Pioneering Partnership

Do not go where the path may lead, go instead where there is no path and leave a trail. - Ralph Waldo Emerson

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Outline for Today

A Journey of a thousand miles must begin with a single step. - Lao Tzu

I. The Partnership
II. Partners: The Drivers
III. Water and Energy (Do Mix)
IV. Challenges
V. Solutions
VI. Benefits
VII. Next Steps
SCE provides power to 13.5 million people in 180 municipalities within 50,000 square miles

- 684,014 SCE Business Service Accounts
- 4,233,699 SCE Residential Service Accounts
Irvine Ranch Water District

Water, Wastewater, Water Recycling, Urban Runoff
California Special District governed by a publicly-elected Board

IRWD customer base:
• Residential population: 340,000
• Daily commuters: over 500,000
• Service connections: 101,600

IRWD service area:
181 square miles (20% of Orange County)
All or part of six cities and unincorporated county:
Governed by a 5-member publically elected Board

Water wholesale agency
• 8 retail agencies & companies

Represents nearly 1 million people in 17 cities across 185 square miles

Provides imported water, recycled water, water efficiency and education programs to businesses and residents
Partners: The Drivers

• California Public Utilities Commission (PUC)
  • Encouraged focus on Water/Energy integration efforts
  • Validation of Integrated comprehensive audits
• Continued focus on water issues for the transition period: Energy Efficiency proceeding R09-11-014
• Supports Water Agency Objectives
• No cost water fixtures may enable customers to apply water cost savings to energy efficiency upgrades
  • Help overcome customer implementation hurdles so auditor receives credit toward energy savings goals.
• More eyes on the ground to find old plumbing fixtures
Benefits
- Combined audits reduce costs for utilities
- Improve installation of energy and water efficiency products

Partners
- United States Bureau of Reclamation – Grantor
- Southern California Edison
- Irvine Ranch Water District – Lead Agency
- West Basin Municipal Water District- Partnering Agency (wholesaler)
  - Golden State Water Company (retailer)
  - California Water Company (retailer)
SCE Audit Program

Business Energy Audit Team
- Small & Medium Businesses (0 - 200 kwh)
- Energy Efficiency
  - Lighting
  - HVAC
- Rebate Assistance

Measurement and Evaluation
- Process Improvements
- Customer Response
- Cost-Effectiveness
Water Audit Programs

- Water Audits
- Water efficiency measures
  - Plumbing fixtures
  - Process equipment
  - Irrigation
  - Leaks
- Provide customers information
  - Rebates
- Often grant funded
- Often offered at a regional level due to limited staffing of individual water utilities
Audit Program Objectives

• Add the water component to existing auditing tool
• Develop water report and marketing materials
• Hire plumbing fixture installation company
• Cross train SCE auditors on fixture identification
• Complete 400 Audits
• Install up to 500 toilets, 50 urinals, 300 aerators and flow restrictors

Efficient businesses with reduced operating costs
Challenges

Commercial Customers

- Staff of one for all commercial, industrial & institutional customers
- Rebates available but ... “If it ain’t broke, don’t fix it”
- Water is cheap and undervalued - Return On Investment is longer for water projects than energy projects
- IRWD has an allocation based rate structure with aggressive tiers to promote efficiency, but customers may never call us if they are part of a master metered account
  - Retail centers
  - Office complexes
Challenges

- Policy Challenges
- Customer data sharing

- Customer Interaction: Advocacy concerns
  - *How do you market a program if you can’t talk directly to the customer?*

**Irvine Ranch**
- Retailer can contact individual customers
- Can access customer data

**West Basin**
- Wholesaler does not have direct customer contact
- Cannot easily obtain customer data
Challenges

• Confidentiality of customer data

• Modification of hand-held audit tool

• Training of auditors

Key to Success…

Cooperative, collaborative and unrelenting supportive relationship
Solutions

Advocacy Concerns

• Flyer to introduce program highlighting benefits to customers

• Will direct customer to call SCE to request the water/energy audit

• Provided to customers by water agencies

• Customer initiated request avoids advocacy concern
Solutions

Joint Facility 6 Water Commercial Audit Pilot Program (CAPP)

The following is a document to assist Edison with incorporating the following information into the PUR and customer representative presentation. The report presentation should mirror the preparedness of the customer representative who will contact you within the next two weeks to schedule an appointment for further inspection and installation.

If sink faucet is selected
4) QTY of non-sensor faucets, should aerator or an aerator of 2.0 gpm or greater?

If water drop is selected
Noticeable leak detected? Yes or No
Drop down: Tank, Showerhead, Faucet, Large pipe, Other
Language on report. Leaks can waste both water and energy and can be costly. Check for leaks on a regular basis. (If the answer is yes, the highlighted information will be printed on the report. We have indicated that you have leaks that may need some attention. The average leak cost can be anything from $X to $X and waste up to XX per month/year.

Additional water using equipment possibilities:
Drop down list equipment: Landscape Irrigation, Cooling Towers, Ice machine, Other

The following text box will print on the bottom of the survey report if any of the following questions contain a quantity of 1 or more, 1b), 2b), or 3)

You have qualified for high-efficiency device installation!

There is no cost to you

This will save you water and save you money

Your water retailer or a contracted representative will contact you within the next two weeks to schedule an appointment installation of high-efficiency device(s). Please call (XXX) XXX-XXXX

LOGOS TRIGGERED BY ZIP CODE
Customer Data Sharing

- Allows SCE to share the following information with water agency:
  - Customer name
  - Address
  - Phone number
  - Water equipment
  - Number of employees

Customer of record must sign the release form

- Name must match SCE records
Benefits

- **Customer**
  - Water savings fixtures at no cost
  - Opportunity to save water, energy and money
  - One stop shop – less interruption to business

- **Water Utilities**
  - 20x2020 water savings target
  - Reduced reliance on imported water
  - Expand influence into hard to reach customer sector

- **SCE**
  - PUC Recommendation to partner with water utilities
  - Enhances existing offering to customers
  - Reduce Embedded Energy
  - Expanded customer offering
Next Steps

Water and energy - together forever

• Policy changes that would help with customer data sharing
• Promote collaborative process
  • Require public and investor owned utilities to partner together for common customer programs
  • Give credit for working collaboratively
• Long-term benefits
Next Steps (con’t)

- Provides great customer service
- Improves payback
- Helps meet statewide water and energy goals more efficiently
- Promotion of region-wide water and energy rebates and direct installs where available
- Future credit for embedded energy and GHG savings?
Blaze your Trail

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