

This presentation premiered at WaterSmart Innovations

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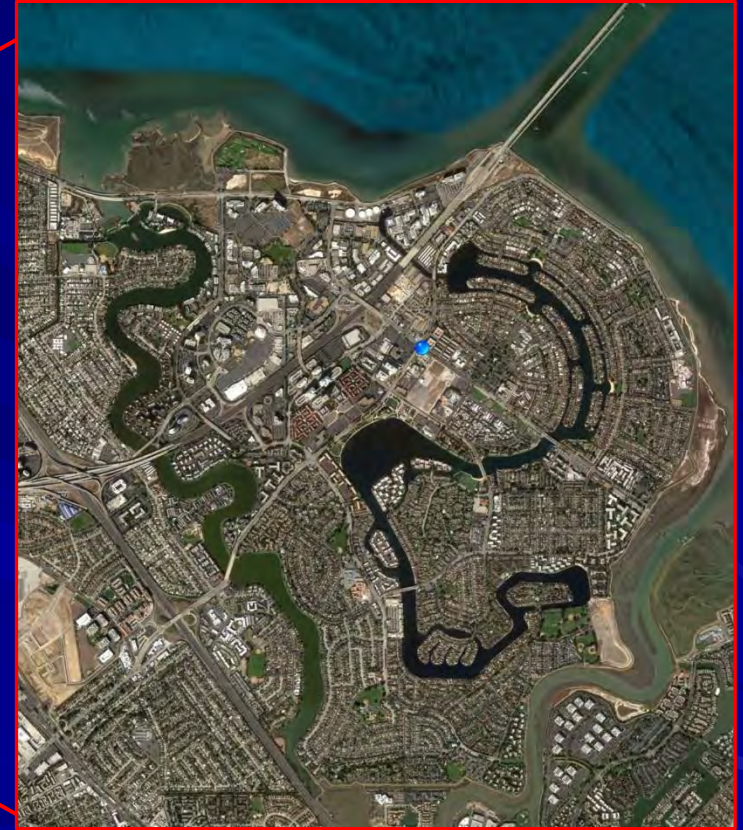
Landscape Water Budgets with an Annual Kick

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Estero Municipal Improvement District



Landscape Water Budgets with an Annual Kick



Compelling Case for Conservation

- Water Supply Assurance with our water supplier
 - 5.9 MGD
 - Projections: 6.1 MGD
- Potential Limit on Future Growth
- Environmental Sustainability Efforts



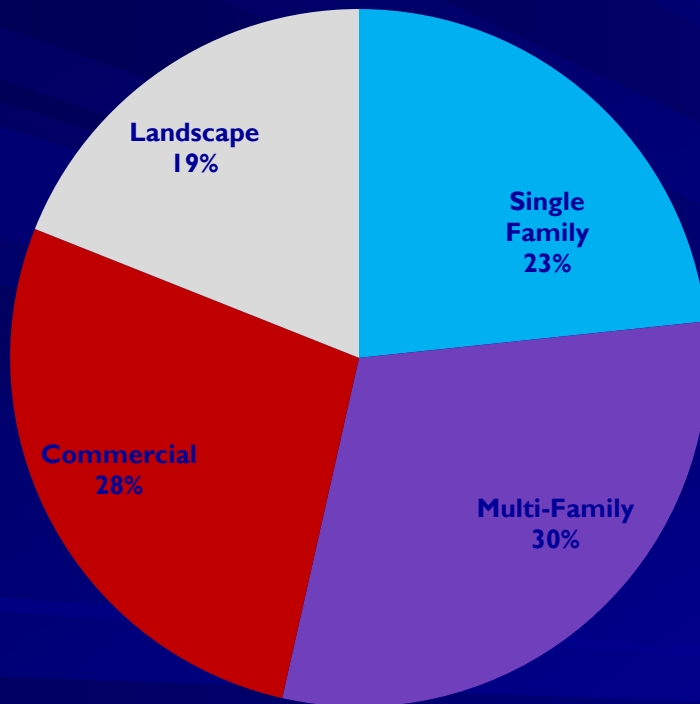
Estero Conservation Plan

- 20 x 2020
 - 15% reduction in consumption by 2012
 - 20% reduction in consumption by 2020
- Three-Pronged Approach
 - Education
 - Tiered Rates
 - Residential
 - Irrigation
 - Commercial
 - Rebate Programs
 - Toilets, Washing Machines, and Smart Controllers – oh my!
- Greatest Potential – Irrigation!

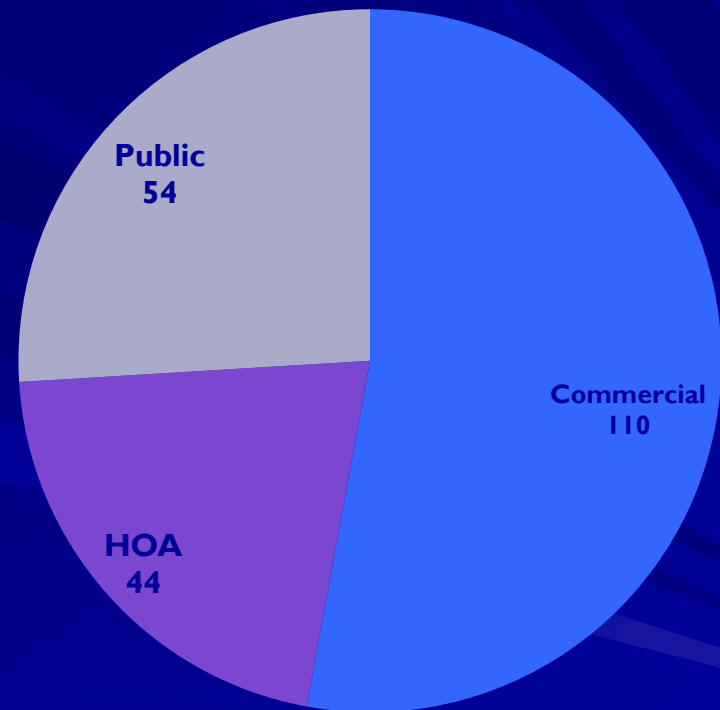


Landscape Customers

Estero Water Use 2010



Number of Landscape Sites: 208

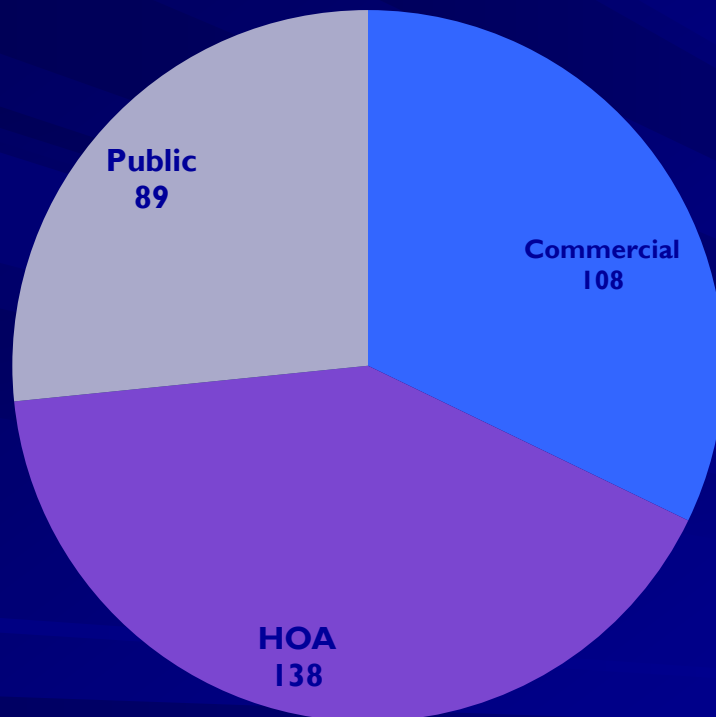


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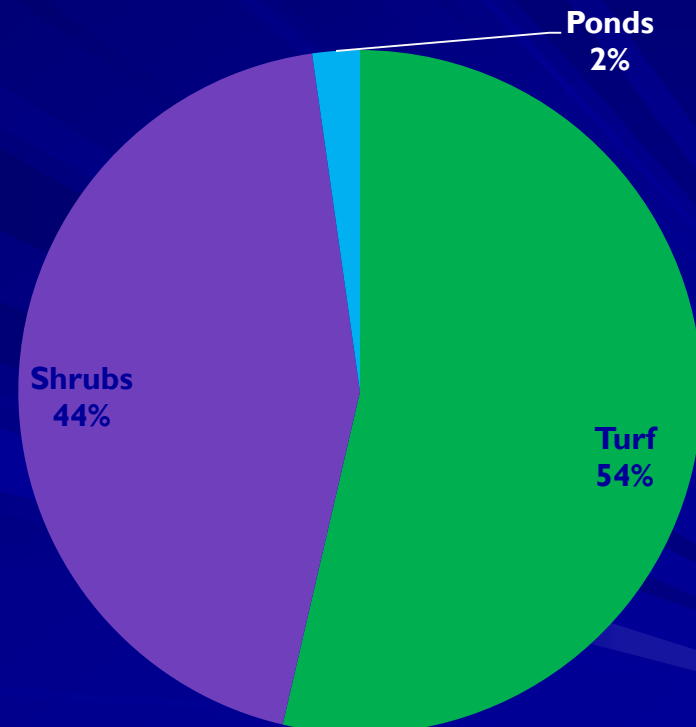


Landscape Acres

Number of Irrigated Acres: 334



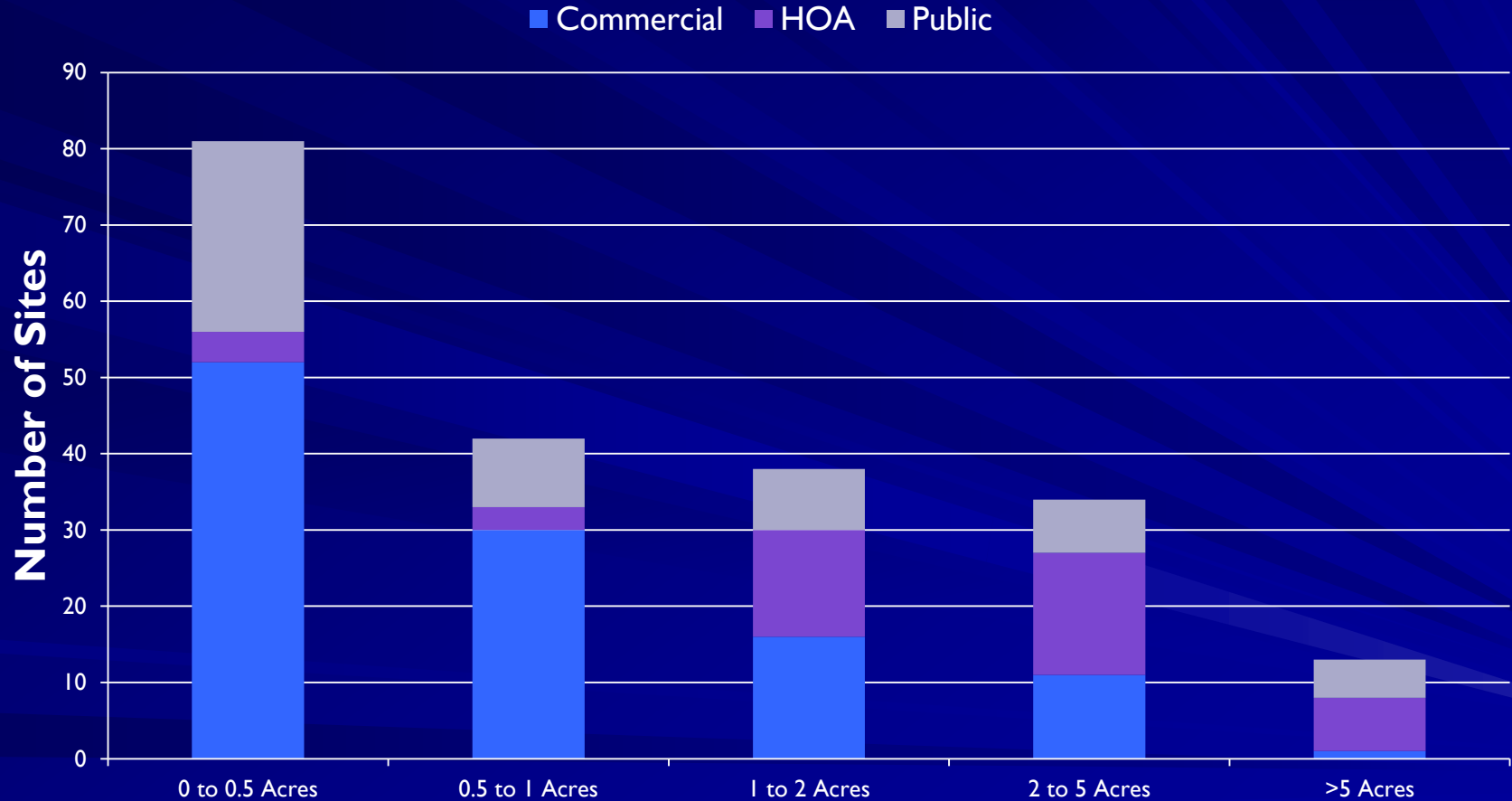
Acres by Type



Landscape Water Budgets with an Annual Kick



Sites by Irrigated Area



Landscape Water Budgets with an Annual Kick



Landscape Water Budgets

■ Start September 2009

- Intro Letter
- Water Use Report
- Site Map
- FAQ

■ Contractor:



Irrigation Water Rate Model

■ How do we...

- Achieve Fairness?
- Incentivize Conservation / Achieve Water Consumption Goals?
- Protect Beauty of our Master-Planned Community?
- Avoid a Complex Administrative Nightmare?

■ Solution!

- Base Consumption Rate
- Over Budget Penalty Fee – Once Annually!
- Periodic Reporting of Water Budget Performance

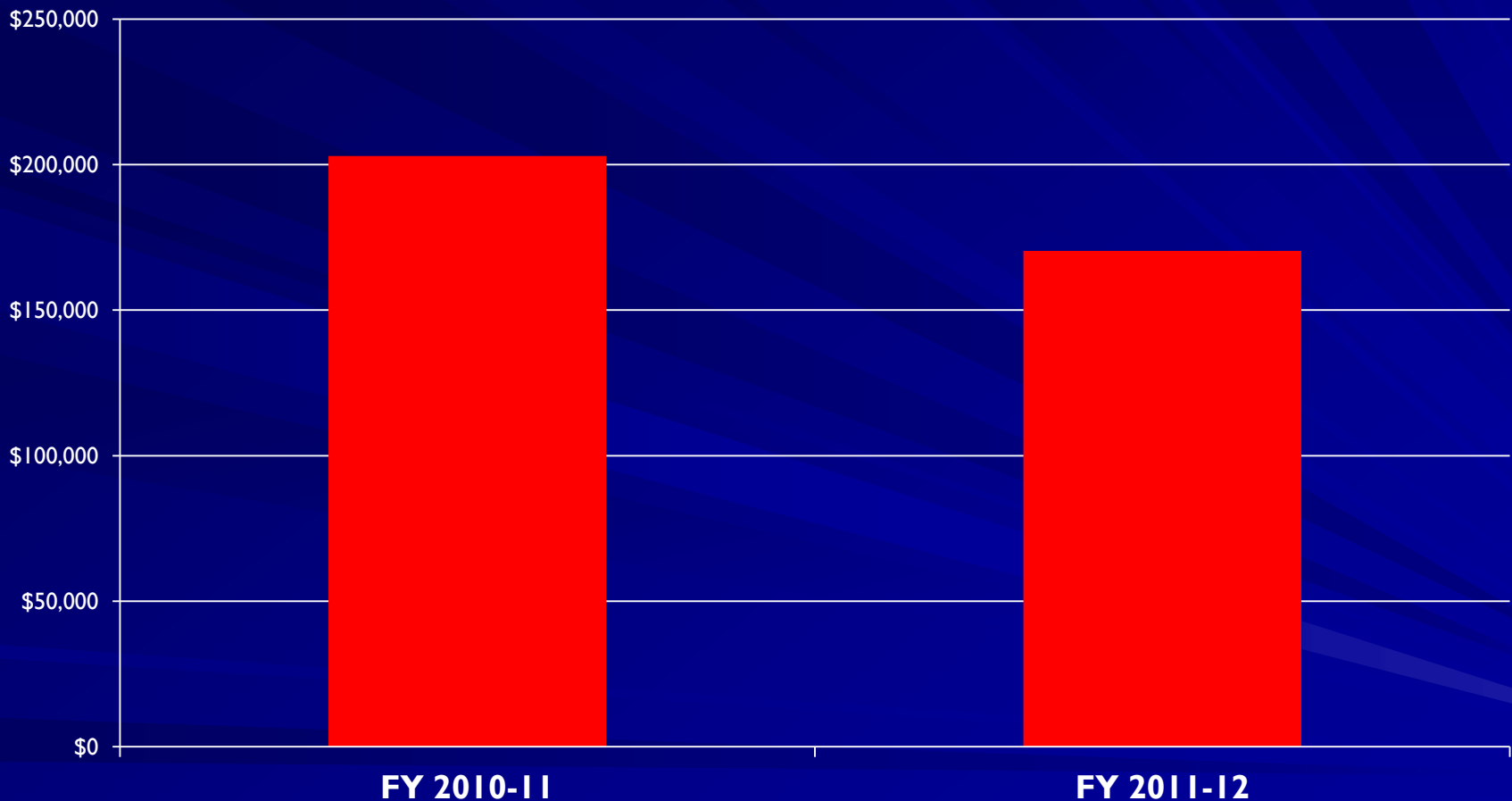


Over Budget Penalty Fee

- FY 2009-10
 - Budgets Informational Only
- FY 2010-11 (Sept 2010 to July 2011)
 - Base Rate: All Water \$2.09/ccf
 - Over Budget an additional \$2.09/ccf
- FY 2011-12
 - Base Rate: All Water \$2.66/Ccf
 - Over Budget an additional \$2.00/ccf
- FY 2012-13
 - Base Rate: All Water \$3.13/ccf
 - Over Budget an additional \$1.57/ccf



Penalties → Sustainability Fund



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Annual Penalty Invoice: Practical

- Customers monitor water consumption monthly
- Time to adjust water budget assumptions as needed without financial implications
 - Customer Inquires
 - Field Surveys
 - Weather Data
- Single Invoice after FY
- Does not complicate regular water billing process
- Customer Mid-Year Changes Rare



Annual Penalty Invoice: Politics

- District Board Supported
- Consistent with Other Customer Rate Classes
- Parks Department
- Water Budget = Healthy Landscape

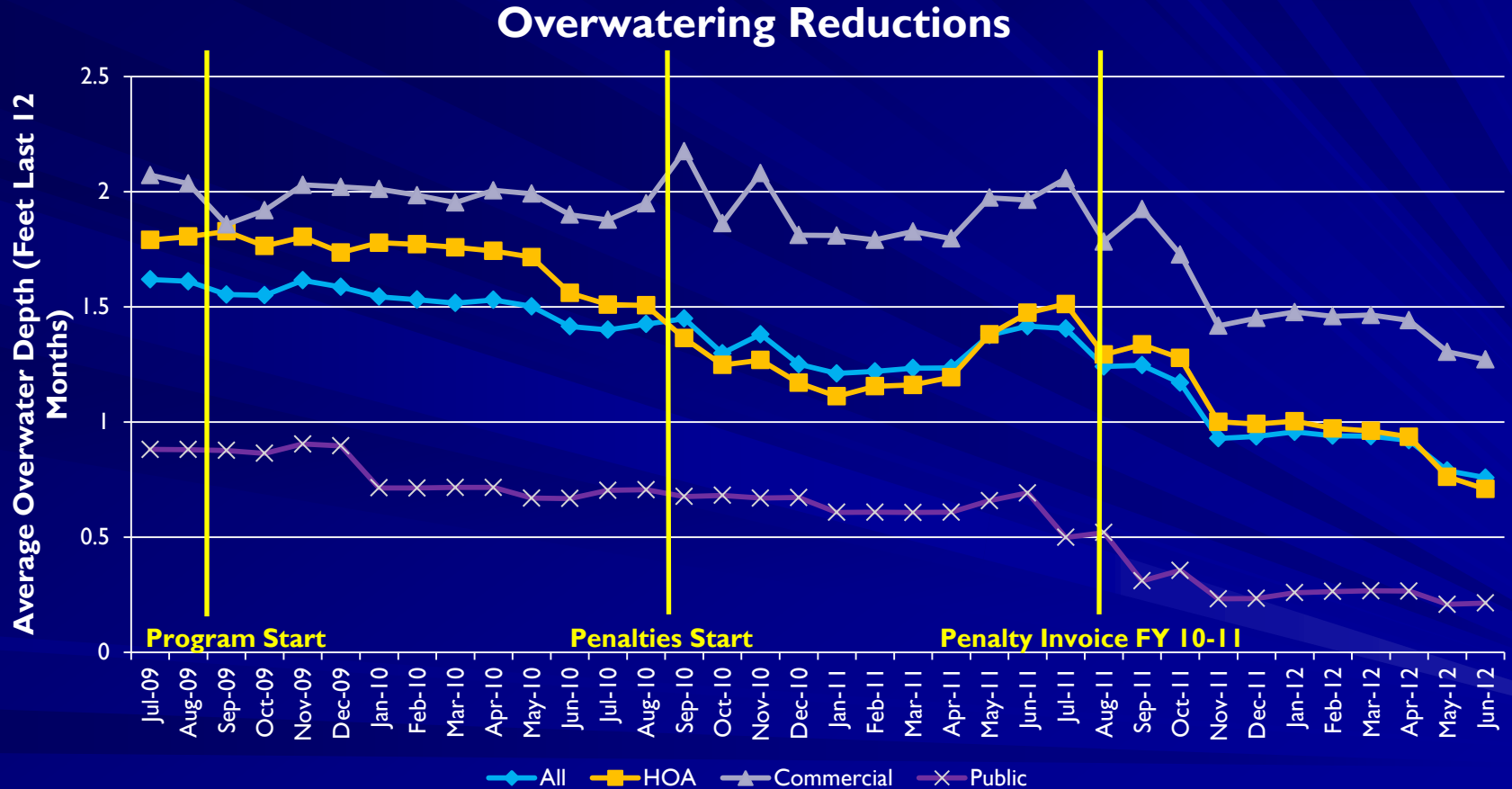


Annual Penalty Invoice: Effective

- Customers over budget get walloped with a single large Penalty Bill
- Overwatering declined 49% since program start
- Triangular Accountability
 - Owners
 - HOA Boards
 - Apartment Complex Owners
 - Property Managers
 - Landscapers



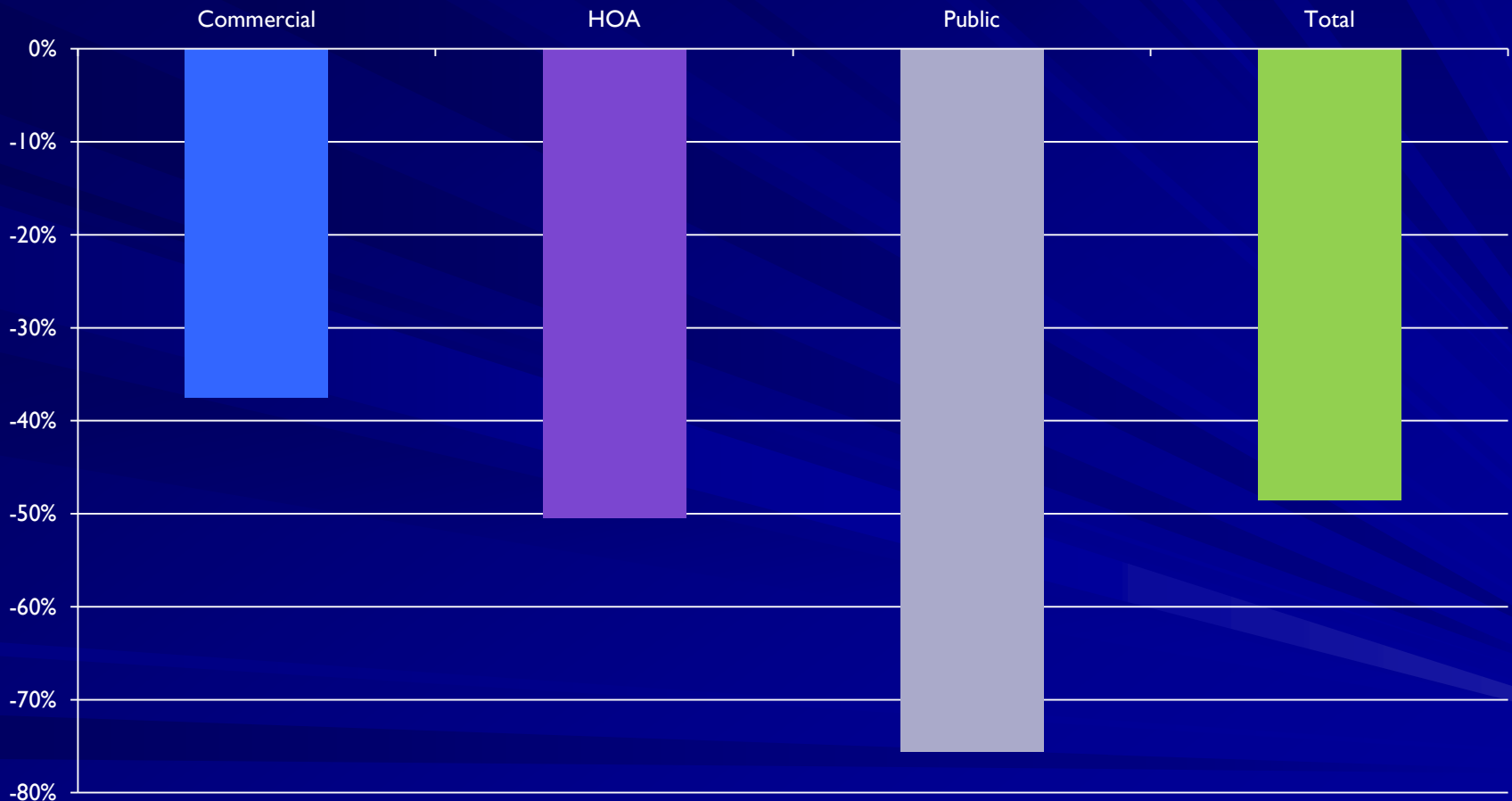
Impact Achieved!



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Overwatering Reduction by Type



Landscape Water Budgets with an Annual Kick



Key Point: Communicate

- Parks Department not immune
- Work with HOA and property manager groups
- Show Landscape Firms their client's Penalty



Key Point: Monthly Monitoring

2011-2012 Fiscal Year Summary

| | |
|---|------------|
| Net Over Water Ccf | 2,234 |
| Cumulative Penalty Fee @ \$2.00 per Ccf | \$4,468.00 |



Key Point: Healthy Landscapes



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Key Point: Annual Penalty Invoice

- No Slow Bleed - If water efficiency is Important then,

Get their Attention!

