

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Aligning Allocation Based Rates: Orange Park Acres “Get Smart”

OnPoint
ecoSystems

Shavonne Mays
Senior Water Efficiency Specialist
Irvine Ranch Water District

Dan Palmer
President
OnPoint EcoSystems



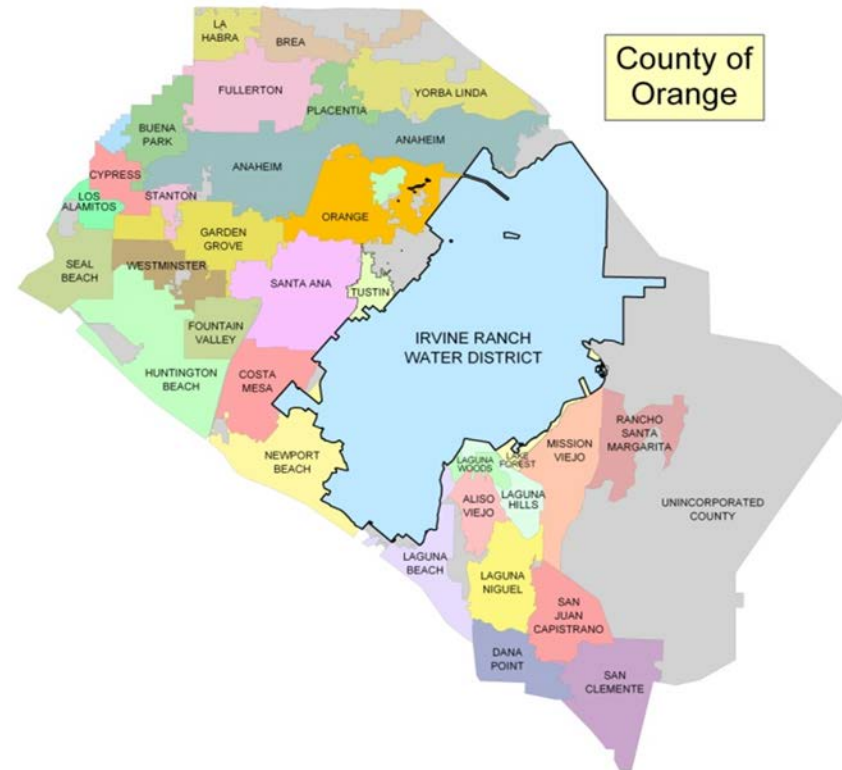
Irvine Ranch Water District



A California Special District Serving Central Orange County

Reliable High-Quality Water & Sewer Service
Efficient. Cost Effective. Environmentally Sensitive
High Level of Customer Satisfaction

IRWD Serves 20% of Orange County



Water Use Efficiency



Example: IRWD Residential Customer Rates

Tier	% of budget	Rate/CCF
Low Volume Base Rate	0 – 40%	\$ 1.21
	41 – 100%	\$ 1.65
Inefficient	101 – 130%	\$ 4.01
Wasteful	161 + %	\$12.01

100% of water needs for indoor & outdoors

Monthly Water Use Comparison

Customer Uses Budget - 15 CCF

Customer Over Budget - 30 CCF

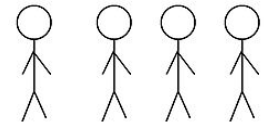
Total Water Bill = \$22.11

Total Water Bill = \$162.26

Example Single Family Detached Home Budget



Single Family Residence:

 4 people

+

Outdoor Budget:

Irrigated area

Seasonal needs - Evapotranspiration

ET Adjustment Factor:

Plant Material

Irrigation System Efficiency

+

Variances Available:

Additional occupants

Medical needs

Others (livestock, etc.)

Water Use Efficiency Program

Allocation Based Conservation Rate Structure
Landscape Irrigation Management
New Technology Implementation



“Get Smart” Program

Orange Park Acres Do It Yourself Direct Install Program



OnPoint
ecoSystems



Background

Orange Park Acres

- Equestrian community established in 1928
- Consolidated “Orange Park Acres Mutual Water Company” into IRWD in 2008
- Moved customers to allocation based rates in July 2015



Program Objectives

- New to IRWD rates
- Assist with outdoor irrigation and staying within allocation
- Reduce water consumption (systemic and long term)
- Develop scalable program
- Smart controller adjustments in step with rate structure
- Increase awareness of irrigation best practices
- Minimize IRWD resources required to develop, launch, manage
- Use online technology for outreach, qualification, tracking
- Latest Web-based smart irrigation controller technology



“GET SMART” Program

Smart ET controllers free to OPA residents

- Controller “tracks” rate based billing
- Internet accessible, easy to install and use

“DIY” installation

- Trained installer option (extra cost)

Program Web Page

- Online self-audit and qualification

Workshop (in person or online video)

- Online tracking, reporting, surveys



OnPoint EcoSystems

Turn-key smart irrigation controller solutions for water authorities and municipalities

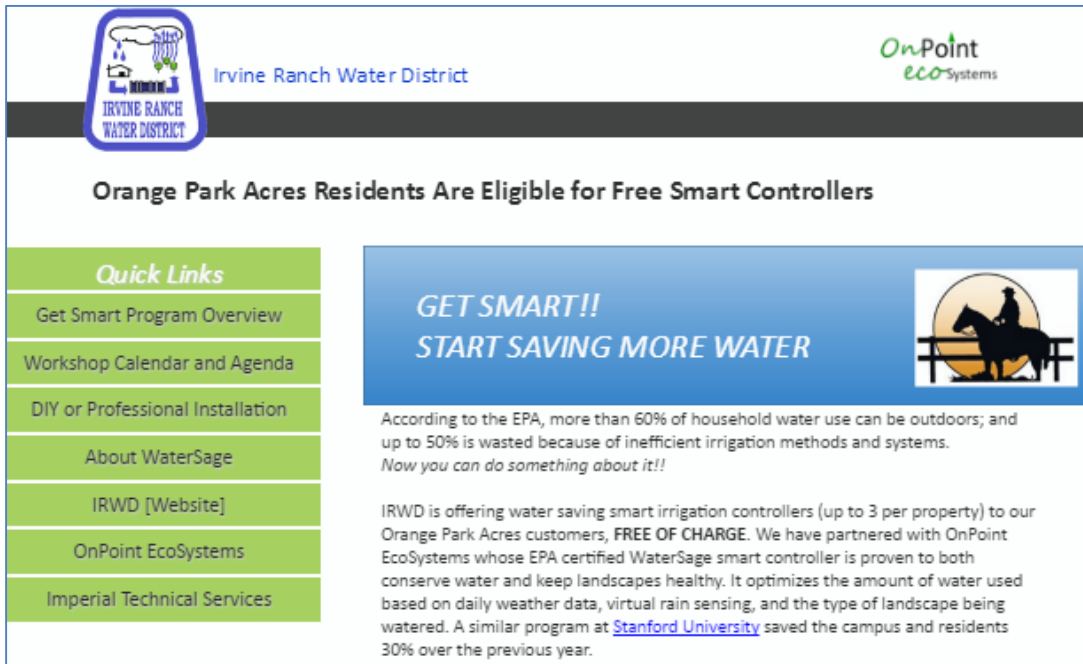
WaterSage™



OnPoint
ecoSystems

Program Preparation

Publish Program Web Site



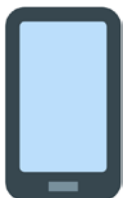
The screenshot shows the Irvine Ranch Water District website. At the top left is the Irvine Ranch Water District logo. To its right is the text "Irvine Ranch Water District". Further right is the "OnPoint ecoSystems" logo. Below the header is a main heading: "Orange Park Acres Residents Are Eligible for Free Smart Controllers". On the left side, there is a "Quick Links" menu with items: "Get Smart Program Overview", "Workshop Calendar and Agenda", "DIY or Professional Installation", "About WaterSage", "IRWD [Website]", "OnPoint EcoSystems", and "Imperial Technical Services". The main content area features a blue banner with the text "GET SMART!! START SAVING MORE WATER" and an image of a person on a horse. Below the banner, there is a paragraph of text: "According to the EPA, more than 60% of household water use can be outdoors; and up to 50% is wasted because of inefficient irrigation methods and systems. Now you can do something about it!!". Below this is another paragraph: "IRWD is offering water saving smart irrigation controllers (up to 3 per property) to our Orange Park Acres customers, **FREE OF CHARGE**. We have partnered with OnPoint EcoSystems whose EPA certified WaterSage smart controller is proven to both conserve water and keep landscapes healthy. It optimizes the amount of water used based on daily weather data, virtual rain sensing, and the type of landscape being watered. A similar program at [Stanford University](#) saved the campus and residents 30% over the previous year."



Load Valid Candidates
into Program Data Base



Design direct mail, email and
phone outreach messaging



Assign dedicated phone
number and email address

Program Outreach



Orange Park Acre Residents
JOIN THE "GET SMART" WATER SAVING PROGRAM

and receive a **FREE** WaterSage Irrigation Controller from IRWD and OnPoint Eco Systems.
 (Quantities are limited, only 100 available.)

Orange Park Acre Residents
JOIN THE "GET SMART" WATERSAVING PROGRAM
 and receive a **FREE** WaterSage Irrigation Controller from IRWD and OnPoint Eco Systems*



According to the EPA, up to 50% of water used for residential irrigation is wasted...

IT'S TIME TO DO SOMETHING ABOUT IT!

We can help. "Get Smart" about reducing this waste!

► "Get Smart" and get a **FREE** smart irrigation controller from IRWD and OnPoint EcoSystems.

Smart controllers automatically adjust irrigation based on weather and landscape.

Proven to conserve water while keeping landscape healthy.



• **Free OnPoint WaterSage™ Weather-Based Irrigation Controller***

• **Easy to Install, Set Up & Use**

• **Access Anywhere from your Phone, Tablet and Computer**

• **Free Best Practices Workshop**



TAKE  ACTION

To learn more about and sign up for the "Get Smart" program, visit:
www.onpointeco.com/getsmart.htm

You can call or email the "Get Smart" program coordinator at:
 (714) 735-4005
www.getsmart.onpointeco.com

The signup period ends soon.
PLEASE ACT NOW!

*Quantities are limited, only 100 available.

- Participants
- Email
- Direct Mail
- Phone/Other
- HOA meetings



Qualification Process

Submit form (from email link or web site)

- Contact Info
- Agree to attend workshop / terms & conditions
- Agree to fix major irrigation issues
- “Describe” existing controller(s) / upload pictures
- Select installation option
- Select workshop option
- Additional comments

Authorize and send confirmation email



Form Section Example

Provide Information About Your Existing Irrigation Controller

 Click for help on answering the questions below

Number of Irrigation Controllers?*

- One (most properties have just one) Two Three

Number of Valve Wires?*

- Less than 9 Between 9 and 16 Between 17 and 24 More than 24

Is irrigation controller indoors (protected from rain), or outdoors?*

- Indoors Outdoors



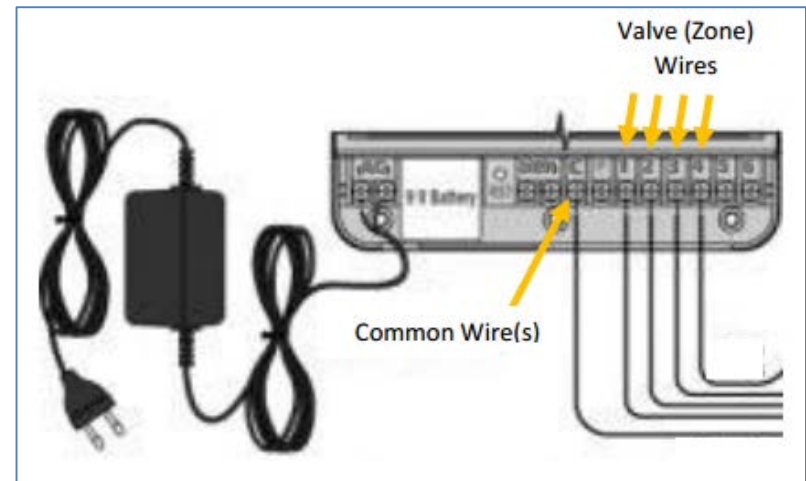
Irvine Ranch Water

OnPoint
ecoSystems

"Get Smart" Program – Getting Information About Your Existing Controller

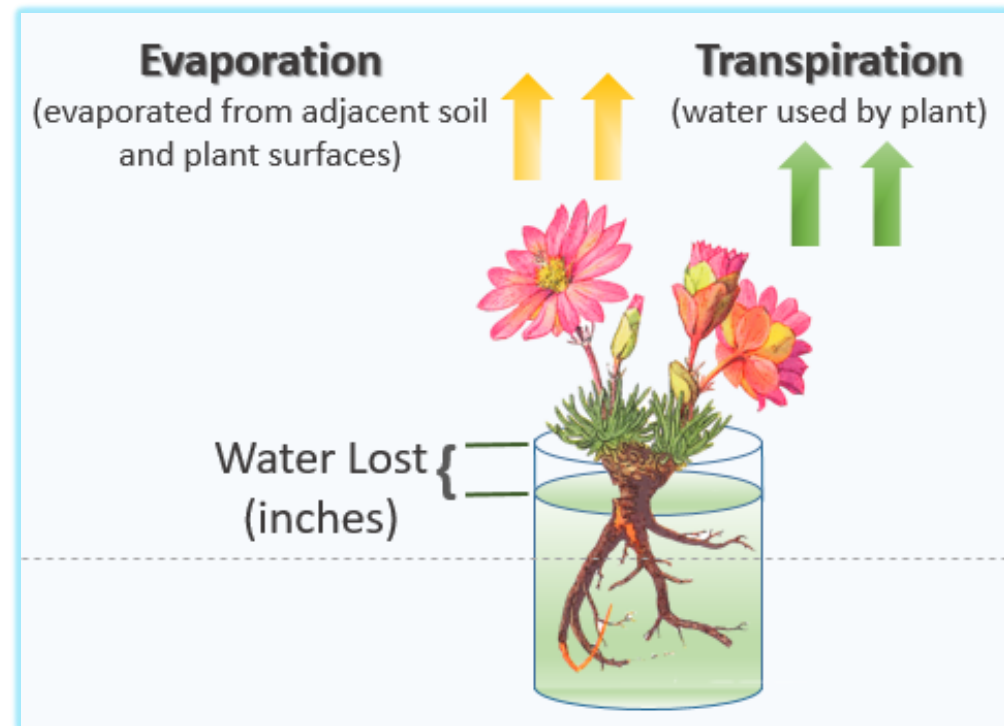


The information requested about your existing controller allows us to determine the WaterSage controller model right for you, and if you need an outdoor enclosure to mount it in.



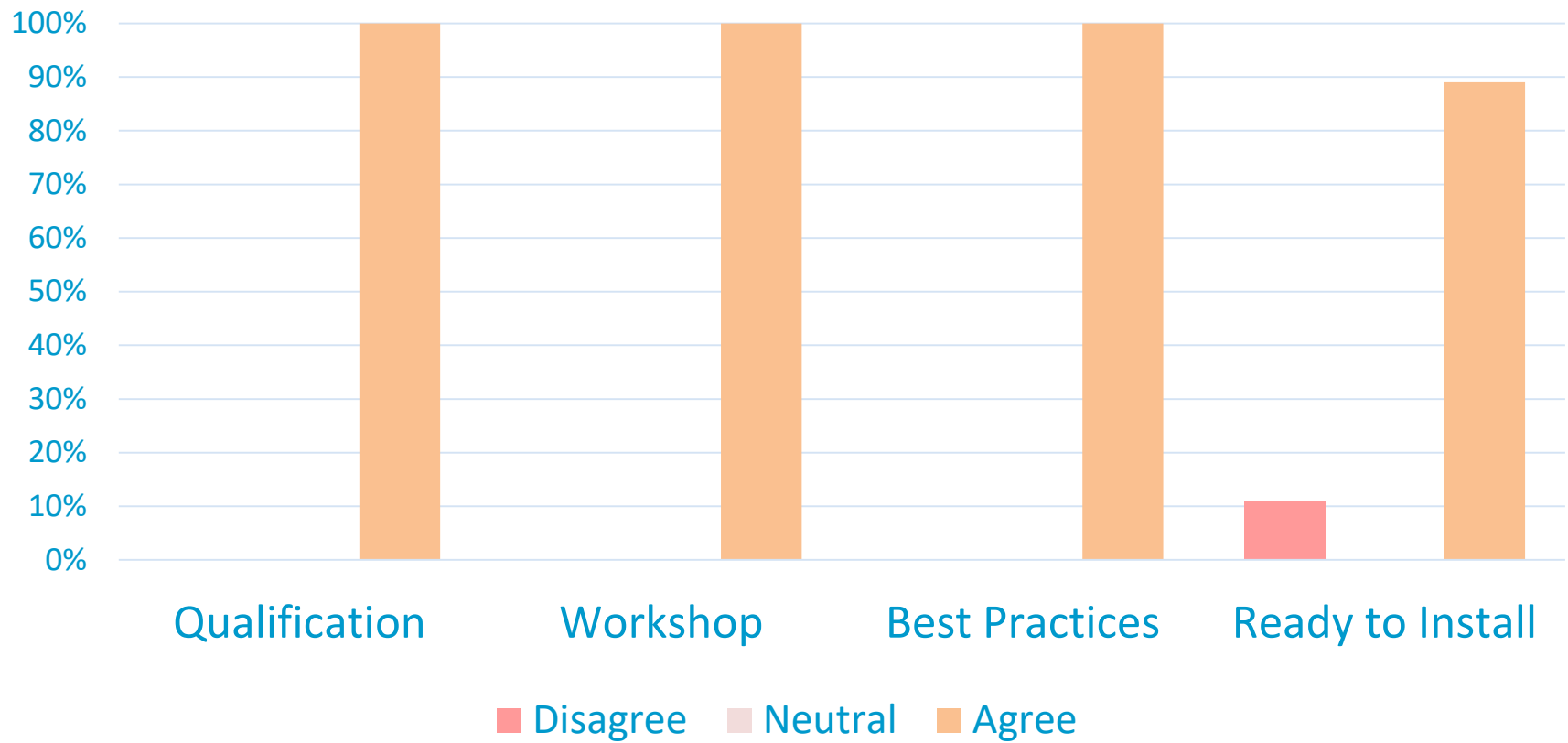
Workshop Focus

- Shift from water consumption to sustainability
- Irrigation best practices overview
- Principals of weather based (ET) irrigation control
- *“Wow, I can use the Internet”*
- Install, setup and use WaterSage
- Hands on Workshop



Participant Survey I

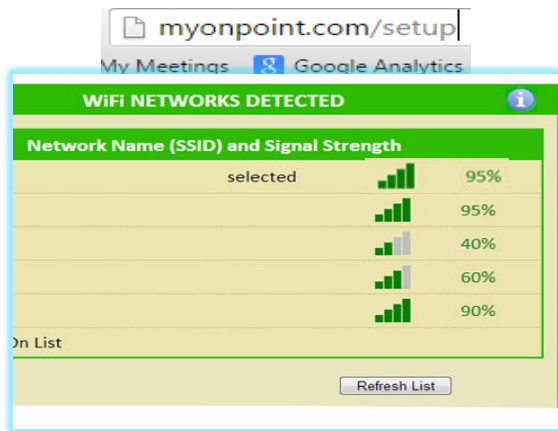
Content Was Beneficial



Deployment

Over 80% selected DIY (Do It Yourself installation)

1 Connect to WiFi Network
("Network Wizard")



2 Install

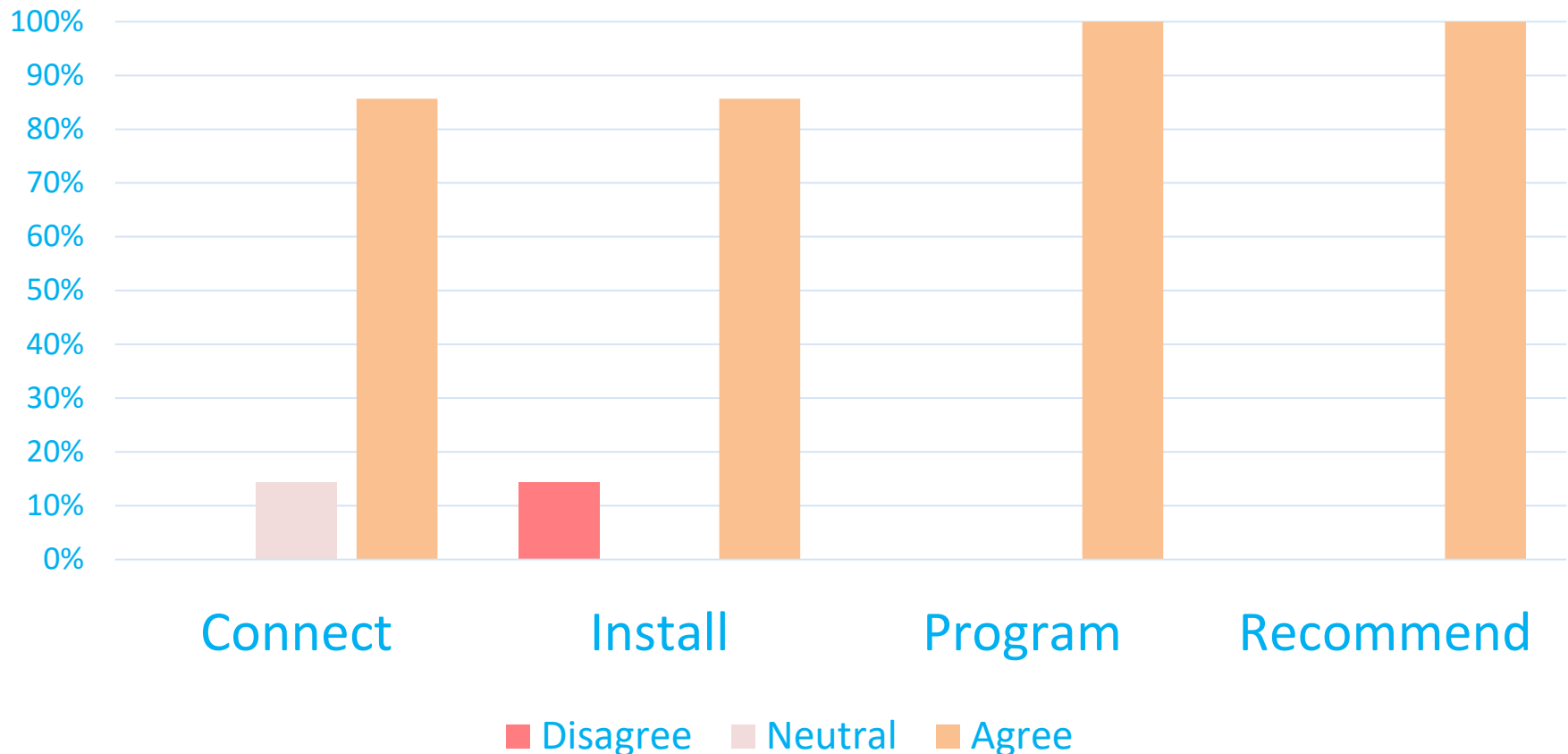


3 Program



Participant Survey II

Deployment Experience Was Positive



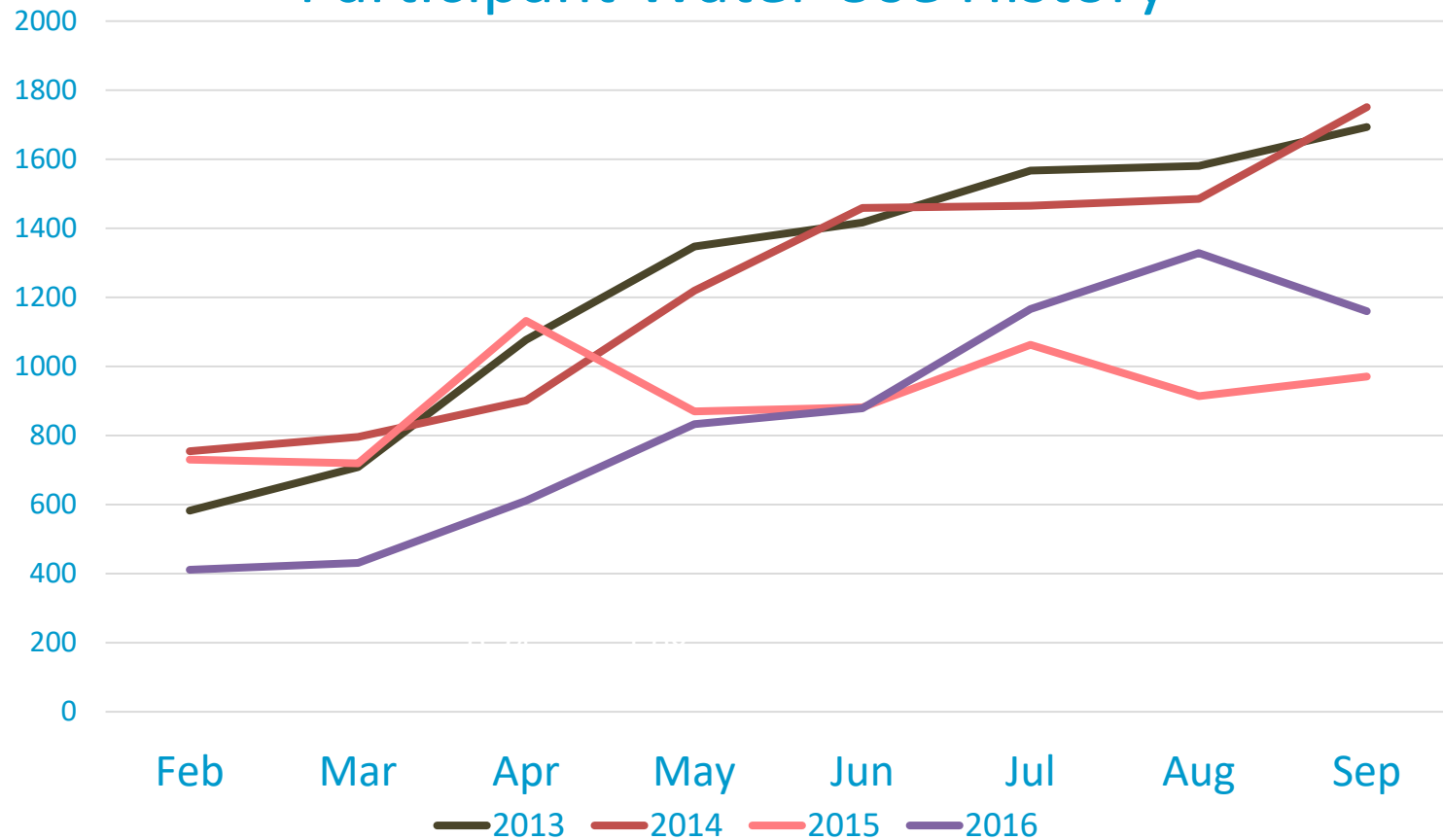
Participant Tracking

- Qualification submittal and acceptance
- Workshop attended
- WaterSage controllers delivered
- WaterSage in-service date (online)
- WaterSage status (offline / online)
- Water Use Comparison



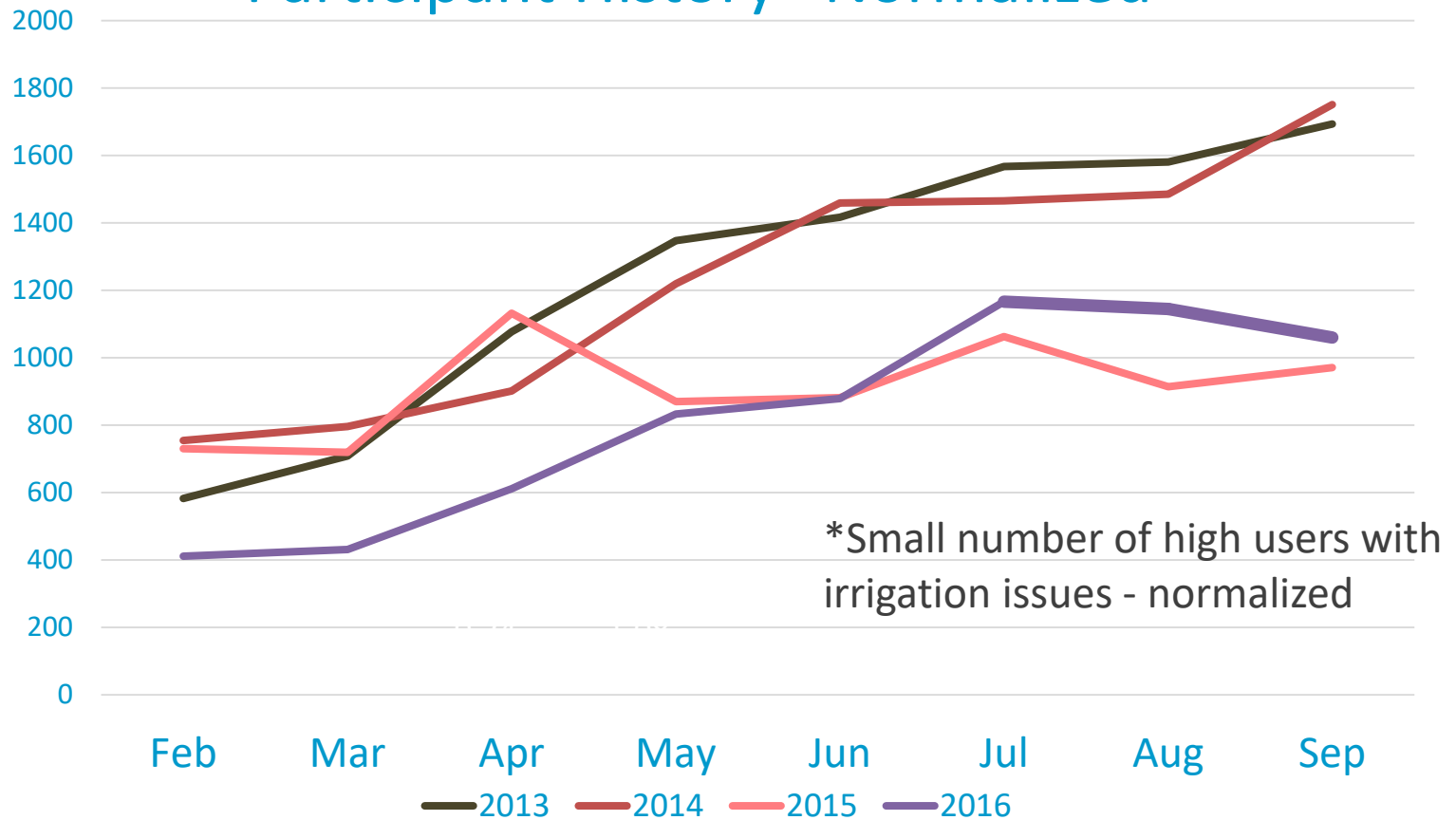
Water Use Results

Participant Water Use History



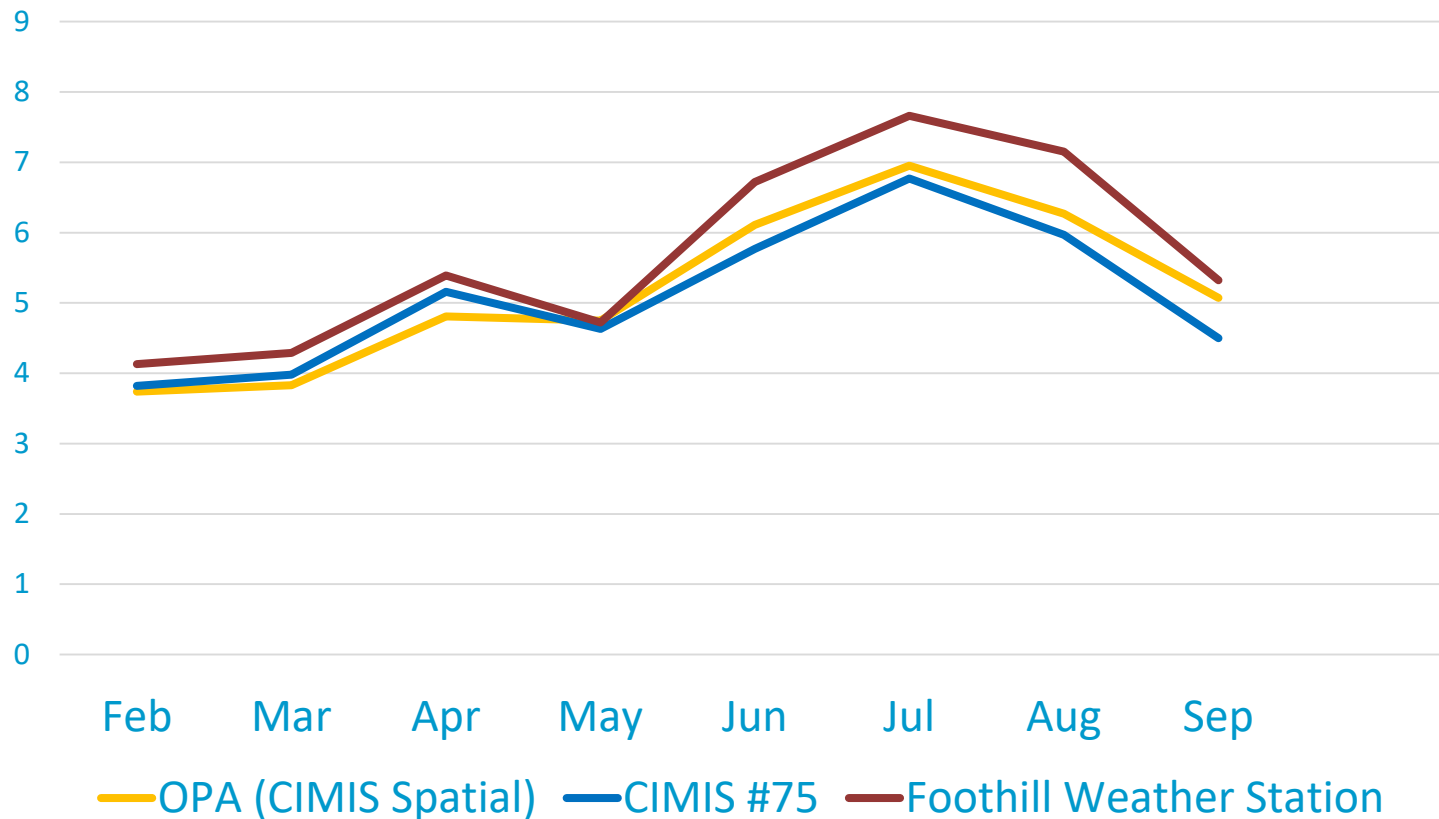
Water Use Results

Participant History “Normalized”

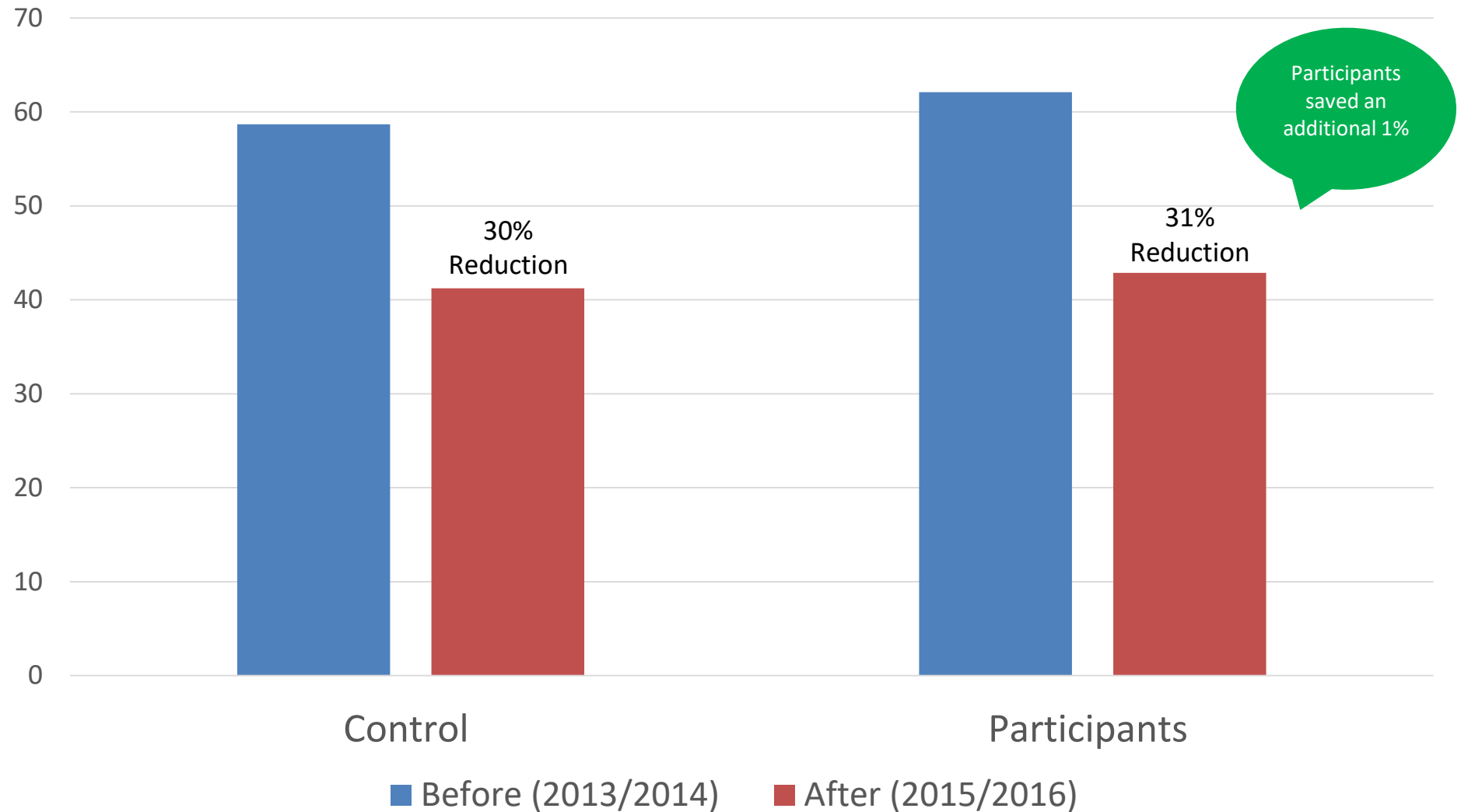


Weather Source Data

ETo Source Comparison



Average Monthly CCFs per Home (Feb-Sept)



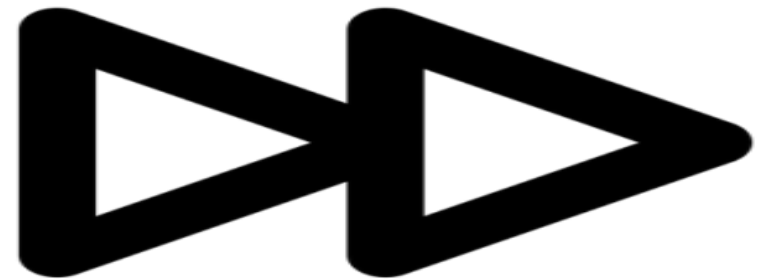
Turnkey Program

- One stop shop
- Easy implementation
- Participant Outreach, Q&A and Support
- Workshops
- Coordinate professional installation (if selected)
- Distribute and support irrigation controllers
- Program tracking / dashboard / reports
- Online launch & qualification
- Remote program management
- Virtual rain sensor for community



Lessons Learned & Next Steps

- Don't limit workshops to only qualified respondents
- Leverage enthusiastic program supporters
- Seasonal impact (i.e. not in Winter?)
- Be prepared for the "technology challenged" (both for online aspects of program and WiFi controller)
- Continue to collect data on the OPA community
- Expand program to additional communities



IRWD Contact Information

Shavonne Mays
Senior Water Efficiency Specialist
Irvine Ranch Water District
mays@irwd.com

Dan Palmer
President
OnPoint EcoSystems
dpalmer@onpointeco.com

