

This presentation premiered at WaterSmart Innovations

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Working Cooperatively for Water Savings

WaterSmart Innovations 2012
The Family of Water Suppliers
Santa Clarita, California

The Agencies

- City of Santa Clarita – Third Largest City in LA County
- Castaic Lake Water Agency – Public Wholesaler
- County Waterworks #36 – Public Retailer
- Newhall County Water District – Public Retailer
- Santa Clarita Water Division – Public Retailer
- Valencia Water Company – Private Retailer

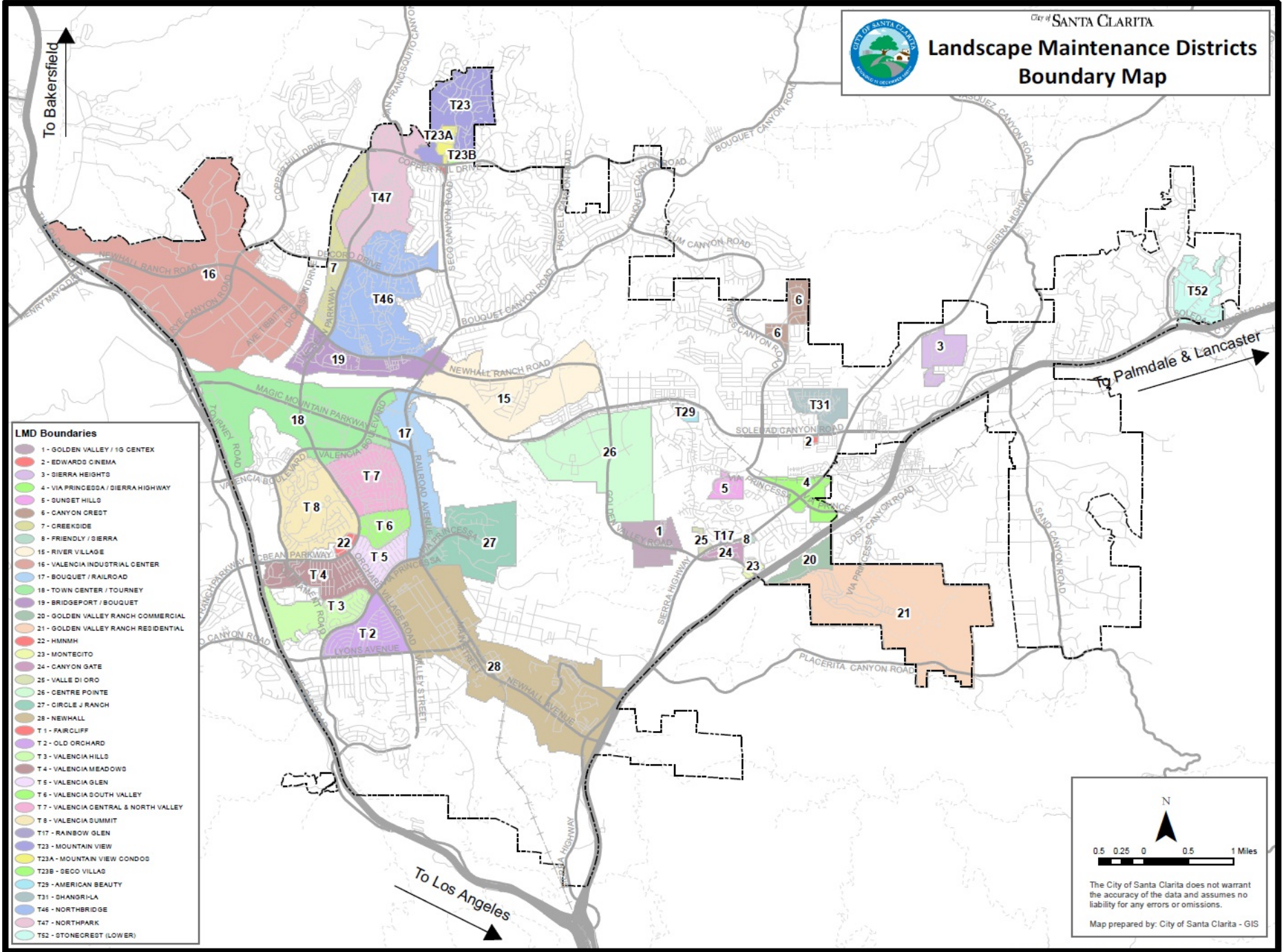


Santa Clarita, CA

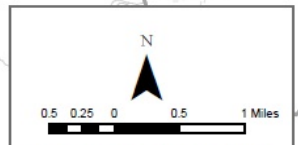
- The City of Santa Clarita is located in Los Angeles County, 35 miles north of downtown Los Angeles nestled between the San Gabriel Mountain Range to the east and the Santa Susana Mountain Range to the west
- Since its incorporation in 1987, the City of Santa Clarita has established itself as a healthy, vibrant and thriving place to live, work and play
- The City of Santa Clarita encompasses the communities of Canyon Country, Newhall, Saugus, and Valencia
- The City provides services for a population over 180,000 residents within a 52-square-mile area
- Post annexations in FY12/13, The City of Santa Clarita will be the third largest city in Los Angeles County behind Long Beach and the City of Los Angeles
- Over the past ten years, Santa Clarita's population size has continued to steadily increase. During this time period, the population growth was the result of new housing construction in the City as well as annexations of surrounding areas into the city limits.



Landscape Maintenance Districts Boundary Map



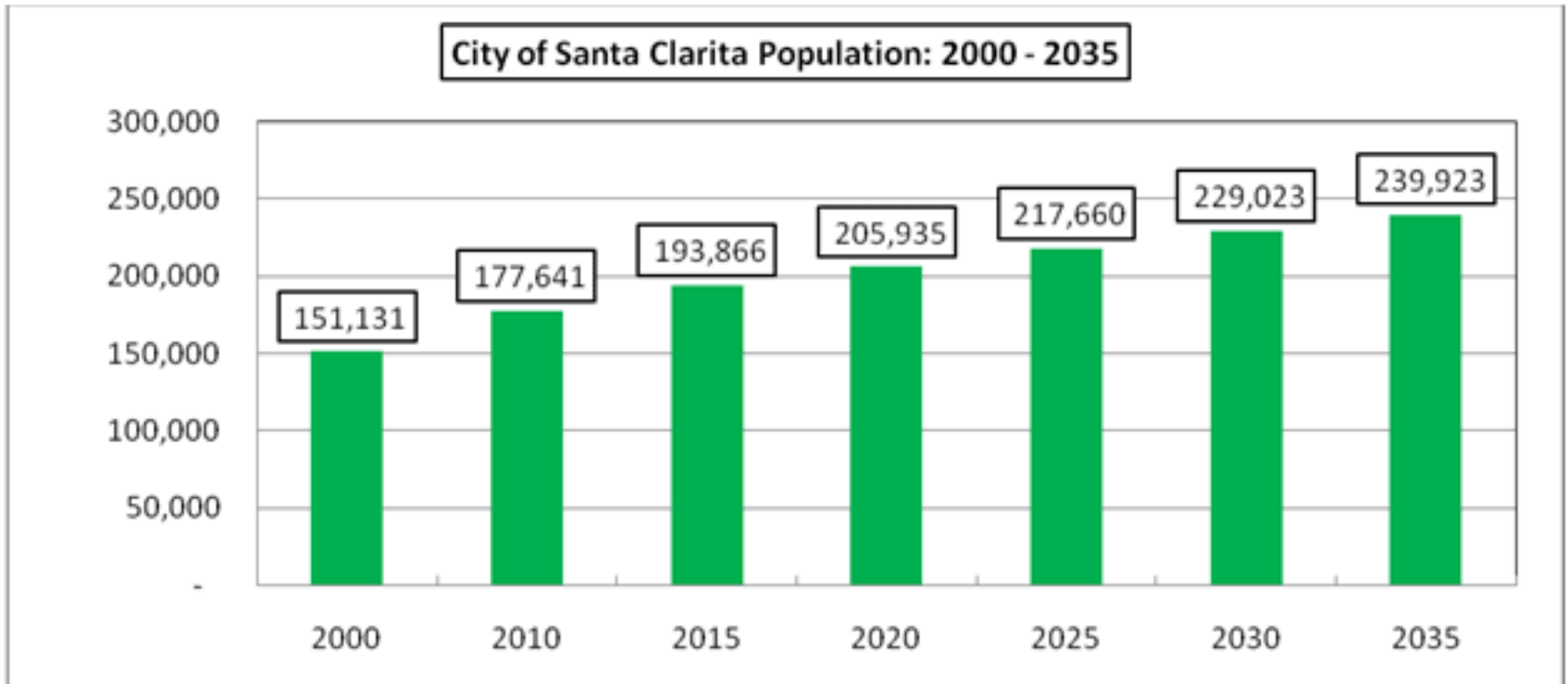
- LMD Boundaries**
- 1 - GOLDEN VALLEY / 116 CENTEX
 - 2 - EDWARDS CINEMA
 - 3 - SIERRA HEIGHTS
 - 4 - VIA PRINCESSA / SIERRA HIGHWAY
 - 5 - SUNSET HILLS
 - 6 - CANYON CREST
 - 7 - CREEKSIDE
 - 8 - FRIENDLY / SIERRA
 - 15 - RIVER VILLAGE
 - 16 - VALENCIA INDUSTRIAL CENTER
 - 17 - BOUQUET / RAILROAD
 - 18 - TOWN CENTER / TOURNEY
 - 19 - BRIDGEPORT / BOUQUET
 - 20 - GOLDEN VALLEY RANCH COMMERCIAL
 - 21 - GOLDEN VALLEY RANCH RESIDENTIAL
 - 22 - HINNH
 - 23 - MONTECITO
 - 24 - CANYON GATE
 - 25 - VALLE DI ORO
 - 26 - CENTRE POINTE
 - 27 - CIRCLE J RANCH
 - 28 - NEWHALL
 - T 1 - FAIRCLIFF
 - T 2 - OLD ORCHARD
 - T 3 - VALENCIA HILLS
 - T 4 - VALENCIA MEADOWS
 - T 5 - VALENCIA GLEN
 - T 6 - VALENCIA SOUTH VALLEY
 - T 7 - VALENCIA CENTRAL & NORTH VALLEY
 - T 8 - VALENCIA SUMMIT
 - T 17 - RAINBOW GLEN
 - T 23 - MOUNTAIN VIEW
 - T 23A - MOUNTAIN VIEW CONDOS
 - T 23B - SECO VILLAS
 - T 29 - AMERICAN BEAUTY
 - T 31 - SHANGRI-LA
 - T 46 - NORTHBRIDGE
 - T 47 - NORTHPARK
 - T 52 - STONECREST (LOWER)



The City of Santa Clarita does not warrant the accuracy of the data and assumes no liability for any errors or omissions.

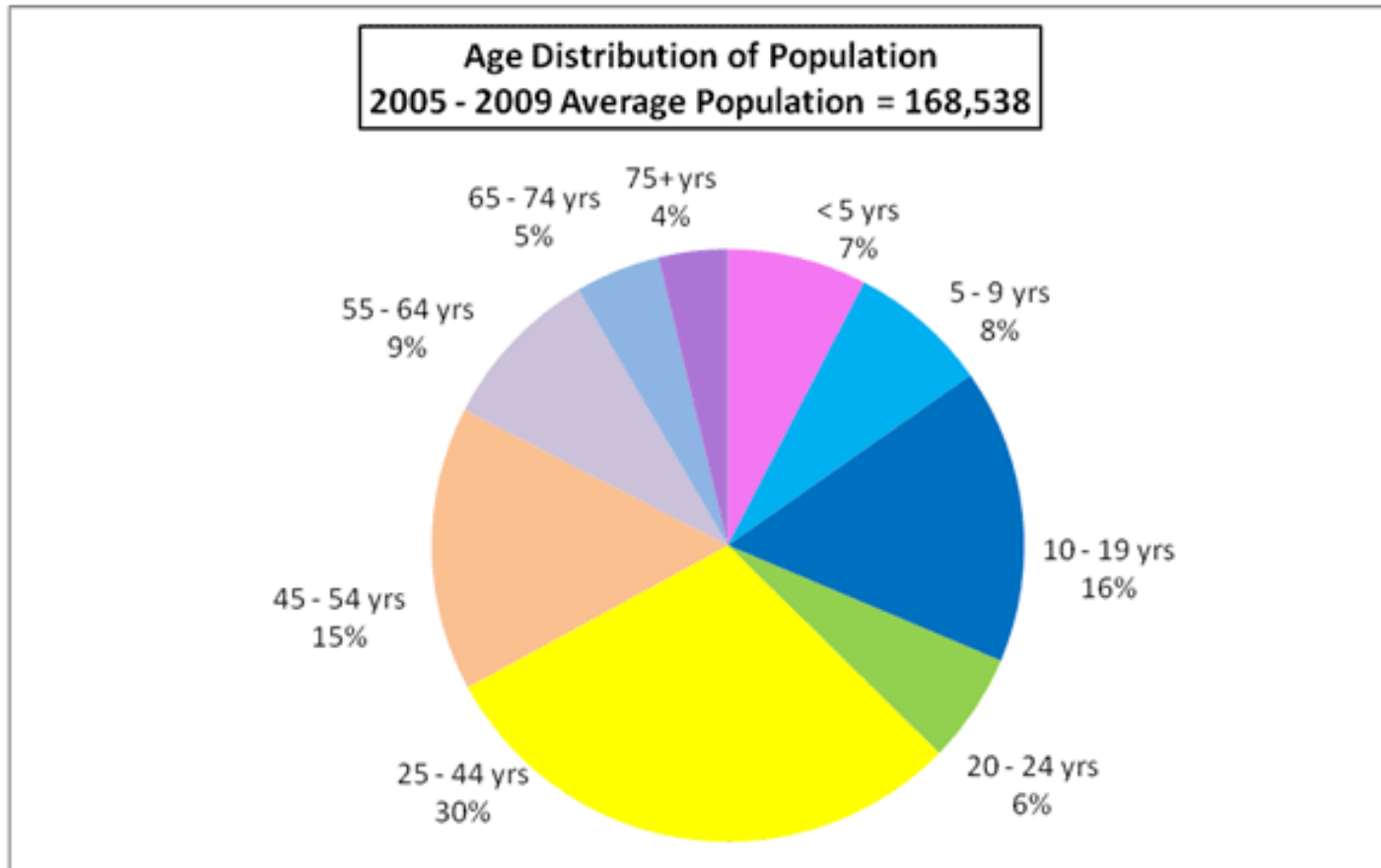
Map prepared by: City of Santa Clarita - GIS

Santa Clarita, CA



Sources: 2000, 2010 U.S. Bureau of the Census, 2015-2035 forecasts from Southern California Association of Governments' 2008 RTP Growth Forecast

Santa Clarita, CA



Source: U.S. Bureau of the Census, 2005-2009 American Community Survey

The City of Santa Clarita's Ongoing Efficiency Efforts (Landscape Irrigation)

- Replaced 526 irrigation controllers with WBIC's, L.A. County annexations will require up 100 additional controllers
- Hardware retrofitting (impacts, galvanized, aging, etc)
- Comprehensive irrigation system analysis 2013
- Total flow control by 2014
- GPS irrigation assets
- Turf replacements
- AB 1881 compliant installations (voluntary)
- Low water use plantings with point source irrigation
- Establishing water budgets for 1000 acres of irrigated landscapes
- Continuing education for City staff/contractors

Castaic Lake Water Agency

- Treat and distribute imported water to four retail purveyors
 - Population served = 260,000
 - Service Area = 195 Square Miles
 - 1.5 staff devoted to conservation with a budget of \$1,000,000
- Programs Include
 - Residential
 - High Efficiency Toilet (HET) Rebates
 - High-Efficiency Clothes Washers (HECW) Rebates
 - Weather-Based Irrigation Controllers (WBIC)
 - Large Landscape (LL) and Commercial, Industrial and Institutional (CII)
 - Rebates for controllers and landscape modifications
 - High-Efficiency Toilet (HET) Rebates
 - High-Efficiency Clothes Washers (HECW) Rebates
 - Social Marketing and Branding Campaign

County Waterworks District #36

- Distribute imported water and groundwater to customers
 - Population served = 4744
 - 1 staff devoted to conservation with a budget of \$14,000

Programs Include

- Residential Programs
 - Cash for Grass
 - Weather-based irrigation controller rebates
 - High-efficiency nozzles
 - Showerhead and hose nozzle distribution

Newhall County Water District

- Distribute imported water and groundwater to customers
 - Population served = 44,400
 - Service Area = 36 square miles
 - 0.5 staff devoted to conservation with a budget of \$35,000
- Programs Include
 - Residential Programs
 - High-Efficiency Nozzles
 - Showerhead, aerator and hose nozzle distribution

Santa Clarita Water Division

- Distribute imported water and groundwater to customers
 - Population served = 111,000
 - Service Area = 34 square miles
 - 3 staff devoted part-time to conservation with budget of \$300,000

Programs Include:

- Residential Programs
 - Residential Assistance with Irrigation Systems
 - High Efficiency Irrigation Sprinkler Nozzles
 - Showerhead and Hose Nozzle Distribution
- Medium to Large Landscapes
 - Assistance/Assessment of Irrigation System
 - WBIC with Purchase of Nozzles
 - High Efficiency Irrigation Sprinkler Nozzles

Valencia Water Company

- Distribute imported water and groundwater to customers
 - Population served = 115,000
 - Service Area = 32 square miles
 - 2 FTEs dedicated to conservation with an annual budget >\$300,000

Water Conservation Programs Include

- Price Programs
 - Budget Based Tiered Rate Structure
- Residential Programs
 - Irrigation and Garden Care Classes
 - Residential and MFR Check-Ups (full, leak and irrigation-only)
 - High Consumption Notification Program (Customers with >185% Allocation)
 - HET Rebates for newer (post 1994) homes
 - High-Efficiency Nozzle and Pressure Regulator Rebates
- Commercial and Large Landscape Customers
 - High-Efficiency Nozzle Rebates
 - Surveys
 - Irrigation Check-ups

Our Issues

High-Efficiency Washing Machines

- How can we begin a regional high-efficiency washing machine program with varying budgets (and levels of interest)?

High-Efficiency Nozzles

- How can we stagger introduction of sprinkler nozzle programs based on budgets, staffing and demand?

Weather-Based Irrigation Controllers

- How can we integrate multiple weather-based irrigation controller programs within the Santa Clarita Valley?

Public Events

- How can we represent the agencies as a collective whole at public events?
 - Home & Garden (March)
 - Earth Arbor Day (April)
 - CLWA Open House (May)
 - River Rally (September)
 - Make a Difference Day (October)

Social Marketing Campaign

- How can we launch Santa Clarita Valley-wide social marketing campaign that compliment existing smaller campaigns?