

Project Name:

WaterSmart Contractor Incentive Program

Prepared for:

U.S. Department of the Interior – Bureau of Reclamation
WaterSMART Grants:
Water and Energy Efficiency Grants Fiscal Year 2021
Funding Opportunity Announcement No. BOR-DO-21-F001

Project Location:

San Diego County, California

Applicant Name:

San Diego County Water Authority



**San Diego County
Water Authority**

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1. Technical Proposal and Evaluation Criteria

1.1 Executive Summary

Date: September 17, 2020
Applicant: San Diego County Water Authority
Location: 4677 Overland Ave
San Diego, CA 92123 (San Diego County)

The San Diego County Water Authority (Water Authority), located in southern California near the border with Mexico to the south, Orange and Riverside counties to the north, and the Pacific Ocean to the west, will implement the WaterSmart Contractor Incentive Program (Program) that increases the rebate amounts for irrigation measures, including smart irrigation controllers and high-efficiency nozzles. This, in turn, will increase water efficiency by reducing water and energy consumption. This Program is a priority for the Water Authority and is expected to result in annual water savings of 2,452 acre-feet. The Water Authority currently has two rebate programs for large landscapes and commercial customers. The feedback received by program participants specifies the current rebate amounts are a barrier for participation. To overcome these barriers, which have increased with the pandemic and economic downturn, the Water Authority is proposing this Program to increase rebate amounts for large landscapes and commercial customers.

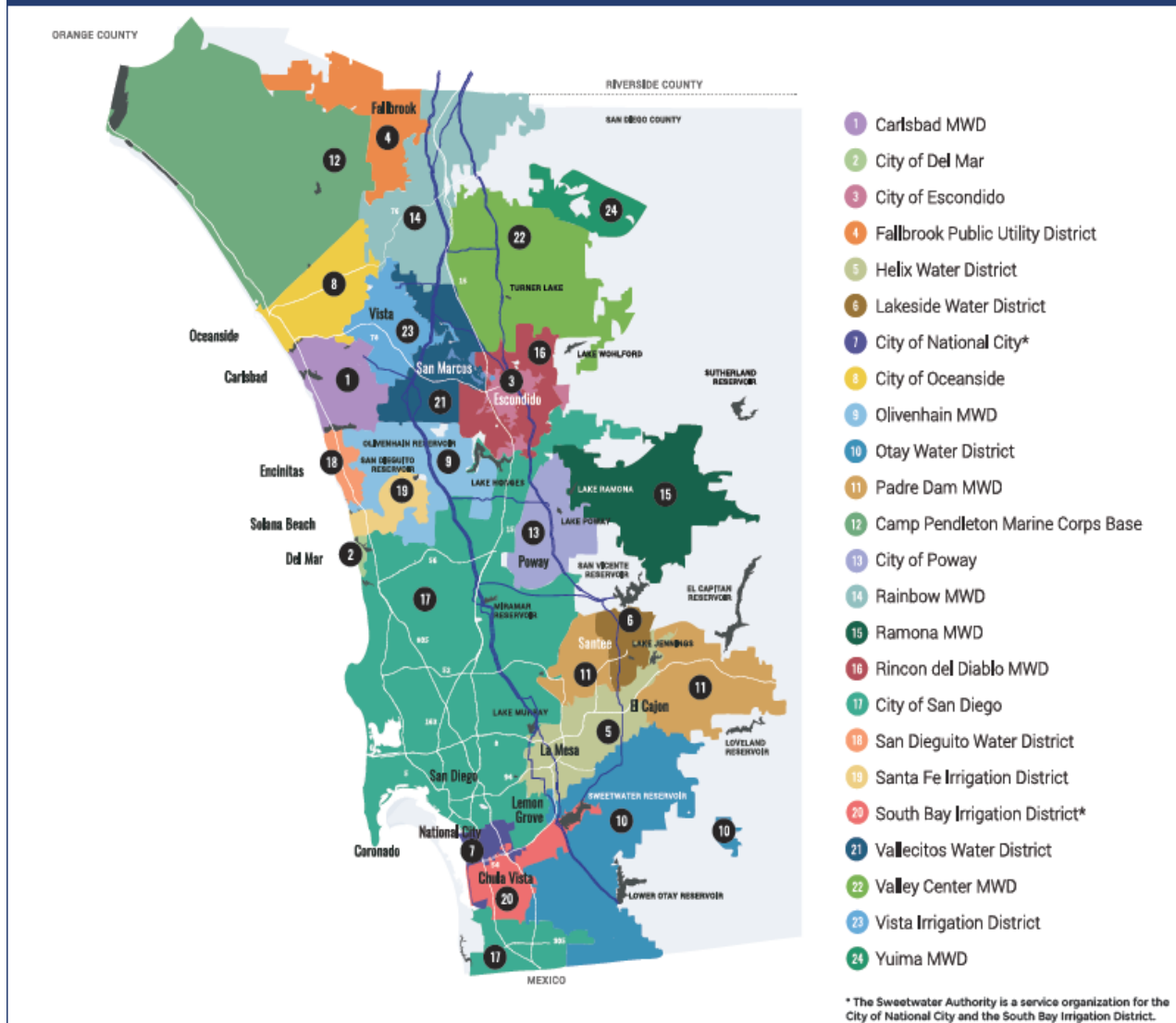
Project Length and Estimated Completion Date: The length of time to complete the proposed Program is two years with a start date in the summer 2021 and completion date in summer 2023.

Federal Facility Denotation: The Program is not located on a federal facility.

1.2 Project Location

The Program will be implemented within San Diego County in southern California. The Water Authority's boundaries extend from the border with Mexico to the south, to Orange and Riverside counties to the north, and from the Pacific Ocean in the west to the foothills that terminate the coastal plain in the east. The Project latitude is 32.82550 and longitude is 117.13160. With a total of 951,000 acres (1,486 square miles), the Water Authority's area encompasses the western third of San Diego County. Below is a map of the San Diego County Water Authority's service area, which is comprised of 24 member agencies that serve San Diego County.

Water Authority Member Agencies



1.3 Technical Project Description

The Water Authority proposes to implement the WaterSmart Contractor Incentive Program (Program). Over the two-year term of the Program, large landscape customers throughout San Diego County can receive a comprehensive package of innovative and proven irrigation technologies from qualified contractors for a discounted price. Self-managed sites or institutional customers, such as parks, schools and other public agencies, can also participate. The Program will target large landscapes that offer maximum water savings due to the expansive acreage of irrigated land. The Program requires the smart irrigation measures be professionally installed by qualified contractors. The Program will incentivize measures that, when installed in combination, are considered the industry's best management practices. To do so, the Project proposes the installation of 330 controllers, with estimated 8,000 stations, 18,000 high-efficiency sprinkler nozzles, 75 flow sensors and 30,000 SF of drip irrigation. The proposed Program rebates the installation of technology-focused irrigation devices, which will

result in water and energy savings, a reduction of irrigation runoff, pollution prevention, reduced maintenance costs, and reductions of CO₂ emissions. The landscape irrigation measures proposed include:

1) Smart Irrigation Controllers: Proposing to rebate up to 330 controllers, up to 8,000 stations, through a rebate program format, and facilitate the installation. Only controller models with EPA WaterSense labeling will be eligible under the Program guidelines, which will be checked through receipt verification. Physical inspections will also take place to verify installation.

2) High-Efficiency Nozzles: Proposing to rebate up to 18,000 nozzles. All nozzles must be listed on Metropolitan Water District of Southern California's (MWD) approved list.

3) Drip Irrigation: Proposing to rebate up to 30,000 square feet of drip. Netafim or any other inline drip tubing is strongly recommended. However, all makes/models qualify. Incentives are based on coverage area of drip zone.

4) Flow Sensors: Proposing to rebate up to 75 flow sensors. All makes and models qualify, provided they are compatible to work with designated smart irrigation controllers and systems that have a master valve.

The Program will be implemented using a rebate program platform to offer incentives for the implementation of the landscape devices. The Program promotes landscape contractors who are rigorously screened and deemed fully qualified to perform services with a high level of quality. Owners will assign contractors to receive incentives for installing eligible measures. Incentives will be reflected as a credit on the property owner's bill. Self-managed sites, such as parks, government properties, and college campuses can also participate with their own appropriately trained staff. The Program also allows agricultural customers to participate.

As part of the Program, the Water Authority will also conduct a system audit as part of our Large Landscape Survey Program. A certified landscape irrigation auditor will conduct a comprehensive review of the irrigation system, which includes the following reviews:

- System pressure
- Controllers
- Site conditions and irrigation scheduling
- Issues that cause a higher water use, such as valve malfunctions, or high or low water pressure
- Breaks and leaks

Participants in the Program will receive recommendations for improving the site's irrigation efficiency including system repairs, equipment updates, and irrigation scheduling. These recommendations work together with the Program's rebates, such as controllers, nozzles, drip

and flow sensors. They will also receive information about the Program's financial incentives to help with the cost of the recommended improvements.

Quality control measures are in place to ensure participants correctly convert their irrigation measures according to the terms and conditions of the Program. At the close of the Program, an evaluation based on the water consumption by participants will be performed. The Program will be in a rebate format. Unique to the southern California region, contractors can receive the rebate, with authorization from the site owner. The contractor then passes the rebate amount down to the customer. This assures a professional installation.

The Program will be modeled after a variety of existing water use efficiency programs that the Water Authority currently implements, such as the award-winning Landscape Makeover Program, the Qualified Water Efficient Landscaper (QWEL) Program, the Large Landscapes Survey Program, and the AG survey Program.

Additionally, the Water Authority will also promote rebates offered regionally through the SoCal WaterSmart Rebate Program administered by MWD further increasing water use efficiency in the region. The proposed Program will also include a public outreach campaign to promote the Program as part of the public affairs efforts.

The following steps outline the general process that Program applicants will follow to qualify for and receive an incentive:

1. Contractor proposes irrigation package to customer.
2. On behalf of the customer, contractor enters customer name, water account number(s)/meter number(s), site location address, device type and quantity to be installed through a web portal and requests confirmation of incentive eligibility for devices.
3. Contractor uploads customer proposal including device type and quantity to be installed and product list price.
4. Customer receives an automated approval request including project details and contractor proposal.
5. Contractor receives an electronic notification of approval for project to move forward.
6. Contractor installs the project.
7. Once installed, contractor submits the project details and devices installed through a web portal.
8. Contractor uploads customer invoice.
9. Customer is sent project completion verification through an automated process.
10. Project is inspected and processed for payment.

Providing the incentive directly to the contractor limits out-of-pocket expenses for the customer, which will increase Program activity. Only verified large landscape sites (one acre or more) will be eligible for Program participation. Irrigation systems at these sites typically operate with mis-matched and malfunctioning sprinkler heads and low technology controllers.

The Program will target landscape contractors with water management certifications from one or more of the following organizations: Qualified Water Efficient Landscaper (QWEL), California Landscape Contractors Association (CLCA), Irrigation Association (IA), and WaterSense Professional Certification. However, certification is not required to participate. The objective is to secure participating contractors that: 1) want and know how to sell water-efficiency measures; and 2) know how to install and maintain the equipment and landscape. This will result in high quality projects that achieve maximum and persistent water savings.

There are currently 200 companies in San Diego County with staff who possess a QWEL certificate. These companies have been trained in efficient water management practices and would be an initial target for outreach. The Water Authority would leverage this relationship to enlist Program participants. Selected contractors will meet minimum requirements like maintaining a C-27 license and required insurance. Institutional customers may also participate with their own appropriately trained staff.

Contractors will be the main method for customer outreach. Contractors have a direct relationship with the customer and the most influence in their landscape and irrigation decision making. This is the most cost-efficient and effective way to market the Program. Qualified contractors will be provided with standard Program materials to use for conducting sales calls, including program flyers and a template presentation. The Program's administrative vendor will also assist contractors in promoting Program participation as necessary. The Program is designed to be contractor and customer friendly. A streamlined process, online system with automation, and electronic notifications will make the Program easy for both contractors and customers ensuring the highest Program activity.

The Program vendor will oversee and manage the following tasks:

The Water Authority will continue with its Program vendor (vendor) to help manage the Program. The vendor will be tasked with the following tasks:

- Outreach and enrollment of contractors
- Contractor management
- Marketing and outreach support
- Customer qualification verification
- Incentive processing
- Product installation verification
- Contractor payment processing
- Authority invoicing
- Website and database development
- Reporting

The Program will focus on commercial, industrial, and institutional customers and HOA common areas. Eligible properties include all non-residential segments with one acre of irrigated area and water service from a Water Authority retail agency. Contractors will be the main method for customer outreach. Qualified contractors will be provided standard program materials to share with customers.

The marketing materials provided by the vendor would include:

- General program flyer
- PowerPoint slides with program highlights and benefits
- Social media outreach copy

Incentive Request Process

1. Contractor proposes the irrigation package to customers.
2. Contractor logs into the web portal with a personalized login to reserve the incentives.
3. Contractor enters the property address.
4. The system will then geocode the address and assign the appropriate retail water agency. The Water Authority will provide boundary maps for each of its retail agencies and the vendor's software will be required to perform the geocoding.
5. The Vendor will also check for previous participation.
6. The contractor will be sent an electronic notification if the property address cannot be verified as a Water Authority retail agency customer or there is previous participation.
7. Once verified as an eligible property, the contractor will enter: customer name, water account number(s)/meter number(s), site location address, device type and quantity to be installed through a web portal and request confirmation of incentives for devices.
8. Contractor will upload the customer proposal to include device type, quantity to be installed, and device list prices.
9. The vendor will assess the project to verify that the site meets the irrigated area requirement.
10. The customer is then sent an automated approval request including project details and a copy of the contractor proposal. Customer is required to assign contractor as their agent and to grant sponsoring agencies and designees all customary waivers, releases, and authorizations to enter the property.
11. If the customer approves the project, the contractor will be sent an electronic notification stating the incentive level that will be provided if the project is installed as proposed. The funds will be allocated for 90 days and the timeline will be documented in the contractor notification.
12. If the customer does not approve the project, the contractor will be sent an electronic notification and the vendor will personally contact the contractor.

Incentive Processing

1. The contractor will log on the online portal and enter details on the type and number of devices installed at the site and upload the customer invoice.

2. The customer will be sent an electronic notification including what the contractor states was installed at their property and asking them to confirm the installation and to authorize payment directly to contractor.
3. If the customer does not confirm the installation, the vendor will contact the contractor and resolve any discrepancies.
4. If the customer confirms the project was installed as the contractor stated, the vendor will review information submitted by the contractor and customer to ensure the project meets all program requirements. In addition, the vendor will determine whether the project requires an inspection based on the program inspection requirements. All projects receiving \$10,000 or more must receive an inspection.
5. If the project is selected for inspection, the administrative vendor will route the project to the inspection process.
6. Projects not requiring an inspection will be automatically routed to the invoicing/billing process.

Table 1: Incentive Level Per Measure

Measures	Incentive Level
Smart Controllers	\$50 per station
High-Efficiency Sprinkler Nozzles	\$7 per nozzle
Flow Sensors	\$120 per sensor
Drip Irrigation	\$0.40 per square foot

Inspections

Once the Project has passed the initial review, properties will go through the inspection selection process. Inspections may be performed by the vendor or a separate inspection vendor. Projects will be selected based upon MWD’s CII Program inspection requirements. The vendor or inspection agency will physically inspect a minimum of 5% of all sites during a given billing period. In addition, any individual site that exceeds \$10,000 in incentive funding will be inspected. The vendor or inspection agency will notify the Water Authority within 3 to 5 business days of upcoming inspections for sites with project funding exceeding \$10,000. The inspection will at a minimum:

- Validate quantity of devices installed.
- Verify new device type, make, and model with project information.
- Verify Installation address or specific locations within the address with project documentation.
- With permission from the customer, take photographs relating to the devices installed.
- Measurement of the area converted to drip irrigation.
- For controllers, have contact person show inspector how controller has been programmed and confirm quantity of stations.

Program Reporting and Evaluation

The vendor will report program results on a monthly basis. Reports shall be available both in summary format for all Program activity and categorized by retail agencies. Reports will be provided in electronic format (e.g., Microsoft Excel/Access, etc.). Data will be made available in both raw and summarized formats.

Monthly and annual reports shall include but are not limited to the following information:

- Incentivized device totals through the prior period and cumulative total.
- Annual and lifetime acre-feet of water saved corresponding to incentives issued through the current reporting period and total cumulative using the water savings assumptions supplied by the Water Authority.
- Incentive request received and paid.
- Installations completed, remaining to be processed, and canceled due to non-compliance.
- Project information, equipment installed, incentive amount, and installation address.

Table 2: Benefits of Program Changes

Benefits of Program Design Changes:

Old Design	New Design	Reason	Result
Customer rebate	Contractor direct rebate	Reduces out-of-pocket expenses for customer	Increases activity
Requirement to upload water bill	Geocoding address and assigning water agency	Quickly determines eligibility	Increases activity
Paper driven process	Full automation with limited paper (only contractor-to-customer proposal and invoice)	More efficient & faster processing, reduced administrative costs	Increases activity & reduces costs
Rebate only for cost of product	Device incentives based on water savings	Reduced administration costs	Reduces administration costs & increases activity
Unknown installation company	Professionally installed through vetted and licensed landscape contractors	Provides better control over installation quality	Higher & more persistent water savings
All customers eligible	Limit to large landscape	Highest per site water savings & reduces sales costs	Highest water savings & lowest cost per AF saved
Only controllers and nozzles	Package of innovative measures	Highest savings per site savings	Highest water savings
Regional marketing	Contractor conducts sales	Leverages direct relationship with customer	Lowers program costs & increases activity

1.4 Evaluation Criteria

1.4.1 Evaluation Criterion A: Quantifiable Water Savings

Up to 30 points may be awarded for this criterion. This criterion prioritizes projects that will conserve water and improve water use efficiency by modernizing infrastructure. Points will be allocated based on the quantifiable water savings expected as a result of the project. Points

will be allocated to give greater consideration to projects that are expected to result in more significant water savings.

The proposed Program will incentivize measures that when installed in combination, are considered the industry's best management practices. To do so, the Program will encourage the installation of an estimated 8,000 stations for smart irrigation controllers, 18,000 high-efficiency sprinkler nozzles, 75 flow sensors and 30,000 SF of drip irrigation are proposed to be installed through this Program component. Encouraging the adoption of smart irrigation is a great way to address water conservation. The proposed Program rebates the installation of technology-focused irrigation devices will result in water and energy savings, a reduction of irrigation runoff, pollution prevention, reduced maintenance costs, and reductions of CO₂ emissions.

The funding opportunity will support the Water Authority and its 24-member agency efforts to comply with reductions required under future long-term State water-use efficiency framework in effect, including a continued emphasis on behavioral change and market transformation. The expected total water savings for this Program is 276 AF per year (AFY) acre-feet per year and 2,452 acre-feet over the life of the irrigation improvements. Studies show that the installation of smart irrigation controllers and rotating nozzles are estimated to reduce dry-weather runoff and associated non-point source pollution by 50%. This was documented in a study performed by the Municipal Water District of Orange County's *Residential Runoff Reduction (R3) Study*, which found that a reduction in total pollutant migration could be achieved by reducing total dry season urban runoff.¹ Landscapes converted to drip irrigation will nearly eliminate dry weather runoff and associated non-point source pollution from the project site (up to 100% reduction).

The following provides the methodology and technical justification associated with water savings associated with the implementation of this Program.

Smart Irrigation Controllers: Through a rebate program format, the proposed Program will facilitate the installation of up to 330 commercial smart irrigation controllers, at a historic average of 24 stations per commercial controller, a combined total of up to 8,000 stations. Only those models with EPA WaterSense labeling will be eligible under the Program guidelines, which will be checked through receipt verification. Physical inspections will also take place to verify installation. Commercial controllers, based on a water savings rate of 15.998 gpd per station, will save up to 127,840 gpd, or 143 AFY savings. Smart controllers are given a ten-year lifetime for water savings purposes, therefore contributing to 1,432 lifetime acre-feet of water savings.

¹ 1 MWDOC & Irvine Ranch Water District. (2004). The Residential Runoff Reduction Study. Fountain Valley: Municipal Water District of Orange County.

High Efficiency Nozzles: The proposed Program will achieve quantifiable and sustained water savings through the installation of low precipitation and application rate rotating nozzles in commercial landscapes throughout San Diego County, California. High-efficiency rotating nozzles can yield an increase in distribution uniformity by 45 percent compared to traditional spray heads, leading to an increase in water use efficiency and a reduction in runoff. Furthermore, the precipitation rate of rotating nozzles ranges from 0.4 to 0.6 in/hr. Water conserved by installing high efficiency nozzles in the Program avoids the cost of importing an additional acre-foot of water. The direct water utility cost per acre-foot for water saved from the high efficiency nozzle programs has been viewed by water retailers as competitive with the cost of new water resources alternatives.² The benefits resulting from the installation and use of high efficiency nozzles is an increase in distribution uniformity. By offering an incentive with a streamlined rebate format, the proposed Program anticipates the retrofitting of up to 18,000 High-Efficiency Sprinkler nozzles being installed. Based on 6.2 gpd per nozzle, this will save 111,600 gpd or 125 AFY. Receipts for each application will be verified, including the make and model of the nozzle to confirm a qualifying product was purchased. On-site verifications will be performed on a case-by-case basis. High efficiency nozzles are given a 7.5 years lifetime for water savings purposes, therefore contributing to 938 lifetime AF of water savings.

Drip Irrigation: Most of the water savings research for drip irrigation is focused on water savings without causing stress or reduced quality to the turfgrass and landscape. A notable study was conducted at residential sites with more than 30-months of post installation single-family water use monitoring³. The conclusions showed that the homes with drip irrigated areas required less water than those areas that were irrigated using sprinklers.

Irrigation system efficiency varies based on irrigation method, equipment, and design. Applied water can be lost primarily from evaporation, runoff, or drainage. Evaporation can result from water droplets irrigated into the air, from wet leaves, or from the soil surface. A major source of lost water results in runoff from the surface of the landscape. Basic system efficiencies are listed below in the table provided by the Irrigation Association.

Table 3: System Efficiencies

Irrigation Efficiency	Efficiency
Drip/Micro-Irrigation	80 to 95
Landscape Spray Systems	40 to 65
Landscape Rotor Systems	50 to 75
Brass Rotor System	60 to 85

Source: Irrigation Association

Micro-irrigation has less opportunity for losses through transmission. It is applied directly to the root zone and has small wetted soil surface areas, reducing evaporative losses. Applying

² MWDOC Rotating Nozzle Rebate Program Evaluation, A&N Technical Services for MWDOC, October 2011.

³ Baum, M. C., Dukes, M. D., and Miller, G. L. (2005). "Analysis of residential irrigation distribution uniformity." J. Drain. Eng., 131(4), 336-341.; Haley, M., Dukes, M., and Miller, G. (2007). "Residential Irrigation Water Use in Central Florida." J. Drain Eng., 133(5), 427-434.

water at a slower rate will reduce ponding and the subsequent flow from the landscape area, thereby minimizing runoff and eliminating overspray. Water loss can be minimized through proper scheduling. Increasing system efficiency will result in water savings by reducing the excess water needed to achieve adequate water within the root zone. The common practice to compensate for system inefficiencies is to apply more water. As system efficiency decreases, the amount of water needs for irrigation use increases. Water savings due to an increase in irrigation efficiency can then be calculated. As the efficiency decreases, the volume of water applied increases, resulting in a negative exponential curve. The percentage of water loss as a result of inefficiency can be calculated for any irrigation efficiency with the following equation:

$$WL = -1.854 \ln(IE) - 0.2168$$

where
 WL = Water Lost (%)
 IE = Irrigation Efficiency (%)

Flow Sensors: Flow sensors measure the amount of water flowing through the irrigation system, providing data on actual water usage. They also alert contractors and customers if anomalous use is detected. If installed with a master valve, flow sensors eliminate water waste by shutting off the valve when leaks are detected. The proposed Program will install up to 75 flow sensors. Based on the study conducted by A&N, 23 AF water savings is estimated over the life of the device, which is 10 years.

Comprehensive Program: Overall, the installation of the previously mentioned measures translates to 276 AFY saved or 2,452 AF over the project life. This conserved water would otherwise be consumed for inefficient irrigation use. The conserved water from the Program will likely be left in storage to be used later such as in periods of drought, or left in its natural state such as local reservoirs, the Colorado River, or in the Bay-Delta. Participant water use data before and after participating in the Program will be used to determine changes in water use associated with the landscape improvements and device installation. The estimated historical average water use will be determined through site past meter data and will be utilized to quantify water application savings. The monthly meter data will be provided by the retail water agency. Historical water use will be requested for at least three (3) years and up to five (5) years prior to the intervention point. Water savings will be determined by comparing the gallons per day of water use prior to and following the intervention point.

Table 4: Device Water Savings

Measure	GPD Savings	Quantity	Unit	Total GPD Savings	AFY Savings	AF Life Savings
Smart Controllers (CII)	15.98/station	8,000	stations	127,840	143	1,432
High efficiency nozzles	6.2/nozzle	18,000	nozzles	111,600	125	938
Flow Sensors	26.89/sensor	75	sensor	2,017	2	23
Drip Irrigation	0.179	30,000	sf	5,370	6	60
Totals				246,827	276	2,452

1.4.2 Evaluation Criterion B: Water Supply Reliability

Up to 18 points may be awarded under this criterion. This criterion prioritizes projects that address water reliability concerns, including making water available for multiple beneficial uses and resolving water related conflicts in the region.

The Project Addresses Specific Reliability Concerns

The Program has multiple water supply reliability components starting with a reduced demand for imported water. The water conserved by the Program adds to the Water Authority's reliability and water supply; it helps to meet water demands during all hydrologic conditions and improves drought resiliency for 3.3 million people. As an outcome of the Program, less imported water will be used. Water in local and regional reservoirs that remains unused will be stored for use at a future date. Furthermore, water conserved by the Program will remain in-stream for environmental benefits, such as off-sets to Bay-Delta and Colorado River Aqueduct (CRA) pumping, and local benefits off-sets to surface water. Together, these water conservation efforts implement water use management improvements at local and regional levels to maximize beneficial use of the Water Authority's existing water supplies.

The Project Makes Water Available to Achieve Multiple Benefits or to Benefit Multiple Users

The Program will result in 276 AFY water savings, which means through the life of the Project up to 2,452 AF of water will avoid diversions each year from the Delta and CRA, or be kept in local storage for use at a future date. Part of the Water Authority water supplies include imported water from the CRA and State Water Project. It can be assumed that the conserved water will result in the increase in-stream flows that can also remain in-stream. The Program's impact on the Bay-Delta and CRA will be include reducing dependence and amount of water received by the Water Authority from the Bay-Delta through the State Water Project and the CRA.

The Program will be promoted using the award-winning Water News Network that the Water Authority manages, social media outlets, including Twitter, Facebook, and collaborating with the Water Authority's 24-member agencies. The proposed Program will also promote participation in the MWD program, SoCal WaterSmart. The proposed Program will be made available to all large commercial landscapes, including sites in Indian tribes, rural or economically disadvantaged communities—who will benefit from the additional funding and encouraging further participation due to the increase in the rebate.

Project Promotes and Encourages Collaboration to Increase Water Use Efficiency

Support for this Program is demonstrated by the support letter from the Irrigation Association. The county-wide approach benefits the region with one message being promoted and one vendor managing the program regionally. Please see section **1.4.4** for an overview of how the Project may benefit the agricultural sector. The Program will significantly increase the commercial large landscapes industry by bringing awareness of water conservation in San Diego County to a part of the industry that is considered high-water users and help support contractors and businesses who need additional assistance during challenging times. The

Program promotes and encourages collaboration among all 24 member agencies in the Water Authority service area. While the Water Authority serves approximately 95% of the county, the proposed Program will be implemented throughout the county in partnership with all retail water agencies.

1.4.3 Evaluation Criterion C: Implementing Hydropower

Up to 18 points may be awarded for this criterion. This criterion prioritizes projects that will install new hydropower capacity to utilize our natural resources to ensure energy is available to meet our security and economic needs.

The proposed Program does not include installing or implementing a hydropower system. However, it does increase energy efficiency in water management. Water treatment and delivery is energy intensive. A study for San Diego Gas & Electric Managed Landscapes Program provides data for an assumed embedded energy savings rate of 2,297 kWh/AF of water conservation for landscape uses (California Public Utilities Commission Embedded Energy in Water Pilot Programs Impact Evaluation). This accounts for importing water, energy to treat water, and energy to convey water regionally and locally. Under the proposed Program, each acre-foot of water saved will yield an estimated 2,297 kilo-Watt hours (kWh) of energy conserved. Up to 1,364,418 kWh/year can be saved by reducing demands by 276 AFY.

1.4.4 Evaluation Criterion D: Complementing On-Farm Irrigation Improvements

Up to 10 points may be awarded for projects that describe in detail how they will complement on-farm irrigation improvements eligible for NRCS financial or technical assistance.

If the proposed project will complement an on-farm improvement eligible for NRCS assistance, please address the following:

Describe any planned or ongoing projects by farmers/ranchers that receive water from the applicant to improve on-farm efficiencies.

Provide a detailed description of the on-farm efficiency improvements.

The region has an RCPP in place which has allowed growers to implement many on-farm irrigations efficiency practices with NRCS. All the contracts under the RCPP have utilized NRCS Conservation practice 449 Irrigation Water Management approximately 25% using the install soil moisture sensors with data logger scenario and all of them utilizing the advanced scenario. Eighty-five percent of the contracts have utilized Conservation practice 441 Micro Irrigation System, durable tubing replacement scenario. The RCPP partners are currently working on a new application for FY21 RCPP to further water conservation practice implementation that the region has benefited from through this program.

Have the farmers requested technical or financial assistance from NRCS for the on-farm efficiency projects, or do they plan to in the future?

Farmers in the region have requested technical and financial assistance from NRCS and the local partner Mission Resource Conservation District through both RCPP and EQIP. Both NRCS Field Office and Mission RCD field inquiries from farmers regarding both FA and TA for their operations.

If available, provide documentation that the on-farm projects are eligible for NRCS assistance, that such assistance has or will be requested, and the number or percentage of farms that plan to participate in available NRCS programs.

Through RCPP, 26 growers have entered contracts with NRCS for on-farm projects that have focused on water conservation. The ranking criteria for the RCPP's number one priority is water conservation followed by water quality and then soil health.

1.4.5 Evaluation Criterion E: Department of the Interior Priorities

Up to 10 points may be awarded based on the extent that the proposal demonstrates that the project supports the Department of the Interior priorities.

1. Creating a conservation stewardship legacy second only to Teddy Roosevelt by utilizing science to identify best practices to manage land and water resources and adapt to changes in the environment.

Since 1990, the Water Authority and its member agencies have implemented programs and initiatives that have contributed to a per capita potable water use decrease of 43 percent. The Water Authority is a leader in water conservation. Efforts in San Diego County have been key in stabilizing water demand, evaluating planning needs, keeping up with a growing population, and providing public water saving programs. The Water Authority sees water conservation as a way of life and provides programs and education to help spread this vision to San Diego County residents. This Program provides feasible opportunities to assist residents in saving water, along with resources and information to simultaneously increase landscape aesthetics and decrease water consumption.

Water savings were achieved in part through active measures and programs aligned with the Board-adopted water-use efficiency policy principles which provide long-term, strategic direction for the evaluation, prioritization, development and implementation of water-use efficiency projects, programs, and other efforts. The Water Authority has a history of pioneering innovative programs to achieve these goals, often funded by private and public grants, including grants from Reclamation and the California Department of Water Resources.

The Water Authority provides and shares all water conservation data, research, and resources with the public and other water agencies at the local, regional, state and federal levels. The Water Authority has worked with the Department of Interior, specifically the Bureau of Reclamation, in numerous prior water conservation projects which have saved thousands of acre feet of water.

2. Utilizing our natural resources:

This program promotes the sustainable utilization of natural resources. Through water conservation, energy is also conserved by reducing the amount of water pumped to southern California through the State Water Project and the Colorado River Aqueduct. For each acre foot of water saved, an energy cost of 2,297 kWh is avoided. This Program will save 276 AFY of water, which will reduce energy consumption by 1,364,418 kWh per year.

3. Restoring trust with local communities

By providing the Water Authority with Reclamation funds to rebate the public through rebate incentive programs, the Water Authority communicates the importance of conserving water while showing that Reclamation and the Water Authority are providing the resources to help commercial customers achieve the water savings goals that have been requested of them. The act of engaging the public in water efficiency programs and providing monetary assistance can help solidify trust between the community and the local and federal government.

4. Striking a regulatory balance

This Program will assist commercial customers in San Diego County in achieving their water savings goals requested of them by their local and state governments. This allows the Water Authority and its 24 member agencies to provide incentives for performing water savings actions. With this proactive approach, the goal of saving water is achieved through positive change. The public gains benefit in water efficiency through means other than issuing fines and citations, and the public gains benefits in addition to water savings while maintaining healthy landscapes.

[1.4.6 Evaluation Criterion F: Implementation and Results](#)

Up to 6 points may be awarded for these subcriteria.

[1.4.6.1 Subcriterion F.1: Project Planning](#)

Does the applicant have a Water Conservation Plan and/or System Optimization Review (SOR) in place? Please self-certify, or provide copies of these plans where appropriate to verify that such a plan is in place.

The Water Authority's 2015 Urban Water Management Plan ⁴ was submitted to, and approved by, the California Department of Water Resources as required by the Urban Water Management Planning Act (CWC 10610 et seq.). The final 2015 plan was adopted by The Water Authority's board of directors. The Water Authority received approval from DWR, stating that the plan had addressed the requirements of the Act. The plan states the importance of maintaining water use efficiency to help ensure reliable water supplies for the region in the future. Demand management, or water conservation, is an important part of the

⁴ 2015 Urban Water Management Plan ; SDCWA, 2016

Water Authority's water supply portfolio and its diversification efforts for the San Diego region. The Water Authority's water conservation programs: (1) reduce demand for expensive, imported water; (2) demonstrate a continued commitment to the Best Management Practices and Agricultural Efficient Water Management Practices; (3) assist the Water Authority's member agencies to meet the statutory requirements of the Water Conservation Act of 2009 (SBX7-7); and (4) ensure a reliable future water supply.

In addition, to support the Water Authority's commitment to water conservation, the Water Authority's board of directors adopted Water Use Efficiency Policy Principles in April 2012. The principles provide long-term, strategic direction on the prioritization, development, and implementation of future water use efficiency programs and initiatives. The principles direct the Water Authority to work cooperatively with its member agencies to implement and administer regional programs, sponsor or support helpful legislation, encourage long-term market transformation and behavioral changes (especially in outdoor water use), promote water efficiency as an ongoing civic responsibility, and develop industry partnerships.

In keeping these policy principles, in August 2019, the Water Authority board approved a new regional commercial rebate program that provides financial incentives to participants who participate in the WaterSmart Contractor Incentive Program. The Program is available to customers within the Water Authority's service area, which represents 24 member agencies within the San Diego County region. The program is intended to promote long-term changes in norms and behaviors toward the use of water in commercial landscapes, resulting in increased water use efficiency, less dependence on imported water, and an enhanced awareness and sense of responsibility toward the stewardship of our limited water supplies.

1.4.6.2 Subcriterion F.2: Performance Measures

This proposed Program will measure the number of installed devices, water saved, and rebates paid to customers. The Water Authority anticipates saving 2,452 AF over 10 years by installing water-efficient devices. The Water Authority will evaluate a sampling of pre- and post-conversion water use data from the Program to determine if estimated water savings was achieved by analyzing potable water billing data. Participant data is stored on the Water Authority's program website and is tracked in-house to verify the actual number of installed devices and rebate amounts paid. This will give the water industry another opportunity to quantify actual water savings associated with this Program. Participant water use data before and after participating in the Program will be used to determine changes in water use associated with the landscape improvements and device installation. The estimated historical average water use will be determined through site past meter data and will be utilized to quantify water application savings.

At the end of the Program, the Water Authority will prepare a closeout package for the Bureau of Reclamation. It will outline the actual program performance results achieved. The close out package will quantify the total estimated irrigated area that has been converted and the improved irrigation devices. It will also include the associated water savings.

1.4.6.3 Subcriterion F.3: Readiness to Proceed

The Water Authority will be ready to start this project immediately upon receipt of a financial assistance agreement.

1.5.7 Evaluation Criterion G: Nexus to Reclamation Project Activities

Up to 4 points may be awarded if the proposed project is in a basin with connection to Reclamation project activities. No points will be awarded for proposals without connection to a Reclamation project of Reclamation activity.

The Water Authority is a member agency of MWD, which is a State Water Project Contractor and a Federal Contractor on the Colorado River. The Water Authority, a wholesale water agency, imports about 80% of its water supplies, of which it receives 60% from the Colorado River via MWD. The proposed Program is associated to Reclamation Project activities through its water supplies. Metropolitan accesses Colorado River water via an entitlement and obtains State Water Project water from Northern California. This state system is operated in parallel with Reclamation’s Central Valley Program. Through water conservation, The Water Authority reduces the amount of water imported to San Diego County through the SWP and CRA, reducing stress on the Bay Delta and Colorado River. Additionally, the Program will be implemented throughout San Diego County.

In addition, San Diego County receives highly reliable Colorado River water from a historic 45-year to 75-year water conservation and transfer agreement with the Imperial Irrigation District and from a separate, 110-year agreement to receive water conserved by lining parts of major agricultural canals in the Imperial and Coachella valleys. These supplies, which are independent from Colorado River water purchased from MWD, are an important component of the Water Authority’s diversification strategy.

The proposed Program will not be implemented on Reclamation lands or facilities to our knowledge. However, the Program will be implemented within the Lower Colorado Region.

This Program will not directly benefit any Indigenous Tribes as there is no federally recognized tribal land in the Water Authority service area.

1.5.8 Evaluation Criterion H: Additional Non-Federal Funding

Up to 4 points may be awarded to proposals that provide non-Federal funding in excess of 50 percent of the project costs.

$$\frac{\$413,500 \text{ (Non-Federal Funding)}}{\$702,000 \text{ (Total Project Cost)}} = 59\% \text{ Cost Share}$$

The total Program cost is \$702,000. Of this, the non-federal funding will total \$413,500, 59% of total costs. This exceeds 50% of the project costs. The Project Budget section has further detailed information.

2. Project Budget

2.1 Funding Plan and Letters of Commitment

The Water Authority will provide the non-Reclamation share for the Project costs. The cost breakdown is show in the table below. No additional funding commitments are included.

Table 5: Summary of Non-Federal and Federal Funding Sources

Funding Sources	Percent of Project	Funding Amount
Non-Federal Entities		
San Diego County Water Authority	59%	\$413,500
<i>Non-Federal Subtotal:</i>		
Other Federal Entities		
N/A	0%	
Other Federal Subtotal:	0%	
Requested Reclamation Funding:	41%	\$288,500
TOTAL PROJECT FUNDING	100%	\$702,000

2.2 Budget Proposal

The proposed budget breakdown by funding source for the Project is provided below:

Table 6: Total Program Cost Table

Source	Amount
Costs to be reimbursed with the requested Federal funding	\$288,500
Cost to be paid by the Water Authority	\$413,500
Value of third-party contributions	\$0
Total Project Cost	\$702,000

The proposed budget for the Program is provided below:

Table 7: Budget Proposal

BUDGET ITEAM DESCRIPTION	COMPUTATION		Recipient Funding	Reclamation Funding	Quantity Type	TOTAL COST
	\$/UNIT	Qty				
SALARIES AND WAGES						
N/A						
FRINGE BENEFITS						
NA						
TRAVEL						
N/A						
EQUIPMENT						
N/A						
SUPPLIES AND MATERIALS						
N/A						
Contractual / Construction						
Vendor Contract	\$140,000	1		140,000	Vendor Fees	140,000
Large Landscapes Survey	\$200	75	15,000			15,000
Rebate – Smart Controllers Stations	\$50	8,000	280,000	120,000	stations	400,000
Rebate – Nozzles	\$7	18,000	108,000	18,000	nozzles	126,000
Rebate – Drip Irrigation	\$0.40	30,000	6,000	6,000	sf/2	12,000
Rebate – Flow Sensors	\$120	75	4,500	4,500	sensors	9,000
Regulatory and Environmental Compliance						
N/A						
TOTAL DIRECT COSTS						\$702,000
INDIRECT COSTS –						
TOTAL PROJECT COSTS						\$702,000

2.3 Budget Narrative

All costs included in this proposal are directly related to rebate and contract costs. Program costs for salaries/wages, fringe benefits, travel, equipment and other supplies and materials are not being requested for consideration as either match or reimbursable expenditures. All costs are direct and necessary for project implementation. The non-federal contribution is 59% percent; federal contribution is 41% percent.

Salaries and Wages

Reclamation funding will cover the vendor fees needed to operate the program, including staffing, administration, marketing and other duties associated with assuring a successful program. A request for proposals (RFP) was issued and a competitive bid was performed. A vendor was selected to administer the program. This is described in detail under the contractual and construction section below.

Fringe Benefits

Not applicable to this project.

Travel

Not applicable to this project.

Supplies and Materials

Not applicable to this project.

Contractual/Construction

The Water Authority will use a portion of the grant funding (up to \$140,000) to pay for program implementation provided by the Water Authority's current contractor, WaterWise Consulting, Inc. (WaterWise). WaterWise provides regional program administration, which includes rebate processing, database management, customer service, program tracking, quality control, marketing, onsite inspections, and reporting. In July 2019, the Water Authority issued a request for proposals to administer its commercial contractor incentive rebate program. In response to its request for proposals for administration of the regional WaterSmart Contractor Incentive Program, the Water Authority received proposals from two firms. A selection panel of staff from the Water Authority and from two of its member agencies evaluated each proposal based on criteria that addressed the scope of work, technical competence, past performance, organization, schedule, and cost. Of these firms, the panel identified WaterWise, a SCOOP-certified small business, as the most qualified and cost-effective firm to administer the program. In August 2019, the Water Authority's Board of Directors authorized the General Manager to execute a professional services contract with WaterWise. In December 2019, the Water Authority began implementing the program.

Table 8: WaterWise currently charges for program administration

Vendor Fees	
Monthly administrative fee	\$3,000
Performance-Based fees*	70,000

The performance-based fees paid to WaterWise are based on the percentage of performance completion for participant enrollment and distribution of incentive payments.

The total of these items combined is \$702,000 for contractual and construction sections of the budget proposal.

3. Environmental and Cultural Resources Compliance

Impacts to surrounding environment: The proposed Program will not negatively impact the surrounding environment. Under NEPA, this Program should qualify for a categorical exemption. The Program focuses on landscape and irrigation system improvements to existing landscapes. It is anticipated that these improvements will result in water conservation and reduced dry-weather runoff and non-point source pollution leaving the Program area and entering the natural environment, including local streams and creeks leading to the Pacific Ocean.

Threatened or endangered species and habitat. There are no known endangered or threatened species or wetlands that will be negatively impacted by the Program or directly impacted within the area. This Program looks to increase watershed health through reductions in runoff and non-point source pollution, benefiting both terrestrial and aquatic threatened and/or endangered species and habitat.

Clean Water Act: This Program will have no negative impacts on the water bodies in San Diego County. The Program will have a positive impact by reducing urban runoff and reducing stormwater runoff and non-point source pollution.

Water delivery system: The SDCWA's delivery system consists of five major pipelines totaling approximately 310 miles, with a service area of 946,000 acres. The pipes that make up the Water Authority's distribution system range in diameter from 48 to 108 inches. The pipelines and associated facilities run north to south along two routes known as the First Aqueduct and the Second Aqueduct. In addition to the main pipelines, there are several interconnecting pipelines. These interconnecting pipelines have been built to ensure the ability to move stored water in the event of an emergency such as an earthquake.

As an added feature, these pipelines have been designed to allow for system flexibility and alternative deliveries during maintenance activities. The system serves 95 percent of the overall population living within the County of San Diego and can deliver more than 900 million gallons per day. Other major facilities associated with the delivery system include the Olivenhain Dam and 24,000-acre-foot reservoir, the Twin Oaks Valley Water Treatment Plant (which treats up to 100 million gallons per day), metering and control facilities, pump stations, hydroelectric generating facilities, pressure control stations, regulatory structures, an operations and maintenance center, and an administrative office.

Modification of irrigation system: The Program will not result in modifications of or changes to individual features of an irrigation system such as headgates, canals, or flumes.

National Register of Historic Places: The Program would not modify or affect any buildings, structures, or features. Therefore, cultural resources would not be affected as a result of the program.

Archeological sites: There are no known archeological sites will be impacted by the proposed Program.

Low income or minority populations: The proposed Program is open to all eligible customers within the Water Authority's service area.

Indian sacred sites and tribal lands: The proposed Program will not limit access to or ceremonial use of Indian sacred sites or result in other impacts to tribal lands.

Invasive species: The proposed Program will not contribute to the introduction, continued existence, or spread of noxious weeds or non-native invasive species known San Diego County.

4. Required Permits or Approvals

The Water Authority is not aware of any required permits or approvals to implement the proposed Program. Program participants, however, may be required to obtain a plumbing permit from their local city if modifications to the irrigation system point of connection are made as a result of participation. Because the Program will primarily focus on irrigation control components downstream of the point of connection, the need for a plumbing permit will be rare. The rebate program participant agreement that is required to participate contains language placing the permit requirements on the Participant, should a permit be required.

5. Letters of Support

Attached is a letter of support for the Program from the Irrigation Association. See Appendix A on page 26.

6. Official Resolution

Official Resolution is attached. Please see Appendix B on page 27.

7. Automated System Application for Payment (ASAP Registration)

The Water Authority has an active account in the ASAP registration system with current information. The Water Authority will maintain an active ASAP account during the period of any federal assistance agreement.

ASAP.gov
Geena Balistreri

Home Enrollments Payment Requests Agency Functions Reports Inquiries Help Log Off

Modify My Information

Step 1 of 2
Modify My Information

Below is your personal user information. You may not change your first name, middle initial, last name, or email address. If your first name, middle initial, last name, or email address has changed, you must be re-enrolled as a new user by your organization's Authorizing Official. If you are not the individual named below, you must call the ASAP.gov help desk at (804) 697-8384.

* First Name:
Middle Initial:
* Last Name: Generation: (e.g., Jr, III)
Title:
* Organization Name:
* Email:
* Mailing Address 1:
Mailing Address 2:
 U.S. Address
* U.S. City:
* U.S. State:
* U.S. Zip: -
* U.S. Phone: - - Ext:

8. System for Award Management (SAM) Registration

The Water Authority is registered in the SAM and will maintain an active SAM registration with current information at all times during which it has an active Federal award or application or plan under consideration by the Federal awarding agency. The Water Authority's DUNS is **0842410330000**.

9. Submitted Mandatory Regulatory Forms

9.1 SF-424 submitted electronically at grants.gov

9.2 SF-424A submitted electronically at grants.gov

9.3 SF424B submitted electronically at grants.gov

9.6 SF-LLL submitted electronically at grants.gov

10. Appendices

Appendix A: Support Letter



8280 Willow Oaks Corporate Drive
Suite 400

Fairfax, VA 22031-4511
Tel: 703.536.7080
Fax: 703.536.7019
www.irrigation.org

September 2, 2020

Efren Lopez
Water Resources Specialist
San Diego County Water Authority
4677 Overland Avenue
San Diego, CA 92123

RE: Irrigation Association's Support for SDCWA's USBR WaterSmart Water & Energy Grant Proposal

Dear Mr. Lopez:

The Irrigation Association is a not-for-profit trade association comprised of over 1,700 member companies and individuals that represent irrigation manufacturers, dealers/distributors, consultants, designers, contractors, water providers, affiliate organizations and technical members from universities and government agencies serving the needs for both agriculture and landscape segments of the industry.

This letter is provided in support of the Water Authority's request for funds to provide financial incentives for state-of-the-art irrigation technologies that include smart irrigation controllers, drip irrigation, high-efficiency nozzles and flow sensors.

The Water Authority and the Irrigation Association are long-time partners in the Smart Water Application Technologies (SWAT) initiative. Over the years, and in collaboration with many other stakeholders like the U.S. Environmental Protection Agency, the SWAT initiative has helped to usher in a new generation of water-efficient irrigation technologies. The results of this USBR grant program will help to ensure that water-saving products continue to be prioritized as a key solution in mitigating our water challenges.

We are pleased to express our support for this grant application and to pledge our continued guidance and technical support on matters relating to irrigation and landscape water use efficiency. We can also assist in sharing the positive results of this program with other water providers across the U.S. as we are dedicated to improving water use efficiency in the urban environment in every state.

Sincerely,

Deborah Hamlin, CAE, FASAE
Chief Executive Officer

Appendix B: Official Resolution

RESOLUTION NO. 2020-19

RESOLUTION OF THE BOARD OF DIRECTORS OF THE SAN DIEGO COUNTY WATER AUTHORITY AUTHORIZING AND DIRECTING THE GENERAL MANAGER TO APPLY FOR THE BUREAU OF RECLAMATION WATERSMART PROGRAM: WATER AND ENERGY EFFICIENCY GRANT FOR FY 2021 AND TO COMMIT THE WATER AUTHORITY TO THE FINANCIAL AND LEGAL OBLIGATIONS ASSOCIATED WITH THE RECEIPT OF GRANT FUNDS.

WHEREAS, the San Diego County Water Authority has identified funding opportunities through the Department of the Interior, Bureau of Reclamation WaterSMART (Sustain and Manage America's Resources for Tomorrow) Program: Water and Energy Efficiency Grants, including projects that conserve and use water more efficiently (Proposed Project); and

WHEREAS, the San Diego County Water Authority is lawfully empowered to carry out the Proposed Project; and

WHEREAS, the Board of Directors of the San Diego County Water Authority desires to authorize and direct the General Manager to apply for grant funding for the Proposed Project, to commit the Water Authority to the financial and legal obligations associated with receipt of grant funds for the Proposed Project, and to execute any and all applications, agreements, or other documents necessary or convenient to application for and acceptance of grant funds for the Proposed Project.

NOW, THEREFORE, the Board of Directors of the San Diego County Water Authority resolves as follows:

1. The General Manager is authorized and directed to submit a grant application under the Department of Interior, Bureau of Reclamation WaterSMART Program: Water and Energy Efficiency Grants for FY 2021 for the Proposed Project, including submission of any and all supporting, supplementary or additional information required in connection with such applications.
2. The General Manager is authorized and directed to execute any and all applications, agreements or other documents necessary or convenient to the acceptance of a grant for the Proposed Project.
3. The Water Authority has the capability to provide the amount of funding and/or in-kind contributions specified in the funding plan.
4. The General Manager is authorized and directed to work with the Department of Interior, Bureau of Reclamation, and any other applicable federal agency to meet established deadlines for entering into a cooperative agreement.

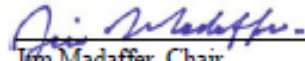
PASSED, APPROVED AND ADOPTED, on this 27th day of August 2020.

AYES: Unless noted below all Directors voted aye.

NOES: None.

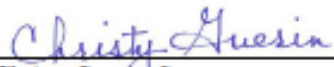
ABSTAIN: None.

ABSENT: Barnum, Bebee (P), Kennedy, Reeh, and Simpson




Jim Madaffer, Chair

ATTEST:



Christy Guerin, Secretary

I, Melinda Nelson, Clerk of the Board of Directors of the San Diego County Water Authority, certify that the vote shown above is correct and this Resolution No. 2020-19 was duly adopted at the meeting of the Board of Directors on the date stated above.



Melinda Nelson, Clerk of the Board



8280 Willow Oaks Corporate Drive
Suite 400

Fairfax, VA 22031-4511
Tel: 703.536.7080
Fax: 703.536.7019
www.irrigation.org

September 2, 2020

Efren Lopez
Water Resources Specialist
San Diego County Water Authority
4677 Overland Avenue
San Diego, CA 92123

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Dear Mr. Lopez:

The Irrigation Association is a not-for-profit trade association comprised of over 1,700 member companies and individuals that represent irrigation manufacturers, dealers/distributors, consultants, designers, contractors, water providers, affiliate organizations and technical members from universities and government agencies serving the needs for both agriculture and landscape segments of the industry.

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We are pleased to express our support for this grant application and to pledge our continued guidance and technical support on matters relating to irrigation and landscape water use efficiency. We can also assist in sharing the positive results of this program with other water providers across the U.S. as we are dedicated to improving water use efficiency in the urban environment in every state.

Sincerely,

Deborah Hamlin, CAE, FASAE
Chief Executive Officer

RESOLUTION NO. 2020-19

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4. The General Manager is authorized and directed to work with the Department of Interior, Bureau of Reclamation, and any other applicable federal agency to meet established deadlines for entering into a cooperative agreement.

PASSED, APPROVED AND ADOPTED, on this 27th day of August 2020.

AYES: Unless noted below all Directors voted aye.

NOES: None.

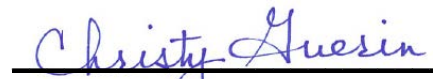
ABSTAIN: None.

ABSENT: Barnum, Bebee (P), Kennedy, Reeh, and Simpson




Jim Madaffer, Chair

ATTEST:



Christy Guerin, Secretary

I, Melinda Nelson, Clerk of the Board of Directors of the San Diego County Water Authority, certify that the vote shown above is correct and this Resolution No. 2020-19 was duly adopted at the meeting of the Board of Directors on the date stated above.



Melinda Nelson, Clerk of the Board