

**WaterNow and Pacific Institute Project Accelerator  
Catalyzing Water Efficiency Investments through Debt Financing**

**Application Review Criteria**

<b>Criteria</b>	<b>Description</b>
<b><i>Threshold Eligibility Criteria: These criteria must be met to qualify for Accelerator support.</i></b>	
<b>Utility Type</b>	The applicant is a utility, city, town, special district, or other public entity that provides drinking water
<b>State</b>	The applicant is in California or Colorado
<b>WaterNow Membership</b>	An elected or appointed official, or a member of executive management, for the applicant is a WaterNow member, or is willing to become a WaterNow member if selected
<b>Consultation with Finance Staff</b>	The application was developed in consultation with a member of applicant's finance team
<b>Finance Staff Representative</b>	A representative from applicant's finance team is willing to be a regular participant in the project
<b>Project Brief &amp; MOU Capacity</b>	Applicant has capacity to co-develop a Project Brief that outlines the project roadmap, deliverables, and responsibilities, and enter into a Memorandum of Understanding with WaterNow and Pacific Institute

Criteria	Description
<p><b><i>Review Criteria: If an applicant satisfies the threshold eligibility criteria, their application will be reviewed based on the following considerations:</i></b></p>	
<p><b>Applicant has clear water efficiency goals</b></p>	<p>The application indicates that the applicant has specific water efficiency goals, e.g.,</p> <ul style="list-style-type: none"> <li>• Reduce GPCD by XX gallons by XX date</li> <li>• Save XX acre-feet by XX date</li> <li>• Replace XX acres of turf with waterwise landscaping by XX date</li> </ul> <p>The application also indicates a desire/need to expand efficiency beyond past savings, and demonstrates a need for additional funding sources to meet efficiency goals/targets.</p> <p>Preference will be given to applications that can cite to:</p> <ul style="list-style-type: none"> <li>• a policy, plan, or report, that establishes water efficiency goals; or</li> <li>• an ordinance or other regulatory mandate to achieve water efficiency goals.</li> </ul>
<p><b>Applicant demonstrates strong commitment to meeting its water efficiency goals by upscaling incentives</b></p>	<p>Commitment to achieving water efficiency goals using incentives can be demonstrated any or all of the following:</p> <ul style="list-style-type: none"> <li>• Applicant has written goals for upscaling water efficiency incentives in the next 1-3 years</li> <li>• Applicant has allocated meaningful funds towards water efficiency incentives</li> <li>• Applicant does not rely solely on grant funds to pay for water efficiency incentives</li> <li>• Applicant treats water savings from water efficiency incentives as a source of supply</li> <li>• Applicant’s decision makers have made public statements in support of increased water efficiency</li> </ul>

Criteria	Description
<p><b>Applicant has an established water efficiency incentive program</b></p>	<p>The application indicates that the applicant has a water efficiency incentive program in place.</p> <p>Applications that cite multiple types of water efficiency incentives available to both residential and non-residential customers will receive preference.</p>
<p><b>Applicant leadership is open to debt financing water efficiency incentives</b></p>	<p>The application indicates that applicant's leadership and/or finance team is open to the concept of debt financing water efficiency incentives and that support through the Accelerator is aimed at answering discrete legal, accounting, tax, or other questions about how applicant can leverage debt to meet efficiency goals.</p>