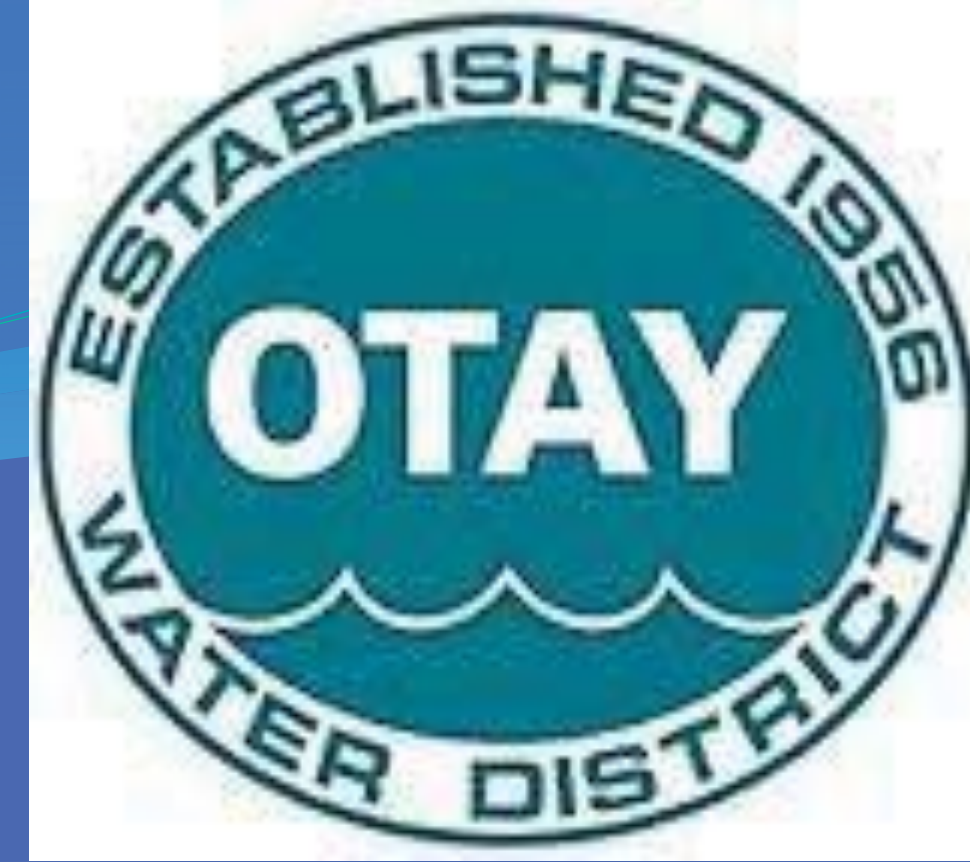




Achieving Landscape Water Savings in Tough Economic Times

William Granger, Water Conservation Manager & Richard Namba, Water Conservation Specialist

Otay Water District



Otay Water District

Service Area

126 square miles of southern San Diego County

Population Served

206,000

Operating Budget (2010-2011)

\$77,000,000

Water Connections

48,839

Water Rates (7.7% increase 1.1.2012)

\$4.63 /HCF/Month > 23 HCF Residential

\$3.32 /HCF/Month > meter size based Commercial

Cash for Water Smart Landscape Program

Time Line	Sponsor	Residential Sq Ft	Commercial Sq Ft	Project Sq Ft	Acreage
2004 - 2008	BOR/MWD/Otay	40498	67717	108215	2.5
2009 - 2010	Otay	21847	83291	105137	2.4
2010 - 2011	Otay	23019	29146	52165	1.2
2011 - 2012	Otay	35000	35000	70000	1.6
Total		85364	180154	265518	7.7



Before



After

Incentive Programs

In response to customer requests for financial incentives to lessen the financial impact of rising water costs, Otay Water District continues to provide a full range of residential and commercial incentive programs. As a retail water agency, the District's wholesale water costs have increased 73% since 2008.

Otay developed two unique landscape programs that support turf removal and irrigation upgrade. Since 2004, Otay Water District has provided the Cash for Water Smart Landscape Program to residential and commercial customers to assist in reducing water consumption and lowering water bills. Residential customers are eligible up to \$2,500.00 and commercial sites are eligible for \$6,500.00 per year. In addition to providing \$1.00/sqft financial incentive, a design template and plant list is also available if requested.

Since 2009, Otay has provided a commercial irrigation upgrade program modeled after the state of California's Model Water Efficient Landscape Ordinance. While California's MWELo targets new construction after January 2010, Otay's Water Smart Irrigation Upgrade Program targets older, existing commercial irrigation systems with the expectation of improving irrigation efficiency to meet or exceed the standards set by the MWELo. Based upon feedback from landscape contractors, irrigation component costs that total less than the maximum amount available will be reimbursed at 40% of the component costs to offset labor costs up to the maximum \$6,500.00 amount available in the program. Commercial participation increased dramatically when a labor component was provided.

Water Conservation Programs

Goals

- To save an additional 150 AF in 2011 as mandated by the District's Strategic Plan
- To provide tangible customer service options to offset rising water costs

Residential Services

- Residential survey
- Rebates for HET, HEW, WBIC, rotating nozzles
- Landscape consultation and planning
- Grass removal: **Cash for Water Smart Landscape**

Commercial Services

- Irrigation audits
- Rebates for WBIC and rotating nozzles
- Grass removal: **Cash for Water Smart Landscape**
- Irrigation upgrade: **Water Smart Irrigation Upgrade**

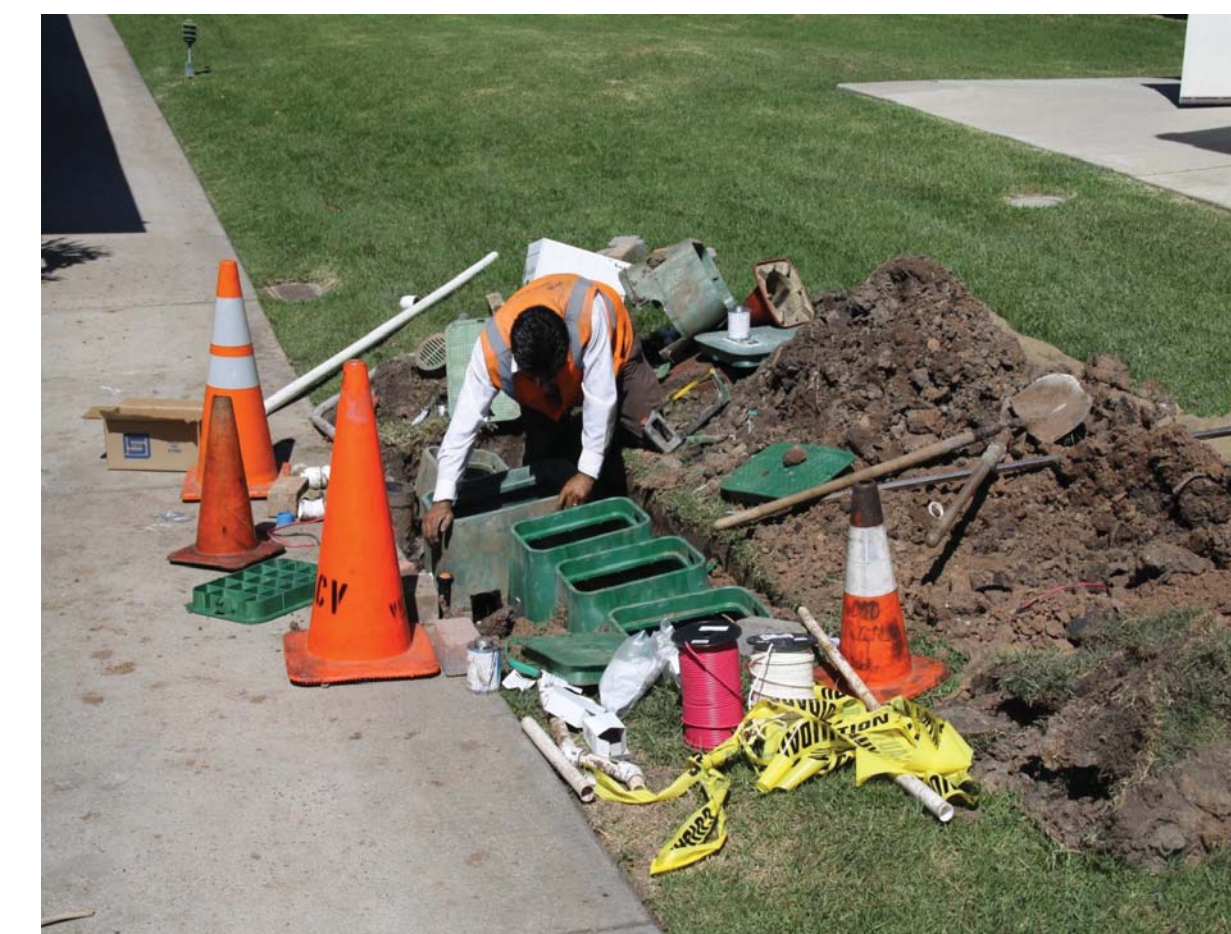
Water Smart Irrigation Upgrade Program

Year	Budget	D.U. Pre	D.U. Post
2009 - 2010	\$10,000	29	61
2010 - 2011	\$35,000	33	74

D.U. = Distribution Uniformity



Before



After

Conclusions

- Large landscape incentive programs with strict protocols are an effective stimulus to generate community participation in tough economic times
- Rebates for turf conversion and irrigation upgrades at residential and commercial sites have stimulated increased participation and community awareness of cost effective landscape and irrigation component conversion
- Completed project sites create a snowballing community synergy that stimulates new program participation
- Incentive based programs that reduce turf areas and increase irrigation efficiency are effective water conserving tools acknowledged and accepted by customers distressed about the increasing cost of water
- Irrigation component upgrades on older irrigation systems can meet or exceed the state of California's Model Water Efficient Landscape Ordinance's irrigation efficiency standards.

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