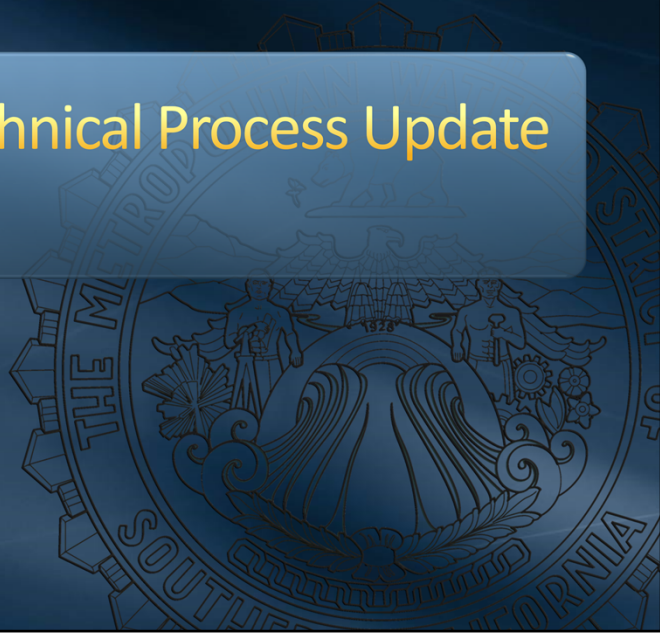
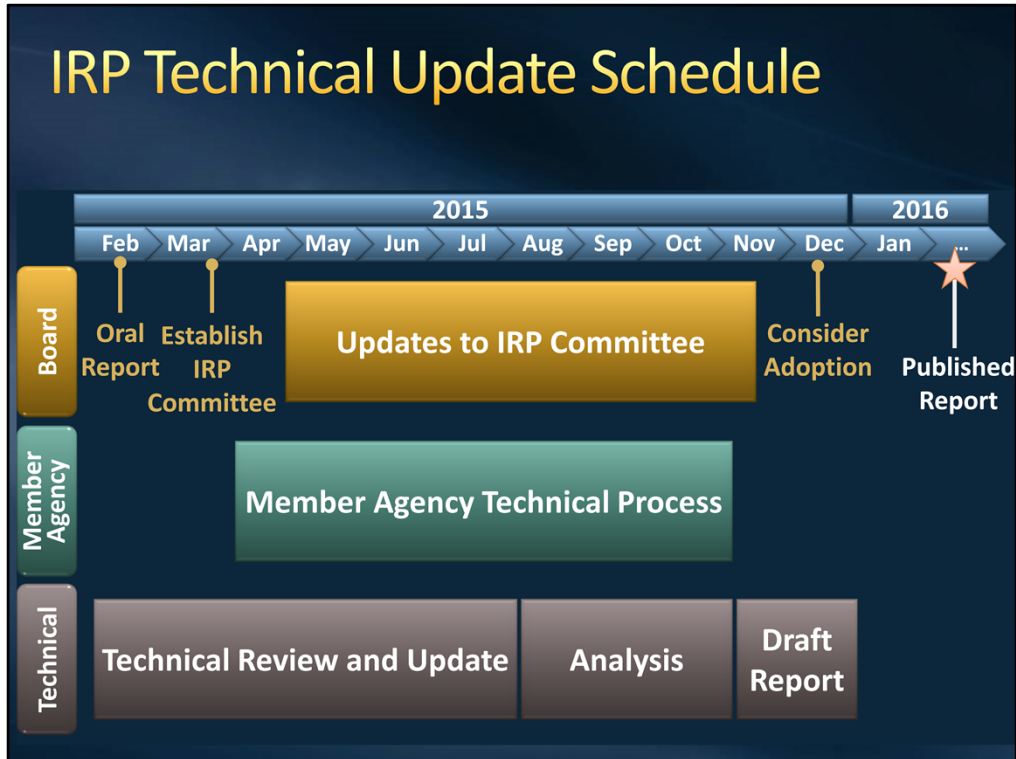


2015 IRP Issue Paper Conservation

Water Use Efficiency Meeting
June 18, 2015

IRP Technical Process Update



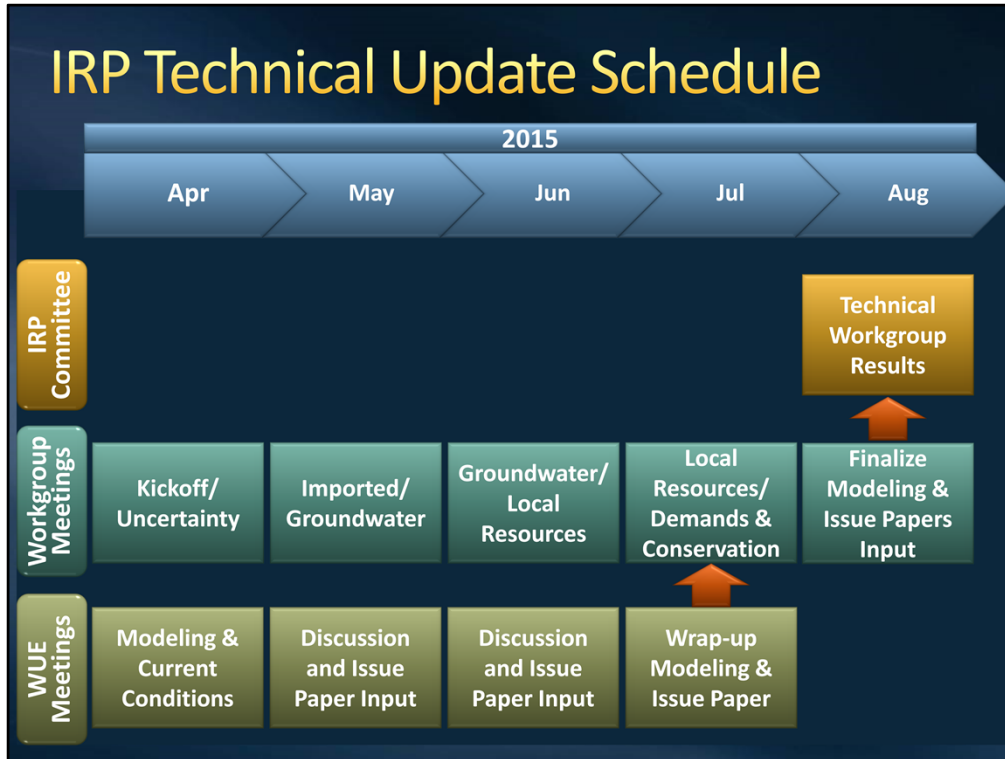


Internal Process –
Ongoing

MA Technical Process –
MA workgroup meetings twice a month April through August, as needed through October
WUE meetings monthly standing meeting April through July

Board –
Reporting in Feb and March (IRP Committee)
Monthly Updates from MA tech process
Wrapping up around the end of the year, head into Board Policy Process

Following slides breakdown activities at Board and MA levels



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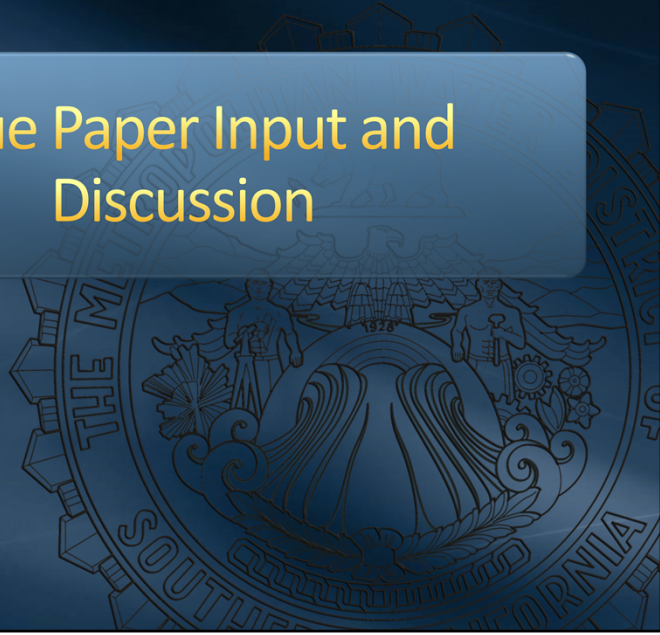
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Issue Paper Input and Discussion



IRP Information Categories

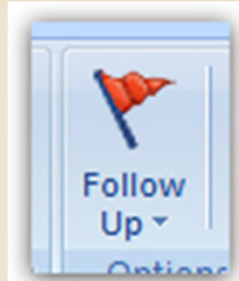
Forecast



Issue
Paper



Policy



Information for the IRP can be placed into three categories (information that...):

- 1) Informs the forecast
- 2) Feeds the issue paper (discuss conservation issues)
- 3) Will be flagged to add to a subsequent Board discussion on policies and implementation

All three feed the policy implementation discussion

Issue Paper Input Categories



Also have flagged (and will continue to flag) policy items, which we will go through at the end

Conservation Pathways



Programs

Rebates, Incentives, Grants



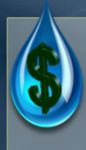
Measures

Mandatory/Voluntary
Standards, ordinances,
mandates, requests



Communication

Outreach, Education,
Messaging



Retail Water Pricing

Rate design

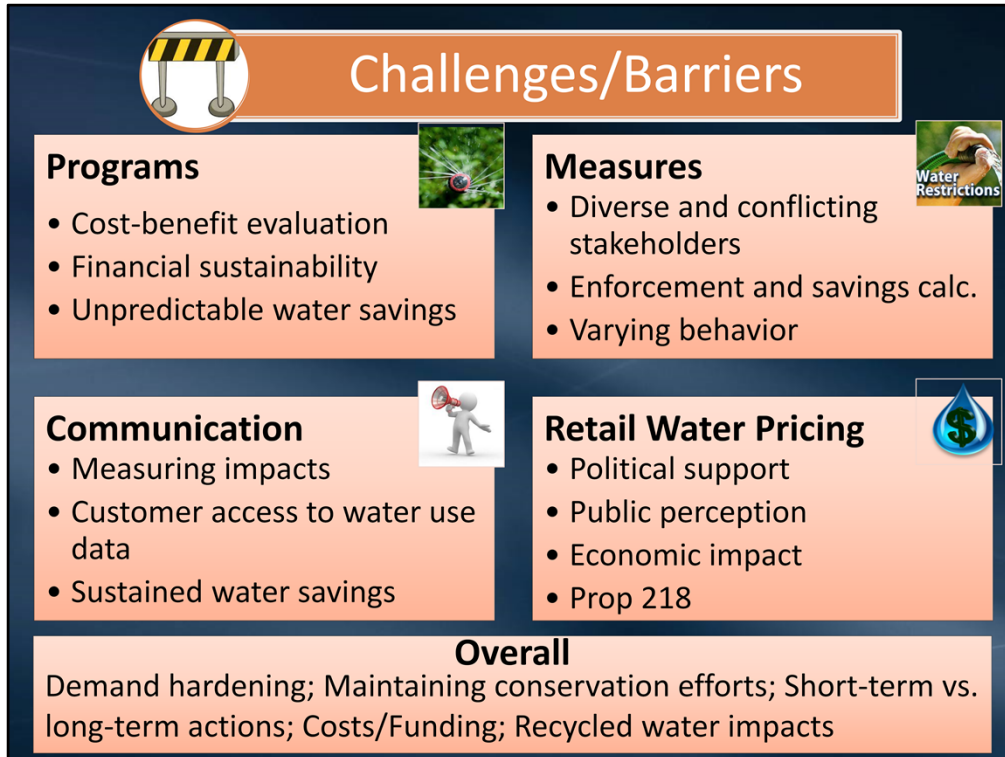
Overall

Communication: asking people to conserve, teaching them how to conserve, getting the message out there, types of messaging, understanding/awareness of their own water usage

Retail Water Pricing: allocation-based rates

Overall: some issues/opportunities/recommendations are common to all


Technology is incorporated into each of these categories







Programs: financial sustainability: increased costs, reduced water sales
Mandatory measures: savings calc = residential per capita per day Appropriate comparison? How to deal with?
Retail pricing: prices may hurt public perception and strain customer relationships;
economic impact: disadvantaged households and businesses



Integration/partnerships: integrate with other programs (WSAP, State); partnerships with energy sector; member/retail agencies can better target customers



Lessons Learned

| | |
|---|--|
| <p>Programs</p> <ul style="list-style-type: none"> • Need mechanisms for financial sustainability  | <p>Measures</p> <ul style="list-style-type: none"> • Accounting for savings credit • Can be effective if enforced  |
| <p>Communication</p> <ul style="list-style-type: none"> • Message source variety is effective • Peer pressure is effective  | <p>Retail Water Pricing</p> <ul style="list-style-type: none"> • Can be successful • May still have high gpcd • Case studies  |
| <p>Overall</p> <p>Research is critical</p> | |

Communication: plastering more effective than knowledge of water issues

Recommendations

Programs

- Evaluate existing programs
- Explore new programs and devices
- Expand partnerships

Measures

- Explore developing model ordinances

Communication

- Explore ways to communicate water use to the end user
- Outreach/educate city/regional planners

Retail Water Pricing

- Study successes

Overall

Explore research opportunities & tech development; Develop information sharing opportunities; Explore integrating approaches

Communicate: can also add: Explore targeted marketing programs (retail level); or targeted programs

Evaluate strategies to improve effectiveness

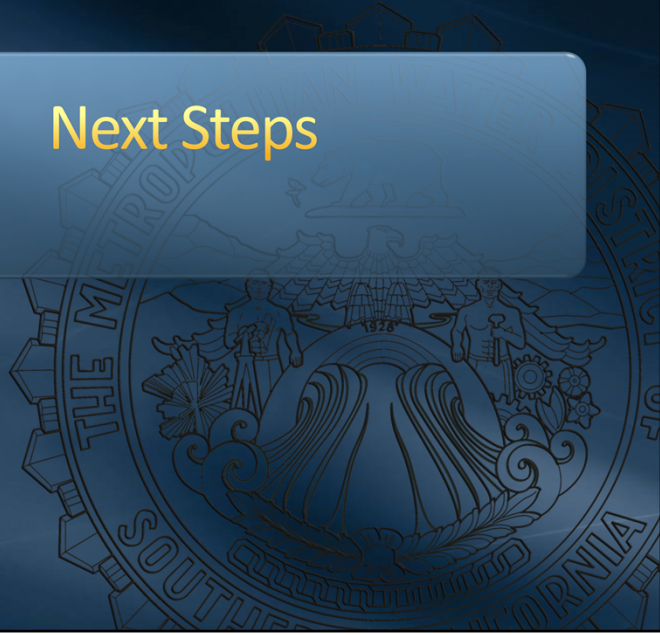
Research: includes understanding benefits (cost-effectiveness)

Explore integrating approaches: e.g., implementing allocation-based pricing complemented with incentive programs

Policy

- Incentive amount
 - Water savings
 - Avoided cost
- Incentive eligibility requirements
- Metropolitan's role

Next Steps



Next Steps

- Incorporate feedback from this meeting
- Draft outline (conservation section)
- WUE Meeting (7/16/2015)
 - Discuss draft outline
- Draft Issue Paper (8/3/2015)
 - Member agency workgroup meeting

