

# Water Use Efficiency Pool Rebates



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Board of Public Utilities,  
Water Conservation Subcommittee

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# Pool Rebates

1. Pool Removal Rebate
2. Pool Cover Rebate



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# Pool Removal Rebate

- Rebates the replacement of in-ground swimming pools and in-ground spas with qualifying low-water use plants.
- Incentivizing customers to replace their pool with a low-water landscape will:
  - Result in **greater water savings** than if the pool is replaced with turf, a high-water landscape.
  - Result in **greater environmental benefits** than if the pool is replaced with turf or a patio.



# Background on Pools in Santa Rosa

- ~ 2,650 residential swimming pools in service area.
- ~ Four residential pool removal permits are filed annually in Santa Rosa.
- Pool removal permit fees in Santa Rosa are typically \$160.
- Average size of a residential in-ground pool in CA is 450 sq. ft.

# Pool Removal Rebate Details

- Offered as part of the Green Exchange Program
  - Rebate maximum: 1,000 square feet at \$0.75/sq. ft.
  - Replacement landscape must meet same requirements as in Cash for Grass

Real-world Example: 387 sq. ft. pool

387 sq. ft. x \$0.75/sq. ft. = \$290.25 rebate



# Proposed Rebate Compared to Other Agencies

| Agency                      | Amount  |
|-----------------------------|---|
| Santa Rosa Water (proposed) | \$0.75/square foot. Up to \$750.  |
| Valley Water                | Normally - \$1.00/square foot<br>Drought Special - \$2.00/square foot. Up to \$3,000. |
| City of Scottsdale, AZ      | \$1.00/square foot + \$200.00 base. Up to \$1,500.                                    |



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# Water Savings and Cost Estimates

- 4,950 gallons saved each year for an average pool in Santa Rosa.
- Estimated rebate participation: 4 pool removals per year
  - Would result in 19,800 gallons saved each year after
  - 25-year water savings: 1.52 acre-feet
- Rebate cost to Santa Rosa Water: approx. \$1,350 per year



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# Pool Cover Rebate



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# Pool Cover Rebate

- Incentive to install a cover for a residential pool to prevent water loss due to evaporation.
- In addition to water savings, pool covers **reduce the amount of energy used to heat the pools by 50-70%** and **reduce the amount of chemicals being added to the pool by 35-60%**.



# Pool Cover Rebate Background

- ~2,650 residential swimming pools in the Santa Rosa Water service area.
- Average size of a residential in-ground pool in CA is 450 sq. ft.
- Pool cover life expectancy:
  - Bubble covers last 2-7 years
  - Foam covers last 8-12 years
  - Solid track covers last 7-11 years
- Several other municipalities in CA offer similar pool cover rebates.

# Pool Cover Rebate Details



- Qualifying pool cover types:
  - Bubble (solar) cover
  - Foam cover
  - Solid track cover
- Qualifying pool cover must:
  - Cover at least 75% of the pool surface area.
  - Be new; not used, secondhand or handmade.
- Rebate application will be available online and at our office.

# Proposed Rebate Compared to Other Agencies

| Agency                         | Amount  |
|--------------------------------|---|
| Santa Rosa (proposed)          | \$50 or price of cover, whichever is less.  |
| North Marin Water District     | \$50 or 25% of price of cover, whichever is less.<br>Drought special: \$75 or 50% of price of cover, whichever is less. |
| Marin Municipal Water District | \$100 or cost of cover, whichever is less.  |
| Contra Costa Water District    | \$50 or cost of cover, whichever is less.   |
| City of Corona                 | \$50 or price of cover, whichever is less.  |
| City of Fresno                 | \$100 or price of cover, whichever is less.   |
| Walnut Valley Water District   | \$50 for purchase of any new pool cover with a minimum cost of \$100.   |
| Mesa Water District            | \$50 or price of cover, whichever is less.  |



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# Water Savings and Cost Estimates

- 12,325 gallons saved each year per qualifying pool cover
- Estimated participation: 10 rebates per year
- Rebate cost to Santa Rosa Water: \$500 per year
- 2-year program water savings: 0.76 acre-foot

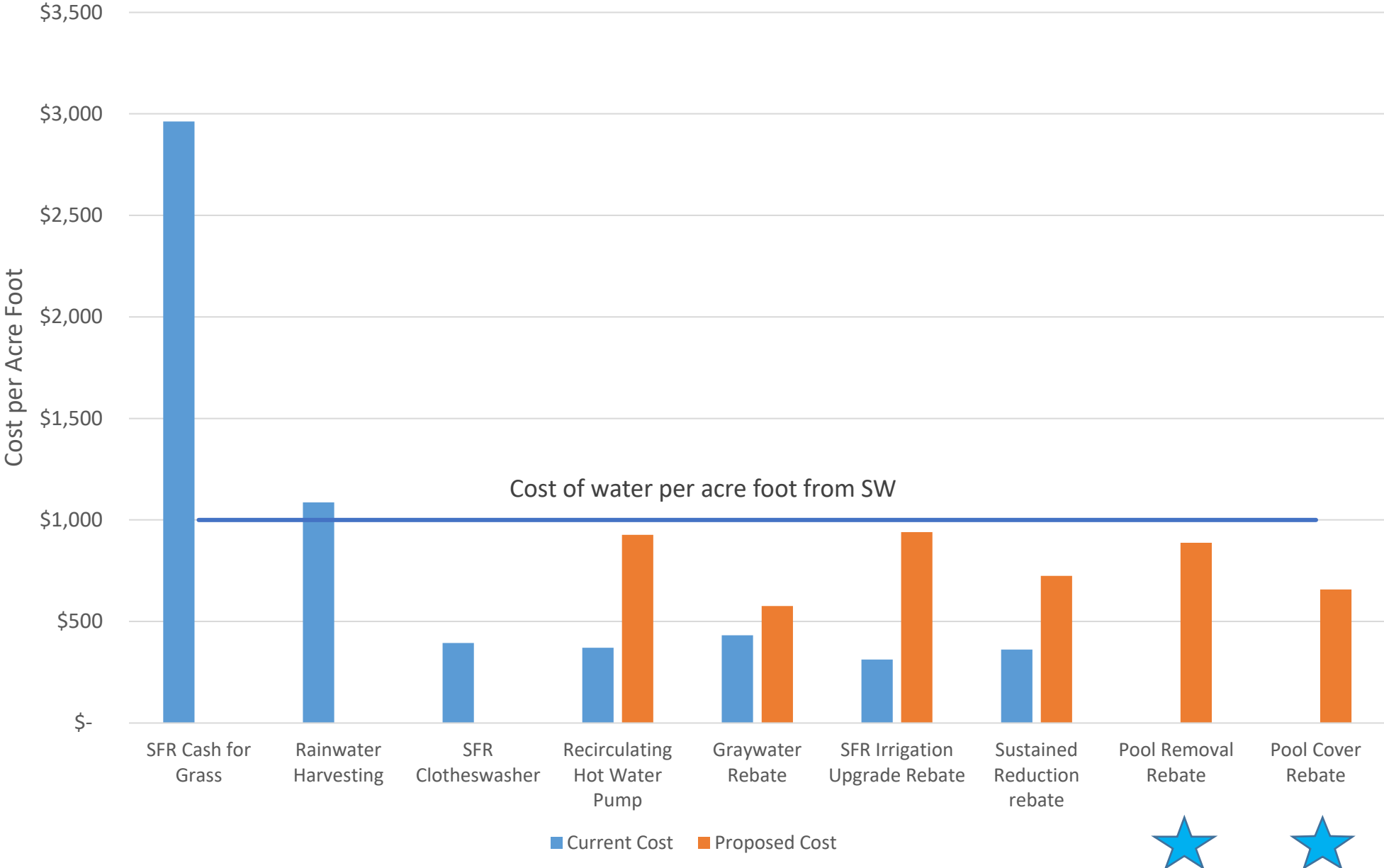


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# Pool Rebates Cost Effectiveness



# Water Use Efficiency Cost Effectiveness Comparison



# Rebate Funds and Communication

- CIP budget is available for rebate increase
  - ~\$461,000 total dollars available
- All rebates are available first come, first served with budget available
- If approved, rebate will be enacted February 1
- Outreach will include: social media, bill insert, website



# Recommendation

It is recommended by the Water Department that the Water Conservation Subcommittee approve the Pool Removal Rebate and Pool Cover Rebate as described.

# Questions?

# Thank you.



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