



New Conservation Coordinator Training

Commercial, Industrial and Institutional Programs

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MADDAUS
WATER
MANAGEMENT



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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

History of BMPs and Purpose of Guides

Overview of the Guides

Tour of Commercial, Institutional and Industrial Guide

Member Spotlight: West Basin Municipal Water District

Tips and Tricks

Discussion



From California Urban Water Conservation Council BMPs to CalWEP Implementation Guides



1991

Memorandum of Understanding Regarding Urban Water Conservation in California



BMPs

14 BMPs identified in the MOU.



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

The Guides

A screenshot of the website calwep.org/guide/. The page features a navigation bar with the California Water Efficiency Partnership logo and links for About, Our Work, Events, Membership, News, All Resources, and MyCalWEP. The main heading is "IMPLEMENTATION GUIDES". Below this is a search bar labeled "Search All Guides" with a blue "SEARCH" button. Five guide categories are displayed in a grid: Commercial, Industrial, and Institutional; Education and Outreach; Landscape; Residential; and Utility Operations. Each category is represented by a square box containing an icon and the category name.

calwep.org/guide



Inside CII Guides



CII Partnerships and Funding Sources

[Complete Guide](#)

- Partnerships
- Additional Non-Monetary Opportunities to the Commercial Sector
- Lessons Learned
- Guidance and Documents
- Examples from Members



CII Codes and Standards

[Complete Guide](#)

- Current Codes and Standards (updated as of November 2020)
- Historical Background on Codes and Standards
- Guidance and References



CII Surveys

[Complete Guide](#)

- Basic Steps for Developing a CII Water Survey Program
- Lessons Learned
- Guidance Documents and Examples



CII Incentives

[Complete Guide](#)

- Summary of CalWEP Member CII Incentive Programs by Type

Inside CII Partnerships and Funding

CII PARTNERSHIPS AND FUNDING SOURCES

Partnerships

Wholesale-Retail Partnerships

Member Example Program

Energy and Wastewater Utility Partnerships

Government Partnerships

Environmental Groups

Private Foundations

Regional Funding Opportunities

Technology Grants for Innovation and Support

Partnerships

Partnerships can make water efficiency programs significantly more cost-effective by providing funding or cost-share opportunities. In addition, partnerships can increase program exposure and/or provide opportunities to launch pilot programs that can be evaluated for effectiveness and potentially established as long-term programs. Partnership and funding opportunities are available to government entities like water, wastewater and energy utilities that can help lead a grant effort and then have a cost-sharing agreement to support collaboration on the project implementation. Many partnership opportunities involve the public-private relationship, and therefore focused on supporting the CII sector.

Wholesale-Retail Partnerships

Wholesale agency programs often are available throughout a wholesale agency's service area, and retail agencies may choose their level of participation. This involvement can include anything from assistance in





Inside CII Codes and Standards

Commercial Plumbing Codes and Standards

Commercial plumbing codes and standards is a conservation measure that is considered to be "passive" and that results in reliable long-term real water savings. New and older fixtures and appliances are governed by the codes and standards in place at the time that the building was constructed or when the plumbing product is replaced. As a result, it is important to know both the current and historical codes and standards with dates of changes.

Timeline of Commercial Fixture Standards



Current Codes and Standards (updated as of November 2020)

- Toilets
- Urinals
- Showerheads
- Faucets
- Pre-Rinse Spray Valves
- Commercial Clothes Washers

Historical Background on Codes and Standards

- The Federal Energy Policy Act of 1992
- California State Law - AB 715
- California State Law - SB 407 and SB 837
- Permanent Water Savings
- Guidance and References



Inside CII Surveys



- Basic Steps for Developing a CII Water Survey Program
- Member Example Program
- Lessons Learned
- Guidance Documents and Examples
- Member Example Program Resources

Basic Steps for Developing a CII Water Survey Program



- 1. Develop Team Knowledge of Conducting CII Water Surveys:** CII facilities can include a wide range of water-using equipment. Equipment in some facilities (e.g., restaurants) will be more homogeneous, while other facilities (e.g., manufacturing) will have more complex and unique equipment. It is recommended that water providers who plan to provide meaningful surveys to CII customers either develop internal technical knowledge of CII water uses and survey procedures or contract a third party to conduct the water surveys.
- 2. Identify and Target CII Customers:** Water efficiency staff should define program goals in order to identify the most appropriate CII customers to target for the program. Once the program goals and the target CII

Inside CII Incentive Programs



Summary of CalWEP Member CII Incentive Programs by Type

Financial Incentives

Member Example Program

Direct Install

Member Example Program

Device Distribution

Member Example Program

Performance-Based Programs

Member Example Program

Summary of CalWEP Member CII Incentive Programs by Type

Financial Incentives

- Check out West Basin Municipal Water District's [Cash for Kitchens](#) program that provides free efficiency devices, educational materials, and appliance rebates for items such as air-cooled ice machines, connectionless steamers, and commercial dishwashers.
- Irvine Ranch Water District offers a wide variety of commercial rebates for its customers, ranging from HETs to cooling tower conductivity controllers. Check out more information about the commercial rebate program here: rightscapenow.com/rebates/commercial-rebates
- Irvine Ranch Water District also offers a WaterStar certification program for businesses and restaurants to improve water use efficiency, save on water bills, and obtain financial incentives for efficiency improvements. Being certified is a way to inform the community that the applicant values water conservation. Check out the program here: rightscapenow.com/programs/waterstar-business-recognition

Member Example Programs



Cash 4 Kitchens (C4K) - West Basin

The Cash for Kitchens (C4K) Program provides free water efficiency devices, educational materials, and appliance rebate information...






Commercial Rebates

Interested in saving water and money? IRWD offers customers rebates on the purchase of high-efficiency water fixtures. Below is a list of eL...



Poll Questions!



- 
1. What CII programs does your agency offer? (multi-select)
 - Financial Incentives
 - Direct Install
 - Device Distribution
 - Performance-based Programs
 - Commercial Surveys
- 
- 



More Poll Questions!




2. How have your incentive programs changed with COVID?
(multi-select)



- 
- Increased Participation
 - Decreased Participation
 - Increased CII Customer Calls/Inquiries
 - Increased remote support
 - We are/or plan to go back in the field!
- 



More Poll Questions!



3. What CII programs have your agency done successfully?
(multiselect)

- 
- Financial Incentives
 - Direct Install
 - Device Distribution
 - Performance-based Programs
 - Commercial Surveys
 - Other: write in chat box
- 

A stylized graphic of a spotlight on the left side of the slide. It features a curved arch at the top, a rectangular lens, and three diagonal lines representing light rays. The main shaft of the spotlight is a thick vertical bar that tapers at the bottom into a trapezoidal base.

Member Spotlight: West Basin Municipal Water District

CII Surveys and Partner Programs

Presented by: Jenyffer Vasquez



WEST BASIN

Municipal Water District

Cash for Kitchens Program

CII Member Spotlight



Mission



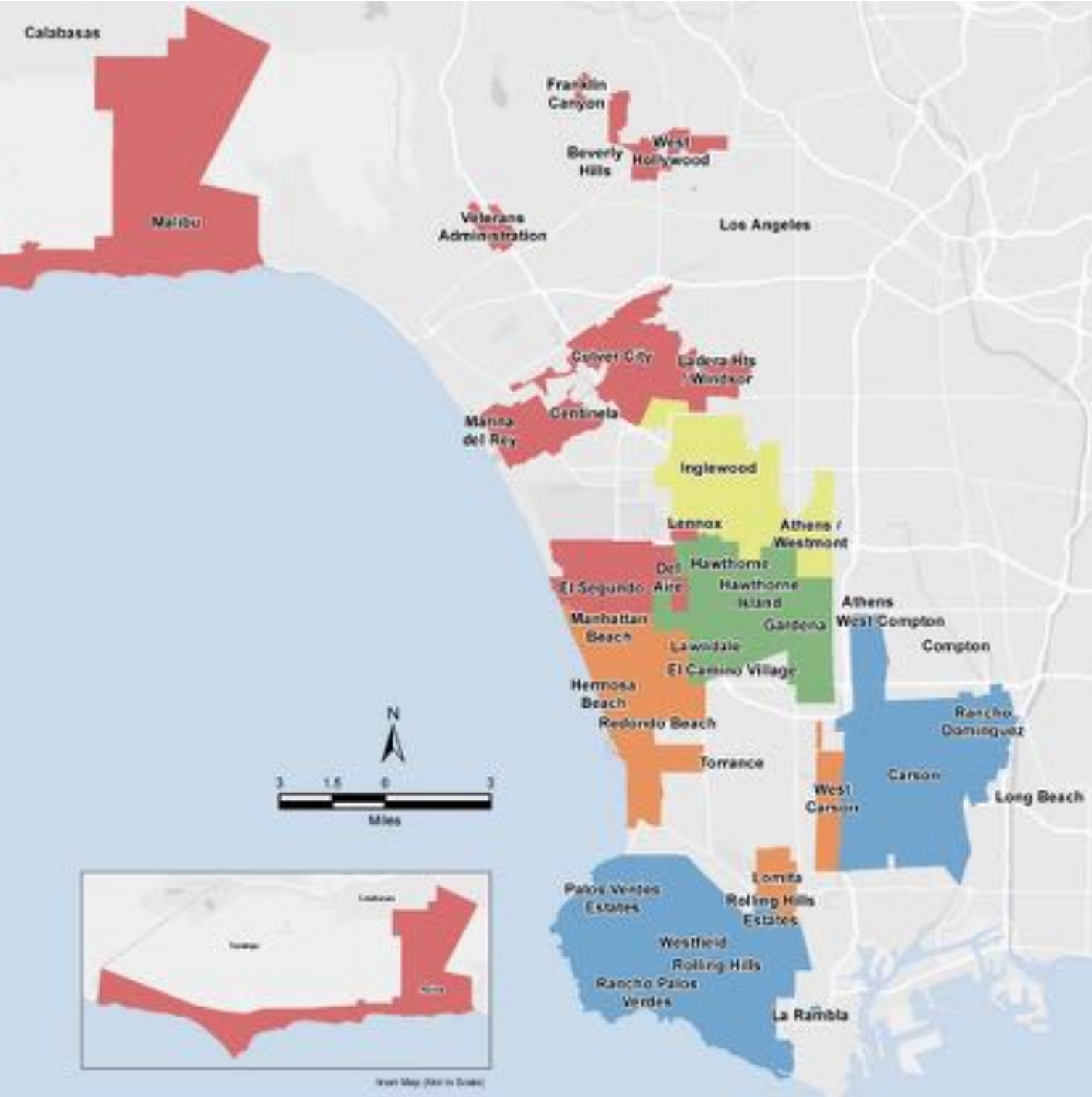
Provide a **safe** and **reliable** supply of **high-quality water** to the communities we serve.

West Basin Municipal Water District



- Public wholesale water agency
- Provides imported drinking water to nearly 1 million people in 17 cities
- Produce recycled water for the region
- Formed by a vote of the people in 1947
- A member agency of Metropolitan Water District of Southern California

Service Area



- Division I**
Carson, Palos Verdes Estates, Rancho Palos Verdes, Rolling Hills, Rolling Hills Estates, and unincorporated LA County areas of Rancho Dominguez
- Division II**
Inglewood, and unincorporated LA County areas of Lennox, South Ladera Heights, West Athens, and Westmont
- Division III**
Hermosa Beach, Lomita, Manhattan Beach, Redondo Beach, and a portion of Torrance
- Division IV**
Culver City, El Segundo, Malibu, West Hollywood, and unincorporated LA County areas of Del Aire, Lennox, Marina del Rey, North Ladera Heights, Topanga, View Park, Windsor Hills and Wiseburn
- Division V**
Gardena, Hawthorne, Lawndale, and unincorporated LA County area of El Camino Village

Program Considerations

West Basin's approach to its conservation efforts includes:

- 1) providing unique and innovative WUE programs to its customer agencies,
- 2) partnering with and supplementing WUE program offerings provided by the Metropolitan Water District ("MWD")
- 3) leveraging grant funding for WUE programs and services on behalf of its customer agencies
- 4) as a regional entity, leveraging economies of scale in program administration and implementation on behalf of its smaller customer agencies
- 5) providing regional consistency in WUE programs offered to the public.

Source: West Basin Municipal Water District Water Use Efficiency Data Study (2019)

CII Implementation Guide



Cash for Kitchens Program Overview

- Engages restaurants and commercial kitchens in the commercial, industrial, and institutional sector
- Provides free distribution of water saving devices
- Water efficiency survey
- Increased rebates for larger devices



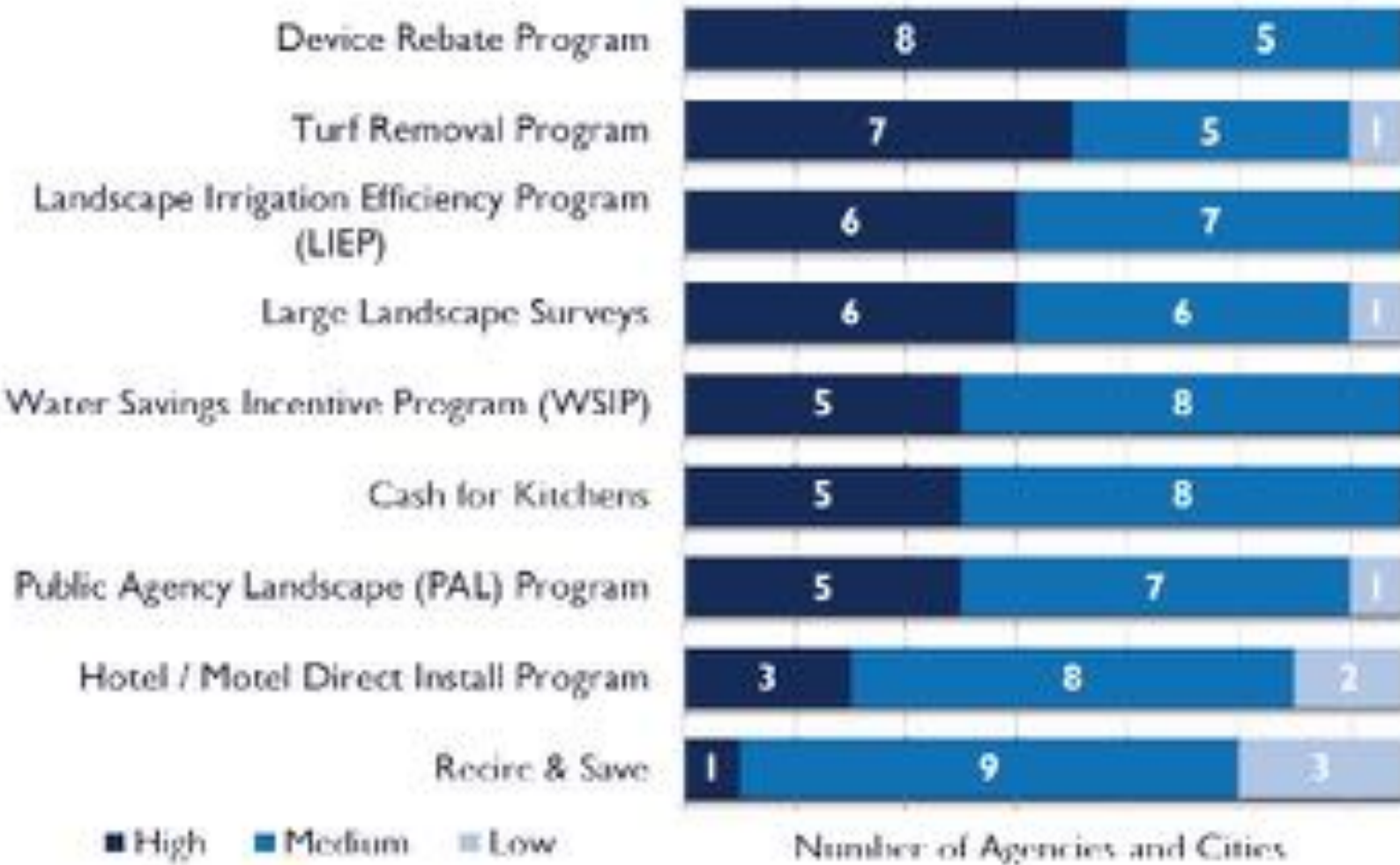
Funding Considerations

- Grants awarded from the United States Bureau of Reclamation (USBR) and the Department of Water Resources (DWR) in 2017
- Ongoing funding
- Staff vs. Consultants



Develop Team Knowledge

Opinion of Prioritization of Future WUE Programs: CII



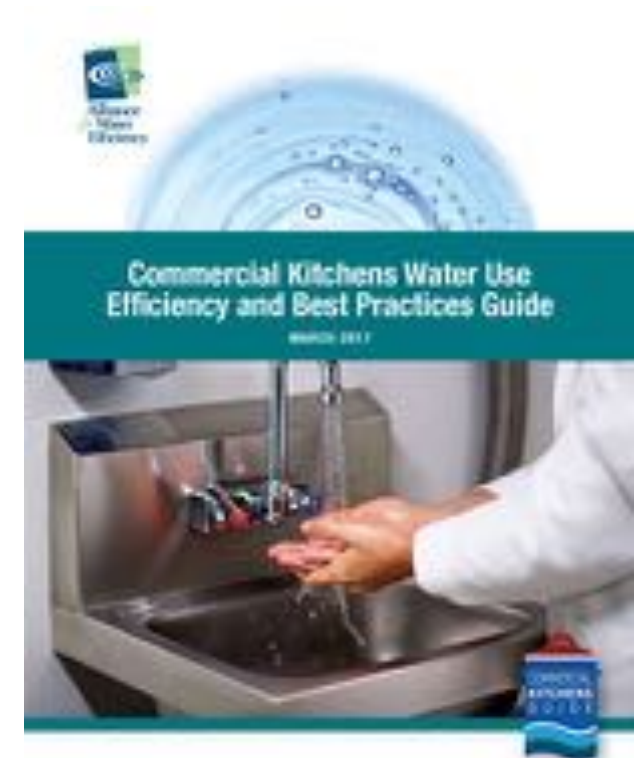
CII WUE Program Participation

- CII WUE programs must be targeted to specific types of businesses
- Retail and city agency engagement

Source: West Basin Municipal Water District Water Use Efficiency Data Study (2019)

Develop Team Knowledge

- Partnerships with South Bay Cities Council of Governments
 - Environmental Services Center
 - Green Business Certification
 - Green Business Assist
- Consultant assistance
- Research Survey Components
 - Consider all available funding for water efficient devices
 - Be flexible to changing technology
 - Collect data points even if you are not ready with a rebate or program



Identify and Target with the Program

- Are you a wholesaler or retailer?
- Know your CII audience
 - Small to medium facilities?
 - Big brand/franchise/corporation?
 - What other types of businesses/industries are there?
 - Schools? Colleges/Universities?
- What resources can you offer your outreach team/consultants?
- How else can you reach out to CII sites?



Identify and Target

Eligible sites:

- Restaurants
- Hotels
- Motels
- Grocery stores
- Commercial kitchens
 - Community centers
 - Schools
 - Golf courses



Market the Survey Program

- Direct Mail: postcards, flyers, bill stuffers
- Social Media Kit
- E- Newsletter
- Motion Graphic Videos
- WUE Webinar
- Drive Thru Outreach Event



WEST BASIN MUNICIPAL WATER DISTRICT | **CASH FOR KITCHENS** | **SURVEY NOW ONLINE**
www.westbasin.org/c4ksurvey

Take an online water use survey and qualify for a contactless water efficiency package!

Survey Participants Eligible for FREE:

- Pre-Rinse Spray Valves
- Under Sink Flow Restrictors

Increased Rebates Available For:

- Energy Star Dishwashers
- Connectionless Steamers

Up to \$6,000 per device

WHILE SUPPLIES LAST!

WEST BASIN BOARD OF DIRECTORS

Harold C. Williams Division I	Gloria D. Gray Division II	Desi Alvarez Division III	Scott Houston Division IV	Donald L. Dear Division V
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Conduct Site Visits

- Kitchen Faucets
- Pre-Rinse Spray Valves
- Food Steamers
- Dishwashers
- Restrooms
- Facility Details



Conduct Site Visits and Collect Data

#1 Dishwasher

Brand Name:	Model:
Bosch	I don't know
Approximate Year Installed:	"High Temp" or "Low Temp"?
2019	High Temperature
Description / Location:	Dimensions (W x D x H):
front kitchen	24"
Type of Unit:	EnergyStar Model?
Below-Counter	Yes
Daily Runtime	Estimate # of Racks washed daily:
6 times daily	all
Chemical Detergents Used?	
Not Sure	

- Brand name
- Device model
- Dimensions

Facility details

- How many days per year does this kitchen operate?
- How many hours per day does this kitchen typically operate?

Follow Up With Customers

- Communicate survey findings in a report for the facility
- Customize saving opportunities and promote additional programs
- Buy-in to ensure installation of water saving devices moving forward



Water Use Efficiency Report

Best Western Plus Redondo Beach Inn

Facility Address:

1850 S Pacific Coast Hwy
Redondo Beach, CA 90277

Contact:

Tommy Leo

Monitor and Track Data

- Consider limitations to acquiring direct water use data
- Water Efficiency Report includes estimated water savings per site
- DWR Water-Energy Grant Program: California Air Resources Board Greenhouse Gas Emission Reduction Calculator
 - Commercial/Institutional Inputs



Commercial/Institutional and Residential Results Summary

Commercial/Institutional									
Quantity	Annual Savings				Assumed equipment lifetime (years)	Project Savings			
	Electricity (kWh)	Gas (therms)	Water (gallons)	Emissions reduction (Metric Tons of CO ₂ e)		Electricity (kWh)	Gas (therms)	Water (gallons)	Emissions reduction (Metric Tons of CO ₂ e)

Online Adaptations in 2020



Take an online survey to qualify for a **FREE** contactless water efficiency package for your restaurant or commercial kitchen!

www.westbasin.org/c4k



Save Water,
Save Money



Online &
Mobile-Friendly



Contactless



Save Energy



Do It On Your
Own Time

Online Adaptations in 2020

- How-to Video Library
- Water Efficiency Report
- Mail devices
- Remote Canvassing
- Technical Support
 - Phone
 - Video capabilities



Success Story: City of Carson Park Facilities

- Conducted water efficiency surveys for all community centers within parks
- A total of 6 Air-Cooled Ice Machine rebates
- Over \$14,000 funding
- Be available to assist at the right time



Looking Ahead

- Create flexibility on device rebate distribution
- Consider operational changes in commercial kitchen sites i.e. “Ghost” Kitchens and updated hours of operation
- Plan ahead for additional program components beyond the existing grants



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Connect with us
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West Basin



@WestBasin



@WestBasin



West Basin Municipal
Water District

Engaging with the Implementation Guides



Adding your example programs and asking questions



Implementation Guides Tips and Tricks!

Easy navigation

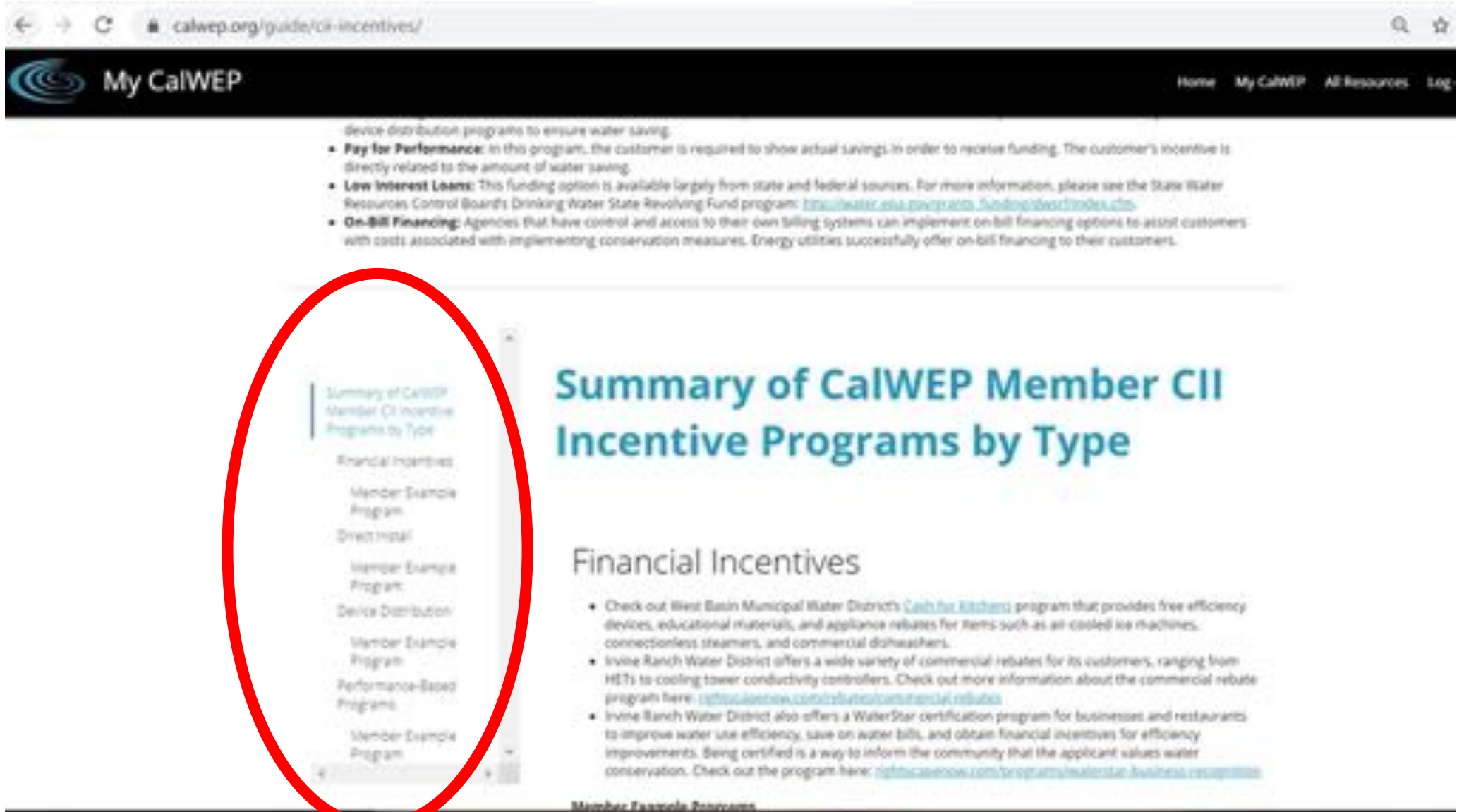
Leave a comment

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

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



Page Table of Contents



device distribution programs to ensure water saving.

- **Pay for Performance:** In this program, the customer is required to show actual savings in order to receive funding. The customer's incentive is directly related to the amount of water saving.
- **Low Interest Loans:** This funding option is available largely from state and federal sources. For more information, please see the State Water Resources Control Board's Drinking Water State Revolving Fund program: http://water.ca.gov/grants_funding/dwsrf/index.cfm
- **On-Bill Financing:** Agencies that have control and access to their own billing systems can implement on-bill financing options to assist customers with costs associated with implementing conservation measures. Energy utilities successfully offer on-bill financing to their customers.

Summary of CalWEP Member CII Incentive Programs by Type

Financial Incentives	Member Example Program
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Financial Incentives

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Member Example Programs





Even More Poll Questions!

4. Are there any CII programs where your agency is struggling?
(multi select)

- Financial Incentives
- Direct Install
- Device Distribution
- Performance-based Programs
- Commercial Surveys
- Other: write in chat box







Even More Poll Questions!






5. What CII programs are your agency looking to launch?
(multi-select)

- 
- Financial Incentives
 - Direct Install
 - Device Distribution
 - Performance-based Programs
 - Commercial Surveys
 - Other: write in chat box
- 



Even More Poll Questions!

6. Are you looking to innovate your program? (single answer)

- Yes, we need some help!
 - No, we are established and doing well.
 - Yes, we have a program but want to modernize.
 - No, we do not have time or funding.
 - Don't know
- 
- 
- 



Thank You!

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West Basin

