

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





The Power of the Web: Landscape Water Savings

Nick Mrvos, Senior Conservation Specialist
October, 2009



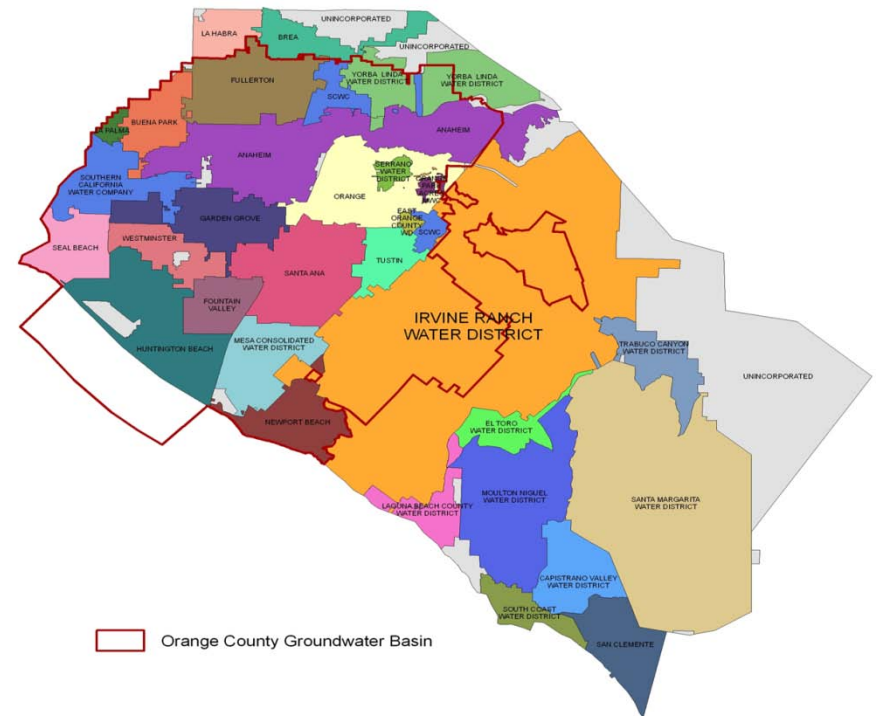
Background

- Water Conservation:
 - Programs
 - Marketing
 - Communication
 - On-going Outreach
- How Can Technology be use to achieve Conservation Goals?



Irvine Ranch Water District

- Located in Orange County, Southern California
- 179 square miles
- Approximately 100,000 customer accounts
- Relatively affluent area
- Customers are “wired”





Benefits of a Webinar

- Convenience – participate from home or own office
- Timeliness – easy to update content
- Impact - on-line, interactive presentation
- Cost-effective outreach
 - Educate HOA Board members, landscape maintenance contractors, architects etc. about IRWD's landscape conservation programs and resources
- Accessibility
 - Leverage content by placing recording on IRWD website
 - Regional applicability and access via Metropolitan

New Ways For Smart Landscape Watering





Development and Registration

- Determine Target Audience (residential, property managers)
- Distillation of Main Points
- Visuals and Scripts
- Two Sessions
 - 69 people for 8 am
 - 50 people for 10 am
- Pre-Registration
 - Option that lets IRWD capture information about who has accessed the information.



Marketing

- Lobby Banner
- Main Webpage
- Article in Monthly Newsletter
 - E-mailed
 - Snail-mailed
- E-mail invitation to former landscape workshop attendees
- Counter cards at customer service desks

A promotional banner for a webinar. On the left, a man and a woman are looking at a laptop. The text on the right reads: "No need to leave the comfort of your home to attend our first FREE landscape Webinar, 'New Ways for Smart Landscape Watering,' on Saturday May 30, at 8:00 a.m. or 10:00 a.m." Below the text is a photograph of a lawn with purple flowers and a sprinkler. At the bottom right, there are two blue buttons: "SIGN UP NOW for 8 a.m. session" and "SIGN UP NOW for 10 a.m. session".

No need to leave the comfort of your home to attend our first FREE landscape Webinar, "New Ways for Smart Landscape Watering," on Saturday May 30, at 8:00 a.m. or 10:00 a.m.

SIGN UP NOW
for 8 a.m. session

SIGN UP NOW
for 10 a.m. session



Marketing



AlwaysWaterSmart.com
Irvine Ranch Water District
15600 Sand Canyon Avenue
Irvine, California 92618

First Class
U.S. Postage
PAID
Irvine, CA
Permit No. 565



Webinar Format

- 40 Minute Presentation
- Live Polls During the Webinar
 - Engaged participants
 - Helped guide the discussion
- 20 Minute Q&A
 - Phone
 - Typed questions
 - Unanswered questions due to time constraints were responded to within 48 hrs
- Direct follow-up via e-mail for survey response





Presented by our Experts



Fiona Sanchez
Conservation Manager
Irvine Ranch Water District



Nick Mrvos
Senior Conservation Specialist
Irvine Ranch Water District



Tom Larson
Landscape & Irrigation
Specialist
DUDEK



Webinar Delivery

- **Polling:**
 - During the presentation to elicit information from the audience.
 - Polling can also be used to ask attendees about activities, needs, knowledge of existing conservation programs, etc.
- **Q&A:**
 - Allows attendees to ask questions of the presenters to provide interactivity
 - Helps IRWD to understand what is on the mind of attendees.



What's Your Opinion?

Landscaping accounts for what percentage of annual total household water use?

10%

30%

60%

75%



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Webinar Content

Deliver information in an engaging manner with a “call to action” for participants to:

1. Adopt California Friendly Landscape principles.
2. Include landscape irrigation efficiency specifications in landscape maintenance/management contracts.
3. Apply for irrigation retrofit funding (ET controllers, rotary nozzles, irrigation improvements).



New Ways for Smart Landscape Watering

**Click
for Tips**

Frequently Asked Rebate Questions

SAVE MONEY · SAVE WATER · UPGRADE NOW !



Tuning Up Your Irrigation System



**1. Raise & Level
Sprinkler Heads**



**2. Reduce Pressure to
Avoid Misting**



**3. Use Streaming
Rotating Nozzles**



**4. Adjust Spray
Pattern**



Boost Your Landscape Performance

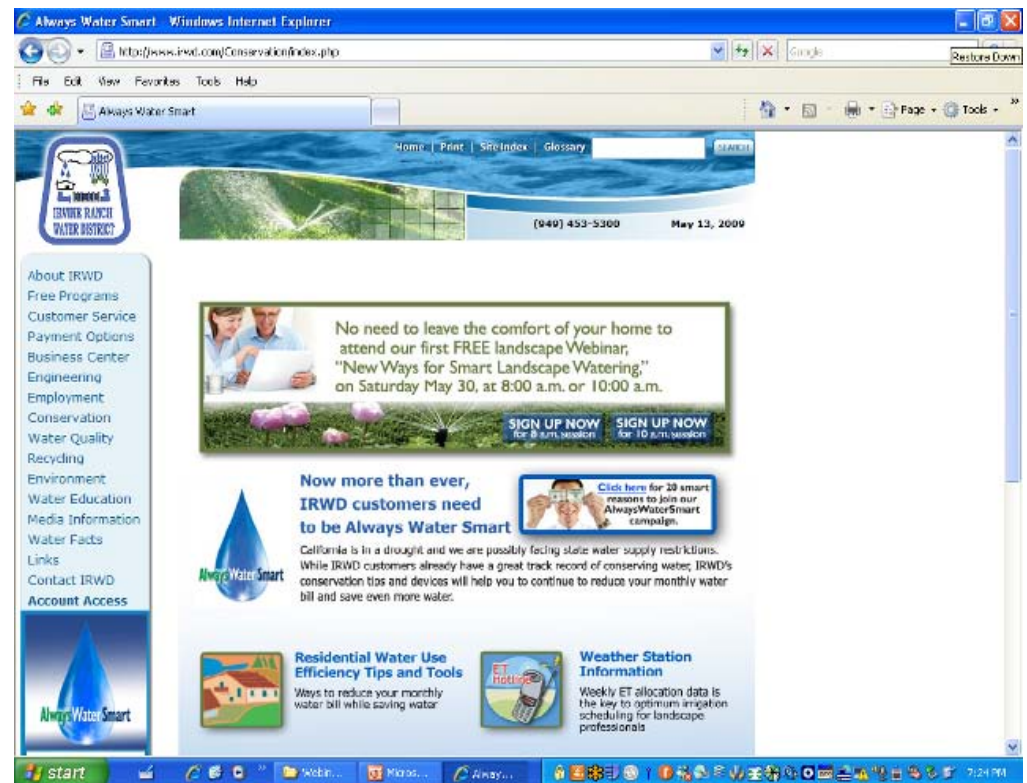
- **Grass**
 - **Replace, if possible**
 - **Mow at 2.5 inches height**





Post-Webinar Survey Results

- 92% would recommend to a friend
- 71% checked their irrigation system following the Webinar
- 50% had not used IRWD resources, but intended to
 - Expanded resource list provided on IRWD website
 - Webinar posted on website





Post-Webinar Survey Results

- Best Marketing Methods
 - Pipelines Newsletter and e-mailed invites
- No Show Reasons - Residential
 - Better times: early weekday evenings, Sat. afternoon
- What Was Participant Hoping to Learn?
 - General water conservation
 - Suitable plants for the area
 - Info on rain-sensing controllers



Summary

- Take advantage of new technology to promote water conservation
- Cost-effective solutions
- Interactive participation
- Accelerated program participation resulting in increased water savings



Questions?

Nick Mrvos

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