



**Water Conservation and Equity at EBMUD**

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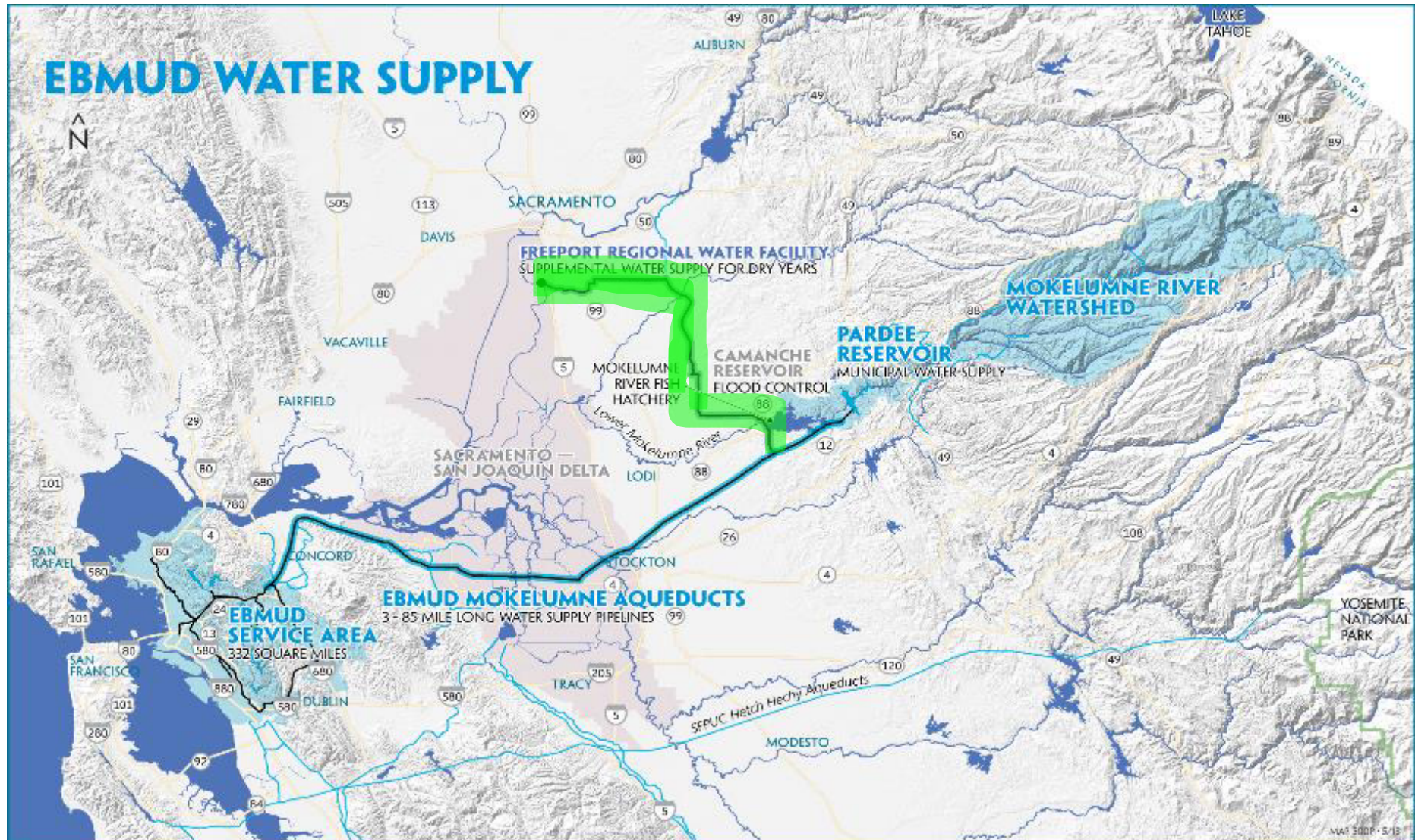


- EBMUD Conservation Program
  - Background
  - 2021 WCSP Update
- Water Conservation Industry Trends
- Equity Considerations
  - Why many traditional programs don't work
  - Agency challenges and concepts

# A Short History of Water Conservation at EBMUD



# From the Snowflake to the Bay

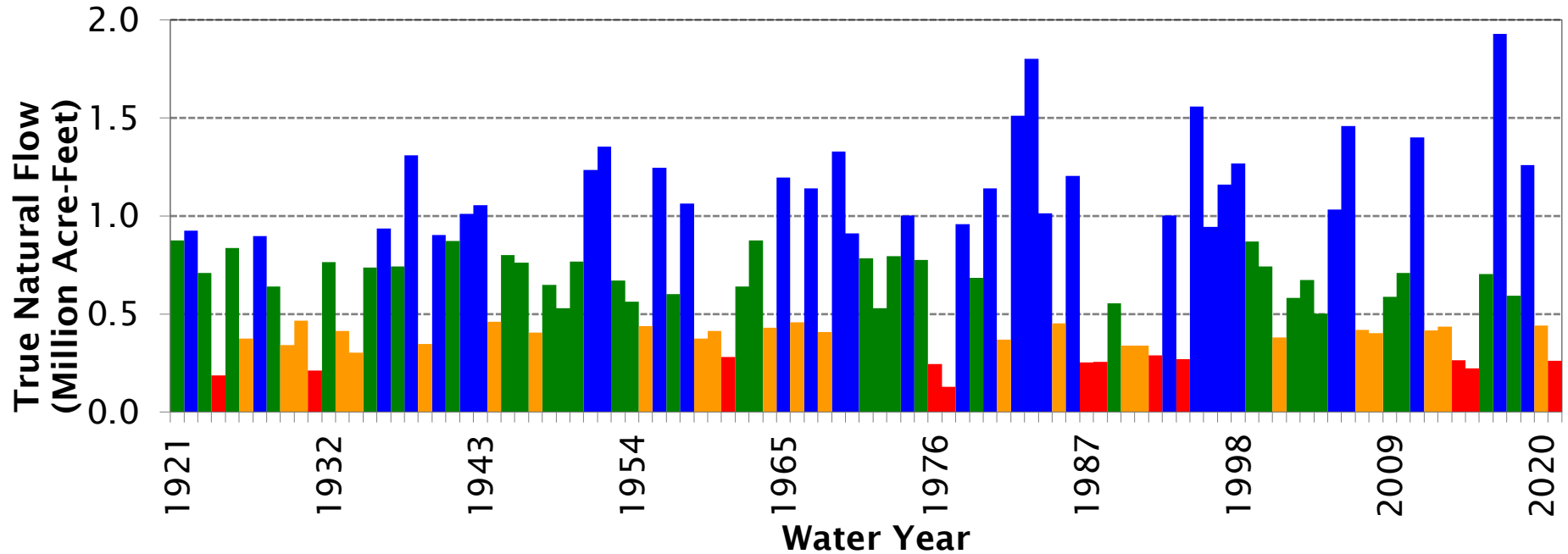


# Water Supply Uncertainty



## Mokelumne River Historic Water Supply Variability

■ Normal and Above   ■ Below Normal   ■ Dry   ■ Critically Dry



# EBMUD Water Conservation Program – the Early Days



EAST BAY MUNICIPAL UTILITY DISTRICT

### Ultra-Low-Flush Toilet Rebate Program

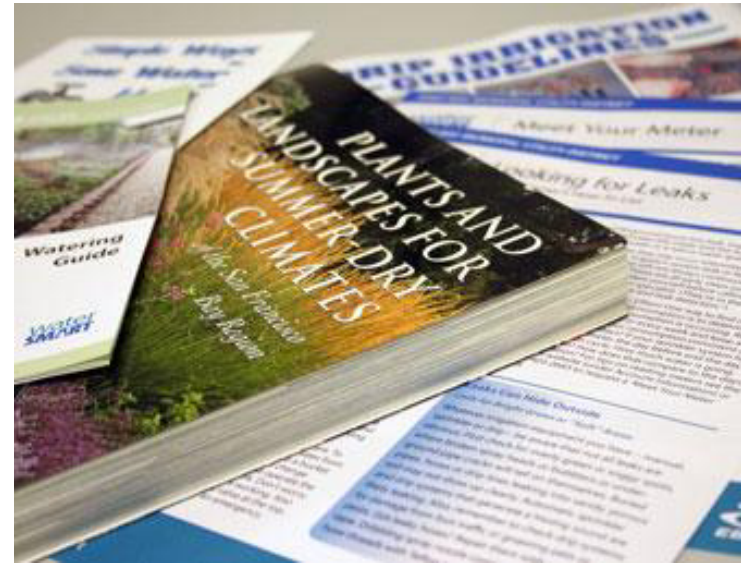
For Business and Residential Customers



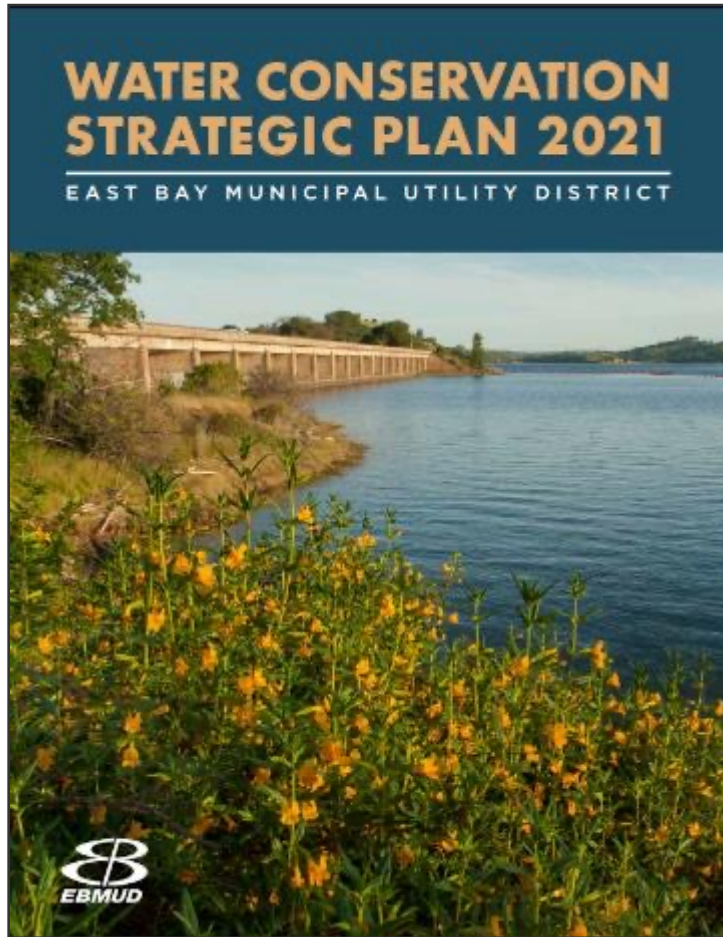
Water Conservation Division  
P.O. Box 24055, MS 48  
Oakland, CA 94623  
510.287.0590

#### STEPS TO RECEIVE A REBATE

1. Review EBMUD approved fixture list.
2. Purchase and install your new toilet(s). Toilets must replace existing toilets using more than 1.6 gallons per flush. No rebates are given for new construction.
3. Fill out the application below. **ALL INFORMATION MUST BE PROVIDED.**
4. Return completed application and *original* legible purchase receipt to:  
EBMUD, P.O. Box 24055, MS 48, Oakland, CA 94623.  
*If you need your original receipts returned, please enclose a self-addressed stamped envelope.*



# EBMUD Conservation Program Today: 2021 WCSP Update

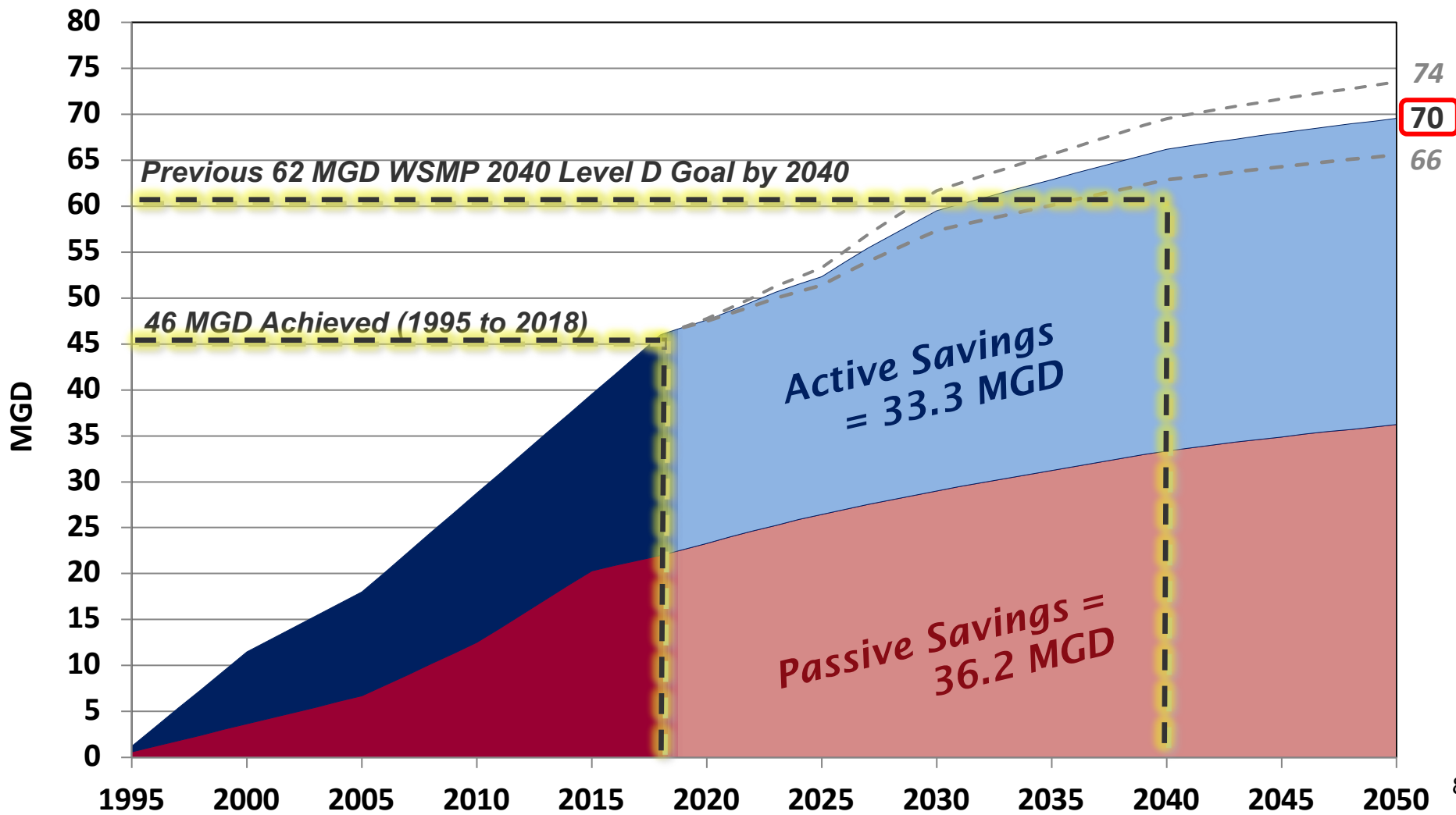


- Includes new focus on equity
- Plan for future droughts, emerging regulations
- Communications in the 21<sup>st</sup> century
- Demand hardening
- Increased importance of partnerships

# Achieved Savings and Long-Term Goal



## Water Conservation Forecasts





# Current EBMUD Program Areas



Water Management



Rebates & Incentives



Education & Outreach



Regulation & Legislation



Supply Side Conservation



Research & Development

## Goodbye Grass Hello Garden! Rebates up to \$2000

When it comes to saving water, landscaping can make a big impact. Replace your lawn with water-wise plants and efficient irrigation, and receive money back to support your project.



Water Conservation

# Shifting Focus from Indoors to Outdoors



- Indoor appliances and fixtures were a traditional focus
- Many rebates “sunsetted” due to market saturation
- California has high efficiency standards for appliances and fixtures
- Result: indoor is still important, but more savings outdoors



# Information Technology -Tools to Empower Customers



WaterSmart Program  
123 Main Street  
Anytown, CA 98765

415.555.5555 | info@citywater.com

## YOUR HOME WATER REPORT

THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.

SERVICE ADDRESS: 123 Washington St., Anytown  
ACCOUNT NUMBER: 1234567890

SIGN UP TO GET THIS REPORT VIA EMAIL:  
[citywater.com](http://citywater.com)

**Blair Jones**  
123 Washington St.  
Anytown, CA 98765

Are we comparing you fairly?  
2 occupants and a 2,000 to 4,000 sq. ft. yard. Not right? Log on to correct us. Your comparisons and recommendations will adjust accordingly.

[citywater.com](http://citywater.com)

How much you could be saving  
If you took the actions below, you'd be closer to 152 GPD. That's \$515 per year in potential savings.

Efficient Neighbors	Average Neighbors	You
71 GPD	250 GPD	276 GPD

### Water-saving actions just for you

Save 168 gallons per year (168 GPD) by taking a 2,000 to 4,000 sq. ft. yard.

[Log on to correct us](#)

Potential savings if you:

Install a faucet aerator	Fill up less clothes	Change grass to shade, grass
24 GALLONS PER DAY \$142 PER YEAR	18 GALLONS PER DAY \$92 PER YEAR	82 GALLONS PER DAY \$281 PER YEAR

[Log On](#)

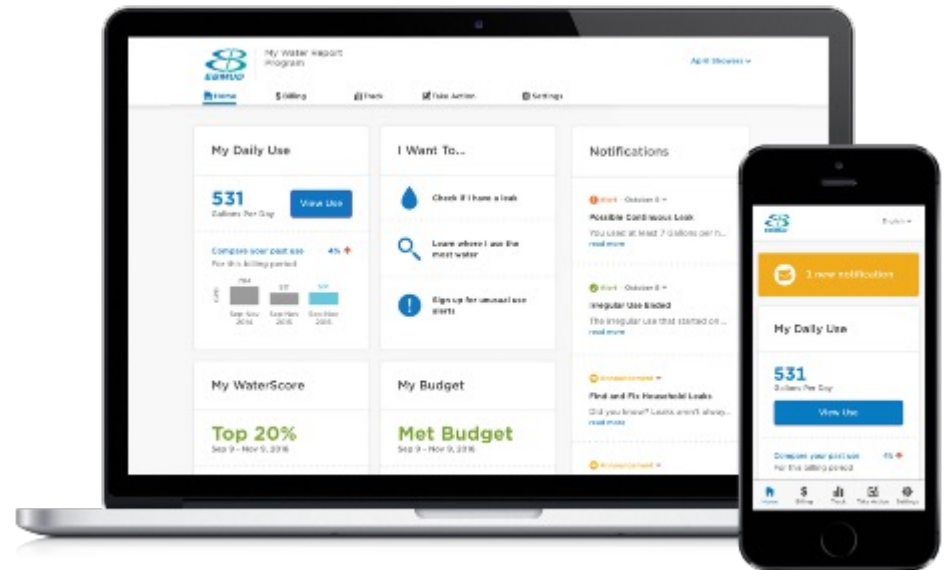
Take the guesswork out of seeing water flow.

- Where you're in the house
- All of your water use
- Water-saving tips and ideas

[citywater.com](http://citywater.com)

Registration Code: XY2KxZ  
Zip Code: 99702

A free service offered by your local utility.

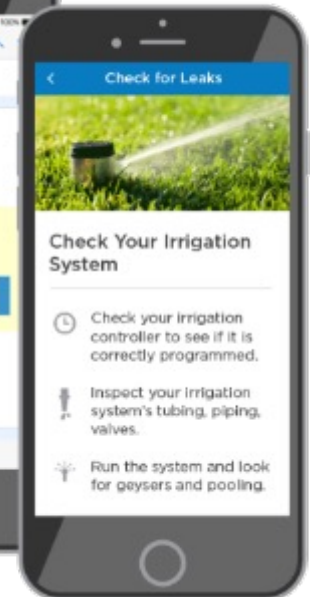
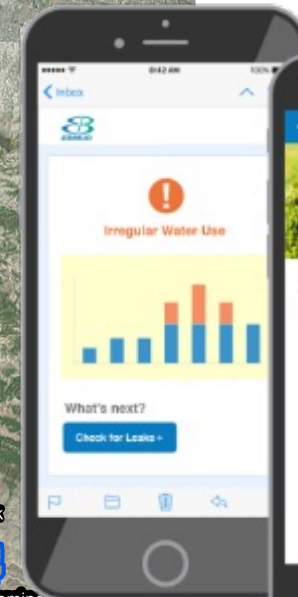
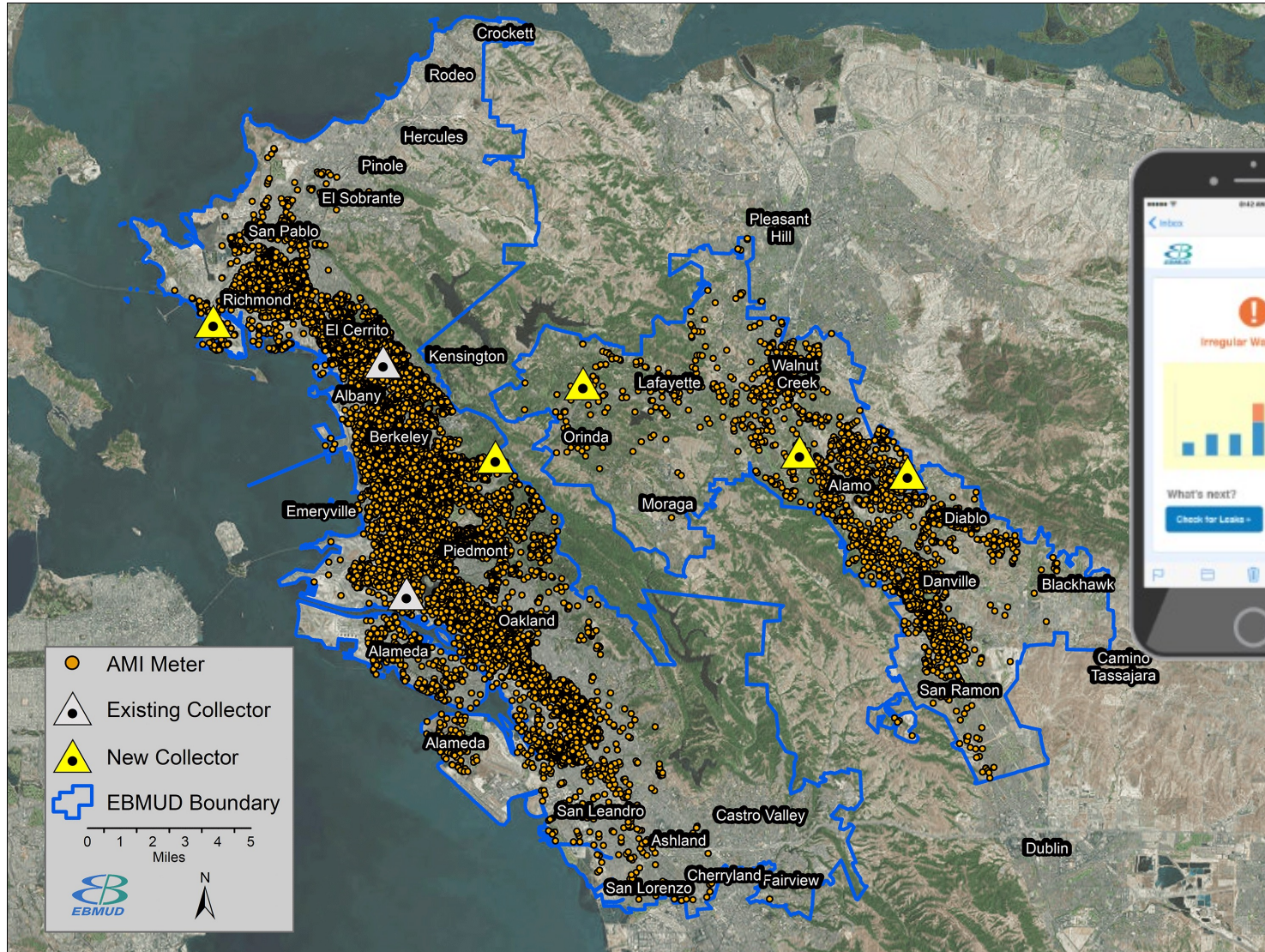


## My Water Report Program

# High Use Notification

Your water use on Saturday, May 7, 2022 was 168 gallons. That is 2.2x higher than normal.

# New Technology – Better Data Means Better Tools



# Multi-Benefits of Water Conservation



# Communications in the 21st Century



Garden for the 🐦🐦🐦! This fall, start a California native garden and bring nature to your doorstep. Find native plant sales, nurseries and resources at [bit.ly/naturehood1](https://bit.ly/naturehood1).  
#fallplantingseason #naturehoodgardening



4:44 PM · Nov 9, 2020 · Twitter Web App

1 Retweet 4 Likes

## EBMUD GARDEN CLASSES

- Sept 30** Fall Garden Maintenance
- Oct 14** Save our Water, Save our Trees

Classes are on Zoom in English and Spanish  
More info: [ebmud.com/WaterSmart](https://ebmud.com/WaterSmart)

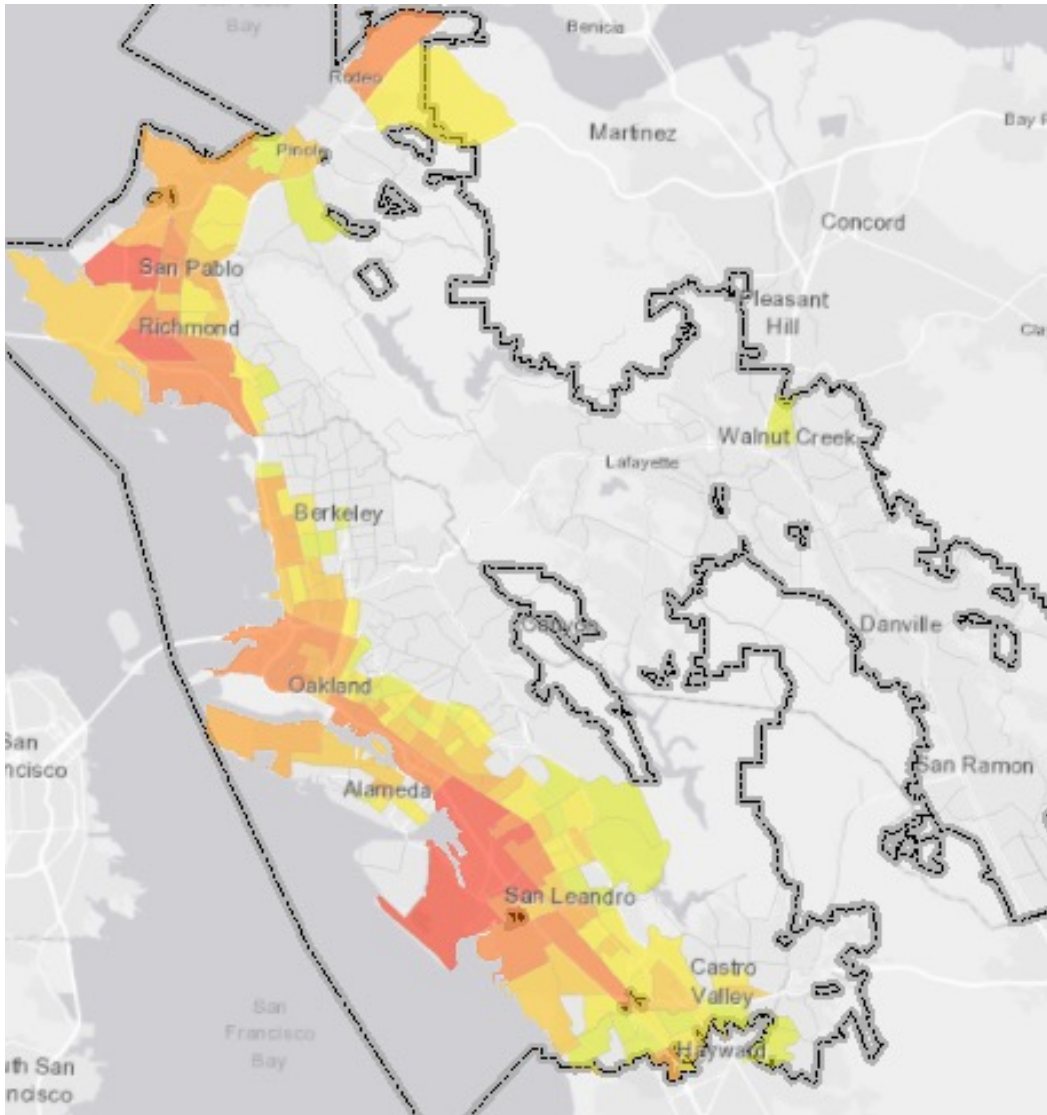
FEB 8

WATER CONSERVATION  
Landscape Rebate Virtual Office Hours

FEB 22

WATER CONSERVATION  
Landscape Rebate Virtual Office Hours

# Equity Considerations



Map highlights neighborhoods burdened by socioeconomic stressors (yellow/orange)



# Equity: Why Traditional Conservation Programs Don't Always Work



- Traditional rebates have a high up-front cost
- Landscape transformation: high cost, strict eligibility requirements
- DIY Programs require time and resources
- Many low-income customers are renters who don't have an account with us
- Language barriers
- Lack of trust in public agencies



# Agency Challenges



- Prop 218 restrictions
- Making materials available in multiple languages
- Direct install programs have higher cost, greater risk
- Designing programs that truly support customers in multi-family residential settings (apartments, condos)



# New Programs Designed With Equity in Mind



Trouble paying your water bill? EBMUD can help.



¿Problemas para pagar su factura del agua? EBMUD le puede ayudar.



無力支付水費帳單? 東灣水務局 (EBMUD) 能幫助您。

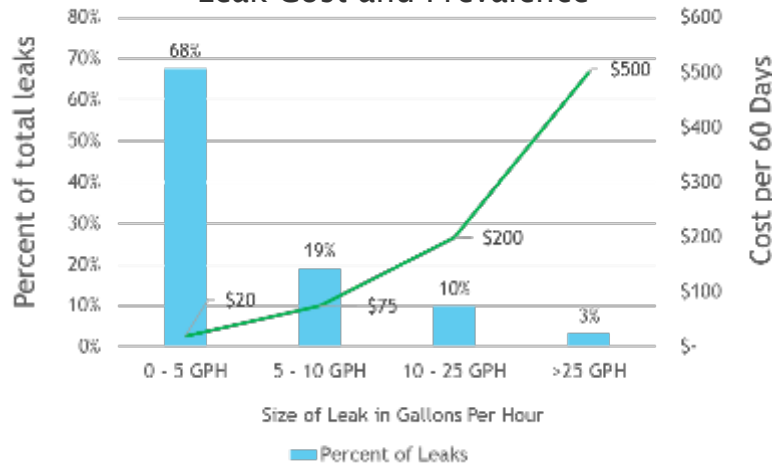


## FlumeCares: Smart Home Water Monitor Access for At-Risk Communities

Project Proposal for the East Bay Municipal Utilities District



Leak Cost and Prevalence



Tận hưởng có trách nhiệm



Cộng đồng chúng ta đang đối mặt với hạn hán. Hãy tiết kiệm hết mức bằng cách tận dụng từng giọt nước. Rút ngắn thời gian tắm và sửa các chỗ rò rỉ nước có thể tiết kiệm hàng trăm gallon nước mỗi ngày.

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

make every drop count

tận dụng từng giọt nước





Questions?