

Sebastopol Water Upgrades Save Annual Report 2022

Accomplishments

The City of Sebastopol Water Upgrades Save program launched on May 24, 2021.

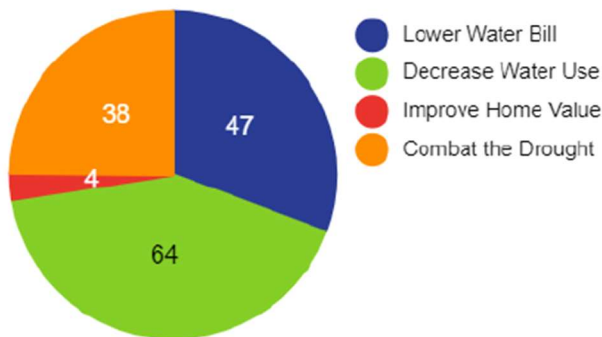
Single Family — Exceeded Annual Goal

The annual goal is to install projects for 1 percent of residential water customers. Of Sebastopol’s 2,125 single-family water customers 45 completed projects since launch comprising 2 percent of single-family customers, and 1.6 percent of all single family and multifamily units.

Metric	Total
Completed Single Family Projects	45
Percent of SF Water Accounts	2%
Total On-Bill Charges	\$26,973
Estimated Annual Gallons Saved	211,839
Estimated Annual Therms Saved	8,879
# Toilets Installed	68
# Showerheads Installed	57

Motivated Customers

Customers participated because they wanted to decrease their water use, lower their utility costs and combat the drought.



High Customer Satisfaction

Customer satisfaction survey results show high ratings across a range of program services.

Satisfaction Survey Topics	% Satisfaction
Overall program rating	94%
Enrollment rating	93%
Assessment scheduling	96%
Water technician rating	97%
Contractor professionalism rating	98%
Overall professionalism	96%
Toilet rating	92%
Showerhead rating	80%
Faucet aerator rating	94%

Satisfaction with showerhead performance is highly influenced by personal preference. In response to early customer feedback, the program added more showerhead options and replaced the initial products.

Multifamily Services

When the program launched in May 2021 multifamily projects were subject to a prevailing wage requirement under State regulations designed for large public projects. The program applied for a waiver, which was granted on October 4, 2021.

While the waiver was being processed, the program began talks with multifamily property owners. One multifamily complex is currently expected to install projects in Q3 2022.

Program Activities

Marketing and Outreach

Single family water customers received a co-branded invitation from the City of Sebastopol on four occasions since launch. The invitation presents the program offer, benefits, and enrollment process with contact information.



Sebastopol Council member Diana Rich, a program participant, with Rigo Bravo, Program Contractor with Bottom Line Utility Solutions, after project install.

BayREN Website. The BayREN website features the Water Upgrades Save customer video and enrollment access.

How to Participate

It's simple to use less water and save money, while doing your part to ease the drought.



waterupgradessave.org

Sebastopol Website. Working with City staff, the program provided content and graphics to include on the City website, as well as program information for the City newsletter.

Customer Interest

As of May 2022, 155 customers filled out the online enrollment app, 130 completed an onsite assessment, and 45 single-family customers completed a water efficiency project.

New Offers

The program is adding two new indoor upgrades:

- **Aqua Mizer** — This product is an affordable toilet retrofit unit that saves water, prevents toilet leaks, and protects against toilet tank floods.
- **Hot water recirculation pump** — When the hot tap is opened the pump recirculates standing cold water in the pipes back to the water heater until the hot water arrives at the faucet.

Outdoor offer. Aligning with State water conservation goals, the program is nearing completion of an outdoor offer to encourage replacing turf with a drought tolerant landscape.

Commercial offer. Also in development is a small/medium business food service offer focusing on water-intense restaurant fixture upgrades.

Leak Detection offer. Lead detection and repair are a high State priority. The program is researching the feasibility of a lead detection/repair offer.

For more information, contact Chris Cone, Program Manager, (707) 413-7283, chris.cone@rcpa.ca.gov