



Water Budgets - Improving Traditional Conservation Programs

Matthew S. Dickens
Resource Conservation Manager
Valencia Water Company
Phone: 661.510.9733
Fax: 661.294.3806



Valencia Water Company
24631 Ave Rockefeller
Valencia, CA 91355
www.valenciawater.com



Valencia
Water
Company

Residential



Dedicated Irrigation

WaterSmart Allocation Program (Example)

Indoor Allocation

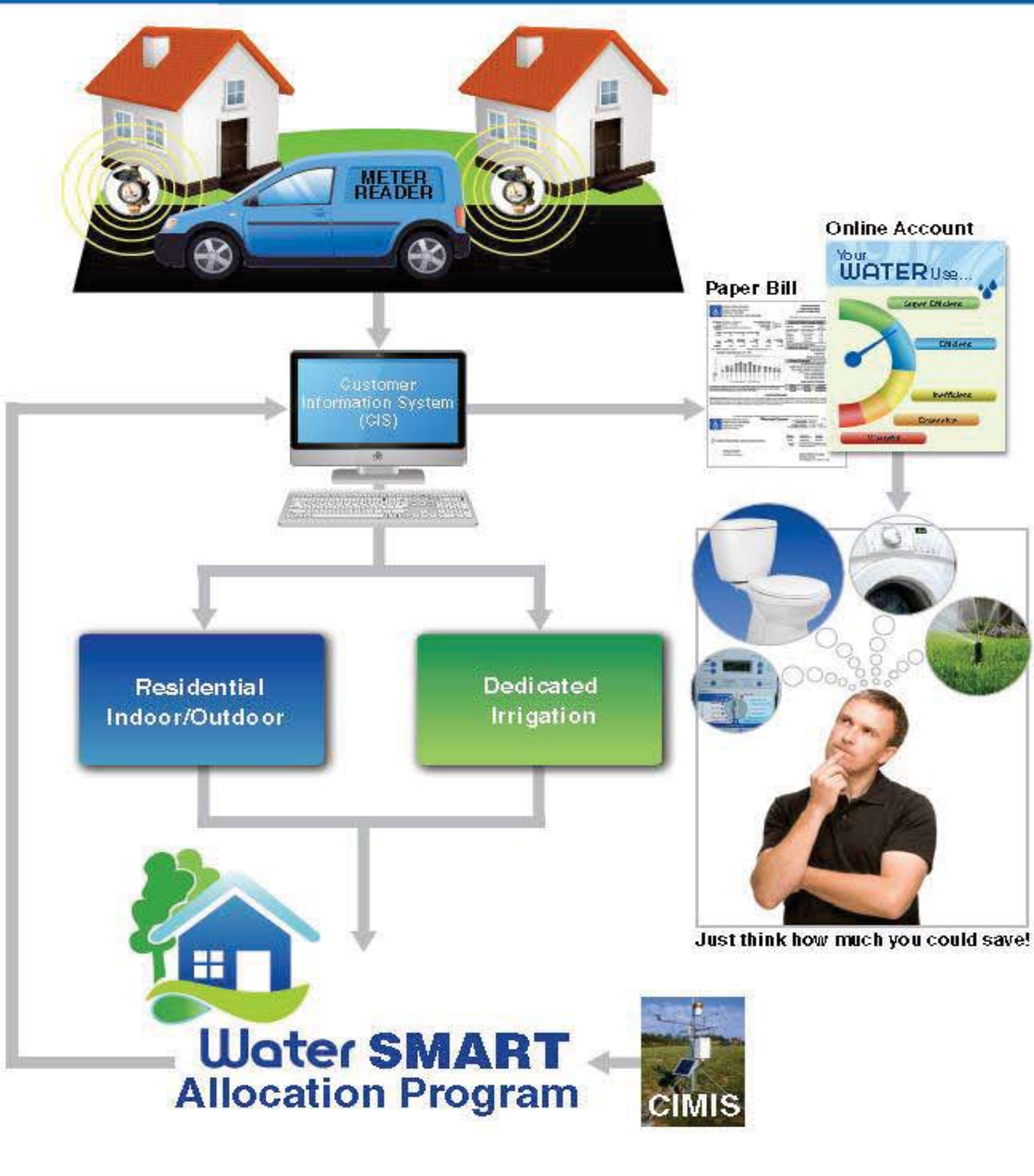
55 Gal. 55 Gal.
55 Gal. 55 Gal.

220 Gal./Day
or
205 CC/Day
(Typical Month - 100 Gal. Crp Crp)

Outdoor Allocation

Residential Landscaped Area =
(250sqft X 6 To X 6.2 X 7) + (250sqft X 6 To X 6.2 X 5)
= 7K 7 sqft of Irrigation

RATE TIER	RESIDENTIAL	% OF ALLOCATION
SUPER EFFICIENT	.84 X SGR	Indoor
EFFICIENT	SGR	Outdoor
STANDARD	1.25 X SGR	101-150%
WASTEFUL	1.3 X Tier 3	151-200%
WASTEFUL	1.3 X Tier 4	201% +



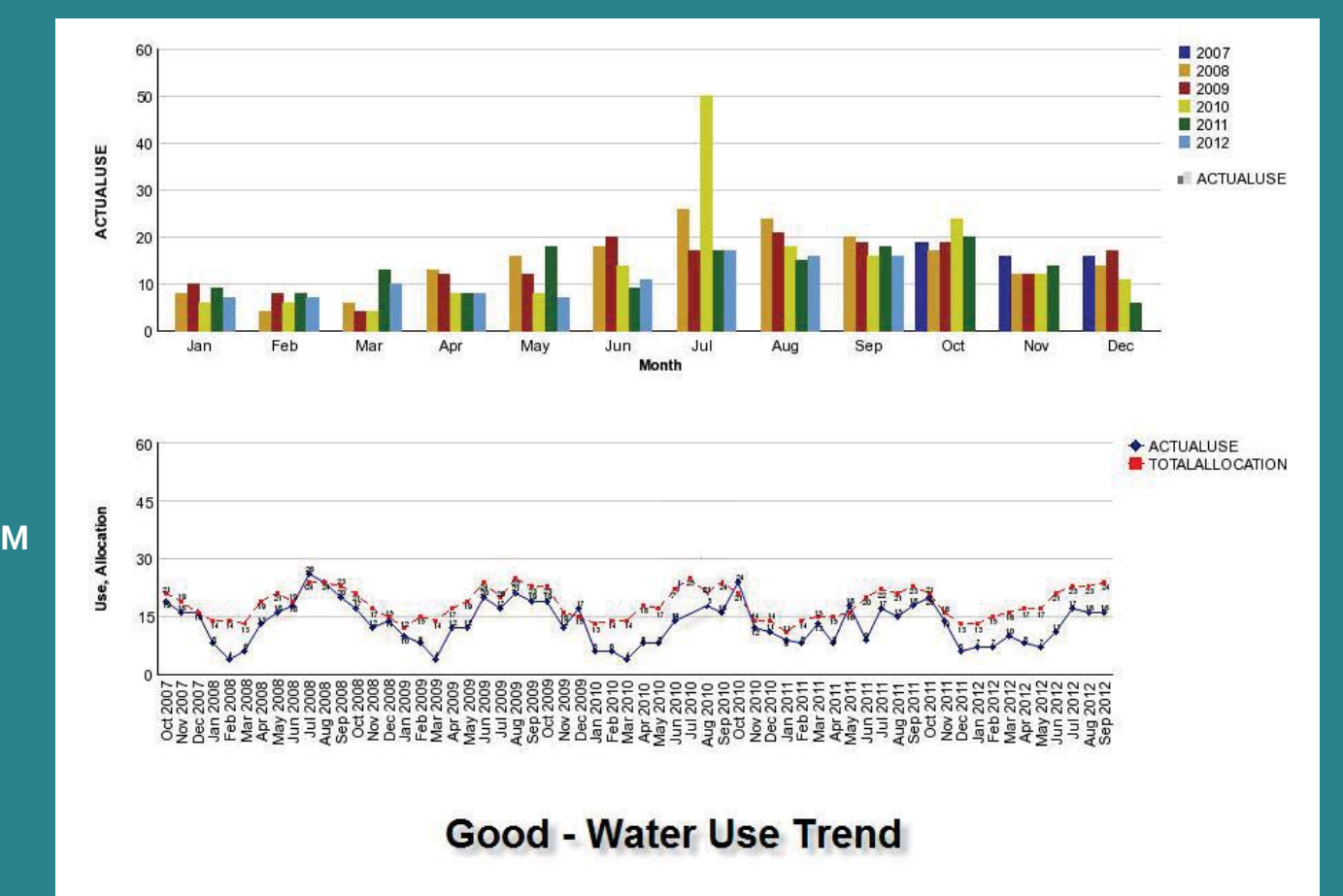
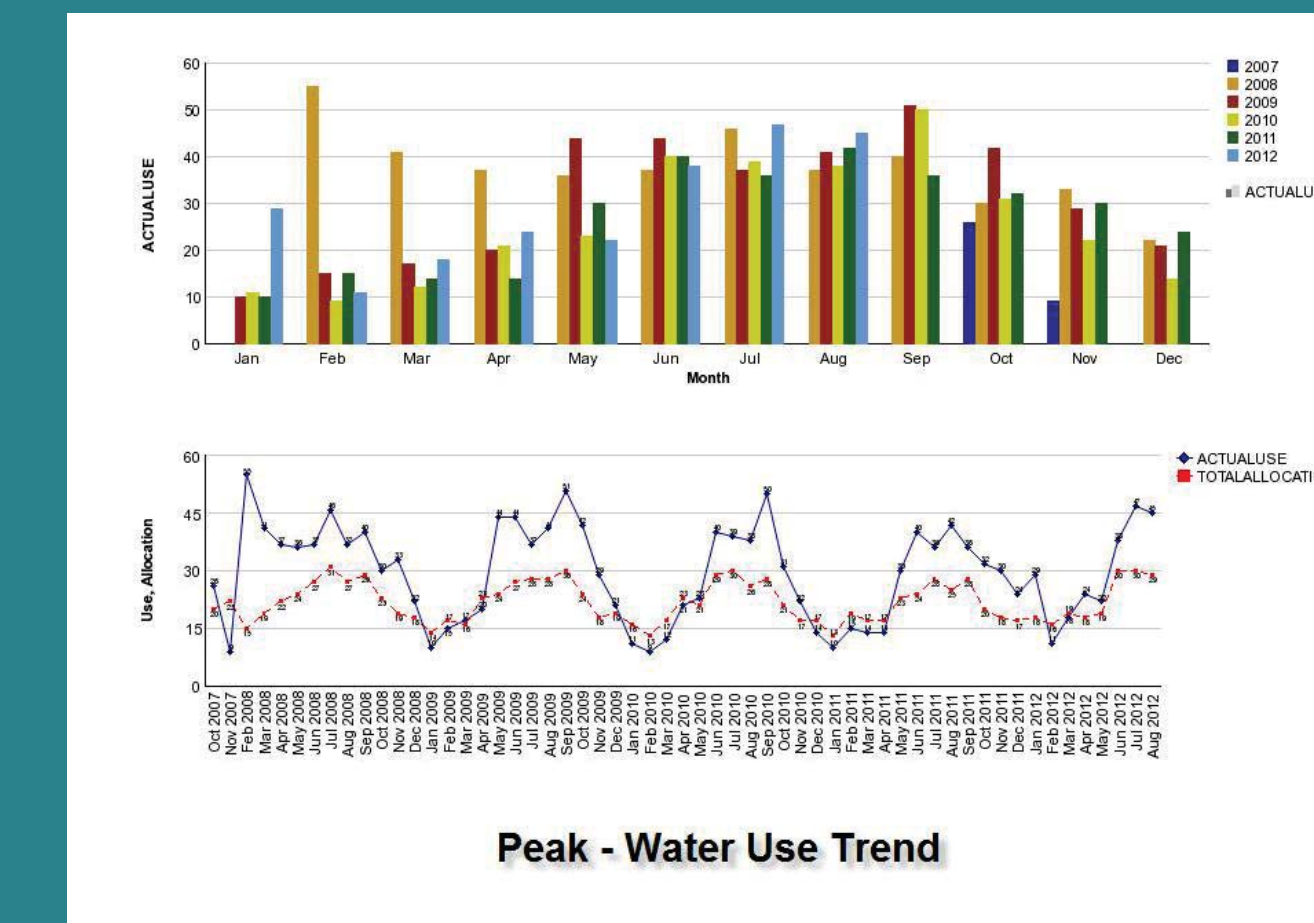
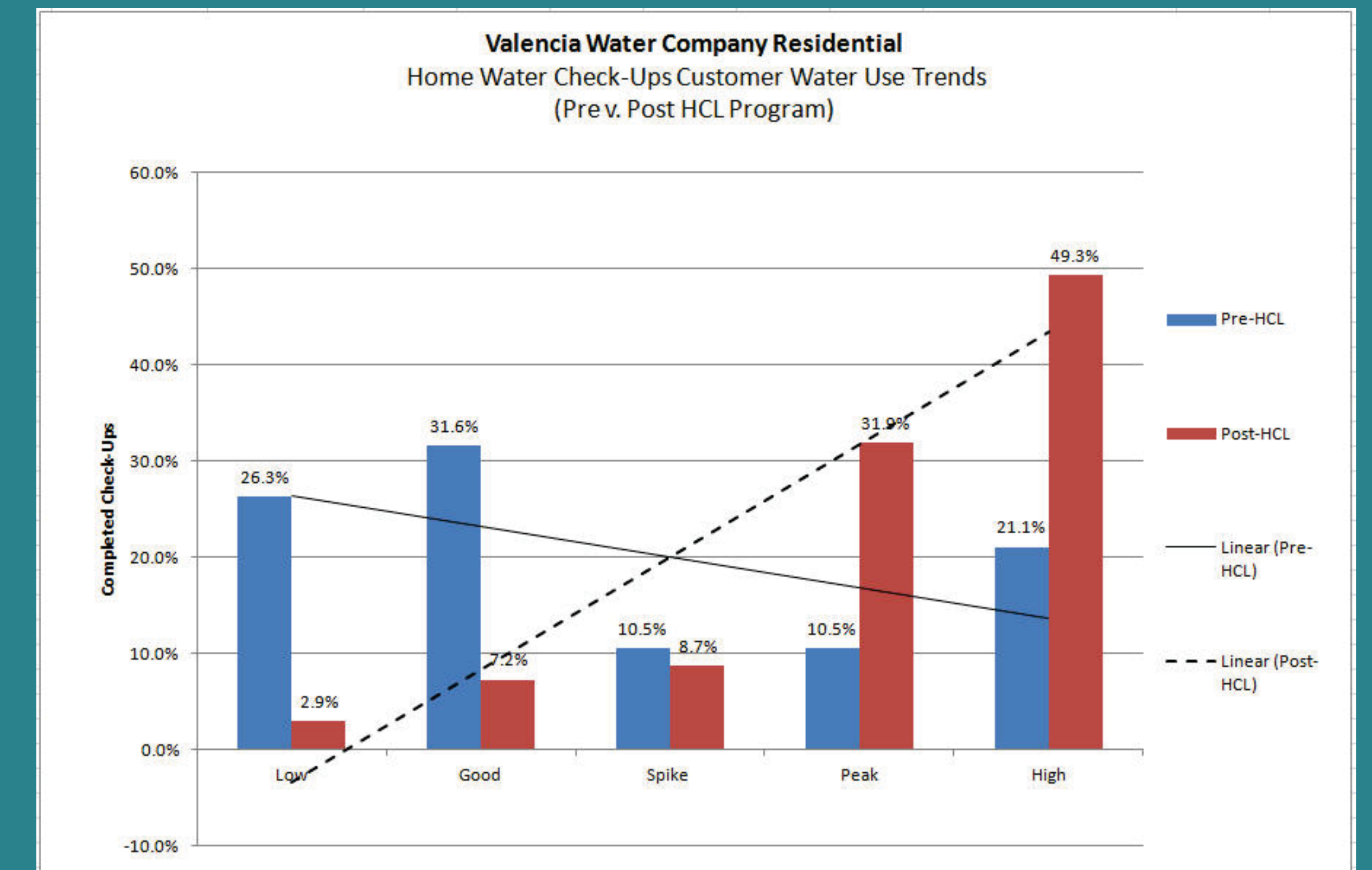
WaterSmart Allocation Program (Example)

Dedicated Irrigation

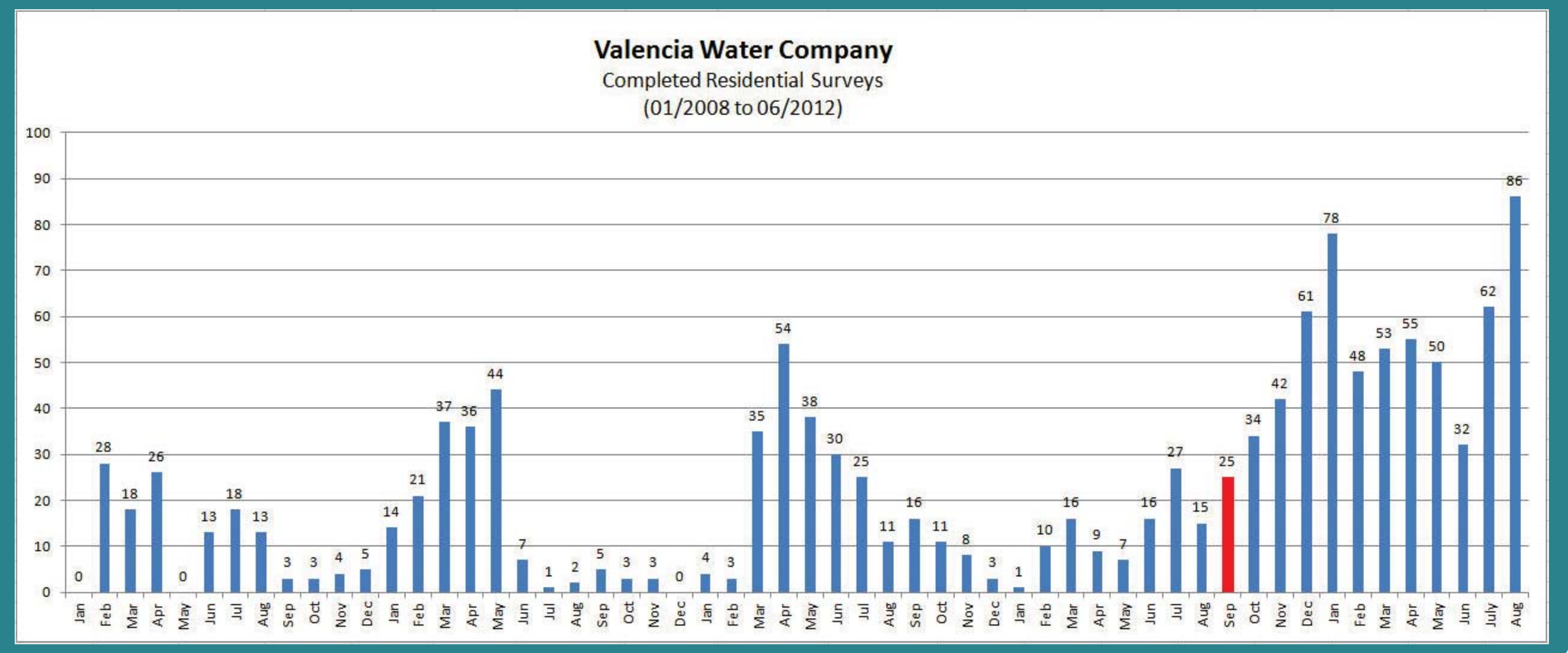
Dedicated Irrigation Meter =
4,940sqft Area and 2.6 To X 6.2 X 5) + (250sqft Landscaped Area and 6 To X 6.2 X 5)
= 62K 7 sqft of Irrigation

RATE TIER	DM	% OF ALLOCATION
SUPER EFFICIENT	.84 X SGR	0.36%
EFFICIENT	SGR	36.10%
STANDARD	1.1 X SGR	101-150%
WASTEFUL	1.15 X Tier 3	151-200%
WASTEFUL	1.25 X Tier 4	201% +

Benefits of Targeted Marketing



Sustainable Increase in Program Participation



Actual Water Savings

