



# MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

Home Page: [www.mcwd.org](http://www.mcwd.org)

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## DIRECTORS

THOMAS P. MOORE  
*President*

JAN SHRINER  
*Vice President*

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## Agenda

### Regular Meeting

### Water Conservation Commission

MCWD Board Room, 11 Reservation Road, Marina, CA

Thursday, July 11, 2019, 5:30 PM

*This meeting has been noticed according to the Brown Act rules. The Water Conservation Commission meets regularly on the first Thursday of each month. The meetings normally begin at 5:30 p.m. and are held at the District Office at 11 Reservation Road, Marina, California.*

### Water Conservation Commission Mission Statement:

*To provide input to the Board of Directors on matters pertaining to the preservation of the District's water resource through conservation, technological improvements and policy.*

### Commission Members

Shawn Storm, P.E., Chair      Audra Walton  
Phil Clark, Vice Chair      Sarah Babcock  
Bill Huynh  
Jan Shriner (MCWD Board Liaison)

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Oral Communications** Any person wishing to address the Commission on matters not appearing on the Agenda may do so at this time. Please limit your comment to three minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Commission.
5. **[Consent Calendar](#)**
  - A. **[Approve the June 6, 2019 Meeting Minutes](#)**

This agenda is subject to revision and may be amended prior to the scheduled meeting. Pursuant to Government Code section 54954.2(a)(1), the agenda for each meeting of the Commission shall be posted at the District offices at 11 Reservation Road. The agenda shall also be posted at the following locations, but those locations are not official agenda posting locations for purposes of section 54954.2(a)(1): City of Marina City Hall, and, Marina Library. A complete Commission packet containing all enclosures and staff materials will be available for public review on Wednesday, July 3, 2019. Copies will also be available at the Commission meeting. Information about items on this agenda or persons requesting disability related modifications and/or accommodations should contact the Board Clerk 48 hours prior to the meeting at: 831-883-5910.

**6. Action Items** The Commission will review and discuss agenda items and take action or direct staff to return to the Commission for action at a following meeting. The public may address the Commission on these Items as each item is reviewed by the Commission. Please limit your comment to three minutes.

A. [Consider Recommending Forwarding the Central Coast Long-term Environmental Assessment Report to the District's Community Outreach Committee for Review and Possible Action](#)

**7. Staff Reports**

A. [Receive a Final Project Report Summary on the WaterLink Direct Installation Program](#)

B. [Review the Landscape Incentive Program and Proposed Program Changes](#)

**8. Commission Member Requests for Future Agenda Items**

**9. Commissioner's Comments**

**10. Adjournment** Set or Announce Next Meeting(s), date(s), time(s), and location(s):

Regular Meeting:           Thursday, August 1, 2019, 5:30 p.m.,  
  MCWD Board Room, 11 Reservation Road, Marina, CA

Marina Coast Water District  
Water Conservation Commission  
Agenda Transmittal

Agenda Item: 5

Meeting Date: July 11, 2019

Prepared By: Paula Riso

Approved By: Patrick Breen

Agenda Title: Consent Calendar

Staff Recommendation: The Water Conservation Commission approve the Consent Calendar as presented.

Background: *5-Year Strategic Plan Mission Statement – We provide our customers with high quality water, wastewater collection and conservation services at a reasonable cost, through planning, management and the development of water resources in an environmentally sensitive manner.*

Consent calendar consisting of:

A) Approve the June 6, 2019 Meeting Minutes

Discussion/Analysis: See individual transmittals.

Environmental Review Compliance: None required.

Other Considerations: The Commission can approve this item, or they can pull the item for discussion.

Material Included for Information/Consideration: Draft minutes of June 6, 2019.

Action Required:     \_\_\_\_\_Resolution     \_\_X\_\_Motion     \_\_\_\_\_Review

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Commission Action

Motion By\_\_\_\_\_ Seconded By\_\_\_\_\_ No Action Taken\_\_\_\_\_

Ayes\_\_\_\_\_ Abstained\_\_\_\_\_

Noes\_\_\_\_\_ Absent\_\_\_\_\_

Marina Coast Water District  
Water Conservation Commission  
Agenda Transmittal

Agenda Item: 5-A

Meeting Date: July 11, 2019

Prepared By: Paula Riso

Approved By: Patrick Breen

Agenda Title: Approve the June 6, 2019 Meeting Minutes

Background: *5-Year Strategic Plan, Mission Statement – We Provide high quality water, wastewater collection and conservation services at a reasonable cost, through planning, management and the development of water resources in an environmentally sensitive manner.*

Discussion/Analysis: The draft minutes of June 6, 2019 meeting are provided for the Commission's review and approval.

Environmental Review Compliance: None required.

Financial Impact:    \_\_\_ Yes    \_\_\_ X No    Funding Source/Recap: None

Other Considerations: The Commission can suggest changes/corrections to the minutes.

Material Included for Information/Consideration: Draft minutes of the June 6, 2019 meeting.

Action Required:    \_\_\_ Resolution    \_\_\_ X Motion    \_\_\_ Review

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Commission Action

Motion By \_\_\_\_\_ Seconded By \_\_\_\_\_ No Action Taken \_\_\_\_\_

Ayes \_\_\_\_\_ Abstained \_\_\_\_\_

Noes \_\_\_\_\_ Absent \_\_\_\_\_

Draft Minutes  
Water Conservation Commission

June 6, 2019

1. Call to Order:

The meeting was called to order at 5:32 p.m.

2. Roll Call:

Commission Members Present:

Shawn Storm, P.E. – Chair  
Phil Clark – Vice Chair  
Sarah Babcock  
Bill Huynh  
Audra Walton – arrived at 5:39 p.m.

Commission Members Absent:

None

Staff Members Present:

Patrick Breen, Water Resources Manager  
Paul Lord, Water Conservation Specialist  
Paula Riso, Executive Assistant/Clerk to the Board

Audience Members:

Leslie Savelberg, MPUSD Teacher

3. Pledge of Allegiance:

Chair Storm led the Pledge of Allegiance.

4. Oral Communications:

No comments were made.

5. Consent Calendar:

A. Approve the May 2, 2019 Meeting Minutes:

Vice Chair Clark made a motion to approve the May 2, 2019 meeting minutes. Chair Storm seconded the motion. With a vote of 4-Ayes, 0-Noes, 0-Abstained, 1-Absent (Walton), the motion was passed.

6. Action Items:

- A. Consider Recommending Adoption of Resolution No. 2019-xx to Authorize the General Manager to Sign a Memorandum of Understanding between Marina Coast Water District and the Monterey Peninsula Unified School District Regarding the In-School Water Conservation Education Program:

Mr. Lord introduced this item and Ms. Leslie Savelberg. Ms. Savelberg gave a presentation on her experiences with the school students and the water education program.

Commissioner Walton arrived at 5:39 p.m.

Chair Storm asked if Ms. Savelberg included wastewater discussion in her classroom activities with the children. She affirmed that she did briefly discuss where wastewater goes and not to pour things down the drain.

Mr. Lord explained what was expected of the Commission regarding this item. Mr. Breen added that there was a financial cost to this program and the Commission needed to decide if they wanted it forwarded to the Board for approval.

Vice Chair Clark made a motion to recommend adoption of Resolution No. 2019-xx to Authorize the General Manager to Sign a Memorandum of Understanding between Marina Coast Water District and the Monterey Peninsula Unified School District Regarding the In-School Water Conservation Education Program. Commissioner Huynh seconded the motion. With a vote of 5-Ayes, 0-Noes, 0-Abstained, 0-Absent, the motion was passed.

Commissioner Babcock suggested looking into having CSUMB students in the Service-Learning Program help Ms. Savelberg with the classes.

- B. Consider Recommending Revisions to the Policy for the High-Efficiency Toilet Rebate Program for Board of Directors Adoption:

Mr. Breen introduced this item and noted that Mr. Lord had proposed additional language to the High-Efficiency Toilet (HET) rebate program to encourage customers to replace all the toilets in their home. Mr. Lord gave a presentation showing the different options for the Commission to vote on. Discussion followed.

Chair Storm made a motion to provide: 1) a rebate of \$100 for ultra-high efficiency (UHET) toilets only, and if it's the last UHET, a higher rebate of \$200; and, 2) a rebate of \$200 to retrofit a conventional urinal with a water-free urinal, and if it's the last or only water-free urinal, a higher rebate of \$300. Commissioner Huynh seconded the motion.

The motion did not include a rebate for HET retrofit. Discussion followed.

Agenda Item 6-B (continued):

Commissioner Huynh made a substitute motion to provide: 1) a rebate of \$50 for HET, and if it's the last HET or UHET, a maximum rebate of \$75; 2) a rebate of \$100 for UHET toilets, and if it's the last UHET, a higher rebate of \$200; and, 3) a rebate of \$200 to retrofit a conventional urinal with a water-free urinal, and if it's the last or only water-free urinal, a higher rebate of \$300. Commissioner Babcock seconded the motion. Discussion followed.

Commissioner Babcock called the question. With a vote of 3-Ayes, 2-Noes (Storm, Clark), 0-Abstained, 0-Absent, the substitute motion was passed.

7. Commission Member Requests for Future Agenda Items:

Mr. Breen said he would bring back Chair Storm's request for the wastewater sustainability discussion, and there would be discussion on one or two more conservation programs. Commissioner Babcock asked to discuss the landscape rebate program.

8. Commissioner's Comments:

Chair Storm thanked fellow Commissioners, staff, and the public for their time and contributions.

9. Adjournment:

The meeting was adjourned at 6:56 p.m.

Water Conservation Commission  
Agenda Transmittal

Agenda Item: 6-A

Meeting Date: July 11, 2019

Prepared By: Patrick Breen

Approved By: Patrick Breen

Agenda Title: Consider Recommending Forwarding the Central Coast Long-term Environmental Assessment Report or Other Related Messaging to the District's Community Outreach Committee for Review and Possible Action

Staff Recommendation: Consider Recommending forwarding the Central Coast Long-term Environmental Assessment Report or other related messaging to the District's Community Outreach Committee for review and possible action.

Background: *5-Year Strategic Plan, Mission Statement – We Provide high quality water, wastewater collection and conservation services at a reasonable cost, through planning, management and the development of water resources in an environmentally sensitive manner.*

Discussion/Analysis: It is requested that the WCC consider recommending forwarding the Central Coast Long-term Environmental Assessment Report to the District's Community Outreach Committee for discussion and possible action.

If the WCC recommends forwarding this item to the Community Outreach Committee, the Community Outreach Committee will then consider adding the item to a future agenda item for consideration.

The report can be found at:

[http://www.cclean.org/wp-content/uploads/2014/07/CCLEAN\\_QAPP\\_13-6.1.pdf](http://www.cclean.org/wp-content/uploads/2014/07/CCLEAN_QAPP_13-6.1.pdf)

If the WCC does not choose to forward the entire report they may consider forwarding a messaging recommendation to the Community Outreach Committee that messages MCWD Customers with the following:

“Follow sustainable wastewater habits to reduce impact to recycling and marine life. Do not flush toxic chemicals, cat litter, plastic, medicine or synthetic wet wipes. Robustly plastic seal toxic waste and dry dispose of them properly. Safely return medications to pharmacy for free disposal. Washing worn synthetic clothes leaches destructive plastic into marine life, instead consider their disposal.”

Environmental Review Compliance: None required.

Financial Impact:  Yes  No Funding Source/Recap: None

Other Considerations: None.

Material Included for Information/Consideration: None.

Action Required:    \_\_\_\_\_ Resolution      X   Motion    \_\_\_\_\_ Review

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Commission Action

Motion By \_\_\_\_\_    Seconded By \_\_\_\_\_    No Action Taken \_\_\_\_\_

Ayes \_\_\_\_\_    Abstained \_\_\_\_\_

Noes \_\_\_\_\_    Absent \_\_\_\_\_

Marina Coast Water District  
Water Conservation Commission  
Staff Report

Agenda Item: 7-A

Meeting Date: July 11, 2019

Prepared By: Paul Lord

Approved By: Patrick Breen

Subject: Receive a Final Project Report Summary on the WaterLink Direct Installation Program

Summary: WaterLink is a water and energy savings program that provides turnkey water-energy upgrades to residents and businesses in Disadvantaged Communities (DACs) throughout the Monterey Bay area. WaterLink delivers a suite of proven efficiency measures that guarantee lasting water and energy savings and produce immediate economic benefits for DAC residents and businesses by reducing their utility bills.

Ecology Action of Santa Cruz received a 2.4-million-dollar grant from the Department of Water Resources to implement the WaterLink program throughout the Santa Cruz and Monterey Bay Counties. Ecology Action partnered with Marina Coast Water District to reach multifamily and commercial customers that would benefit from this program. MCWD provided high-efficiency showerheads and faucet aerators, while Ecology Action provided the installation labor. Retrofits for single-family and multi-family residential housing units took place in June and July of 2018, while retrofits in food service businesses took place in the late Fall and Winter of 2018.

Ecology Action has provided the attached a Final Project Report Summary for the retrofitting work that was performed. Results indicate that the WaterLink direct installation efforts reduced annual water demand in the water district's service areas by 6.5 million gallons/year, or 20 acre-feet.

Attachments:

WaterLink Monterey Bay Area Project Description  
WaterLink Monterey Bay Area Accomplishments

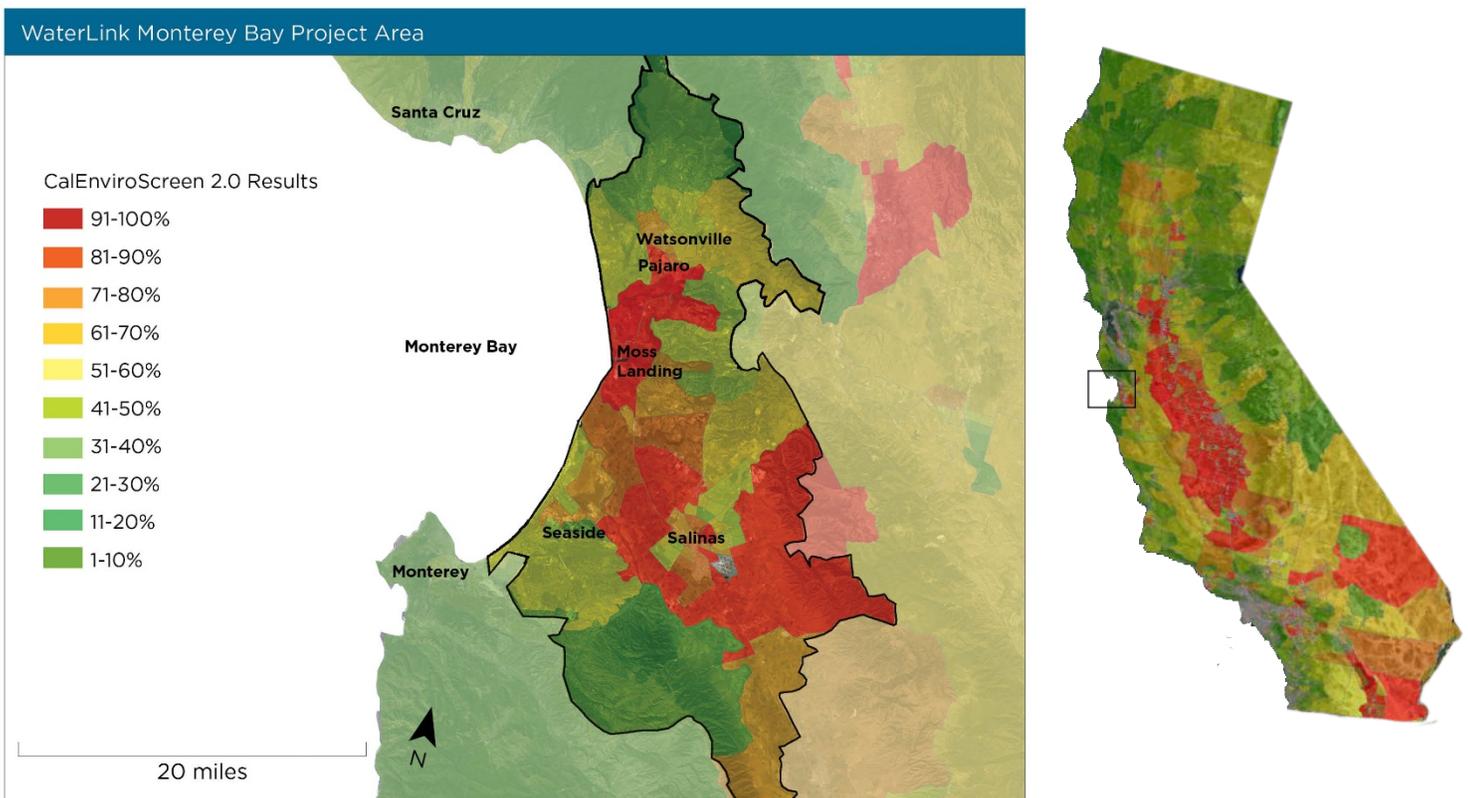
## Program Description

In collaboration with Monterey Bay area water agencies, Ecology Action proposes the **WaterLink - Monterey Bay Area** direct installation program. **WaterLink** is a water-energy savings program that will provide turnkey water-energy upgrades to residents and businesses in Disadvantaged Communities (DACs) in the Monterey Bay area. **WaterLink** will deliver a suite of proven efficiency measures that guarantee lasting water and energy savings and produce immediate economic benefits for DAC residents and businesses by reducing their utility bills.

**WaterLink** is designed to curb greenhouse gas emissions and accelerate community resilience to climate change by combining both financial incentives and the expert technical assistance that DAC residents and businesses need to take immediate action to save water and energy.

The **WaterLink** program will provide free door-to-door direct installation of cost-effective, hot water demand management measures in single- and multi-family homes and commercial kitchens. Additionally, rebates and technical assistance will be offered to commercial kitchens to incentivize upgrades to Energy Star certified equipment. **WaterLink** will directly assist more than 5,700 homes and businesses in targeted communities within Monterey and Santa Cruz Counties. The water and energy saving measures installed by **WaterLink** will provide the following savings over the lifetime of the measures:

- 1,466,931,917 gallons of water savings
- 304,923,379 kWh of energy savings
- 55,284 MTCO<sub>2</sub> equivalent in greenhouse gas emission reduction
- \$1,635,775 in estimated annual utility cost savings for DAC resident and business participants



## The WaterLink Program Advantage

The **WaterLink** program model was designed based on Ecology Action’s 45 years of experience in helping Californians act now to address pressing environmental challenges like water shortages and climate change. Ecology Action has proven experience in delivering the **WaterLink** program model within DACs in Santa Clara County thanks to funding from the DWR 2014 Water-Energy Grant program.

Our successes to date in the **WaterLink - Santa Clara Valley** program confirm that the targets we aim for in the proposed **WaterLink - Monterey Bay Area** program are achievable: since April of 2016, Ecology Action has installed water- and energy-saving equipment in over 2,500 homes and 650 businesses in DAC census tracts and surrounding communities in Santa Clara County. We have provided job training to twelve bilingual/bicultural staff, 36% of whom live in DAC neighborhoods.

Grant funding for the **WaterLink-Santa Clara Valley** program ends in 2017 and Ecology Action is on track to exceed the program’s original savings goals of 95,292 million gallons of water savings and 4,669,385 kg of CO<sub>2</sub> equivalent greenhouse gas reduction, proving through real in-the-field delivery that the scale and projected outcomes of this **WaterLink - Monterey Bay Area** proposal are sound and achievable.

Additionally, since many of the program delivery strategies, database/software solutions and marketing pieces have been developed with 2014 Water-Energy grant funds for Santa Clara, we can repurpose those in the **WaterLink - Monterey Bay Area** program with slight adaptations, thus maximizing the funds going into direct field delivery and program outcomes.



*WaterLink-Santa Clara Valley staffer Nick Lara engages a DAC restaurant manager to install a higher performing PRSV to save water and energy.*

## WaterLink Meets DWR Funding Priorities

The **WaterLink** program will implement cost-effective, indoor hot water conservation measures in single-family and multi-family homes and commercial kitchens in the DAC program regions.

In so doing, **WaterLink** strongly meets the DWR Water-Energy Grant program’s funding priorities to:

- Significantly **reduce greenhouse gas emissions** by targeting water end uses with high embedded energy and installing proven water-energy saving measures.
- **Respond to long-term groundwater aquifer overdraft** and further Monterey Bay water utilities long-term demand reduction goals by maximizing the water conservation achieved per grant dollar spent.
- Provide job training and employment opportunities while reducing utility bills to **help DAC communities thrive economically** and protect the environment.
- Engage DAC residents and businesses to **prepare for climate change in their communities** by reducing water demand.
- **Leverage water district and PG&E rebates** to maximize the benefits of Water-Energy grant funds.
- **Deliver a regional program**<sup>1</sup> in an under-resourced area that has not yet received DWR Water-Energy funding, a region in which none of the water districts have commercial water conservation incentives programs for businesses.

<sup>1</sup> The project area spans **four Integrated Water Management Program areas**, providing direct installation services and conservation education in communities that share common groundwater basins: Santa Cruz County IWRM, Pajaro River Watershed IRWM, Greater Monterey County IWRM, and Monterey Peninsula IRWM

## Project Proponent and Partners

### Project Proponent: Ecology Action Team Advantage

The **WaterLink** team at Ecology Action provides DWR with unparalleled experience in the design and delivery of water and energy efficiency programs serving California. Ecology Action has significantly exceeded its initial contract goals on every water and energy utility program it has been awarded.

Ecology Action places an equal priority on savings goals and customer satisfaction, both of which we achieve by using highly trained field teams and top performing independent contractors. Combining our firm's technical experience in water and energy-efficiency program implementation, vendor contacts, software capabilities, and complementary approaches creates an extremely strong team to tackle the challenging goals set by DWR.

### Ecology Action, WaterLink Lead Implementer

Ecology Action is a California Public Utilities Commission certified Women-Owned Business Enterprise and an award-winning nonprofit environmental consultancy. We make it easy to reduce water and energy consumption while saving money. We design and implement cutting-edge energy efficiency programs, engineering services, and educational campaigns, which assist individuals, businesses, and government agencies to maximize environmental benefits and community well-being. For more than 45 years, Ecology Action has been a leader in developing pragmatic, collaborative conservation programs throughout California. Our staff of 90 full-time professionals includes experts in water and energy efficiency, program design and management, data management, engineering, market research, sales, marketing, renewable energy systems design, community engagement, climate protection, and green building design and construction.

Since our origin in 1970, Ecology Action has partnered with hundreds of agencies and organizations in the course of delivering business-oriented and residential programs in 80 cities and counties throughout California including Monterey and Santa Cruz Counties. We have completed start-to-finish water and energy retrofits for more than 16,000 businesses in that time, including installing 4,894 pre-rinse spray valves since 2005. We have administered over \$70M in incentives in these programs.

In the last 16 years of energy efficiency program delivery, Ecology Action has delivered more than 475 GWh of energy savings to more than 16,000 commercial customers and has exceeded the original energy savings goals on all contracts. These services have conserved more than 213 million gallons of water per year and reduced 107,600 kg of related CO<sub>2</sub> emissions per year all while saving our primarily small to medium business customers over \$47 million on their utility bills yearly over the past decade.

Ecology Action's long history of success is due in large part to our strategy of engaging collaborative partners and community leaders to bring more horsepower, skillsets and resources to program design while also increasing the benefits to program participants.

Ecology Action has been honored with many awards, including being the first two-time winner of the Governor's Environmental and Economic Leadership Award in 2004 and 2013. We are also a California Certified Green Business that was recognized as the CoolCalifornia "Organization of the Year" in 2009 by the California Air Resources Control Board. We have also received five separate Demand Side Integration Awards for Excellent Customer Service and Client Partnership from our longstanding electric utility program partner Pacific Gas and Electric Company in 2011, 2010, and 2009.



*Mihn Nguyen and Jesus Alonzo-Torres (DAC resident) gained professional skills in our job training and now achieve high customer satisfaction ratings from East San Jose WaterLink customers.*

A few of our long-term clients and program funding partners include:

- The US Department of Energy
- Federal EPA Region 9
- Sacramento Municipal Utility District
- Pacific Gas and Electric Company
- Southern California Edison
- Monterey Bay Area public water districts
- State of California agencies including:
  - Department of Water Resources (2014 Water-Energy Grant)
  - State and Regional Water Quality Control Boards
  - CalRecycle
  - Dept. of Toxic Substances Control

## Multilingual Local Outreach Team

In Monterey DAC census tracts, an average of 52% of households speak Spanish in the home, and 51% of Spanish Speakers report speaking English “less than very well” (US Census, 2014). Ecology Action has extensive experience engaging residents and business owners in Spanish and other languages. Primary program information will be delivered verbally and/or in writing in the customer’s preferred language to build trust and achieve high levels of community participation to reach program goals.

Ecology Action is headquartered in the Monterey Bay area and has decades of experience partnering with local water agencies and PG&E to deliver conservation programs. As such, our team has the local relationships and credibility to quickly engage target customers and gain the trust required to assure the adoption of efficiency measures. We will also recruit our field team from DAC areas as we did in our **WaterLink - Santa Clara Valley** project where we were able to recruit 42% of our residential field team and 36% of our overall delivery team from DAC neighborhoods.

Ecology Action’s Santa Cruz office is within 30 miles of the heart of our **WaterLink - Monterey Bay** service area and will house and support the project team. *Please see the WaterLink Project Team organizational chart on page 14.*

## Project Partners

Ecology Action is excited to have developed project-specific collaborations with Monterey Bay utilities to increase the benefits of **WaterLink** program delivery to Monterey Bay Area DACs via utility contributions of equipment, rebates and marketing support. **WaterLink** direct installations will take place in the service territories of the following partner agencies:

- Alisal Water Corporation (Salinas)
- California Water Service Company, Salinas District
- City of Watsonville Public Works and Utilities
- Pajaro Sunny Mesa Community Services District
- Monterey Peninsula Water Management District.

*Please see the end of this Attachment 3 for Letters of Support confirming local water utility collaboration on the project, their committed in-kind contributions, and details of the need of their DAC customers.*



*Having Portuguese, Vietnamese, Spanish, Mandarin, Cambodian and English bilingual/bicultural staff on our WaterLink-Santa Clara Valley team makes it possible to gain the trust and participation of DAC residents.*

## WaterLink Efficiency Measure Selection Details

### Project 1: Single- and Multi-family Residential - Indoor Water and Energy Conservation Retrofits

Our **WaterLink-Monterey Bay Area** proposal focuses on hot water retrofits to shower and faucet aerators and clothes washers in 5,200 homes because they are the top three hot water users in a home.<sup>2</sup>

#### *Why Showerhead and Faucet Aerators*

A 2016 Residential End Use (REU) study found that more than half of residences did not meet current efficiency criteria for clothes washers and that 20% did not meet efficiency criteria for showerheads. Further, we have found in delivering **WaterLink - Santa Clara Valley** that 100% of the DAC homes we service need upgrades of some kind and we are achieving at least a 0.5 gpm faucet conservation improvement in each home we serve.

#### *Why Leak Repair*

Our **WaterLink - Santa Clara Valley** team regularly discovers significant leaks in many of the shower and bathroom faucets where low-flow faucet aerators are installed. The most dramatic example was a home that had several leaking fixtures wasting a total of 325 gallons/day that the renter's landlord would not repair! Because it is demoralizing to leave a resident with a new low-flow aerator that still leaks, we have included a leak repair voucher program in our **WaterLink - Monterey Bay Area** proposal. Repairing leaks sends the right message that "water waste is unacceptable", supports a cultural norm of valuing water, meets DWR water-energy savings goals and reduces utility bills for DAC residents who may be unable to afford the full cost of leak repairs.

### Project 2: Small to Medium Commercial Kitchens - Hot Water Retrofits

Multilingual staff will target 544 commercial kitchens in DAC areas to offer free installation of 544 low flow pre-rinse spray nozzles, 1,632 faucet aerators, and an Energy Star Dishwasher Rebate Program.

#### *Why Pre-Rinse Spray Valves (PRSVs) and Faucet Aerators*

Ecology Action implemented a PRSV direct installation program of 164 valves in the City of Santa Cruz in 2014 and has year-to-date installed 612 PRSVs in businesses in Santa Clara County. In both cases we have found that the average, measured flow rate of existing PRSVs installed in businesses today is 2 gpm (median 1.6 gpm). By upgrading to either a 0.74 gpm or 1.07 gpm PRSV (depending on building water pressure) we have demonstrated that there is on average a 1.1 gpm improvement potential per PRSV, resulting in an average water savings of 37,394 gallons of year/business from one PRSV alone. In light of the affordability of the replacement valves, this results in a high water and energy savings return. Furthermore we are finding dramatic savings in hand sink aerator replacement, in which we have found existing flow rates as high as 5 gpm (no aerator installed), with an average of 1.9 gpm across all sites. Multiplied by the high number of customer users in restaurants, upgrading these hand sink aerators to 0.5 gpm aerators is resulting in significant and cost effective savings on the order of 19,199 gallons per year for each aerator replaced in our **WaterLink - Santa Clara Valley** program.



*Replacing an average of one pre-rinse spray valve and three faucet aerators per restaurant saves 95,000 gallons of water per year on average for our Santa Clara County WaterLink commercial customers.*

<sup>2</sup> Water Research Foundation, Residential End Uses of Water Version 2, April 2016

### *Why Commercial Dishwashers*

Commercial dishwashers can consume up to two-thirds of the total water used in a commercial kitchen. The leasing of dishwashers is common, with as many as 60% of businesses and up to 70-80% in cash-strapped small businesses (such as what we might expect to find in DAC areas) opting for leasing as opposed to purchasing.<sup>3</sup> Because they maintain the equipment while at the customer site, leasing companies commonly recondition older equipment for reuse. We also recognize that the majority of small and mid-sized food service business owners are likely to lease older equipment and that leasing companies will continue to maintain older, non-Energy Star equipment.

With regard to purchased equipment, according to the U.S. Department of Energy, Energy Star-certified commercial dishwashers comprised more than 64% of dishwasher shipments in 2014 nationwide, a figure which may be skewed because the Energy Star Partners that were surveyed make up only 50% of the total market share of manufacturers in the commercial dishwashing market<sup>4</sup>. Considering either figure, this data shows that at least half of the units being sold today are less efficient conventional models, which lower income businesses are more likely to select. Further, low-margin business owners will not replace a piece of high-cost, low-performing equipment until that equipment is completely non-functional.

For these reasons, we have chosen to leverage our PRSV installation site visit to also offer a rebate incentive that would encourage ‘early retirement’ for older equipment and ‘replace on burnout’ equipment that has failed in order to hasten the transition to more water and energy-efficient equipment in DAC communities. We will accomplish this by offering commercial customers a rebate that makes the cost of upgrading to a Tier 2<sup>5</sup> Energy Star-certified dishwasher or dishwasher leasing service completely free or equal to the cost of replacing the conventional equipment with similar, lower performing models.

## **Work Plan**

The following detailed work plan is contract ready. It provides confirmation that project goals and delivery have been well thought out and calibrated. Combined with our proven success delivering **WaterLink-Santa Clara County**, this work plan should engender confidence that the requested funding can support successful achievement of grant targets. Please see **Attachment 5** for the detailed implementation schedule that aligns directly with the following work plan.

### **Task 1: Direct Project Administration and Reporting**

- 1.1 Communicate with grant manager to ensure compliance with grant requirements.
- 1.2 Prepare quarterly progress reports to document achievement of grant deliverables and program successes and challenges.
- 1.3 Process contractor invoices and prepare quarterly invoices and supporting documentation.
- 1.4 Propose and implement budget and contract revisions if needed.
- 1.5 Prepare draft and final progress report.

### **Task 1 Deliverables**

- Preparation of invoices, submission of quarterly and final progress reports, and other deliverables as required by the grant manager.

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<sup>3</sup> U.S. Department of Energy, Energy Savings Potential and RD&D Opportunities for Commercial Building Appliances. June 2006

<sup>4</sup> PG&E Work Paper PGECOFSTNEW: Energy Efficient Door-Type Commercial Dishwasher, 2/10/2015

<sup>5</sup> Energy Star ‘Tier 2’ equipment uses 15% less water per rack than an Energy Star 2.0 qualified dishwasher

## Task 2: Environmental Documentation

- 2.1 Prepare a programmatic CEQA notice of exemption (NOE) for all **WaterLink** projects that involve minor alterations to existing structures (categorical exemption section 15301: Class 1). Submit CEQA NOE to Monterey and Santa Cruz Counties and the State Office of Planning and Research.

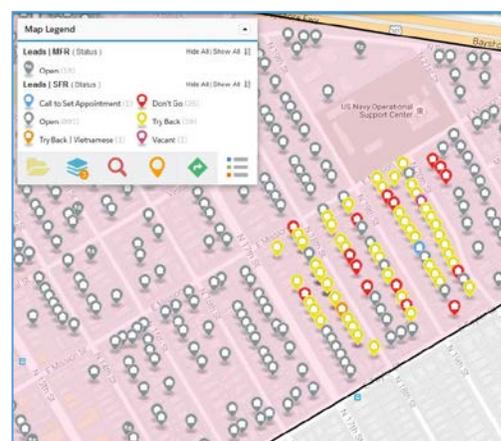
### Task 2 Deliverables

- CEQA Notice of Exemption filed with Santa Cruz County, Monterey County, and the State of California, and other deliverables as required by the grant manager.

## Task 3 Project Planning and Design

### Program Design and Launch

- 3.1 Update **WaterLink's** Salesforce GeoPointe plug-in software to include assignment areas for Monterey Bay DAC census tracts, zip codes, and legislative districts. Purchase APN data by zip code for neighborhood-based installation tracking and upload into Salesforce database.
- 3.2 Develop and execute Memorandums of Understanding (MOUs) with water utilities to confirm and arrange for their contributions of equipment, rebates, and marketing assistance for program delivery.
- 3.3 Develop and execute contracts with contractors for team training, emergency faucet repair, leak repair, clothes washer installation, and commercial dishwasher installation and/or leasing. Priority will be given to contractors whose businesses are located in the DAC area<sup>6</sup>.



*GeoPointe mapping software and a prepopulated Salesforce database directs our door-to-door strategy and captures baseline flow rates and installation data for every site.*

### Marketing

- 3.4 Update and adapt existing **WaterLink** marketing collateral for the Monterey Bay area in English and Spanish.
- 3.5 Create new **WaterLink** marketing collateral for direct installation program enhancement, leak repair and commercial dishwasher rebate programs in English and Spanish.

### Task 3 Deliverables:

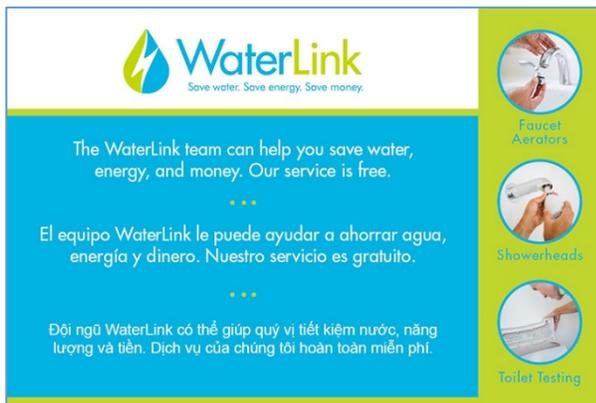
- Executed contracts and MOUs with water agency partners and contractors.
- Updated bilingual residential and commercial direct installation program participation/site access agreements.
- Updated bilingual PRSV direct installation program recruitment flyer.
- Updated bilingual leave-behind postcards and door hangers for residential door-to-door canvassing.

<sup>6</sup> Note: Projects are not subject to prevailing wage requirements and Department of Industrial Relations contractor registration because no alterations will be made to the building supply plumbing by contractors during the course of implementation, and appliances to be rebated with grant dollars are free-standing.

- Updated bilingual multi-family property management recruitment flyer.
- Bilingual leak repair coupon voucher for single-family homes.
- Energy Star commercial dishwasher rebate flyer and rebate program participation agreement.
- **WaterLink** customer testimonials videos and/or case studies capturing water and energy utility bill savings.



WaterLink logo in three languages



WaterLink "sorry we missed you" leave behind postcard



WaterLink information sheet with Spanish or Vietnamese translation on back

Professional WaterLink enrollment materials, available in three languages and co-branded with local water agencies and California Climate Investment logos foster trust and increase program participation.

### Task 4: Implement Project 1 - Facility Type: Single- and Multi-Family Residential Indoor Water and Energy Conservation Retrofits and Egregious Leak Repair Targets

- Provide direct installation of 1.5 gpm shower, 1.5 gpm kitchen and 0.5 or 1.0 gpm lavatory faucet aerators at a total of 5,200 single-family homes and multi-family units in disadvantaged community census tracts and surrounding zip codes.
- Install 100 Energy Star residential clothes washers in single-family homes and 100 Energy Star residential clothes washers in multi-family community laundry facilities.
- Install 25 Energy Star residential dishwashers in single family homes.
- Repair egregious faucet aerator leaks in 150 residences.



#### 4.1 Promote the WaterLink program in target DAC neighborhoods.

- Identify the location and contact information for large multi-family apartment communities and mobile home communities to recruit property managers and HOA boards to participate in the **WaterLink** direct installation program.
- Obtain signed direct installation program agreements with multi-family property managers. Using **WaterLink** marketing collateral, collaborate with property managers to notify residents about the upcoming visit from the outreach team.
- Promote upcoming **WaterLink** direct installation opportunities with postcards and door hangers in single-family neighborhoods.
- Form relationships with local community groups, municipalities, schools, and neighborhood leaders to build credibility and raise awareness about the **WaterLink** program's presence and mission in the community.
- Incentivize neighborhood leaders to volunteer their time to promote and coordinate direct installation visits in their neighborhoods by offering a free Energy Star clothes washer or dishwasher when they obtain signed program participation agreements from at least 10 neighbors.<sup>7</sup>

#### 4.2 Conduct residential door-to-door direct installation campaigns in nine Monterey Bay DAC census tracts with CalEnviroScreen 2.0 scores of 75% or higher.

During direct installation visits, our bilingual outreach team will:

- Utilize the GeoPointe mapping system to identify target homes to visit that have not yet been served in the program.
- Obtain permission to enter premises and install equipment via signature on Site Access Agreement.
- Use flow rate bags to document the pre-installation flow rates of existing fixtures.
- Install new low-flow showerheads and faucet aerators for all qualifying fixtures. Remove old equipment.
- Record flow rates and equipment installed at each location into Salesforce database tracking system using cell/data-enabled phones or tablets.
- Check for and document leaking faucets and running toilets. Where egregious leaks are detected that meet the qualifying flow rate of 1 or more drips per second, provide a leak repair voucher that can be redeemed through a pre-qualified plumbing contractor.



*WaterLink field team member Alec Kwo gains permission from an east San Jose resident to assess his home for free water-energy upgrade opportunities.*

<sup>7</sup> Note: A neighborhood leader volunteer must have a non-Energy Star clothes washer or dishwasher to participate in the neighborhood leader incentive program.

- Document model of current clothes washer to determine eligibility for the free High Efficiency Clothes Washer upgrade direct installation program.
- Provide customer with information via handouts and follow up emails about other water and energy utility conservation and rebate programs available in to them in their area.

#### 4.3 Implement Energy Star Clothes Washer Upgrades

Single-family households will be incentivized to participate in the **WaterLink** direct installation program by being offered the opportunity to be placed in a raffle to win a free Energy Star high efficiency clothes washer. To be eligible for the raffle, residents must currently use a non-Energy Star, top loading clothes washer and meet the eligibility requirements for the residential clothes washer rebate program of their local water utility. Multi-family communities may receive up to five high-efficiency commercial clothes washers when 80% of the units participate in faucet aerator direct installation.

- Obtain project agreements with property owners and schedule installation dates with selected contractors/vendors.
- Where applicable, invoice local water utilities for clothes washer rebates.

#### 4.4 Implement Leak Repair Program

In single-family residences where a faucet leak is detected at more than 1 drip per second:

- The resident will be provided with a voucher for leak repair to be redeemed with a pre-qualified local plumbing contractor.
- The voucher will be valid for 2 months and will be honored on a first come first served basis.
- The plumbing contractor will invoice Ecology Action directly for the leak repair work at a set price per leak equal to the voucher amount.
- Residents will be responsible for paying any costs that exceed the amount printed on the leak repair voucher.



*Our field team has documented leaks that waste as much as 325 gallons/day in one home - that's over 118,000 gallons if left unchecked for a year!*

#### Task 4: Project 1 Deliverables:

- The number of multi-family facilities that have signed project agreements and received direct installation services per DAC census tract, zip code and legislative district, including the facility name, location, number of units and the number of showerheads, aerators, and high-efficiency clothes washers installed.
- The number of single-family residences that have signed project agreements and participated in the direct installation program per DAC census tract, zip code and legislative district, including the number of showerheads, aerators, high efficiency clothes washers installed, and the number of egregious leaks repaired.

## Task 5: Implement Project 2 - Facility Type: Small to Medium Commercial Kitchens

### Pre-Rinse Spray Valve, Faucet Aerator Replacement, and Commercial Dishwasher Upgrade Incentive Program Targets:

- Provide water-energy direct installation services and rebate incentives to 544 commercial and institutional kitchens located in and/or serving DAC communities.
- Replace 544 pre-rinse spray valves with flow rates greater than 1.6 gpm with state-of-the-art low-water use pre-rinse spray valves (0.65-1.07 gpm)
- Replace 1,632 lavatory faucet aerators with flow rates greater than 1 gpm with 0.5 gpm faucet aerators.
- Provide DAC restaurant owners with rebate incentives that will result in the replacement of 55 non-Energy Star commercial dishwashers with Energy Star-certified best available (Tier 2) dishwashers.

#### 5.1 Promote the WaterLink program to businesses

- Leverage Ecology Action's decades-long relationships with Monterey Bay area water agencies, local chambers of commerce, municipalities, nonprofit organizations, and elected officials to market and recruit business participants to the **WaterLink** program.
- Promote the free direct installation program and rebate offering via email to the hundreds of our previous small to medium business customers who have participated in our Energy Watch or Monterey Bay Certified Green Business programs.
- Identify restaurant and grocery store chains with locations in and near DAC areas and obtain corporate management contact information.
- Identify skilled nursing facilities and public and private schools, including Hartnell College and CSU Monterey Bay, and obtain management contact information.
- Contact businesses owners and facility managers to set direct installation appointments in advance via email and phone.
- Utilize GeoPointe mapping software to identify unserved businesses to visit during non-rush hours to explain the **WaterLink** program to business personnel in person using **WaterLink** business customer testimonials and other PRSV **WaterLink** marketing collateral.

#### 5.2 Conduct commercial door-to-door direct installation campaigns, prioritizing nine Monterey Bay DAC census tracts with a CalEnviroScreen 2.0 scores of 75% or higher. During direct installation visits, our bilingual outreach team will:

- Obtain permission to enter the premises and install equipment via signature on Site Access Agreement.
- Use flow rate bags to document the pre-installation flow rates of fixtures.
- Install new pre-rinse spray valves and faucet aerators for all qualifying fixtures. Remove old equipment. Inventory and store removed PRSVs for 30 days to ensure customer satisfaction. After 30 days, recycle old valves.
- Document the flow rates and equipment installed at each location in the Salesforce database tracking system using cell/data enabled tablets.

- Train dishwashing staff on the proper use of the new equipment. At each location leave behind a sticker for the wall above the sink that demonstrates the proper use of the new technology 3-stream model (which is less familiar to restaurant personnel).
- Check for and document leaking faucets and running toilets; refer owners and/or managers to pre-qualified plumbing contractors for leak repairs (Note: leak repair voucher will not be offered to commercial business owners).
- Where a food service facility is using a high- or low-temperature, non-Energy Star commercial dishwasher, document make and model of existing commercial dishwasher in Salesforce, provide facility manager with commercial dishwasher rebate information and refer to Installation Manager for rebate coordination (see Task 5.3 below).
- Provide customer with information about other water utility and PG&E conservation programs, including toilet and landscape water conservation rebate programs.



*Our field team has documented unexpectedly high flow rates in restaurant restroom hand sinks, resulting in savings of over 19,000 gallons/year from a single aerator upgrade.*

### 5.3 Implement Energy Star Tier 2 Commercial Dishwasher Upgrade Program

- Have Installation Manager secure rebate program agreements from **WaterLink** commercial direct installation program participants defining the roles and responsibilities of the business owners and Ecology Action.
- Document average customers-per-day and baseline gallons used per dishwasher rack in Salesforce database once rebate program participation agreement has been signed.
- Promote availability of rebate to business owner using marketing collateral that identifies the participating pre-qualified restaurant equipment wholesalers or equipment leasing companies that offer low temperature, Energy Star certified commercial under-counter or stationary single tank door dishwashers. Because more water is used in the equipment when more detergent is added, leasing companies with business models that charge per volume of detergent are not incentivized to conserve water for their clients and will therefore not be selected as qualified vendors. The business owner will then manage the purchase and installation of the equipment with the vendor.
- Verify with in-person site visit that new equipment has been installed and is operating according to manufacturer's specifications prior to reimbursing the equipment leasing company, the equipment vendor, or the restaurant owner.

#### Task 5: Project 2 Deliverables:

- Number and location of businesses receiving direct installation services, including the number and manufacturer flow rates of pre-rinse spray valves and faucet aerators installed.
- Number and location of businesses that signed project agreements and upgraded commercial dishwashing equipment, including the make and model of old equipment and new Energy Star equipment.

## Task 6: Project Monitoring and Evaluation

### Monitoring Plan Goals:

#### Shower, Faucet Aerator, and PRSV installation and Leak Detection:

Compare measured actual baseline flow rates of existing aerators to manufacturer's flow rate of low-flow replacement aerator or improved condition (zero leaks) to determine the water and energy savings at each direct installation location.

#### Clothes Washer and Commercial Dishwasher Upgrades:

At each installation location, determine the water and energy savings by comparing baseline hot water usage and improved water usage with Energy Star equipment.



*Team member Ahn Nguyen measures baseline flow rates to qualify the home for an upgrade and calculate actual savings data.*

- 6.1 Develop a monitoring plan documenting the methodology for determining baseline and improved hot water and energy use for all measures (see **Attachment 6, Proposal Monitoring Plan** for details).
- 6.2 Update **WaterLink** Salesforce software to conform to the DWR-approved project-monitoring plan format and Air Resources Board Calculator metrics.
- 6.3 Set up Tableau report generation software to generate Salesforce reports on water savings, energy savings, GHG emission reductions, and utility financial savings benefits to DACs based on zip code, census tract, Assembly district, and Senate district.
- 6.4 Generate quarterly reports comparing pre-installation and installed equipment flow rates and end usage data to generate calculated water savings and energy savings and associated GHG reductions.

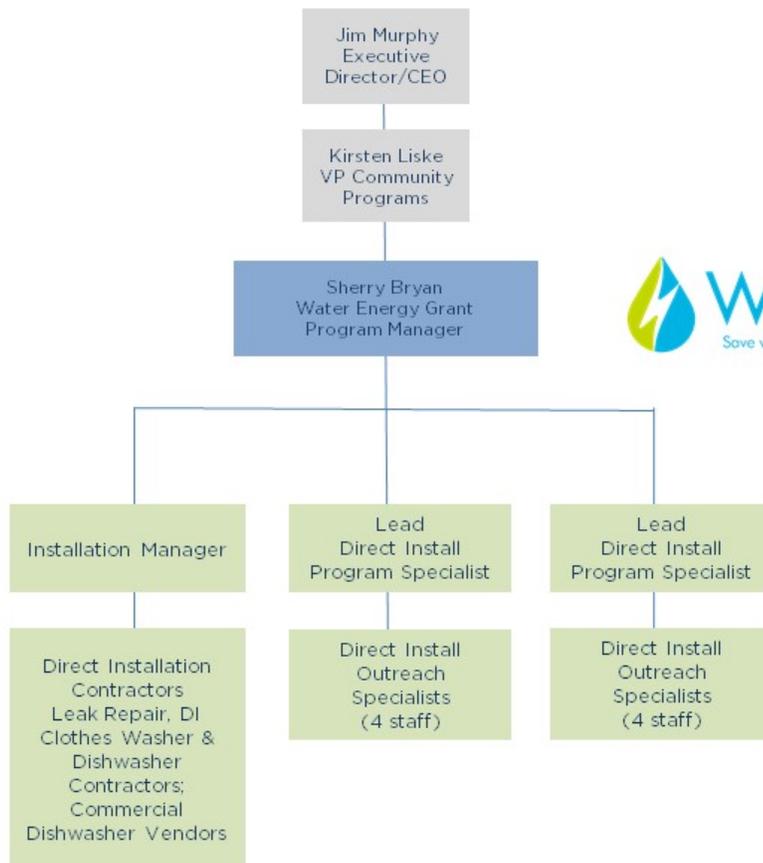
### Task 6 Deliverables

- **WaterLink - Monterey Bay Area** Monitoring Plan
- Project evaluation data summaries documenting water savings, energy savings, and GHG emission reductions submitted with quarterly progress reports and final report.
- Discussion of final project outcomes, successes and barriers in final project report.

## Project Team Structure

This project is contract ready. The program builds on the **WaterLink - Santa Clara County** funded by the 2014 DWR Water-Energy Grant and serving customers today. The work plan outlined above has been confirmed and vetted by our Monterey Bay Area program partners. The project team organizational chart further supports our contract readiness and preparedness to deliver the **WaterLink - Monterey Bay Area** program should we score highly enough to secure DWR’s funding partnership in the program.

To successfully engage Monterey Bay Area DAC residents and businesses to participate in the WaterLink program, a multilingual Spanish/English outreach team will be recruited. Every effort will be made to hire team members who live within or near the DAC service areas, with a goal of 50% DAC delivery team members. In our current **WaterLink - Santa Clara Valley** project we were able to recruit 42% of our residential field team and 36% of our overall delivery team from DAC neighborhoods.





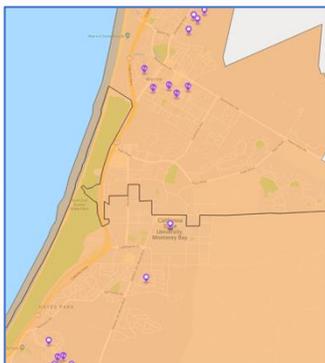
The WaterLink-Monterey Bay Area direct installation program (WaterLink) provided water-energy efficiency upgrades to residents and businesses in underserved communities of the Pajaro Valley, Salinas Valley, and Monterey Peninsula. Disadvantaged Communities (DACs) (identified by Cal-EnviroScreen 2.0 and Department of Water Resources DAC mapping tool) were prioritized to receive direct installation services.

### Regional Accomplishments

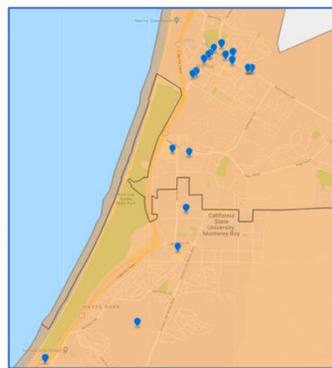
- Provided multilingual technical assistance to help **5,990** families, businesses, schools, and nonprofit organizations with limited resources reduce their water demand.
- Pioneered direct installation engagement strategies while maximizing the water and energy conserved per grant dollar spent.
- Increased community and water system resiliency to impacts of drought and climate change.
- Targeted water end-uses with high embedded energy to maximize the reduction of greenhouse gas emissions.
- Provided job training and **\$1,250,478** in annual utility bill savings to underserved communities.

### Overall Project Savings (10-year Project Life)

WaterLink Project Area	Properties Served	Water Use Reduction (Gallons)	GHG Emissions Reduction (MT CO <sub>2</sub> e)*
Monterey Bay Region	5,990	1,174,393,070	45,302
<b>Marina Coast WD</b>	<b>464</b>	<b>72,104,337</b>	<b>2,844</b>



Residential Installation Locations



Commercial Installation Locations

### Program Implementer



### Timing

June 2017 – April 2019

### Funding

California Department of Water Resources 2016 Water-Energy Grant Program



California Climate Investments



## Marina Coast Water District Project Results

### Project 1: Single- and Multi-Family Homes

- Installed 424 shower heads (1.5 gpm), 440 bathroom faucet aerators (1 and 0.5 gpm), and 282 kitchen faucet aerators in **426 homes**. The majority of installations occurred in four, multi-family residential communities (Bay View, SunBay, Seabreeze, Crescent Bay).
- Upgraded 2 single-family residential clothes washers to ENERGY STAR most-efficient models.
- Upgraded 8 multi-family commercial clothes washers to ENERGY STAR most-efficient models.
- Fixed 4 egregious leaks wasting more than 24 gallons/day.
- Referred residents and property managers to indoor and landscape efficiency rebate programs.

### Project 2: Commercial Kitchens

- Offered direct installation services to 52 commercial kitchens and Installed low-flow, pre-rinse spray nozzles and faucet aerators at **19** restaurants, grocery stores, and cafeterias.
- Upgraded 6 commercial dish machines to ENERGY STAR models.
- Referred businesses to utility rebate programs and local green business programs.



DIRECT IMPLEMENTATION MEASURE	Annual Savings (CA Air Resource Board 2016 Water-Energy Calculator)			
	Electricity Savings (kWh)	Therms Savings	Water Savings (gallons)	GHG Emissions reduction (MT CO <sub>2</sub> e)
Commercial pre-rinse spray valve (0.86 gpm)	-	1,593	197,859	8
Commercial kitchen aerators (1.5 gpm)	-	10,099	1,259,104	54
Commercial bathroom aerators (0.5 gpm)	-	2,358	402,847	13
Commercial ENERGY STAR dish machines	-	1,805	210,606	9
Residential showerheads (1.5 gpm)	-	10,733	1,428,524	57
Residential bathroom aerators (1 gpm)	-	7,058	939,364	37
Residential kitchen aerators (1.5 gpm)	-	12,024	1,600,341	64
ENERGY STAR single-family residential clothes washers	43	31	9,972	0
ENERGY STAR multi-family residential clothes washers	2,141	634	481,152	4
Faucet leak repairs	-	317	59,130	2
<b>TOTAL ANNUAL SAVINGS</b>	<b>2,184</b>	<b>46,651</b>	<b>6,588,899</b>	<b>248</b>

Marina Coast Water District  
Water Conservation Commission  
Staff Report

Agenda Item: 7-B

Meeting Date: July 11, 2019

Prepared By: Paul Lord

Approved By: Patrick Breen

Subject: Review the Landscape Incentive Program and Proposed Program Changes

**Summary:** Following the Water Conservation Commission restructuring in the Winter of 2018, staff presents this topic to the new commission members for the first time. The intent is to provide a review of the established landscape incentives and the proposed program changes that originated from previous WCC and WCC Working Group meetings.

The current landscape incentives available to District customers are summarized below:

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**ET Controller Rebate**

The District will provide a \$150 rebate for a District-approved conversion or replacement of any existing standard irrigation controller to a soil moisture-based or evapotranspiration-based irrigation controller (ET Controller) that adjusts automatic scheduling parameters at least daily and controls up to six stations. An additional rebate amount of \$20 per station will be provided for each additional station that is operational, beyond the initial six stations already included, up to a maximum total rebate of \$750 per irrigation controller. The maximum rebate amount for each site is \$1,500. The new controller(s) must be installed on a well maintained, fully operational, in-ground irrigation system.

**ET Controller Incentive Amounts**

The following chart shows an example of the rebate amounts provided for each standard size controller and provides comparison between the controllers estimated cost and the rebate amounts.

6 station	(\$240 estimated cost)	= \$150 rebate
12 Station	(\$480 estimated cost)	= \$270 rebate
24 station	(\$1,440 estimated cost)	= \$510 rebate
36 station	(\$2,160 estimated cost)	= \$750 rebate

**Rain and Soil Moisture Shut-off Switch Rebate**

When an irrigation controller is modified to include the operation of a new, District approved rain or soil moisture shut-off switch, the district will provide a rebate equal to the purchase price, up to \$50 per device installed.

**Lawn Replacement Incentive**

Customers are eligible for \$.25 cents/square foot when they replace established lawn with new, low water use landscaping (plants and permeable mulch material). A rain or soil moisture shut-off switch is required for sites that utilize an automatic irrigation system.

### **Sprinkler Conversion Incentive**

The conversion of a sprinkler irrigation system to a drip or dripperline type irrigation system, would be eligible for an incentive of \$0.25 per square foot of irrigated area converted. A rain or soil moisture shut-off switch is required for sites that utilize an automatic irrigation system.

### **Rainwater Catchment Incentive**

Rainwater catchment incentives are based on the size of the catchment system (number of gallons that can be stored) and the incentive payment is limited by the customer's expenditures for materials. Customers can receive \$1 for each gallon of rainwater storage, up to 250 gallons. For any rainwater storage over 250 gallons and not to exceed 2,500 gallons, the applicant can receive an additional \$0.50 per gallon (Maximum incentive per customer, \$1,375 for 2,500 gallons). The incentive will not exceed the purchase price of items or materials purchased for the project or the incentive payment calculated by storage capacity (i.e you purchased an 85 gallon tank for \$100 and bought \$15 to divert the rain gutter, you will only receive \$85).

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Details of the existing program were discussed at two WCC working group meetings, conducted in the Spring of 2017 and 2018. At both meetings Commissioners and staff expressed an opinion that few changes were required to improve participation and water savings, and that the amount of the incentive provided was likely the factor limiting program participation. The Commissioners agreed that the incentive would be more attractive to customers if it were increased to as much as \$1 per square foot.

The Commissioners also discussed creating different incentives for various customer classifications (Commercial, Industrial, Institutional, Single Family, Multi-family), and perhaps increasing the current maximum incentive payment available to some program participants. No recommendations came from that specific discussion.

Following the WCC Working group meetings, the Landscape Incentive Program was reviewed by the commission in April 2018, and staff presented suggested program changes in May 2018. The goal was to revise the program to improve customer participation, improve the MCWD customer experience, and increase the water savings achieved. Program changes suggested by the Working Group and staff were presented and discussed. Additional recommendations were proposed during the meetings. There was agreement that staff should bring forward a more defined listing of proposed program changes developed from past experiences, the WCC Working Group meetings, and the two commission meetings.

The following listing of possible program changes were reviewed by the Commissioners at the last WCC discussion in May 2018. Shown in red text are edits suggested at that meeting. The commission discussion was suspended while discussing item 1.b. in the Incentive Payments section below. The commission agreed the agenda item should return to the commission on a future date to allow continued discussion on the Incentive Payments section.

Landscape Project Criteria (Large projects over 8,000 square feet may apply and be considered with unique Project Criteria that vary from the criteria below)

1. Establish that when replacing lawn with low-water use landscaping, varying amounts the lawn area renovated be replaced with ~~WUCOLS-listed low-or-very-low~~ water use plants, new mature tree canopy area, **synthetic grass**, decorative rock, **or organic mulch**. The required amount of lawn area replaced by plant canopy would decrease as project size increases. The amount of canopy coverage would be at the following rates:
  - a. 50% - for the renovated lawn area up to 1,000 square feet. (same as before)
  - b. 25% - for the additional renovated lawn area between 1,000 square feet and 10,000 square feet. (50% of the previous planted area required)
  - c. 10% - for the additional renovated lawn area over 10,000 square feet. (20% of the previous planted area required)
2. Establish that the remaining, lawn replacement project area that is not replaced with ~~WUCOLS-listed low-or-very-low~~ water use plants, new mature tree canopy area, **synthetic grass**, or new decorative rock must be new porous hardscape or receive a minimum of 3” decorative mulch.
3. Establish that hardscape installed in the lawn replacement project area must be permeable, pervious, or porous.
4. Establish that the turf replaced may be living or dead at the time of application to the program. But, there must be evidence of a previous lawn. **All the turf must still be in place at the time of staff’s initial project review and project approval.**
5. Establish that Solarization and Sheet Mulching are acceptable methods of lawn removal.
6. Establish that without an authorized exemption, only drip or dripper line emission devices are permitted in the irrigation zones retrofitted from sprinklers to drip irrigation
7. Establish that at least one existing or new tree per **ten** thousand square feet of project area ~~(beyond the first 1,000 square feet)~~, be **present/installed in** the converted landscape.
8. Establish that abandoned or inoperative irrigation system components be removed and that the associated water supply lines capped.
9. Establish that the definition of a landscape site is the area served by a single, metered water service.
- ~~10. Establish that only existing sites, developed before January 1<sup>st</sup> 2009, are eligible for the incentives.~~
11. Establish that only with District approval, may a projects installation window exceed 60 days from the time of initial project approval.
- ~~12. Clarify that incentive payments under \$600 shall be dispersed to the customer as a credit towards their future water bills.~~

### Incentive Payments

1. Change the incentive payments as follows:
  - a. Lawn **and Sprinkler** Replacement
    - i. Increase the incentive from \$0.25 to ~~\$0.50~~ **\$1** per square foot for the first 5,000 square feet of lawn and sprinklers replaced.
  - ~~b. Sprinkler Renovation to Drip~~
    - ~~i. Increase the incentive from \$0.25 to \$0.50 per square foot for the first 5,000 square feet of irrigated area~~
  - c. Rain Shut-off Switch Rebate
    - i. Increase the incentive from a maximum payment of \$50 to \$100.

2. Change the Maximum Rebate Amount a project is eligible for as follows:
  - a. Lawn **and Sprinkler** Replacement
    - i. For only Multi-family, Commercial, Institutional, Industrial and Dedicated Irrigation accounts
      1. Increase the maximum rebate amount from ~~\$1,500-\$2,000~~ to \$5,000 per site or area served by a metered connection.
  - b. ET Controller Rebate
    - i. For **Multi-Family**, Commercial, Institutional, and Industrial accounts
      1. Increase the incentive for additional, operational stations controlled from \$20 to \$40 for each additional station beyond six stations (doubles the incentive for larger sites)

#### Program Procedures

1. Establish a dispute resolution process for applicants.

## Rainwater Catchment Incentive Program Description

Customers can receive reimbursement for the purchase of materials and equipment associated with the initial installation or capacity expansion of a rainwater catchment system.

### Program Procedures

Please do not start any rainwater catchment system installation, or purchase materials until after receiving written project approval from the District. Before starting any project, purchasing new equipment, and participating in the program, customers must follow the steps below:

- **First, take pre-installation photo(s):** Take and save at least 1 clear photograph of each of the following items: 1) catchment area 2) existing rain gutter downspout that will direct rainwater to a rain barrel 3) area that the rain barrel will eventually stand 4) area to be irrigated using the captured rainwater.
- **Calculate the catchment area in square feet:** multiply the width of your catchment area (rooftop) by the length in feet, then record and save these measurements for future use.
- **Fill out application form:** application forms can be requested via email to [conservation@mcwd.org](mailto:conservation@mcwd.org), found online at [MCWD Rainwater Catchment](#), or picked up at the main office, 11 Reservation Road Marina, CA 93933.
- **Submit the pre-installation photo(s) and the completed application form** to the Marina Coast Water District. Applications can be emailed to [conservation@mcwd.org](mailto:conservation@mcwd.org), hand delivered to our office, or mailed to our office at 11 Reservation Road Marina, CA 93933.
- **District staff will review your application and contact you regarding the status of your application.**
- **Only once you receive District approval for your project, should you purchase materials and move forward with your rainwater catchment project.** The project must be completed within 60 days, otherwise the program application will be rejected. Materials purchased before District approval will not be eligible for any reimbursement payment from the District.
- **Once the project is completed, the applicant must schedule a follow-up site inspection with the District.** District staff will verify installation and compliance with the Project Criteria. At this time, the District staff will request the original itemized receipts showing proof of material purchases and that a purchase transaction took place.
- After the follow-up site inspection, if the project is completed as planned, the District staff will sign the application form verifying project completion.
- After verifying project completion, District staff will take all necessary paperwork to then begin processing the incentive payment.
- Please note, it can take up to 8 weeks to receive payment after the incentive has been processed.

### Terms of Agreement, and Program Eligibility Requirements, and Project Criteria

- Program is limited to available funding. Approved applications will be processed on a first-come, first-served basis.
- Only MCWD customers of current record are eligible to participate in, and receive payment from, the Rainwater Catchment Incentive Program.
- The customer's account must be in good standing and non-delinquent at the time of initial project approval.
- The Applicant certifies that all necessary permissions have been obtained from the property owner, if the Applicant is not the owner themselves. The incentive payment will be made to the property owner.

- The approved project site must be located within the Marina Coast Water District service area.
- Projects are approved at the discretion of the MCWD staff.
- Projects that do not meet the program eligibility requirements will be denied.
- Materials installed prior to the District's approval of the project are not eligible for reimbursement.
- Only original, itemized receipts showing proof of payment for products, and dated after initial project approval are accepted.
- Rainwater catchment incentives are based on the size of the catchment system (number of gallons that can be stored) and the incentive payment is limited by the customer's expenditures for materials.
- The incentive will not exceed the purchase price of items or materials purchased for the project or the incentive payment calculated by storage capacity (i.e you purchased an 85 gallon tank for \$100 and bought \$15 to divert the rain gutter, you will only receive \$85)
- Sales tax, delivery charges, and installation costs are not reimbursed.
- MCWD reserves the right to alter this program at any time.
- MCWD does not endorse specific brands, products or dealers; nor does it guarantee materials, workmanship, or results.
- MCWD assumes no responsibility or liability for damages to an Applicant's property as a result of participation in this program.
- The District cannot guarantee that the installation of a rainwater catchment system will result in lower utility costs.
- Incentives are only provided for renovations to existing properties. New construction projects are not eligible for incentives.
- Customers will receive \$1 for each gallon of rainwater storage, up to 250 gallons. For any rainwater storage over 250 gallons and not to exceed 2,500 gallons, the applicant will receive an additional \$0.50 per gallon (Maximum incentive per customer, \$1,375 for 2,500 gallons).
- Residential and Commercial Customers may apply for the incentive more than once until they reach the maximum incentive of \$1,375 for 2,500 gallons.
- The minimum storage capacity is 50 gallons.
- The maximum storage capacity is 2,500 gallons.
- Incentives are available for new systems or existing systems adding more storage capacity.
- Previously installed rain catchment systems are not eligible for the incentive.
- Both purpose built and self-made systems are eligible for the incentive, but incentive payments are only equal to the net cost of materials purchased.
- Quality of construction and the operation of second-hand or self-made systems shall be equivalent to purpose-built professionally designed systems.
- The rainwater holding tank must be algae resistant, UV resistant, or must use specially constructed sun barriers.
- The rainwater holding tank must have a secure lid for child safety, vector control, and debris control.
- The rainwater holding tank must be designed for the intended purpose of rain capture and must be connected to a gutter downspout.
- It is recommended that the rainwater holding tank be elevated.
- It is the responsibility of the applicant to ensure the placement of the rainwater holding tank abides by the City Codes.
- All rainwater catchment systems shall have sufficient roof area to fill the capacity of the rainwater holding tank after first flush during a "normal" Water Year and shall require verification of usable roof area by site inspection.
- All rainwater catchment systems that are gravity fed and only utilize flexible distribution tubing or garden hose, do not require backflow protection at the meter.
- Adequate backflow prevention at the meter is required when:
  - The rainwater catchment system is connected to any buried rigid plumbing, i.e. PVC pipe, copper pipe, galvanized pipe.

- A pump is utilized to transport rain water to another location on the property or used to feed an irrigation system.
- When a backflow prevention device is required, the Water District must be notified prior to installation and backflow prevention test results must be submitted to the District annually.
- All approved project sites are subject to an annual cross-connection site survey to ensure that the drinking water supply is not connected to potential source(s) of contamination or that a potential cross-connection condition exists.
- Customer(s) agree to authorize MCWD personnel access to conduct annual site inspections to verify no cross-connection conditions exist.
- A permit may be required when installing a backflow prevention device. It is the Applicant's responsibility to ensure that the installation does not violate City, District, or HOA Code requirements or enforced restrictions.
- To prevent a possible cross connection, and lessen the possibility of contaminants or pollutants entering nearby potable water systems, Hose Bib Vacuum Breakers must be installed at all hose bib locations throughout the associated property.
- To assure compliance, quality, and performance, it is recommended that only a licensed insured contractor install components or modify your existing potable water system or irrigation system.
- Rainwater holding tanks must be placed on a stable, secure, and level foundation such as concrete pad, paver, or brick; and not block or restrict narrow pathways around the home causing a safety/emergency access issue.
- The overflow pipe from the rainwater holding tank must be directed away from the buildings and/or adjacent properties and should flow to the landscape.
- Captured rainwater may only be used for irrigation and other non-potable uses (i.e. washing your car).
- All projects must be completed within 60 days of initial project approval.