

Commercial Water Conservation

Dr. Delorean S. Wiley
TAWWA ICI Webinar



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New ICI Program Manager

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**10+ years business experience across
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Incentives and Rebates

- WaterWise Landscape (HOA only) & Rainscape (schools only)
- Bucks for Business
- Cooling Towers & Alternative Colling Systems
- Commercial Kitchen
- Irrigation System Improvement
- Rainwater Harvesting
- Water Efficiency Audit
- Cartridge Pool Filter
- Pressure Regulating Valve
- Voluntary Reclaimed Connection Pilot



Program Trends

- Decline since COVID pandemic
- A lot of guesses why
- No data to support any hypothesis

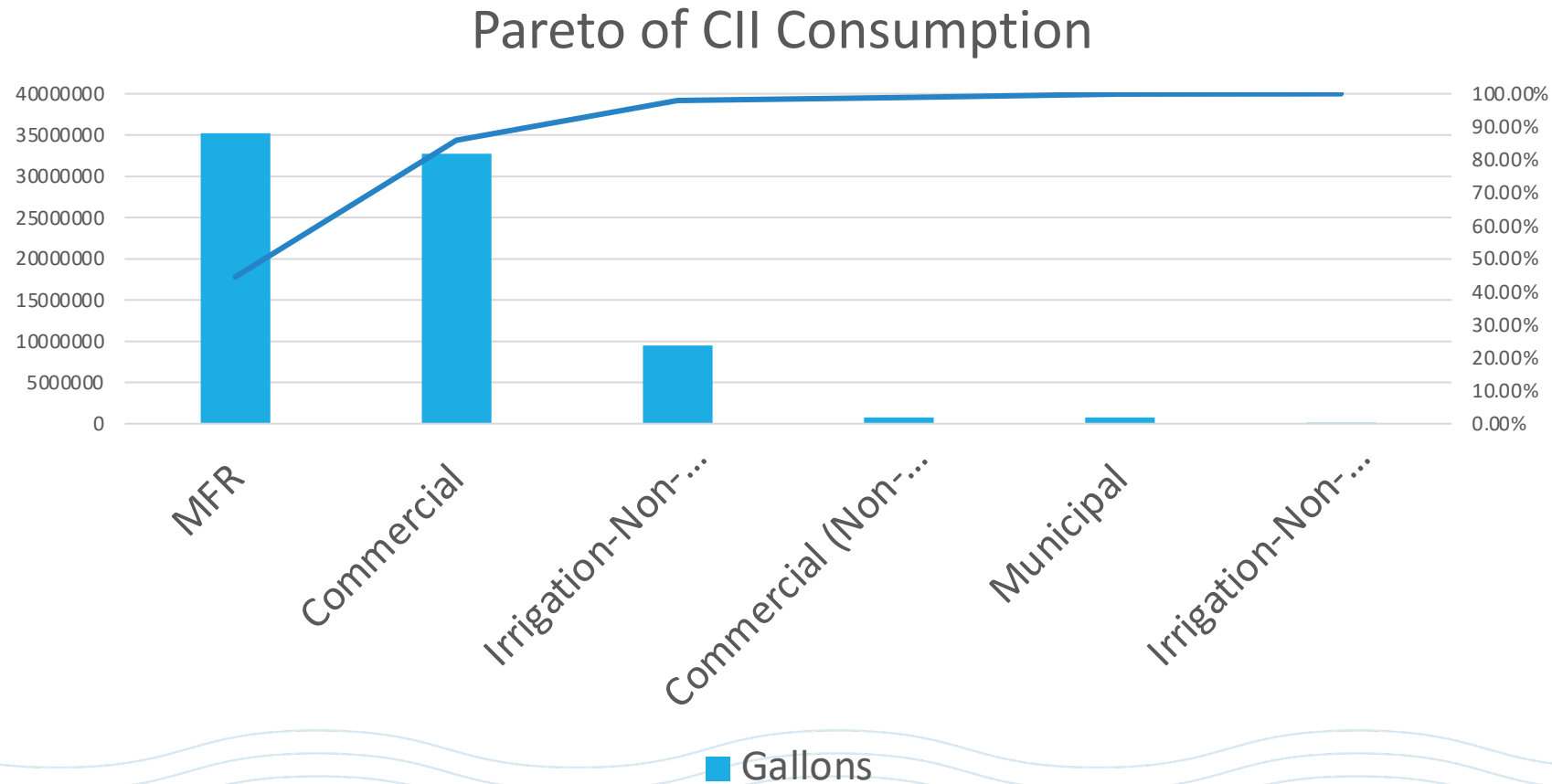




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AMI for Targeted Outreach



The Rebate Pipeline



Illustration created by Dr. Delorean S. Wiley August 2024.



Consolidate Rebates

- Water Efficiency “Evaluation”
 - Benchmark
- Bucks for Business
 - Performance Based
- Reclaim Connection
 - Outdoor Use



Water Efficiency and the Water Budget



Benchmarking











S.M.A.R.T. Reduction
Goals



Continuous Monitoring
and Improvement











Indoor Water Use

							
Toilet 24% 32.6 gphd	Faucet 20% 27.0 gphd	Shower 20% 26.9 gphd	Clothes washer 16% 22.0 gphd	Leak 13% 17.8 gphd	Bath 3% 4.4 gphd	Other* 3% 4.0 gphd	Dishwasher 2% 2.2 gphd

Source: Water Research Foundation

- Behavior is different if not directly paying the bill
- Leaks are often reported late or go unreported
- Toilets are often the culprit and simple to fix

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MFR Indoor Efficiency

- Student Housing
- Subsidized Housing
- Assisted Living



Outdoor Efficiency

- Car washes
 - Help validate technology through pilots and AMI
 - Need car counts
- Institutional accounts
 - AISD
 - St. Edward's University
- Be nimble – consider payout after real data is collected



Lessons Learned - Retrospect

- Start with the benchmarking so you can move through stages of efficiency
- Factors influencing move to reclaim for irrigation
 - Limited geographical distribution
 - Planning cycles
 - Incentives not covering enough to drive transition

Questions?

