

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Best Bang for the Buck; Cutting Lawn Watering

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Director / Conservation



Commercial & Residential

Both have reduced water use per bill

Residential

1. Regulations; drought limits on spray
2. Education; attitude
3. Programs; understand where the water goes
4. Price; tiered structure

**Presentation: Single
Family Super Users
Thursday 2:30 p.m.**

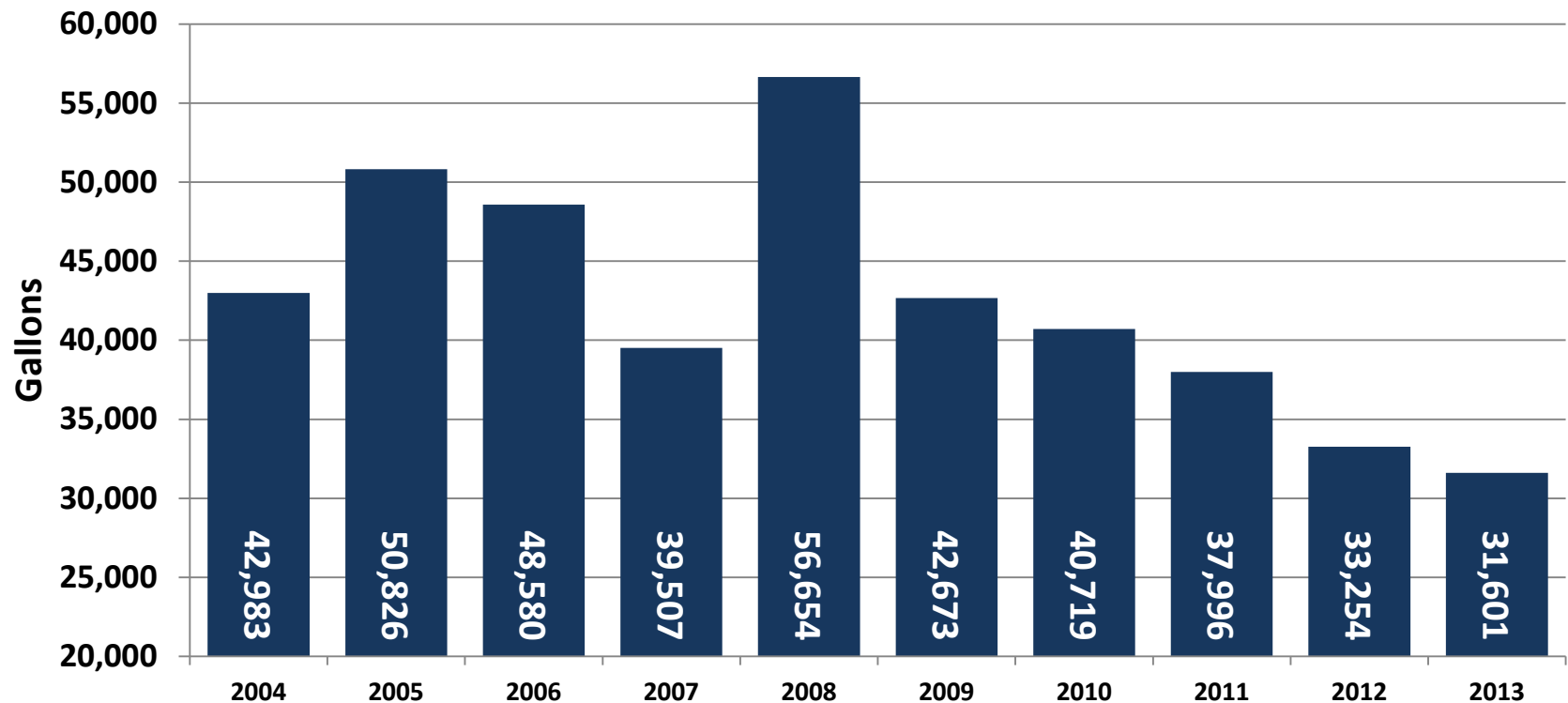
Commercial

1. Regulations
 1. Drought Spray Rules
 2. Waste Prohibition
 3. Irrigation Check Up
2. Price
3. Incentive Programs
4. Education

Commercial Irrigation Monthly Bills

Reduced 2014 production by 10,000 acre feet

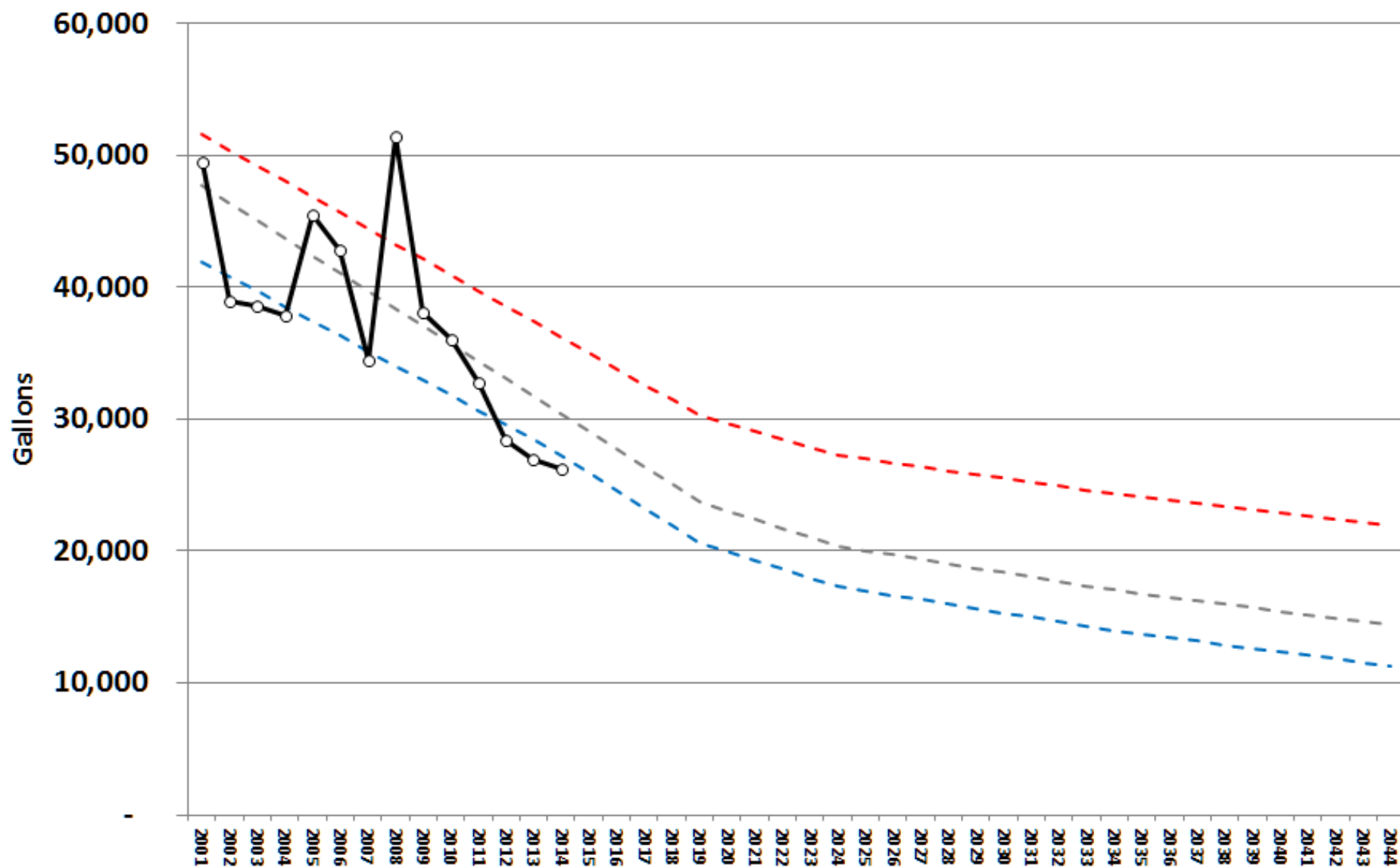
SAWS Irrigation Class Customers



Source: SAWS 2014 CAFR

General Class - Irrigation Trend

Monthly Usage Per Bill
Commercial, Industrial, and Municipal

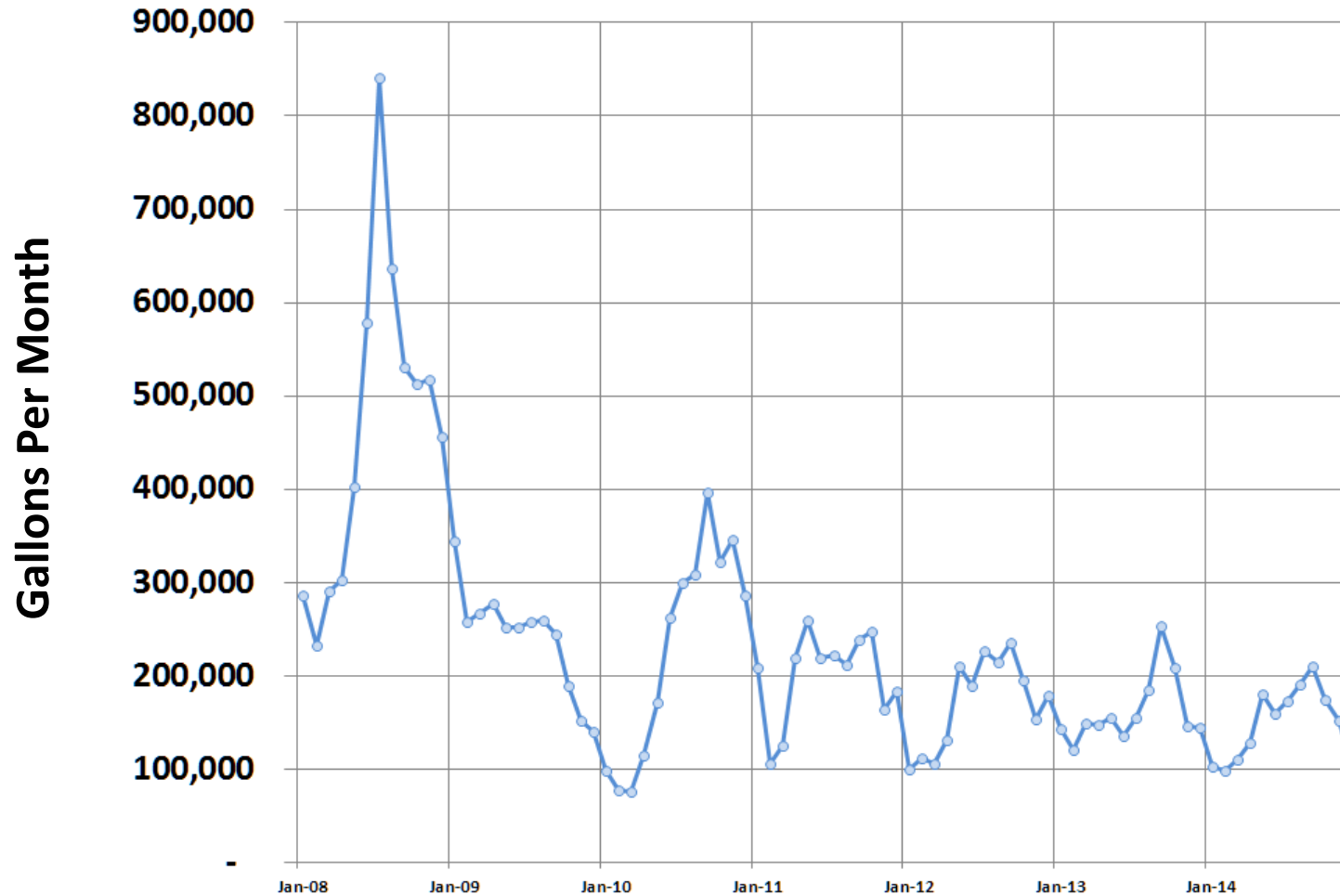


6,700 Dedicated Irrigation Meters

2014 Billed Consumption \approx 8,000 AF

**The Top 200 Irrigation Meters Accounted
for 33% of Irrigation Sales in 2014**

Top User Decline 70% Per Bill



What Gets Results?

Three Conservation Strategies for Commercial Landscapes

1. Reasonable Regulation

- 2006 Ordinance: Required annual “Irrigation Check-Up” for large properties and large irrigation users
- Drought regulations limit spray to once per week

2. Price: tiers increased in 2011

3. Custom and Menu Offering of Incentives

- Improve plant material & use efficient methods

4. Education & Outreach

- Work closely with green industry professionals and property managers

Irrigation Check Up Program Outcome

Maintenance & Consumption Report Due May 1 Each Year

- 2,500 accounts meet one of two criteria for regulation
 - Large user: 1 million gallons irrigation/year
 - Large site: 5 acres with irrigation anywhere on property
- Compliance Focus (on-line reporting started 2015)
 - Know the system details; meter/zones/plants/technology
 - Know gpm on each zone & expected peak monthly consumption
 - Know responsible parties
- Compliance: (proposed new rate for non-compliance in 2016)
 - 96% for top 100 water use accounts
 - 80% for next 100 top water use accounts
 - 60% for all 2,500 accounts
- Savings (compliance vs. non) 25,000-50,000/month

Concierge Style Conservation

Make the Irrigator & Facility Manager Look Good!



- Build relationships with our largest customers
- Partnership with irrigators to improve efficiency
- Custom/performance rebates to upgrade equipment



Big Sites = Big Water Management

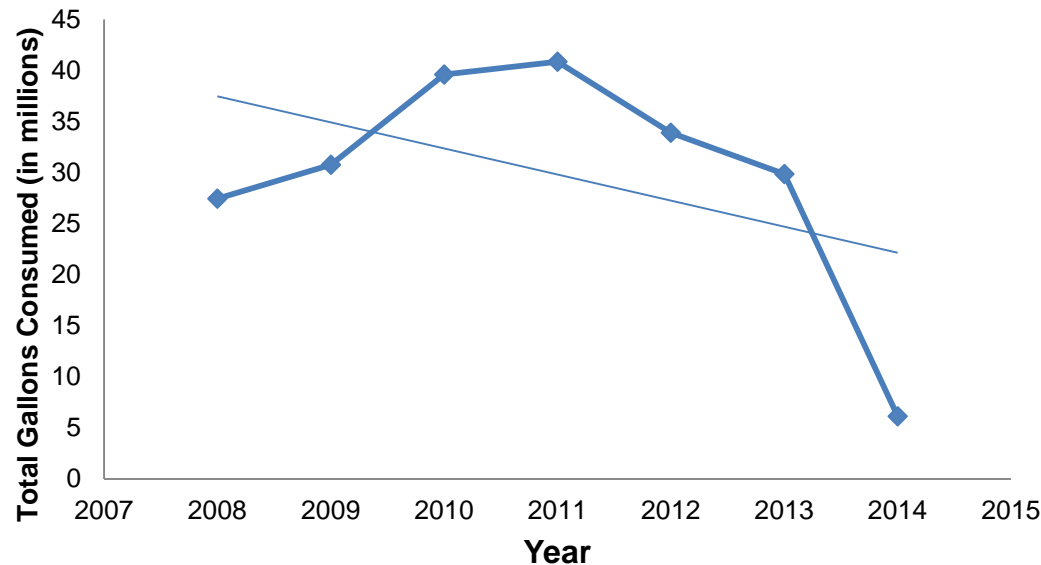
Many Water Devices, Complex Controls, Constant Repairs



Why Rapid Recent Drop

Drought accelerated the change in habits & technology

La Cantera Irrigation Usage



- Water Management Technology
- Improved irrigation application technology
- Changed Plant Material
- Improved Compliance with Maintenance
- Price; Cost Management

Shops of La Cantera has removed 7 acres of grass, converted to drip, and installed water management technology.

The Shops at La Cantera

1. Retired unnecessary irrigation zones
2. Eliminated parking island grass
3. Converted to drip irrigation
4. Installed Smart Water Management

Project Benefits

- Interior landscape area focus
- Lower cost landscape maintenance
- Drought compliance



The Shops at La Cantera Rebate Deal

Phase Two Rebates (completed phase 1 and nearly phase 3)

Landscape and Irrigation Conversion

- 207,000 sq./ft. converted grass spray to plants on drip irrigation
- Total Project Cost over \$400,000
- \$77,100.00 rebate
- 3.03 million gallons or 9.31 acre-feet of water saved per year

Smart Water Management System

- 16 irrigation controllers replaced
 - Central Control Command with Flow Smart Modules
- Total Project Cost \$75,700
- \$17,781.00 rebate
- 1.01 million gallons or 2.56 acre-feet of water saved per year

= \$94,881.00 combined rebate for phase two

4.04 million gallons or 12.51 acre-feet of water saved per year

Shops As Large Site Saving Example

What is working for this site

- Long-term SAWS partnership
- Attentive site manager
- Aesthetic priority improved
- Lower landscape maintenance costs

Summary of Influences

No one factor accounted for all of the reductions

- **Drought ...**

➡ parking lot grass looked bad

- **Custom rebates ...**

➡ bring utility influence

- **Irrigation Check-Up...**

➡ water use awareness

- **Price & Profit....**

➡ the bottom line

Questions?

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