

# Irrigation Efficiency in Woodbury

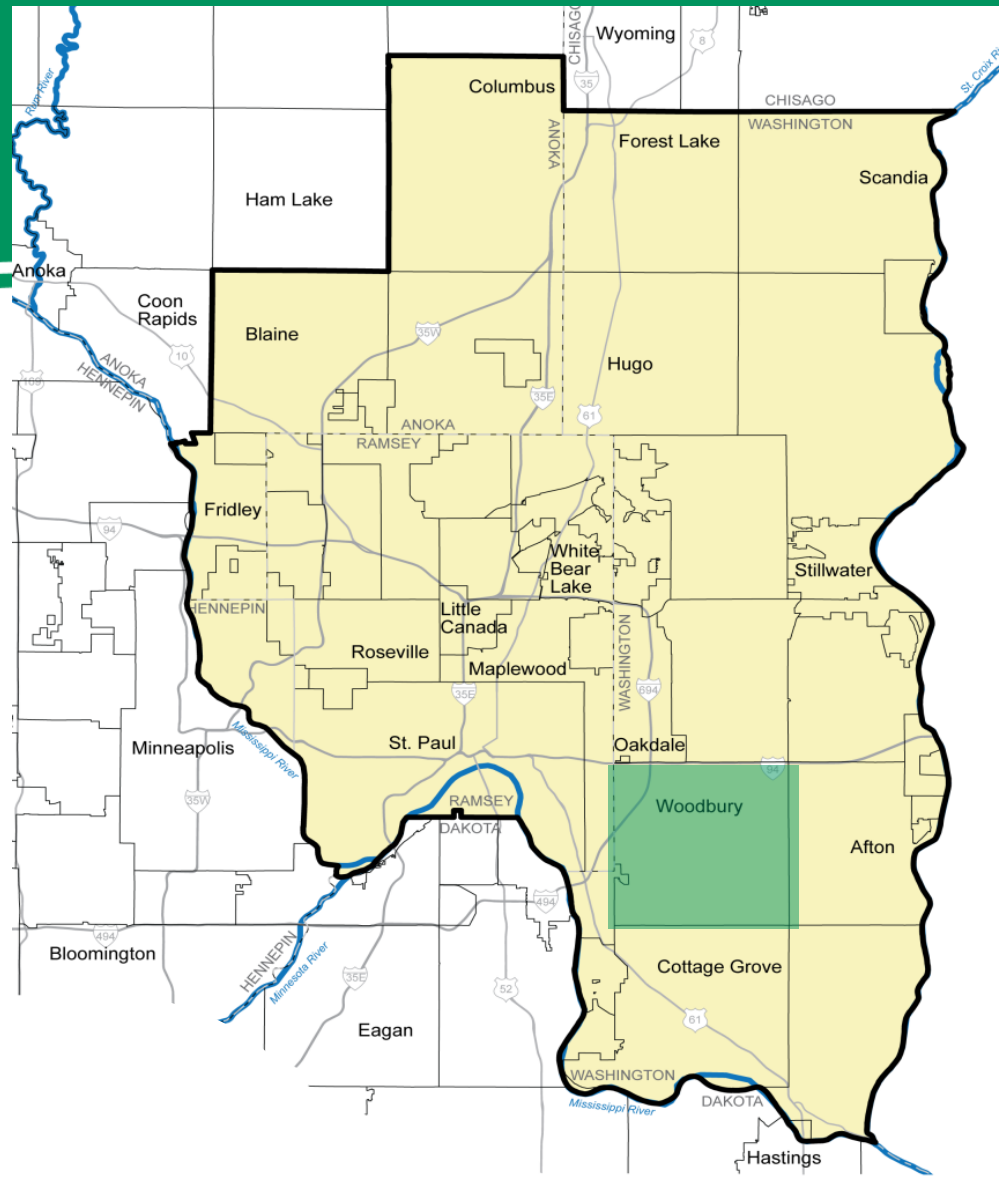
**Kristin Seaman**

# Agenda

- **Context**
- **Goals**
- **Strategic Initiative**
- **Community Based Social Marketing**
- **Residential Program**
- **Lessons Learned**
- **Next Steps**



# Context



— North & East Metro GWMA boundary  
- - - County boundary



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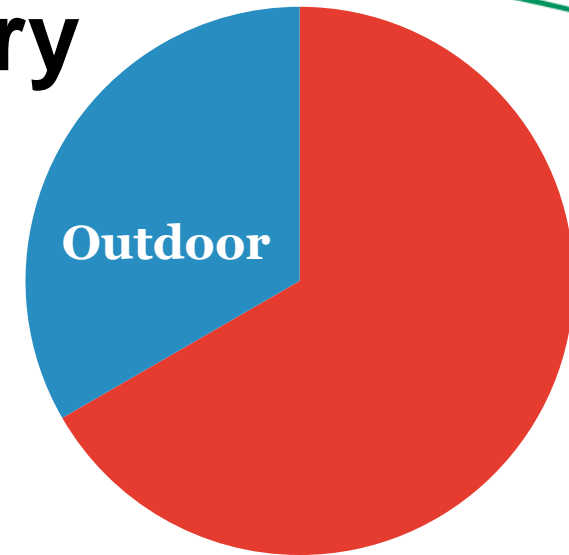
# Goals, 2014 Council Action

- **Maintain local control of water utility**
- **Provide sustainable, reliable, high-quality potable water**
- **Protect environmental assets**
- **Remain cost-effective/ financially responsible**
- **Be a regional partner**



# City Strategic Initiatives 2015-2019

- **Sustainable Water Future for Woodbury**
- **Pilot Programs**
- **Commitment of Resources**
- **Cross-Departmental Working Groups**
- **Education + Programs = change**



# Outcomes

- **Improving City Irrigation systems**
- **Irrigation Pilot Programs**
- **MnTAP Interns (2015, 2016 & 2018)**
- **Policy Changes**
- **Rate Adjustments**



# Commercial Irrigation Cost Share

- **Commercial and Residential Irrigation Meter Customers**
- **5 Year Rate Adjustment Plan**
- **50% Cost Share, up to \$8,000 per property**
- **Participants propose improvements**
- **>60 properties have participated in 3 years**





# Policy Changes

- **New controllers required to be WaterSense certified**
- **Irrigation Reuse- Efficiency, Tracking and Reporting**
- **Enforcement of ^^**
- **Odd/Even lawn watering policy expanded to entire City (private wells, too)**



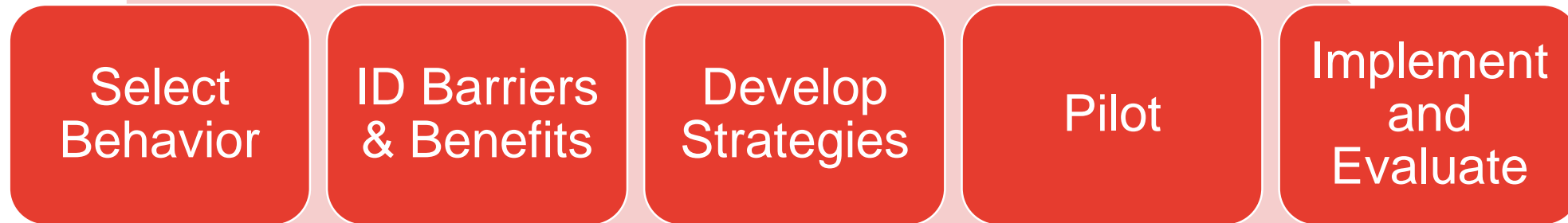
# Residential Rate Adjustments

Quarterly HH Use	Per 1,000 gallons	Quarterly HH Use	Per 1,000 gallons
1,000- 30,000	\$0.88	1,000- 25,000	\$1.35
30,001-60,000	\$1.88	25,001-50,000	\$2.35
60,001-90,000	\$2.88	50,001-75,000	\$3.35
90,001-150,000	\$3.88	75,001-100,000	\$4.35
150,000+	\$4.88	100,000+	\$5.35



# Community-Based Social Marketing

- **Fostering Sustainable Behavior, by Doug McKenzie-Mohr**
- **Information alone does not change behavior**



# Residential Irrigation Controller Program

- **Water Sense certified controllers sold to homes at discounted rate (\$35)**
- **MnTAP study: 30,000 gallon reduction per household per year**



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# Community-Based Social Marketing Strategies

- **Select Behavior**
- **Remove Barriers:** cost, controller selection, resources
- **Promote Benefits:** 30,000 gallons saved per year, money saved, neighbors are doing it
- **Pilot Program**
- **Widespread Implementation**
- **Evaluate Effectiveness**



# Promotion Strategies

- **Social media, newsletters**
- **Video and website resources**
- **Water Wise logo and branding**
- **Referral Program**
- **Home Delivery**



***"I just know if we don't take care of the resources, it'll put us in a bad position down the road. And it hasn't always been that way but I'm hearing more and more about it."***

 **MPR News**  
June 7 at 5:20pm · 🌐

"The idea is to make sure future residents can get drinking water."

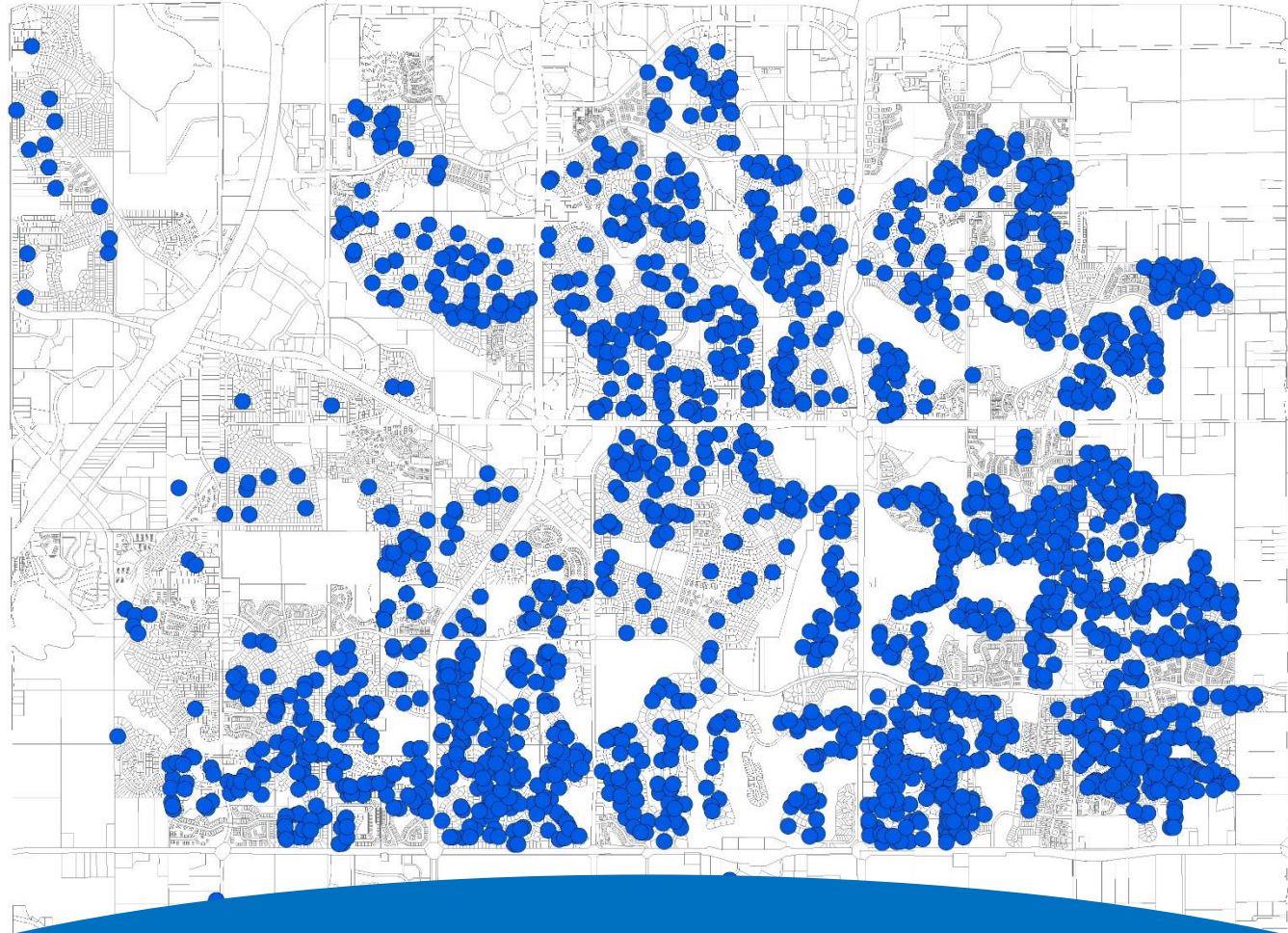


MPRNEWS.ORG  
**Smart sprinklers slashing lawn water use in Woodbury**  
Sprinkler systems can waste a lot of water and money. In Woodbury,...





# Irrigation Controller Sales 2016-2019



## Successes

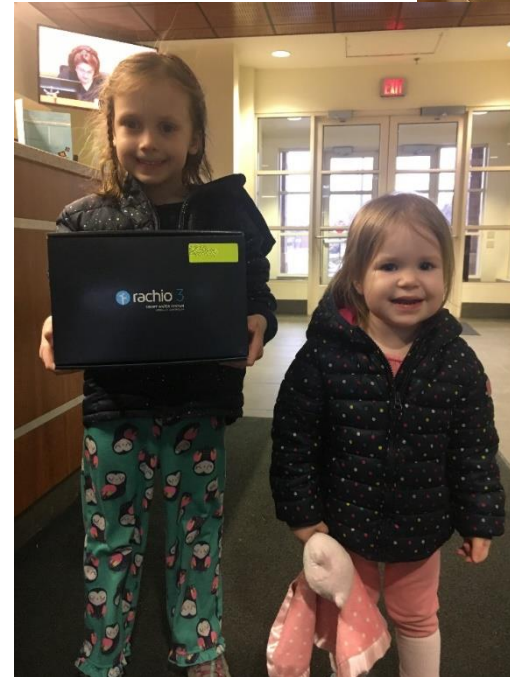
- 2,100 controllers installed
- Approximately 630 mill. gallons saved



# Lessons Learned

- More is not always better
- Utilize existing resources
- Make annual adjustments
- Utilize partnerships

**Make it Easy!**



# Next Steps

- **Indoor efficiency programs**
- **Student research of results**
- **Measure and communicate successes**



**Thank you!**

**Kristin Seaman**

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