



STAFF REPORT

Meeting Type: Operations Committee/Board of Directors
Title: Water Efficiency Incentives - Flume Program Changes
From: Paul Sellier, Director of Water Resources *PS*
Through: Ben Horenstein, General Manager *BH*
Meeting Date: January 12, 2024

TYPE OF ACTION: Action Information X Review and Refer

RECOMMENDATION: Review proposed changes to the Participation Agreement for Direct Distribution of Whole-Home Flow Monitoring Device with the California Water Efficiency Partnership and Refer to a regular Board meeting to consider approving the agreement and authorizing the General Manager to execute the agreement on behalf of the District

SUMMARY: The Flume Direct Distribution Program is being revised for 2024 to include the implementation of a new pricing structure and integration with a smart irrigation controller. The new pricing structure will increase the District's cost by \$20 per unit, 50% of which will be reimbursed by the prop 1 grant funding received by the District.

DISCUSSION: The Flume point-of-purchase program, offered through the California Water Efficiency Partnership (CalWEP), allows single-family residential customers to purchase a Smart Home Water Monitor directly from Flume at a discounted price. Following a third successful year in 2023, CalWEP is launching a revised program for 2024 which includes a new pricing model for the device and the addition of a discount on RainBird RC2 irrigation controllers, designed to integrate with Flume devices.

2024 Program Changes

The retail price of the Flume device will increase from \$199 to \$249 in 2024. Subsequently, the total price for each device purchased through the CalWEP program will increase from \$165 to \$205. The \$40 increase will be shared equally between the District and the customer. The District's contribution will increase from \$116 to \$136; the customer co-payment will be \$94 at checkout, reduced to \$69 after a \$25 refund following installation. Prop 1 grant funding will offset 50% of the District cost for each device.

	2023 Contract Pricing	2024 Contract Pricing
Retail Price	\$199	\$249
CalWEP Price	\$165	\$205
Customer Pays at Checkout*	\$74 + tax + shipping	\$94 + tax + shipping
Refund after install	\$25	\$25
District Pays	\$116 + tax	\$136 + tax

RainBird’s RC2 Controller

Rainbird’s RC2 8-station irrigation controller is a Wi-Fi-based “smart” irrigation controller that will integrate with Flume devices. Customers with both a Flume device and an RC2 controller will be able to monitor flow rates for each of their individual irrigation zones and receive notifications when flow rates exceed typical gallon per minute rates (indicating potential leaks). These controllers qualify for the District’s Smart Controller Rebate.

The retail price of the Rainbird RC2 controller is \$230. The price of each controller purchased through the CalWEP program is \$150. The Marin Water contribution will be \$100, matching the current rebate offer; the customer co-payment will be \$50 at checkout.

Over 3,000 Flume devices have been purchased through the discount program since its launch in May 2021. As of October 31, 2023, the District’s CalWEP account for funding Flume devices has a remaining balance of \$87,808.84. These funds are drawn down with each customer purchase. No additional funding is requested at this time.

ENVIRONMENTAL REVIEW: Not Applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.