

# This presentation premiered at WaterSmart Innovations

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





## Landscape Webinars: Can they actually save water?

**WaterSmart Innovations 2011**

Amy K. McNulty



# Irvine Ranch Water District

- Service area of 179 square miles is over 20% of Orange County, CA
- Serve all or portions of:
  - City of Irvine
  - City of Lake Forest
  - City of Tustin
  - City of Newport Beach
  - City of Costa Mesa
  - City of Orange
  - Unincorporated OC





# History

- Metropolitan Water District Enhanced Conservation Program
- Awarded grant in 2006
- Develop three landscape webinars
- Webinars were an emerging technology at this time





## Webi- what???

### **Webinar or Web conferencing**

A service that allows conferencing events to be shared with remote locations.

Most vendors also provide either a recorded copy of an event, or a means for a subscriber to record an event. The service allows information to be shared simultaneously, across geographically dispersed locations in nearly real-time.

Applications for web conferencing include meetings, training events, lectures, or short presentations from any computer. A participant can be either an individual person or a group.

-Wikipedia



# World Wide Web meets Seminar





# Marketing and Design Strategies

## Targeted Audience Characteristics

WHO	Residential	Commercial	Public Sector
WHAT	Variety of backgrounds	Working Professionals <ul style="list-style-type: none"><li>• Property Managers</li><li>• HOA Board Members</li></ul>	Working Professionals <ul style="list-style-type: none"><li>• City Planners</li><li>• Water Use Efficiency Professionals</li><li>• Landscape Professionals</li></ul>
WHEN	Free time	Company Time	Company Time
WHERE	Home	Work	Work
WHY	Interest in gardening and environment	Interest in expenses and company image	Interest in new regulation requirements and compliance



# Marketing and Design Strategies

	New Ways for Smart Landscape Watering	Cost-Saving Irrigation Tips for Property Managers	Implementing the New Orange County Water Efficient Landscape Ordinance
Key Message:	Preventing Over-Irrigation	Effective Landscape Water Management	Understanding the requirements and implementation of the Model Water Efficient Landscape Ordinance
Content:	<ul style="list-style-type: none"> <li>• Irrigation system tune ups</li> <li>• Controlling a sprinkler timer</li> <li>• Boosting landscape performance</li> </ul>	<ul style="list-style-type: none"> <li>• Overview of water resources and water costs</li> <li>• Hidden costs of over-watering</li> <li>• Site inspections, and signs to look for</li> <li>• Irrigation upgrades</li> <li>• Water management resources</li> </ul>	<ul style="list-style-type: none"> <li>• State issues driving the ordinance</li> <li>• Why cities are required to implement the landscape ordinance</li> <li>• Impacts to cities and applicants</li> <li>• Resources and tools</li> </ul>
Time:	Saturday morning (2 sessions) <ul style="list-style-type: none"> <li>• 8:00 AM &amp; 10:00 AM</li> </ul>	Wednesday at 1:00 PM	Wednesday 11:30 AM





# Residential Webinar Marketing

- Press Release
- Pipelines article
- Flyer
  - Spring Residential Workshop
- Lobby banner
- Web banner on IRWD website [www.AlwaysWaterSmart.com](http://www.AlwaysWaterSmart.com)
- Email reminders to registered participants



IRWD Embraces Latest Web Technology To Help Residents Save Water - Irvine Ranch ... Page 1 of 1

## Irvine Ranch Water District



### New Ways for Smart Landscape Watering

Join us May 30 for our first free webinar for IRWD homeowners

Did you know that 50 percent of residential water use is used for landscape and as much as 25-30 percent of that is wasted? The truth is many people simply do not know how much water their landscape needs, or they think it needs far more than it actually does. When in doubt, people tend to over water, but when it comes to having a healthy landscape, more is not always better. In fact, over watering can cause just as much harm as under watering. Ensuring that your landscape receives just the right amount will enable you to achieve a luscious landscape that will thrive in our Southern California climate.

On Saturday, May 30, Irvine Ranch Water District will be airing its first landscape webinar. A webinar is a seminar delivered over the internet. It is delivered in real time so viewers can submit questions and answers through their computer. Webinars offer an interactive learning experience without having to leave home. Irvine Ranch Water District is very pleased to offer this type of technology to our customers and hope that you will log on, and tune in to learning New Ways for Smart Landscape Watering.



No need to rush out and leave the comfort of your home to attend our next landscape seminar. Begin Saturday morning, May 30 by savoring your morning coffee while viewing our stimulating interactive presentation on the latest ways to keep your landscape healthy.

#### Register for this Free Webinar Today

Simply log on from the convenience of your home Saturday morning, May 30, to join our water conservation and landscape experts for an informative, interactive 45-minute session that will cover:

- 5 easy steps to tune up your irrigation system
- 3 key features of your irrigation controller
- Q & A with our experts

#### Two Sessions to choose From

An early bird session will start at 8 a.m. and a second session will start at 10 a.m. To register for either session, please visit [AlwaysWaterSmart.com](http://AlwaysWaterSmart.com) and click on the "SIGN UP NOW" button near the top of the page.



Find out how to improve the efficiency of your irrigation system with a simple change-out to water-saving rotating nozzles for your existing spray heads.



Learn about "smart" weather-based irrigation controller technology for hands-off water scheduling.



For more water-and-money-saving suggestions, visit "Residential Water Use Efficiency Tips and Tools" at [www.AlwaysWaterSmart.com](http://www.AlwaysWaterSmart.com)



# Commercial Webinar Marketing

- Postcard
  - 200 mailed
  - Emailed PDF to 4,900 account subscribers and contacts
- Electronic flyer accompanied monthly landscape performance reports
  - Property managers
  - Landscape contractors
  - Account holders
- Lobby banner
- Website banner linked to Registration page on [www.AlwaysWaterSmart.com](http://www.AlwaysWaterSmart.com)

**Don't miss this FREE Webinar:**  
**COST-SAVING Irrigation Tips for Property Managers**  
with Irvine Ranch Water District's water conservation experts  
Wednesday, September 2 at 1:00 p.m.

Join us for a FREE one-hour Webinar on Wednesday, September 2 from 1:00 to 2:00 p.m. to learn simple, practical tips that will help you manage your landscape water use more efficiently and save money on the water bills for your property.

A Webinar is a seminar delivered over the Internet. You can join our water conservation and landscape experts for an informative, interactive session from your office desk. The session will cover:


- Signs of over-watering and what to look for
- Effective system evaluation / walk through
- Hidden costs of over-watering and how to prevent it
- Cost-effective improvements and upgrades
  - How to improve the irrigation system
  - Selecting projects
- Easy-to-use water management tracking tools

Register online at: [AlwaysWaterSmart.com](http://AlwaysWaterSmart.com)  
and click on the **SIGN UP NOW** banner.



Don't miss Irvine Ranch Water District's FREE Webinar  
**COST-SAVING Irrigation Tips for Property Managers**  
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**SIGN UP NOW** at: [AlwaysWaterSmart.com](http://AlwaysWaterSmart.com)



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

First Class  
U.S. Postage  
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Permit No. 565



# Public Sector Webinar Marketing

- Flyer
  - Emailed by
    - IRWD
    - MWDOC
    - League of CA Cities
  - Distributed at regional meetings
- Website banner linked to Registration page on [www.AlwaysWaterSmart.com](http://www.AlwaysWaterSmart.com)

## Implementing the New Water-Efficient Landscape Ordinance for Orange County



### How to work with the new water efficient landscape ordinance

A Free Interactive Webinar presented on Wednesday, March 10, 11:30 a.m. - 12:30 p.m.

Join our panel of landscape irrigation efficiency experts:

- Fiona Sanchez, moderator and IRWD Conservation Mgr.
- Joe Berg, MWDOC Water Use Efficiency Programs Mgr.
- Lacy Kelly, League of California Cities

Learn timely information on implementing the new Orange County Model Landscape Ordinance

Gather your co-workers, order lunch or brown bag it, then relax in the comfort of your office and go online\* to attend this webinar for city staff, landscape designers and landscape maintenance companies.

We'll be discussing:

- What is the Landscape Model Ordinance?
- What does it mean for cities?
- What does it mean for landscape permit applicants?
- How will it impact Orange County's "green" industry?
- Get any facts you may have missed in an interactive Q & A session.

\*To register for this webinar log on to [www.AlwaysWaterSmart.com](http://www.AlwaysWaterSmart.com) and click on "Water Efficient Landscape Ordinance Webinar".





## Measures of Success

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- Registration
- Attendance
- Interest Level
- Polls
- Post-webinar Surveys
- Water Savings
- Rebate Participation





## Measures of Success: Registration & Attendance

- Registration page was monitored
  - Number of times viewed
  - Registration was recorded and compared with attendance numbers

	New Ways For Smart Landscape Watering Webinar 1	Cost-Saving Irrigation Tips for Property Managers Webinar 2	Implementing the New Orange County Water Efficiency Landscape Ordinance Webinar 3
Viewed Registration Page:	338	153	N/A
Registered:	126	30	201
Attended:	52	18	122



## Measures of Success: Interest level

- During the webinar participant interest level was monitored
  - Based on the frequency and duration the webinar was in the foreground of the computer monitor.
  - Polls
    - Response rate recorded to determine the level of involvement

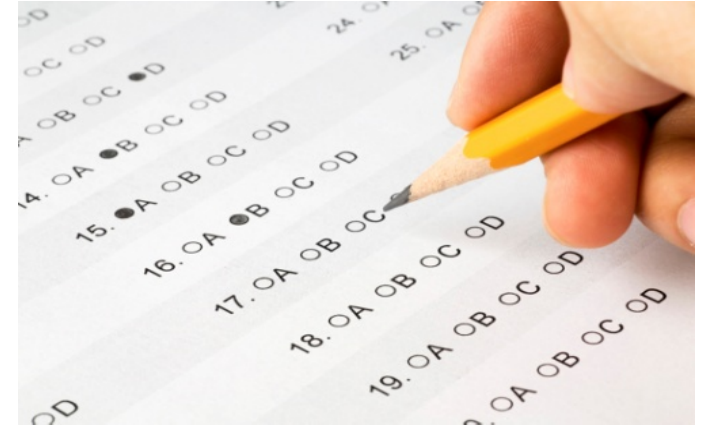
	New Ways For Smart Landscape Watering Webinar 1	Cost-Saving Irrigation Tips for Property Managers Webinar 2	Implementing the New Orange County Water Efficiency Landscape Ordinance Webinar 3
Average Attendee Interest Rating:	59%	60%	61%
Poll Response Rate:	85%	76%	N/A



## Measures of Success: Surveys

### Webinar 1: New Ways For Smart Landscape Watering

- Sent out the following week
- Sent out to both attendees and no-shows
- 71% of survey respondents checked irrigation system after viewing
- 3 participated in the rebate program, but not for irrigation equipment

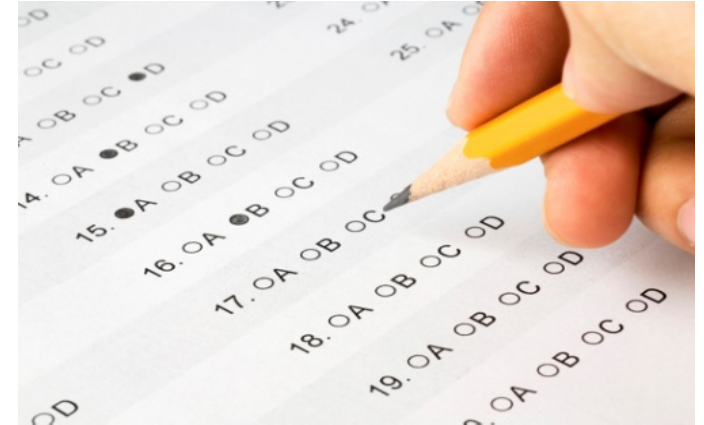




## Measures of Success: Surveys

### Webinar 2: Cost-Saving Irrigation Tips for Property Managers

- Sent out 1 year post webinar
- Sent via email to all participants
- Out of 22 participants 7 responded
- All 7 stated they had made irrigation improvements
- 4 participated in the rebate program



### Webinar 3: Implementing the New Orange County Water Efficiency Landscape Ordinance

- Sent out the following week
- Generated the most response and questions





## Measures of Success: Water savings

### Webinar 1

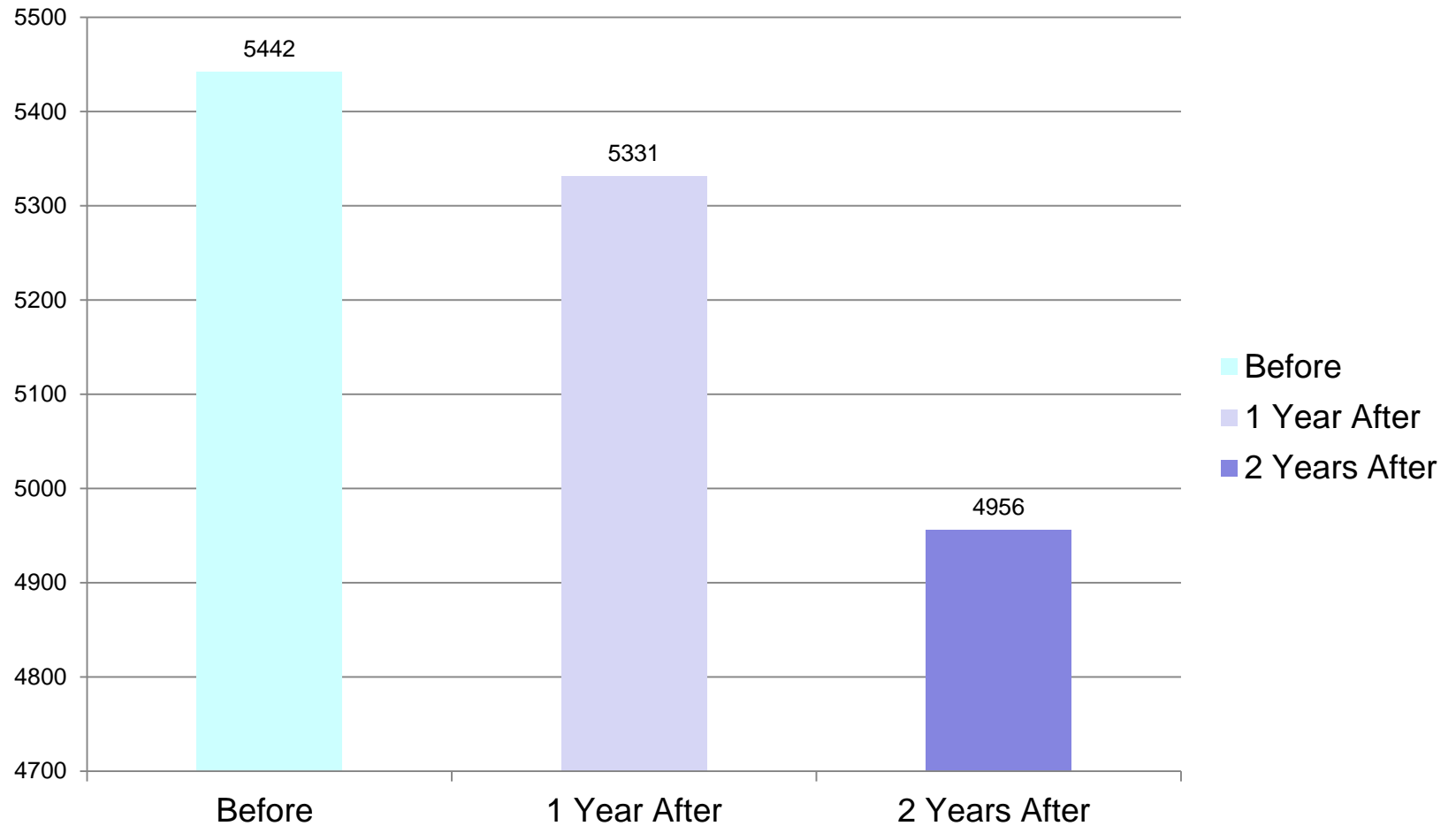
- Rebates
  - Toilet and 2 Clothes Washers
    - 610 ccfs Lifetime Savings
- Account data for 30 participants
  - 111 ccfs savings year 1
  - 375 ccfs savings year 2
- Total of 486 ccfs through May 2011





# Webinar 1 Water Use Before and After

## Residential Water Use





## Measures of Success: Water savings

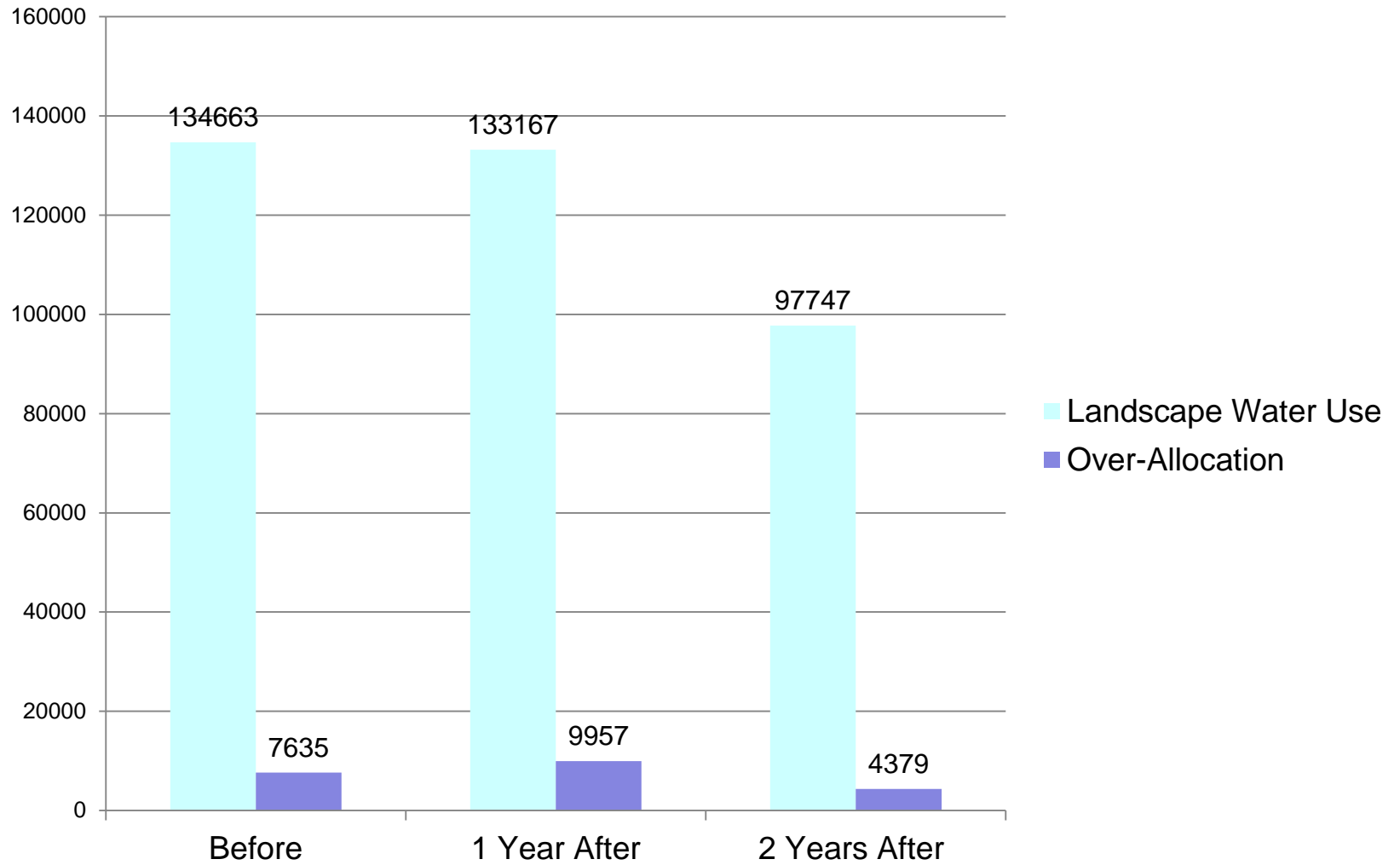
### Webinar 2

- Rebates
  - 5320 Rotating nozzles
  - 54 WBICs
  - 95,331 ccf lifetime savings
- Account data for 29 accounts managed by participants
  - 3,256 ccf water savings
- Normalized for weather





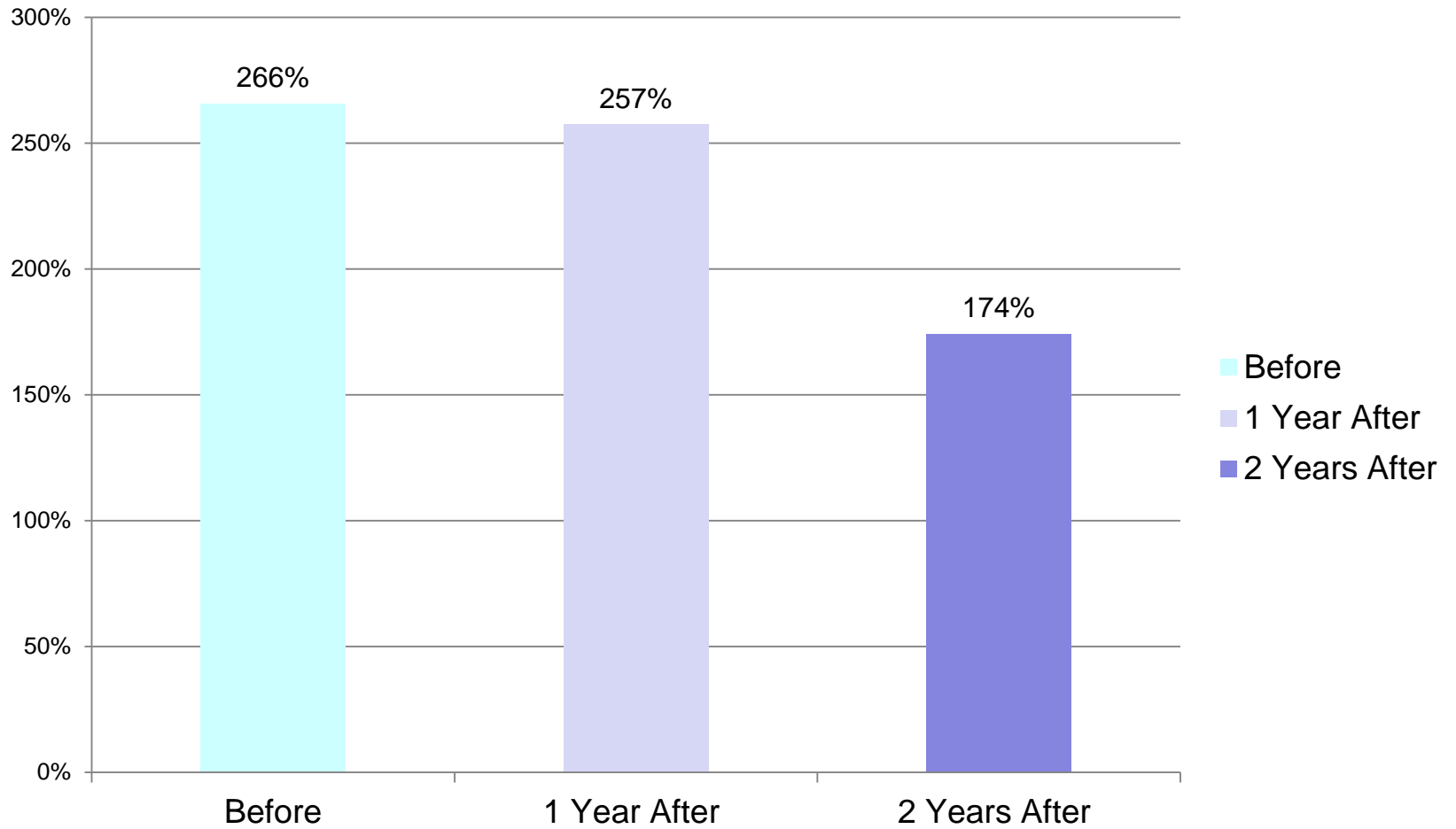
## Webinar 2 Water Use





# Webinar 2 Allocation

### Percent Over-Allocation





## Measures of Success: Water savings

### Webinar 3

- Model Water Efficient Landscape Ordinance will reduce current water use 12% from the previous ordinance per DWR.



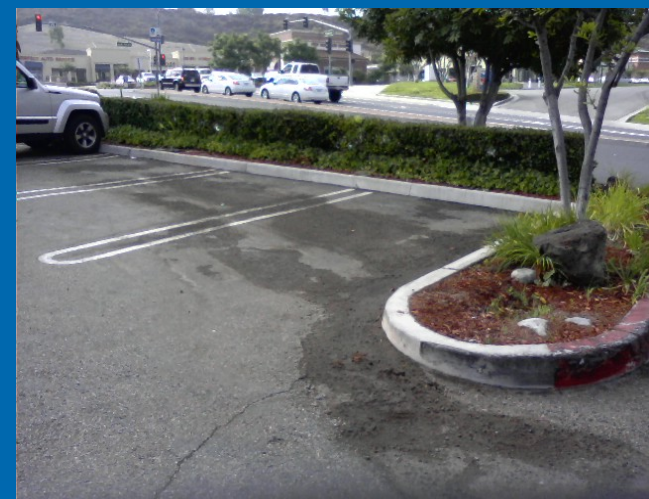


## Webinars Keep on Giving

- Webinars are:
  - Cost effective
    - Webinars keep on giving once they have been created
  - Accessible
    - Majority of people have computers
  - Forever
    - Posted to website
- Webinars can:
  - Save water



# Cost-Saving Irrigation Tips for Property Managers



**Reduce water bills**

**Avoid “Hidden Costs”**

**Smart Irrigation System Upgrades**





# Welcome to

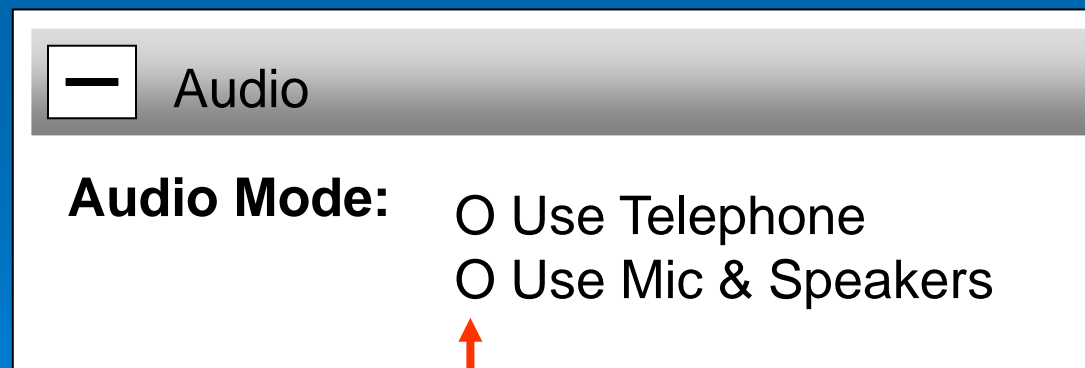
## Cost-Saving Irrigation Tips for Property Managers



# A Few Webinar Items

- Presentation about 35 minutes
- 2 ways to talk with us after presentation
  - Write in questions
  - Ask over the phone

Select your method



— Audio

**Audio Mode:**  Use Telephone  
 Use Mic & Speakers

If using your computer to call in



# Today's Speakers



**Fiona Sanchez**

Conservation Manager

Irvine Ranch Water District



**Nick Mrvos**

Senior Conservation Specialist

Irvine Ranch Water District



**Tom Larson**

Landscape & Irrigation

Specialist

DUDEK



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# The Water Situation

- California water situation is critical
  - Governor's 20% water demand reduction by 2020
- IRWD has diverse water supply
- Water costs will continue to rise
- Proactive property management can keep water bills down
- Demand can be met just by reducing water waste



# How Much Water Should this Site Have Used in 2008?



1/3 acre landscape

- 90% shrubs
- 10% turf

# Answer: None of the Above!

Site used **2.8 million** gallons

It needed only **250,000** gallons

Water wasted = 1 football field with  
water 9 feet deep



# Signs of Overwatering

- HIGH WATER BILLS!!!
- Make sure you review the bills
- Tiered Rates red-flag overwatering

There are **Hidden Costs** to overwatering





# Hidden Costs



# Hidden Costs



# Hidden Costs



# Hidden Costs



# Hidden Costs



# Hidden Costs



# Hidden Costs



# Hidden Costs





# Hidden Costs



# Hidden Costs



# Hidden Costs



***What Can Be Done  
to Control These Costs?***



# Landscape Bids & Contracts

- **Comprehensive contract clearly spells out what is expected**
- **Water management must be specified in the contract**



# Site Plans

- If you have a site plan.....keep it handy
- If you don't have a plan....have your landscaper draw a controller chart



# Site Walks



# Site Walks



# Site Walks





# Site Walks



# Site Walks



# Site Walks



# Site Walks



# Site Walks



# Site Walks



# Site Walks



# Site Walks





# Site Walks



# Site Walks



# Site Walks



# Site Walks



# Site Walk Tips

- **Walk property every month**
  - include landscape superintendant
- **Look for signs of overwatering**
  - puddles
  - water stains on asphalt & fences
  - constantly wet areas
  - poorly performing plants/overall landscape appearance
- **Turn on stations during site walk**



# How to Improve Your Irrigation Performance

- **Use Qualified Irrigation Tech**
- **Controller upgrades**
  - multiple start times
  - multiple programs
  - water budget features
- **System upgrades**
  - align/adjust existing irrigation heads
  - install efficient irrigation heads
  - pressure regulator



# Fact-or-Fiction System Upgrades

Smart timers will solve overwatering problems.

**Not necessarily**

Rotary nozzles are an inexpensive way to upgrade your irrigation system.

**Not necessarily**



# How Much Money Could This Site Have Saved in July 2009 With Proper Water Management?





# Answer: None of the Above!

Proper water management would have saved over **\$7,600** in 1 month



# The Water Bill

- Water usage within allocation = very low rates
  - Conservation           \$1.03 per CCF
- Water usage above allocation = progressively higher rates
  - **Inefficient**           \$2.10 per CCF
  - **Excessive**           \$4.19 per CCF
  - **Wasteful**             \$8.37 per CCF

Rates vary for potable or reclaimed and area served



# Landscape Water Report

[www.aquaficientco.com/IRWD-lb/](http://www.aquaficientco.com/IRWD-lb/)

The screenshot shows a web browser window titled "IRWD Landscape Performance Reports - Windows Internet Explorer". The address bar displays "http://www.aquaficientco.com/IRWD-lb/". The browser's toolbar includes navigation buttons, a search box with "Google", and several open tabs: "Proposal Tracker", "Always Water Smart", and "IRWD Landscape Perform...".

The website content features a header with the Irvine Ranch Water District logo and the title "IRWD Landscape Performance Reports". Navigation links include "INTRODUCTION", "LINKS", and "CONTACT US". A "Current Participants" section contains a "Login" button. A sidebar on the left is titled "Click on Your Landscape Management Position" and lists three roles: "Landscaper", "Property Manager", and "Home Owner Association", each with a corresponding image. The main content area is titled "About IRWD Landscape Performance Reports" and includes a list of benefits: "Easily tracking irrigation water use", "Help reduce water bills", "Improve the health, appearance and value of landscapes", and "Protect the environment by decreasing urban runoff". It also states that the program is free and provides a customized water budget. A "Discussions" section at the bottom indicates that discussions are not available on this page.



# Additional On-Line Resource

www.alwayswatersmart.com

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.irwd.com/Conservation/index.php>. The browser's address bar shows the URL, and the page title is "Always Water Smart". The website features a blue header with navigation links: Home, Print, Site Index, and Glossary. A search bar is also present. Below the header, there is a banner image of a green lawn with sprinklers, and the phone number (949) 453-5300 and the date August 28, 2009 are displayed. The main content area includes a sidebar with a menu of links: About IRWD, Free Programs, Customer Service, Payment Options, Business Center, Engineering, Employment, Conservation, Water Quality, Recycling, Environment, Water Education, Media Information, Water Facts, Links, and Contact IRWD. The main content area features several promotional banners and sections: "SIGN UP NOW for our FREE Webinar: Cost-Saving Irrigation Tips for Property Managers - Coming Sept 2 @ 1:00 p.m.", "New Ways for Smart Landscape Watering" with a "Click for Tips" button, "Fall Landscape Workshop" with a "SIGN UP NOW" call to action for a September 25, 2009 workshop, "Conservation Resources" with links to water conservation, plant selection, watering scheduling, irrigation products, and retailers websites, "Residential Water Use Efficiency Tips and Tools" with a call to action to reduce monthly water bills, and "Rebates for Residential Customers" for single-family homes. The browser's status bar at the bottom shows "Done" and "Internet" with a 100% zoom level. The Windows taskbar at the bottom includes the Start button, a search bar, and several open applications like HOA, Inbo..., and Alwa... The system clock shows 1:29 PM.



# For More Help

**Nick Mrvos**

**Senior Conservation Specialist**

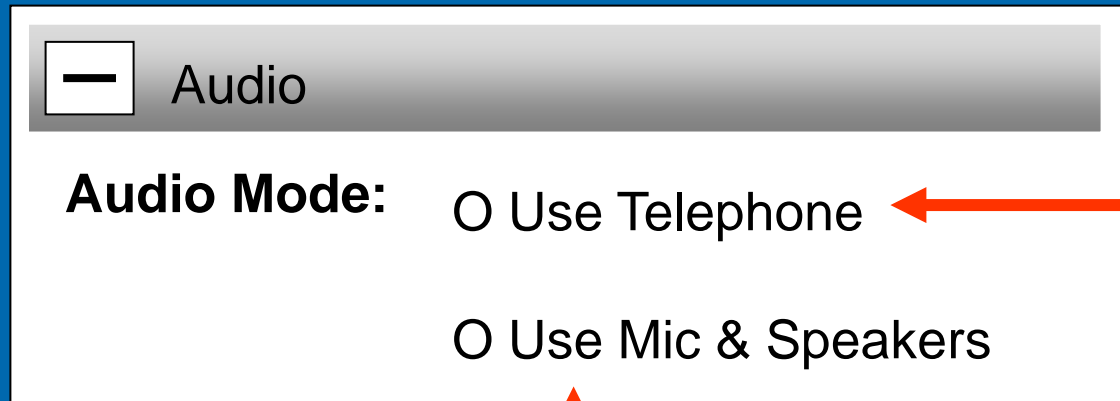
**Irvine Ranch Water District**

**949-453-5324**

**[mrvos@irwd.com](mailto:mrvos@irwd.com)**



# What's Your Watering Issue?



**IF USING PHONE**  
Make this selection to see the "Audio PIN" to enter so we can hear you.

**IF USING COMPUTER**  
You will need a microphone plugged into your computer to ask a question



# Thanks for Joining Us



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Conservation Manager

Irvine Ranch Water District



**Nick Mrvos**

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**Tom Larson**

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## Questions?



Amy K. McNulty  
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