

# California Friendly Landscape Strategies

SCWC Water Use Efficiency Workshop



Bill McDonnell

August 12, 2015

[www.bewaterwise.com](http://www.bewaterwise.com)



# Original Metropolitan Incentives



— Cooling Tower Controller

— High Efficiency Washer

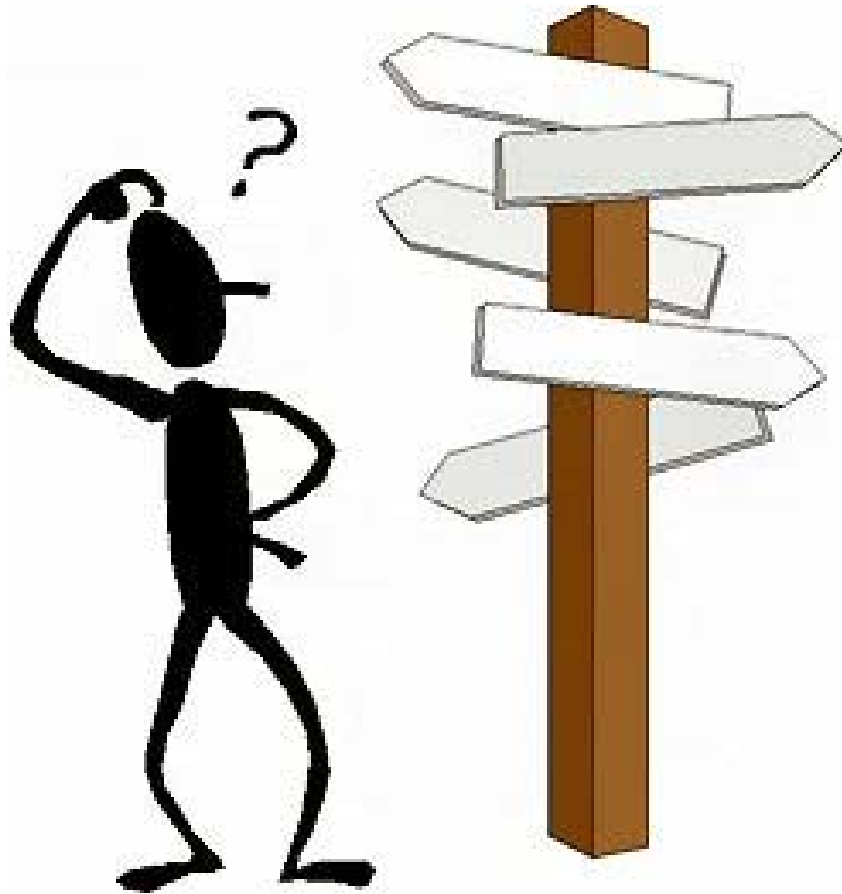


— ULFT/Urinal

— Pre-Rinse Spray Valve



# Early Issues



- Market Penetration
- Fragmented Implementation
- Customer Service
- Hard to Explain
- Limited Staff Resources
- CII Decisions at Corporate





One-Stop  
Shop

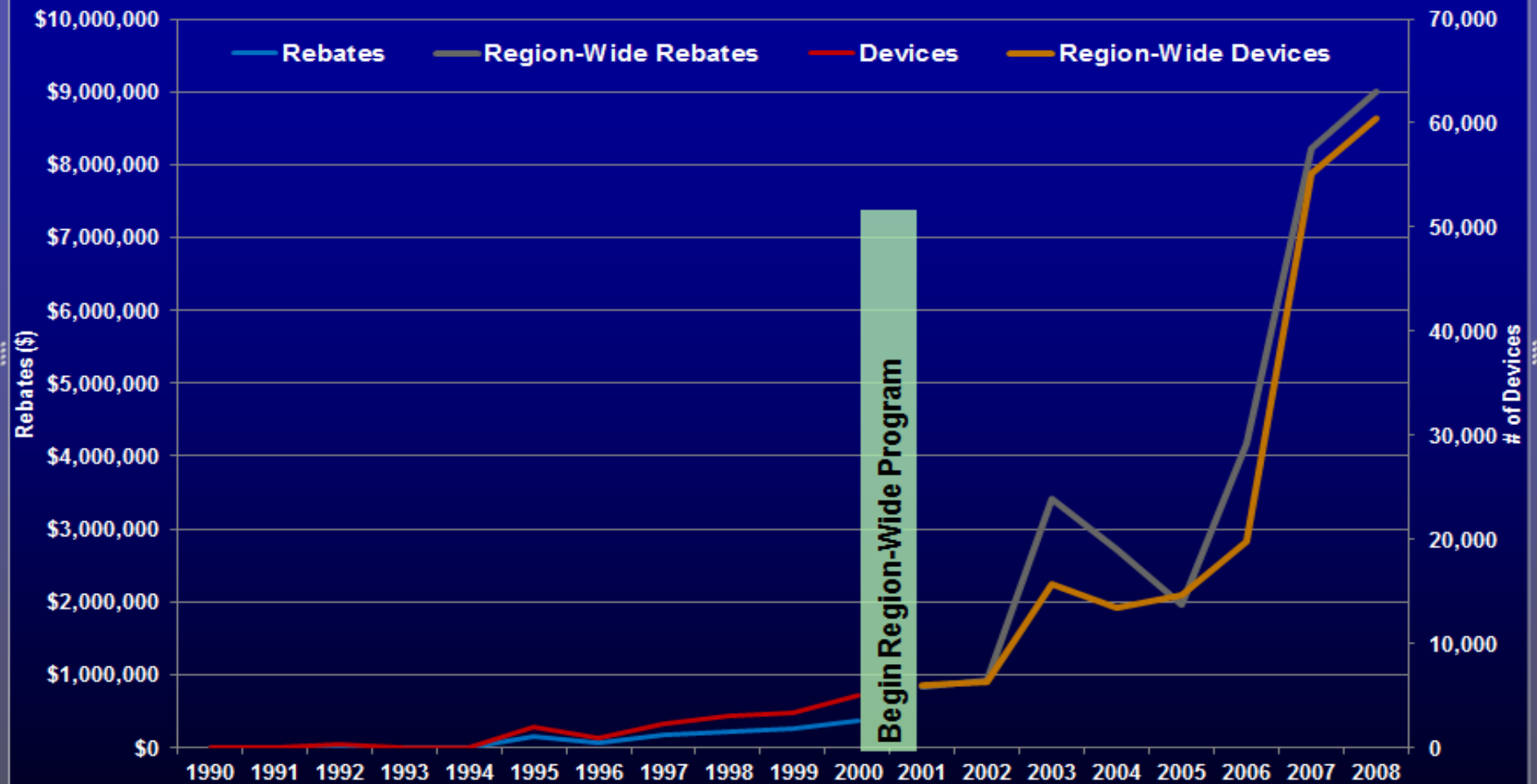
# “Save Water Save a Buck”

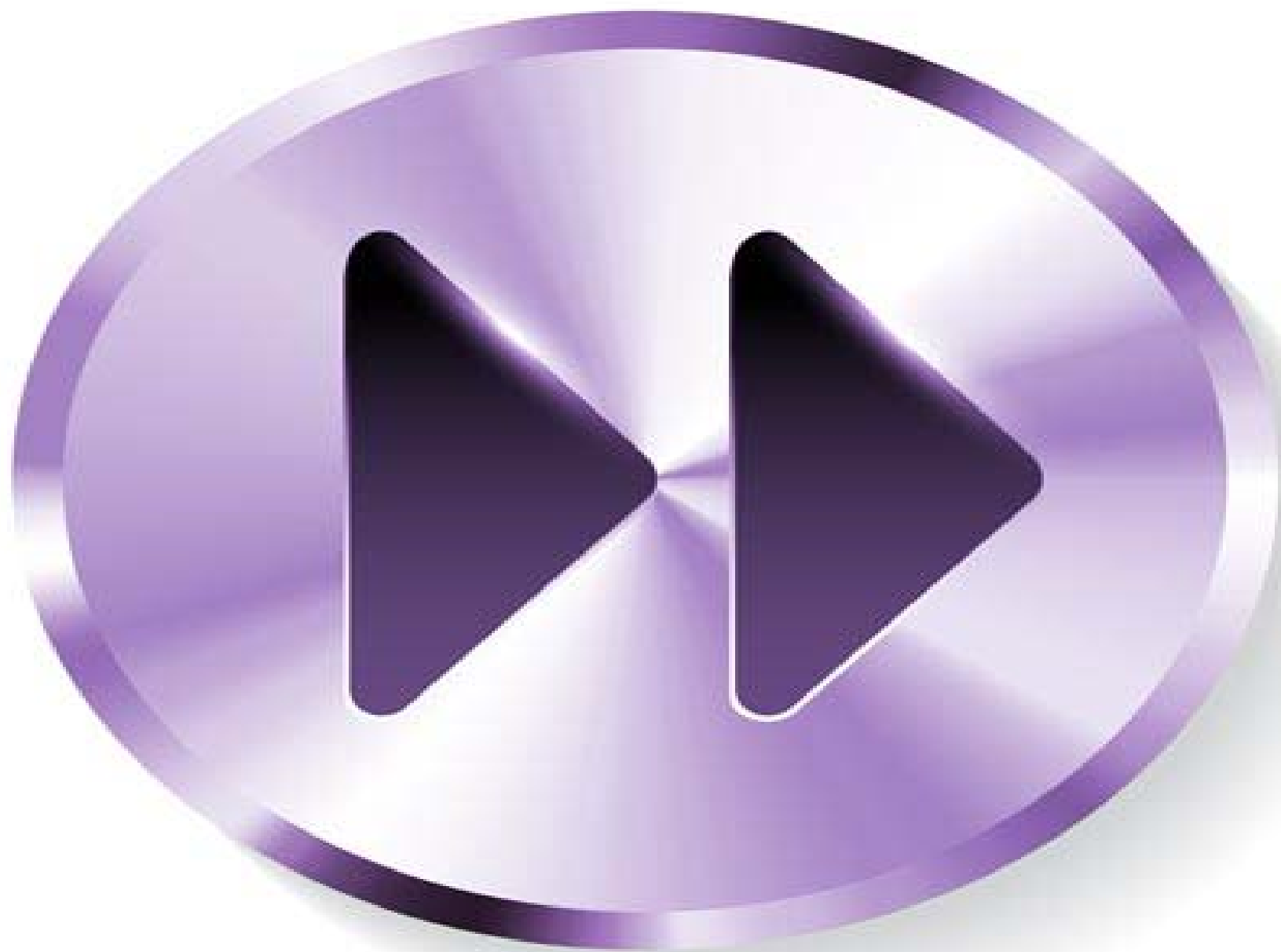


- \$3.5 million for three years
- 1-800 Number
- One Regional Application
- Allow Co-Funding
- Regional Marketing
- Lower Admin Fees
- Strong out of the Gate

# Activity Takes Off

## Rebates (\$) and Devices (#)





# “REGIONAL” Rebate Program



Residential  
Rebates



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA

English

Residential



Rebates

Retailer Tools

Contractor Resources

Contact Us



## TURF REMOVAL REBATES FUNDS EXHAUSTED

Turf removal rebates are now only available in some areas. Click below to find out if your city still has funds or to be placed on a waitlist.

[Learn More](#)



### VERIFY YOUR ELIGIBILITY & ESTIMATE YOUR REBATE

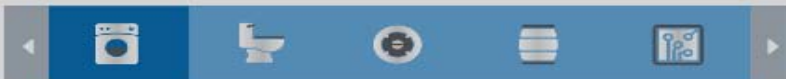
Click to verify eligibility and identify the current rebate amounts. Rebates may vary by water agency and are based on the availability of funding.



### SUBMIT YOUR REBATE APPLICATION!

Complete and submit your application online. Various rebates are available region-wide, so apply now to secure your place!

## AVAILABLE REBATES



## PROGRAM INFORMATION



[About The Program](#)



[Terms & Conditions](#)



# Residential Landscape



- **Rotating Spray Nozzles**
  - Base rebate \$4 per nozzle
- **Weather Based Irrigation Controllers**
  - Base rebate \$80 (\$35/station >1 acre)
- **Soil Moisture Sensor System**
  - Base rebate \$80 (\$35/station >1 acre)
- **Rain Barrels**
  - Rebate \$75 per barrel

# Commercial Rebates: Landscape

- Rotating Spray Nozzles
  - Base rebate \$4 per nozzle
- Large Rotary Nozzles
  - Base rebate \$13/set
- Weather Based Irrigation Controllers
  - Base rebate \$35/station
- Central Computer Irrigation Controller
  - Base rebate \$35/station
- Soil Moisture Sensor Systems
  - Base rebate \$35/station



# Landscape Controllers and Nozzles

## REBATED:

- More than 5,000 controllers
- Almost 450,000 nozzles





# Public Agency Landscape Program

- **Up-front payments**
- **Enhanced Rebates**
  - Irrigation controllers: \$55/station
    - Weather-Based
    - Central Computer
    - Soil Moisture Sensor Systems
  - Rotating spray nozzles: \$6/nozzle
  - Large rotary nozzles: \$13/set (of 2)





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# Metro Water District to spend additional \$350M for lawn removal incentives

POSTED BY DEBBIE L. SKLAR ON MAY 26, 2015 IN GOVERNMENT | 506 VIEWS | LEAVE A RESPONSE



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Drive Cover

# Turf Removal Program Background

• Member Agency Administered program (\$0.30/sq ft)

• Regional Program Launched

• Board Increased Rebate to \$2/sq ft

2008

2009

2010

2011

2012

2013

2014

2015

Rebate Increased (\$1/sq ft)

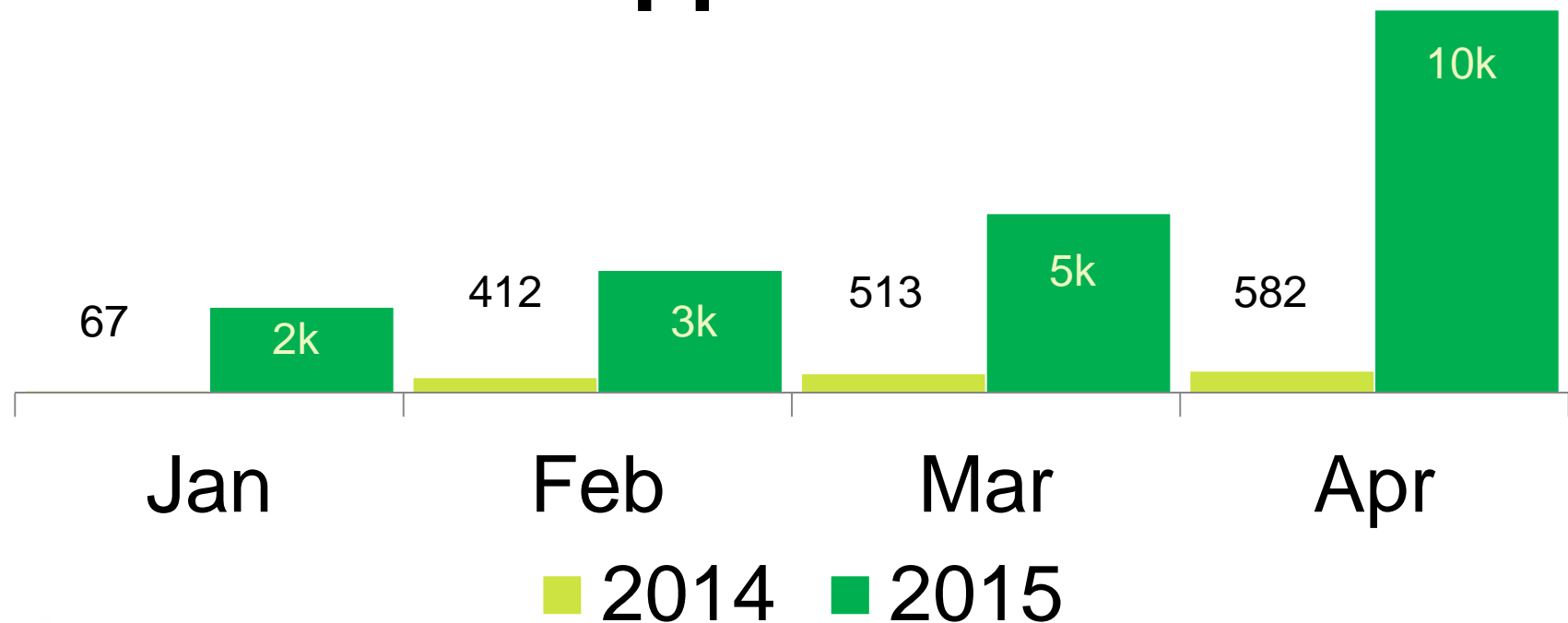
Additional Policies for Reservations over \$100k



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# Increase In Residential Rebate Interest

## Residential Turf Removal Applications





# Conservation Budget

	Paid* F14/15 & 15/16	Approved*	Outstanding Requests*
Devices	\$33.0M	\$27.4M	N/A
Member Agency	\$32.2M	\$30.4M	N/A
Turf Removal	\$81.2M	\$129.1M	\$77.4M
Other	\$1.2M	\$1.0M	N/A
<b>TOTAL</b>	<b>\$147.6M</b>	<b>\$187.9M</b>	<b>\$77.4M</b>

\*As of August 3, 2015

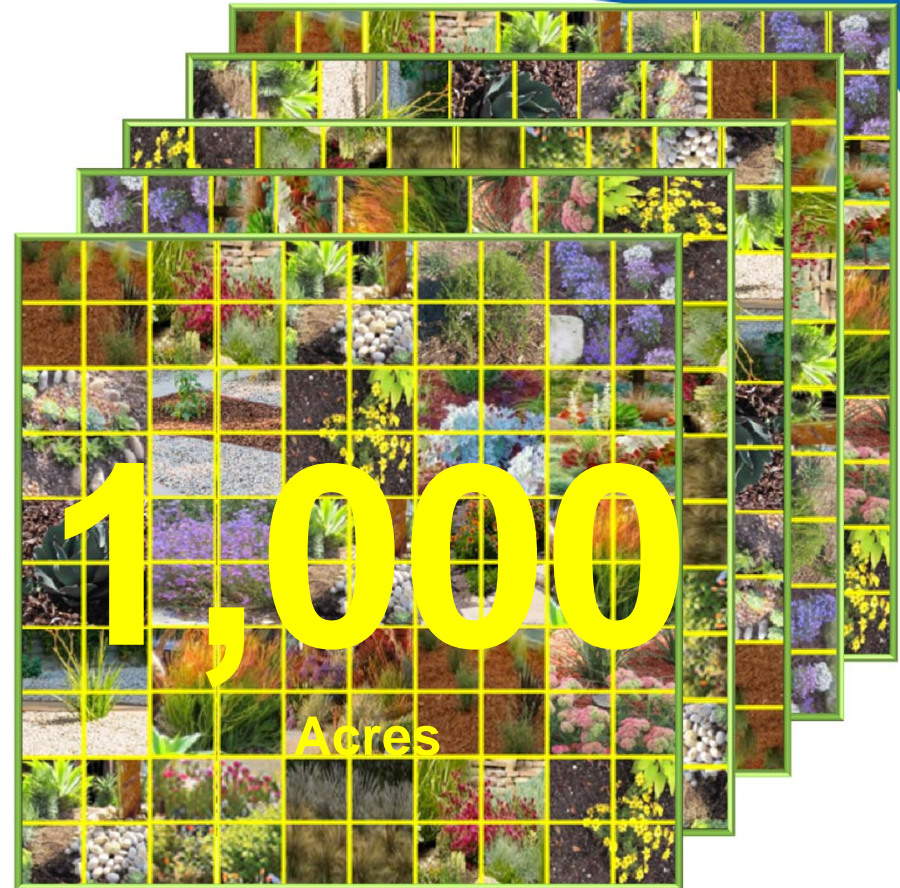
# Customers Prefer California-Friendly

2

Acres



**Artificial Turf**



Acres

**California-Friendly**

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# Lifetime Water Savings - Residential

**160k**  
**gal/device**  
Lifetime: 20 years



**135k**  
**gal/device**  
Lifetime: 10 years



**157k**  
**gal/device**  
Lifetime: 14 years



**440**  
**gal/sq ft**  
Lifetime: 10 years



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# Water Savings Equivalents (In 10 years)

1



Typical Front Yard:  
1,500 sq ft  
10 year savings:  
660k gal = ~2 AF

5



6



8





# Landscaping Efficiency or Inefficiency You Can See



# Commercial Landscaping INEFFICIENCY You Can See





# Commercial Landscaping EFFICIENCY You Can See



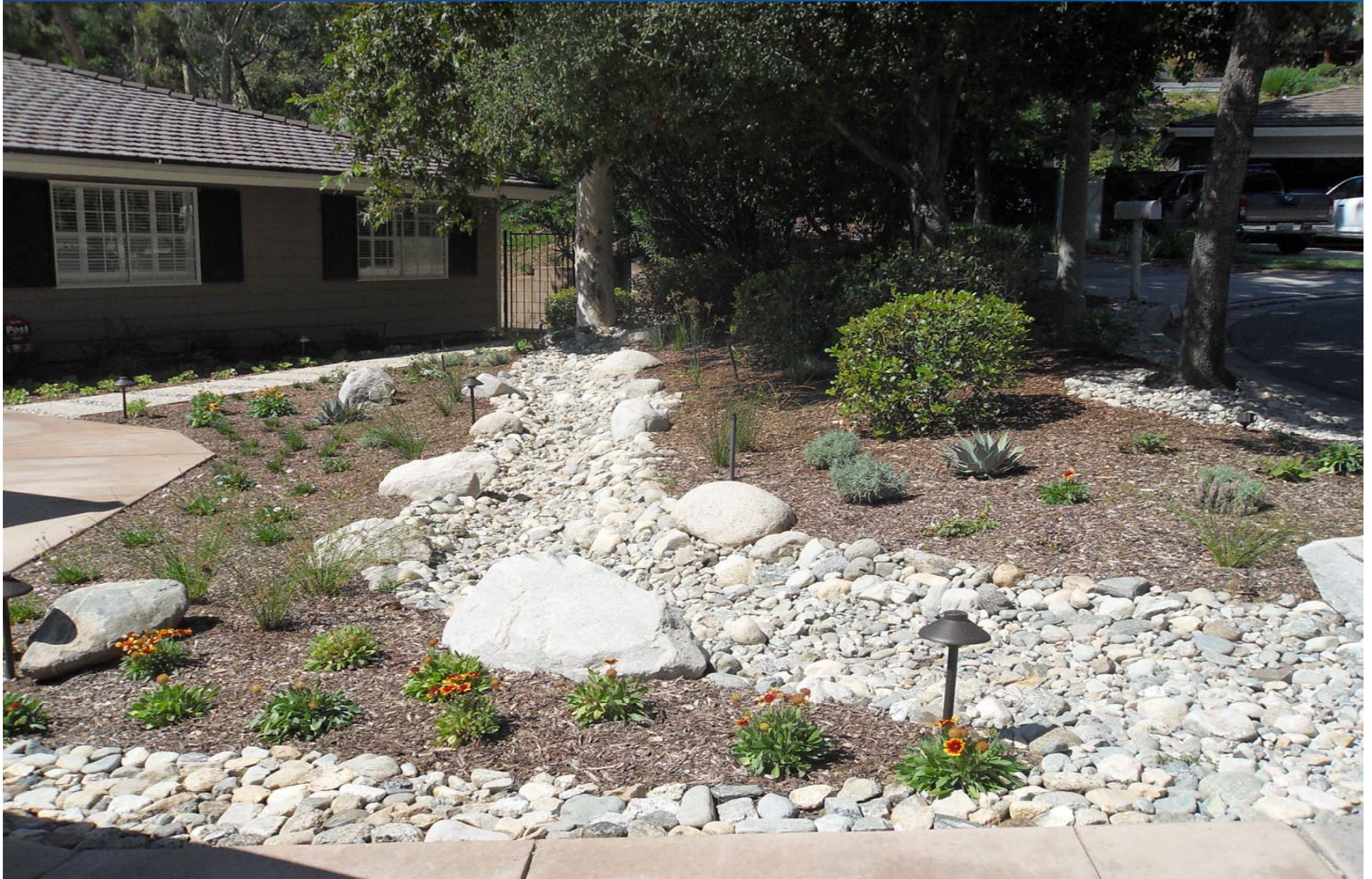


# Residential Landscaping INEFFICIENCY You Can See





# Residential Landscaping EFFICIENCY You Can See





# State Water Resource Control Board

How to tell if you live in a drought zone ...







# Options for Customers Beyond Regional Rebates





# Commercial Landscape Surveys

- No cost
- Minimum 1 acre irrigated area
- Commercial, institutional, HOAs common areas
- Recommendations to improve water efficiency



# Who is Getting Surveys?

- Most surveys done for HOA's and schools
- Ronald Reagan Presidential Library
- LA County Office of Education
- Descanso Gardens
- Cal State Fullerton
- CSU Long Beach
- LA County Museum of Art



# Residential Landscape Classes

**CALIFORNIA FRIENDLY LANDSCAPE TRAINING**  
BECOME A MORE WATERWISE GARDENER

LEARN 6 WAYS TO MAKE YOUR GARDEN CALIFORNIA FRIENDLY.

1. Using a Holistic Approach to Gardening
2. Building a Living Soil Sponge
3. Rethinking Elements of Your Site
4. Right Plant, Right Place
5. Using Rainwater as a Resource
6. Managing Irrigation

This class is geared for residential customers and provided at no cost. For class schedule and availability, visit [www.bewaterwise.com](http://www.bewaterwise.com)

Agency logo and information (to be customized)

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

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# Energy Utility Partnerships









# FUTURE



# Ideas Come from Everyone



**"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."**

# A Competitive Process



I N N O V A T I V E  
C O N S E R V A T I O N  
P R O G R A M  
Metropolitan Water District  
of Southern California



SOUTHERN NEVADA  
WATER AUTHORITY





# 2013 Selected Projects

- Sprinkler Flow Control
- Biochar
- Actively Aerated Compost Tea
- Residential/Commercial Rainwater Harvesting
- Plant Sensing for Vineyard Irrigation
- Pressure Regulated Spray Heads
- Hydrogels Injected in Turf Root Zone



SOUTHERN NEVADA  
WATER AUTHORITY



# 2013 Selected Projects

- Large Scale Drip Irrigation Scheduling
- CII Water Audit Mobile Application
- Stake Wireless Soil Moisture Sensor
- Polymer Coated Sand for Plant Water Retention
- Conveyor Dishwashers
- Greywater



# Plant Sensing to Improve Vineyard Irrigation



# Future Opportunities?





# Future Opportunities?



Although the assemblage of Botanicalls would appear to require an inhuman amount of patience and attention to detail—prepare yourself for soldering and wire-snipping—the end result is a device that allows your plant to tweet and text its needs.

# Flexibility is Key



**Questions?**

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**Bewaterwise.com**

