

# This presentation premiered at WaterSmart Innovations

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



# Effectively Implementing Water Budgets for Multiple Customer Classes

## 2012 Water Smart Innovations

Matthew S. Dickens  
Resource Conservation Manager  
Valencia Water Company



Ming-Chin Jeng  
Vice President  
DCSE



# Purpose of Presentation

- Responses to Changing Water Policy Conditions in California
- Conservation Rate Design and Implementation for Multiple Customer Classes
- Water**SMART** Allocation Program Software Integration
- Water**SMART** at Work
- Future Tools



# Valencia Water Company

- **Investor Owned Utility** - (Regulated by the CPUC)
- **Location** – Northern Los Angeles County
- **Population** – Approximately 115,000
- **Annual Sales** – 9.2 Billion Gallons
- **Memberships Include** – WaterSense Promotional Partner, Alliance for Water Efficiency, California Urban Water Conservation Council



# Changes to Statewide Water Policy in California

- 20% Reduction in GPCD by 2020(State Legislature)
- 1-2% Annual Reductions in GPCD (CPUC)
- 18% Reduction in GPCD by 2018 (CUWCC)



# Valencia's Conservation Strategy

## Traditional (Widget Based) Program Approaches

- Regulatory
- Operations/Supply Management
- Incentives and Rebates
- Education and Training



# Conservation Program Challenges

- Decreased Program Participation Rates
- Market Saturation (Early Adaptors)
- Decreased Water Savings Potential from Indoor Devices
- Unpredictable Weather Conditions
- Volatile Economic Conditions
- Impacts on Revenue
- Public Perception of Conservation



**Questions: Are there other WCO's on the table that can rebrand/retool/reboot our conservation efforts?**

# Opportunity -Retail Water Rates

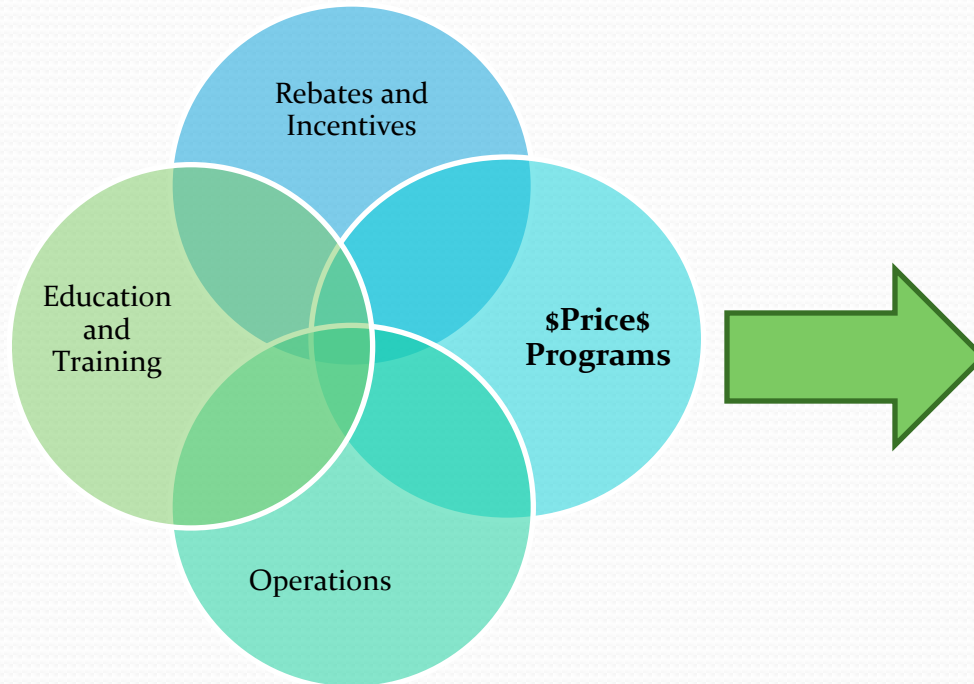
- CUWCC BMP 1.4 (Utility Operations)
  - 70% Revenue from Volumetric Water Sales (Single Quantity Rate)
  - 30% Revenue from Fixed/Meter Charges



$$V/(V + M) \geq 70\%$$



# Retooling Retail Water Rates



**Paradigm Shift in Valencia's Water Conservation Rate Design**

# Conservation Rate Design Implementation Plan

- **Phase I – 2011 Residential**
- **Phase II – 2012 Dedicated Irrigation Meters**
- Phase III – 2015 Multi-Family Residential and Public Authority
- Phase IV – 20?? Commercial/Industrial/Institutional



# Phase I: Residential Water**SMART** Allocation Program



# Goals for Conservation Rate Design

- Achieves Revenue Neutrality
- Is Consistent with “Cost of Service” Principles
- Stimulates Water Conservation
- Increases Consumer Education
- Avoids Rate Shock
- Is Socially Acceptable



# Defining “Water Allocations”

Often referred to as “Water Budgets”, Water**SMART** Allocations identify and establish water use baselines for customers using customized and site specific water use assessments.

## ~ Components Include ~

1

**Indoor Allocation** – Based on 55 gallons per person per day for 4 people for a given billing period (Variances available for additional persons).

2

**Outdoor Allocation** – Uses publicly available aerial imagery and GIS software to measure each residential customer’s landscaped area and includes varying monthly Evapotranspiration needs required to keep plants happy and healthy (ET from Santa Clarita Valley CIMIS Station 204).

3

**Tiered Rates** – Once the allocation has been established, the WaterSMART Program uses tiered rates to reward and encourage water use efficiency by providing increasing economic price signals to discourage the inefficient, excessive, and wasteful use of water.

4

**Conservation Choices** – Customers who find themselves in the “Inefficient, Excessive, or Wasteful” ranges can reduce their water use, and water costs, by taking a few simple steps to bring water use down or through participating in one of Valencia Water Company’s Conservation Programs.

# Residential WSA Program

- **Tier 1** - Indoor Allocation
- **Tier 2** - Outdoor

(Customer's Allocation)

- **Tier 3** - 101-150%
- **Tier 4** - 151 - 200%
- **Tier 5** - >200%



## Indoor Allocation



= 220 Gallons/Day  
or  
.285 CCF/Day  
(Typical Month = 6500 Gals. Or 9 CCF)

## Outdoor Allocation



Residential Landscaped Areas =

$(2500\text{sqft} \times \text{ETo} \times .623 \times .7) + (7500\text{sqft} \times \text{ETo} \times .623 \times .5)$

.71% Irrigation Efficiency

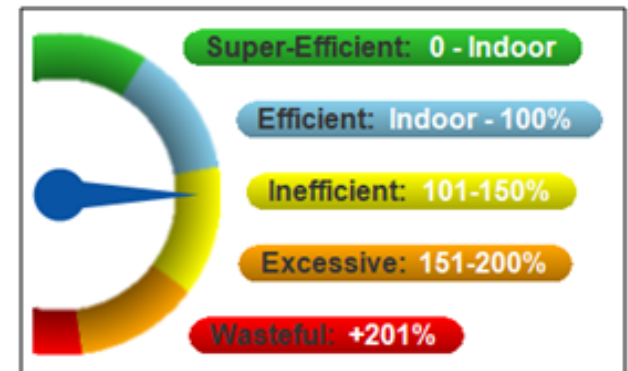
# Tiered Rate Structure

General WATER USAGE Detail				
RATE TIER	% OF ALLOCATION	PRICE PER UNIT	EXCEED USAGE	COST OF USAGE
Super Efficient	100% of Indoor	1.144	9	\$10.30
Efficient	100% of Outdoor	1.362	11	\$14.98
TIER 1 and TIER 2 = 100% OF YOUR ALLOCATION				
Inefficient	101% - 150%	1.703	2	\$3.41
Excessive	151% - 200%	2.214	0	\$0.00
Wasteful	Over 200%	2.878	0	\$0.00
TOTAL: General Water Usage Charge			22	\$28.69*

\*Price does not include monthly service charge and other surcharges

Water use will be charged at incremental rates.  
(sample)

ALLOCATION – 20 ccf  
ACTUAL USE – 22 ccf



## WaterSmart Allocation and Tiered Rates Program

- Fair and Equitable
- Promotes Water Use Efficiency
- Based on Customized Customer Characteristics
  - Indoor Allocation - Uses National Statistics on Indoor Water Use
- Irrigation Allocation - Actual Landscaped Area and Local Weather Data

*Provides Customized Information on a Mass Scale*

# Phase II – Water**SMART** for Dedicated Irrigation Metered Customers



# Conservation Rate Design Challenges

- Varying Demand/Consumption Loads and Use Profiles
- Significant Increases in Monthly Consumption (Golf Courses, Parks, etc...)
- Operational Capacities (62.5% IE v. 71% IE)
  - Upgrade Costs (Back-end Sticker Shock)
- Growth for Recycled Water Use Customers



**WaterSMART**  
DEDICATED IRRIGATION  
METER CUSTOMERS

# WaterSMART for Dedicated Irrigation Metered Customers

## WaterSmart Allocation Program (Example)

### Dedicated Irrigation



#### Dedicated Irrigation Meters =

$(\text{Landscaped Area sqft} \times \text{ETo} \times .623 \times .5) + (\text{Special Landscaped Area sqft} \times \text{ETo} \times .623 \times .2)$

625% Irrigation Efficiency

RATE TIER	DIM	% OF ALLOCATION
SUPER EFFICIENT	.84 X SQR	0-35%
EFFICIENT	SQR	36-100%
INEFFICIENT	1.1 X SQR	101-150%
EXCESSIVE	1.15 X Tier 3	151-200%
WASTEFUL	1.25 X Tier 4	201% +

Vs.

220 Gallons/Day  
or  
.285 CCF/Day  
(Typical Month = 6500 Gals. Or 9 CCF)

### Outdoor Allocation

Residential Landscaped Areas =

$(2500\text{sqft} \times \text{ETo} \times .623 \times .7) + (7500\text{sqft} \times \text{ETo} \times .623 \times .5)$

.71% Irrigation Efficiency

RATE TIER	RESIDENTIAL	% OF ALLOCATION
SUPER EFFICIENT	.84 X SQR	Indoor
EFFICIENT	SQR	Outdoor
INEFFICIENT	1.25 X SQR	101-150%
EXCESSIVE	1.3 X Tier 3	151-200%
WASTEFUL	1.3 X Tier 4	201% +

Dedicated Irrigation Meter Program

Residential Program

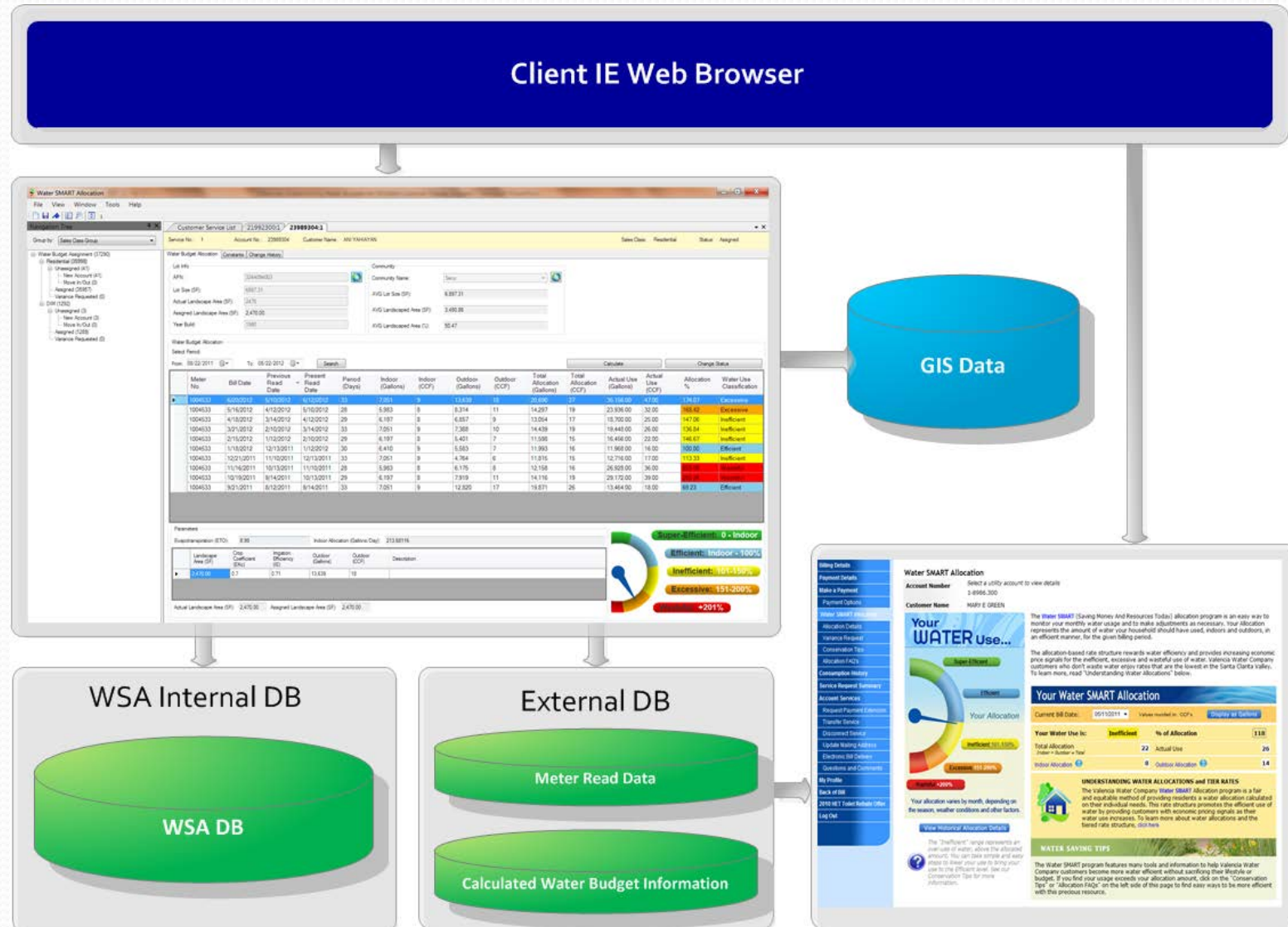
# WaterSMART Allocation Program Software Integration



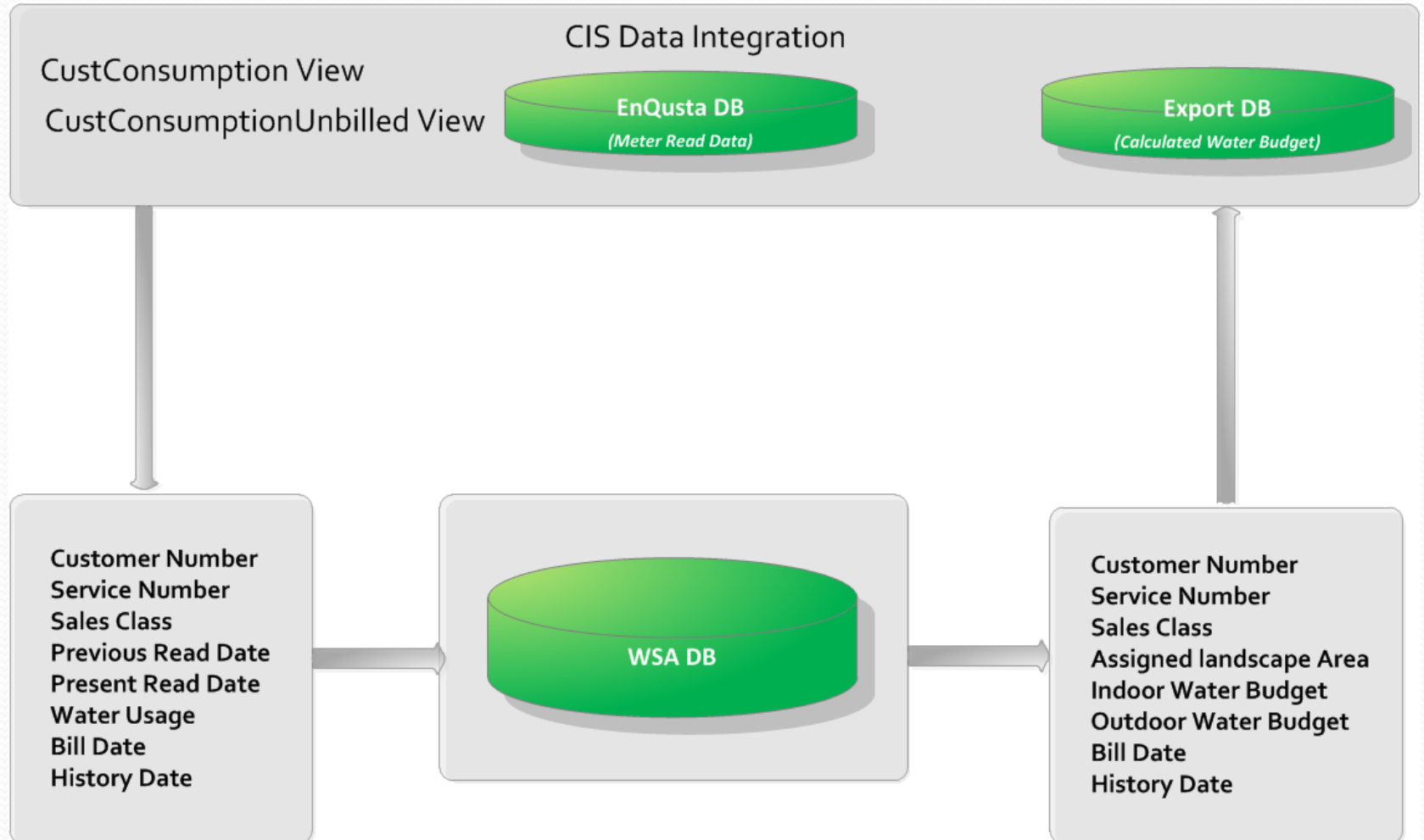
# Phase I: Residential Water**SMART** Allocation Software Integration



# Software Design



# Customer Information System Integration



# WaterSMART GUI-I

Water SMART Allocation

File View Window Tools Help

Navigation Tree

Group by: Sales Class Group

- Water Budget Assignment (37290)
  - Residential (35998)
    - Unassigned (41)
      - New Account (41)
      - Move In/Out (0)
    - Assigned (35957)
      - Variance Requested (0)
  - DIM (1292)
    - Unassigned (3)
      - New Account (3)
      - Move In/Out (0)
    - Assigned (1289)
      - Variance Requested (0)

Customer Service List

21992300:1 23989304:1

Service No.: 1

Account No.: 23989304

Customer Name: ANI YAHIAIAN

Sales Class: Residential

Status: Assigned

Water Budget Allocation

Constants Change History

Lot Info

APN: 3244094003

Lot Size (SF): 6897.31

Actual Landscape Area (SF): 2470

Assigned Landscape Area (SF): 2,470.00

Year Build: 1980

Community

Community Name: Seco

AVG Lot Size (SF): 6,897.31

AVG Landscaped Area (SF): 3,480.86

AVG Landscaped Area (%): 50.47

Water Budget Allocation

Select Period:

From: 08/22/2011

To: 08/22/2012

Search

Calculate Change Status

	Meter No.	Bill Date	Previous Read Date	Present Read Date	Period (Days)	Indoor (Gallons)	Indoor (CCF)	Outdoor (Gallons)	Outdoor (CCF)	Total Allocation (Gallons)	Total Allocation (CCF)	Actual Use (Gallons)	Actual Use (CCF)	Allocation %	Water Use Classification
▶	1004533	6/20/2012	5/10/2012	6/12/2012	33	7,051	9	13,639	18	20,690	27	35,156.00	47.00	174.07	Excessive
	1004533	5/16/2012	4/12/2012	5/10/2012	28	5,983	8	8,314	11	14,297	19	23,936.00	32.00	168.42	Excessive
	1004533	4/18/2012	3/14/2012	4/12/2012	29	6,197	8	6,857	9	13,054	17	18,700.00	25.00	147.06	Inefficient
	1004533	3/21/2012	2/10/2012	3/14/2012	33	7,051	9	7,388	10	14,439	19	19,448.00	26.00	136.84	Inefficient
	1004533	2/15/2012	1/12/2012	2/10/2012	29	6,197	8	5,401	7	11,598	15	16,456.00	22.00	146.67	Inefficient
	1004533	1/18/2012	12/13/2011	1/12/2012	30	6,410	9	5,583	7	11,993	16	11,968.00	16.00	100.00	Efficient
	1004533	12/21/2011	11/10/2011	12/13/2011	33	7,051	9	4,764	6	11,815	15	12,716.00	17.00	113.33	Inefficient
	1004533	11/16/2011	10/13/2011	11/10/2011	28	5,983	8	6,175	8	12,158	16	26,928.00	36.00	225.00	Wasteful
	1004533	10/19/2011	9/14/2011	10/13/2011	29	6,197	8	7,919	11	14,116	19	29,172.00	39.00	205.26	Wasteful
	1004533	9/21/2011	8/12/2011	9/14/2011	33	7,051	9	12,820	17	19,871	26	13,464.00	18.00	69.23	Efficient

Parameters

Evapotranspiration (ETO): 8.99

Indoor Allocation (Gallons/Day): 213.68116

Landscape Area (SF)	Crop Coefficient (ECc)	Irrigation Efficiency (IE)	Outdoor (Gallons)	Outdoor (CCF)	Description
▶ 2,470.00	0.7	0.71	13,639	18	

Actual Landscape Area (SF): 2,470.00

Assigned Landscape Area (SF): 2,470.00

Super-Efficient: 0 - Indoor

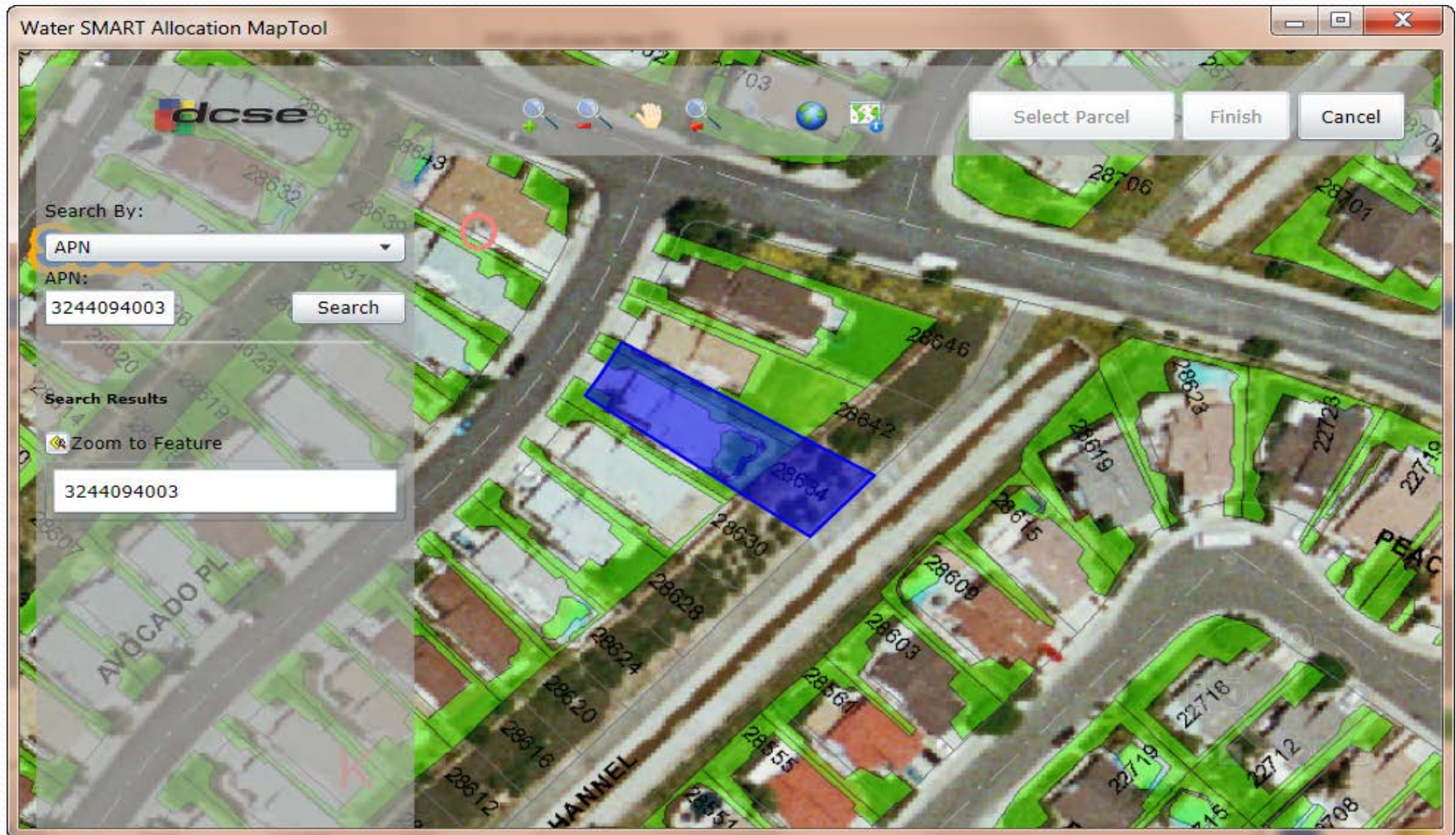
Efficient: Indoor - 100%

Inefficient: 101-150%

Excessive: 151-200%

Wasteful: +201%

# WaterSMART GUI-II



# Phase II: Dedicated Irrigation Meter Software Integration



# Software Upgrades

## Configuration Wizard Added (Step 1)

The screenshot shows a software window titled "Edit Configuration". On the left, a vertical list of steps is displayed: "Step 1: Edit Configuration" (highlighted in blue), "Step 2: Configure Indoor Parameters", "Step 3: Configure Outdoor Parameters", "Step 4: Configure Allocation Tiers", and "Step 5: Apply Configuration". To the right of this list, the text "Configuration Name:" is followed by a text input field containing the value "DIM". At the bottom right of the window, there are three buttons: "< Back", "Next >" (highlighted in blue), and "Cancel".

Edit Configuration

Step 1: Edit Configuration  
Step 2: Configure Indoor Parameters  
Step 3: Configure Outdoor Parameters  
Step 4: Configure Allocation Tiers  
Step 5: Apply Configuration

Configuration Name: DIM

< Back Next > Cancel

# Software Upgrades

## Configuration Wizard Added (Step 2)

**Edit Configuration**

Step 1: Edit Configuration  
Step 2: Configure Indoor Parameters  
Step 3: Configure Outdoor Parameters  
Step 4: Configure Allocation Tiers  
Step 5: Apply Configuration

☐ Calculate Indoor Allocation

Default Indoor Allocation based on date of construction

Pre 1992 Year Built Allocation (Gallons/Day): 213.68116

Post 1992 Year Built Allocation (Gallons/Day): 213.68116

Basic Indoor Allocation Classes

Class	Allocation (Gallons/Day)
8 Residential and 8 Non-24 Lice...	525.992104
10 people - 8,750 Gal/Month	287.652376
12 people - 9,500 Gal/Month	312.307952
Licensed Care 24hr - 6 people 7,...	246.558752
Licensed Care 24hr - 8 people 8,...	279.433352
Licensed Care 24hr - 10 people ...	312.307952
Licensed Care 24hr - 12 people ...	345.182552
Licensed Care Not 24hr - 6 peop...	238.340476
Licensed Care Not 24hr - 8 peop...	262.996052
Licensed Care Not 24hr - 10 peo...	287.652376
Licensed Care Not 24hr - 12 peo...	312.307952
Special Med Needs - Admin Com...	296.011276
4 people - 6,500 Gal/Month	213.68116
6 people - 7,250 Gal/Month	238.340476
8 people - 8,000 Gal/Month	262.996052

Add  
Edit  
Remove

< Back Next > Cancel

# Software Upgrades

## Configuration Wizard Added (Step 3)

**Edit Configuration**

Step 1: Edit Configuration  
Step 2: Configure Indoor Parameters  
**Step 3: Configure Outdoor Parameters**  
Step 4: Configure Allocation Tiers  
Step 5: Apply Configuration

☐ Landscape Area Lower Bound (SF) 0

☐ Landscape Area Upper Bound (SF) 99,999,999

	Adjusted Landscape Area (SF)	Crop Coefficient (Kc)	Irigation Efficiency (IE)	Description
▶	<= 99,999,999.00	0.5	0.625	

☒ Calculate Outdoor for Special Landscape Area

Special Landscape Area constants

Crop Coefficient (Kc): 0.2

Irigation Efficiency (IE): 0.625

< Back Next > Cancel


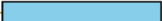



# Software Upgrades

## Configuration Wizard Added (Step 4)

**Edit Configuration**

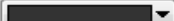
Step 1: Edit Configuration  
Step 2: Configure Indoor Parameters  
Step 3: Configure Outdoor Parameters  
**Step 4: Configure Allocation Tiers**  
Step 5: Apply Configuration


☐ T1=100% Indoor  
T2=T1+100% Outdoor


	Tier	% Max	Color	Classification
▶	1	35		Super-Efficient
	2	100		Efficient
	3	150		Inefficient
	4	200		Excessive
	5	+201		Wasteful

Add  
Edit  
Remove


**Legend Settings**

Classification Name Font:  Arial 12

Classification Range Font:  Arial 12

Arrow Color: 

**Preview**



**Super-Efficient: 0-35%**  
**Efficient: 36-100%**  
**Inefficient: 101-150%**  
**Excessive: 151-200%**  
**Wasteful: +201%**

< Back   Next >   Cancel

# Software Upgrades

## Configuration Wizard Added (Step 5)

The screenshot shows a software configuration window titled "Edit Configuration". On the left, a list of steps is shown: "Step 1: Edit Configuration", "Step 2: Configure Indoor Parameters", "Step 3: Configure Outdoor Parameters", "Step 4: Configure Allocation Tiers", and "Step 5: Apply Configuration", which is currently selected and highlighted in blue. The main area of the window is divided into two sections. The top section is titled "Apply Configuration" and contains the instruction "Apply to service accounts with sales classes:". Below this is a list box with three items: "Residential" (unchecked), "Multi-Family Indv" (unchecked), and "Irrigation" (checked with a blue checkmark). The bottom section contains a checkbox labeled "Override existing customized outdoor parameters with system outdoor parameters for service accounts having the sales class checked above.", which is also checked. At the very bottom of the window, there is a checkbox labeled "Set the configuration as default" which is unchecked. The bottom right corner features three buttons: "< Back", "Apply & Save", and "Cancel".

Edit Configuration

Step 1: Edit Configuration  
Step 2: Configure Indoor Parameters  
Step 3: Configure Outdoor Parameters  
Step 4: Configure Allocation Tiers  
Step 5: Apply Configuration

Apply Configuration

Apply to service accounts with sales classes:

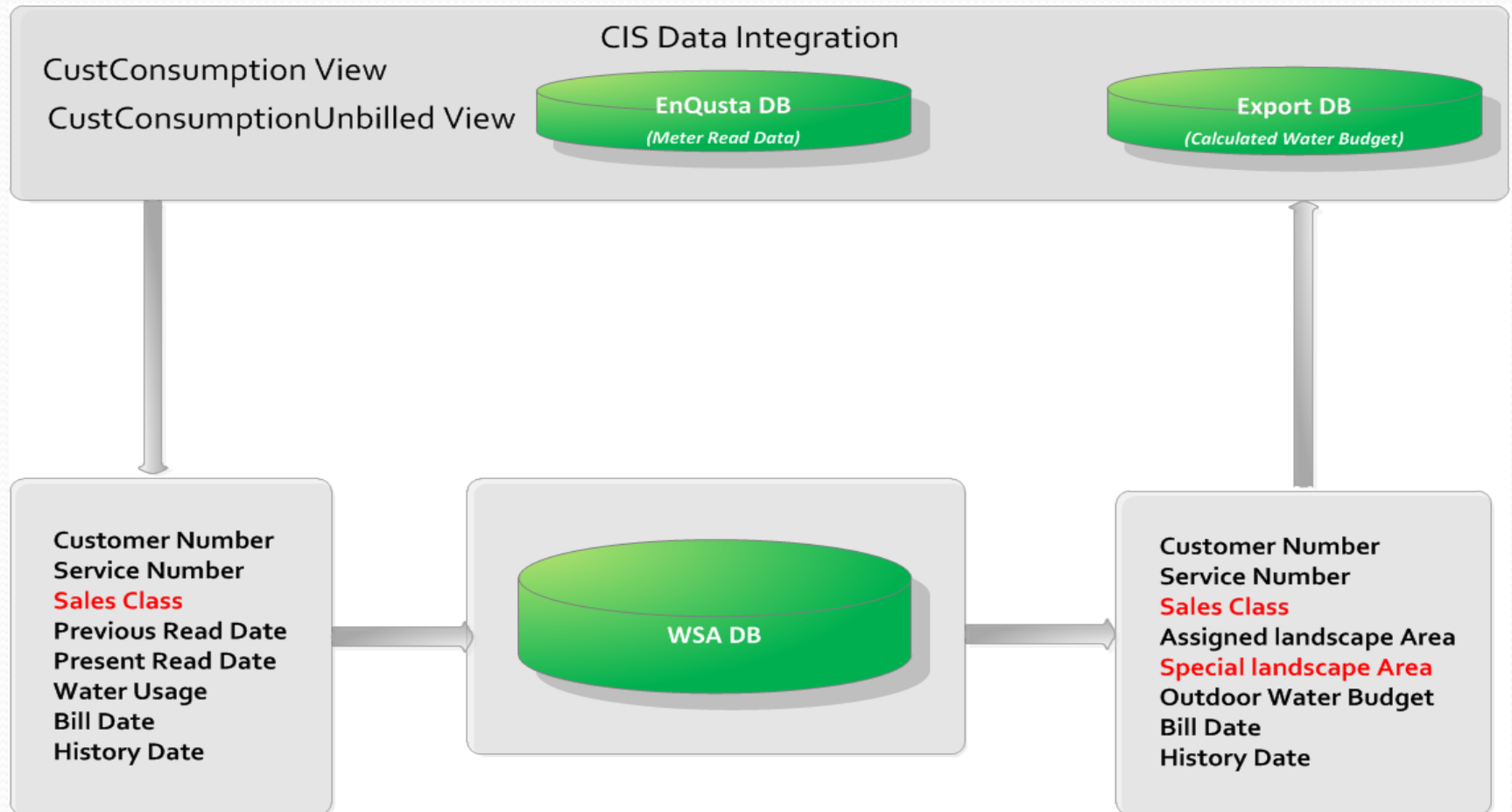
- ☐ Residential
- ☐ Multi-Family Indv
- ☒ Irrigation

☒ Override existing customized outdoor parameters with system outdoor parameters for service accounts having the sales class checked above.

☐ Set the configuration as default

< Back   Apply & Save   Cancel

# CIS Integration



# WaterSMART in Action



# WaterSMART In Action

## Residential



Valencia Water Company

## Dedicated Irrigation

### WaterSmart Allocation Program (Example)

#### Indoor Allocation



220 Gals./Day  
or  
285 CC/Day  
(7 days/Week x 55 Gals./Day x 4 People)

#### Outdoor Allocation



Residential Landscaped Area =

$(2000\text{ sq ft} \times 0.5\text{ XET} \times 2) + (7400\text{ sq ft} \times 0.5\text{ XET} \times 0.9)$   
216,140 Gals./Day

PLATE TIER	RESIDENTIAL	% OF ALLOCATION
EXPOSED SPRINKLER	24 X 60PS	Indoor
SPRINKLER	60PS	Outdoor
SPRINKLER	1.25 X 60PS	101-150%
SPRINKLER	1.5 X Tier 2	151-200%
WASTEWATER	1.2 X Tier 4	201% +

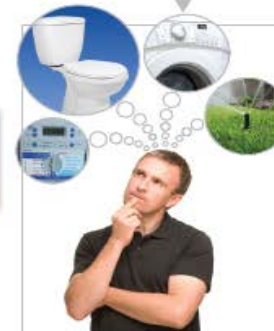


Residential  
Indoor/Outdoor

Dedicated  
Irrigation



Water SMART  
Allocation Program



Just think how much you could save!

### WaterSmart Allocation Program (Example)

#### Dedicated Irrigation



Dedicated Irrigation Meters =

$(\text{Landscaped Area} \times 0.5\text{ XET} \times 2) + (\text{Residential Landscaped Area} \times 0.5\text{ XET} \times 0.9)$

Fixed Irrigation Billing

PLATE TIER	DIM	% OF ALLOCATION
EXPOSED SPRINKLER	24 X 60PS	0-25%
SPRINKLER	60PS	26-100%
SPRINKLER	1.1 X 60PS	101-150%
SPRINKLER	1.15 X Tier 2	151-200%
WASTEWATER	1.25 X Tier 4	201% +

# WaterSMART in Action



Valencia Water Company  
24631 Avenue Rockefeller  
Valencia, CA 91355  
Call or Pay by Phone: (661) 294-0828

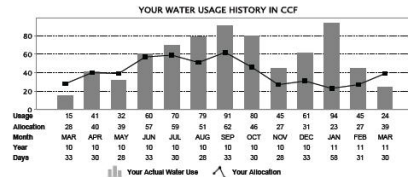
Account Number 15792300  
Total Amount Due \$ 44.30  
Current Charges Due 04/06/2011

Manage and pay your account at [valenciawater.com](http://valenciawater.com)

Bill Period 02/28/2011 - 03/30/2011  
Name MARY CUSTOMER  
Location Address 45678 VISTA HILLS DR  
Days This Period 29  
Invoice Date 03/16/2011  
Invoice # 01835098  
Cycle 777

Meter	Prior Read	Current Read	Current Usage
2656318	621	645	24
Indoor Allocation	(1)Outdoor Allocation	Total Allocation	Total Usage
9	30	39	15
Units CCF	Gallons		
6,732	22,440	29,172	11,220

Your Water Use Was: Efficient  
Assigned Landscaped Area in SF: 8,533



(1) Outdoor irrigation allocations are calculated using local real-time weather and your assigned landscaped area. For a complete explanation go to [www.valenciawater.com/conservation/wfaq.asp](http://www.valenciawater.com/conservation/wfaq.asp) or call us at 661-294-0828.

## Important Messages

Please be advised that as of February 1, 2011 our water usage rates and our monthly service charges have increased in accordance with our last general rate case. Tier rates are now in effect and shown in the General Water Usage Detail above. If your billing period overlaps the effective date of the rate change, only the period and usage after the effective date is assessed at the new rates and will show in this detail. The rest of your usage was prior to the effective date, so it will be itemized in Current Charges as POTABLE RATE and PURCH WTR SRCHG. This is referred to as prorating the monthly bill. For more detailed information on the new rates, surcredits and charges, please visit us at [valenciawater.com](http://valenciawater.com).

## General Water Usage Detail

Rate Tier	% Of Allocation	Price Per/Unit	Billed Usage	Cost of Usage
Super Efficient	100% of Indoor	1.144	9.00	\$ 10.30
Efficient	100% of Outdoor	1.362	15.00	\$ 20.43
Inefficient	101-150%	1.703	0.00	\$ 0.00
Excessive	151-200%	2.214	0.00	\$ 0.00
Wasteful	Over 200%	2.878	0.00	\$ 0.00
Total: General Water Usage Charge				24.00 \$ 30.73

## Recent Activity

Prior Balance	\$ 317.20
Payments	-317.20
Balance Forward	\$ 0.00

## Current Charges

3/4 INCH RES METER	13.72
GENERAL WTR USAGE CHARGE	30.73
BAL ACCT SRCHG (\$ .009/CCF)	0.22
WTR QLTY SURCREDIT	-1.06
LIRA SURCHARGE	0.04
PUC SURCHARGE	0.65

## Total Current Charges

Balance Forward	Current Charges	Current Charges Due	Total Amount Due
\$0.00	\$44.30	04/06/11	\$ 44.30

## General Water Usage Detail

Rate Tier	% Of Allocation	Price Per/Unit	Billed Usage	Cost of Usage
Super Efficient	100% of Indoor	1.144	9.00	\$ 10.30
Efficient	100% of Outdoor	1.362	15.00	\$ 20.43
Inefficient	101-150%	1.703	0.00	\$ 0.00
Excessive	151-200%	2.214	0.00	\$ 0.00
Wasteful	Over 200%	2.878	0.00	\$ 0.00
Total: General Water Usage Charge			24.00	\$ 30.73

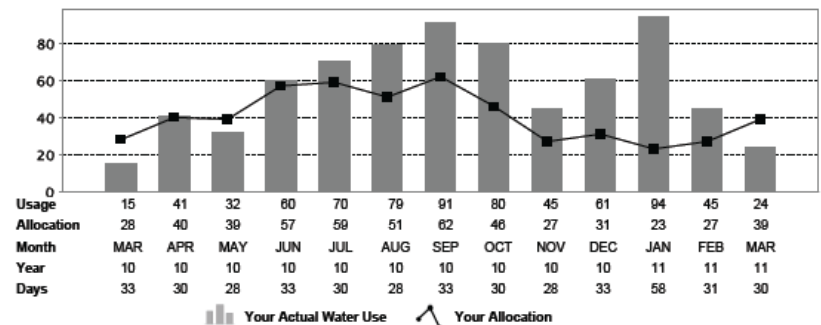
Units CCF	Indoor Allocation	(1)Outdoor Allocation	Total Allocation	Total Usage	Last Year Usage
Gallons	6,732	22,440	29,172	17,952	11,220

Your Water Use Was: Efficient

Gallons Used per Day: 619

Assigned Landscaped Area in SF 8,533

## YOUR WATER USAGE HISTORY IN CCF



Valencia Water Company  
24631 Avenue Rockefeller  
Valencia, CA 91355  
(661) 294-0828

## Payment Coupon

Account Number 15792300  
Invoice Date 03/16/2011  
Location Address 45678 VISTA HILLS DR  
Current Billing Period 02/28/2011 - 03/30/2011

Balance Forward	Current Charges Due	Current Charges Due	Total Balance Due
\$0.00	04/06/2011	\$44.30	\$44.30
Amount Paid			

☐ To change mailing address, check here and fill out back

MARY CUSTOMER  
45678 VISTA HILLS DR  
VALENCIA, CA 91355

Valencia Water Company  
PO Box 515106  
Los Angeles, CA 90051-5106

00001579230000000000004430000044304

# WaterSMART in Action



## Valencia Water Company

Online Services 

Conserve Water. It's for Life.

Welcome, g t | [Log Out](#)

**Water SMART Allocation**

Account Number Select a utility account to view details  
1-8828.300: 23134 CALVELLO DR, VALENCIA, CA 91354

Customer Name LARRY F PAINE

**Your Water Use...**



Super Efficient: 0-40%  
Efficient: 41-100%  
Inefficient: 101-150%  
Excessive: 151-200%  
Wasteful: +201%

Your allocation varies by month, depending on the season, rainfall and other factors.

[View Historical Allocation Details](#)

The "Efficient" category represents a smart use of water, at or slightly below your allocation amount; 41 to 100% of your allocation this period. You use the normal and appropriate amount of water for your needs. To maintain this level, remain observant and react to changing weather.

**The Water SMART** allocation program is an easy way to monitor your monthly water usage and to make adjustments as necessary. The **efficient** category represents the normal amount of water your household should have used, both indoors and outdoors, for the given billing period.

If you find your usage exceeds this level, click on the "Conservation Tips" or "Allocation FAQ's" on the left to find easy ways to be more efficient with this precious resource.

**Your Water SMART Allocation**

Current Bill Date: 09/16/2009 Values displayed in: Gallons [Display as CCF's](#)

<b>Your Water Use is:</b>	<b>Efficient</b>	<b>% of Allocations</b>	<b>77</b>
Total Allocation	26,096	Actual Use	20,196
<small>Indoor + Outdoor = Total</small>			
Indoor Allocation	6,410	Outdoor Allocation	19,685

**UNDERSTANDING WATER ALLOCATIONS**

The Valencia Water Co. **Water SMART** program is a fair and equitable method of providing residents a water allocation calculated on their needs. Allocations are designed to promote **water efficiency** and to discourage customers from wasting water. To learn more about water allocations. [Click Here](#)

**WATER SAVING TIPS**

The Water SMART program features many tools and information to help Valencia Water Co. customers become more water efficient. [Click Here](#) to learn how to take some easy steps to save water without sacrificing your lifestyle.

# WaterSMART In Action



Valencia Water Company

**Water Conservation**

Customer Service

Water Conservation

Water Quality

About Us

Hot Links

**PAY YOUR BILL ONLINE NOW!**

**MANAGE YOUR ACCOUNT** With WebConnect®

**look for** 

Conservation Tips | Leaks and Fix-its | View Your Usage History

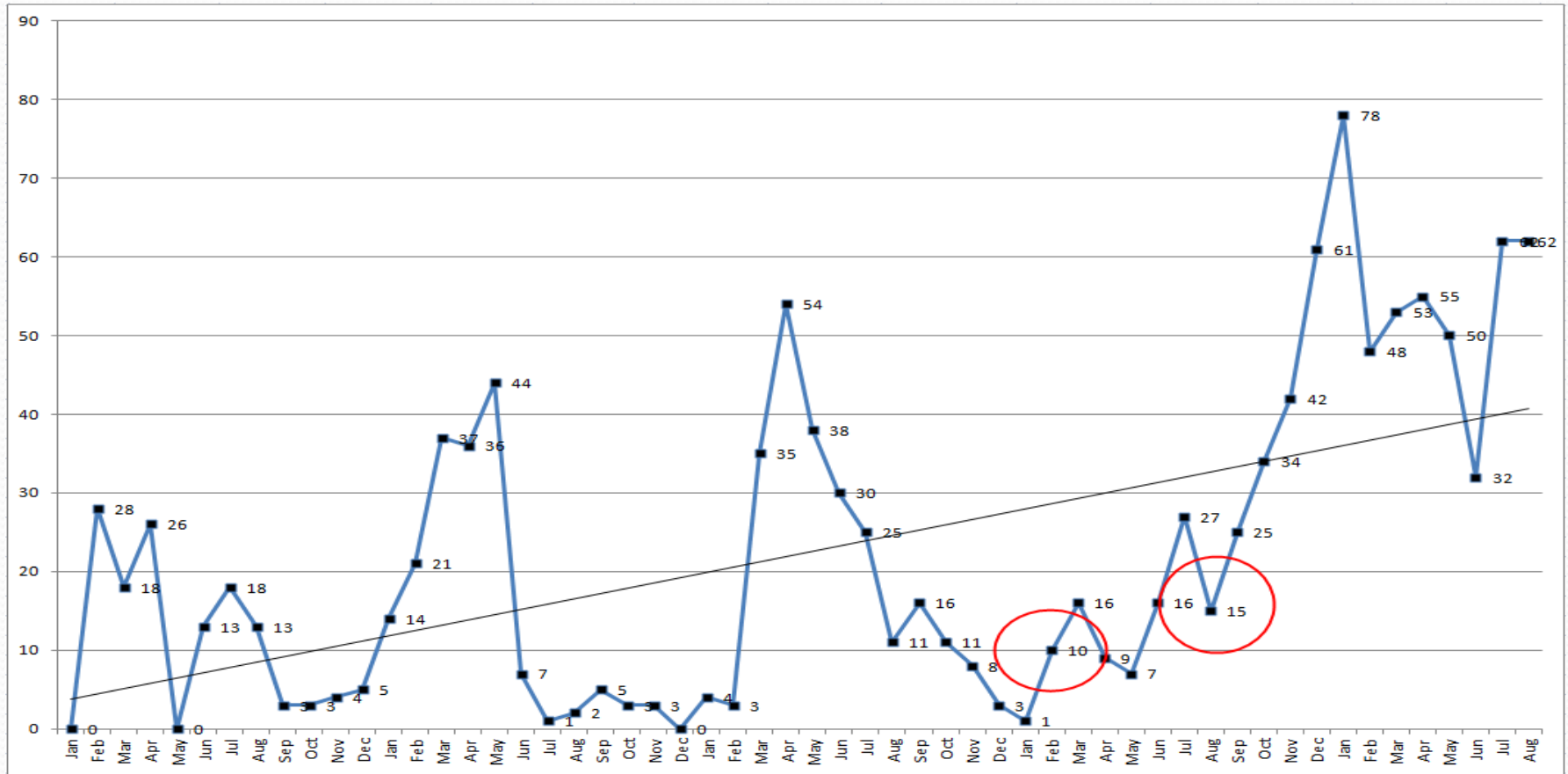
## Water SMART Allocation Program



### Frequently Asked Questions

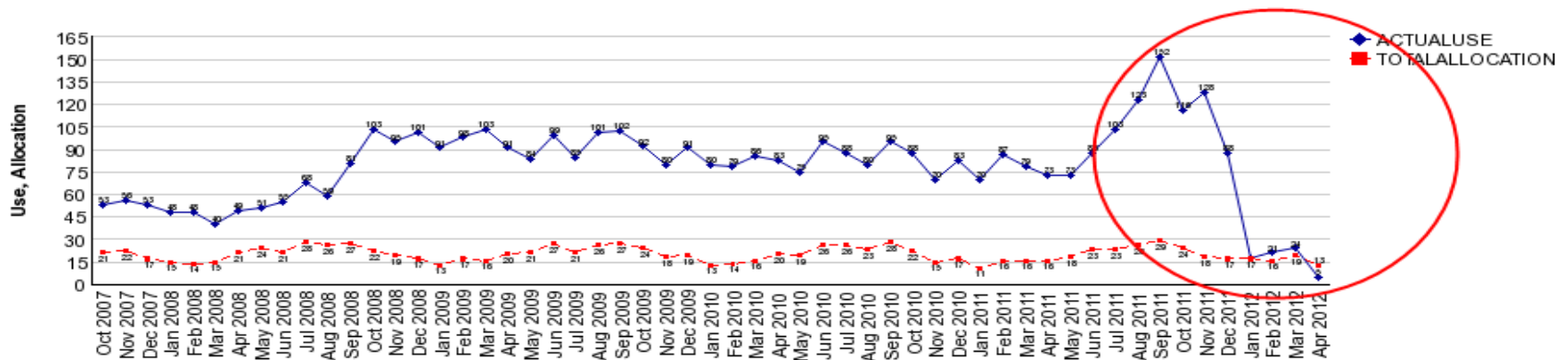
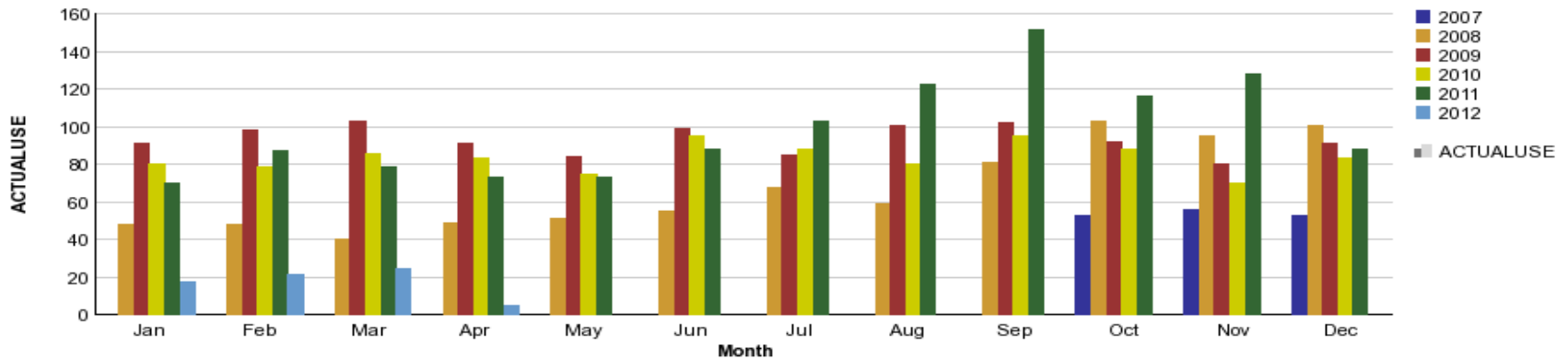
- [What is the Water SMART allocation program?](#)
- [How is my outdoor water allocation calculated?](#)
- [How is my Indoor water allocation calculated?](#)
- [Why were four people in a household used?](#)
- [How do I know my water allocation?](#)
- [Why do we need water allocations?](#)
- [Are water allocations new?](#)
- [What are the advantages of a water allocation?](#)
- [Will water allocations vary?](#)
- [Why do I get my water allocation after the month is over?](#)
- [What are the allocation ranges?](#)
- [If I am above my allocation, how do I reach the efficient level?](#)
- [Will my rates change with a water allocation?](#)
- [Will everyone have a water allocation?](#)
- [Are there other ways to encourage people not to waste water?](#)
- [What if I need more water?](#)
- [What is the formula for daily outdoor water allocations \(WA\)?](#)
- [What is evapotranspiration \(ET\)?](#)
- [Where do you get the evapotranspiration information?](#)

# WaterSMART in Action



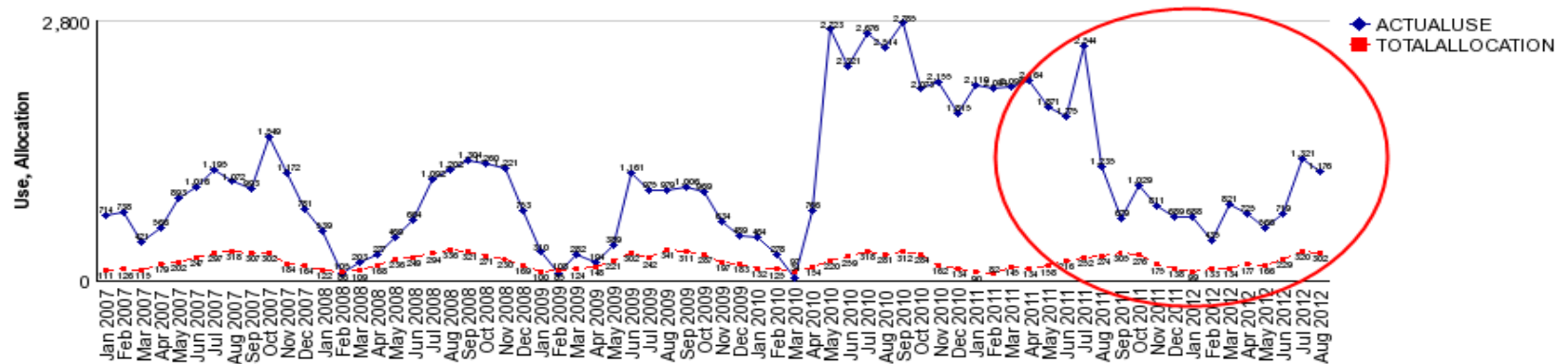
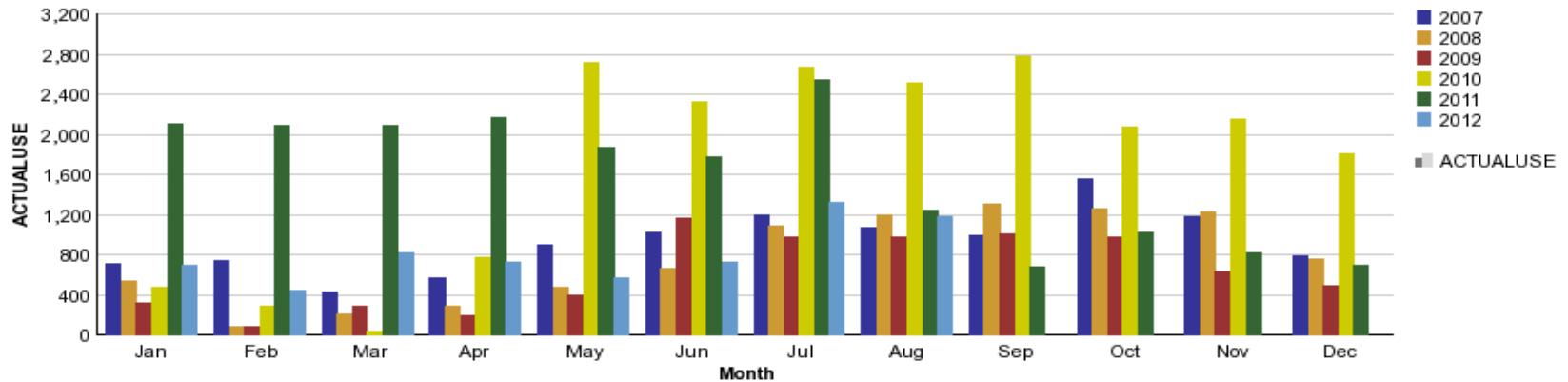
Completed Residential Water Audits by Month (2008 – 2012)

# WaterSMART In Action



**89,000 Gallons Saved Per Month!!!**

# WaterSMART in Action



**Over 17,000,000 Gallons Saved Since August 2011!!!**

# Future Tools



# Future Tools

- **Integrate Additional Customer Classes**
- **Management/Planning /Rate Design Tools**
- **Spatial ET Data from CIMIS Web Site**
- **AMI and Two-Way Communication Possibilities**
  - Real-time Response to High Water Use
  - Time of Use Pricing
- **Reporting Features**
  - Customer Water Usage/Budget Report
  - Key Performance Indicator (KPI) Report

# Questions?

Matthew S. Dickens  
Resource Conservation Manager  
Valencia Water Company  
661-295-6543  
mdickens@valenciawater.com

Ming-Chin Jeng  
Vice President  
DCSE  
949-465-3400  
mjeng@dcse.com

*Thank You!!!*

