



## HIGHLIGHT STORY

# California American Water: Water Conservation Programs

California jurisdictions have realized significant water savings through conservation and efficiency efforts. California American Water's leading conservation program includes dedicated conservation staff members in every service area who are trained in leak detection, efficient water irrigation, high bill resolution and meter data logs.

The California American Water Coastal Division also provides a robust set of water conservation programs and activities on an annual basis to incentivize customer conservation. The conservation rebate program is one of the most generous incentives for indoor and outdoor water efficiency upgrades for both residential and non-residential customers in the state.

The following are programs funded by the Conservation Surcharge and implemented by California American Water:

- **Residential Water Audits:** California American Water employees conduct Residential Water Wise House Calls to promote conservation program participation for customers with high water bills.
- **Residential Plumbing Retrofits:** California American Water provides high efficiency conservation devices and conservation kits to residential customers in the Monterey service area with a larger focus on the hospitality industry such as hotels and motels to convert to high efficiency bathroom aerators.

Additional low flow fixture giveaways include showerheads, kitchen faucet aerators and bathroom aerators.

- **Rain Sensor Installation Program:** California American Water provides free direct installation of rain sensors to residential and multi residential properties through its contractor, EcoTech.
- **Large Landscape Upgrade Grant Program:** The funding is to offer assistance to large landscape customers including cities, schools and parks to upgrade current landscape and irrigation systems to increase water efficiency and to help cover the expenses for equipment, materials and/or installation.
- **Public Outreach and Marketing Campaign:** California American Water promotes public awareness of water conservation and participates in various programs throughout the year.
- **Outreach and Education Seminars & Programs:** California American Water partners with local Water Awareness Committees (WAC) to offer Landscape Irrigation Workshops, create conservation booklets and offer in-class presentations.
- **Zun Zun Performances and WAC Activities:** California American Water and WAC offer school presentations by the local Zun Zun performance group, covering topics such as the water cycle, watershed, indoor conservation and conservation tips, including information about fixing leaks.

- **CII Rate Best Management Practice (BMP) Survey Inspections:** Based on the California rate structure non-residential customers are required to complete a survey to determine their appropriate rate category. California American Water, in partnership with the Monterey Peninsula Water Management District, inspect non-residential properties to determine the proper rate category.
- Customers confirmed to be out of compliance with the indoor and/or outdoor requirements will have 30 days to make necessary corrections to avoid a potential change in rate classification. CAW conservation staff contacts these customers 30 days after the inspection to verify compliance.

If the customer remains non-compliant, the classification changes to the non-compliant rate until necessary corrections have been made. We require customers to provide proof of corrections by providing a receipt to CAW and/or verification for indoor compliancy by the MPWMD.

- **CII Water Audits:** California American Water provides commercial, institutional and industrial audits to non-residential customers utilizing experienced contracted consultants.

For more on California American Water's Conservation Programs please refer to the [2019 California American Water's Monterey Peninsula Water Conservation Program Annual Report](#).

## Customer Conservation & Efficiency

We encourage our customers to learn more about their water use and implement practices that promote conservation and efficiency. When these practices are implemented, customers often lower their own service costs while recognizing the environmental benefits of water conservation and efficiency. We engage with our customers online, over the phone, by mail and in person to provide the tools and resources they need to manage their water more efficiently. We also serve as a promotional partner of the EPA's WaterSense Program to increase awareness about water conservation and efficiency. We offer giveaways and rebates for WaterSense labeled products, as well as a wide variety of other tools such as rain barrels, leak detection kits and smart home monitoring in order to promote sustainable customer behavior. In 2019 and 2020, we distributed over 43,000 giveaways and rebates to help our customers use water more efficiently.

Additional customer conservation and efficiency initiatives include:

- [Water Use Calculator](#);
- Tiered-rate structures;
- High-efficiency fixtures and rebate programs;

- Leak detection kits;
- Water-saving tips on our websites and in social media;
- Educational resources and events for customers;
- Partnerships with the EPA Water Sense, AWWA, Water Research Foundation, Alliance for Water Efficiency and other organizations;
- Events such as Fix-A-Leak Week;
- Alliance for Water Efficiency membership, which offers progressive research support, educational information and tools for the utility and customers;
- Conservation surveys at customer homes; and
- Rebate and incentive programs for indoor and outdoor efficiency upgrades.

Conservation and efficiency measures, including AMI implementation, have enabled our residential customers to save on average approximately 1,100 gallons per customer per year, or 3.4 billion gallons annually since 2016. For more information about our efforts to lower water costs for our customers, please refer to [Water Access & Affordability](#).