

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





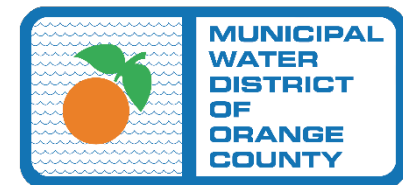
Program Explosion and Adaptive management

Melissa Baum-Haley & Joe Berg
Department of Water Use Efficiency
Municipal Water District of Orange County

Municipal Water District of Orange County



- Water wholesaler and resource planning agency
- Ensure a reliable supply of imported water
- 28 cities/retail water agencies
- Governed by seven-member elected board of directors
- Service area: 600 sq. miles
- Service area population:
 - Nearly 2.3 million



Program Partners



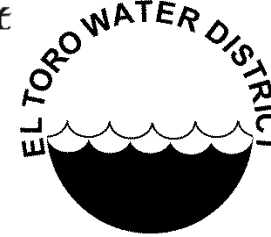
Santa Margarita
Water District



RECLAMATION
Managing Water in the West



Golden State
Water Company
A Subsidiary of American States Water Company

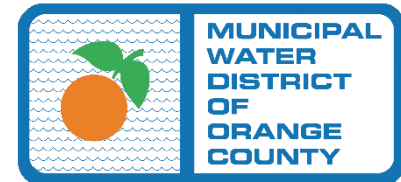


LAGUNA BEACH
COUNTY WATER DISTRICT

YL
W Yorba Linda
Water District



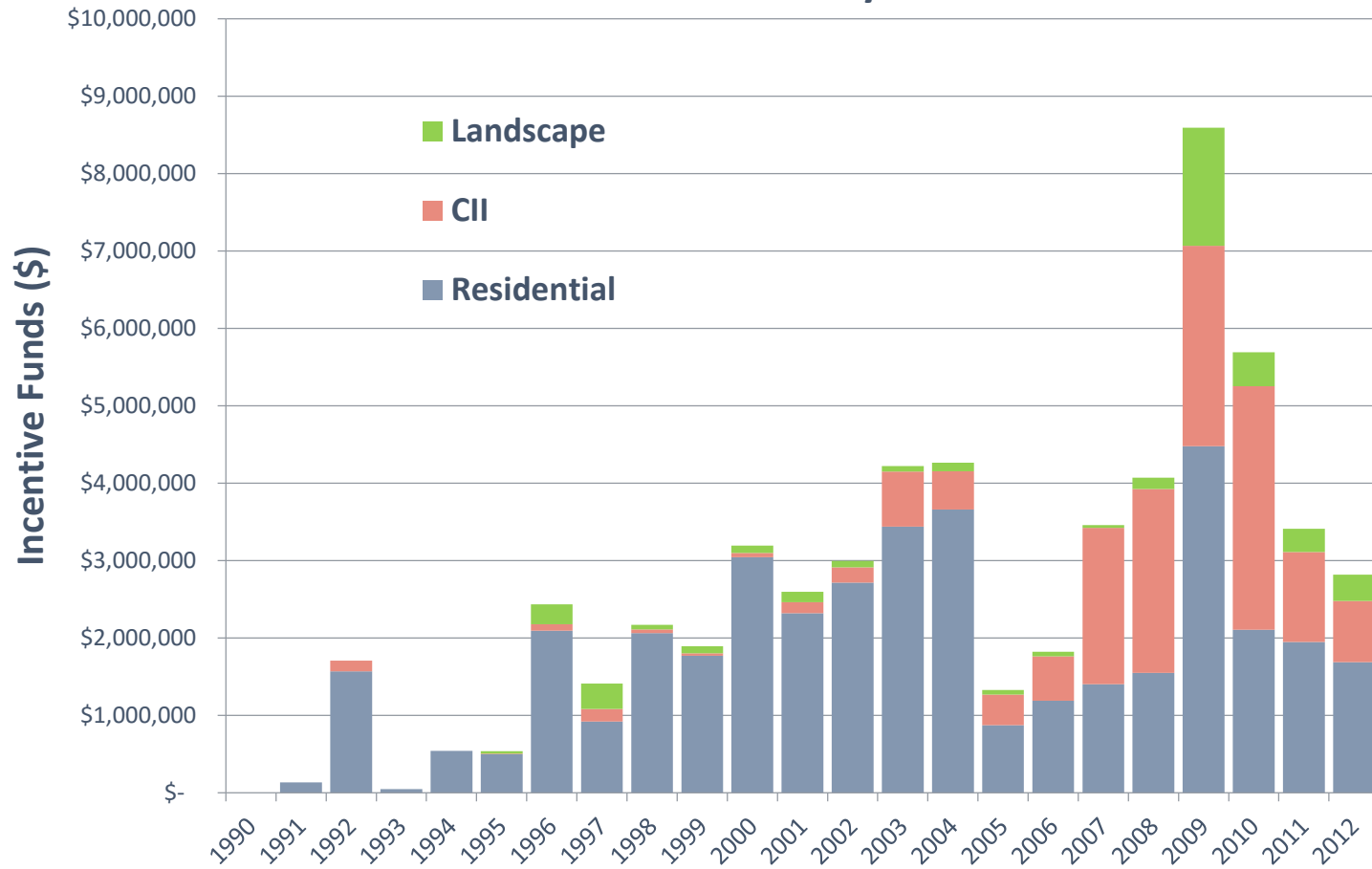
G
GARDEN GROVE



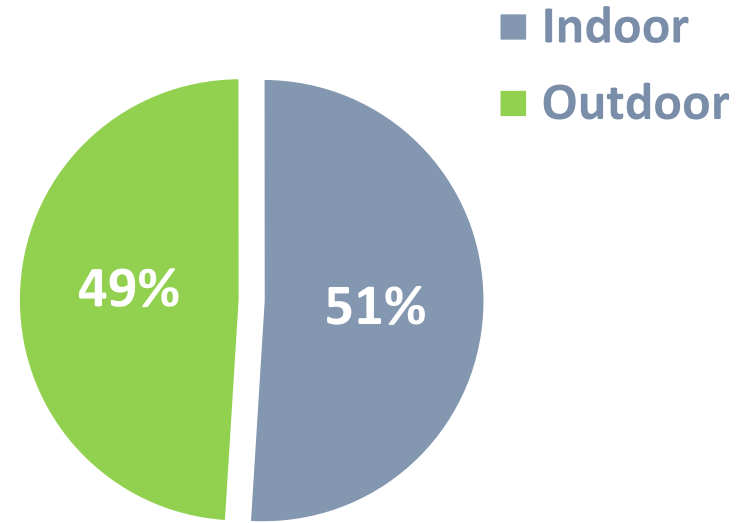
Before we begin...

A bit about our Programs

Past Achieved Program Activity
Incentive Funds by Sector



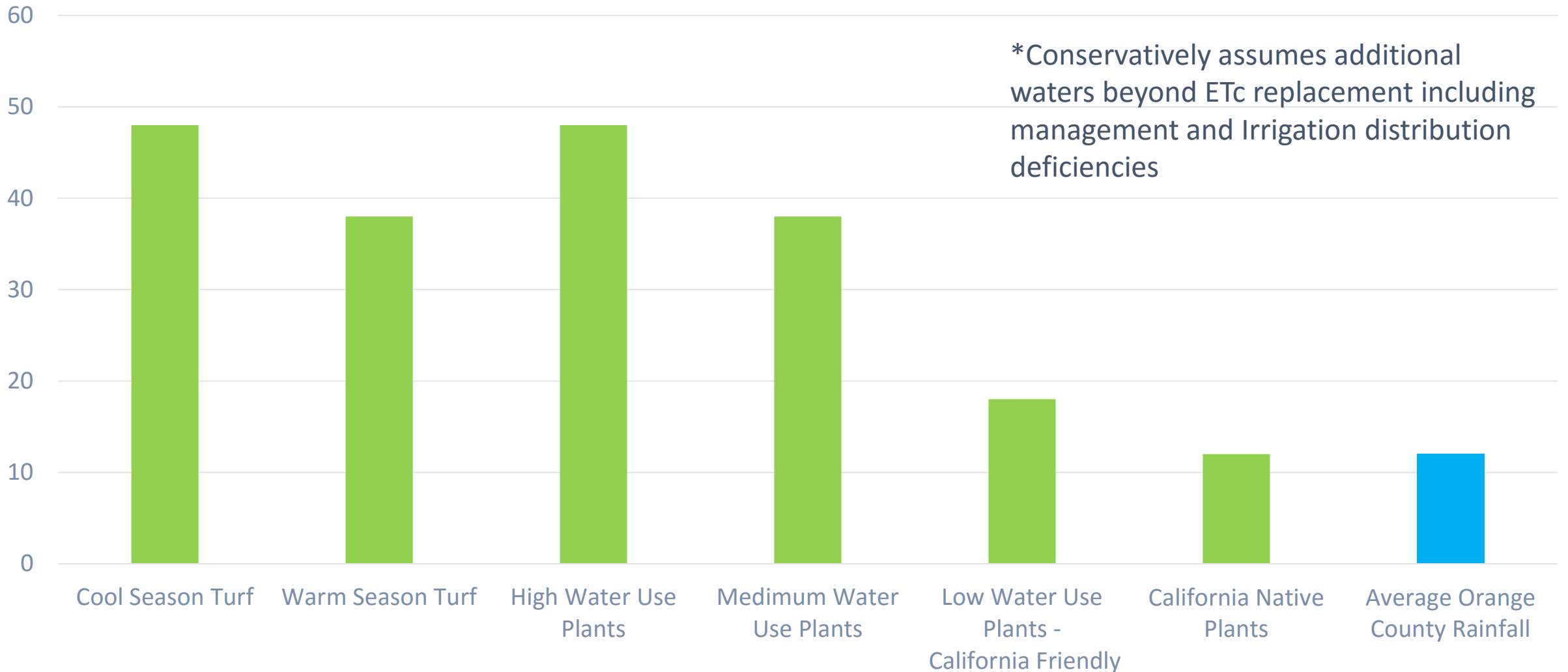
Water Use in OC



Source: OC Water Use Efficiency Master Plan, 2013

Comparison of Plant Water Needs

Inches of Water / Year *



Rebates available for:

Residential Devices

- Toilets
- Clothes washers
- Irrigation timers
- Sprinkler nozzles
- Drip Irrigation
- Rain barrels
- Turf Removal

Educational Opportunities

- Home Water Surveys
- Landscape Classes
- Large Landscape Surveys

Commercial Devices

- Toilets
- Urinals
- Air cooled ice machines
- Cooling towers
- Irrigation timers
- Sprinkler nozzles
- Drip Irrigation
- Rain barrels
- Food steamers

Apply on-line at: www.ocwatersmart.com



Bill Stuffers

Give your plants the right amount of water — no more, no less.



SOIL MOISTURE SENSOR CONTROLLERS take the guesswork out of watering by monitoring your soil moisture and telling your sprinkler system how long to water your plants. This device can reduce outdoor water waste by up to 70% while keeping your plants healthy and attractive.

- **Rebate level:** Up to **\$380** per controller for properties <1 acre, or **\$25** per station for properties >1 acre.

RAIN BARRELS capture the rainwater that falls onto your property and reuse it to water your plants. Rain barrels can also reduce ocean water pollution by preventing rainwater from carrying fertilizers, pet waste, and harmful debris from your property out into the ocean.

- **Rebate level:** **\$75** per barrel (50-gallons or larger)

REBATES OFTEN COVER MOST OF THE DEVICE COST



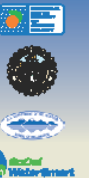
Protect the environment with new water-saving devices.

Last chance to get your toilet rebate!



Upgrade your old toilets with **HIGH EFFICIENCY TOILETS** that use just 1.28 gallons or less per flush. High efficiency toilets save an average of 38 gallons of water per month while achieving high performance standards.

- **Rebate level:** **50** (or more) per toilet



Visit mwdoc.com/rebates or call (888) 376-3314 for more information.

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 Residents 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
Single-family residents, call (888) 376-3314
Multi-family residents and businesses, call (877) 728-2282



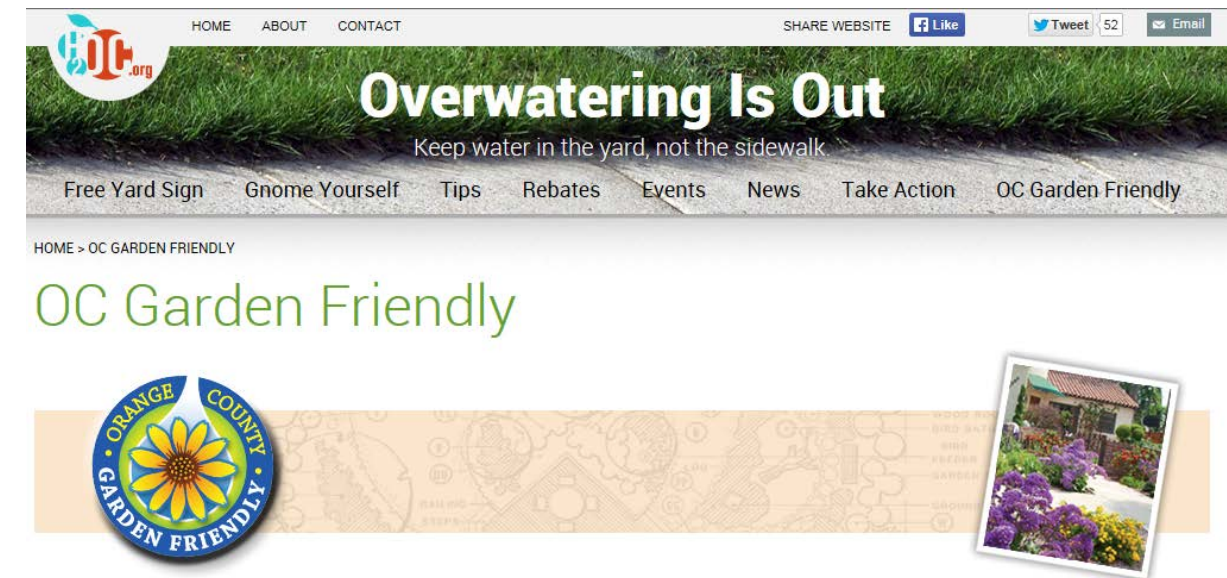
Changes to our website

The current website layout features a blue header with the logo and navigation links: ABOUT US, BOARD OF DIRECTORS, SERVICES, SAVE WATER, WEROC. Below the header is a grid of news articles with various images and headlines. A search bar is located in the top right. The main content area is divided into sections: Customer Service, About MWDOC, and Announcements. At the bottom, there are three boxes for Board Meetings, Water Use Efficiency, and Open Government, each with a calendar icon and descriptive text. The footer includes WACO and ISDOC logos and links.

The proposed website layout for 'OC Water Smart' features a blue header with the logo and the title 'OC Water Smart'. Below the header, the page is divided into two main columns: Residential and Commercial. Each column has a large icon representing a house or building. Below the icons are two buttons: 'REBATES CLICK HERE' and 'RESOURCES CLICK HERE'. At the bottom, there are four icons representing services: Home Certification, Turf Removal, Toilets, and Clothes Washers. The footer includes a navigation bar with links: Home | Share Your Comments | Get Help | Helpful Links | About Us.

Partnerships

- Shared Focus and Objective
 - County of Orange Stormwater
- Leveraged Outreach Resources
 - UC Cooperative Extension



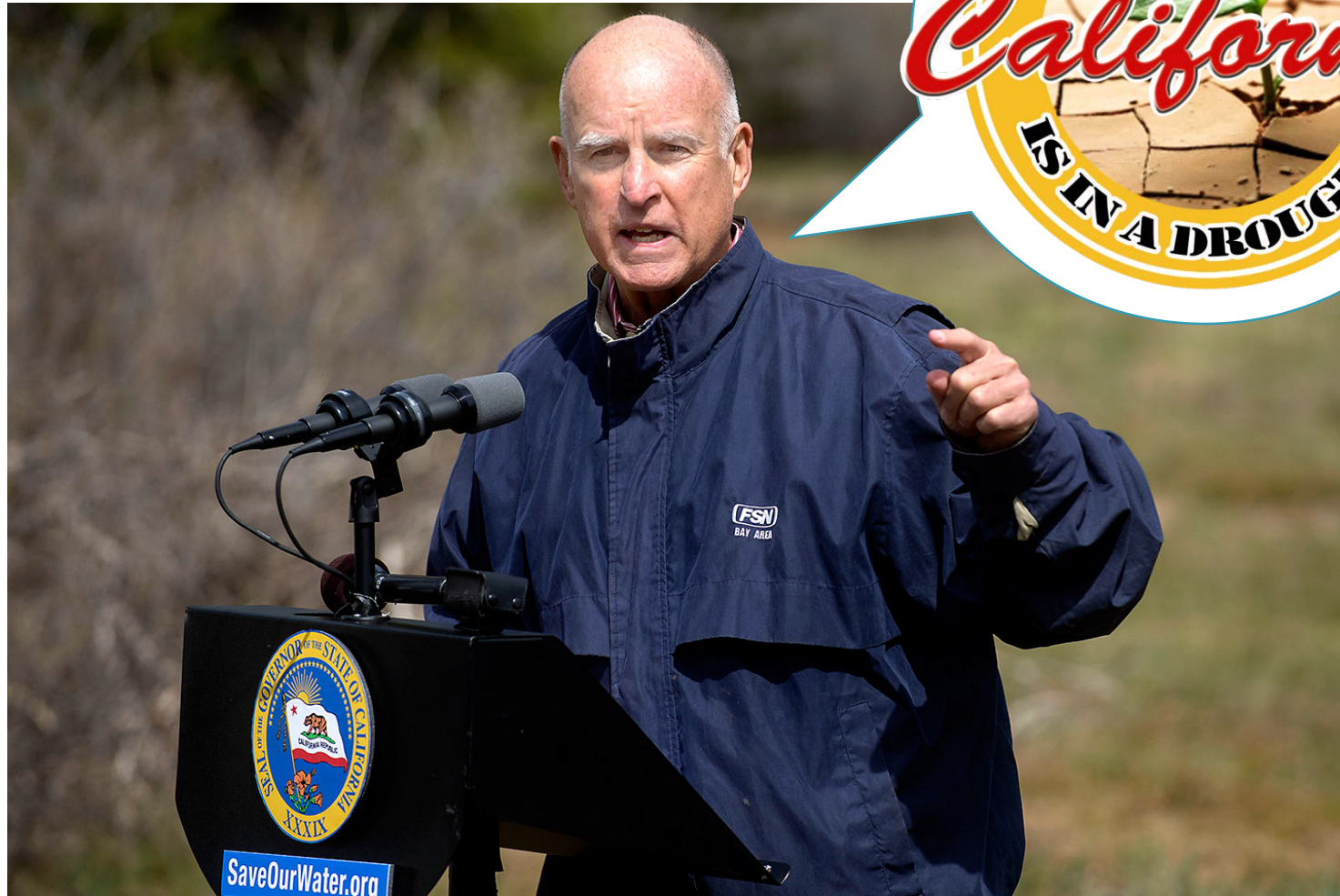
With more than 300 days of sunshine each year, Orange County is one of the best places to be a gardener! A beautiful garden of drought resistant and climate appropriate plants will not only make your outside a more enjoyable habitat for humans and gnomes alike, but help you save water and stop

Resources



[OC Water Smart Rebates](#)

And then a few things happened....



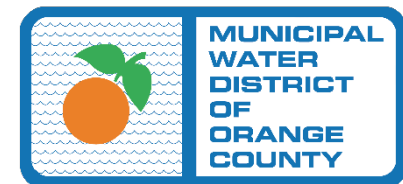
Executive Order B-29-15

Save Water - Urban

2. **Statewide 25% reduction in potable use**
3. **Replace 50 million square feet of turf**
4. Statewide appliance rebate program
5. Require commercial, industrial and institutional to achieve 25% savings
6. Prohibit potable irrigation of turf in street medians
7. Prohibit potable irrigation in new development unless drip or micro spray
8. Suppliers to develop rates and other pricing mechanisms to promote conservation

Enforcement Against Waste - Urban

9. Permanent monthly reporting by water suppliers
10. Reporting water diversions, inspections and enforcement
11. Update the State Model Water Efficient Landscape Ordinance
15. High and medium priority groundwater basins to implement Groundwater Elevation Monitoring Program
16. CEC to establish appliance efficiency standards



Supersized Budget



NOT YOUR TYPICAL SUPERHERO

An endearing bunch of misfits rides to the rescue in Marvel's newest flick.

MOVIES

ORANGE COUNTY REGISTER

PRICE: \$1 • FRIDAY, AUG. 1, 2014 • OCREGISTER.COM

GET CASH FOR YOUR LAWN!

Receive \$2 for every sq. foot of living grass you replace with California Friendly landscaping.

Visit www.ocwatersmart.com

IS YOUR HOME WATER SMART?

Get a FREE survey of your home's water use and a custom report with water-saving tips and rebates!



Visit www.ocwatersmart.com

GRASSY MEDIANS GO BY THE WAYSIDE

Signs sprang up across the county, appearing in the once-verdant median of a busy block in Anaheim and along a serpentine road in the Newport Back Bay.

"Brown is the new green," the Newport Beach sign declared, a reminder of state water restrictions as the rain-thirsty Golden State pushes through its fourth year of a punishing drought.

In one of the most visible signs of water cut-backs, street medians that once varied from city to city are now increasingly united behind a single, common aesthetic: no grass. Municipal-



NICOLE SHINE
STAFF WRITER

SEE MEDIANS • PAGE 8



MINNIE SCHAUER, STAFF PHOTOGRAPHER
A sign with a colorful slogan is posted along Irvine Avenue in Newport Beach.

Installing drought-tolerant plants or artificial turf after removing lawns gives Southern California residents big bucks.

Landscaping by rebate

Media Explosion

insurance increase called 'very reasonable' by researcher.

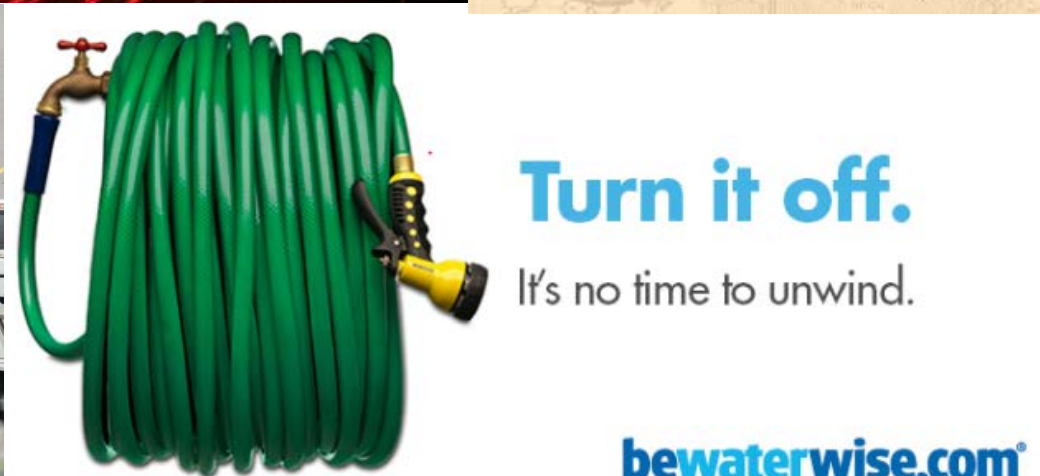
Rates on individual Obamacare policies in California will rise by an average of 4.2 percent next year, showing that

Justices ponder state death penalty

Three federal justices on Monday... Santa Ana judge... that the way the... carried out in C... a cruel and un... ishment. The... Appeals par... and a



Agency Activities: Hit the Road



MWDOC Drought Outreach

“Cut Outdoor Water Use in Half NOW!”



CHECK YOUR SPRINKLERS FOR LEAKS

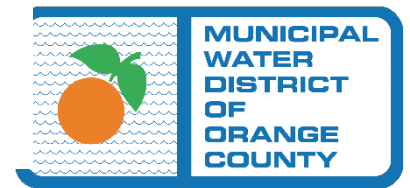
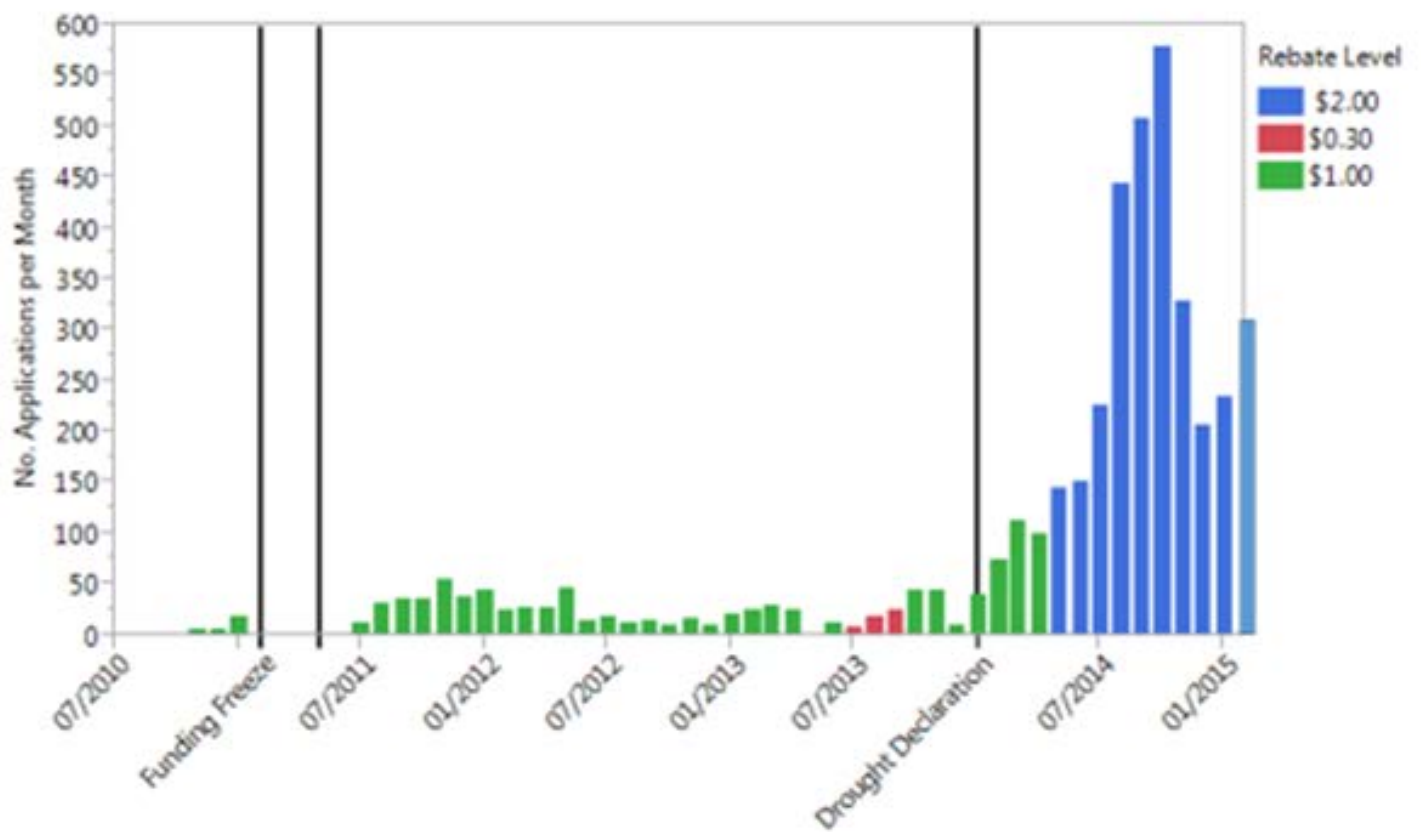
Turf Removal Program Monthly Application Rate



Read the writing on the wall....

How Rebate Level Affected Participations

No. of applications received per month from Program inception. Rebate level is identified by color.



Program Evaluations

- 💧 Process Evaluation
 - 💧 Consider Staffing
 - 💧 Ease of Administration
- 💧 Impact Evaluation
 - 💧 Cost Effectiveness
- 💧 Quality Control
 - 💧 Pre/Post Inspections
 - 💧 Pictures
 - 💧 Onsite
 - 💧 Receipts



Applicant Interaction Changes



Application

 Paper → Online Application

 PC → Phone Format

Correspondence

 Email → Portal

 Notices to Proceed

 Inspection Requests

Data

 Excel → Access → SQL

Online Process

💧 Benefits

💧 Partial Application Analysis

- 💧 40% completion rate

- 💧 60% partial rate

- 💧 What does this tell us

💧 Challenges

- 💧 Uploading Documents

- 💧 Access to Water Bill



Its time to Staff Up!!!



- 💧 Sometimes the best person for the job is more than one person
 - 💧 Customer Support
 - 💧 Application Submission
 - 💧 Project Review
 - 💧 Quality Control

Industry to Customer Interaction



Marketplace Availability



California Landscape Contractors Association
Orange County Chapter
Focusing on Quality Workmanship, Education and Water Management in Landscaping

[Home](#) [About Us](#) [Calendar](#) [Magazine](#) [OC Champions](#)



Contractor: [DMA Greencare Contracting](#)



Contractor: [So Cal Concepts](#)



2014 Award Winning Landscapes

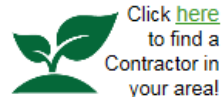
Contractor: [Visionscape](#)



Contractor: [Terra Prima](#)



Contractor: [Mission Landscape](#)



Click [here](#) to find a Contractor in your area!

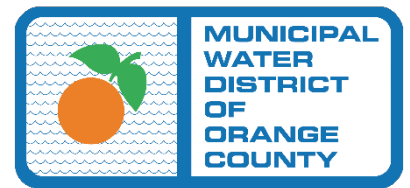
All CLCA member contractors hold a valid C-27 landscape contracting license. For more information on the license, or to check the status of a contractor's license, visit the [Contractor's State License Board](#).

Upcoming Activities:

Oct. 14: Chapter lunch meeting. Organic

Our Next General Meeting is October 14
Join Us for Lunch at Marie Callender's in Irvine
Topic: Organic Landscaping

2015 – Funding Exhausting and Continued Activity

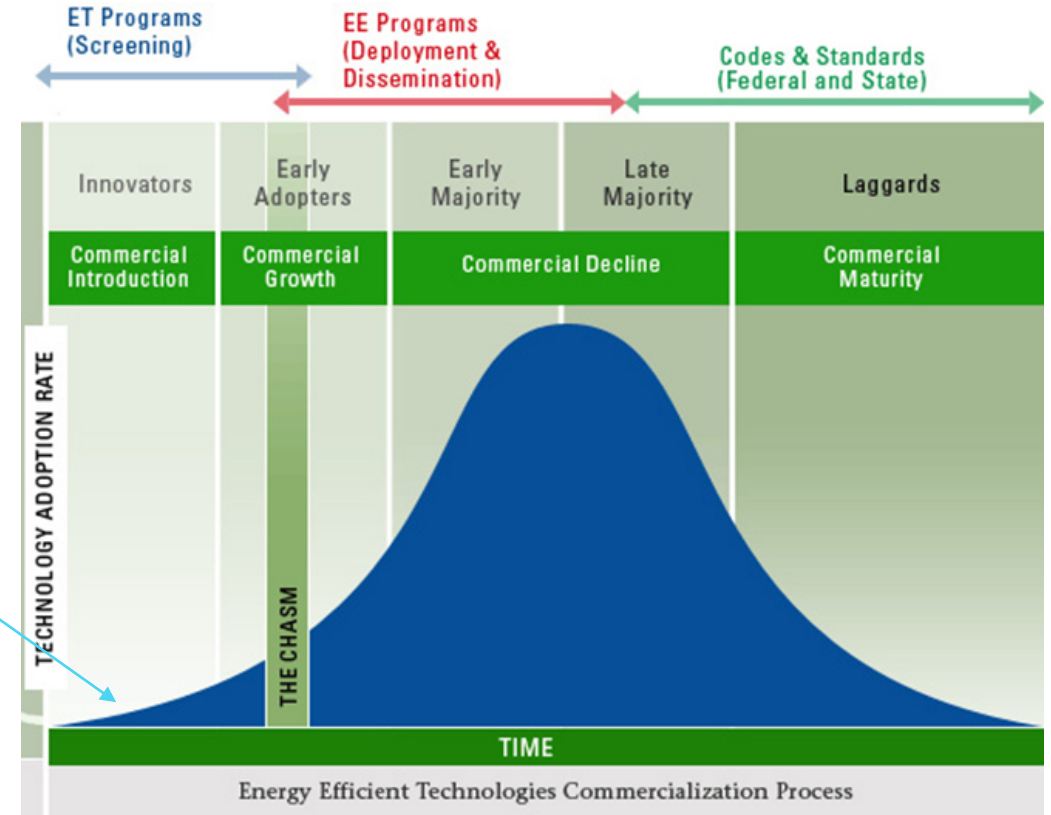


Where are we at?

We here a lot of talk about the Chasm

We estimate that we are about 2-3% there....the chasm is at about 16%


There is still a lot of future conservation potential



Program Spin-Offs

- Multiple benefit education
- Landscape design assistance
- How to videos
- Plant material lists
- Curriculum on “How to maintain your new California Friendly Landscape”



A photograph of a field of tall green grass. In the center, there is a green LEGO jeep with four minifigures. One minifigure is in the driver's seat, another is in the passenger seat, and two are standing behind the jeep. A thought bubble is positioned above the minifigures.

Where
should we
go next?

Questions?

Contact Us



address

18700 Ward Street, Fountain Valley CA 92708

rebate programs website

www.ocwatersmart.com

main website

www.mwdoc.com

main office

(714) 963-3058

