

# This presentation premiered at WaterSmart Innovations

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



# Landscaper Leaderboards to Nudge Irrigation Efficiency

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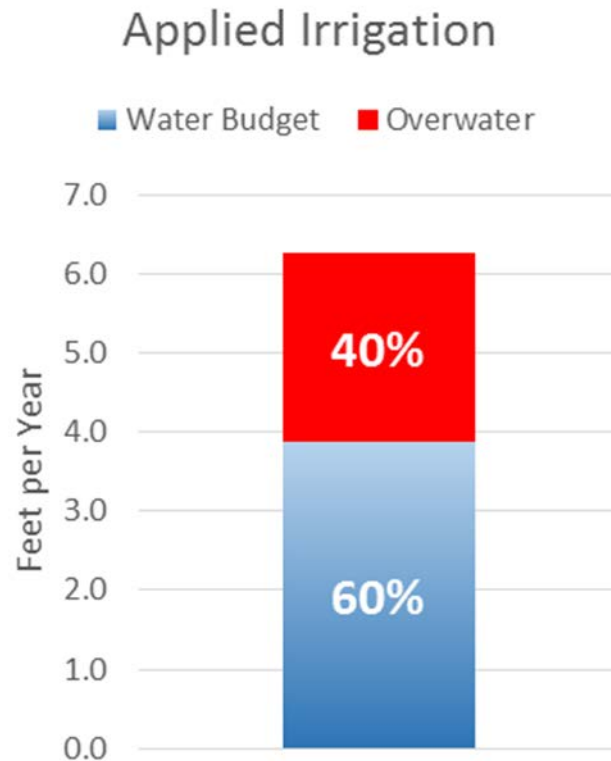
# Waterfluence

**Mission:** Influence people at large urban landscape sites to irrigate more efficiently by improving metrics, communications and incentives.

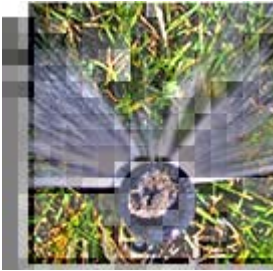


- Started 2003 in San Mateo County CA
  - 35 CA Communities
  - 4000 Large Landscape Sites: Commercial and Public
- 
- Promote Healthy, Attractive Landscapes!
  - Employ social science concepts to engage and motivate

# The Problem



# Equipment is Not Solution



Clogged



Misaligned



Sunken



Tilted



Leak

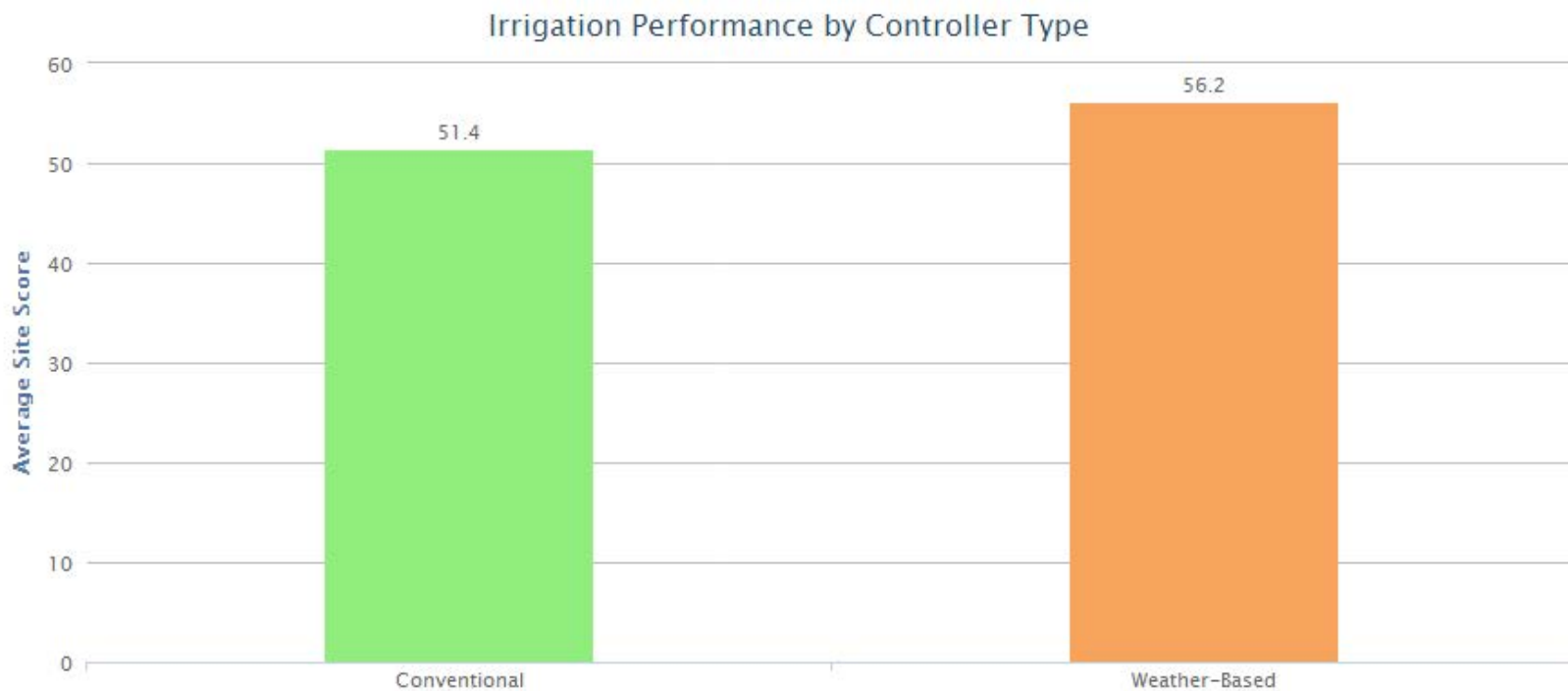


Scheduling

# Equipment is Not Solution

August 2014

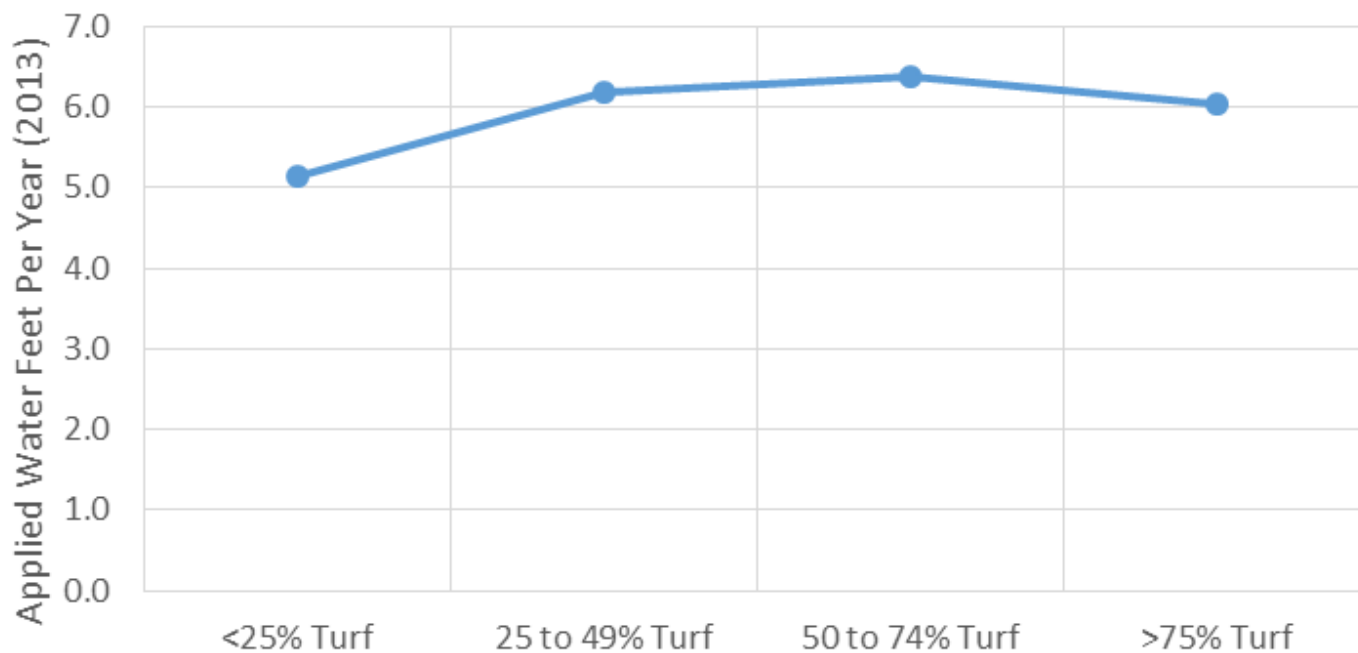
By



Weather-based irrigation controllers actively using on-site weather/ET sensors or off-site weather/ET signals.

# Plant Type is Not Solution

Average Applied Water at Commercial Sites by % of Irrigated Area in Turf



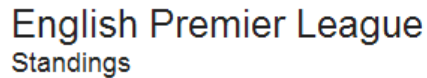
# PEOPLE are the Solution!





# What is a Leaderboard?

Table of competitors listed by descending score



### Top Universities (2010 to 3Q 2013)

- Ranked by number of alumni who founded companies that received a first round of VC funding.



# Leaderboard Examples

**ConsumerReports.org**

## Toilet Ratings

This chart includes ratings for similar and tested models.

☒ DON'T BUY
 ☒ BEST BUY
 ☒ RECOMMENDED
 ☐ EXCELLENT
 ☐ VERY GOOD
 ☐ GOOD
 ☐ FAIR
 ☐ POOR

### What's behind our Ratings?

Experts at our National Testing and Research Center test hundreds of models in this category to see which ones perform best. Our tests are based not only on government and industry standards but also on standards our specialists think should apply.

We look for:

- Performance
- Reliability
- Safety issues

[» Learn more](#)

Ratings Overview

Features & Specs

What's behind the Ratings?

Compare

Select up to 5 models to compare detailed ratings and features & specs. You can add models from other types to your chart. [Learn more](#)

Brand & Model	Price	Ratings and Test Results						
		Overall score	Solid waste removal	Noise	Bowl cleaning	Type	Gallons per flush	
Single flush toilets		0 P F G W E 100						
<input checked="" type="checkbox"/> American Standard Champion 4 2002.014 <a href="#">i</a>	\$300	85	+	+	+	G	1.60	
<input checked="" type="checkbox"/> Gerber Avalanche 21-818 <a href="#">i</a>	\$330	83	+	+	+	G	1.60	
<input checked="" type="checkbox"/> Toto Drake CST744S <sup>2</sup> <a href="#">i</a>	\$370	83	+	+	+	G	1.60	
<input checked="" type="checkbox"/> Kohler Highline Classic K-3493 <a href="#">i</a>	\$425	78	+	+	+	P	1.40	
<input checked="" type="checkbox"/> American Standard Clean 2514.101 (Lowe's) <sup>1</sup> <a href="#">i</a>	\$240	78	+	+	+	G	1.28	
<input checked="" type="checkbox"/> Aquasource AT1203-00 (Lowe's) <sup>1</sup> <a href="#">i</a>	\$100	76	+	+	+	G	1.28	
<input checked="" type="checkbox"/> Toto Eco Drake CST744E <sup>1 2</sup> <a href="#">i</a>	\$380	75	+	+	+	G	1.28	
<input checked="" type="checkbox"/> Kohler Cimarron The Complete Solution K-11813 <sup>1</sup> <a href="#">i</a>	\$250	75	+	+	+	G	1.28	
<input checked="" type="checkbox"/> Kohler Cimarron K-3589 <a href="#">i</a>	\$270	75	+	+	+	G	1.60	
<input checked="" type="checkbox"/> Kohler Wellworth K-3575 <sup>1 2</sup> <a href="#">i</a>	\$280	74	+	+	+	G	1.28	
<input checked="" type="checkbox"/> Gerber Avalanche HE-21-818 <sup>1</sup> <a href="#">i</a>	\$240	71	+	+	+	G	1.28	
<input checked="" type="checkbox"/> American Standard Cadet 3 FlWise 2835.128 <sup>1</sup> <a href="#">i</a>	\$260	71	+	+	+	G	1.28	

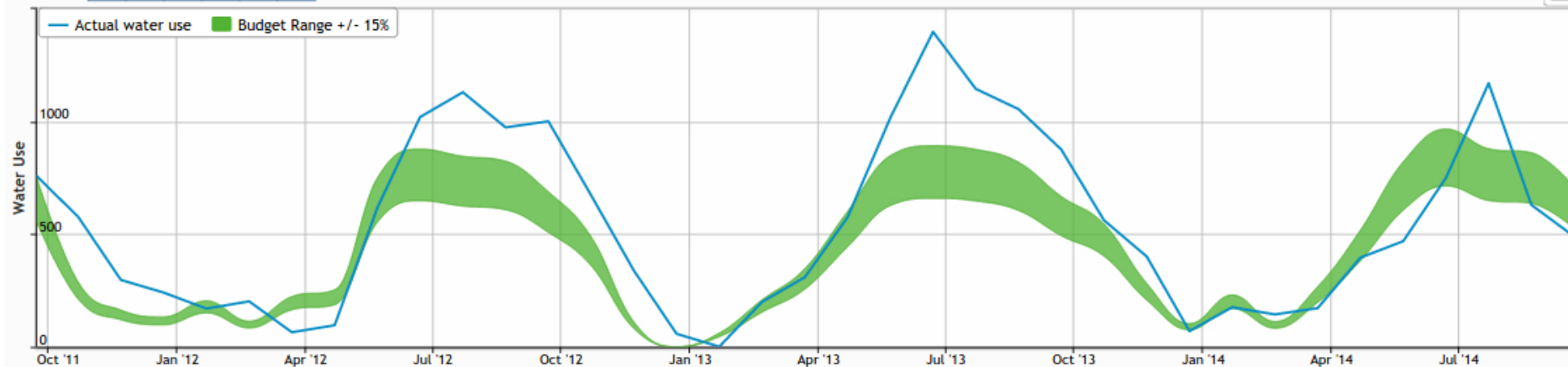
# Site Scoring

## Water Use History

Zoom 6m YTD 1y 3y 5y All

Percentile **80** + 41



— Actual water use    Budget Range +/- 15%



# Landscaper Leaderboard

July 2014

Region

Current Rank	1 Month Change	12 Month Change	Landscape Contractor	Region	Average Site Score
1	-	↑ +2	<a href="#">Bella Vista Landscape</a>	Bay Area	99.7
2	-	-	Common Ground Landscape	Bay Area	98.5
3	-	↑ +2	 <a href="#">Loral Landscaping</a>	Bay Area	81.6
4	-	↑ +2	<a href="#">Bennett Landscape</a>	Southern CA	80.8
5	↑ +1	↓ -4	<a href="#">Earthtech Landscape</a>	Bay Area	77.1
6	↑ +1	↑ +6	Cojo Landscape	Central Valley	74.5
7	↓ -2	↑ +16	<a href="#">Frank &amp; Grossman</a>	Bay Area	74.0
8	↑ +10	↑ +3	<a href="#">Eniko</a>	Bay Area	73.5
9	↑ +2	↑ +17	<a href="#">GS Brothers</a>	Southern CA	72.9
10	-	↑ +10	 <a href="#">Landscape Management Services</a>	Bay Area	72.1

# Keys to Engage Landscapers

- Informational Influences
- Normative Social Influences
- Timely Progression
- Competitive Advantage



# Keys to Engage Landscapers



Informational and Normative Social Influences

Timely Progression

Competitive Advantage

July 2014

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# Keys to Engage Landscaper Employers

- Info Readily Available
- Consistent & Accurate
- Geographically Applicable
- Include Site Owners






# Keys to Engage Landscaper Employers

Readily Available

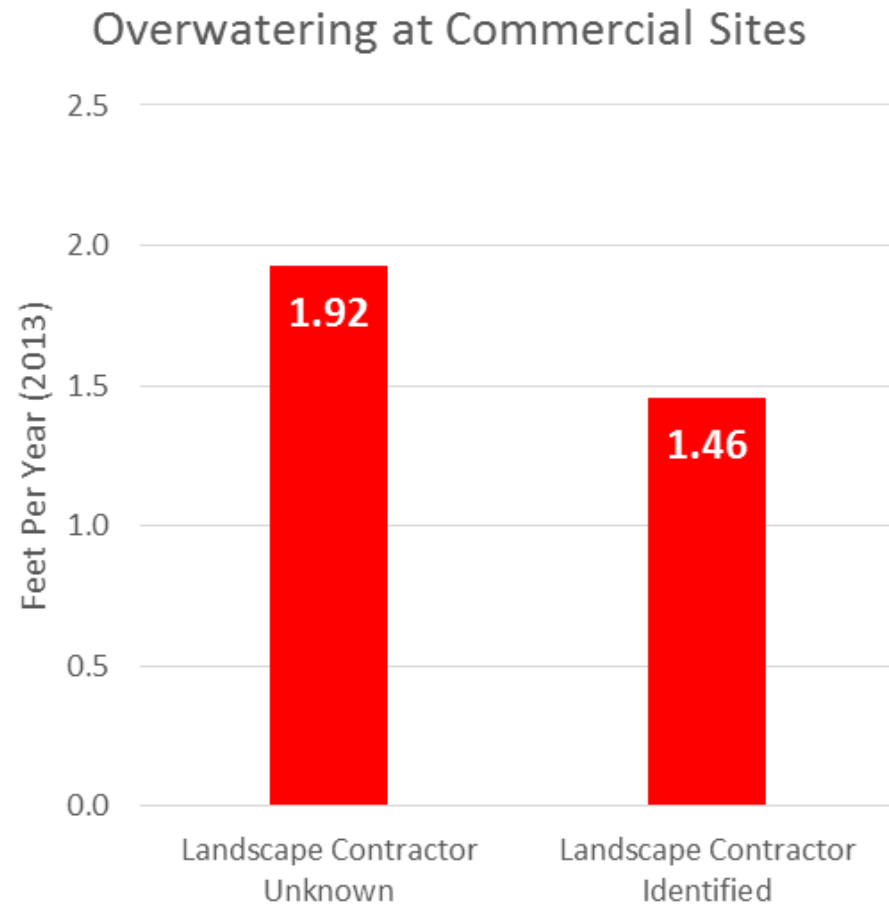
Geographically Applicable

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# Results



# Results



# Conclusions

- People are the Solution
- Landscape Contractors
- Leaderboards Can Transform



## Questions & Contact



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