

WEST BASIN MUNICIPAL WATER DISTRICT

JULY 7, 2005 - Jt. Communications

Kwan, Fernandez

JULY 25, 2005 - Board Meeting

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INFORMATION CALENDAR

ULTRA-LOW FLUSH TOILET (ULFT) DISTRIBUTION
YEARLY RECAP FOR FY 2004-05

SUMMARY:

The District's free ULFT Distribution Programs (ULFT Programs) continue to be one of the most successful programs to date. Since 1995, the District has been implementing ULFT Programs to encourage indoor residential water conservation.

In addition to the water savings, these programs also offer outreach and partnership opportunities. Through these programs, the District has built positive relationships with local city councils, water providers, local groups, and others. The programs also allow the District to outreach to the community and provide residents with literature and promotional items.

The District also offers its cities and water providers (customer agencies) the opportunity to participate in the programs. By participating, customer agencies not only benefit from reducing their imported water needs, but also receive a positive public image from being good stewards for water conservation.

Partnerships with Customer Agencies

The Metropolitan Water District (MWD) matches the District's contribution for these programs which allows for the implementation of five ULFT programs, one in each Director's Division (500 ULFTs per program).

By partnering with the District, customer agencies can also take advantage of this funding and increase the program size and water conservation benefits. Over the past fiscal year many agencies have taken a proactive approach to water conservation and have partnered with the District on these programs as shown below.

District's ULFT Customer Agency Partnerships

Partners	Events/Dates	Amount Contributed/No. of ULFTs	Additional Annual Water Savings
Southern California Water Company	Hawthorne Event	\$13,500 225 ULFTs	7 AF

Non-Profit Partnerships

These programs have been designed to allow the District to partner with local non-profit Community-Based Organizations (CBOs) as a way for them to raise funds for their programs.

For each toilet that is distributed and returned from these events, the CBO earns \$15 per unit returned. Therefore, local groups such as a high school or Boy Scout troop can earn up to \$7,500 for a baseline 500 ULFT distribution event. CBOs can earn more funding when customer agencies participate and increase the program size. The list below shows the wide variety of groups that have benefited from the fundraising aspect of the programs.

Community-Based Organizations		
• Hawthorne Rotary Club	• Harbor City Chamber of Commerce	• Carson Parks & Recreation Department
• Inglewood Soccer League		

In total, these groups have earned over \$35,000 to help them with their local programs.

Facts and Figures

Over the past fiscal year, the District has distributed 2,351 ULFTs, which include the partnership contributions.

Total Water Demand Reductions for FY 2004-05

Event	ULFTs Distributed	AF Saved
Culver City – Raintree HOA	162	5
Hawthorne	632	18
Harbor Gateway	173	5
Carson	469	14
Inglewood	915	26
Total	2351	68

Historical Figures

Fiscal Year	ULFTs Distributed	Current Year AF Saved	10 Year Accumulative AF Savings	10 Year Accumulative Gallons Saved	Enough Water Saved for the following Number of People
1995-96	8,042	234	2,340	762,840,000	18,720
1996-97	6,206	181	1,629	531,054,000	13,032
1997-98	5,052	147	1,176	383,376,000	9,408
1998-99	4,629	135	945	308,070,000	7,560
1999-00	4,234	123	738	240,588,000	5,904
2000-01	2,337	68	340	110,840,000	2,720
2001-02	2,250	65	260	84,760,000	2,080
2002-03	2,184	64	192	62,592,000	1,536
2003-04	1,699	49	98	31,948,000	784
2004-05	2,351	68	68	22,186,000	544
Totals	38,984	1,134	7,786	2,538,254,000	62,288

Each year, the District refines its programs to maximize program success. Listed below are the successes, challenges and opportunities that have been identified over the fiscal year and that will be used to enhance the programs.

Successes

- The District was successful with partnering with Southern California Water Company on the Hawthorne Event.
 - Staff will continue to encourage more cities and water retailers to participate in these programs.
- By distributing a larger quantity of door hangers to a larger area for the Inglewood ULFT event and reducing the expense on newspaper advertising, the District was able to increase participation.

Challenges

- The program in Harbor/Gateway was not as successful as other cities.
 - For future events, the District will begin to market the entire Division with door hangers to see if it generates greater participation.
 - As part of the District's new Conservation Master Plan, the District will provide alternative cost-effective programs that will work better in this area to achieve the targeted water savings. The Plan will also provide recommendations for transitioning programs. For example, landscape programs may work better in higher income areas.

Opportunities

- Staff and its program vendors will continue to seek multi-family opportunities for these programs. Some success has been achieved in providing apartments and condominiums with ULFTs, and additional opportunities will be sought.

Future Plans

MWD Funding

Among the Member Agencies, the District is the strongest advocate for extending the 1.6 gallon per flush ULFT incentive. Over the last few years, MWD has proposed to end the funding for the ULFTs. The District was able to work with MWD to develop ULFT saturation data to determine the need for ULFTs.

Even though many MWD Member Agencies believe their areas are saturated with ULFTs, we believe that there is still ample opportunity to conserve water within the District. Through the work with MWD, preliminary data shows that roughly 30-40% of the District's service area has become saturated. The District was successful in prolonging the incentive funding for the ULFTs.

According to MWD, due to the plumbing code change in 1993 instituting the 1.6 gallon per flush toilet and including natural replacement, this program is beginning to reach the mature stage. Therefore beginning in 2009, MWD will no longer provide incentives for the 1.6 gallon per flush ULFTs, but will instead provide a higher incentive for the new High-Efficiency Toilets (HETs). HETs are toilets that use on average 1 gallon per flush, and by incentivizing these models, agencies will capture additional water savings. District staff is working with MWD to determine what type of programs – rebate or distribution – will be used with the new HETs.

District's Conservation Master Plan

The District's Conservation Master Plan (Plan) is currently under development and will be complete in 2006. The Plan will analyze all potential opportunities and develop new conservation programs that will be presented to the Board of Directors. Recommendations will be made to transition current programs to more effective programs for the specific areas in order to achieve targeted water savings.

FISCAL IMPACTS:

Funds are included in the FY 2005-06 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the West Basin Joint Communications Committee members on July 7, 2005 and was agendaized to the July 25, 2005 Board meeting as information for discussion.

RECOMMENDED MOTIONS:

This item is for information only.

EXHIBITS:

None.