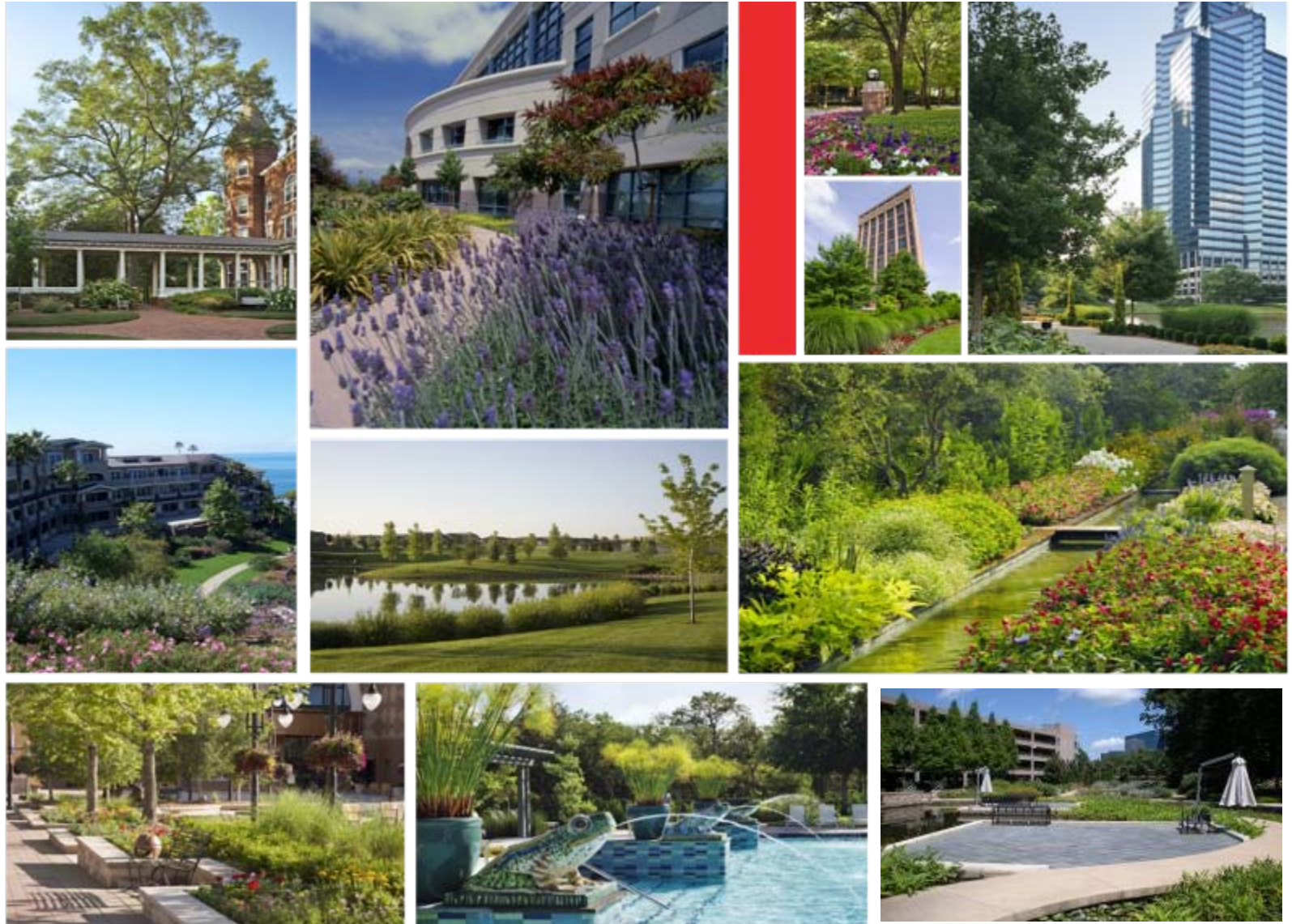


# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# The Role of the Landscape Contractor to Conserve Water



Water Smart Conference

Las Vegas, Nevada Friday October 9

**Richard Restuccia**

ValleyCrest Companies

Sales Leader – Western United States



**ValleyCrest**

Landscape Companies

Celebrating 60 Years

1949 ~ 2009

# You & Water Management

# Overview

- An Idea is Born
- Current Situation and Challenges
- VCLM Current Practices
- Various City and State Agency Solutions
- Future Solutions

*Water is one of our most precious natural resources that must be conserved*



# An Idea Is Born

- Create Water Management Firm
- Business Plan
- Discovery



# Best Strategic Position

- Currently Have Thousands of Customers
- Established Line of Communication
- Familiar with Irrigation Systems
- Knowledgeable about Water Management
- On Site
- Established Trust

# Current Situation

- Water Shortage
- Economic Impact
- Rate Increases
- New Requirements
- Rebates



**The message is clear...water is a limited resource that we need to use wisely**



# ValleyCrest's Current Practices

- Irrigation Evaluation
- Identify Potential Ways to Save Water
- Water Management Checklist
- Make Repairs
- Establish Priorities



# Water Management Checklist



- Turf
- Shrub and Annual Beds
- Efficient and Uniform Distribution
- Controllers and Programming



# Water Management Program



- Establish Goals
- Develop Water Budget
- Provide Recommendations and Savings



# Water Management Program

- Action Plan
- Develop Base and Schedule
- Track Water Use Monthly



# Irrigation Meter

- A separate meter provides important data regarding water use
- Can also help determine if there is a hidden leak





# Monthly Estimated Water Budget

Based on local historical Evapotranspiration (ET) rates and the site properties listed below, the plant water use requirement and estimated water use are as follows:

## LANDSCAPE AREA

TURF SQ. FT.	47349
SHRUB SQ. FT.	38835

## LANDSCAPE COEFFICIENT

TURF K <sub>L</sub>	1.0
SHRUB K <sub>L</sub>	0.5

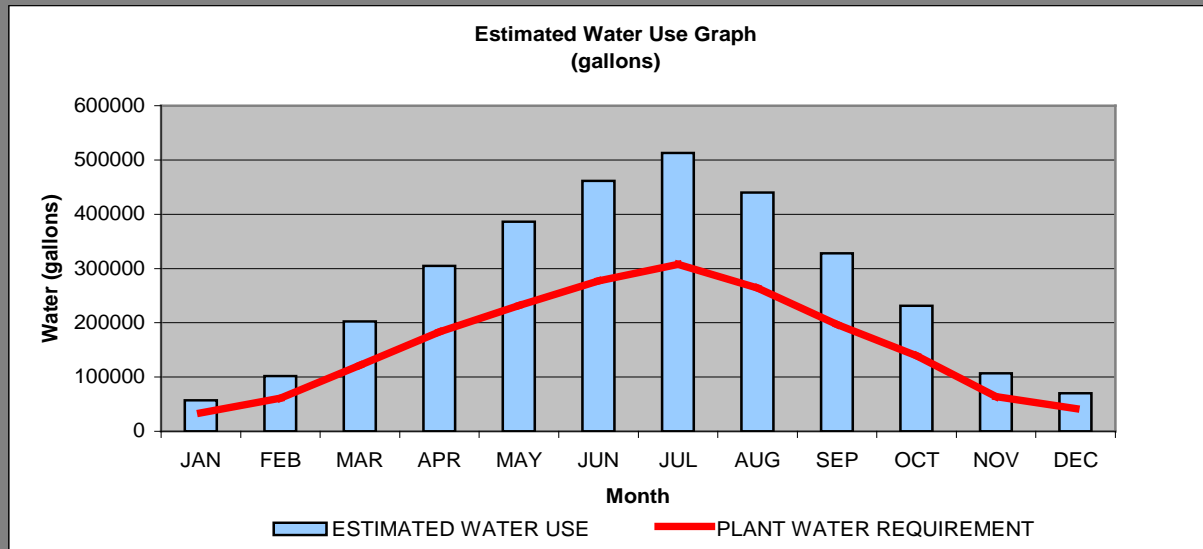
## EST. EFFICIENCY

TURF EFF.	60%
SHRUB EFF.	60%

## PRECIPITATION RATES

SPRAYS	1.7
ROTORS	0.7

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MONTHLY ETo	0.82	1.47	2.92	4.40	5.57	6.66	7.40	6.35	4.73	3.34	1.54	1.01	46.21
PLANT WATER REQUIREMENT	34108	61145	121459	183020	231687	277026	307807	264132	196747	138929	64057	42011	1922129
ESTIMATED WATER USE	56847	101909	202432	305034	386145	461710	513012	440219	327911	231548	106762	70019	3203549



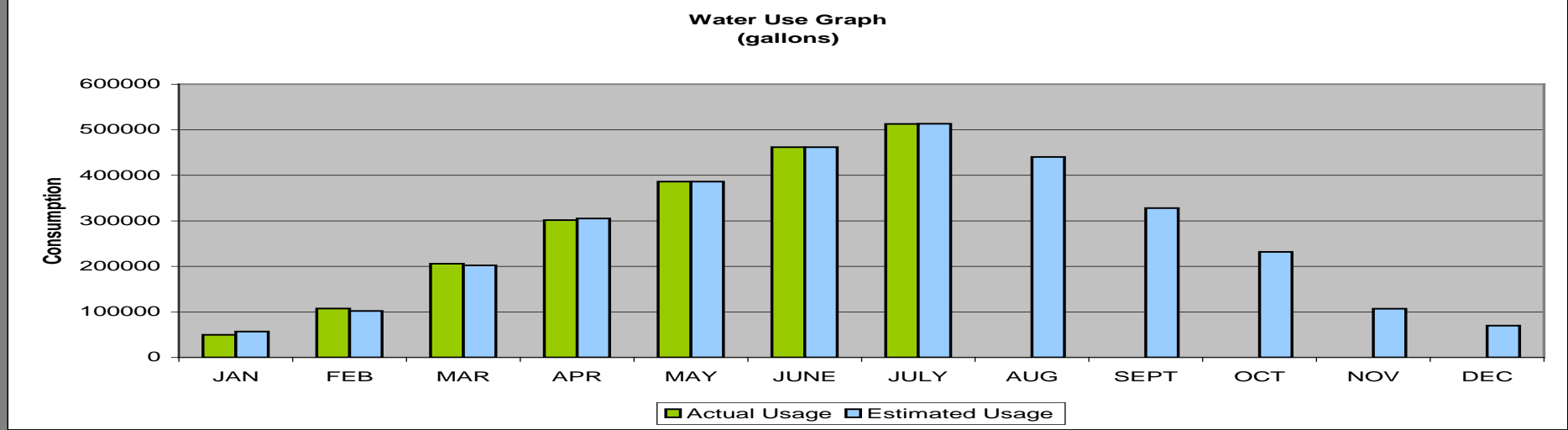
Site Name: \_\_\_\_\_

Meter Number: \_\_\_\_\_

The following log provides a summarized comparison of actual Evapotranspiration and actual Water Consumption Data

	EvapoTranspiration Data		
	Historical	Actual	Variance
JAN	0.82	0.77	0.05
FEB	1.47	1.40	0.07
MAR	2.92	2.67	0.25
APR	4.40	4.60	0.20
MAY	5.57	5.63	0.06
JUNE	6.66	6.50	0.16
JULY	7.40	7.23	0.17
AUG	6.35		6.35
SEPT	4.73		4.73
OCT	3.34		3.34
NOV	1.54		1.54
DEC	1.01		1.01
TOTAL	46.21	28.80	17.41

	Water Consumption Data				
	Beginning Reading	Ending Reading	Actual Usage	Estimated Usage	Variance
JAN	445643	495323	49680	56847	7167
FEB	495323	602665	107342	101909	5433
MAR	602665	808564	205899	202432	3467
APR	808564	1110124	301560	305034	3474
MAY	1110124	1496424	386300	386145	155
JUNE	1496424	1958024	461600	461710	110
JULY	1958024	2470914	512890	513012	122
AUG	2470914			440219	
SEPT				327911	
OCT				231548	
NOV				106762	
DEC				70019	
TOTAL			2025271	3203549	1818

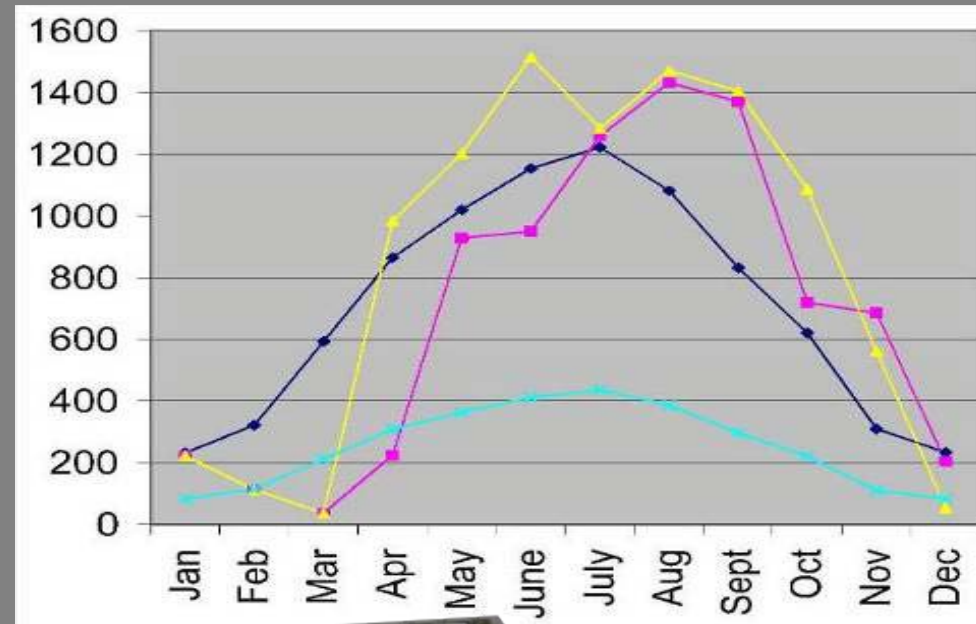


Summary:

During the month of July, water usage was below the estimated usage. It should be noted that actual ET rates were lower than normal thus irrigation watering times were reduced.

# Benchmark

- Once the baseline usage is established year over year tracking can determine the actual ROI of the improvements, upgrades and cultural changes



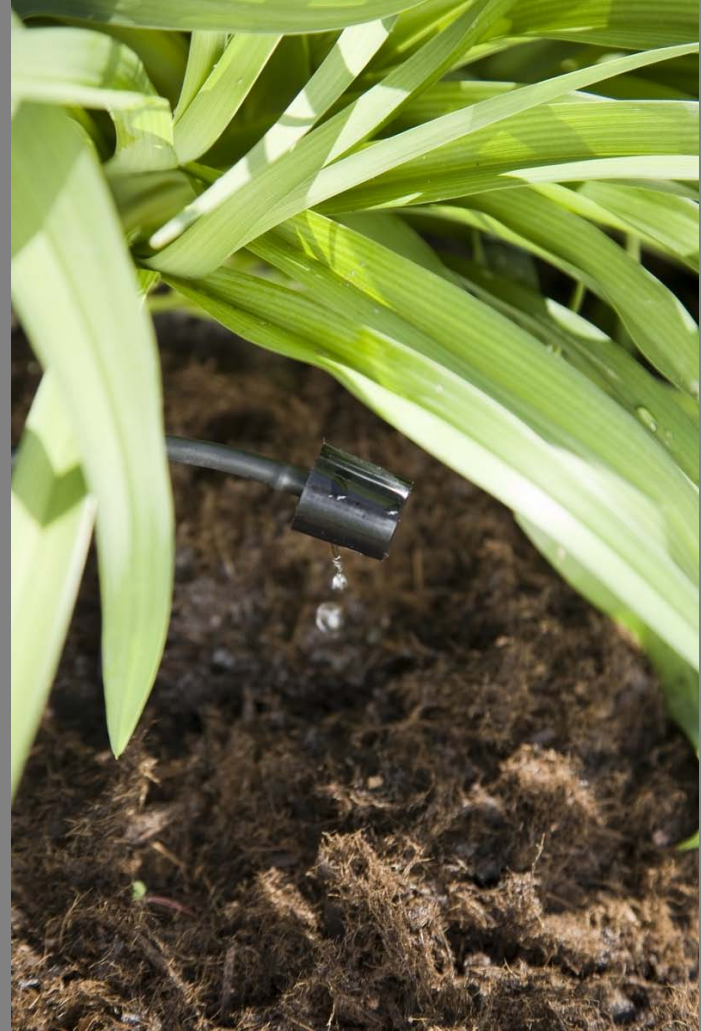
# Agency Solutions

- Rebates
- Offers of Products
- Increased Rates
- Declaring a Water Shortage Emergency
- Water Restrictions
- Fines



# Future Solutions

- Making Gains
- More Collaboration
  - Landscape Companies
  - Manufacturers
  - Distributors
  - Water Agencies







ValleyCrest Landscape Companies, Inc.



