

Welcome! We Will Begin Shortly.



- **Login or Audio Troubles**

- Please type questions in chat window for help.
- If you cannot hear the audio through the computer, you can listen in by calling:

Microsoft Teams [Need help?](#)

Meeting ID: 218 661 331 026 07

Passcode: p37KY7Rg

Dial in by phone

[+1 202-991-0477,,177755812#](#) United States, Washington

[Find a local number](#)

Phone conference ID: 177 755 812#

- **Questions**

- There will be a discussion/Q&A session at the end of the presentation.
- Submit questions to the organizer and panelists via the chat window

- **Presentation Slides & Recording**

- Presentation slides will be sent to all participants.
- This session will be recorded.

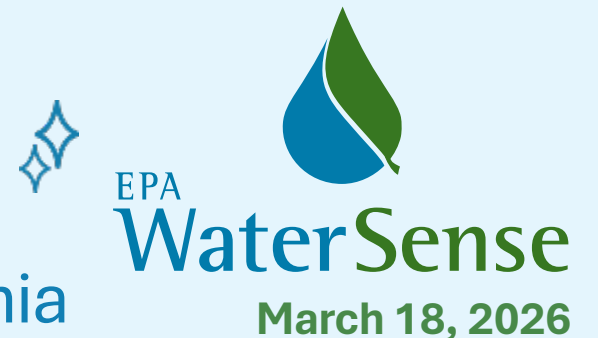
- **Notes**

- To improve audio quality, all attendees are muted upon entry.

Successful Commercial, Institutional, and Industrial (CII) Conservation Programs

Kersey Manliclic, EPA WaterSense

Gary Tilkian, Metropolitan Water District of Southern California





EPA WaterSense

Metropolitan Water District Water Use Efficiency Incentive Programs

Gary Tilkian

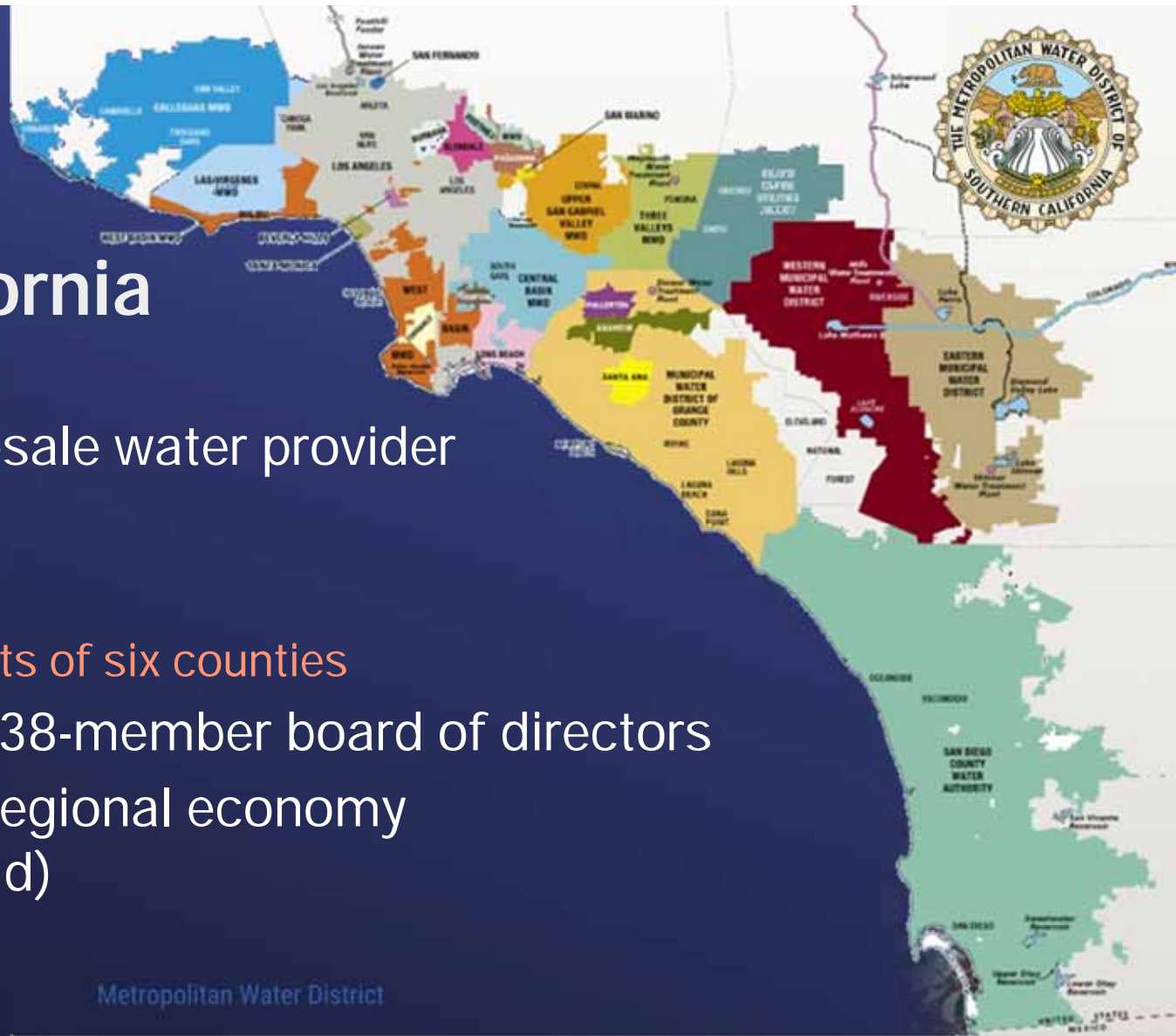
March 18, 2026



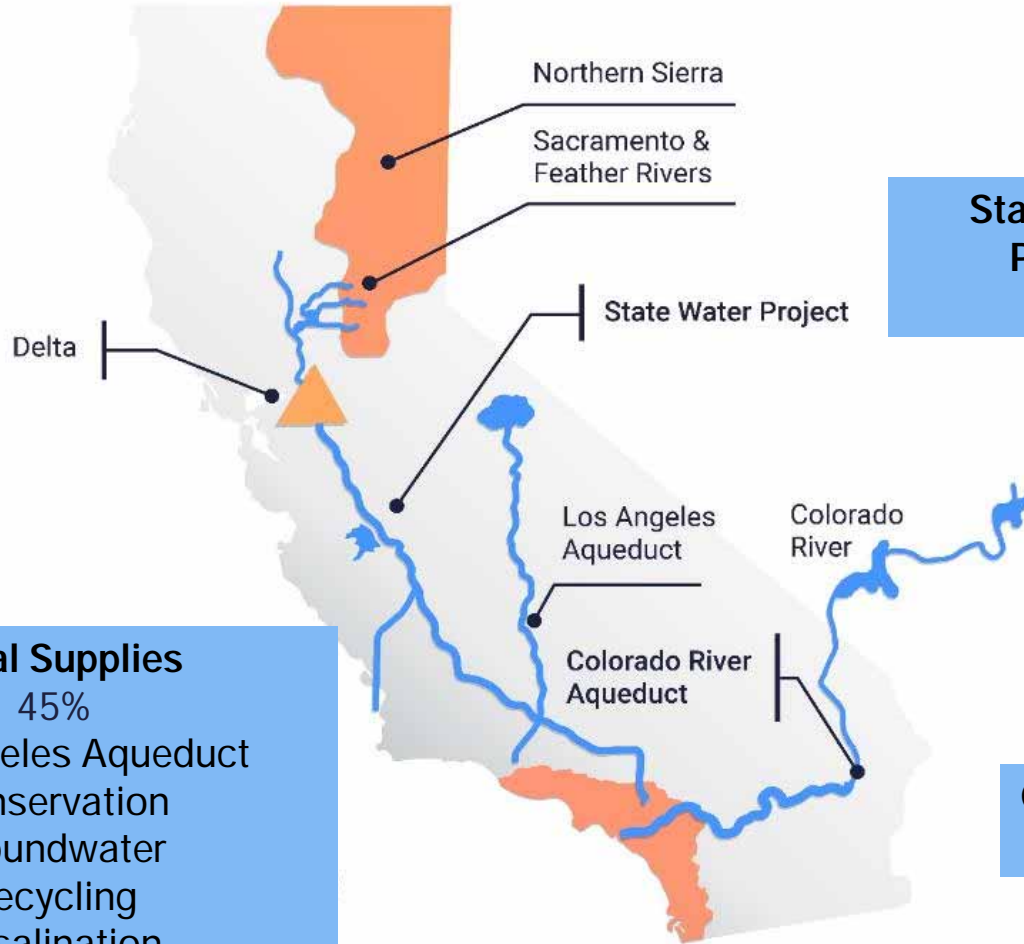
Who Is the Metropolitan Water District?

The Metropolitan Water District of Southern California

- Nation's largest wholesale water provider
- Service area:
 - 19 million people
 - 5,200 square miles, parts of six counties
- 26 member agencies, 38-member board of directors
- Supports \$1.6 trillion regional economy (ranks 11th in the world)



Securing Water for Southern California



State Water Project
30%

Local Supplies

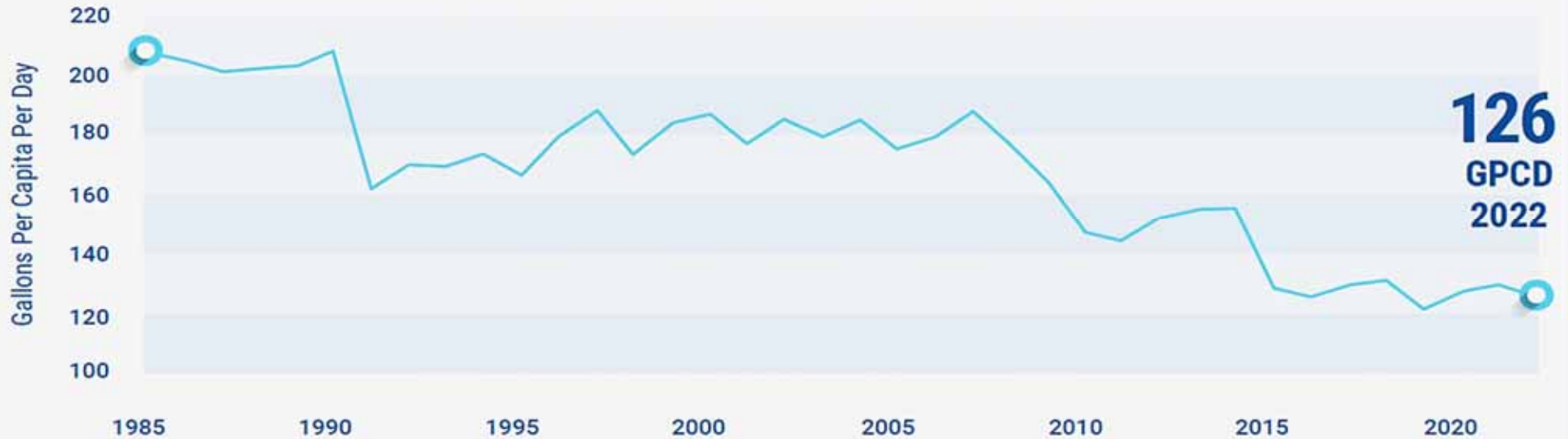
45%

Los Angeles Aqueduct
Conservation
Groundwater
Recycling
Desalination

Colorado River
25%

Per Capita Potable Water Use in Southern California

Metropolitan's Service Area Calendar Year



Notes about the graph:

1. Calendar year data.
2. 2022 GPCD based on best available data (as of June 2023) and is subject to reconciliation. Data is received in 2023 for the previous calendar year.



Overview of Metropolitan's Water Conservation Programs

Metropolitan's Online Resources

bewaterwise.com[®]

Our portal to learn about water-saving rebates, landscape classes, water-wise garden inspiration



Directly apply for rebates available throughout the service area at socalwatersmart.com

Member Agency Administered Program (MAAP)

Agencies access funds for local projects implemented by individual agency; funding only available through member agency



SoCalWater\$mart: Regional Rebate Program

Indoor/Outdoor Devices | Turf Replacement | Process Improvement

The screenshot shows the website's navigation bar with a home icon and links for 'Rebates', 'Water Savings Incentive Program', 'Retailer Tools', and 'Commercial Resources'. Below the navigation is a large image of a modern building with lush greenery. A green banner with a white exclamation mark is in the top right corner. Below the image are two main sections: 'VERIFY YOUR ELIGIBILITY & ESTIMATE YOUR REBATE' with an image of hands typing on a keyboard, and 'SUBMIT YOUR REBATE APPLICATION!' with an image of stacks of \$100 bills. A 'Chat' button is in the bottom right corner.

Home Rebates Water Savings Incentive Program Retailer Tools Commercial Resources

VERIFY YOUR ELIGIBILITY & ESTIMATE YOUR REBATE

Click to verify eligibility and identify the current rebate amounts. Rebates may vary by water agency and are based on the availability of funding.

SUBMIT YOUR REBATE APPLICATION!

Complete and submit your application online. Various rebates are available region-wide, so apply now to secure your place!

Chat

Member Agencies may *Co-fund* Rebates

- Agencies can add funding to baseline rebates, offering higher incentives in certain areas
- Metropolitan administers all funds through SoCalWaterSmart

Commercial Rebates: Indoor Devices

- High-efficiency plumbing fixtures
- HVAC equipment
- Commercial kitchen & food equipment

1. Reserve funds before purchasing equipment/devices
2. Install and submit receipt
3. Get refund check



\$200



\$40



\$5 ea



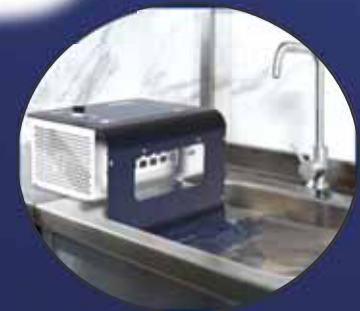
\$625+



\$1,000



\$485+



\$800

Commercial Rebates: Outdoor Devices



- Rotating sprinkler nozzles
- Large rotary nozzles
- Weather Based Irrigation Controllers & Centralized computer systems

- Flow Sensors & Leak Detection
- Soil Moisture Sensor-based systems
- In-stem flow-regulators for sprays



\$2 ea



\$13/set



\$35 /stn



\$35 /stn



\$35 /stn



\$5 ea

Commercial Rebates: Water Savings Incentive Program

Install /use more efficient equipment,
processes, or water management services



Laundry Water Recycling System

- \$13,345 incentive
- Over 22 million gallons saved over 10 years



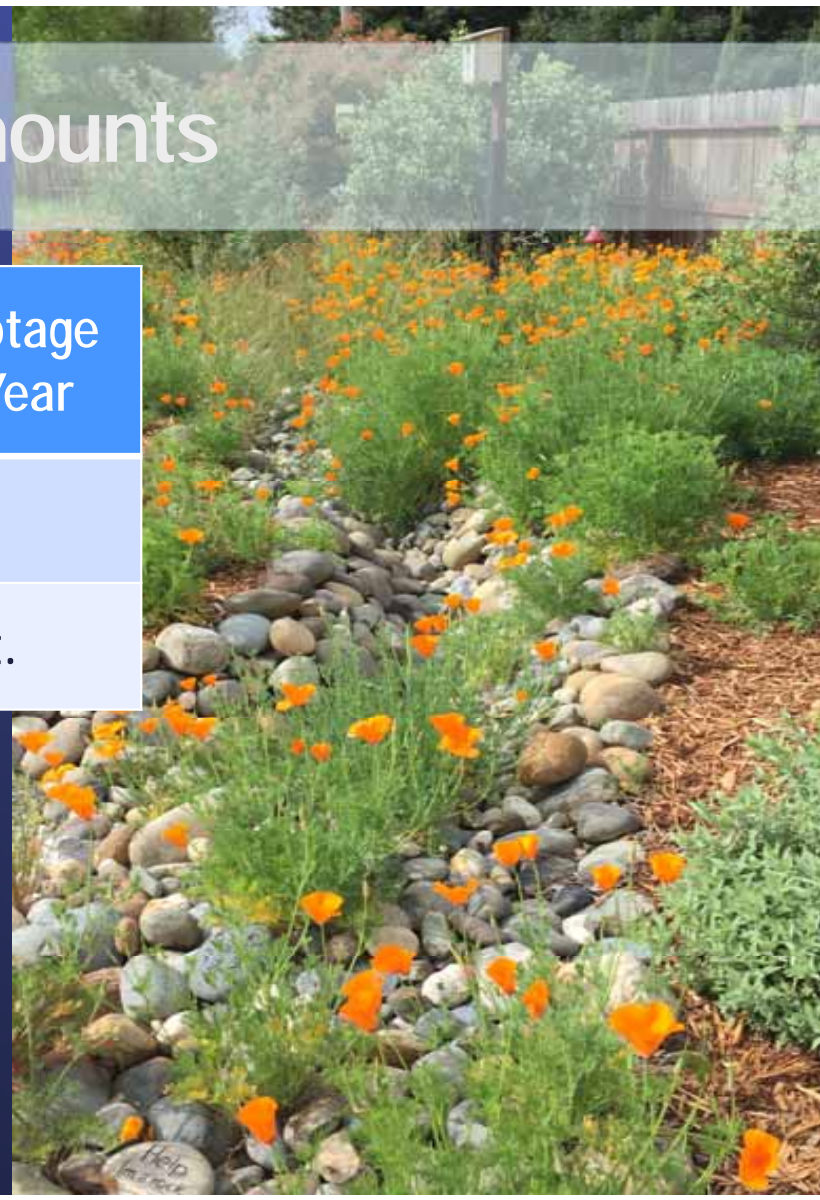
Cooling tower upgrades

- \$23,040 incentive
- More than 40 million gallons saved over 10 years



Turf Replacement Rebate Amounts

Customer Type	Base Incentive + Fed Grant \$	Max. Square Footage Per Meter Per Year
Commercial	\$4/sq.ft.*	50,000 sq.ft.
Public Agency	\$4/sq.ft.*	200,000 sq.ft.



Tree Rebate

- Part of the Turf Replacement Program process
- Trees must be planted within project area
- \$100 rebate per tree planted
 - 15-gallon minimum size
 - Maximum 5 trees per project
- One new tree = three plants
- Receipts required

**Additional resources at:
bewaterwise.com/trees**



Before Applying, Review Program Requirements



Efficient irrigation



3 plants per 100 sq.ft.



Stormwater feature



Permeable hardscape/mulch

- One project per meter.
- Apply & reserve funds first.
- Must get approval before starting project.
- Project must be completed within 180 days.





Estimate Your Rebate tool
socialwatersmart.com

Replace your existing lawn with a drought-resistant landscape and receive a rebate. Click below to find out more.

LEARN MORE



VERIFY YOUR ELIGIBILITY & ESTIMATE YOUR REBATE



Click to verify eligibility and identify the current rebate amounts. Rebates may vary by water agency and are based on the availability of funding.

SUBMIT YOUR REBATE APPLICATION!



Complete and submit your application online. Various rebates are available region-wide, so apply now to secure your place!

AVAILABLE REBATES

PROGRAM INFORMATION

ABOUT

TERMS

Quick customer service:
"Chat With Us"

zendesk chat



Chat With Us

Type your message here



Commercial Survey Program

- No cost water use assessments
- Virtual indoor and outdoor surveys for Residential Customers
- 1 acre minimum of irrigated landscape
- Certified landscaper conducts comprehensive review of the irrigation system
- Participants receive recommendations to improve landscape water use efficiency
- Includes Residential



Free Landscape Professional Training

- Professional development program in partnership with the California Landscape Contractors Association
- Combines QWEL and CLCA's Water Manager Certification into one training
- \$50 refundable deposit required for enrollment

bewaterwise.com





Water Efficient Landscape

DUAL CERTIFICATION PROGRAM

In-Person Instruction

- 3 days total (6 hours each)
 - Days 1 & 2: Instruction
 - Day 3: Irrigation Audit and Exam

Exam format

- 120 questions- all multiple choice
- Must pass the multiple-choice exam with 70% or better
- If certified, landscape pros can opt in to be listed as contractors on BeWaterWise.com

bewaterwise.com

Residential Landscape Classes

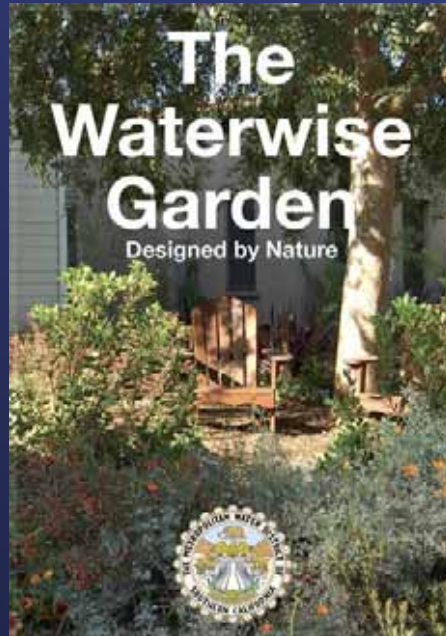
- California Friendly and Native Landscape Training
- Turf Removal & Garden Transformation Workshop
- Garden Design Workshop
- Rainwater Capture
- Irrigation Basics & Water Use Efficiency
- Drip Irrigation Maintenance & Troubleshooting
- Deciphering Your Irrigation Controller



bewaterwise.com

Resources on

[bewaterwise.com](https://www.bewaterwise.com)



<https://www.bewaterwise.com/index.html>



CII Focus: The Water Savings Incentive Program

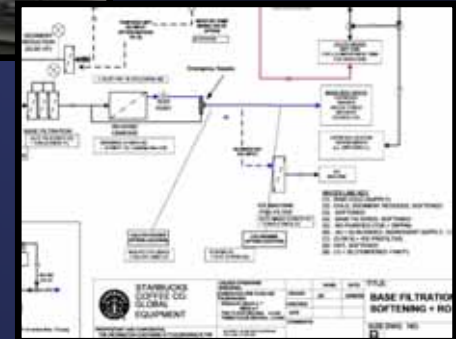
Water Savings Incentive Program (WSIP)

- “Pay for performance” incentives for non-residential, customized projects:
 - Retrofit existing equipment
 - Improve processes
 - Improve agriculture & landscape irrigation systems
 - Contract for water management services



Incentives

- Up to \$0.60 per 1,000 gal saved per year (up to 10 yrs)
 - Limit: Up to 50% of eligible project costs
 - Reserved incentive amounts are based on predicted water savings
- Payments are phased
 - Initial incentives are a pre-determined percent of the reserved incentive
 - Final payment may be adjusted per monitoring results
 - Some projects may qualify for single payment based on detailed engineering plans or other criteria



WSIP – Process

- Pre-Project
 - Submit an application with estimated savings calculations
 - Establish “baseline” usage (avg of prior 3 years) to estimate project savings
 - Estimated potential water savings and corresponding incentives are confirmed with customer before incentive funds are reserved
 - Pre-inspection performed to verify existing conditions
- Project implementation
 - Monitor for deviations from original plans; Post-inspection confirms implementation
 - Allow for some calibration in some cases
- Post-Project
 - Water usage is monitored for 1 year post-installation
 - Usage post-installation is compared with historical “baseline” usage



WSIP Incentives

- **First payment**
 - Made after project installed/implemented
 - Pre-determined percent of the reserved / estimated total incentive (varies by project type)
- **Second Payment**
 - Based on 1 year of actual (monitored) water savings
- **Eligible Costs to establish 50% cap**
 - Audit, engineering, software, hardware, construction, equipment, materials (incl plants), freight shipping, 3rd party labor, contract water management services
- **Ineligible costs:**
 - Customer's direct labor, Sales tax, Permitting, Environmental compliance, Land acquisition



Example 1: Large Landscape Project

Project	Replacement & upgrade of entire irrigation system, including “smart” irrigation controllers, drip and high-efficiency sprays, flow sensors, rain sensors, master valves, & lateral lines ~16.6 Acres irrigated area. Project completed ~ Dec 2014
Calculated water savings	355M gallons over 10 years
MWD incentive	\$141,069
Eligible Project Costs	\$780,000



Large Landscape Project

Weather Normalization



CIMIS Monthly Average ETo Report

Average ETo Values by Station

Stn Id	Stn Name	CIMIS Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
			(in)	(in)	(in)	(in)	(in)	(in)	(in)	(in)	(in)	(in)	(in)	(in)	(in)
159	Monrovia	LAB	2.19	2.42	3.76	4.37	5.18	5.75	6.33	6.26	4.88	3.4	2.42	1.92	48.9

$$((\text{act ETo} - (0.25 * \text{precip})) / \text{avg ETo}) - 1$$

Adjustment Factors					
Month	Long-Term Avg ETo	3-Yr Prior ETo Adjust	2-Yr Prior ETo Adjust	1-Yr Prior ETo Adjust	Monitored ETo Adjust
Jan-Feb	4.61	0.0103	-0.03	-0.11	-0.13
Mar-Apr	8.13	-0.11	-0.03	-0.02	0.08
May-Jun	10.93	0.08	-0.09	0.02	-0.22
Jul-Aug	12.59	0.02	-0.13	-0.08	0.04
Sep-Oct	8.28	0.06	-0.04	0.02	-0.01
Nov-Dec	4.34	-0.73	-0.10	-0.47	0.17
Total ETo (in)	48.88	-0.05	-0.08	-0.07	-0.02

Adjusted Use						
Month	3-Yr Prior Adjusted Use	2-Yr Prior Adjusted Use	1-Yr Prior Adjusted Use	Monitored Adjusted Use	Monitored Unadjusted Use	3-Yr Avg Adjusted Use
Jan-Feb	12,930	12,045	19,814	15,476	13,700	14,930
Mar-Apr	15,580	18,502	21,412	17,151	18,654	18,498
May-Jun	28,497	28,334	37,343	27,932	22,985	31,392
Jul-Aug	35,675	42,381	42,459	21,331	22,126	40,172
Sep-Oct	28,835	30,133	26,850	15,424	15,276	28,606
Nov-Dec	26,701	13,894	13,421	6,851	8,253	18,005
Total	148,218	145,290	161,299	104,164	100,994	151,602
				Relative Change	-31.29%	

Example 2: Commercial Project

Project	Wholesale plant nursery captures its own irrigation runoff, treats it on-site through natural processes, stores water on-site and re-uses for irrigation. Project completed ~ Oct 2014
Calculated water savings	1,180M gallons over 10 years
MWD incentive	\$357,659 (+ \$100,000 WMWD)
Eligible Project Costs	\$715,317



Example: Large Commercial Laundry

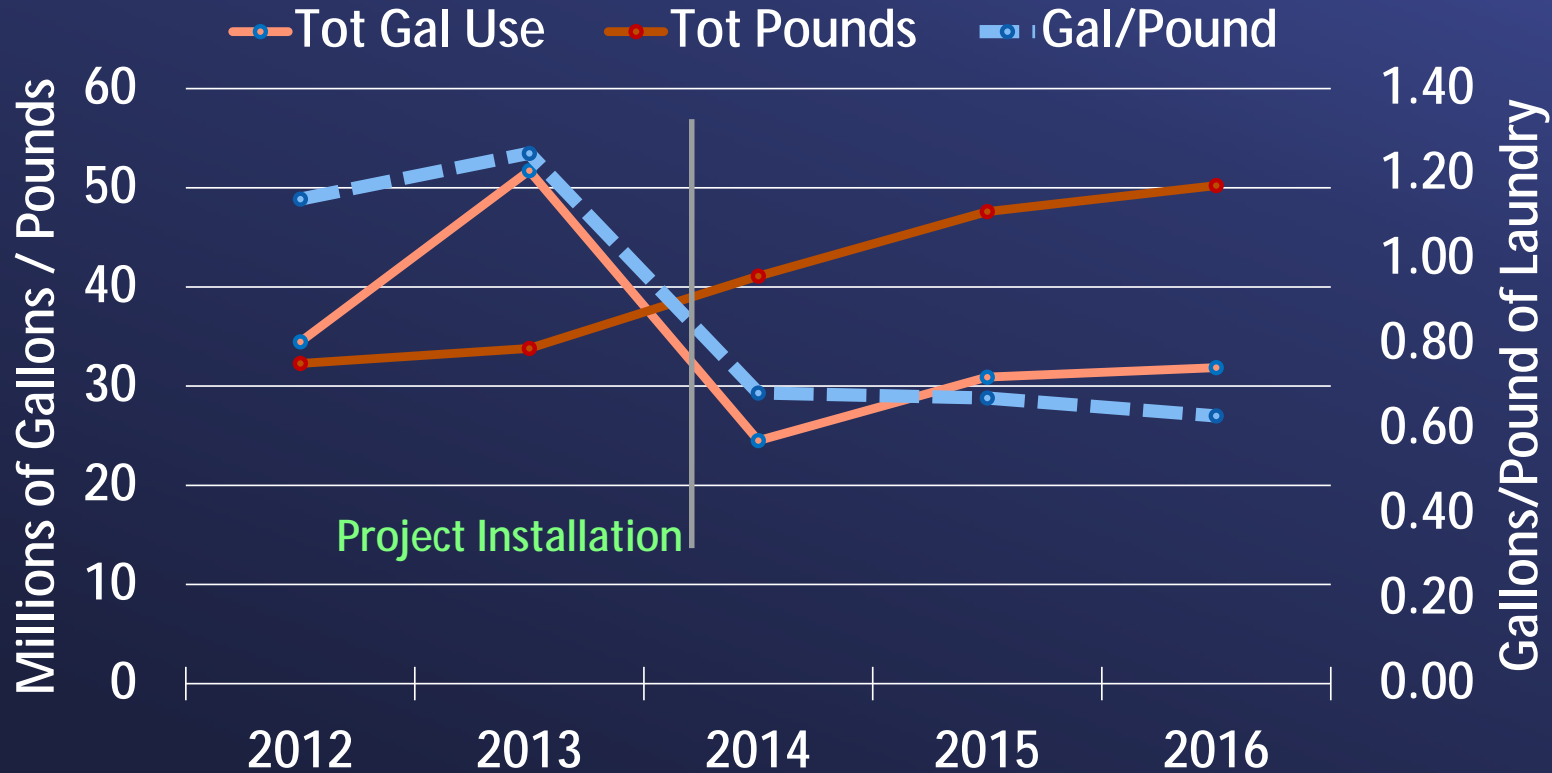
Project	Install wastewater treatment and recycling system to re-use up to 75% of process water
Final Project Cost:	\$1,080,000
Calculated water savings	196M gallons over 10 years (~40% reduction)
Paid incentive	\$119,400
Project unit \$/AF	\$198 /AF



Also replaced older washers with larger “tunnel” washer, increasing wash capacity

Large Commercial Laundry

Commercial Laundry Water Use & Pounds Processed



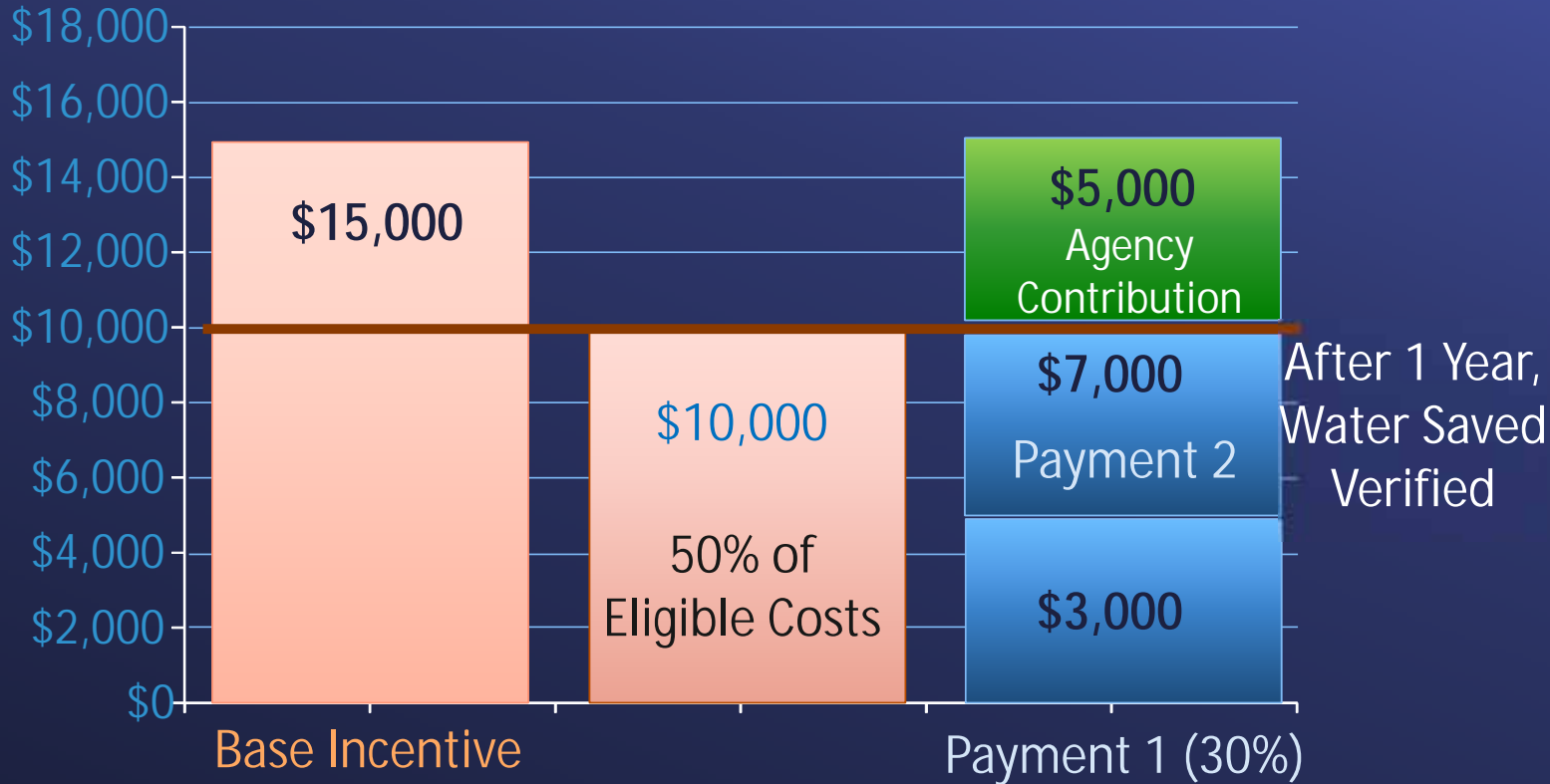
Example: Industrial Chemical Manufacturing

Project	Install equipment to capture and treat RO reject from the existing primary RO units; return recovered permeate to the primary RO feed
Final Project Cost:	~\$450,000 (Management)
Calculated water savings	450M gallons over 10 years (~14% reduction)
Paid incentive	\$242,800
Project unit \$/AF	\$177 /AF



WSIP Incentive Calculation Example

- Estimated ~25M Gal Saved Over 10 Years
- \$20K Project Cost
- Local Agency add'l funding (\$5,000)



Recirculating Firefighting Training Units (DRAFTs/Pump Pod) Grant

- Available through the Water Savings Incentive Program
- Metropolitan + DWR provide up to 100% of pre-tax cost for unit
- Deposit for 50% of pre-tax cost made by MWD
- An additional 30% to be paid by the Metropolitan at delivery
- 20% to be paid by Applicant at delivery
- Eligible for reimbursement after WSIP monitoring period
- **MUST APPLY to WSIP by April 30, 2026!**



PumpPod Videos:

<https://www.youtube.com/watch?v=RClyLmXr2BA>

<https://socalwatersmart.com/en/commercial/water-savings-incentive-program/>



CII Focus: The Turf Replacement Program

Turf Replacement Rebate program

SoCalWater\$mart

- www.socalwatersmart.com
- Rebates for qualified projects and equipment
- Funding for program is through the Metropolitan Water District of Southern California and its 26 member agencies in SoCal
- Residential and commercial rebates available
- Applications must be submitted by the customer



Turf Replacement Program Details

- Multi-pronged approach to maximize water use and promote conservation
- **Program requirements:**
 - Stormwater feature
 - 3 plants per 100 sq. ft.
 - Permeable hardscape/mulch
 - Efficient irrigation
- Incentives available for residential, commercial and public agency customers



Turf Replacement Program Base Rebate Amounts

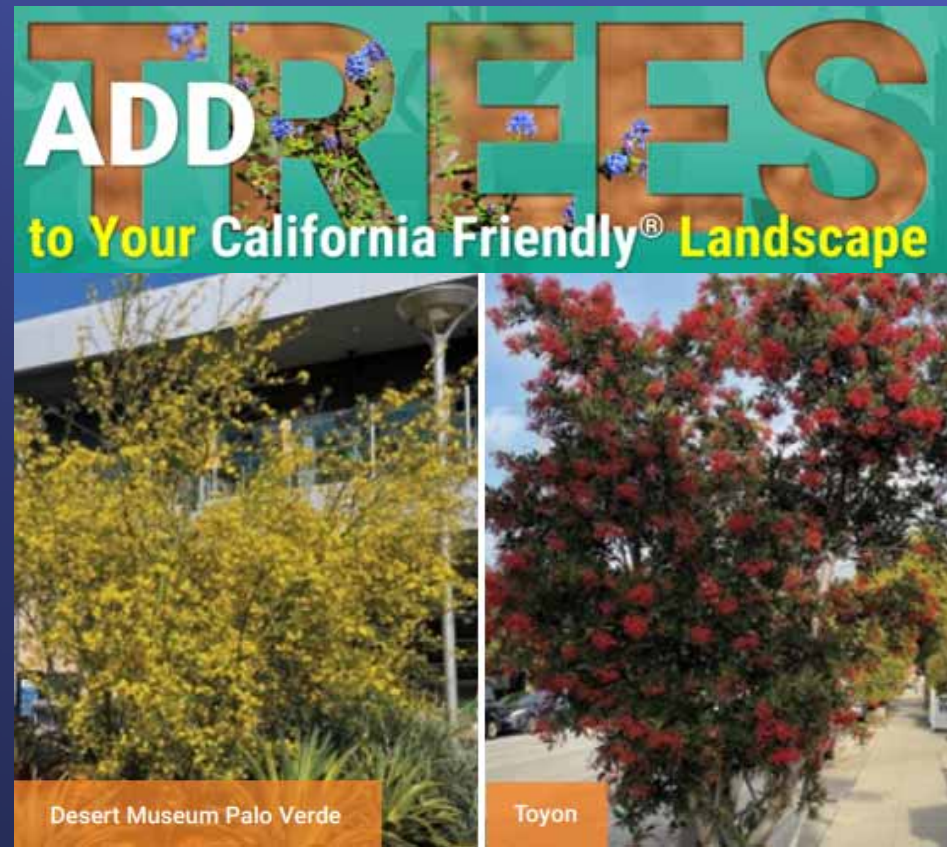
Customer Type	MWD Incentive	Max. Square Footage Per Meter Per Year
Residential	\$2/square foot	5,000 square feet
Commercial	\$2/square foot	50,000 square feet
Public Agency	\$3/square foot	200,000 square feet



New Tree Rebate

Turf Replacement Applicants can now receive a **\$100 rebate per tree** for up to five trees planted while they replace your grass with a beautiful California Friendly® landscape

- Trees must be planted within the turf replacement project area.
- Trees must be a minimum size of 15 gallons when purchased and planted.
- Trees are expected to grow to at least 15-foot tall and 10-foot wide at maturity. This does not apply to edible fruit trees.
- Fruit trees will only be rebated for residential properties, not commercial



A tree is defined as a woody perennial plant with many secondary branches supported above the ground by one main stem or trunk.

Turf Replacement Application Process

1. Reserve your rebate
2. Pre-inspection
3. Receive approval to start project
4. Complete project & apply for your rebate
5. Post-installation inspection
6. Get your rebate



Program Eligibility

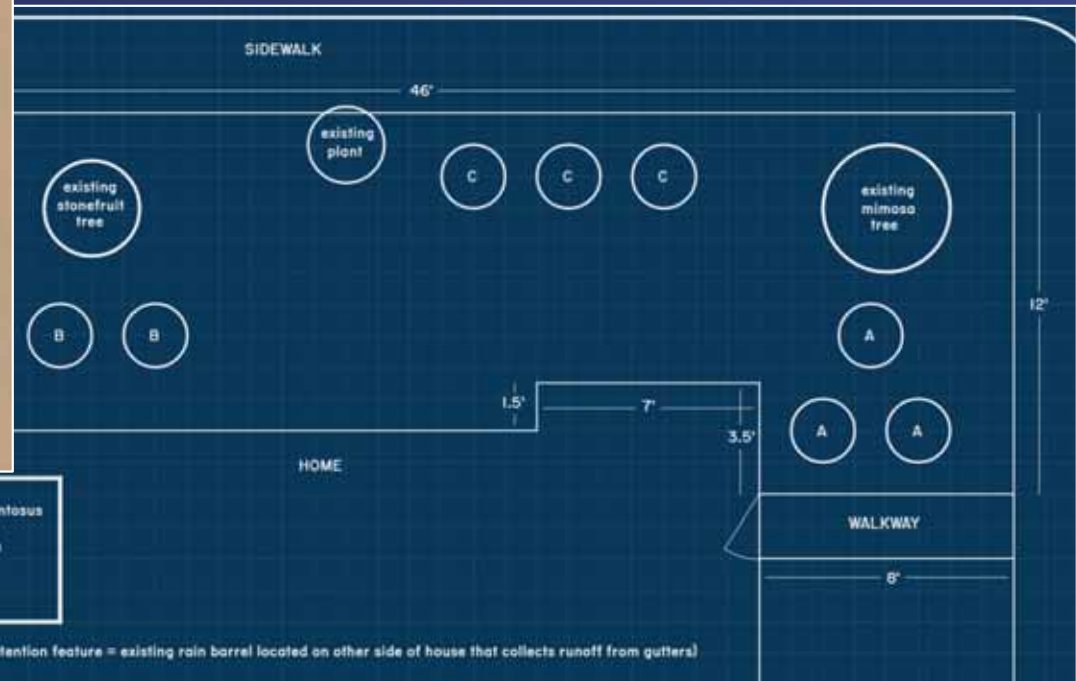
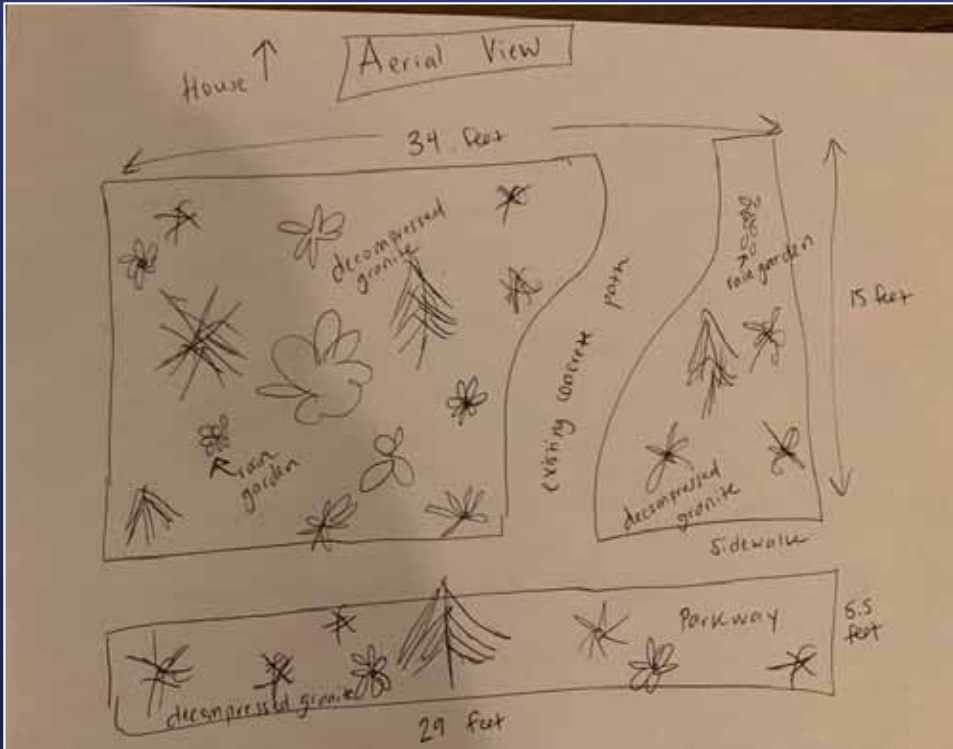
- **Customer must submit application**
 - Contractors may include themselves as the contact
- **Project must have existing grass**
 - Must have living turfgrass
 - Dead grass, bare dirt not allowed
- **Minimum of 250 square feet of turf to be removed**
 - Entire area if less than 250 square feet
- **Synthetic turf **NOT** eligible**



Project Start

- Customer sets up account with valid email address/password
- Customer applies for and reserves rebate funds before starting
- Pre-installation photos
 - At least 5 color photos of the areas where you plan to remove turf
 - Photos must include location markers (e.g. buildings, street signs, street area)
- A simple landscape plan
 - Must include type and location of stormwater features
- A photo or scanned copy of customer's recent water bill
- **Do not begin work** until you receive email approval to start the project
 - Pre-approval takes approximately two weeks
- Once approved, you have 180 days to complete project and request your rebate

Landscape Plan Examples



- A Ceanothus tomentosus
- B Ribes indecorum
- C Mimulus

(stormwater retention feature = existing rain barrel located on other side of house that collects runoff from gutters)

Plant Count

- 3 plants per 100 sq. ft. minimum
- Plants can be anywhere within the project area
- Plants cannot be added to planter areas or areas that were not previously turf
- Example:
 - 1,000 square-foot project would need 30 plants
- How to calculate:
 - Project square footage divided by 100 then multiplied by 3



Acceptable Stormwater Retention Features

Rain Garden

- Depression filled with loose, permeable soil mix
- Runoff is absorbed and seeps into soil

Rock Garden

- Shallow depression filled with 1–3-inch diameter gravel
- Water collects in spaces between stones and seeps through

Vegetated Swales

- Shallow gently sloping ditch to slow runoff
- Minimum 2% slope required



Acceptable Stormwater Retention Features

Dry Riverbeds (Rock-lined Swale)

- Shallow swale lined with large stones to slow heavy water flow from serious downpours



Berms

- Mounds of soil located between areas of the same elevation
- Keeps water from flowing off property



Rain Barrels/Cisterns

- Storage tanks to capture runoff from downspouts
- Must be connected properly to existing gutters around the full perimeter of roof



Permeable Hardscape

Only permeable hardscapes are eligible:

- Permeable pavers
- Stepping stones
- Decomposed granite paths

Wooden or concrete patios, decks, or non-permeable hardscapes will not be approved



Mulch

Acceptable forms of mulch:

- Decomposed granite, sand, straw, sawdust, rocks, and wood chips

Mulch must be organic and biodegrade naturally – *color and rubber mulch will be rejected*

Plants need to be surrounded by a 3-inch-deep ring of mulch



California Assembly Bill 1572 (2023)

Prohibits the **use of potable water** to irrigate **non-functional turf** on Commercial, Industrial & Institutional (municipal or public sector) properties.

Jan 1, 2027: Public sites

Jan 1, 2028: Commercial sites

<https://nonfunctionalturfca.org/>

Non-functional Turf

Non-functional turf is grass that is not regularly used for recreational purposes or for civic or community events



What Not to Water

-  Highway/street medians and parkways
-  Turf surrounding schools or office buildings
-  Turf on sloped areas not suitable for recreational use
-  Turf in parking lots or HOA common areas



The Exceptions

-  Residential properties and apartment buildings
-  Properties that irrigate with recycled water, such as golf courses
-  Sports fields and cemeteries
-  Trees and non-turf plants



Metropolitan Water District Water Use
Efficiency Incentive Programs

gtilkian@mwdh2o.com

213-217-6088



What is WaterSense?

- WaterSense is a voluntary program launched by EPA in 2006 that provides a simple way to identify water-efficient:
 - Products
 - Programs
 - Practices
 - Homes
- Products are independently certified for water efficiency **and** performance





WaterSense Labeled Products

Indoor products



Showerheads



Lavatory
Faucets



NEW Point-of-use
Reverse Osmosis Systems



Tank-Type
Toilets



Flushometer
Valve Toilets



Flushing
Urinals

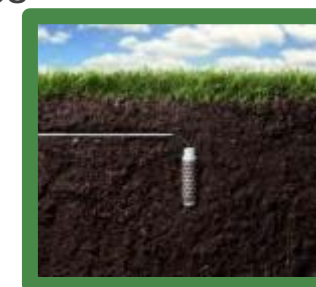
Outdoor products



Spray Sprinkler
Bodies



Weather-based
Irrigation Controllers



Soil Moisture-based
Irrigation Controllers

More than **45,000** product models have earned the label.

Best Management Practices



WaterSense at Work

Sanitary Fixtures and Equipment
3.1 Toilets (Water Closets)

Best Management Practices for
Commercial and Institutional Facilities

EPA WaterSense
May 2023

WaterSense at Work

Sanitary Fixtures and Equipment
3.2 Urinals

Best Management Practices for
Commercial and Institutional Facilities

EPA WaterSense
May 2023

WaterSense at Work

Sanitary Fixtures and Equipment
3.3 Faucets

Best Management Practices for
Commercial and Institutional Facilities

EPA WaterSense
May 2023

WaterSense at Work

Sanitary Fixtures and Equipment
3.4 Showerheads and Bath and Shower Diverters

Best Management Practices for
Commercial and Institutional Facilities

EPA WaterSense
May 2023

www.epa.gov/watersense/best-management-practices

There Is Strength in Numbers— Join Us!



- Become a WaterSense partner—it's free!
- Recruit new or work with existing WaterSense partners
- Promote WaterSense labeled products
- Continue to educate your friends, families, and consumers about the importance of water efficiency and WaterSense
- www.epa.gov/watersense/watersense-partners



Contact Us



WaterSense

www.epa.gov/watersense

Email: watersense@epa.gov

Gary Tilkian

Senior Resource Specialist

Metropolitan Water District of Southern California

