

# This presentation premiered at WaterSmart Innovations

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# Irrigation for Women

WaterSmart Innovations 2013

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Castaic Lake Water Agency

**CASTAIC  
LAKE**



**WATER  
AGENCY**

# What We Do at CLWA

## Acquire and Deliver Supplemental Water

- State Water Project
- Other Water Transfers
- Dry-Year Water Banks
- Recycled Water

## Treat and Distribute Water

- Earl Schmidt Filtration Plant
- Rio Vista Water Treatment Plant
- 43 miles of Transmission and Distribution Pipelines
- 3 miles of Recycled Water Pipelines

## Cooperate with other Agencies on Regional Issues

- Groundwater Perchlorate Remediation
- Water Use Efficiency

# Conservation Programs

## Rebates



- High-Efficiency Toilet (\$80)
- High-Efficiency Washing Machines (\$200)
- Smart Controllers (free with class) for residents
- Rebates for smart controllers and landscape modifications for businesses, schools and nonprofits

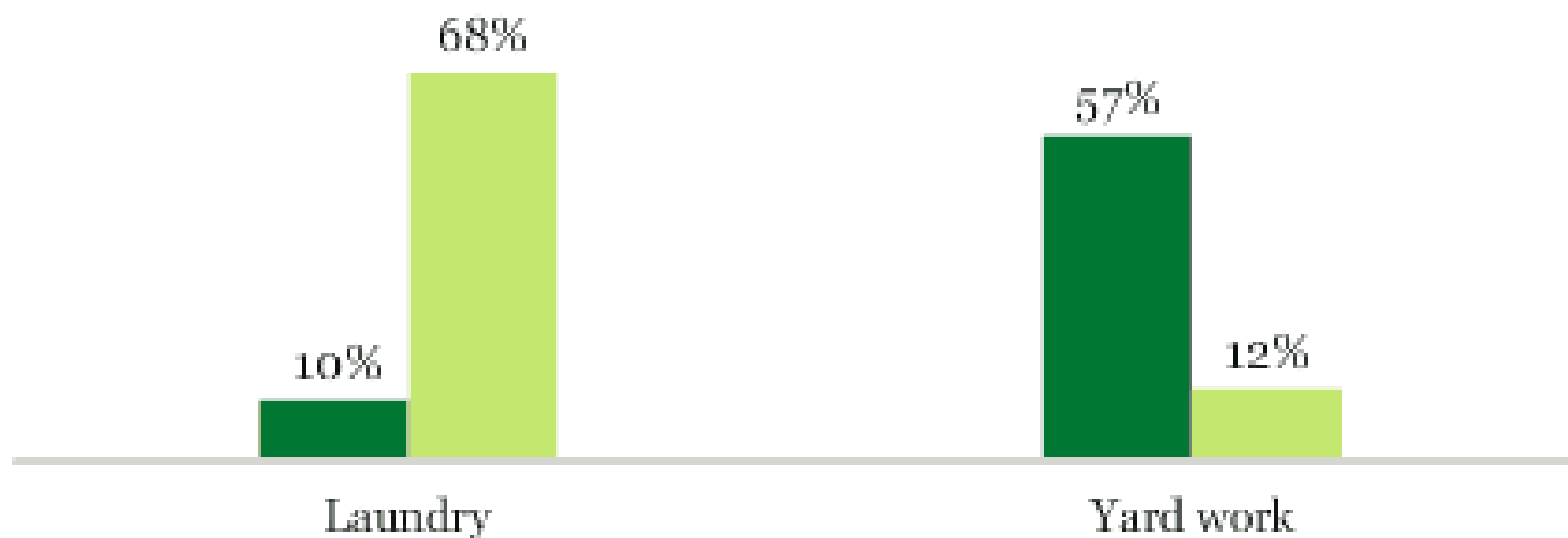
# Background

- In 2010, we began a program in training, distributing and inspecting ET controllers (or wbics) for landscapers and residents.
- Program aimed at landscapers primarily (all male), but then shifted to homeowners (all male)
- The few women who attended had much more basic questions and trouble with programming and understanding the system.

# *Who is most likely to do each of the following in your household?*

Based on married adults

■ Husband     ■ Wife



Dec. 6-9, 2007, GPSS Lifestyle Poll

GALLUP POLL

# Why focus on women?

- At the end of last year, a study by [FindLaw.com](http://FindLaw.com) found that 37 percent of married women between the ages of 18 – 34 handle all of the household finances, compared to 30 percent of married men.
- In a 2006 study by [Money magazine](http://Money.com), 60 percent of women said they're responsible for budgeting, bill paying, and day-to-day spending in their households.

# The Solution

- An irrigation class with these characteristics:
  - low-key
  - taught by a patient instructor,
  - taught in an all-female environment



# Process

- Worked with Mike Davidson at Spec Management Group
- Designed a class over the summer of 2012
- Tested the class with our education specialists
- Gathered feedback
- Revised/revisited the class
- Tested the class with residents and property management professionals in the summer of 2013



# What are irrigation basics?

- The Water Cycle
- Hydrozones
- Hydraulics
- Controller Basics
- Plant Characteristics
- Soil Characteristics
- Weather-Based Irrigation
- Irrigation Guidelines

# Potential Audiences

- Female homeowners
- Female property managers of HOAs
- Garden Clubs
- Service Clubs

# How do you find interested people?

- Used e-newsletter mailing list from Constant Contact
- Used friendly and low-key language
- Worked substantially on invite, event registration page and graphics.
- Offered class over lunch (and provided lunch)



## Irrigation for Women



Dear Lindsey,

Do you know any women who are aspiring gardeners? Or, are you an aspiring gardener yourself? Sign up for our free lunch-time workshop for women! The workshop will give you an introduction to plants, soils, watering

#### When

Tuesday July 23, 2013 from 12:00 PM to 1:00 PM PDT

 [Add to Calendar](#)

#### Where

Castaic Lake Water Agency  
27234 Bouquet Canyon Rd  
Santa Clarita, CA 91350



[Driving Directions](#)

#### Contact

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## Irrigation for Women

Have you always wanted to learn more about plants, watering and gardening? We have a new Irrigation for Women class that is fun and low-key. Lunch will be provided!

Required information

### Personal Information

First Name:

Last Name:


Email Address:

Confirm Email Address:

☒ Yes, I would like to receive your email newsletters


Register

Close Window

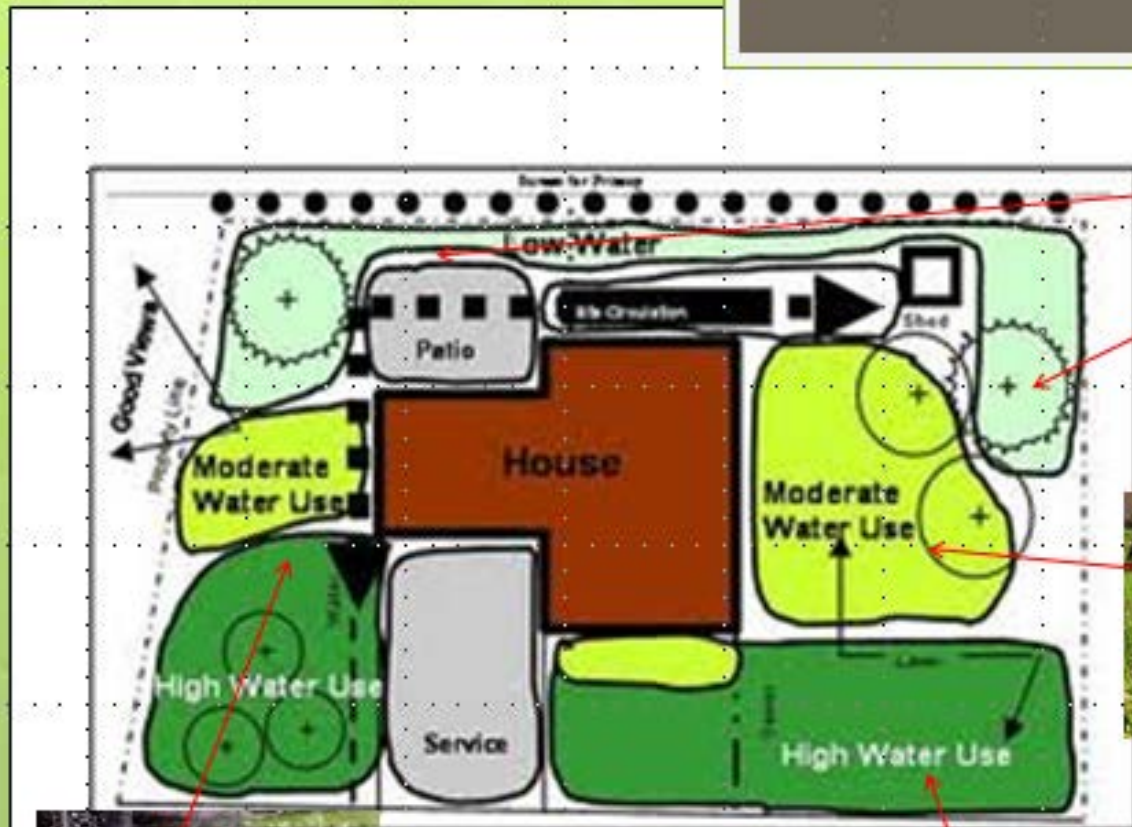


# Irrigation Basics

Mike Davidson,  
Davidson Consultants









# Experience of Classes

- Ordering food can be problematic.
- People typically arrived early (and stayed late)
- Some who did not RSVP showed up
- Participants came with lots of questions (some of which were generalizable and some were not)

# Feedback from Participants

- Make the class 1.5 to 2 hours
- Include more information on plants
- “Loved it. Would have liked for it to continue. Make it longer. All the information was interesting and helpful.”

# Additions to Class

- Handouts on plants
- Resources for irrigation supply houses
- Water use efficiency resources



# Questions

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