

Southern California Water Committee
Water Use Efficiency Workshop

Las Virgenes Municipal Water District Landscape Conservation Programs

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Las Virgenes Municipal Water District
www.LVMWD.com

About the District

- Water service to approximately 70,000 people.
- 122-square mile service area.
- All potable water purchased from Metropolitan Water District
- 20% of overall demands met with recycled water.
- Sanitation services provided through Joint Powers Authority with Triunfo Sanitation District.



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Conservation Incentive Programs

- SoCal WaterSmart Residential and Commercial Programs
- Member Agency-Administered Turf Removal Program



- 1,050 participants, 41 acres, \$3.5 million in rebates
- Great opportunity for personalized outreach
- Pleasant experience with the water agency
- Build and expand customer support



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- Participate in all programs regionally administered through SoCal WaterSmart available for residential and commercial customers.
- We're one of the few agencies who made a decision early on to administer the turf in-house.
 - We came up with a unique, catchy name to brand the program along with a nice logo to associate with the program on all our advertising materials.
 - We had 1,050 participants in the program resulting in conversion of 41 acres of landscaping. Funding from MWD was \$3.53M up to the termination of the program on July 9th.
 - The primary reason for administering the program was the great opportunity for direct contact with our customers. Having an in-house expert on landscaping talk to customers demonstrated our commitment, help build trust and show that customers could look to their water agency as a resource.
 - It was overall a pleasant experience for customers, after all, there are not too many instances when they get money from their water company.
 - Our time and effort helped expand customer support base for the water district that we could tap if needed in the future.



Las Virgenes Municipal Water District
will pay qualifying single family homeowners

\$2 per square foot

to transform their front and/or back yard lawn areas from water-guzzling, chemical-using, high-maintenance problem areas into a water-efficient, chemical-free, low maintenance jewel that captures rainwater, helps the environment, creates habitat and adds real beauty and distinctiveness to their home and neighborhood.

TAKE ADVANTAGE OF THIS OPPORTUNITY BEFORE FUNDING RUNS OUT!



Before you begin, visit our website or call 818-251-2200

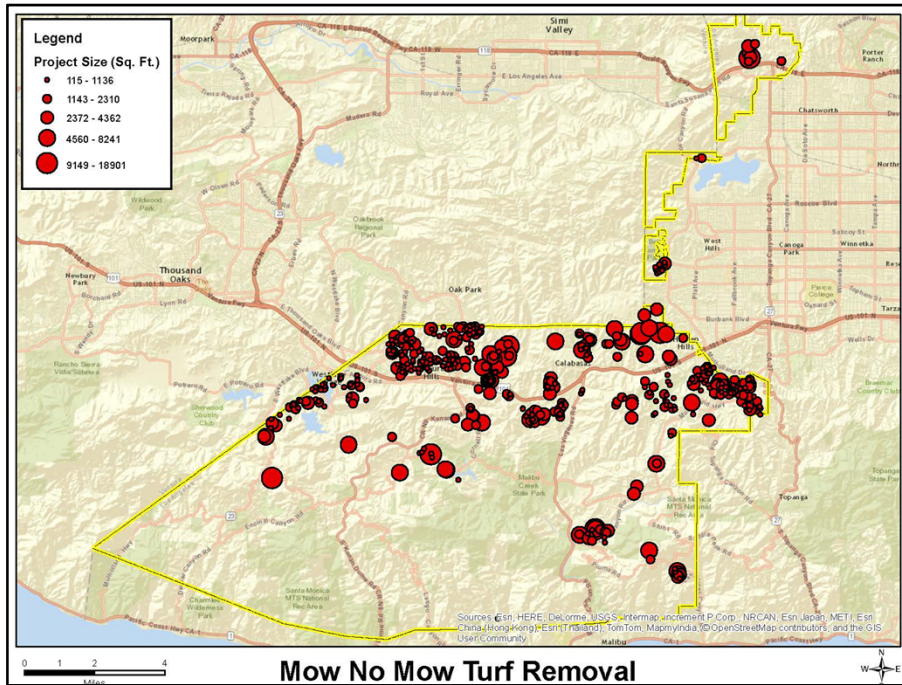
www.LVMWD.com / For Customers / Conservation /
Rebate Programs / Mow No Mow



This program is for LVMWD customers only.



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Here is a “bubble” map of program participation which we created to show which areas we need to target for outreach and advertising. The yellow line represents the District boundary. The southern part is the less densely populated areas of the Santa Monica Mountains. As you can see, participation is pretty distributed throughout the service area. The diameter of the circles correspond to the size of the project.



Here are some examples of turf removal projects in our community.

Landscaping/Gardening Classes

- Traditional landscaping and basic irrigation
- Smart gardening
- Growing food in the drought
- Native and drought tolerant plants with medicinal uses



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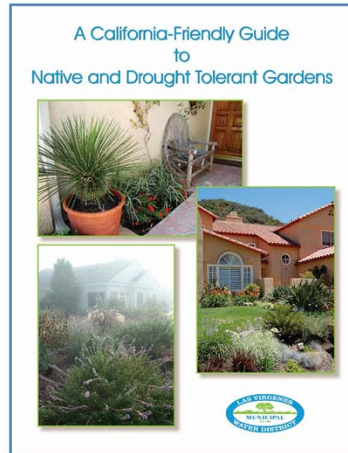
Free Compost and Recycled Water



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Native Plant Catalogue

- Printed and online versions
- Excellent “leave behind” at speaking events
- Useful to take shopping at garden centers
- Valuable at design classes

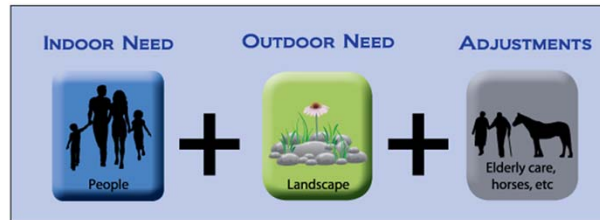


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Water Budgets – Strategic Goal

1. Meet regional and state goals for water conservation and efficiency.
2. Reduce urban runoff.



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To address the overarching need to reduce its water use and promote efficiency, in both personal and landscaping use, the Board of Directors approved a plan to implement water budgets to meet its strategic goal of complying with State and regional mandates. Water budget implementation also fits in with the strategic goal to manage water runoff in the watershed.

As the primary water purveyor in an ecology-sensitive watershed, the District has a unique role in making sure we assist the cities and counties we serve in managing water runoff by making sure customers are efficient in their water use.

Water Budgets – Objectives

1. Design a rate structure that is fair and equitable.
2. Improve revenue stability for the District.
3. Provide a strong price signal to drive an efficiency ethic.
4. Minimize the impact to efficient customers.
5. Ensure the rates are Proposition 218 compliant.



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We have six objectives for implementation of water budgets:

Implementation Elements

1. Financial and rate study
2. Monthly meter reading and billing
3. Irrigated area development
4. Customer Information System modifications
5. Customer survey
6. Public outreach



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Water budgets is a huge undertaking for our District. Coupled with the need to respond to the current drought emergency, it has required us to make sure we dedicate adequate resources to get it done on time. Ironic as it seems though, the drought provides a great backdrop because water use efficiency is high in the public's mind so there couldn't be a better time to do it. Here are the various elements we are currently working on:

1. We are completing our financial and rate study which actually includes all business enterprises of water, recycled water and sanitation services.
2. We are currently on bi-monthly billing but are on track to transition to monthly billing next month, prior to implementation of water budgets in January 2016.
3. We completed aerial imagery work to determine irrigated areas throughout the District.
4. We are making modifications to our CIS to accommodate monthly billing and the water budget rate structure.
5. We sent out a questionnaire to all 18,000 plus single family residential customers which makes up most of our customer base and received an overwhelming response. About half have responded with their specific water needs information.
6. We are continuing our outreach efforts through all the various media outlets available to us.

As you can see, it's a lot of work to accomplish in short time period but we are committed to get it done.

Questions?



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