

This presentation premiered at WaterSmart Innovations

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Cashing in on Lotto Fever for Fix a Leak Week

Water Smart Innovations 2012

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Irvine Ranch Water District

Irvine Ranch Water District





Outline for today

Irvine Ranch Water District

-
- Background
 - Program Design & Implementation
 - Participation Rates
 - Water Savings
 - Program Highlights & Improvements
 - Questions



About Irvine Ranch Water District

Irvine Ranch Water District

Water, Wastewater, Water Recycling, Urban Runoff

California Special District governed by a publicly-elected Board

IRWD customer base:

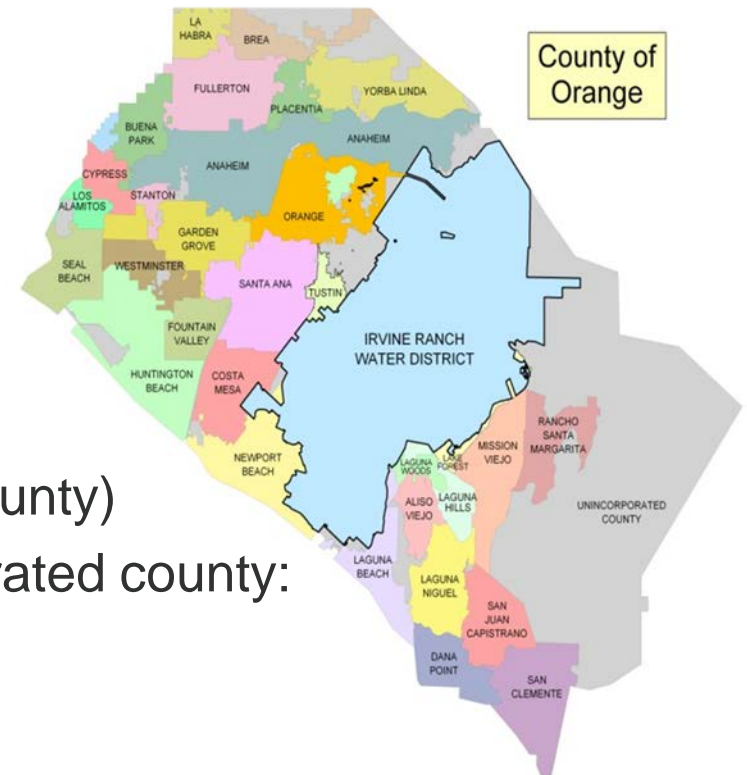
- Residential population: 340,000
- Daytime population: over 500,000
- Service connections: 101,600

IRWD service area:

- 181 square miles (20% of Orange County)
- All or part of **six** cities and unincorporated county:

Irvine
Tustin
Orange

Lake Forest
Newport Beach
Costa Mesa





WaterSense

Irvine Ranch Water District



Why did EPA create WaterSense?

EPA realized that managing water supplies was becoming an increasingly important issue to local markets around the country. Through this national program, local water utilities, product manufacturers, and retailers will work with EPA to encourage the use of water-efficient products and practices among consumer and commercial audiences.

What is the goal of WaterSense?

The main goal of the program is to decrease indoor and outdoor nonagricultural water use through more efficient products, equipment, and programs. With its recognizable label, WaterSense helps consumers easily identify water-efficient products in the marketplace while ensuring product performance and encouraging innovation in manufacturing.

Certification

Irrigation Professionals
Products



Partners

Product Partners
Promotional Partners



Specifications & Standards
New Home's Specifications



WaterSense Fix A Leak Week - March

Irvine Ranch Water District

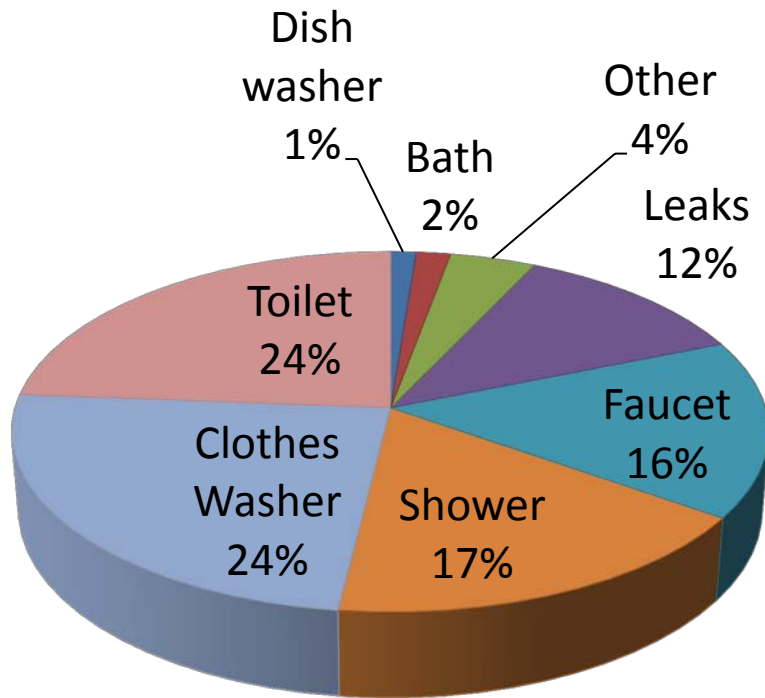
- Promotional Partner since 2008
- 2010 EPA contest for Fix a Leak Week
 - IRWD did not win but...
- New Idea: Reimburse customers for leak repair costs



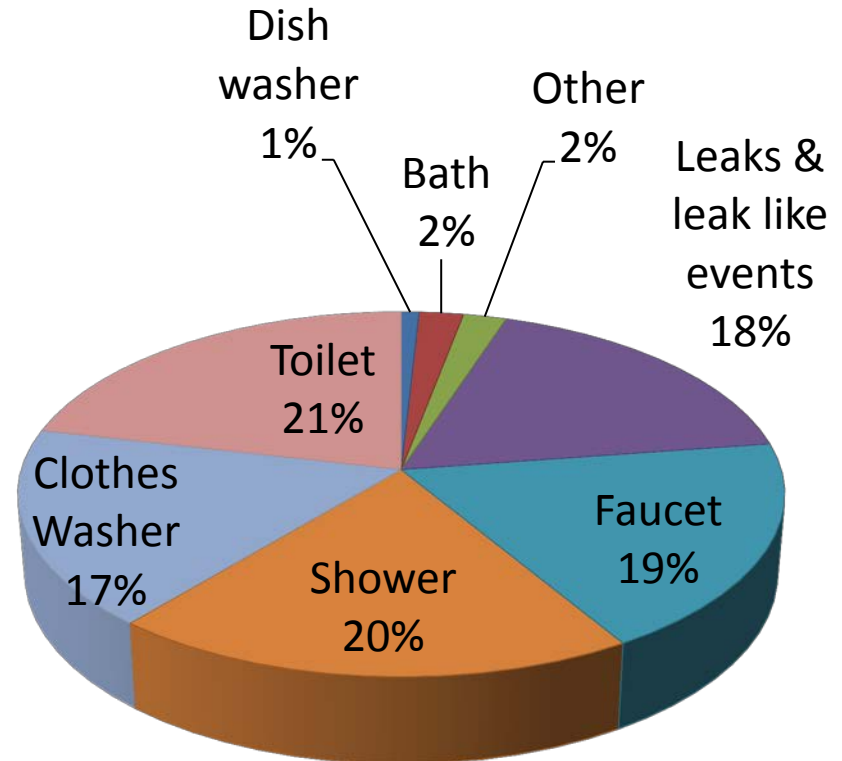


Indoor Residential Water Use

Irvine Ranch Water District



Cal Residential End Use of Water Study (1999)



CA Single-Family Water Use Efficiency Study (2011)

Program Design & Implementation





IRWD Rate Structure & Leak Adjustments

Irvine Ranch Water District

	Rate (ccf)	Percent of Allocation	Allocation 10 ccfs	
			Usage 50 (ccfs)	Cost
Low Volume	\$0.91	0-40%	4	\$3.64
Base Rate	\$1.24	41-100%	6	\$7.44
Inefficient	\$2.76	101-150%	5	\$13.80
Excessive	\$4.70	151-200%	5	\$23.50
Wasteful	\$9.80	200%+	30	\$294.00
			Total Bill	\$342.38



Program Design

Irvine Ranch Water District

Year	2010	2011	2012
Reimbursement Level	\$200	\$50	\$100
Process	All leak adjustments automatically entered	All leak adjustments automatically entered	Entry form required for entry
Additional Incentive to Participate	Conservation kits for all entries	None	None
Entry Requirements (other than eligible leak)	None	None	Entry Form



Coordinating the Team

Irvine Ranch Water District

-
- Repair Documentation – Finance Department
 - Promotion Methods – Public Affairs
 - Website
 - Lobby banner
 - On hold messages
 - Bill Inserts
 - Entry Processing – Customer Service

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Water District



IRWD Fix a Leak Week 2012

Official Entry Form

IRWD Billing Account Number: _____

Name: _____

Address: _____

City: IRVINE ZIP: 92620Total cost to repair leak: \$243.00

Type of Leak?

- ☐ Sprinkler Leak (ie. Landscape)
- ☒ Toilet Leak
- ☐ Pipe Leak (ie. Underground)
- ☐ Other. Please explain _____

Who made the repair?

- ☐ Myself
- ☒ Plumber or other Professional
- ☐ Friend/Neighbor
- ☐ Other. Please explain _____

Please attach copy of your receipt* and submit to IRWD before March 18th.

Participation Rates

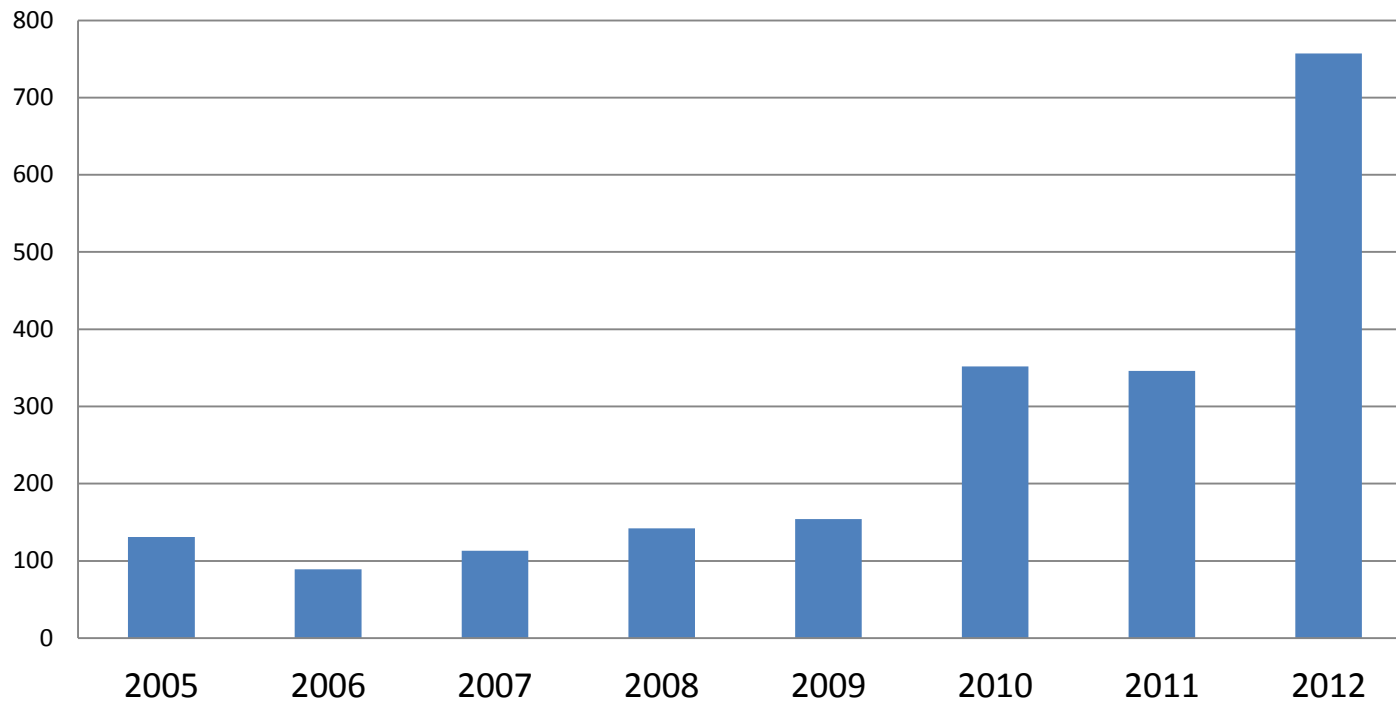




Leak Adjustments Processed

Irvine Ranch Water District

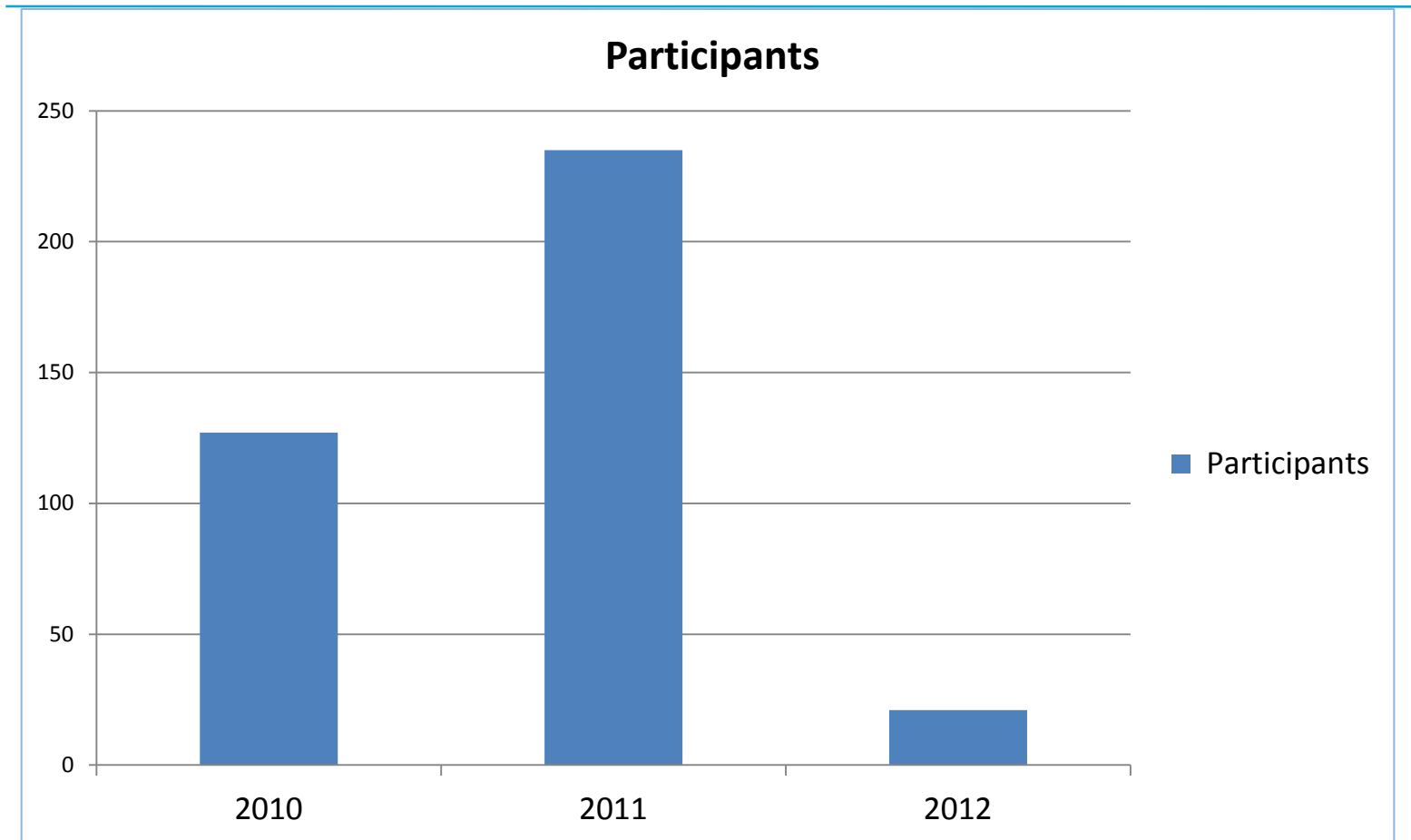
**Leak Adjustments
Promotion Period**





Participation Rates

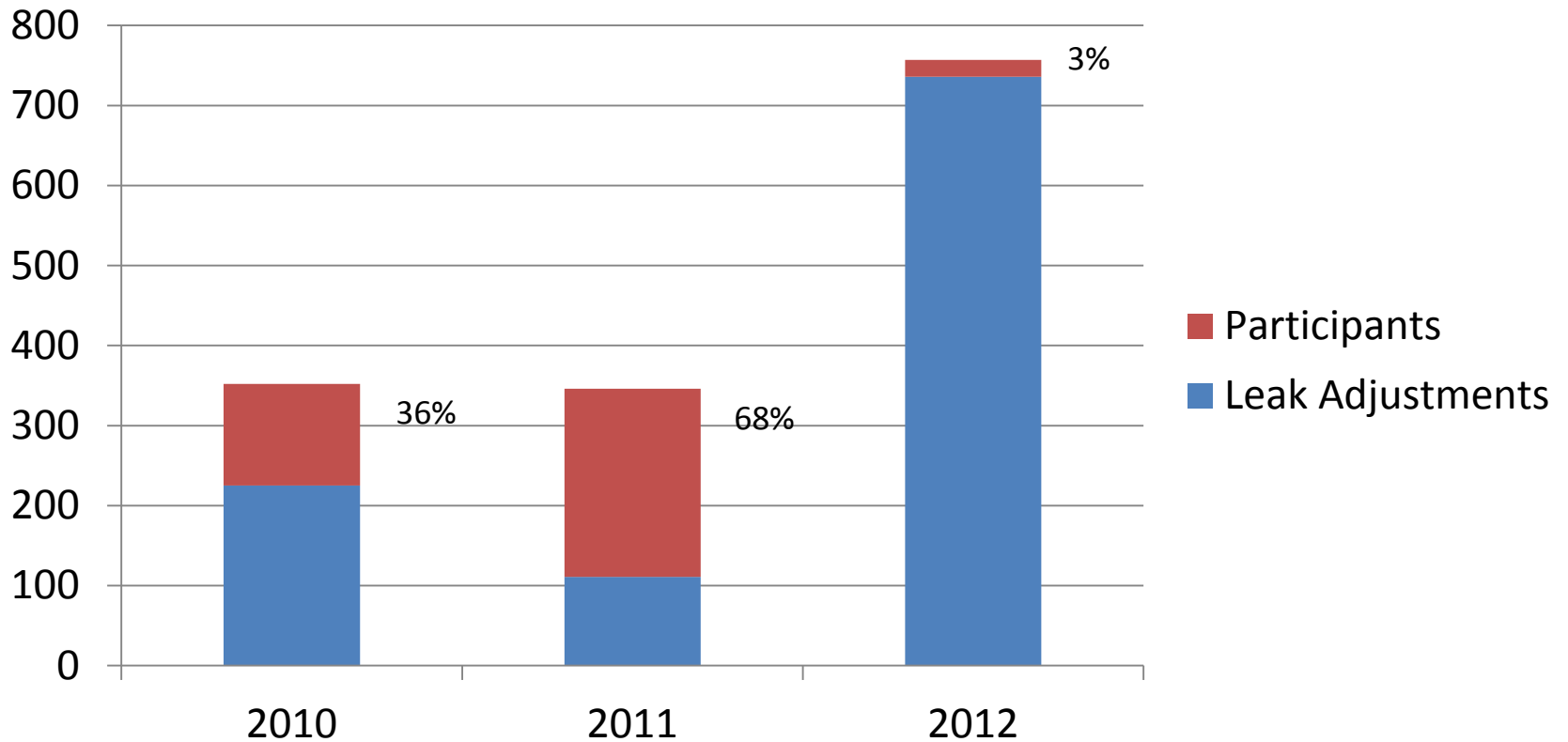
Irvine Ranch Water District





All Leak Adjustments

Irvine Ranch Water District





2012 Leak Repair Data

Irvine Ranch Water District

	Qty	Self Repair	Professional	Average Cost
Toilets	7	5	2	\$13 DIY \$164 professional
Sprinkler Valves	2	2	0	\$112
Pipe	11	0	11	\$880 (range \$200-\$2486)
Pipe Irrigation	2	2	0	\$30
Faucet	2	0	2	\$60

Water Savings

Irvine Ranch Water District





Water Savings

Irvine Ranch Water District

	Pre Repair Usage	Post Repair Usage	Savings (ccfs)
2010	3962	1949	2013
2011	5460	3030	2430
2012	471	203	268

Program Highlights & Improvements





Program Highlights

Irvine Ranch Water District

-
- Structured as a drawing controls cost
 - Flexible Budget
 - Primary cost is marketing
 - Flexible Duration
 - Multiple Winners
 - Winners drawn until budget exhausts
 - Enables Data Collection
 - Customer emails
 - Leak data



Program Improvements

Irvine Ranch Water District

- Provide incentive for all entries
- Operate the program for longer
- Send targeted bill inserts to high use customers
- Advertise to plumbing community
- Revise entry form
 - How long has the leak been present?
 - Would you have fixed the leak without this program?
 - How much water do you estimate fixing the leak saved?

Questions

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Irvine Ranch Water District

