

# This presentation premiered at WaterSmart Innovations

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



# Get a CLWUE!

## The Comprehensive Landscape Water Use Efficiently Program

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Municipal Water District of Orange County



Municipal Water District of Orange County

# WHO WE ARE

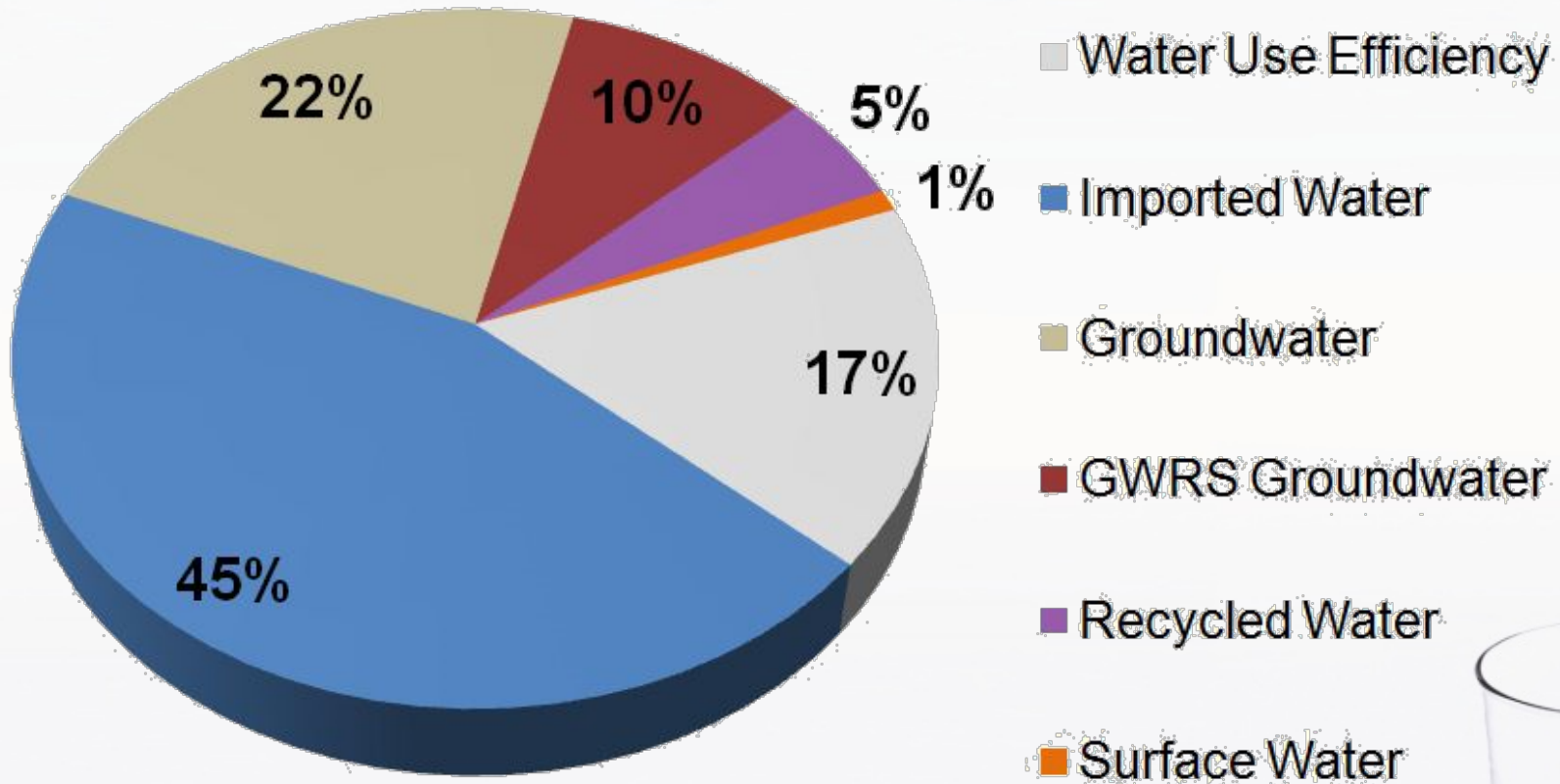


# Municipal Water District of Orange County

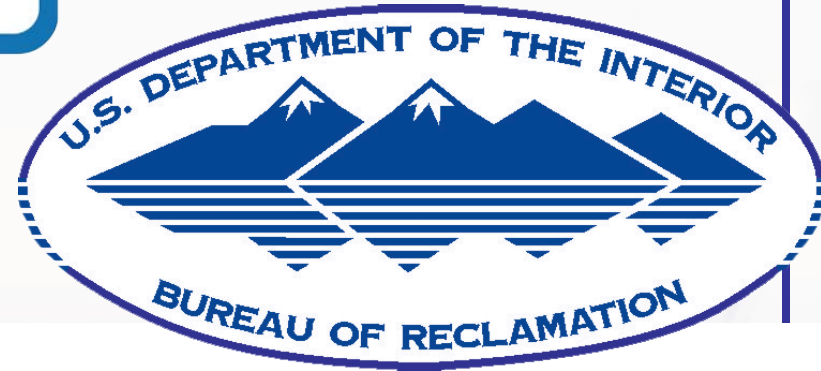
- Wholesale supplier and regional planner to 28 client cities and water agencies
- Governed by seven-member elected board of directors
- Member agency of Metropolitan Water District of Southern California
- Service area: 600 square miles
- Water demand: 668,000 AFY
  - Imported supply
  - Local supplies
- Population: 2.3 million



# Where Orange County Gets its Water



# Program Funding Provided By:



**The Family of Orange  
County Water Agencies**



**MWD**

*METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA*

# The Problem



**Too much excess water!**  
**System inefficiencies!**  
**Too much runoff!**

**Lack of maintenance!**  
**Lack of management!**  
**Lack of communication!**



# The Solution



A Comprehensive Approach



# REBATES & INCENTIVES



*Take Control of Your Sprinkler System!*

**WEATHER-BASED IRRIGATION CONTROLLER REBATE PROGRAM:** Take control of your sprinkler system by installing a weather-based irrigation controller. These controllers use information about your plants, soil, and weather conditions to give your landscape the right amount of water.  
**Current Rebate Level: Single-Family Residences: Up to \$425 per residence; Multi-family Residences and Businesses: \$25 per station (up to timer capacity)**

**ROTATING NOZZLE REBATE PROGRAM:** Reduce water runoff and overspray by replacing your sprinkler heads with water-efficient rotating nozzles. Rotating nozzles water more evenly and uniformly, and they can reduce your outdoor water consumption by up to 30%.  
**Current Rebate Level: \$4 per nozzle.**

For more information:  
Visit [www.mwdoc.com/services/smart-irrigation](http://www.mwdoc.com/services/smart-irrigation)  
Single-family residents, call (888) 376-3314  
Multi-family residents and businesses, call (877) 728-2282

**RECLAMATION**  
Managing Water in the West  
The Family of Orange County Water Agencies





Receive money back when you upgrade to "smart" technology that fully automates landscape watering, based on the weather and water needs of your plants.

# Smart Timer Rebate Program

- Provides rebate incentives to install automated self-adjusting weather based irrigation controllers & soil moisture sensors
- Residential Smart Timer Rebate Levels:
  - \$80 to \$380 per controller installed
- Commercial Smart Timer Rebate Levels:
  - \$25/station up to clock capacity





## Rotating Nozzle Rebate Program

- **Distribution Uniformity Improvement Incentive**
- **Replacement nozzle for spray heads**
- **Save 6,600 gallons per nozzle over 5 years**
  - **\$4 to \$5 per nozzle**
- **15 nozzle minimum per site for common areas (commercial)**



# Turf Removal Rebate Program



Turf Removal Program:

- Turf removal with replacement by California Friendly plants and permeable surfaces
- **Rebate amount in Orange County**
  - **\$1.00 to \$2.00 per square foot**
- Water savings are estimated at 44 gallons per square foot per year
- For more information visit:
  - [www.mwdoc.com/services/turf-removal](http://www.mwdoc.com/services/turf-removal)



# Spray to Drip Pilot Program



- **Spray irrigation with replacement by embedded emitter drip tubing**
  - Criteria includes pressure regulation and filters
- **Rebate amount in Orange County**
  - \$0.20 to \$0.40 per square foot
  - can be in addition to turf removal



# Public Spaces WSL

- The Program specifically targets the implementation of comprehensive landscape improvements for publicly owned and other commercial landscape properties
  - Highly visible sites
  - Encourage the new norm
  - Cost share program



# Pay for Performance Programs

- Water Savings Incentive Program
- Hotel Program
- CII Pay-for-Performance
  
- Focuses on Large landscapes
- Incentive amount paid based on actual water savings during a one year monitoring period
  - Can include a suite of device changes, plant changes, increased management, or any other practice



# INFORMATION TOOLS & EDUCATIONAL OUTREACH





# Landscape Surveys

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA



## Landscape Irrigation Survey

For Commercial, Industrial, Institutional  
and Common Area Landscapes



Using more water than you should? Find out with a landscape irrigation survey.

### HOW IT WORKS

A certified landscape irrigation auditor will survey and provide written recommendations for qualifying non-residential properties within Metropolitan's 5,200 square-mile service area at no cost. To participate, properties must have a minimum of one acre of irrigated land. Eligible landscapes include commercial and industrial sites, homeowner association common areas, and institutional sites like schools, parks and government facilities.

Surveys are scheduled on a first-come, first-served basis. To request a survey, please complete the online application at [bewaterwise.com](http://bewaterwise.com). Funding is limited and submitting an application does not guarantee a survey will be provided.

### CONTACT

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### WHAT TO EXPECT

The property owner, manager or authorized representative with access to the irrigation controllers must be present during the survey. The certified landscape irrigation auditor will conduct a comprehensive review of the irrigation system including:

- System pressure
- Controllers
- Site conditions and irrigation scheduling
- Issues that cause higher water use, such as valve malfunctions, high or low pressure, sprinkler misalignment, poor drainage, breaks and leaks, runoff, etc.

Participants will receive a written report that includes:

- Data collected during the survey
- Recommendations for improving the site's irrigation efficiency including system repairs, equipment updates, and irrigation scheduling
- Information about available financial incentives to help with the cost of recommended improvements



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

# California Friendly Landscape Classes

- Encourage participants to think of their property as a watershed
- Introduction to water use efficiency in the landscape
- Great opportunity to “show & tell”



## CALIFORNIA FRIENDLY® LANDSCAPE TRAINING

BECOME A MORE WATERWISE GARDENER



LEARN 6 WAYS TO MAKE YOUR GARDEN  
**CALIFORNIA FRIENDLY®**

1. Using a Holistic Approach to Gardening
2. Building a Living Soil Sponge
3. Rethinking Elements of Your Site
4. Right Plant, Right Place
5. Using Rainwater as a Resource
6. Managing Irrigation



*This class is geared for residential customers  
and provided at no cost.*

# Rain Barrels

- Encourage the perspective that rain is a water source
- Gateway product
- Visual prompt
- **Rebate amount**
  - **\$75 per barrel**





# Water Smart Home Certification Program

- Participating in a free home water survey will score the home's water use efficiency and identify potential water savings needed.
- Recommendations will include money- and water-saving rebates and no-cost activities that can help participants become more water efficient.



# California Sprinkler Adjustment Notification System

- Sends periodic sprinkler adjustment reminder emails
  - with optimal percentages for conventional timers with the percent adjust feature
- Free public service
- Avenue for marketing other programs and education

**SANS**  
SPRINKLER ADJUSTMENT NOTIFICATION SYSTEM

## Promoting Effective Irrigation

The *Sprinkler Adjustment Notification System*, or *SANS*, sends periodic sprinkler adjustment reminder emails with optimal percentages to homeowners and businesses that subscribe to this free public service. If you reside in California, own an irrigation controller that supports the "percent adjust" or similar feature, and wish to receive this free reminder please subscribe below.

1

### Is this for me?

If you reside in California, have an irrigation controller (a.k.a sprinkler timer or clock) that supports the "percent adjust", seasonal adjust, water budget, or similar feature\* you can take advantage of this program. This may not be for you if you have a self adjusting weather-based smart timer.

2

### Subscribe

Fill in the form to the right to subscribe.

3

### Adjust and Save

You can choose to receive weekly or monthly adjustment emails from this system. The first adjustment email will be sent immediately after you confirm your subscription. Adjust your controller using the recommended percentages and begin using water more efficiently and saving money.

\* Consult your owner's manual or visit the manufacturer's website for further details.

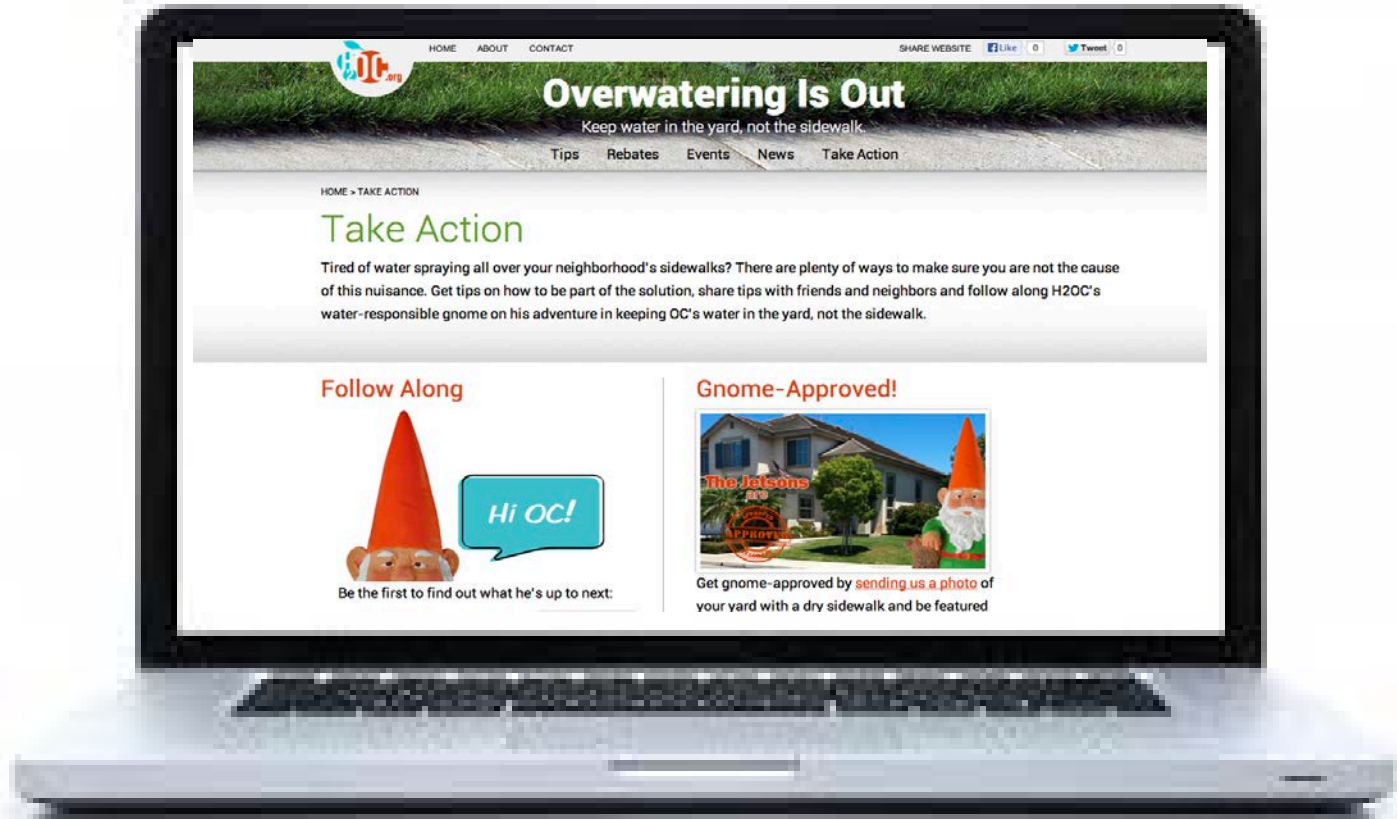
SAVE MONEY

Get FREE **SANS** sprinkler adjustment email reminders

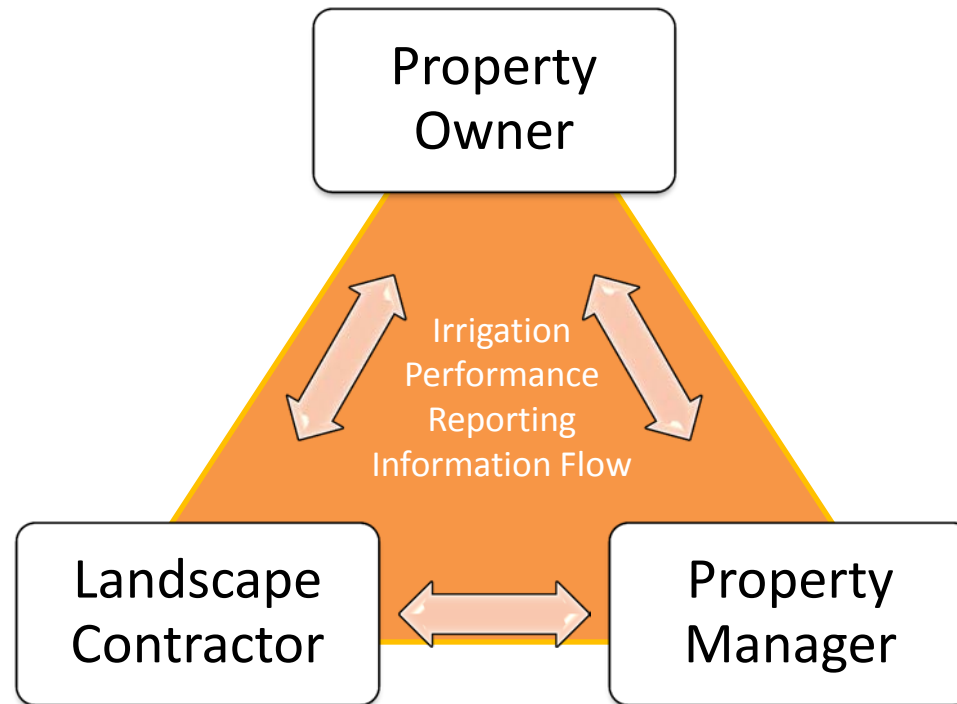


# Stormwater Partnership

- MS4 Permit Compliance
- Public Educational Informational Campaign Partnership



# Communication Tools





# Water Smart Landscape Program (WSLP)

Formerly: Landscape Performance  
Certification Program

- **A Free Program that establishes Landscape Irrigation Budgets for dedicated landscape meters**
  - **Scientific calculation of the annual, monthly or weekly water requirements**
- **Provides monthly irrigation performance reports to landscape contractors, property managers and property owners**







# Performance-Based Irrigation Management Contract

An outcome based approach to contracting that uses irrigation scheduling performance measures to define the minimum irrigation efficiency standards that must be met by the contractor.

## Intended Users

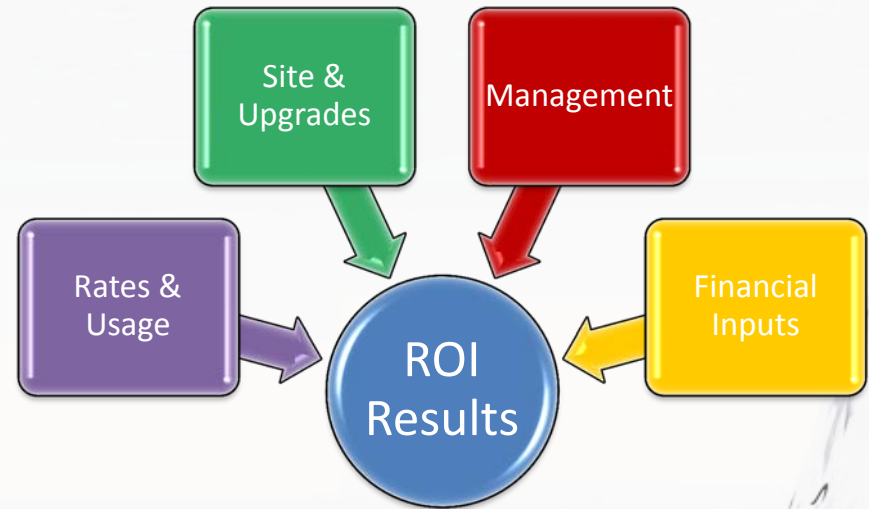
- Commercial Property Owners
- Home Ownership Associations
- Landscape Maintenance Contractors
- Community Managers
- Municipalities

**Adaptable/Customizable/Flexible**



# ROI Calculator

- Technical education
- Help prioritize sites for upgrades
- Identify potential expense reductions
  - O&M and Capital
- Facilitate communication among stakeholders
- Provide a financial analysis for landscaping and water management



# INSPECTIONS, MONITORING & IMPACT EVALUATIONS



# Inspections, Monitoring, & Evaluations

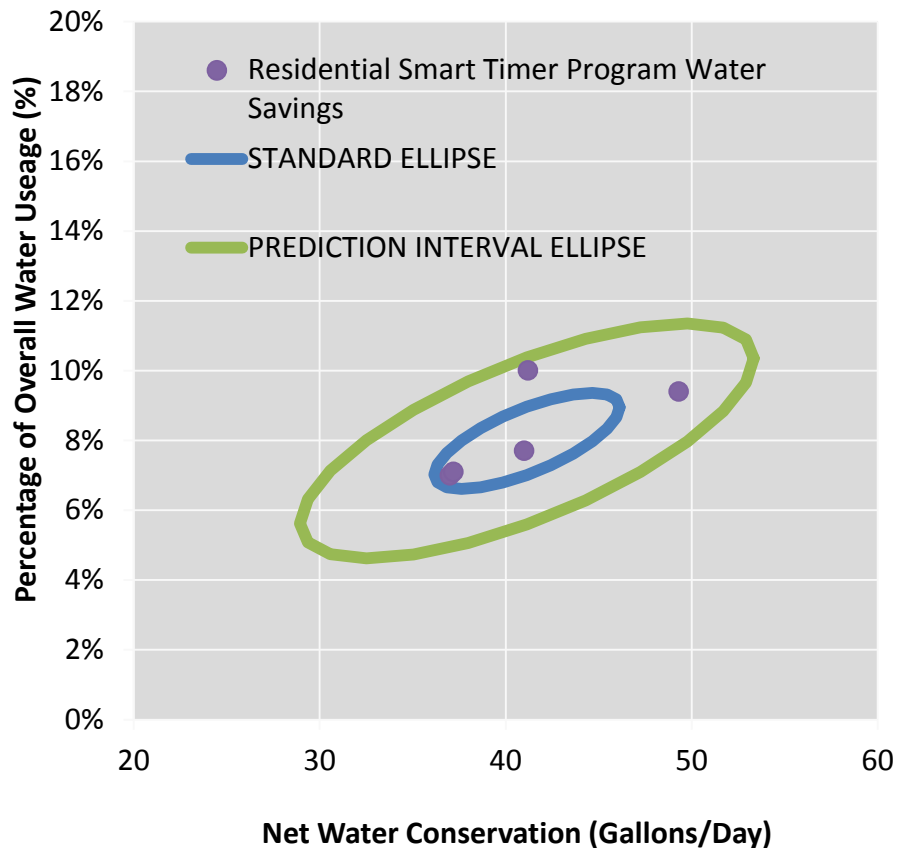
- The majority of our rebates require 100% site inspections to verify installation
- Pay for performance projects are monitored
- Each program has an Evaluation
  - Process – how the program functions
  - Impact – effectiveness of program (water savings, reduction of runoff, etc.)



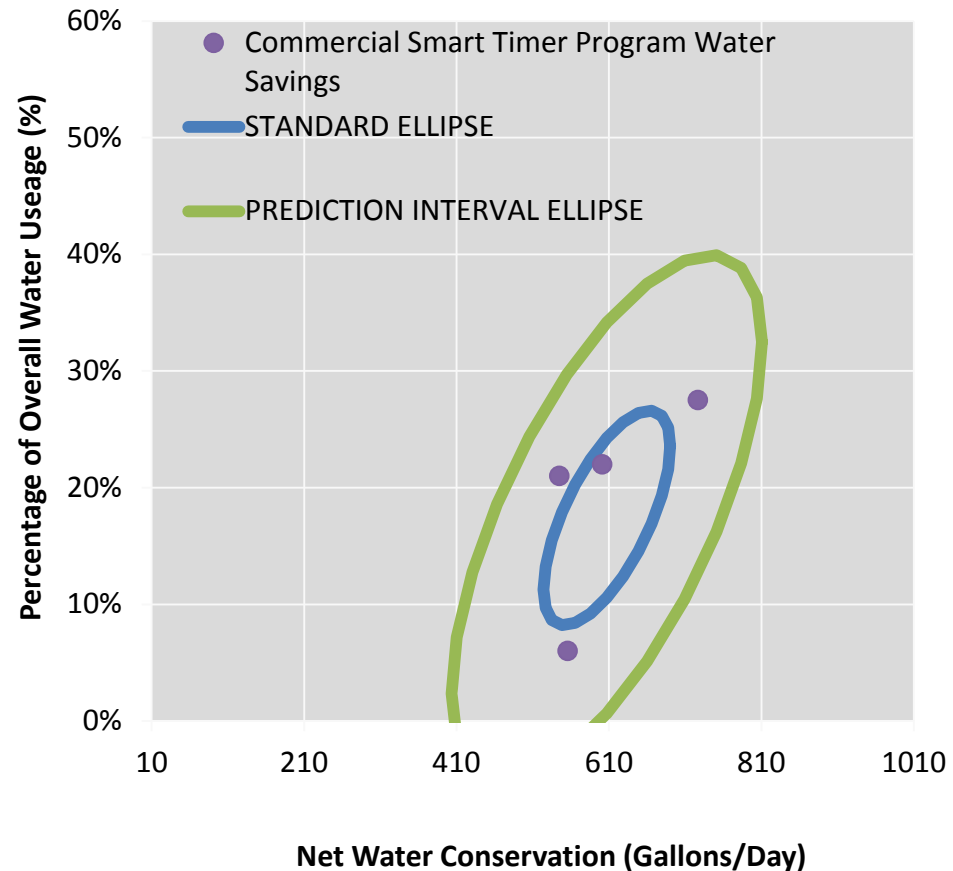
# Impact Evaluation Results

## Smart Timers

### Residential Studies



### Commercial Studies



# Water Use Efficiency Master Plan

- Comprehensive look at all programs offered in Orange County
  - Benefit-cost ratio
  - Productions levels
- How to best meet our conservation goals



MUNICIPAL  
WATER  
DISTRICT  
OF  
ORANGE  
COUNTY

2013

MWDOC  
WATER USE EFFICIENCY  
MASTER PLAN: DRAFT FINAL



MUNICIPAL  
WATER  
DISTRICT  
OF  
ORANGE  
COUNTY



The Family of Orange  
County Water Agencies

# Where do we go from here?

- Can't look ahead without looking back
  - Follow-up surveys
  - Determining retention rates
  - What's next time?



# *Questions?*

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