

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





SustainaBlue

Water Efficiency

What's your Number? Dialing in Efficiency Remotely.

WaterSmart Innovations 2015
Nathan Adams & Karla Vitacruz
Santa Margarita Water District

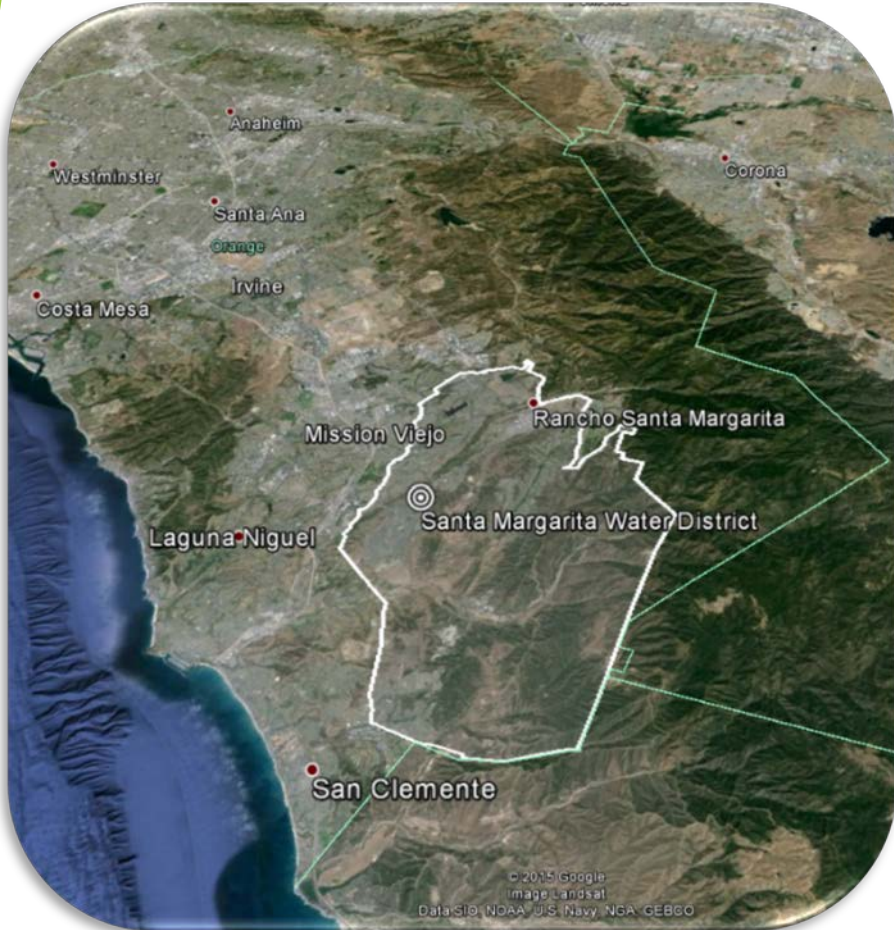




SustainaBlue

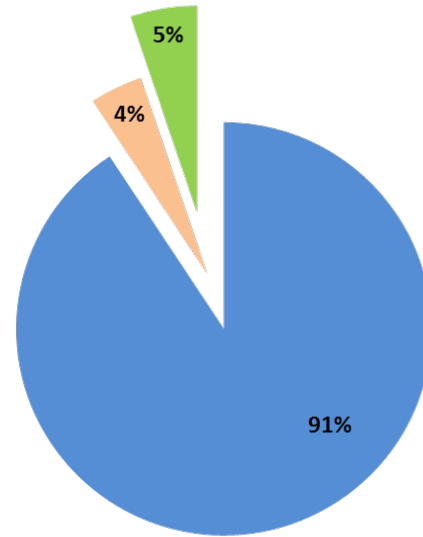
Water Efficiency

Santa Margarita Water District

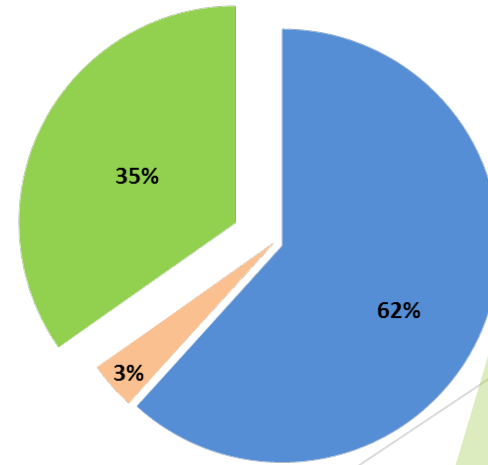


SMWD Customer Profile

■ Residential ■ Commercial ■ Dedicated Irrigation



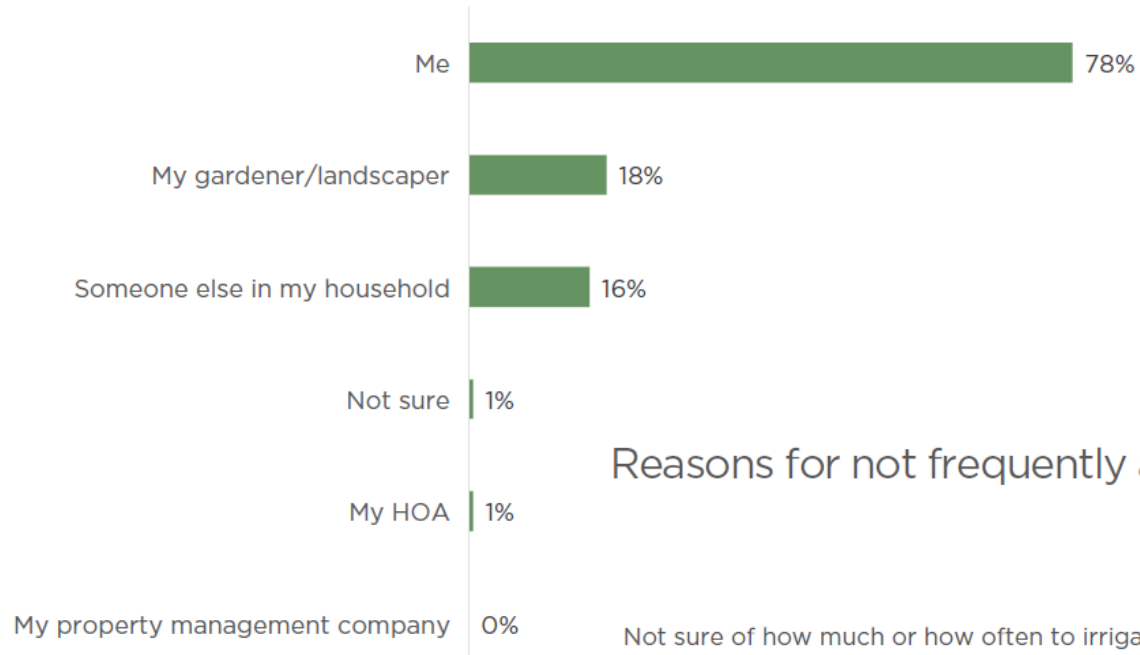
Accounts



Water Use

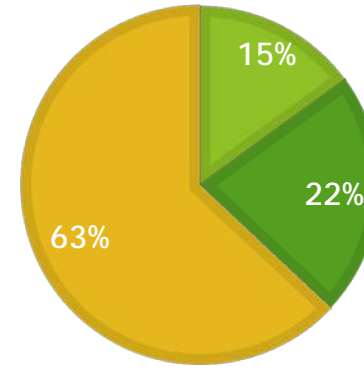
Residential Watering

Irrigation adjuster

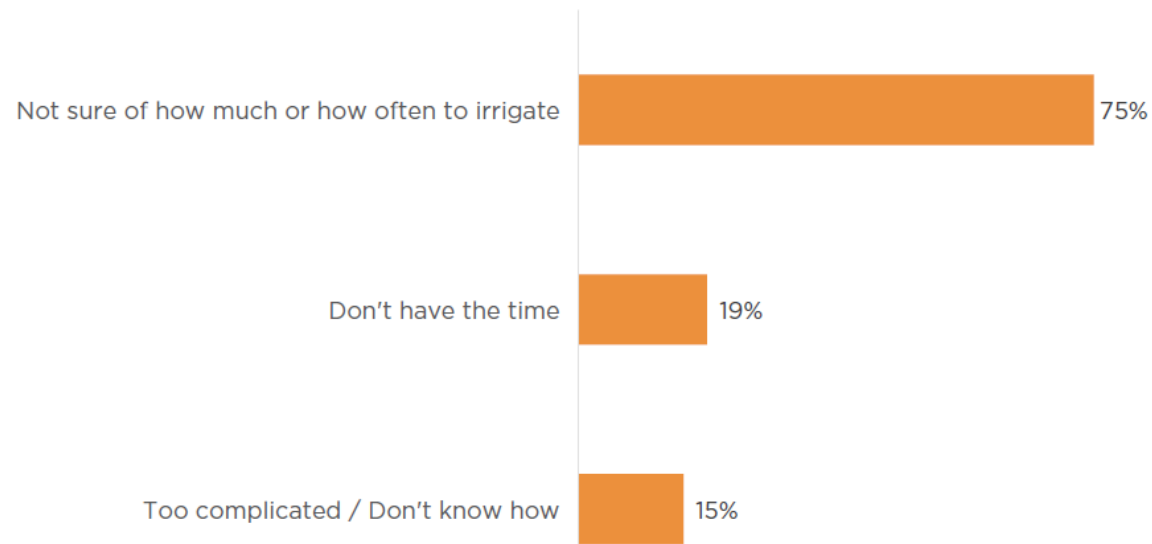


Estimate of Water Use in Summer

■ Overestimate
 ■ Accurate
 ■ Underestimate



Reasons for not frequently adjusting irrigation schedule

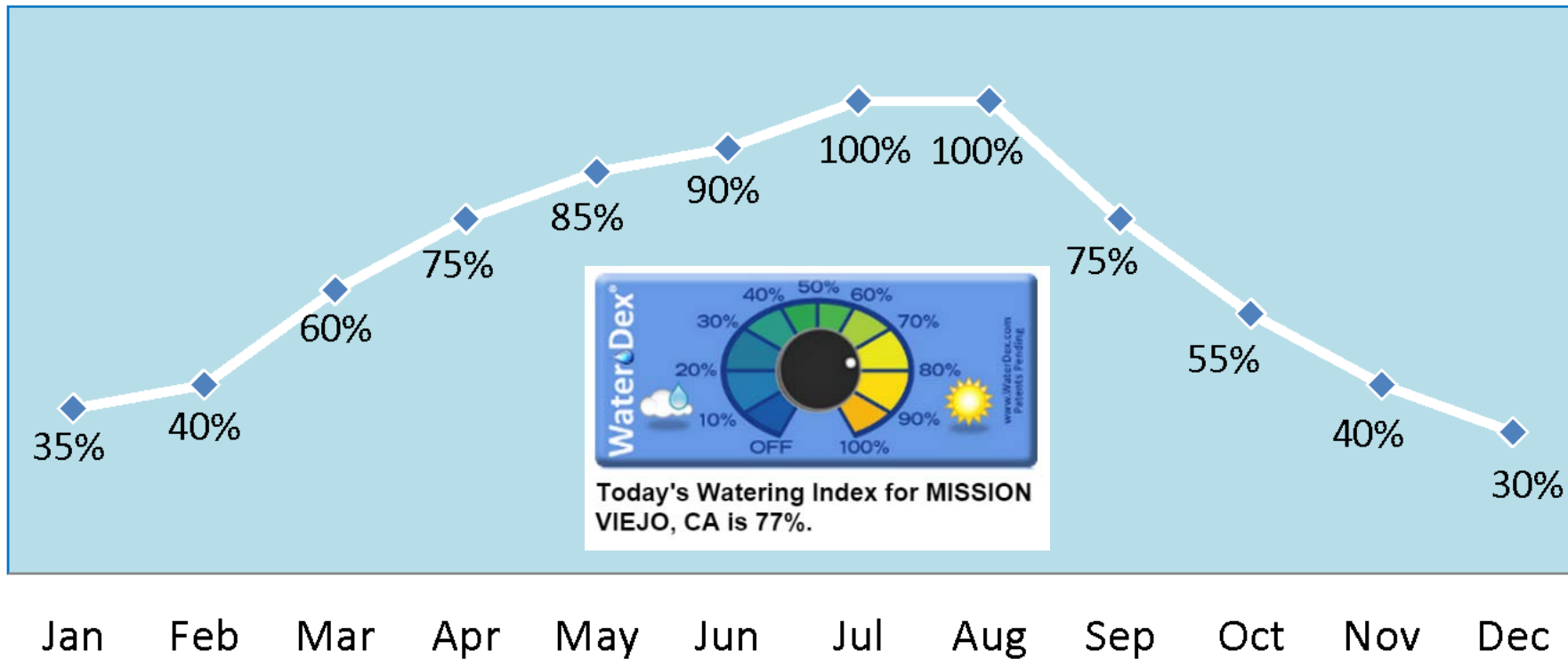




WaterDex = Watering Index

Weather changes. So should watering times.

Monthly Watering Index



What is the WaterDex?



- ▶ A remote dial with a receiver unit that attaches to an existing automatic irrigation controller.
- ▶ Summer runtimes = 100% setting
- ▶ Interrupts watering runtimes with “mini” cycle and soaks.

Prior to Launching the Program



Santa Margarita Water District
SustainaBlue
 Water Efficiency


WaterDex
Remote Watering Program



Receive a *free* WaterDex remote control for your sprinkler timer.
 Reserve Yours Today!
 SMWD will be distributing only 500 units this spring.

Reserve yours online @ www.smwd.com/waterdex

Why: Do you know how much water your plants need? Do you know how to adjust watering times? With the WaterDex remote, you will and it's easy.

What: The WaterDex unit connects to your existing sprinkler timer. You make easy watering adjustments with the remote. The WaterDex system works by modifying your existing peak season (summer) sprinkler times. When the WaterDex setting is less than 100%, the system will reduce watering times.

The Result: You save water & money!




Today's Watering Index for RANCHO SANTA MARGARITA, CA is 37%.


SMWD **SustainaBlue** resources, rebates, and workshops available at:
www.SMWD.com

- ▶ Pilot program of 500 WaterDex units
- ▶ Targeted the top single-family residential water users
- ▶ Invited selected customers via:
 - ▶ Email
 - ▶ Direct letter + flyer
- ▶ **January 2015 Program Launch**

Prior to Launching the Program

 **SMWD SustainaBlue:**
WaterDex Remote Control

Landscape Contractor List



The following licensed landscape contractors have received WaterDex installation and operation training. They are also local landscaping and irrigation experts!

Advanced Patio & Landscape
(714) 330-7811
advancedpatio@gmail.com
www.advancedpatio.com

Chang's Landscaping Service
(949) 768-9037
stevechang59@cox.net

Glen's Landscape
(949) 492-6492
service@glenslandscape.com
www.glenslandscape.com

SMWD SustainaBlue: WaterDex
@
www.SMWD.com/WaterDex

- ▶ Trained licensed landscape contractors on the installation and operation
 - ▶ Option for non-DIY homeowners

Additional Promotion & Outreach



Sanita Margarita Water District

SustainaBlue
Water Efficiency

WaterDex
Remote Watering Program

\$80 Value for FREE!

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Today's Watering Index for RANCHO SANTA MARGARITA, CA is 37%.

- ▶ Advertising the program to the entire District:
 - ▶ SMWD website
 - ▶ SMWD "On Tap" Newsletter
 - ▶ SMWD event or landscape design class
 - ▶ Bill insert & bill messaging
 - ▶ Ordinance violations
 - ▶ WaterSmart Software

Launching & Managing the Program

SMWD WaterDex Reservation Form

Full Name *
First Name Last Name

SMWD Account # *
XXXXXXXX-XXXXXX
 *Note 1 WaterDex per Account.

Automatic Irrigation Timer Installed? *
 Please Select
If NO, you are not eligible to participate in this pilot program.

Make & Model of Timer *

ex: Rain Bird SST-400i

Photo of Timer
 No file chosen
Optional: Attach a picture of your sprinkler timer. This will help SMWD recommend correct WaterDex installation for you.

Address *

Street Address

Street Address Line 2

City State / Province

Postal / Zip Code Country

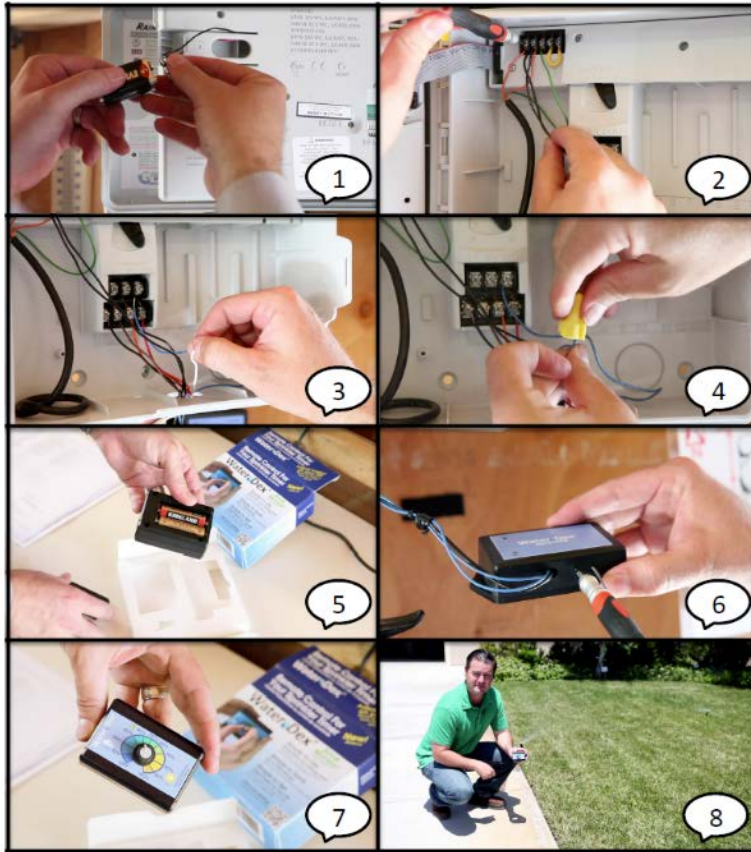
E-mail *

Phone Number * -
Area Code Phone Number

WaterDex Terms & Conditions * You Agree to the Terms & Conditions

- ▶ On-line application @ www.SMWD.com/WaterDex
- ▶ Customer applications are screened to verify program eligibility:
 - ▶ SMWD single-family residential customer
 - ▶ Water usage is above average
 - ▶ Existing automatic irrigation controller is not weather-based
 - ▶ Photo of existing controller

WaterDex Distribution



WaterDex® Installation Instructions

1. Replace your timer's battery so that sprinkler settings are retained and then unplug the power cord from wall.
2. Loosen power terminal screws and insert one BLACK wire from the WaterDex to each terminal and tighten.
3. Remove the "Common" wire from the terminal and reconnect one of the BLUE wires from the WaterDex.
4. Connect the "Common" wire to the remaining BLUE wire with the included wire nut and plug in timer's power cord.
5. Install two AA batteries in the WaterDex Dial.
6. Pair the Dial to the WaterDex by pressing the recessed button and twisting the Dial back and forth.
7. With the WaterDex Dial set to 50%, from the timer run a manual cycle of your sprinkler system.
8. The sprinkler areas should turn on and off in 2 minute "mini-soak" cycles - this operation is normal to reduce water use and prevent run-off.
9. Set your timer back to auto mode and you're ready to make weekly or monthly adjustments.

With a mobile device, get your current WaterDex setting at m.WaterDex.com or scan the code below. From a computer visit www.SMWD.com/WaterDex

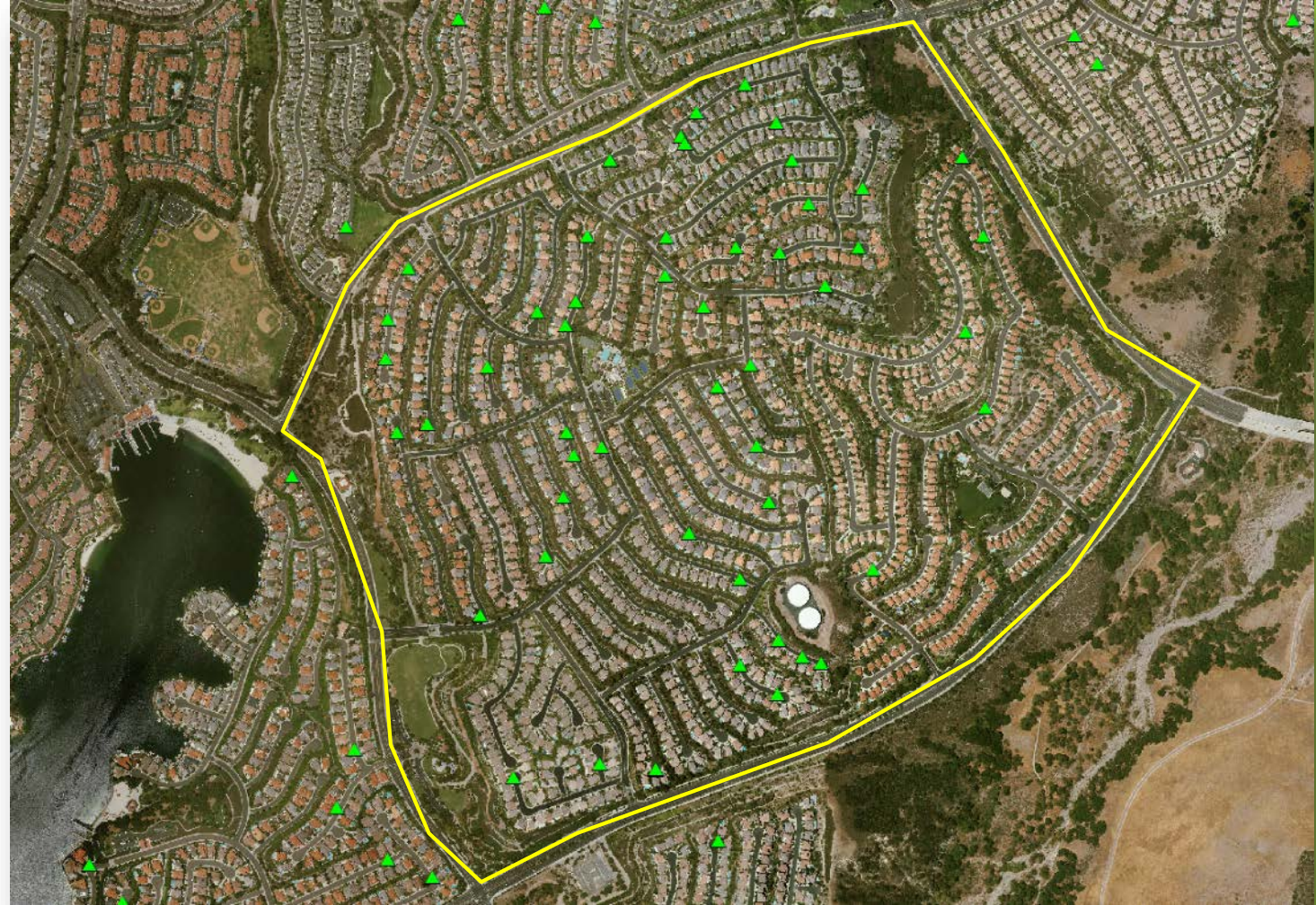


- ▶ Customers pick up their WaterDex unit at District office
- ▶ **Installation materials:**
 - ▶ Instructions for setting up a base (summer) watering schedule
 - ▶ **DIY** installation instructions
 - ▶ List of trained licensed landscape contractors

Partnering with HOA's

▶ HOA's as Partners

- ▶ Unique community spin
- ▶ Newsletters & meetings
- ▶ Neighbors talk



Engagement

SustainaBlue
Water Efficiency

SMWD SustainaBlue:
WaterDex

Week of August 9, 2015

Weekly WaterDex % Value

68%

SMWD SustainaBlue Resources:

Virtual Tours of Local SustainaBlue Landscapes

Take a virtual tour of residential landscapes throughout the Santa Margarita Water District area at www.OCplants.org:

[Link to Tours](#)

Brand New! Track Your Usage

SMWD just launched a new website where residents can track their water use and compare water use to a personalized monthly drought target.

www.SMWD.com/WaterSmart

Your WaterScore
MAY 21 TO JUN 22, 2015

Way to go, WaterSaver!
You ranked in the top 20%.

- ▶ Provide customer with WaterDex % Value via weekly email newsletter
- ▶ Newsletter includes other District news and messaging:
 - ▶ Rebate programs
 - ▶ Landscape design classes
 - ▶ Water-saving tips
- ▶ Open rate 45%; Click rate 8%

Install Verification

SMWD WaterDex Installation Verification Form

Full Name *
First Name Last Name

E-mail * ex: myname@example.com

Address *
Street Address

Street Address Line 2

City State / Province

Postal / Zip Code Country

WaterDex Installed? *
Only customers who have successfully installed WaterDex unit will be eligible for gift card.

Questions/Comments

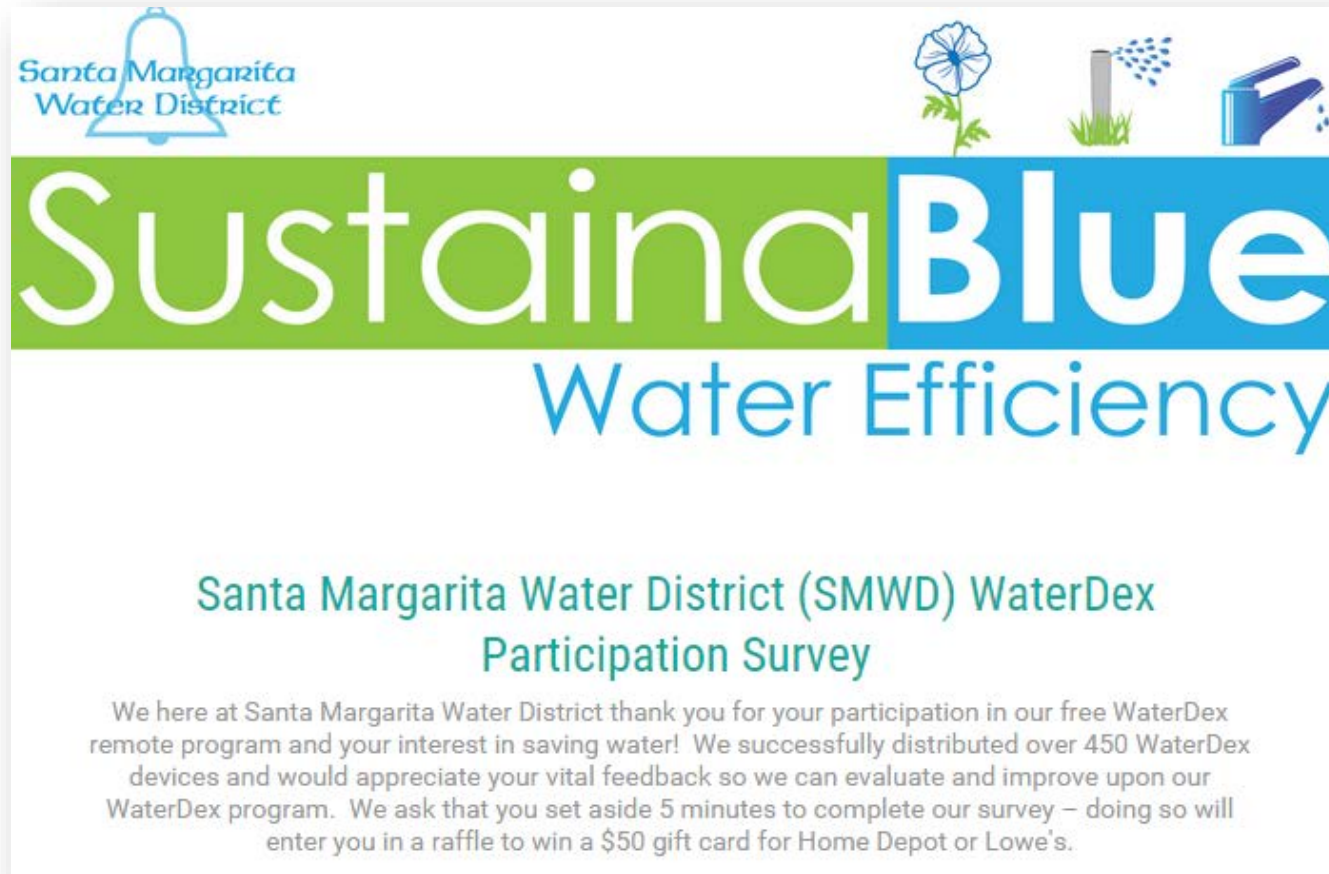
► Self-Verification

- On-line form similar to application
- Photo upload of installation
- Gift cards as incentive
- Non-installs were taken back
- Staff verification & installs too





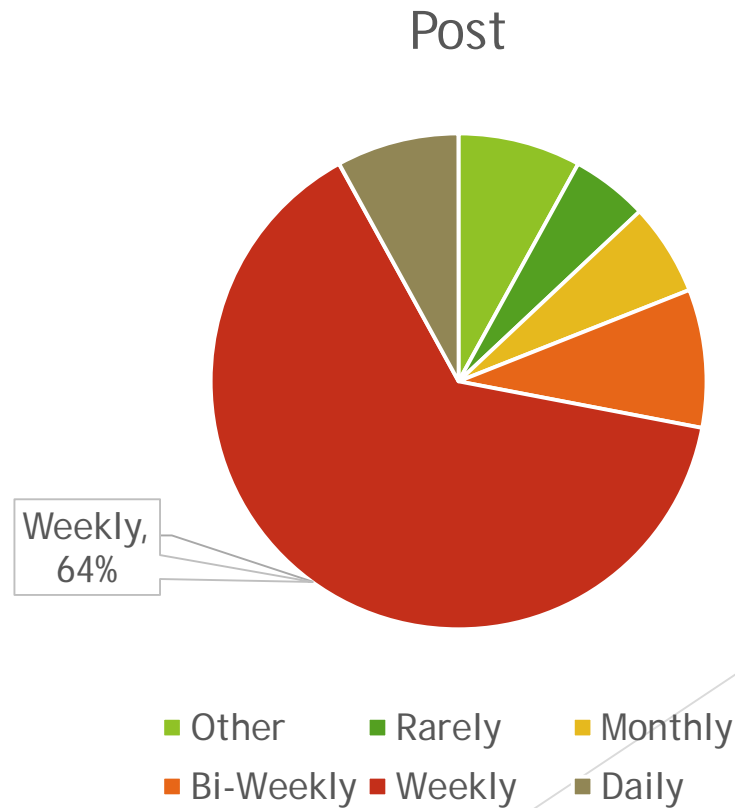
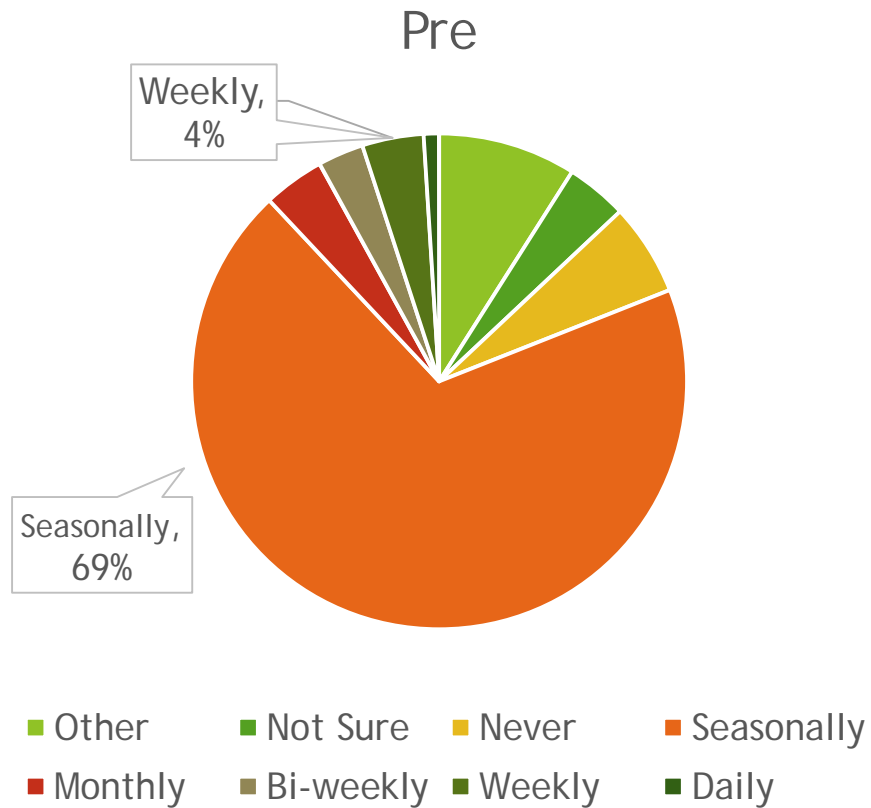
WaterDex Results & Findings



- ▶ Participation Survey 8 months after program launch

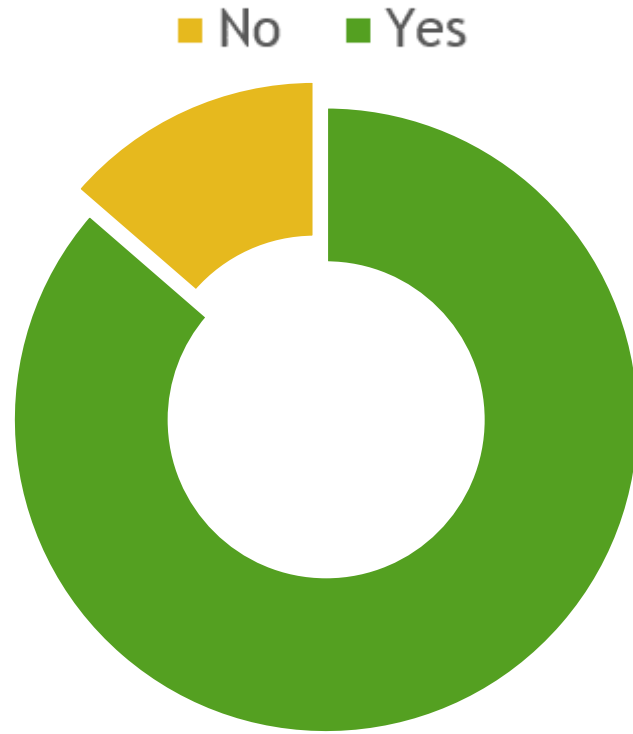
WaterDex Results & Findings

How often are watering times adjusted for your landscape?



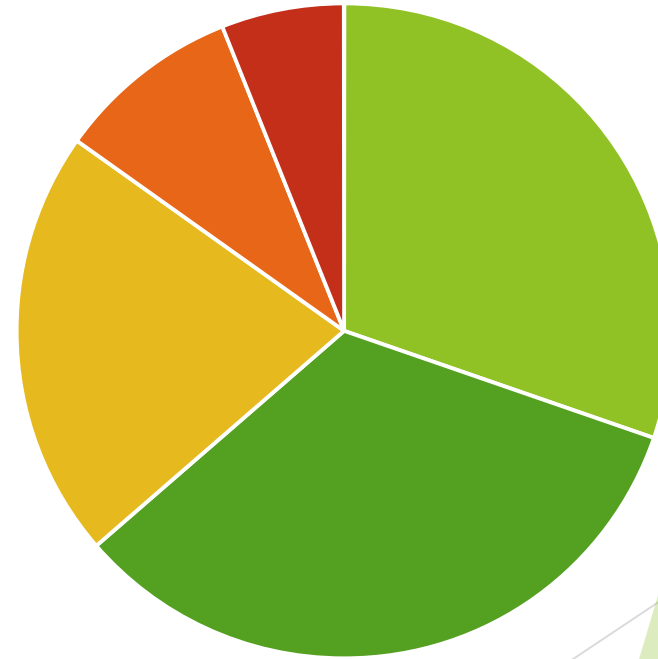
WaterDex Results & Findings

Are you in better control of your outdoor watering by using Waterdex?



How satisfied are you with the performance of the WaterDex?

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied



Water Savings & Cost Effectiveness

- 465 devices distributed (January – September 2015)
- 346 devices with enough water use history for analysis
- **330 devices** after removing outliers (2 Std Dev)

11.5
Gallons
per Day

42.5
Acre-Feet
over 10 Years

\$470
per Acre-Foot
(Total program cost ~\$30,000;
savings projected for all 500 devices)

Program Refinements

➤ What to do in a Drought?

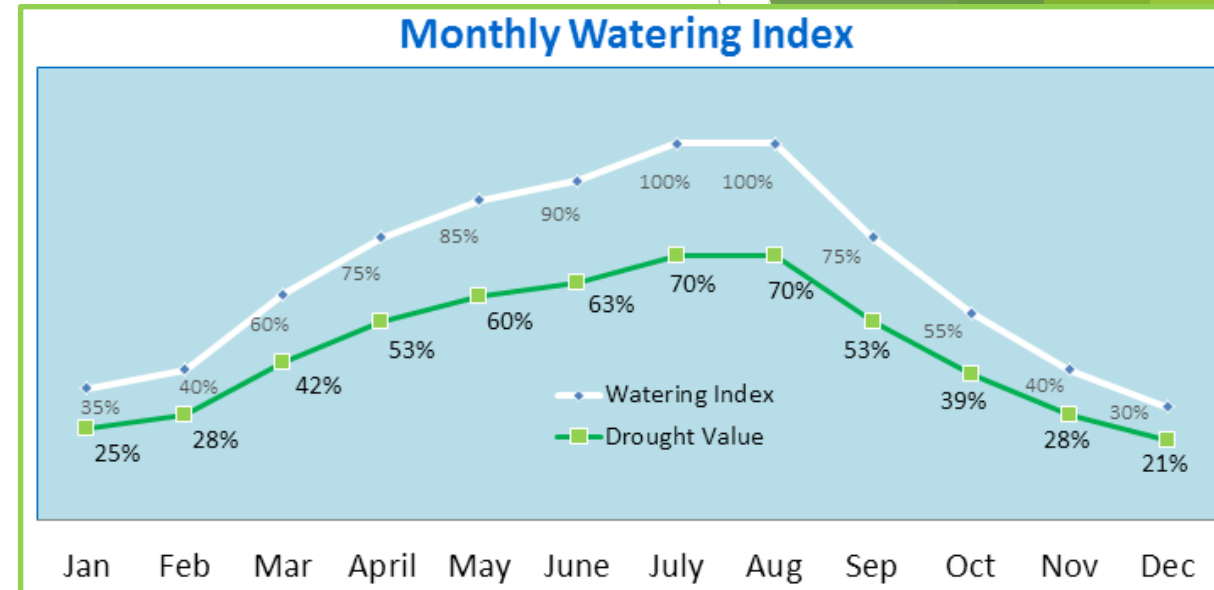
- Actual WaterDex value or a drought value?

➤ New Distribution Methods?

- Direct delivery of WaterDex unit to resident
- Direct Installation Program or partner with Irrigation Supply stores

➤ Program's Future:

- Will savings improve in the fall?
- Consumer trends: App-based WBIC's and smart homes



Thank You

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www.SMWD.com/WaterDex



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