

# Leveraging Water Agency Incentives

Andrew Pirrone CLIA, CID

Town of Gilbert, AZ

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# Why are there rebates?

Water agency reasons:

- Landscape water use is often the highest use (by far!) of potable water in a service area.
- Technology that saves water. (How exactly?)
- **Elevate** and **inform** the landscape and irrigation industry *and its customers*
  - We have the same customers!

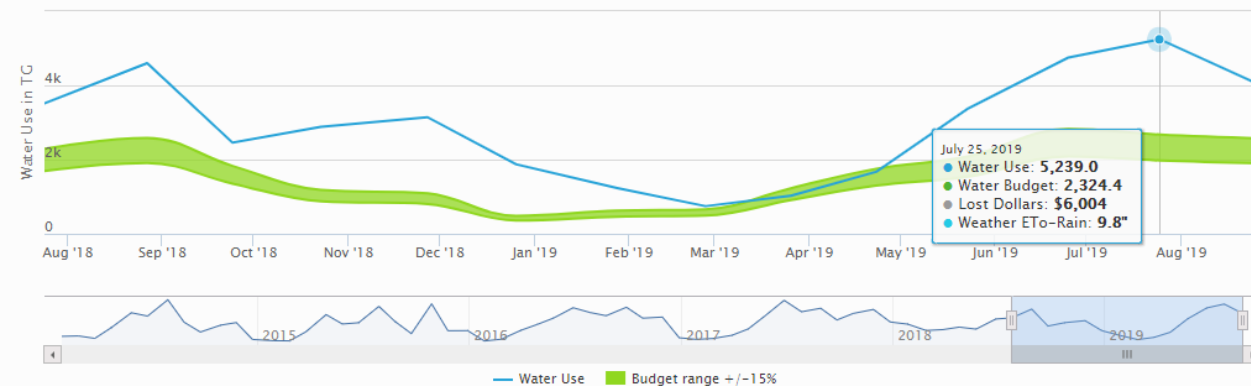


# Why are there rebates?

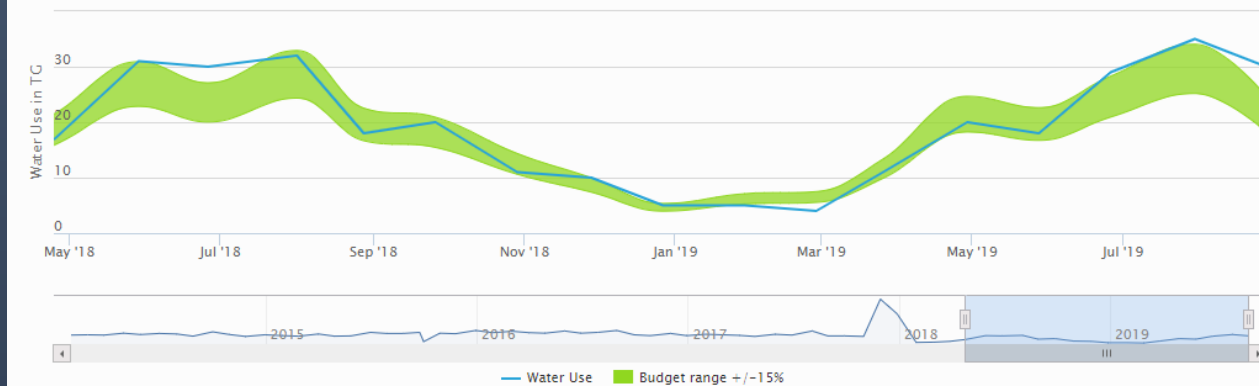
How is water saved by technology exactly?

- Watering to 'Budget'
- Smart Controllers can enhance by automatic seasonal adjustments

Monthly Water Use ⓘ



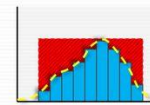
Monthly Water Use ⓘ



# Why are there rebates?

How is water saved by technology exactly?

- Higher DU reduces SM requirements
- Leak avoidance (Proactive)



## Scheduling Multiplier Lookup Table

Uniformity	Scheduling Multiplier	Uniformity	Scheduling Multiplier	Uniformity	Scheduling Multiplier
1.00	1.00	0.78	1.15	0.58	1.34
0.98	1.01	0.76	1.17	0.56	1.36
0.96	1.02	0.74	1.18	0.54	1.38
0.94	1.04	0.72	1.20	0.52	1.40
0.92	1.05	0.70	1.22	0.50	1.43
0.90	1.06	0.68	1.24	0.48	1.45
0.88	1.08	0.66	1.26	0.46	1.48
0.86	1.09	0.64	1.28	0.44	1.51
0.84	1.11	0.62	1.30	0.42	1.53
0.82	1.12	0.60	1.32	0.40	1.56
0.80	1.14	Fix sprinkler problems if below 0.40			

# So What?

## How this benefits YOU

- Contractors & Consultants
  - Opportunity for higher margin work
  - Strengthen retention & relationship with customer
  - Free promotion by the water agency
- Manufacturers
  - Case study for an entire region of similar characteristics
  - Water manager or irrigator buy-in for products that work
  - 'Preferred' products by water agency (list)

# Which accounts?

## Be SMART about selection

- Identify sites with potential for water savings
  - Will the customer see **dollar savings** from upgrades?
- Identify reasonable timeline
  - It's true that water agencies work slower than private companies
  - Budget and paperwork limitations
- Avoid time wasters such as:
  - Sites with little to no water savings
  - Band-Aids (smart controller on site with low DU or leaks)

# Know your contacts

## Relationship with your Water Conservation office

- Why bother?
- We can build off your feedback
  - Rebate processes that work for you are most successful
- Proposed Product or upgrade strategy not incentivized? Find out why
- It could be made so if you have a strong case (with data!)
  - Remember the water agency goal- reliable water savings.

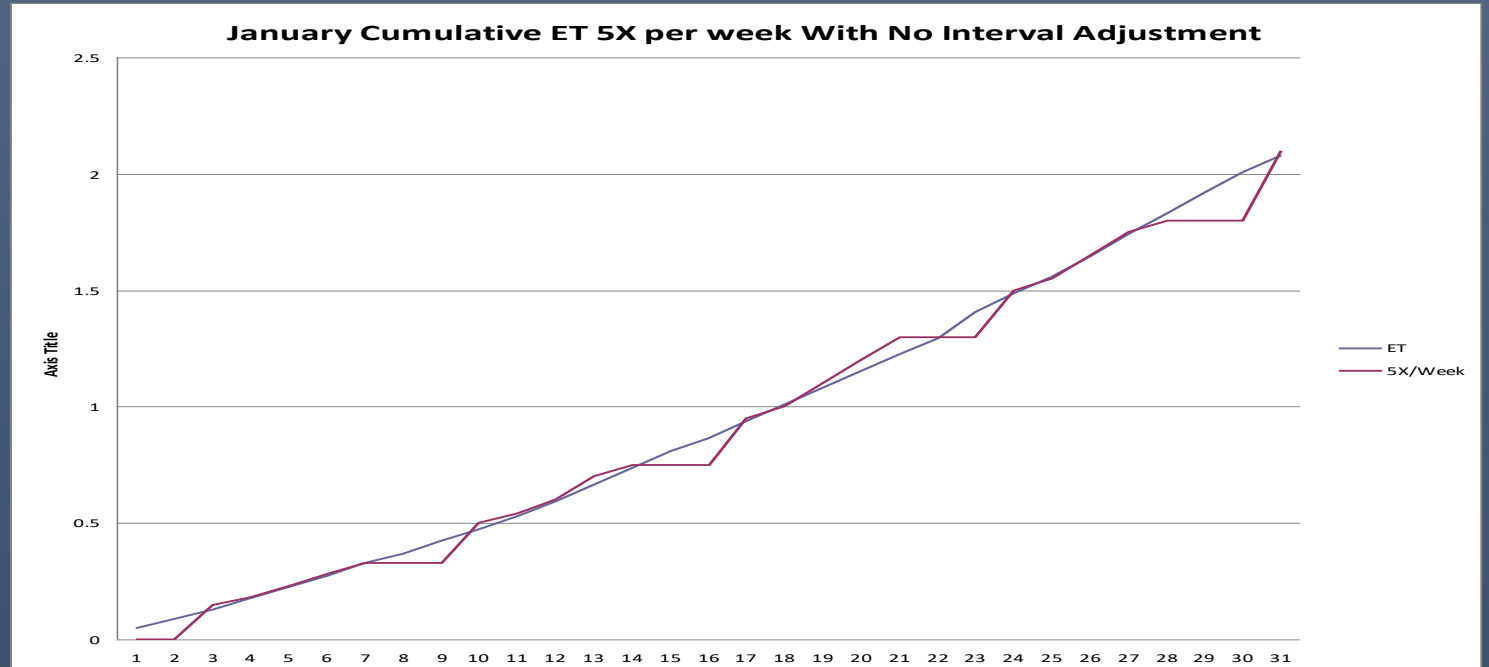
# Gilbert AZ Commercial Incentive Program

- Gilbert Water Conservation purchases the equipment outright and gives to commercial customer to install (Business, HOA, Church, etc.)
- **We assist in programming the controller after installation if needed.**
- **Monitor for optimal results, following up as necessary.**
- Completed examples: Shopping plazas, fire stations, HOA's, schools.



# Product Selection Considerations

- Controllers that adjust for frequency
- Point source drip in clay soils renders duration adjustments ineffective, especially in cooler seasons.
- Short duration run times for turf do not permit full penetration of clay soil to appropriate root depths (6 - 10")



Now still watering five days per week with .03" per irrigation  
Sprinklers with 2"/hr precip now has a 1 minute run time

# Gilbert's Motivation

## Save water with <sup>FREE</sup> Smart Technology

After high water bills and inconsistent watering, this business took the guesswork out of irrigation by installing a Smart Controller in April 2016... and has been saving water and money ever since!



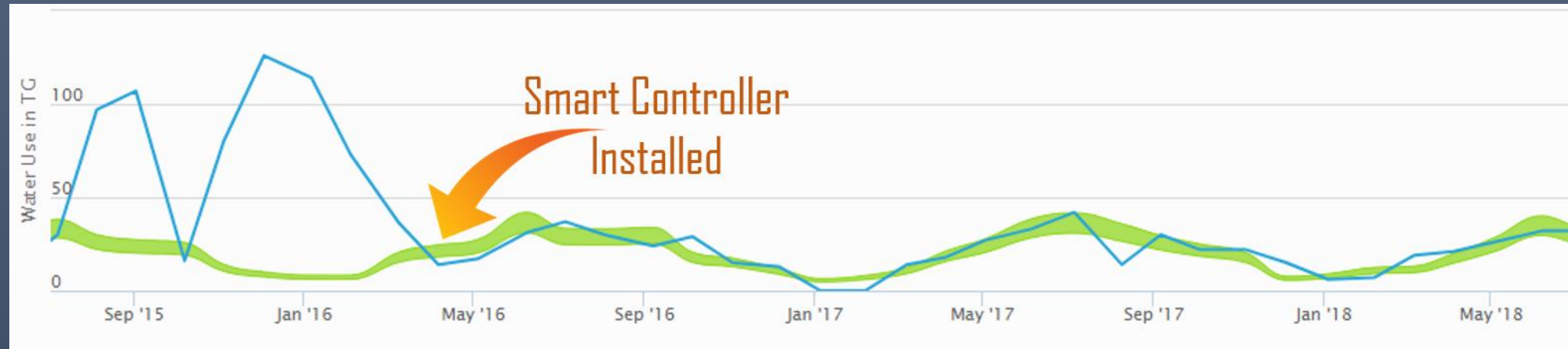
Gilbert believes in healthy landscapes that are irrigated efficiently.

We will pay for water efficient technology that meets the specific needs of your site, including: smart irrigation controllers, multiple stream-rotating nozzles, pressure compensating drip irrigation emitters, and more!

Learn more at [gilbertaz.gov/water](http://gilbertaz.gov/water)

# Results

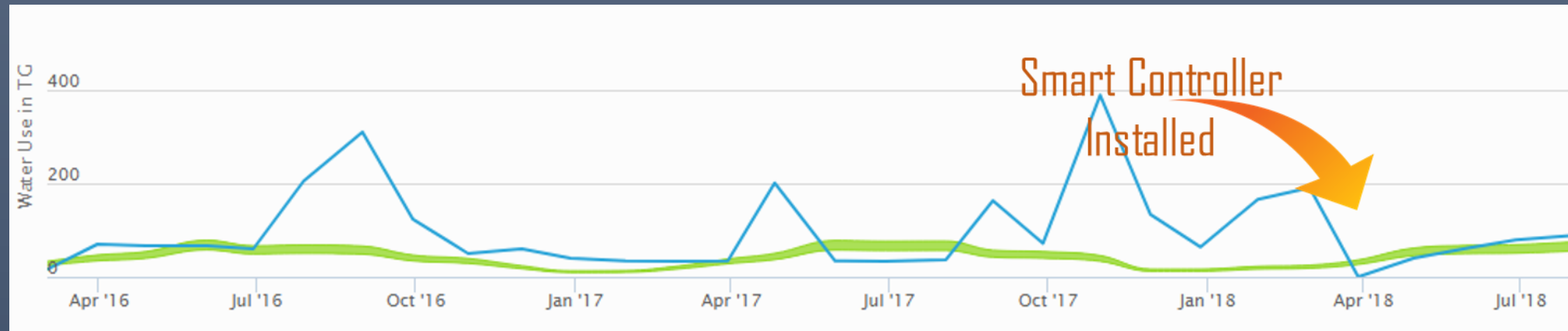
## Daycare Center (Smart Controller)



~ 500,000 Gallons saved in first year

# Results

## Grocery Store Plazas (Smart Controllers)

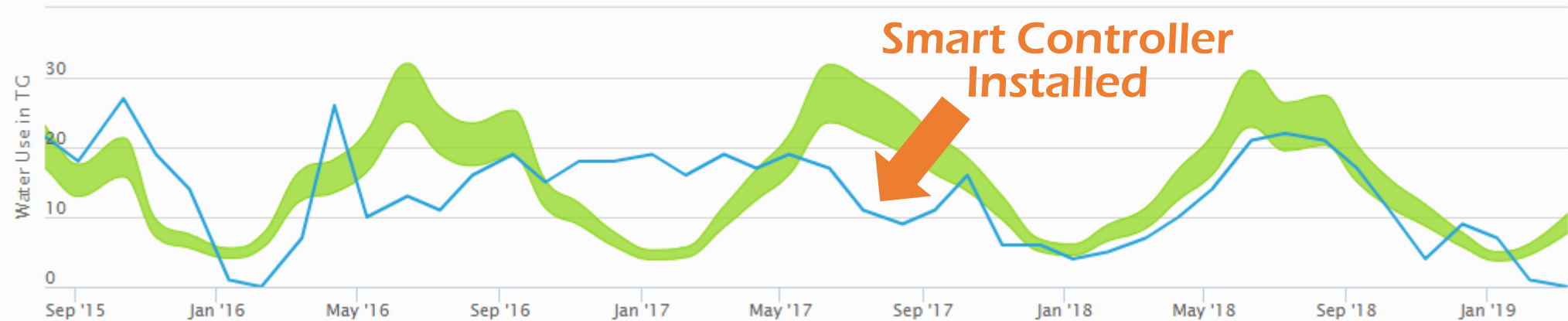


Already about 800,000 gallons saved each



# Results

## Fire Stations (Smart Controller)

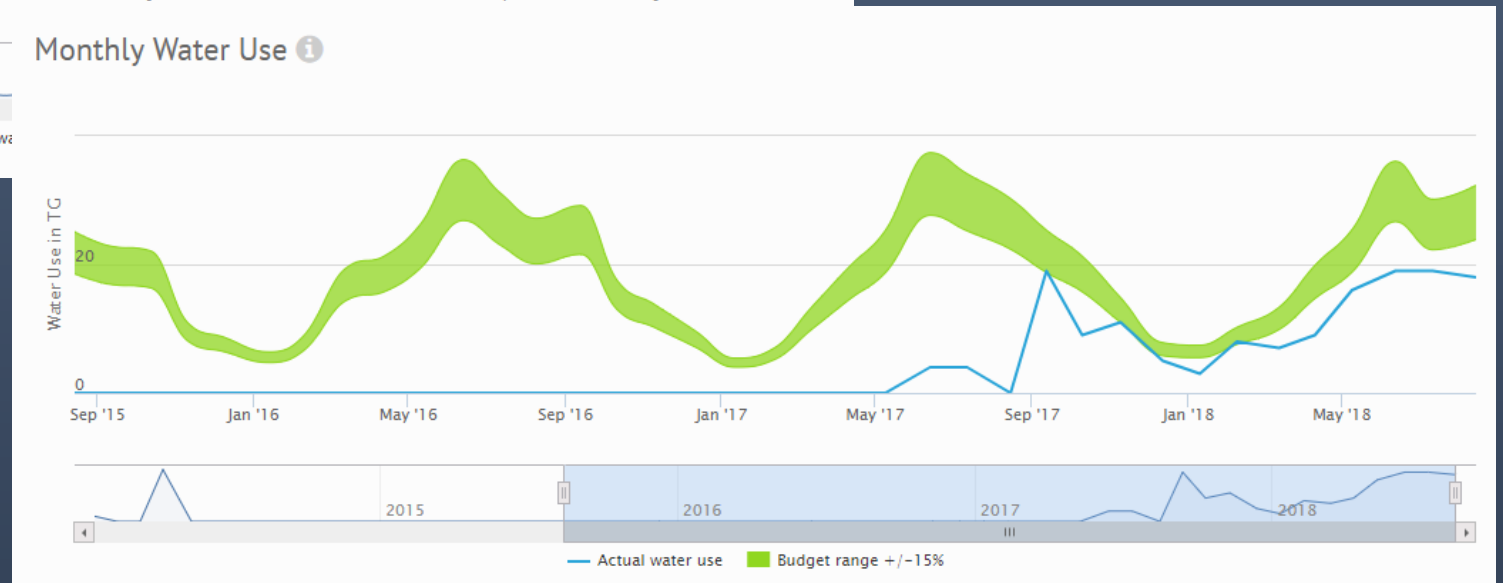
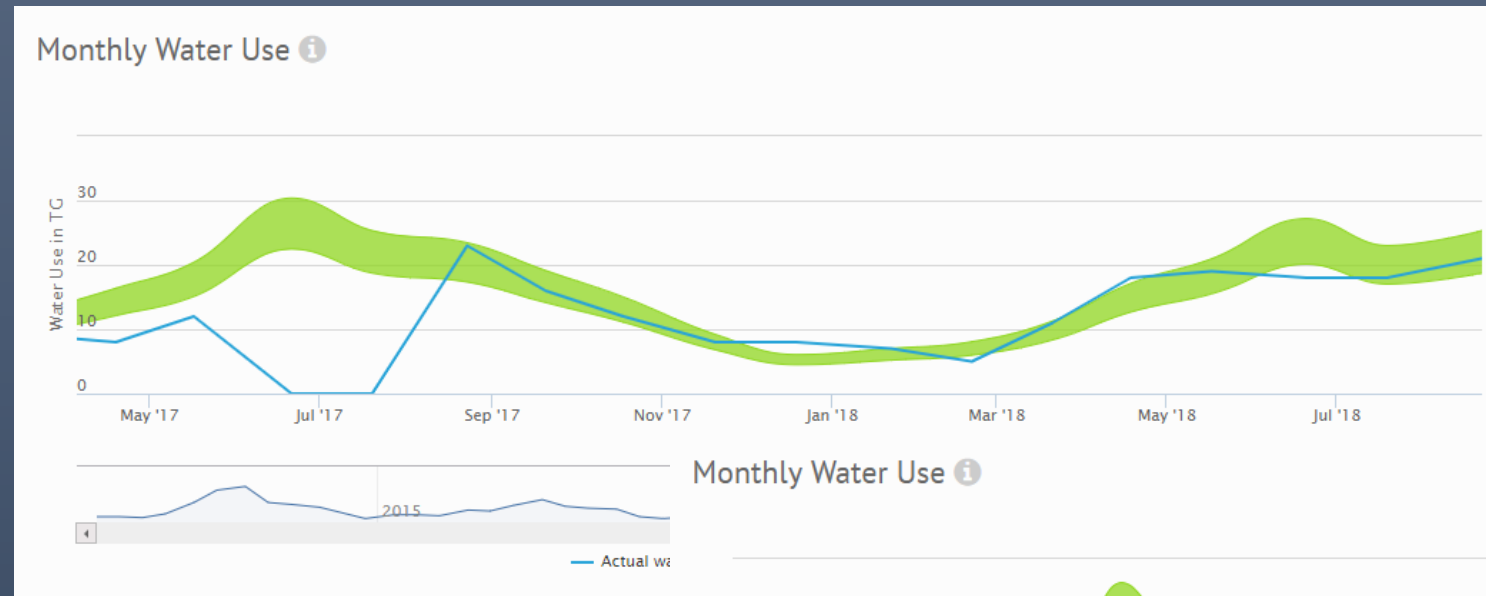


Water savings may be small, but plant health is much improved



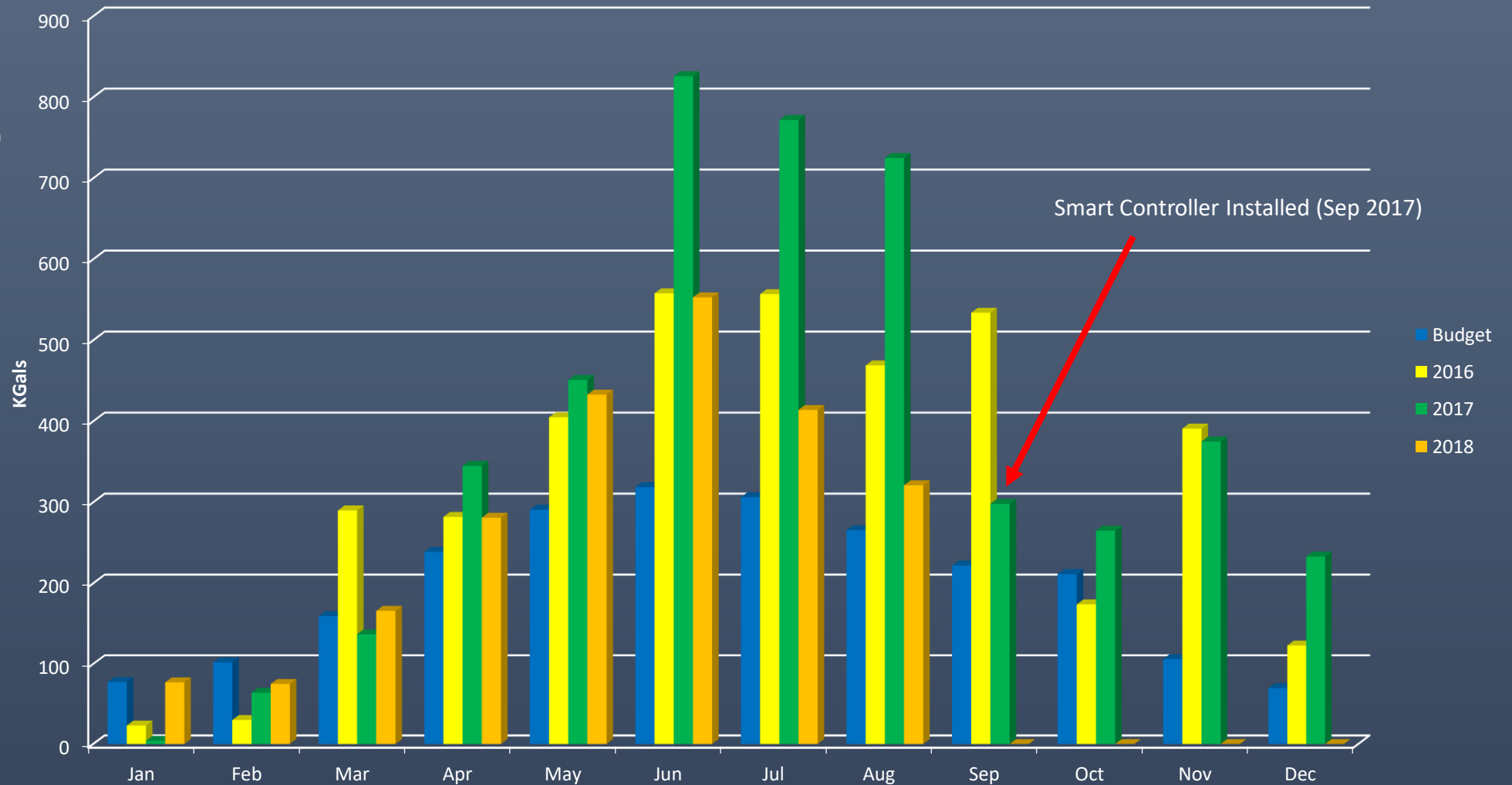
# Results

## Fire Stations (Smart Controllers)



# Results

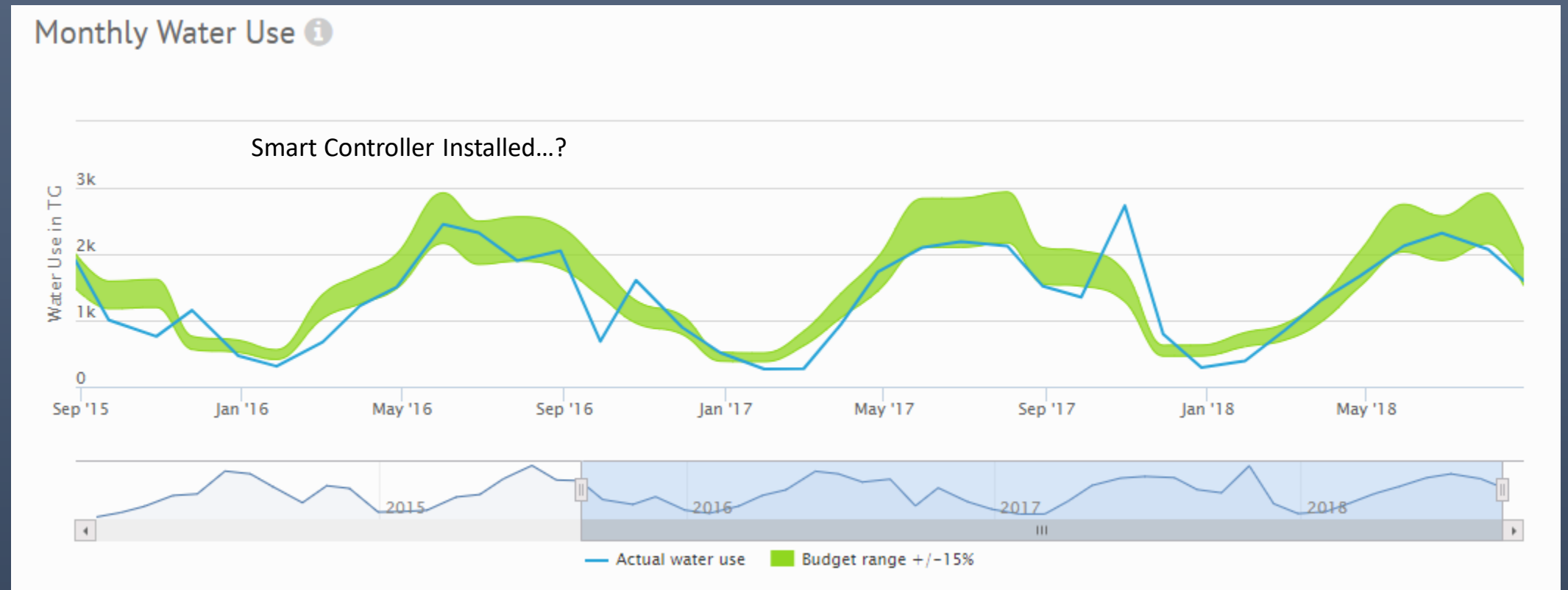
HOA's  
(Smart  
Controller)



~ 1,055,000 gallons saved about an 1 acre of turf and 2 acres of shrubs.

# Results

HOA's  
(Smart Controller)

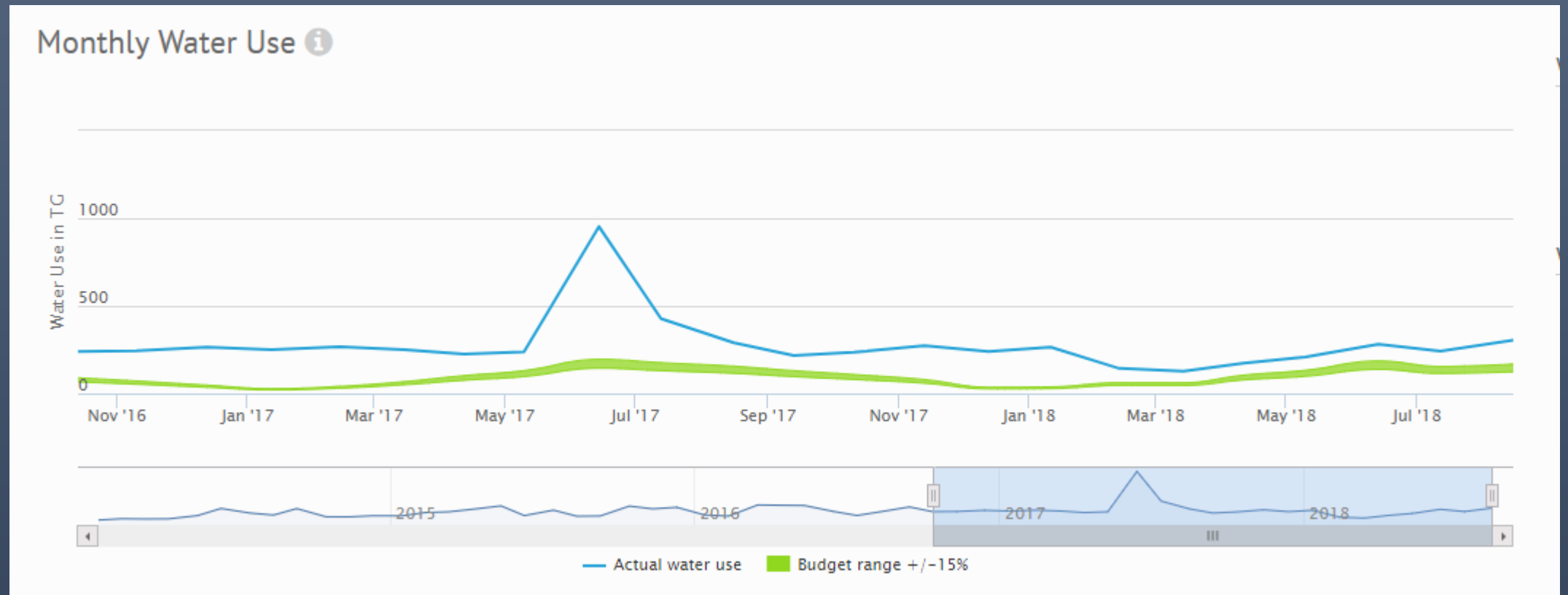


Sometimes there are little savings potential with a smart controller.



# Potential for Smart Controller

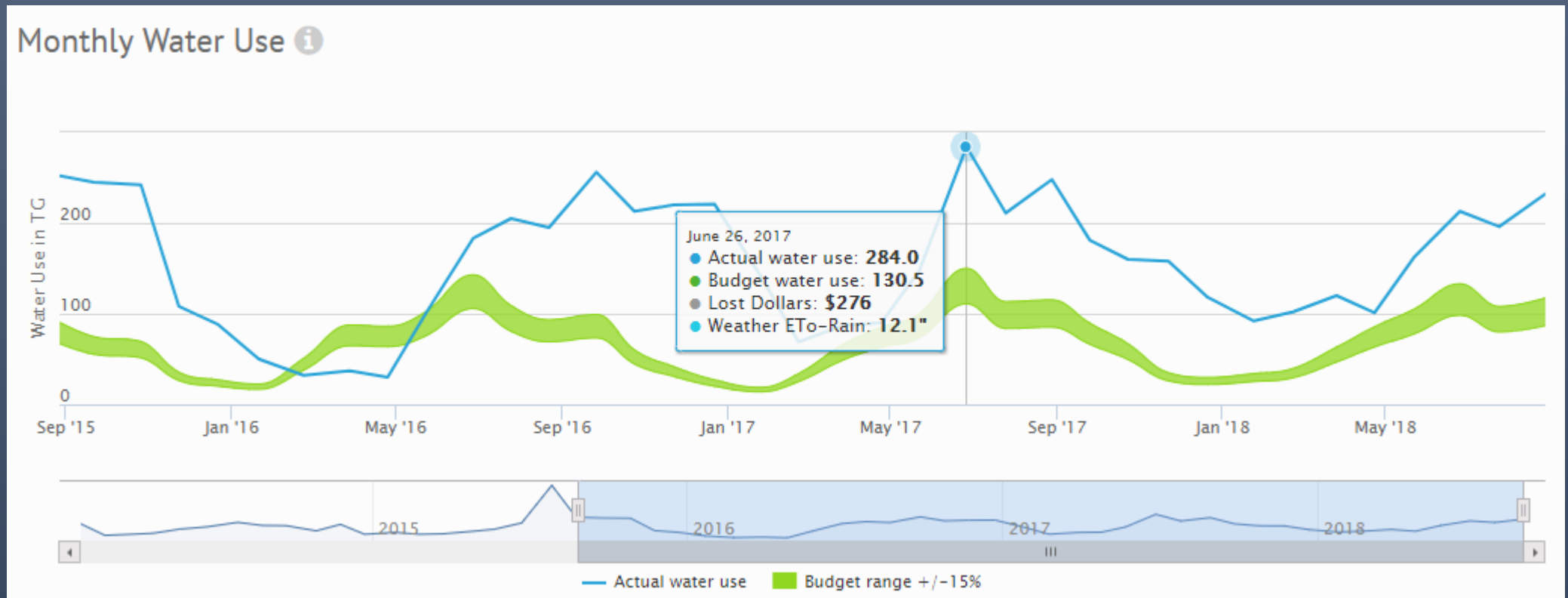
Flat-lining irrigation schedules



Common with commercial or light industrial properties

# Potential for Smart Controller

Compensating for 'brown spots'- Project: Poor uniformity upgrade



Note: Water Budgets use higher end of standard DU to display best scenario water use.

# Ensure your success

- Existing field hardware (nozzles, drip emitters, pressure issues) **must** be addressed for full effectiveness of smart controllers.
- Address serious leaks and deficiencies first
  - Commercial (Drip Irrigation leaks, valve leaks)
  - HOA & Large Landscapes (Improper turf head spacing, clogged drip emitters)



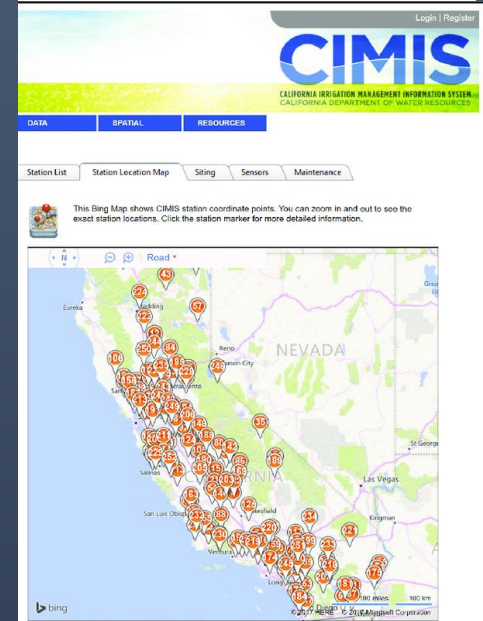
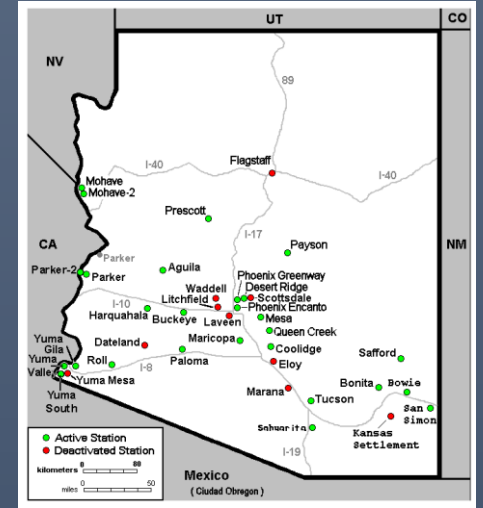
# Challenges

- Our Differences:
  - Water agencies do not want turnkey projects
  - Expired communication subscriptions
  - Deferred maintenance from customer budget issues
- Agency MUST supply water to that property for life.
  - If project or contract goes sour, water still must flow
  - Water agencies must take the long view
  - Project evaluated on **cost per gallon saved (agency) vs profit margin (business)**

# Future for Smart Controllers

- Smart Cities & Connectivity
  - Potential for irrigation manufacturers to line up with city-wide communication signals (e.g. SigFox, LORA, MB-IoT).
- Supporting reliable weather stations- is the data reliable? Maintained? Funded? (AZMET, CIMIS)
- Smart Water Management as a standard piece of landscape contractor package of services.

AZ Meteorological Network



# Takeaways

- 1) Use water use data to determine 'best' sites for upgrades
- 2) Recommend appropriate products in the right order
- 3) Have a relationship with your Water Conservation office
- 4) Follow-through to ensure success on your project





# Questions?

