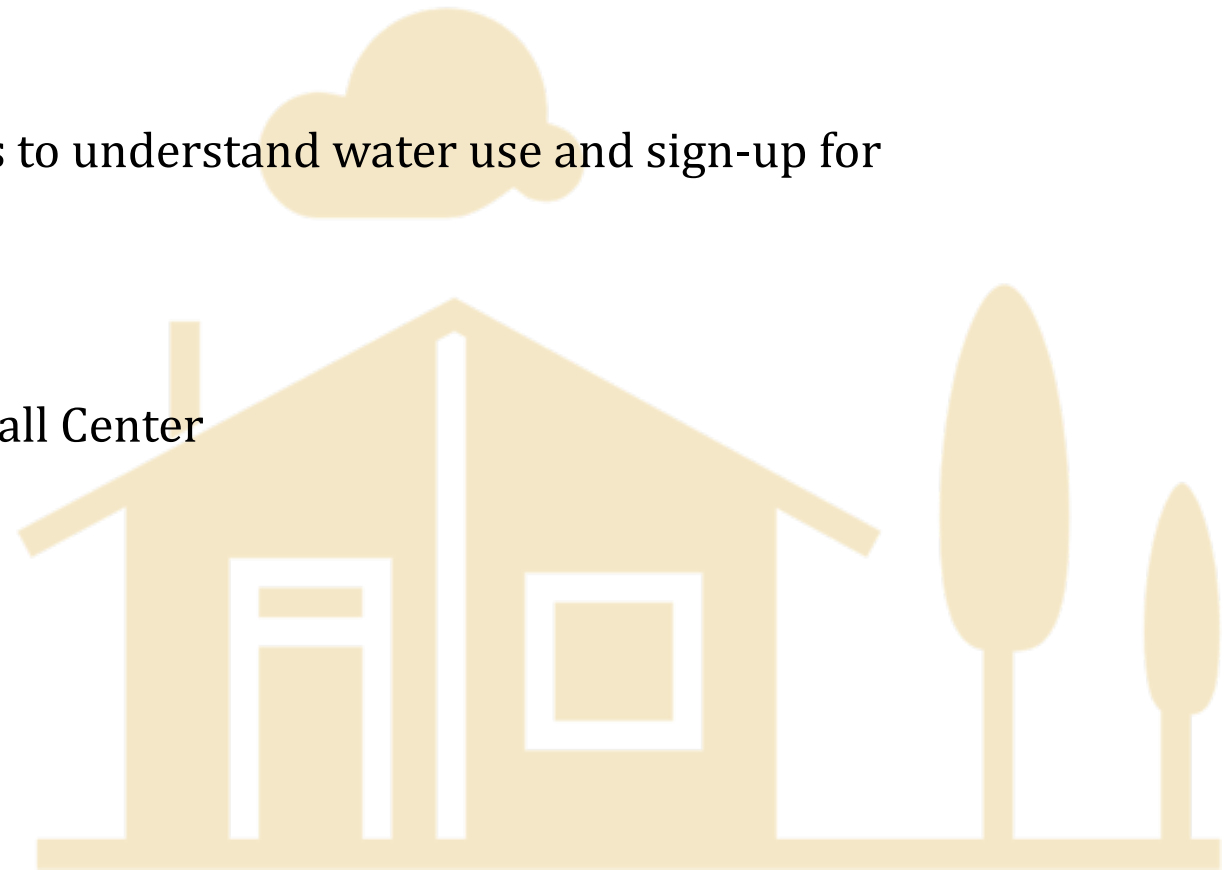
- 💧 Hybrid work plan
- 💧 Water Quality Advisories using AMI
- 💧 Telephonic assistance: leak audits, timer tutorials
- 💧 Influencing active conservation: getting customers to understand water use and sign-up for EyeonWater

## 💧 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



# Contact Information

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# Poll Questions!



1. Does your agency have any water conservation programs specifically targeted for Disadvantaged Communities within your jurisdiction?

- Yes
- No










# Poll Questions!

2. What is your most popular rebate program?

- High Efficiency Clothes Washer
  - Lawn to Garden
  - High Efficiency Residential Toilet
  - Other (type in chat)
- 
- 
- 



# Poll Questions!

3. Do you plan to retain any operational practices or lessons learned while administering your Water Conservation Program during COVID-19?

- Yes
- No



# Engaging with the Implementation Guides



*Adding your example programs and asking questions*



# Implementation Guides Tips and Tricks!

Easy navigation

Leave a comment




Got the perfect program to add or have a suggestion? Email Linda Vo ([linda@calwep.org](mailto:linda@calwep.org))

These guides are living documents; we're constantly updating them!








# More Poll Questions!

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- 
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1. Which of the following indoor programs does your agency have?
    - Indoor survey
    - Giveaways (e.g. water devices/fixtures)
    - Leak notifications
    - High efficiency toilet rebate
    - High efficiency washer rebate
    - Other (type in chat)






# More Poll Questions!

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2. Which of the following outdoor programs does your agency have?
- Outdoor survey
  - Giveaways (e.g. landscape materials)
  - Leak notification
  - Turf replacement
  - Smart weather-based irrigation controller
  - Other (type in chat)



# More Poll Questions!

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3. What education programs/outreach do you provide to your residential customers?
- Provide them a water budget
  - Show them your demonstration garden
  - Post on social media
  - Hold classes on various topics
  - Hold various events (e.g. home shows, community events)
  - Other (type in chat)



# Discussion




- What residential programs does your agency offer?
- How have your incentive programs changed with COVID?
- What residential programs have your agency done successfully?
- Are there certain residential programs that your agency is struggling with?
- What residential programs are your agency looking to launch?
- Are you looking to innovate your program?
- What else would you like to see in the Residential Implementation Guide?










# Even More Poll Questions!

- 
1. As a conservation coordinator, where would you like to expand your training/knowledge?
    - Utility operations
    - Residential programs
    - Landscape programs
    - Education and outreach
    - Commercial programs
- 
- 



# Even More Poll Questions!

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2. How would you like the trainings to be conducted?
    - All day training, touching on all topics
    - Half day training, touching on all topics
    - Recorded case study spotlights (utility examples by topic)
    - Short video online training
    - Half day training on individual topics



# Thank You!

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