

STAFF REPORT

| Meeting Type: | Board of Directors | | | | |
|-----------------|--|--------|-------------|------------------|--|
| Title: | California Water Efficiency Partnership Agreements to Extend Flume and Rachio Incentives and Adopt Grant Funded Increase to Turf Rebates | | | | |
| From: | Paul Sellier, Water Resources Director | | | | |
| Through: | Ben Horenstein, General Manager | | | | |
| Meeting Date: | December 10, 2024 | | | | |
| TYPE OF ACTION: | х | Action | Information | Review and Refer | |

RECOMMENDATION: Authorize the general manager to execute the CalWEP agreements extending the Flume and Rachio direct distribution programs for two years; and, Approve the increased turf program rebates utilizing grants funds, until exhausted

SUMMARY: The Flume and Rachio incentive program continues to be popular amongst District customers and there is a desire to retain these programs for the next two years. These agreements will deposit funds with the California Water Efficiency Partnership (CalWEP) to provide funding for the next two (2) years of anticipated program participation. Additionally, grant funding has been made available through the Water & Energy Efficiency Grant to increase District customer rebate amounts by \$0.675 per square foot (sqft) for up to 775,000sqft of turf replacement or through September 30, 2026 when the term of the grant expires. Additionally, the Marin County Storm Water Pollution Prevention Program has indicated the desire to support the Best Practices Turf Program by increasing the rebate by \$1/sqft for sites that install rain gardens fed by disconnected downspouts.

DISCUSSION: During the November 20, 2024 Communications and Water Efficiency Committee (CWE) meeting the Board reviewed and referred an item to execute two agreements with CalWEP to provide funding for Flume devices, RainBird irrigation controllers and Rachio irrigation controllers for the next two years.

The Flume point-of-purchase program, offered through CalWEP, allows single-family residential customers to purchase a Smart Home Water Monitor directly from Flume at a discounted price. Flume devices offer an effective and immediately available tool to help customers manage their water consumption. Flume also has an add on option to purchase a discounted Rainbird irrigation controller that synchronizes irrigation water use with the Flume device. The District's current contribution is \$136 and the customer co-payment is \$94 at checkout (reduced to \$69 after a \$25 refund following installation). The Rainbird irrigation controller has a \$100 contribution from the District, and the customer pays \$50 (plus tax) at checkout. A total of 3,088 Flume devices have been installed as of

November 2024 and 1,828 remain active. The current contract expires December 31, 2024. The proposed agreement will provide \$162,192 in funding for 400 Flume devices and 200 Rainbird controllers each year during the next 2 years.

The Rachio irrigation controller point-of-purchase program offered through CalWEP, allows singlefamily residential customers to purchase a Rachio Smart Irrigation Controller directly from Rachio at a discounted price. Rachio controllers self-adjust based on weather conditions to increase irrigation efficiency for customers and help manage their irrigation water use. The District's current contribution is \$100 per controller, and the customer co-payment ranges from \$69.99 to \$89.99 (plus tax) at checkout, depending on the Rachio model chosen. The current contract expires December 31, 2024. The proposed agreement will provide \$43,600 in funding for 200 Rachio irrigation controllers, each year, during the next 2 years.

Turf Rebate Changes Utilizing Grant Funds

The tiered turf rebate program began July 1, 2022 offering a Standard Rebate of \$1.50/sqft and a Best Practices Rebate of \$3/sqft. Since inception through November 1, a total of 123,060sqft of turf removal has been incentivized through the Standard Rebate Program and 28,736sqft of turf has gone through the Best Practices Program.

On June 4, 2024, the Board authorized the General Manager to execute an agreement with Sonoma Water to utilize Water & Energy Efficiency Grant funds which support implementation of water efficiency incentives. Utilization of the turf program grant funds to increase the turf removal rebate by \$0.68/sqft was approved on June 4, 2024 and was discussed once again with the Board on November 20, 2024. Staff is proposing that the District utilize these grant funds to increase both turf rebate tiers, the Standard and the Best Practices, such that the Standard Practices Rebate would rise from \$1.50/sf to \$2.18/sf and the Best Practices Rebate would rise from \$3/sf to \$3.68/SF with the increases paid for by the grant funding.

During the February 28, 2024 Communications and Water Efficiency Committee/Special Board meeting, staff presented a proposal working in cooperation with Marin County Storm Water Pollution Prevention Program (MCSTOPPP) to leverage a multi-benefit approach to funding Marin Water efficiency initiatives that align with their Stormwater and Creek Protection regulations, such as Low Impact Development, reduction of runoff and reducing pollutants that might make their way to waterways. On November 20, 2024, staff presented a proposal to increase the Best Practices Turf Rebate by \$1/sqft for sites that implement raingardens and disconnected downspouts, using funding provided by MCSTOPPP. This funding would increase the Best Practices rebate to \$4.68/SF while these additional funds are available.

ENVIRONMENTAL REVIEW: Not Applicable.

FISCAL IMPACT: Funding for the CalWEP agreements is included in adopted the Water Conservation Budget. Funding for the turf program will not be impacted by these changes. The WEEG grant's match of \$0.83/sqft was approved with the FY25 budget. The MCSTOPPP funding does not require a match and will be reimbursed by MCSTOPPP up to \$24,466 for fiscal year 25.

ATTACHMENT(S): None.

| DEPARTMENT OR DIVISION | DIVISION MANAGER | APPROVED |
|------------------------|------------------|----------------|
| Water Resources | Part | The Harantein |
| | Paul Sellier | Ben Horenstein |

Water Resources Director

General Manager