



Welcome to the Webinar!

- One hour in length
- Audio is through your telephone. Please refer to your email received from GoToWebinar for the phone number, access code and pin
- Questions can be typed in through the webinar and will be answered at the end
- The webinar phone line will be muted during the presentation because we are recording

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Overspray = Overpay:

What Your Customers Need to Know about Efficient Irrigation

March 13, 2012



Goals for Webinar

- Why is more efficient landscape irrigation needed?
- What are the latest efficient technologies?
- What are some best management practices?
- What additional resources can we provide to you?
- Perfect information for Fix a Leak Week!



WaterSense **Fix a Leak Week** March 12-18, 2012
The average home leaks about 10,000 gallons a year.
Time to nip those drips and save water! >

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Webinar Instructors

- Mary Ann Dickinson, Alliance for Water Efficiency
- Juan C. Garcia, WaterWise Consulting
- Warren S. Gorowitz, Ewing Irrigation
- Robert J. Pfeil, Rain Bird Services Corporation

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Why is Inefficient Landscape Irrigation of Concern?

Juan Garcia

Residential Water Demand

- Why do I need to conserve?
- Inefficiency leads to increased costs
- Landscape and irrigation systems
 - ✓ Installed by trained professional?
 - ✓ Who maintains the system?
- Residential Water Use
 - ✓ 60-70% of water use goes to landscape
 - ✓ Lawns use most of it



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Commercial Water Demand

- Over-water to compensate for poor irrigation systems
- Customers looking for ways to cut costs
 - ✓ Increase profits!!!
- Irrigation Systems
 - ✓ Typical irrigation system efficiency:
50% or less
- Problems with inefficiency:
 - ✓ Plant health declines
 - ✓ Damage to hardscapes
 - ✓ Liability
 - ✓ OVER WATER USE!!!



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Water Agencies – Water Suppliers

- Peak loads
 - ✓ Seasonal Demand
 - ✓ Goal to reduce overall demand!!!
- PR - offer help to customers
 - ✓ Rates are increasing
 - ✓ Summer vs. Winter
- Promoting efficiency programs
 - ✓ Water Use Surveys: Residential Water Surveys, CII, LL surveys
- Partner with industry



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Current Professional Approaches to Efficient Irrigation

Landscape & Irrigation Education

Residential – Sustainable Landscape Practices

- Sprinkler & Drip System Care
 1. Sprinkler system layout
 - Components, new efficient products
 2. Drip irrigation
 3. Retrofitting sprinkler systems
 - Do it yourself kits
 4. System maintenance guidelines
 - Troubleshooting & repairs
 5. Hiring a professional
 6. How to read the water meter



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Professionals – Irrigation Fundamentals

- CA Model Water Efficient Landscape Ordinance (Local)
- Proper Irrigation Design & Installation
- Electrical & Mechanical Troubleshooting
- Irrigation Scheduling
- Irrigation System Maintenance
- Bilingual Education???
- Maintenance, Maintenance, Maintenance, Maintenance!!!



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Other Approaches

- New technologies
- Rebates and incentives
- Bill rate increase or tiered rates
- BMP's
- Case Studies



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Overview of Efficient Irrigation Technology

Warren Gorowitz

Pressure Regulation



- Atomizes Water droplets at high pressure
- More water in the air than on your plant material
- Retrofit existing sprinklers or valves

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Check Valves



- Eliminates Low Head Drainage
- Reduces Liability – Slipping hazard
- Retrofit existing sprinklers

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Efficient Irrigation Nozzles

- Multi-stream, multi-trajectory, low precipitation rate nozzles
- High Efficiency Spray and Variable Arc nozzles
- Retrofit opportunity
- Popular on rebate programs



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Low Volume – Drip Irrigation

- Applies water directly to the plant
 - ✓ Above-ground and below-ground applications
- Efficient application of water
- GPH vs. GPM



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Rain Sensors

- Eliminate public perception of wasting water
- Retrofit opportunity – Works with most irrigation controllers
- Popular rebate item
- Many cities and states are requiring sensors



Smart Controllers

- Automatically adjusts the irrigation schedule based on weather conditions or the amount of moisture in the soil
- Requires proper set up
- Popular rebate item



Is Technology the Solution?

- Irrigation is complex: it needs proper design, installation, maintenance and management
- Even the best technology can waste water if not chosen for the correct application
- You can put a SMART controller on a DUMB irrigation system and thus waste water
- Smart technology needs smart management!



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Communicating with Customers on Efficient Landscape Irrigation

Robert Pfeil

Communicating Water Efficiency

- The first step is easy – keep your eyes open
 - ✓ Most properties are over watered
 - ✓ All areas may not need the same amount of water
- Vary message according to location
- Understanding plant water requirement is essential
- Start positive, not punitive
- Use the technology available

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Communicating Water Efficiency

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Communicating Water Efficiency

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Communicating Water Efficiency

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Communicating Water Efficiency

- Use the technology available



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Keep Your Message Brief and Clear

- **Different plants, different water needs**
- **Keep your eyes open:** if water is running down the sidewalk, then turn down the time on the sprinkler or get it fixed
- **Fine tune your irrigation system:** if your grass is green, turn down the time on the controller by one minute; if it stays green, turn it down by another minute. Most people over water...

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More Than Just Water Savings

- Saves hardscape
- Creates healthier plants and grass
- Reduces safety concerns
- Results in better looking landscape
- Saves time
- Oh, and it saves money too
 - ✓ Water
 - ✓ Fertilizer
 - ✓ Plant replacement

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In Closing.....

- Got any questions? Type them in and we will answer them now!
- Resources Guide will be emailed following the webinar
- The recorded webinar will be available for all participants within 48 hours
- Watch for AWE's next webinar in May
- Thanks to our speakers for their valuable time

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**Thank You for
joining this
webinar!**



 **Alliance for Water Efficiency**
To promote the efficient and sustainable use of water

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