



CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP

# Building the CII Outreach Playbook

# CII Outreach



## Challenges

- **Who is the right contact?**
  - Local vs. corporate
  - Billing vs. non-billing
- **What messaging approach is most effective?**
  - Sector-specific
  - Return on Investment (ROI)
  - Sustainability initiatives
- **How is success measured?**
  - Water Savings
  - Participation

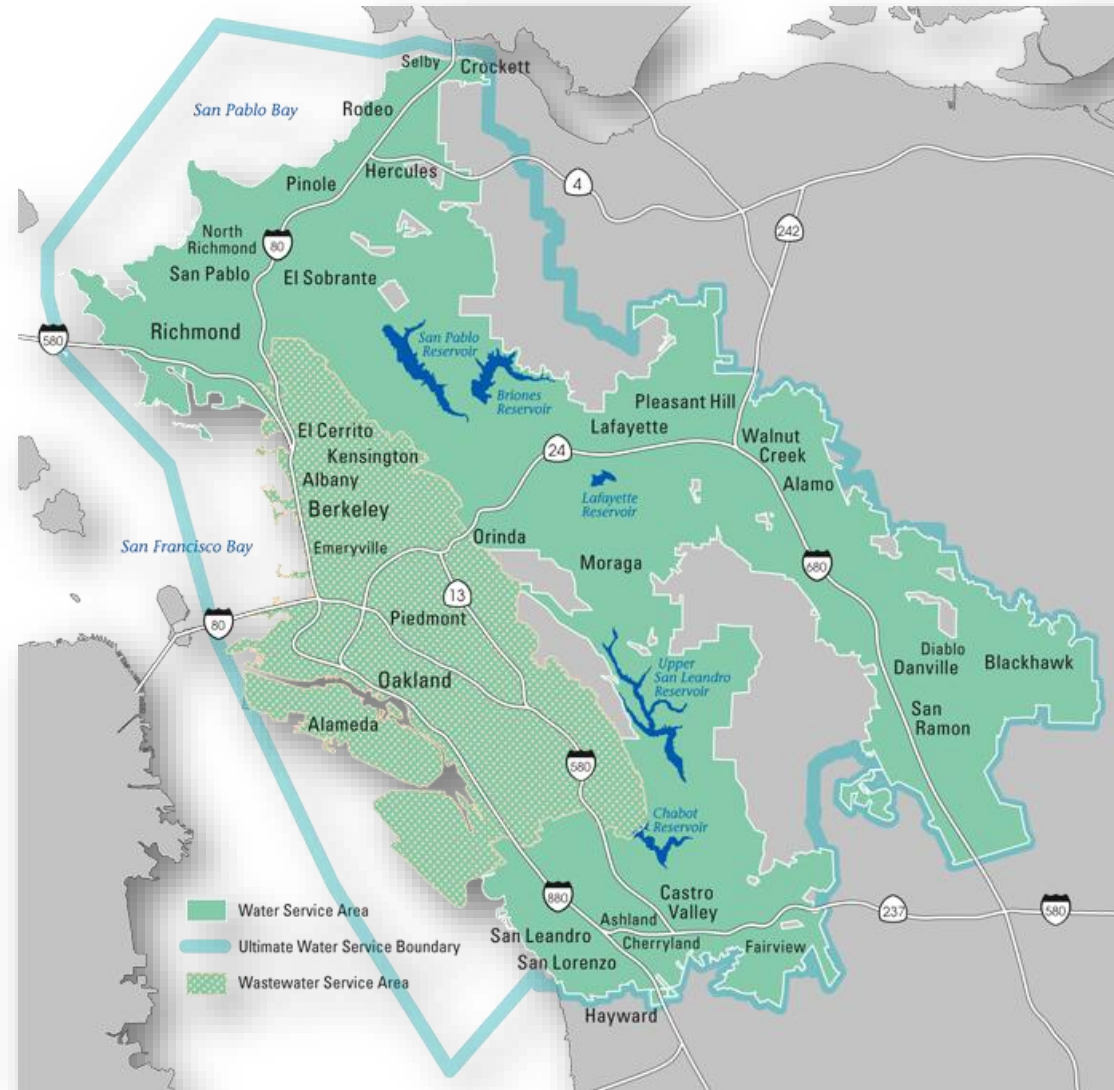


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# Presentation by East Bay Municipal Water District

# EBMUD Water & Wastewater Service Areas

- Multi-jurisdiction Special District w/publicly elected board
- Alameda & Contra Costa Counties in SF Bay Area of CA
- 1.4 million water customers
- 740,000 wastewater customers
- > 4,200 miles of pipe



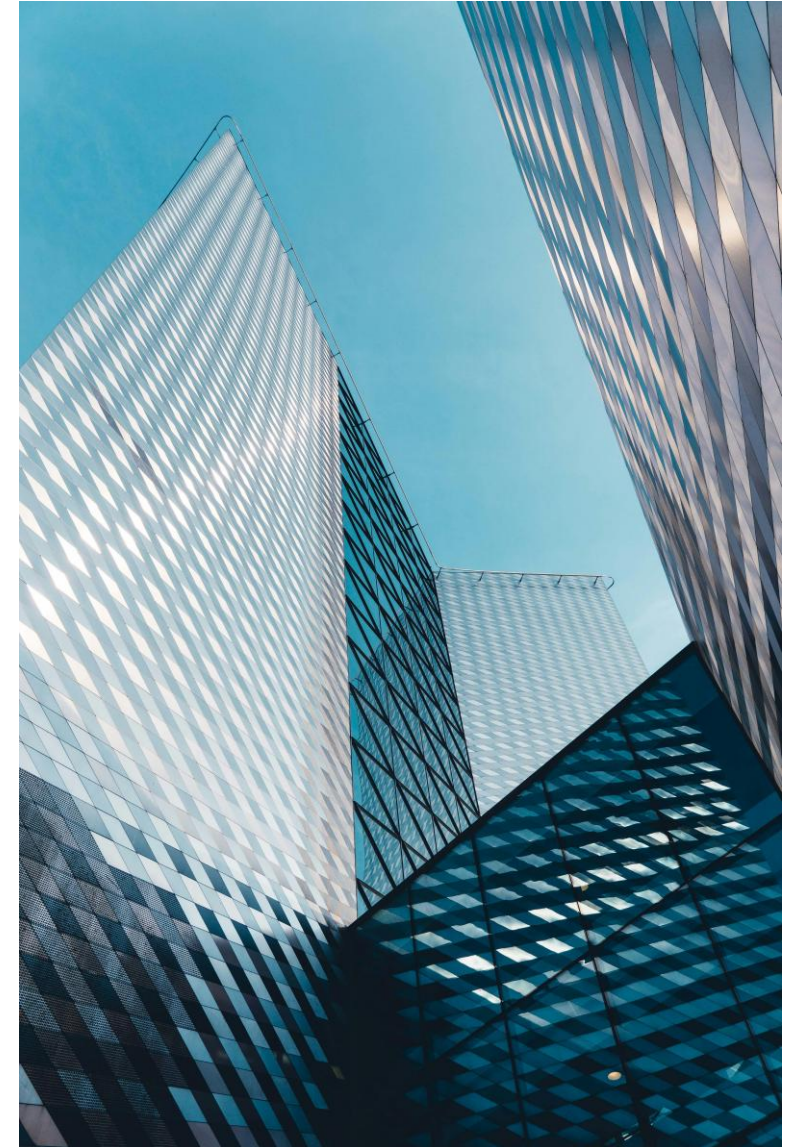
# Commercial, Industrial & Institutional (CII) Customers

- ~400,000 total service connections
  - 30,000+ CII connections (7.5%)
- Over 30% of water use is CII
- 95 distinct meter categories ("BCC"), including:
  - Light manufacturing
  - Refineries
  - Schools
  - Food Service
  - Offices
- Varied CII biz concentrations throughout service area



# CII Outreach Summary

- On-site surveys
  - Weekly outreach to highest users list w/AMI
  - Calls, emails, site visits to make contact
  - Green Business Program audits
- Tailored messaging
  - Knowing your audience – dollars, values, or both?
  - Commercial Guidebook
  - Outreach by BCC/LTF category
  - Quarterly newsletter
- Water Conservation Management System
  - CRM system to track all outreach touches + progress
  - Can view consumption, meter info, past participation



# On-site surveys

Weekly outreach to highest users list w/AMI

- ~ 35 sites contacted/month
- Tracked via WCMS

Calls, emails, site visits to make contact

- Different approach with every site
- Sleuthing correct contact info
- Showing up in-person can be effective

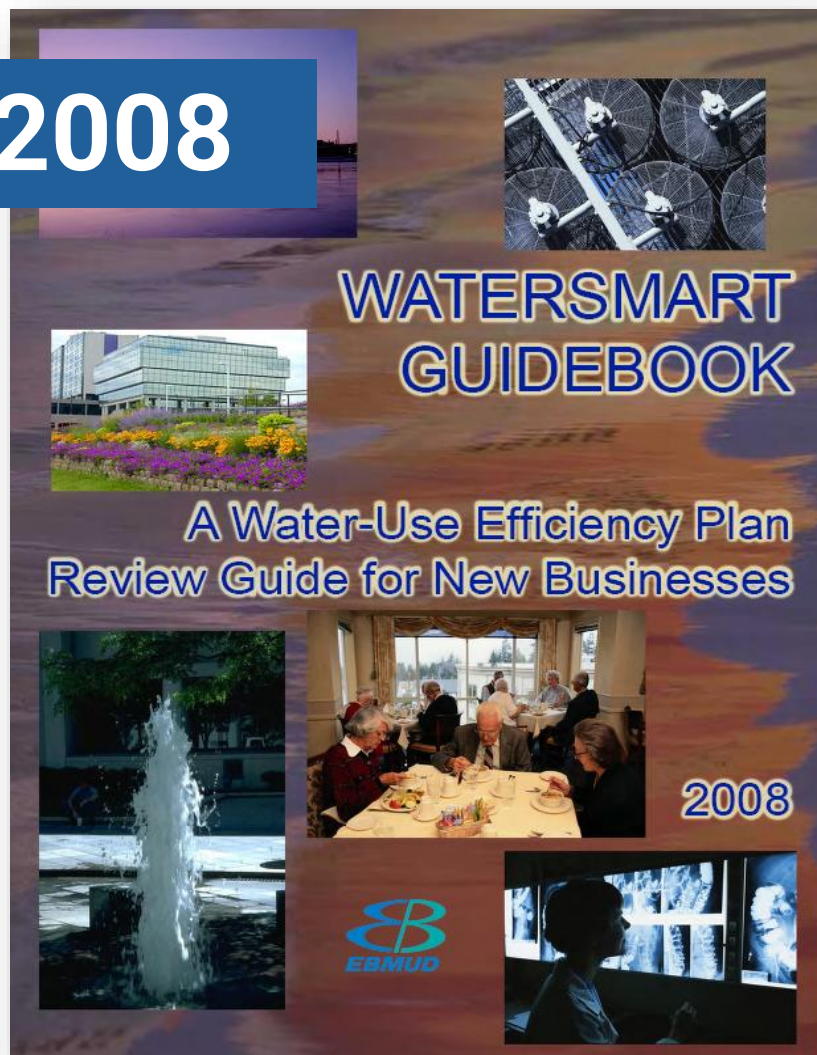
Once on site:

- Promote rebates
- Promote use of on-line portal and resources as needed

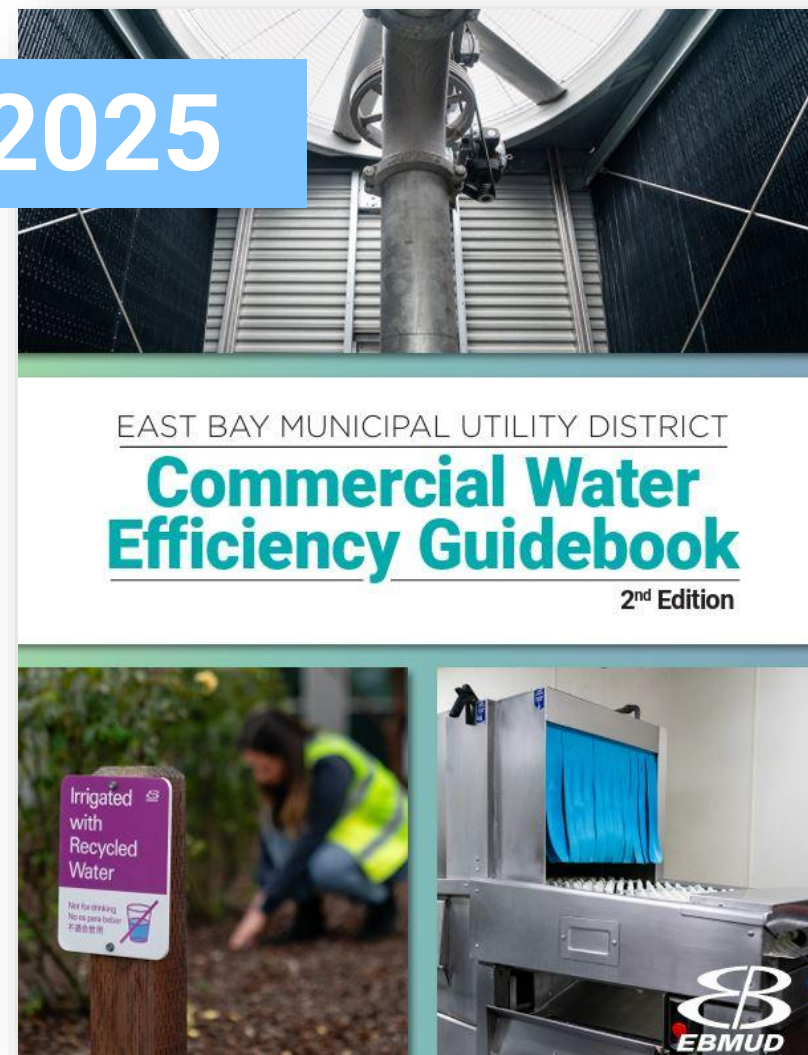


# Tailored Messaging: Commercial Guidebook

2008



2025



# Tailored Messaging: Commercial Guidebook

- for all ion-exchange and softening processes, setting recharge cycles by volume of water treated or using conductivity controllers.
- avoiding the use of timers for softener-recharge systems.
- using water treatment only when necessary. **TREAT**



## Ice Machines

Ice machines use water for ice and sometimes the compressor. Select:

- ice-making machines that are air-cooled to prevent heads to expel warm air outside the kitchen and customer areas. Air-cooled machines use cooling-tower loops.
- energy-efficient flake or nugget machines. If cube-ice machines are used, select Tier 2 efficiency standards are preferred. Even more efficient (CEE Commercial)

## Floor Cleaning

Floor-cleaning efficiency measures include:

- low-flow, high-pressure nozzles on hoses for floor and mat washing where a flow restrictor is required. **FOOD, PROC**
- drains placed close to areas where liquid is spilled in order to minimize the need to mop. **PROC**

## Submetering

Separate metering of individual units (tenants, or building areas — is recommended) to ensure that the costs of water use and, when disposal are equitably dispersed and accepted. Reflecting actual use and costs often offers a better water-use efficiency. **METER**

## Other

Other recommendations include:

- installing automatic shutoff and solenoid and water-using equipment. **PROC**
- installing faucets on set tubs and janitor closets to exceed 2.2 gpm. **REST**

## Ch 1—The True Cost of Water

Electricity rates can vary by time of use. The price of natural gas and propane also generally increases annually and can adjust seasonally or even daily.

**Businesses should be aware of their current electric and natural gas rates. Pacific Gas and Electric (PG&E) is the main energy provider to EBMUD. Rates vary by total use and season.**

### Cost to heat one gallon of water:

- The cost of natural gas or electricity
- The temperature of the water supplying the water heater
- The final temperature of the hot water
- The efficiency of the water heating system

The energy cost of heating water per gallon can be higher than the combined water and wastewater cost of that water per gallon. **Tables 1-1 and 1-2** show how much it costs to heat water at 100 percent water heater efficiency. Currently, electric water heaters operate in the range of 98% to 99% efficiency, and as of October 2015, commercial gas water heaters are required to achieve 80% efficiency<sup>1</sup>. Older water heaters were generally 70% to 75% energy efficient when brand new. New natural gas condensing heaters have efficiencies in the 90% to 95% range. However, the efficiency of hot water delivered to the point of use includes heat loss in the pipes. As water heaters age, their efficiency also tends to decline.

When energy costs are added, the cost of water increases dramatically.

The following examples illustrate how to use the sample tables.

**Example 1:** A new electric water heater operating at 80 percent efficiency heats water from 60°F to 140°F, an increase of 80°F. If the cost of electricity is 30 cents per kWh, the cost at 100% efficiency is 5.86 cents per gallon. At 80 percent efficiency, the actual cost is  $5.86/0.80 = 7.33$  cents per gallon. When added to the total water and wastewater cost, the hot water

costs are 8.58 cents per gallon = \$85.80 per thousand gallons (\$84.18 per CCF).

**Example 2:** The 140°F hot water is then used to feed a high temperature dishwasher operating at 180°F using an electric booster heater. The water must be heated an additional 40°F with electricity at 30 cents per kWh. The rise in temperature from 140°F to 180°F cost would be 2.93 cents a gallon. Adding the water and wastewater cost of 1.26 cents and the gas heater cost to raise the water to 140°F 3.56 cents, the total cost = 4.78 cents per gallon = \$47.80 per thousand gallons.

### Typical Percentages of Hot Water Use for Commercial and Institutional Users

**The cost of water used will depend on what percent of the water used in the application is heated.**

For example, the percentage of water used in a shower depends on the temperature of the cold water and the preference of the person taking the shower. Cold water (water and wastewater combined) may cost 1.25 cents a gallon and hot water may cost approximately 2.60 cents a gallon. Therefore, if 60% percent of the water used in the shower is heated water, the cost of water would be calculated as follows:  $(1.25 \times 0.40) + (2.6 \times 0.60) = 2.06$  cents per gallon. **Table 1-3** shows the range of hot water use for various types of hot water use in commercial and institutional establishments.

### Treatment Costs

While many industries, such as restaurants, will generally not need to further treat their municipal water, certain commercial and industrial operations such as refineries require a specific chemical composition of water. In these cases, further treating municipal water could be necessary, adding to the cost. The two most common commercial treatment options are softening and reverse osmosis.

Softening is done with a softener that uses either sodium or lithium chlorides to recharge the softener. Commonly, commercial heating and cooling applications, such as in cooling towers, require "softer" water that removes naturally occurring minerals. Water from the East Bay Municipal Utility District has an average hardness of 140 ppm as calcium carbonate. This is equal to 7.9 grains of hardness. The State of California requires residential

- Updated regulations
- New design
- Updated navigation

Download here:





[ebmud.com/CommercialGuidebook](http://ebmud.com/CommercialGuidebook)

# Tailored Messaging: Commercial Guidebook

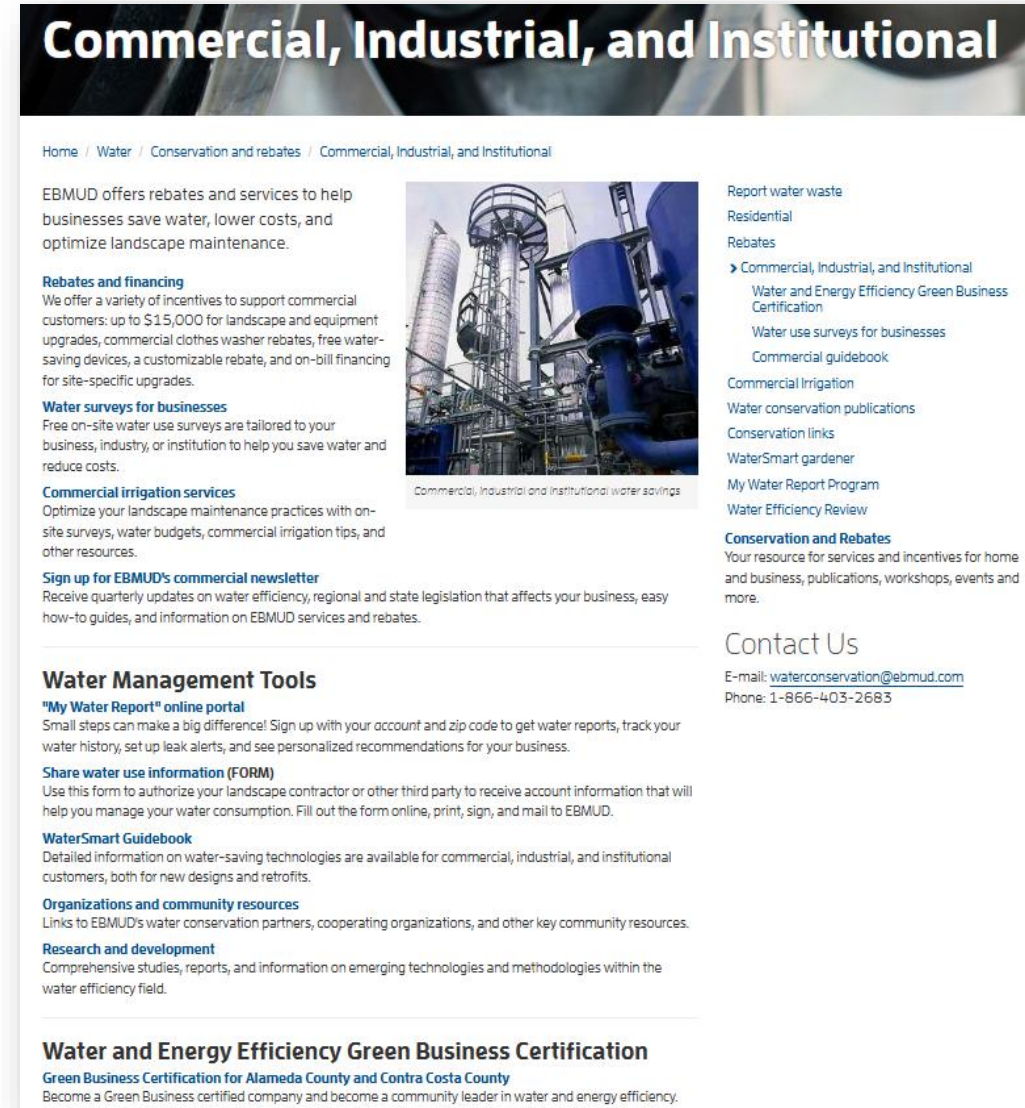
- First four chapters broadly applicable to most business, facility types:
  - The True Cost of Water
  - Data-Logging Devices
  - Plumbing
  - Restrooms
- Subsequent chapters more specific to certain industries – users can download a la carte

TABLE OF CONTENTS	
CHAPTERS	
1 <b>The True Cost of Water</b> page 05	9 <b>Food Service Operations</b> page 79
2 <b>AMI, Flowmeters, and Data Loggers</b> 11	10 <b>Laundries and Dry Cleaning Operations</b> 95
3 <b>Plumbing Fixtures</b> 15	11 <b>Medical Facilities and Laboratories</b> 105
4 <b>Restrooms</b> 23	12 <b>Pools &amp; Spas</b> 135
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8 <b>Onsite Water Treatment and Reuse</b> 69	

 = For all industries  
 = For specific industries

# Tailored Messaging: Commercial Guidebook

- Recent outreach to BCCs/targeted outreach to specific sectors
- Tracking
- Compliance w/CA regs
- Basic benchmarking using BCCs & LTF categories
  - And potential future inclusion as guidebook appendix



**Commercial, Industrial, and Institutional**

Home / Water / Conservation and rebates / Commercial, Industrial, and Institutional


EBMUD offers rebates and services to help businesses save water, lower costs, and optimize landscape maintenance.

**Rebates and financing**  
We offer a variety of incentives to support commercial customers: up to \$15,000 for landscape and equipment upgrades, commercial clothes washer rebates, free water-saving devices, a customizable rebate, and on-bill financing for site-specific upgrades.

**Water surveys for businesses**  
Free on-site water use surveys are tailored to your business, industry, or institution to help you save water and reduce costs.

**Commercial irrigation services**  
Optimize your landscape maintenance practices with on-site surveys, water budgets, commercial irrigation tips, and other resources.

**Sign up for EBMUD's commercial newsletter**  
Receive quarterly updates on water efficiency, regional and state legislation that affects your business, easy how-to guides, and information on EBMUD services and rebates.



Commercial, Industrial and Institutional water savings

**Water Management Tools**

**"My Water Report" online portal**  
Small steps can make a big difference! Sign up with your account and zip code to get water reports, track your water history, set up leak alerts, and see personalized recommendations for your business.

**Share water use information (FORM)**  
Use this form to authorize your landscape contractor or other third party to receive account information that will help you manage your water consumption. Fill out the form online, print, sign, and mail to EBMUD.

**WaterSmart Guidebook**  
Detailed information on water-saving technologies are available for commercial, industrial, and institutional customers, both for new designs and retrofits.

**Organizations and community resources**  
Links to EBMUD's water conservation partners, cooperating organizations, and other key community resources.

**Research and development**  
Comprehensive studies, reports, and information on emerging technologies and methodologies within the water efficiency field.

**Water and Energy Efficiency Green Business Certification**  
**Green Business Certification for Alameda County and Contra Costa County**  
Become a Green Business certified company and become a community leader in water and energy efficiency.

Report water waste  
Residential  
Rebates  
▶ Commercial, Industrial, and Institutional  
Water and Energy Efficiency Green Business Certification  
Water use surveys for businesses  
Commercial guidebook  
Commercial Irrigation  
Water conservation publications  
Conservation links  
WaterSmart gardener  
My Water Report Program  
Water Efficiency Review

**Conservation and Rebates**  
Your resource for services and incentives for home and business, publications, workshops, events and more.

Contact Us  
E-mail: [waterconservation@ebmud.com](mailto:waterconservation@ebmud.com)  
Phone: 1-866-403-2683

# Tailored Messaging: CRM messages

~ Once-yearly targeted outreach using proprietary CRM system

- Targeting high water-using commercial sub-sectors
- Arose out of benchmarking for Guidebook
- Promoting specific resources, ie, relevant Guidebook chapters, events, rebates



School's out for summer, which means it's the perfect time to dial in water efficiency.

Take advantage of EBMUD's *no-cost water conservation services*, including:

- **FREE** [Water Efficiency Site Visits](#)
- Up to \$20,000 in [Landscape and Irrigation Equipment Rebates](#)
- [Custom Rebates](#), for those innovative and hard-to-categorize water saving projects
- Download our new [Water Efficiency Guidebook](#)

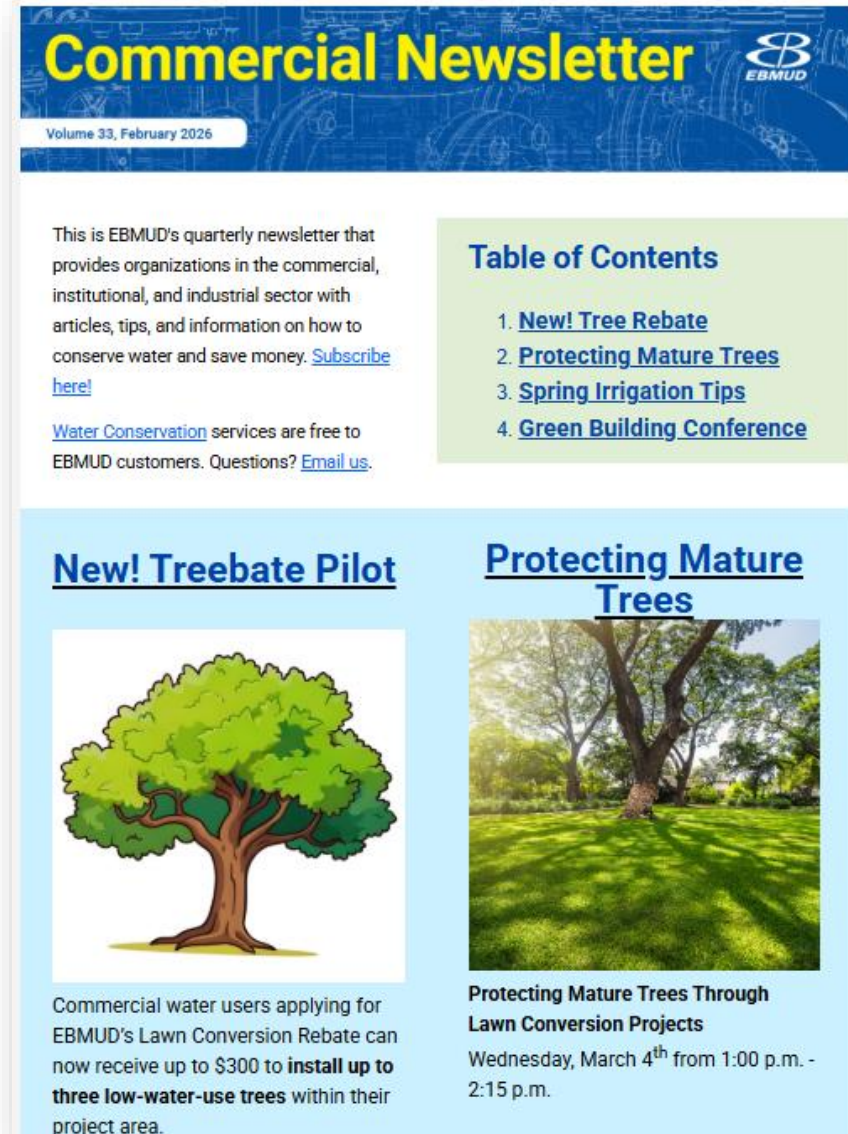
Ready to schedule your site visit or rebate consultation? Reach out to us at [waterconservation@ebmud.com](mailto:waterconservation@ebmud.com).

P.s. [Sign up for our quarterly newsletter](#) to get the latest updates about water conservation innovations and resources.



# Tailored Messaging: Quarterly Newsletter

- ~6,600 subscribers
- Promote seasonal messages
- Debut new resources
  - Rebates
  - Educational Materials
- Garner EBMUD + partner event registration
- May fold into CRM messaging platform



The image shows a screenshot of the EBMUD Commercial Newsletter. The header features the title "Commercial Newsletter" in yellow and the EBMUD logo. Below the header, the text reads: "This is EBMUD's quarterly newsletter that provides organizations in the commercial, institutional, and industrial sector with articles, tips, and information on how to conserve water and save money. [Subscribe here!](#) [Water Conservation](#) services are free to EBMUD customers. Questions? [Email us.](#)"

The "Table of Contents" section lists the following items:

1. [New! Tree Rebate](#)
2. [Protecting Mature Trees](#)
3. [Spring Irrigation Tips](#)
4. [Green Building Conference](#)

The "New! Treebate Pilot" section includes an illustration of a tree and the text: "Commercial water users applying for EBMUD's Lawn Conversion Rebate can now receive up to \$300 to **install up to three low-water-use trees** within their project area."

The "Protecting Mature Trees" section includes a photograph of a large tree and the text: "Protecting Mature Trees Through Lawn Conversion Projects Wednesday, March 4<sup>th</sup> from 1:00 p.m. - 2:15 p.m."

# Water Conservation Management System

- WCMS system to track all outreach touches + progress
- Can view consumption, meter info
- Collaborate on appointment information with staff
- Create custom activity categories

WCMS Activities Customer Watch Contacts Tools Products Admin Help

Active Account Search ... Welcome Anya A Kamenskaya

Search All Activities

My Activities (31) Open Activities (359) Unassigned Activities (39) WC Watch Queues (99) My Appointments (1)

First Previous 1 Next Last Showing 1 to 1 of 1 entries Search:

Title	Start Date	Meeting Type	Location/ Meeting Point	Organizers	Attendees
Audit	2026-03-13 01:00 pm	In-Person		Anya A Kamenskaya	

First Previous 1 Next Last Showing 1 to 1 of 1 entries

## Contact us:

[akamensk@ebmud.com](mailto:akamensk@ebmud.com)

**Anya Kamenskaya**

## Guidebook download:

[www.ebmud.com/CommercialGuidebook](http://www.ebmud.com/CommercialGuidebook)



Flowing  
into the  
Future



CALIFORNIA  
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# Presentation by Riverside Public Utilities



# CUSTOMER RELATIONSHIP BUILDING

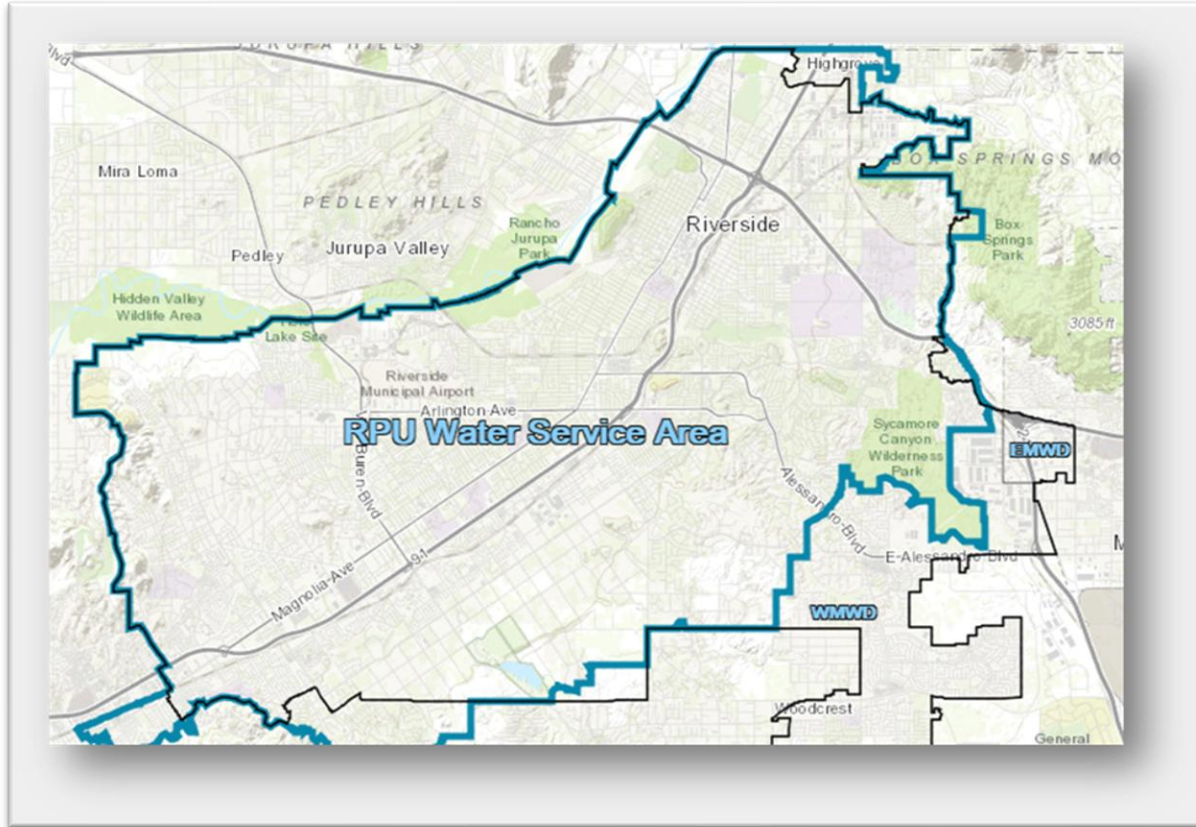
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Riverside Public Utilities

**CalWEP Spring Plenary**

March 18, 2026

# ABOUT US



## *Riverside Public Utilities*

*Publicly owned utility serving the City of Riverside, CA since 1895.*

*Electric: 110,000 connections*

*Water : 66,000 (residential and commercial)*

*Service area: 80+ square miles*

*Water System*

*Operates own water distribution*

*Water sourced from groundwater*

*Infrastructure includes 1,000 of pipe, 12+ wells and 12+ reservoirs*

# THE CUSTOMER ENGAGEMENT TEAM

## *Riverside Public Utilities*

- 1. 20 Staff Members*
- 2. 7 Staff Members Dedicated to Managing Key Accounts*
- 3. 20 Energy Efficiency Programs*
- 4. Suite of MWD Water Rebate Programs*
- 5. Water Efficiency Direct Installation Program*
- 6. 2 Dedicated Teachers on Staff*



# WHY?

*Why are we trying to establish a relationship with our customers?*

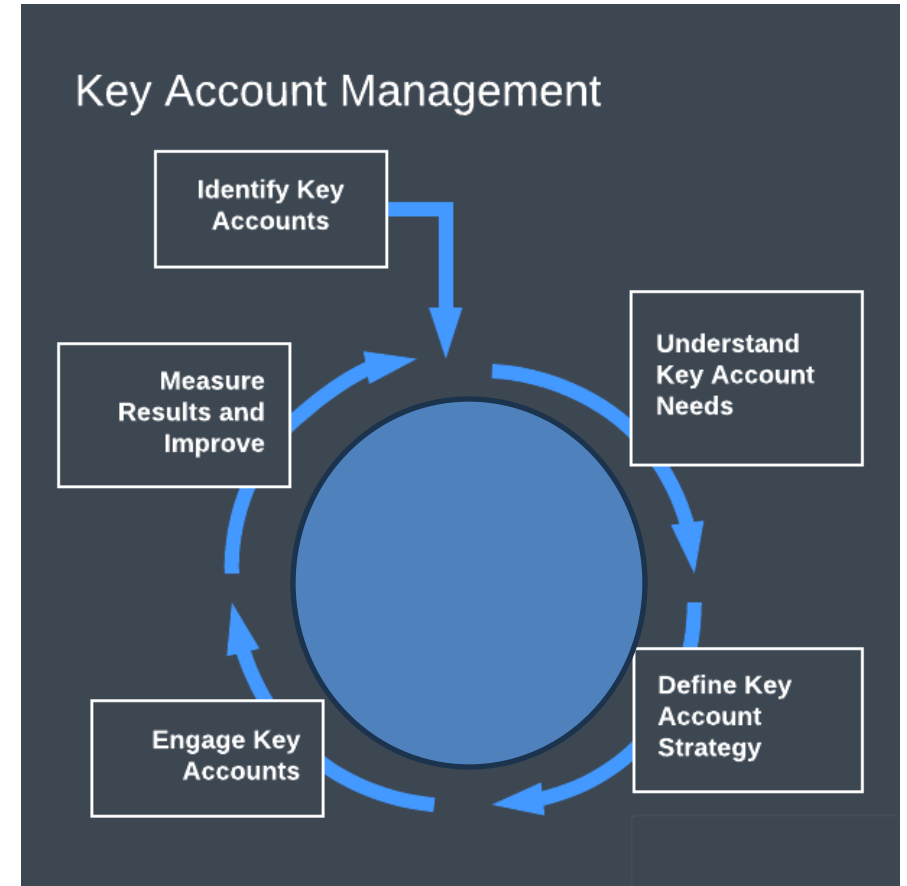
- 1. RPU event participation*
- 2. RPU community events*
- 3. Ownership of the utility*
- 4. Program Participation*



# HOW?

## *Research Identify Customers*

1. Large users
2. Influential customers
3. Visible customers
4. Customers who have green goals or corporate goals



# HOW?

## *Match Customers with Potential Programs*

1. Is there a large outdoor opportunity?
2. Does their business offer areas of improvement?
3. Does their business prevent conservation?
4. Does their property match a current program?



Vs.



# WHAT DO YOU DO?

## *Meet Your Customers*

1. Set up meeting to get to know the customer
2. Get to know the person!
- 3. GET TO KNOW THE PERSON**
4. Learn about their business needs and processes
5. Talk about company goals and capital expenditure budgets



# WHAT DO YOU DO?

## *Set Yourself Apart*

1. Go to lunch with your customers
2. Go to lunch with your customers  
**and don't talk about work**
3. Swing by to say "hi"
4. Figure out how to make them look good in front of their boss
5. Follow through on even the smallest action items, build confidence



# Questions?

**Ryan McManus MBA, CEM**

City of Riverside

Public Utilities, Customer Engagement

Principal Programs and Services Representative

Direct: (951) 826-5170

[Rmcmanus@RiversideCA.gov](mailto:Rmcmanus@RiversideCA.gov)





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# Presentation by Irvine Ranch Water District



Irvine Ranch  
Water District



# IRWD OUTREACH FOR CII CUSTOMERS

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CALIFORNIA WATER EFFICIENCY  
PARTNERSHIP SPRING PLENARY

MARCH 18, 2026

ALLAN PASCUAL  
Senior Water Efficiency Specialist

# AGENDA

- Introduction to IRWD
- Budget-Based Water Rates
- Outreach Tools and Messaging Strategies
- Business Recognition Program



# ABOUT IRWD



# WHO ARE WE?

A not-for-profit local public agency serving residents and businesses in central O.C.



**181 square miles**

20% of Orange County



**450,000** Residents served

**639,000** Daytime population served

**126,000** Water service connections

**121,000** Sewer service connections



## Serving all or parts of:

Irvine

Newport Beach

Costa Mesa

Unincorporated O.C.

Lake Forest

Tustin

Orange



# IRVINE RANCH WATER DISTRICT SERVICES



## DRINKING WATER

- 2,127** miles of pipeline
- 37** closed reservoir tanks
- 27** wells
- 6** water treatment plants
- Irvine Lake stores water for drinking and irrigation



## SEWER COLLECTION

- 1,518** miles of collection pipes
- 2** sewage treatment plants
- 1** biosolids and energy recovery facility
- Sewer water treated and reused for nondrinking purposes



## RECYCLED WATER

- 6,400+** metered connections
- 583** miles of pipeline
- 135+** dual-plumbed buildings
- 28** million gallons a day
- 4** recycled water reservoirs, (1 planned for expansion)



## URBAN RUNOFF TREATMENT

- 47** wetland treatment sites, including San Joaquin Marsh
- 34** tons of nutrients removed annually
- Cost-effective and environmentally sound
- Modeled after natural treatment ponds

# BUDGET- BASED WATER RATES



# IRWD CII BUDGET-BASED WATER RATES

Rate tier	Monthly water budget use	Rate per CCF
1 - Base Rate	Up to 100%	\$2.72
<b>2 - Wasteful</b>	<b>101% and over</b>	<b>\$18.60</b>

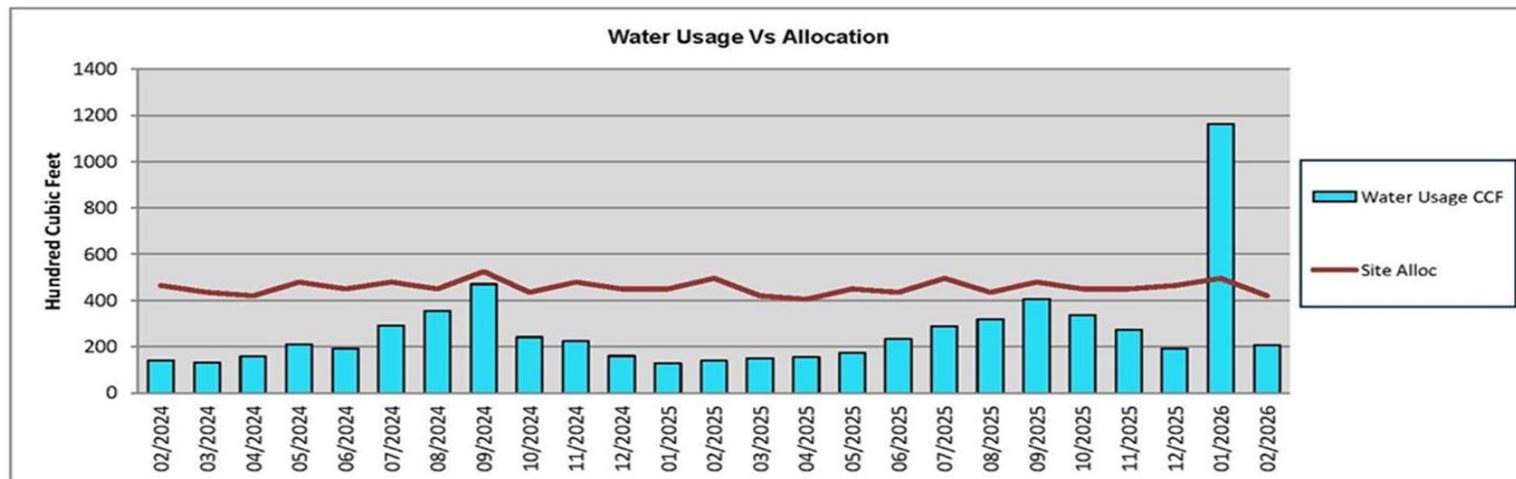
- Site-specific budget
  - Provide new CII Customers with 6 months of historical usage an initial water budget
  - Established budget can be assessed by performing a site inspection

# OUTREACH TOOLS & MESSAGING STRATEGIES



# OUTREACH TOOLS AND METHODS

- Review monthly CII over usage list
  - Contact top 20%
  - Water usage report
- Outreach Methods
  - Phone calls
  - Emails
  - Cold visits
  - Mailed letters



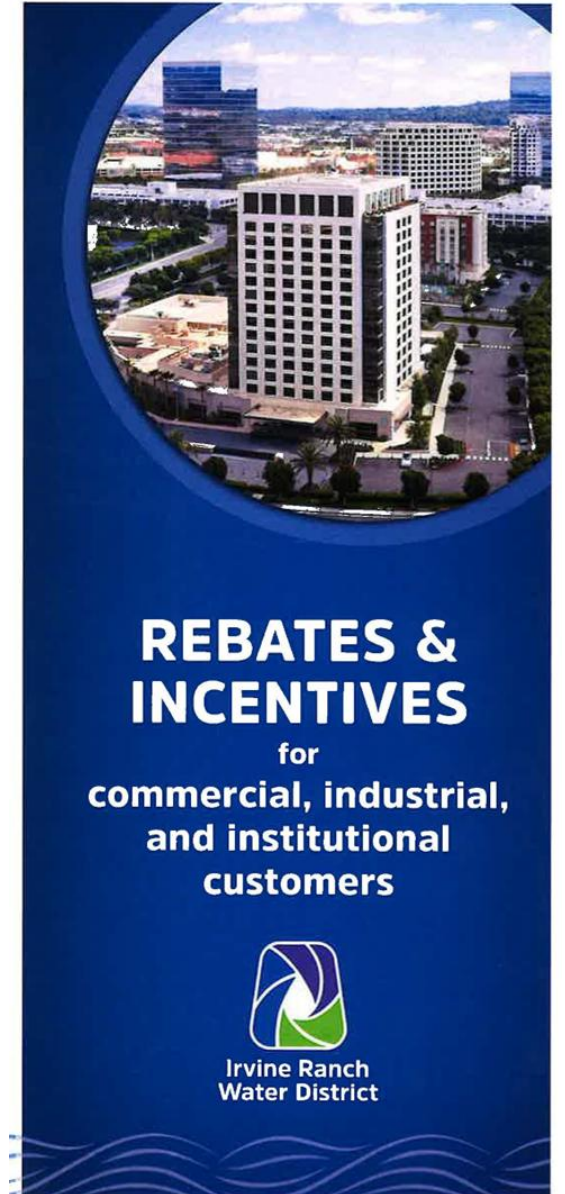
# SITE INSPECTION

- Review water usage report
- Perform site inspection
- Provide site inspection report
- Discuss options to be water efficient
  - Calculate ROI



# REBATES AND PROGRAMS

- CII brochure leave-behind
  - Rebates
  - Programs
  - Watering schedule
  - Other water efficiency tips
- Provide rebate application assistance



# BUSINESS RECOGNITION PROGRAM



# WATERSTAR RECOGNITION PROGRAM

- Implemented in 2017
- 45 business recognized
  - More than 500 million gallons saved per year
- Helps meet corporate sustainability initiatives



# KEY TAKEAWAYS



# KEY TAKEAWAYS

- Working with CII customers requires a highly site-specific approach to drive the water efficiency message.
- Competency and understanding of each customer's business are essential.
- Identifying the influencers and the real decision-makers from the corporate structure makes a big difference.
- Relationship is KING – it ultimately drives progress and trust.

# Thank You!

## ALLAN PASCUAL

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SENIOR WATER EFFICIENCY SPECIALIST

EMAIL: [PASCUAL@IRWD.COM](mailto:PASCUAL@IRWD.COM)



CALIFORNIA  
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PARTNERSHIP

# Panel Discussion – CII Program Challenges and Lessons Learned

# Panelists



**Melody Seesangrit**  
*Moderator*

Irvine Ranch  
Water District



**Charles Bohlig**  
*Panelist*

East Bay Municipal  
Utility District



**Ryan McManus**  
*Panelist*

City of Riverside  
Public Utilities



**Allan Pascual**  
*Panelist*

Irvine Ranch  
Water District



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# Resources

# New Resource!

## **CII Outreach Guidebook ~ Q2 2026**

- A practical field guide for CII outreach and engagement
- Built from real agency experience
- Designed to help agencies:
  - Get in the door
  - Prioritize outreach
  - Communicate effectively
  - Track success realistically

# About This Guidebook

## **The Problem We See**

- Agencies are being asked to do more CII outreach with limited staff, time, and data
- Outreach guidance was deemed a need
- Many agencies are starting from scratch—or reinventing the wheel

Project came from CalWEP's Program Committee's Education & Outreach Task Force

# About This Guidebook

## Who is it For?

### Primary Audience

- Retail and wholesale agency staff working on:
  - CII outreach
  - Water use efficiency
  - Landscape compliance
  - Program implementation

### Secondary Audience

- Other regional partners
- Consultants supporting outreach or implementation

This guidebook works for **both experienced and under-resourced agencies.**

# About This Guidebook

## Structure

### Six Core Sections

- Outreach: Getting the Contact
- Implementing Programs
- Communication Strategies
- Tracking Success
- Regional & Wholesale Considerations
- Getting Started & Program Design

### Appendices

- Sample materials
- Templates and checklists
- Case studies

Sections are modular — agencies should be able to jump in anywhere.

# Stay Tuned!

**Anticipated Q2 2026**

Contact [Melissa@calwep.org](mailto:Melissa@calwep.org) for more information