

Maximizing the Value of Irrigation Evaluations

City of Georgetown

Mark Warden

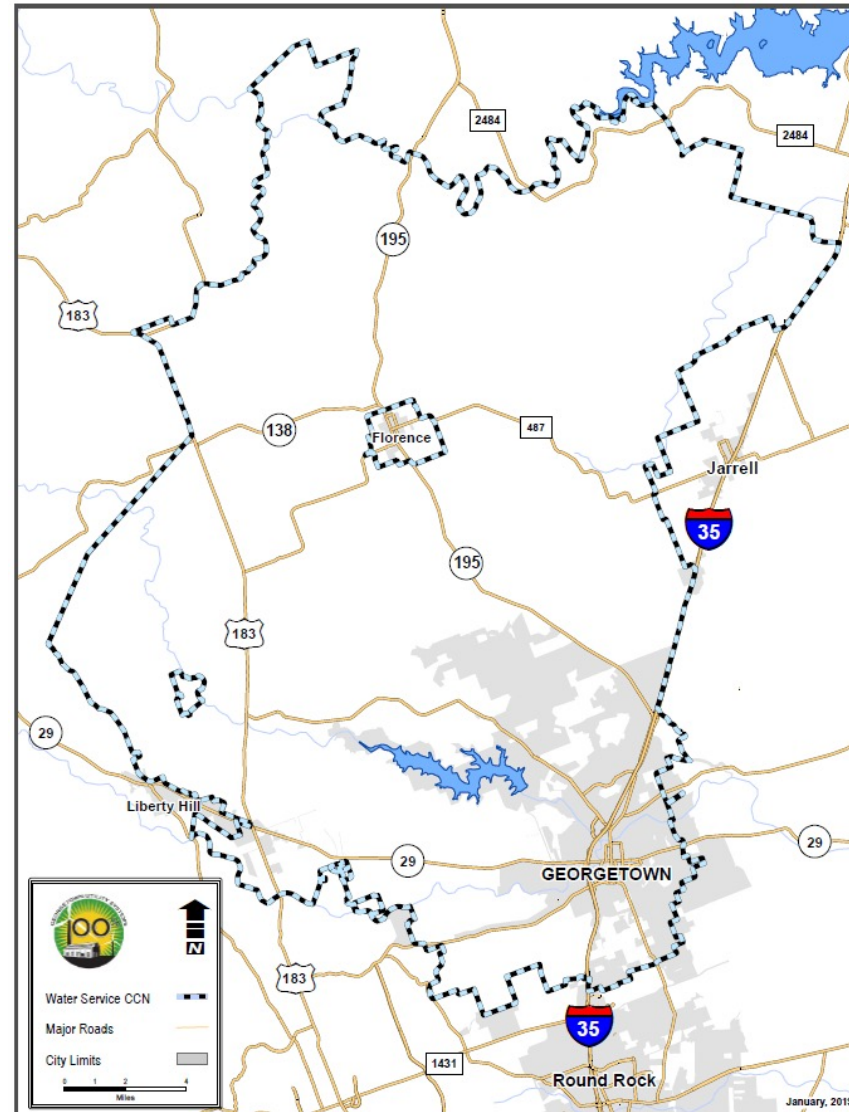
Utility Conservation Coordinator

History of Evaluation Program

- ▶ Started the irrigation evaluation process in June of 2015
- ▶ One irrigator on staff (Me)
- ▶ First customer-facing program in the Conservation Department
- ▶ Goal was to primarily assist customers with high-bill complaints and was reactionary in nature

Success of On-site Evaluations Through 2016

- ▶ Evaluations performed:
 - ▶ FY 2015: 58
 - ▶ FY 2016: 257
- ▶ Challenges:
 - ▶ Size of territory
 - ▶ Backlog of work



Introduction of Irrigation Checkup Rebates

- ▶ The first rebate program to be introduced for the City of Georgetown was the Irrigation Checkup Rebate program in April 2017.
- ▶ The value of this rebate is \$75
 - ▶ This dollar amount was based on an estimate of contractor rate
- ▶ Invited licensed irrigators to open house luncheon prior to launch
- ▶ There were a few goals in mind with this program:
 - ▶ Reduction in water use
 - ▶ Improve general system efficiency
 - ▶ Link customers with licensed irrigators
 - ▶ Steering customers towards the correct schedule
 - ▶ Also had annual water conservation campaigns

Amount of Evaluations Performed Compare to Rebates

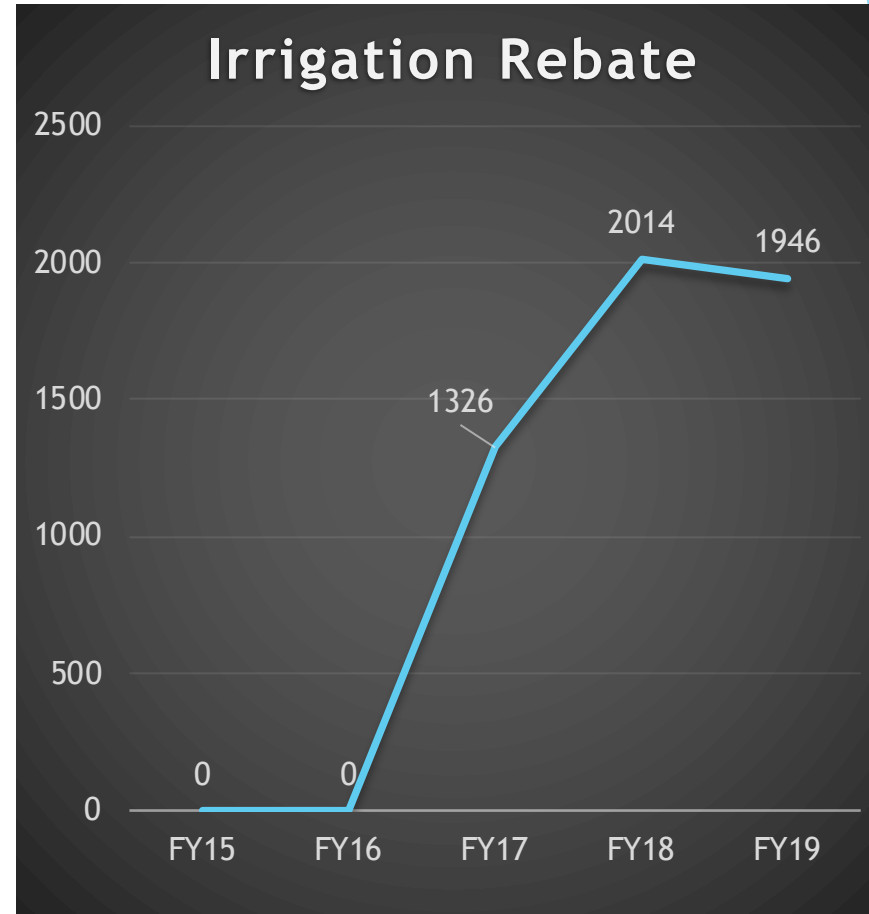
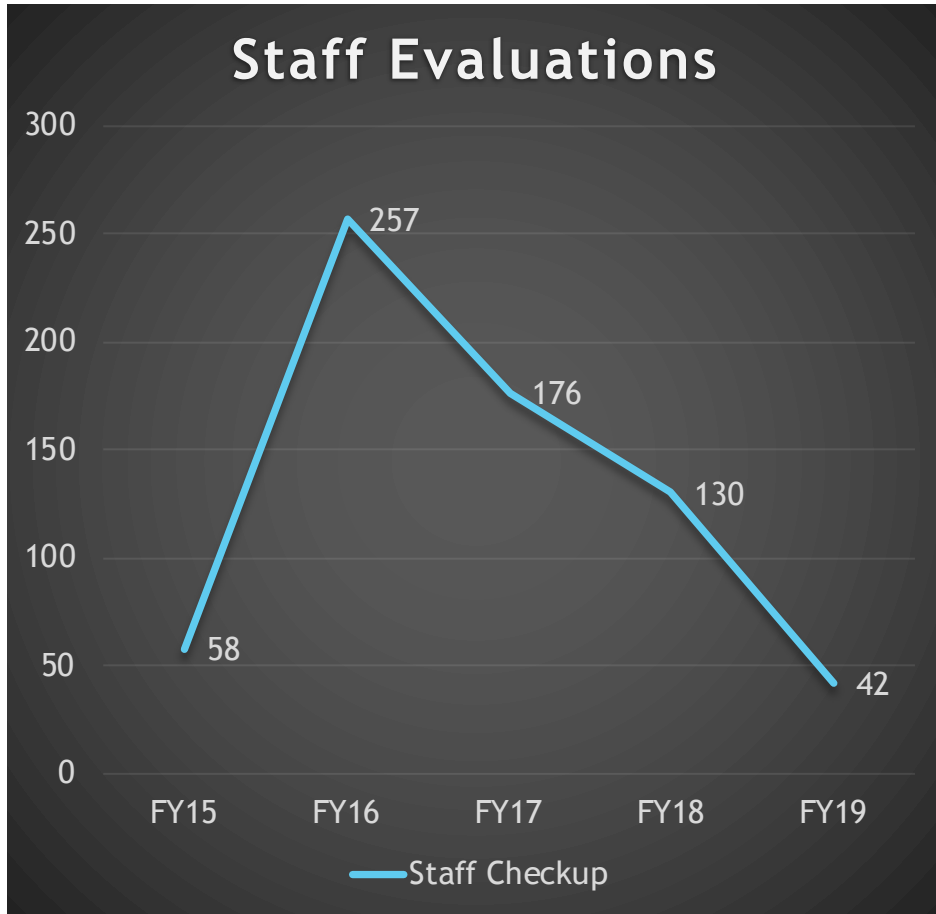
- ▶ Evaluations:

- ▶ FY 2017: 176
- ▶ FY 2018: 130
- ▶ FY 2019: 42

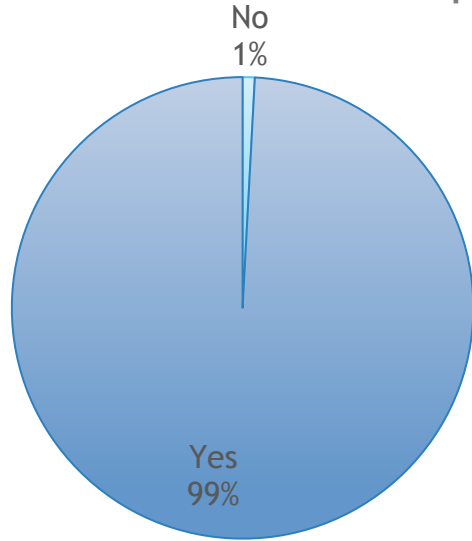
- ▶ Rebates:

- ▶ FY 2017 (April-October): 1326
- ▶ FY 2018: 2014
- ▶ FY 2019: 1946

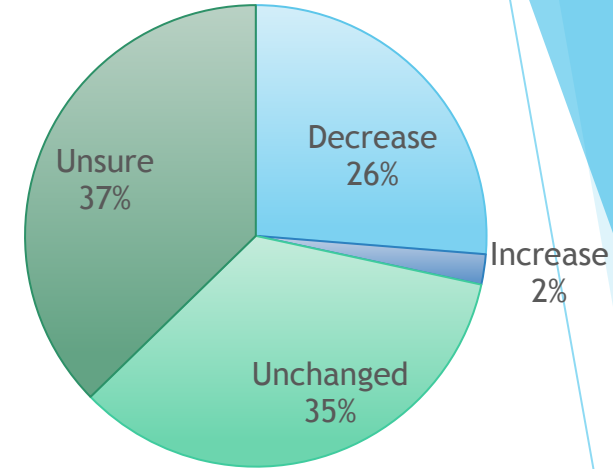
Transition of Evaluations From In-House to Irrigation Contractors



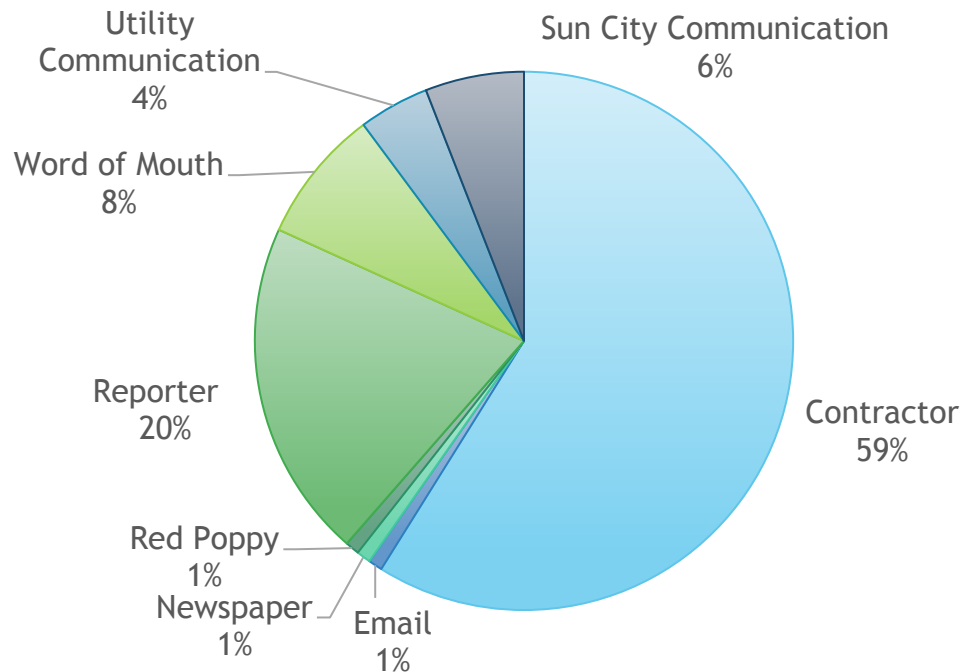
Would you recommend the program?



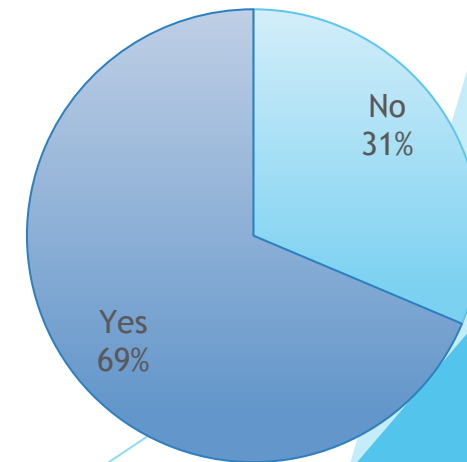
Has your bill changed?



How did you hear about the program?



Do you know what your watering days are?





Precipitation Rate Table

Based on 2 watering days with 2 consecutive start times each day

Example: Start times of 12am and 3am, 2 days per week, with the zone run times below

Equipment and Space	Amount of Precipitation per Week		
	1/2 Inch	3/4 Inch	1 Inch
Spray Heads			
	Zone Run Times in Minutes		
Sun	5	7	9
Shade	3	5	7
Mix	4	6	8

Single-Stream Rotors	Amount of Precipitation per Week		
	1/2 Inch	3/4 Inch	1 Inch
	Zone Run Times in Minutes		
Sun	14	20	27
Shade	9	13	17
Mix	11	16	22

Multi-Stream Rotors	Amount of Precipitation per Week		
	1/2 Inch	3/4 Inch	1 Inch
	Zone Run Times in Minutes		
Sun	17	20	27
Shade	12	13	17
Mix	14	16	22

Drip	Amount of Precipitation per Week		
	1/2 Inch	3/4 Inch	1 Inch
	Zone Run Times in Minutes		
Sun	12	18	23
Shade	9	13	17
Mix	10	15	20

Watering Schedule

Address Ending In: May water these days:

1, 5, 9	Tuesday and/or Friday
2, 4, 6, 8	Wednesday and/or Saturday
0, 3, 7	Thursday and/or Sunday

Automatic irrigation is not permitted on Mondays (except drip irrigation). Mondays are a maintenance and recovery day for the water system. Failure to follow this schedule may result in fines. For assistance call (512) 930-3640 or email customer@georgetown.org.

Precipitation Rate Table

- Provided to irrigators and customers for guidance
- Broken down by what type of space and equipment
- Gives time per zone based on the amount of precipitation per week

Other Key Elements of Program Success

- ▶ General education of Customer Service Representatives in the call center has been very beneficial.
- ▶ CSR's ability to drive the conversation
 - ▶ Assessing and communicating AMI meter reads
 - ▶ Steering customers to the rebate program
- ▶ Virtual assistance
 - ▶ Precipitation Rate Table
 - ▶ YouTube videos
 - ▶ PDF of controller manuals from manufacturers website
- ▶ The Water Matters Committee Evaluations (Resident-Led Group)
 - ▶ CY 2015: 227
 - ▶ CY 2016: 732
 - ▶ CY 2017: 1036
 - ▶ CY 2018: 1564
 - ▶ CY 2019: 1971

What's New?

- ▶ In January of 2019 we added the Irrigation Efficiency Upgrade Program.
- ▶ These rebates were for converting existing irrigation equipment to new, higher efficient equipment.
 - ▶ Spray-to-Drip whole zone(s) Conversion
 - ▶ Multi-Stream whole zone(s) Conversion
 - ▶ Smart-Controller Conversion
- ▶ These rebates cover labor and materials up to \$150 per residential water utility account, per fiscal year.
- ▶ These rebate programs are complimentary to the original Irrigation Check-Up Rebate

What's Next?

- ▶ Currently, our goal is to transition the administration of the Irrigation Checkup and Smart Controller Conversions to 3rd party vendors. Some of the key benefits in making this transition include:
 - ▶ Effectively rebate more customers
 - ▶ Issue more rebate dollars per account
 - ▶ Less need for administration time, allowing to introduce more programs

Q & A

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