



STAFF REPORT

Meeting Type: Planning Committee/ Board of Directors
Title: Water Efficiency Master Plan Status Update
From: Paul Sellier, Water Resources Director
Through: Paul Sellier for Ben Horenstein, General Manager
Meeting Date: June 24, 2025

TYPE OF ITEM: Approve X Review and Comment

RECOMMENDATION: Review and comment on the Water Efficiency Master Plan Status Update

SUMMARY: Staff will provide a status report on implementation of the 2024 Water Efficiency Master Plan. The status report will specifically address areas to help customers save water, program effectiveness, evaluation of incentives and building partnerships.

DISCUSSION: On July 16, 2024, the Board of Directors (Board) adopted the Water Efficiency Master Plan (WEMP). The WEMP documented the historic inroads the District made to reduce potable water use, and it provided action items for minimizing the anticipated water use rebound following the 2021 drought and water shortage emergency.

Staff will review per capita water use trends and program participation. An update will be provided on emerging collaborations with FireSafe Marin, compost and mulch pick-up days, and connecting residents who need landscape design assistance with local vendors.

Program effectiveness is necessary to ensure customer satisfaction, water savings are being tracked, and the marketing/outreach aligns with the established programmatic participation goal. Staff will provide an update on customer surveys and recently completed program water savings calculations.

Additionally, staff evaluated the current portfolio of rebates used to calculate the water savings included in the WEMP and looked at emerging technologies and what other organizations are offering to determine if there were any gaps. It was determined there are some Direct Distribution Programs being offered by the California Water Efficiency Partnership (CalWEP), building on the Flume and Rachio offerings, which could enhance the District's current incentive offerings. They include the Moen FLO and the CNSRV device for defrosting food in commercial kitchens.

Moen FLO

The Moen FLO Smart Water Shutoff Device is an app-connected system that may be installed on a residential property's main water supply line. The device continuously monitors water flow, pressure, and temperature to detect anomalies indicative of leaks. In the event of an irregularity, the system can automatically shut off the water supply and/or send an alert to the homeowner via the FLO by Moen mobile app. The Moen product is different from Flume in that it is installed on the water line and has the ability to turn the water off via the app.

The Direct Distribution Program is offering a discount on the FLO device bringing the price to \$529 for the 1" device and \$749 for the 1.5" device. Staff proposes offering a discount of \$136 for the Moen devices, the same level of contribution currently offered for the Flume product, bringing the cost to the customer down to \$393 and \$613 respectively. No additional funding is required to support this incentive at this time.

CNSRV

CNSRV is a device that has been developed to reduce the amount of water used when defrosting frozen food in a commercial kitchen. There are four FDA approved techniques to thaw food: in a refrigerator; under cold, running water for 4 hours; direct to cooking; and in a microwave, followed immediately by cooking. The most common method used to thaw frozen food is under cold water.

Instead of a constant flow of water into a sink to thaw food, the CNSRV device circulates water within the sink basin maintaining a temperature in alignment with the FDA food thawing regulation. As a result, 98% less water may be used when compared to the standard cold water thawing practice (in a 10-12 gallon sink). The Metropolitan Water District of Southern California funded a water savings analysis in 2022 as part of their Innovative Conservation Programs Grant. The study analyzed 12 commercial kitchens in hotels, grocery stores, schools, hospitals, and restaurants to determine water use associated with food thawing and potential water savings. The range of use for the sites was 2,500 – 5,300 gallons per week. The CNSRV device uses only 96 gallons per week.

The Direct Distribution Program offers a discount on the device reducing the price to \$2,700, retail is \$3,600. Staff proposes an incentive of 50% for the device bringing the cost to the customer down to \$1,350, in alignment with the methodology of the District's Custom Rebate (\$3/ccf saved or 50% of the hardware cost, whichever is less.) Based on the water savings and the estimated life of the product, the cost would be \$701/acft.

Staff proposes placing an additional \$33,750 in the CalWEP Direct Distribution account to support the incentives for the CNSRV device. The District will begin marketing this incentive to qualifying customers subject to board review and comment.

ENVIRONMENTAL REVIEW: Not Applicable.

FISCAL IMPACT: Funding for the FLO device is already deposited with CalWEP. Funding for the CNSRV device is included in the adopted Water Conservation Budget.

ATTACHMENT(S): None.