



# Spray-to-Drip Retrofit Kit Program

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# Program Background

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- First Drip Kit Program launched March 2017
  - Funded through EMWD and Metropolitan Water Districts (MET) member agency funds
  - Allowed one Spray-to-Drip retrofit kit per account
  - Share of Cost
  - Voucher
  - Low Participation, average four applications per month
- Redesigned Program launched March 2019
  - Funded through EMWD with reimbursements coming from USBR and MET
  - No cost to the customer
  - Voucher
  - Increased participation, average 95 applications per month

# Redesigned Spray-to-Drip Retrofit Program

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- Programs Goals
  - Revamp Drip Kit Program to eliminate barriers and increase participation
  - Distribute 1,110 kits by March 2021
  - Convert between 250-400 square feet of planter area from spray to drip
  - Annual water savings of 16,290 gallons per year, per kit
- Grant Funded by the United States Bureau of Reclamation (USBR)
  - Awarded in March 2019
  - Total Project Cost is \$140,038
    - \$69,723 coming from USBR
    - \$55,500 coming from the Metropolitan Water District
    - \$14,815 final cost to EMWD

# Program Promotion

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## Customer Outreach: January 2020

### Email blast

- 129,000 recipients
- 36,000 recipients opened the email
- 5,000 recipients clicked on the embedded link

### eConnect Newsletter

- More than 31,000 customers opened the email blast

## Program Status

To date, Conservation staff has dispersed 992 Spray-to-Drip kits to residential customers since the program implementation date

- 1,805 Application Processed
- 992 Kits Dispersed
- 568 Kits Installed (Ahead of schedule for program mid-point)

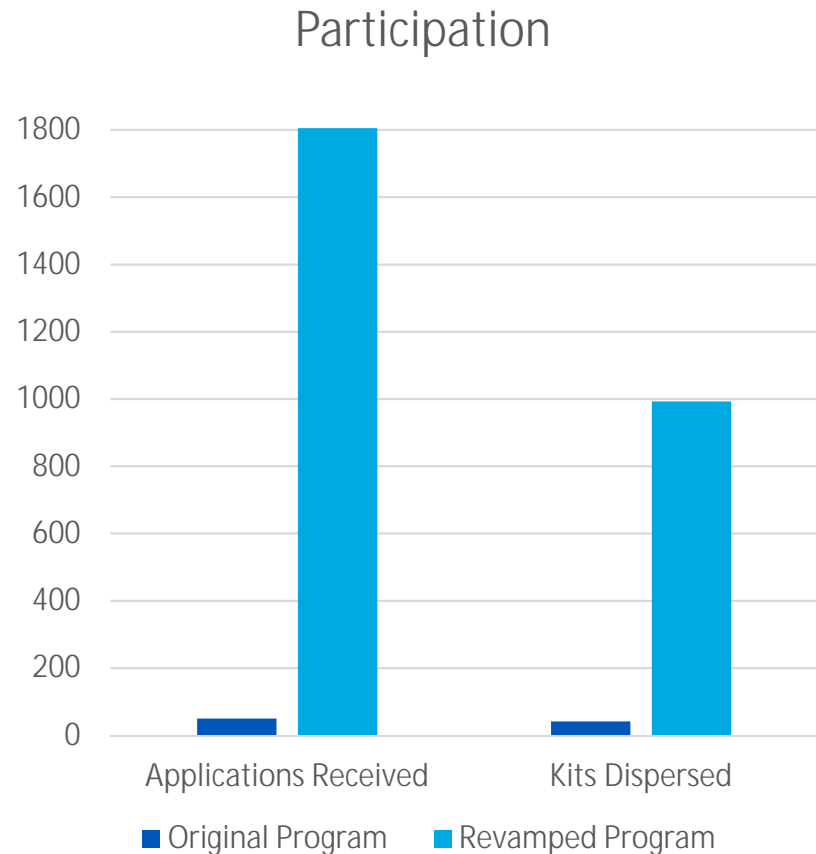


# Program Comparison

## Barriers Eliminated

- Application Process
  - Four Page Application vs. one page
- Eliminate Cost to Customer
  - \$50 out of pocket cost vs. zero out of pocket cost
- Increase kit maximum
  - Previous Program had a max of one kit per account
- Increased Participation
  - 2017: 50 applications received; 41 kits dispersed
  - 2019 (Sep): 575 applications received; 467 kits dispersed
  - **2020: 1,805 applications received; 992 kits dispersed**

## Customer Participation



# Next Steps

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- Continue working with Public and Governmental Affairs on Program Marketing
- Due to high demand, we are ahead of schedule to meet the grant commitment before March 2021
- Analysis on actual water savings
- Evaluate opportunities to expand program





## Contact Information

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