CASCADE WATER ALLIANCE

Beautiful Landscapes Through Smart Watering Video Series

AWWA PNWS Conference

May 5, 2011

Mike Brent

CASCADE WATER ALLIANCE

- City of Bellevue
- Covington Water District
- City of Issaquah
- City of Kirkland
- City of Redmond
- Sammamish Plateau Water & Sewer District
- Skyway Water & Sewer District
- City of Tukwila

Cascade is a non-profit corporation providing water to nearly 400,000 residents and 22,000 businesses.

Average daily water use: 40 million gallons.

Sources of Supply: Two-thirds from Seattle Public Utilities; one-third from member groundwater supplies.

Clean, Safe, Reliable Water

For people, for fish and fun

Ensuring sufficient water for decades to come requires regional planning and cooperation today.

CASCADE WATER ALLIANCE

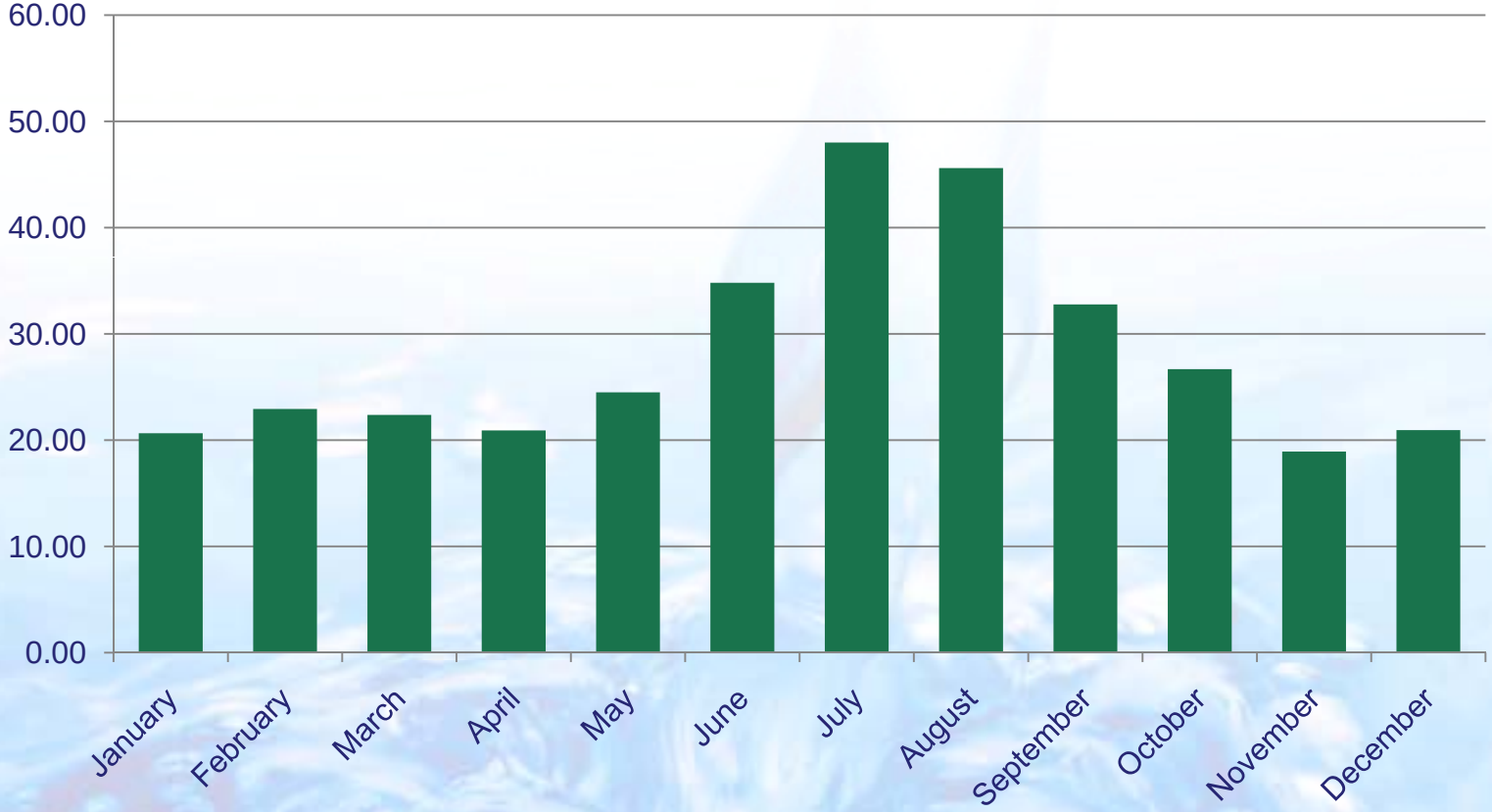
Cascade Member Service Area

What's Happening at Cascade

- Operate Lake Tapps.
- Work with Seattle and Tacoma on water supply issues.
- Extensive, inclusive community and stakeholder outreach and education.
- Comprehensive conservation program:
  - Rebates
  - Direct Installations
  - Audits
  - Commercial Irrigation Program
  - Conservation Education and Outreach

Cascade's Demand (2009)

Million Gallons Per Day



Targeting Peak Season

Historic Efforts

- Commercial irrigation upgrades.
- Direct installation of rain sensors.
- Audits / evaluations.
- Workshops.

Irrigation Audits and Inspections

- Most sprinkler systems are poorly operated and maintained.
- Most sprinkler systems apply more water than needed.
- Most residents don’t understand how to maintain or operate sprinkler systems or program controllers.

Focus Group Findings

High Users with In-Ground Sprinkler Systems

- Homeowners are looking for information and advice on their sprinkler systems.
- Motivated to save money *and* avoid waste.
- Trust water utilities to give accurate information on watering.
- Asked for detailed advice on gardening and innovative ways to conserve water.
- Asked for help to fine tune and check automatic sprinklers.

Video Project Objectives

1. Create a quality product to help homeowners better manage their sprinkler systems.
2. Tie in to a larger strategy of peak season reduction.
3. Utilize other web-based tools.

Major Video Project Tasks

- Establish a Project Team
- Find filming locations
- Determine key messages
- Develop a script
- Hire a video production company
- Logistics and process

Project Team

- Photo Finish Films, video production company
- Paula Anderson, Cascade Water Alliance
- Michael Laurie, Watershed, LLC.
- Mike Brent, Cascade Water Alliance
- Peer Review Group (script)

Key Messages

- Significant potential for water and money savings
- Homeowners have the ability to improve system
- Plants (location, soil, water needs)
- Identify sprinkler system problems
- Find solutions
- Determine precipitation rate
- Scheduling
- Drip irrigation
- Additional resources available

Beautiful Landscapes Through Smart Watering Video Series

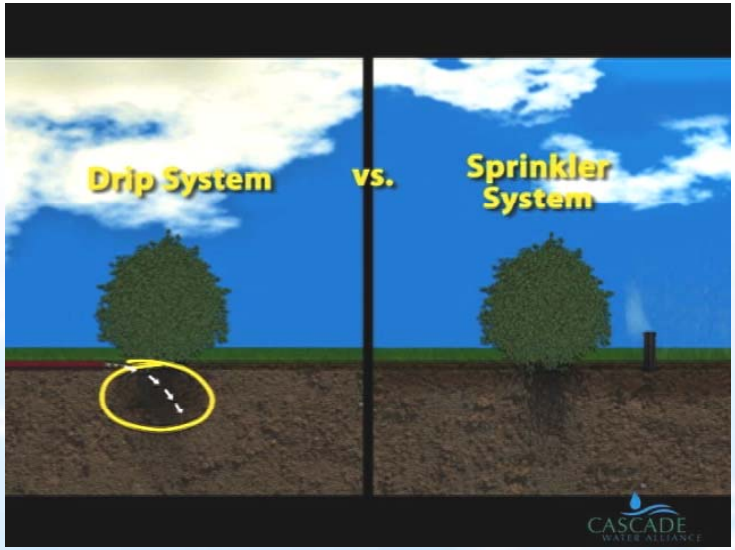
1. *Sprinkler Savvy*: Overview of sprinkler systems, how to spot and fix problems (June, 2010).
2. *Converting to Drip Irrigation*: How to convert sprinkler heads to drip in plant beds (September, 2010).
3. *Setting a Sprinkler Schedule*: How to program a controller, utilize “cycle and soak” method, utilize “seasonal adjust” feature (April, 2011).

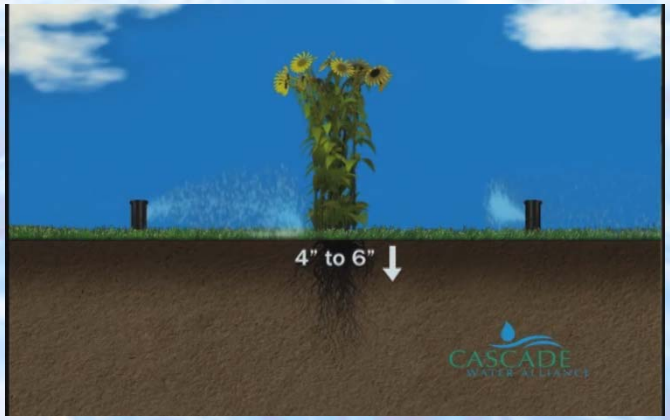
Identify Problems

Remove Anxiety

Empowerment

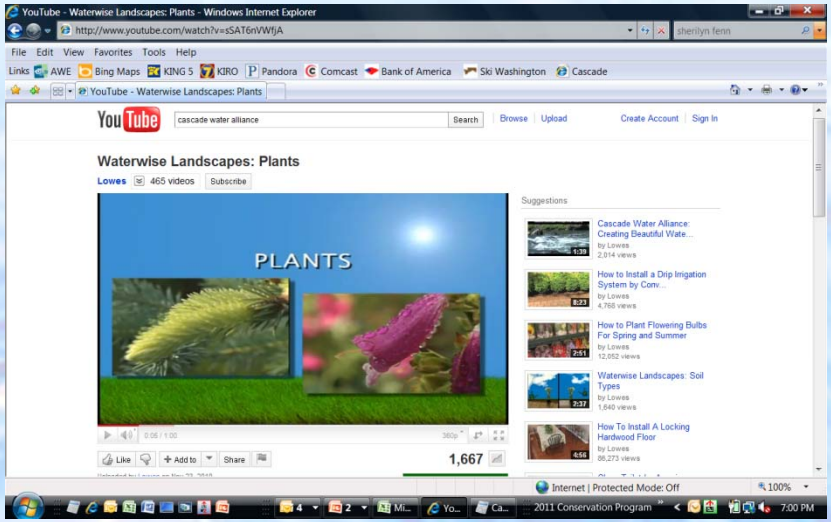
Graphic Animation





Promotion

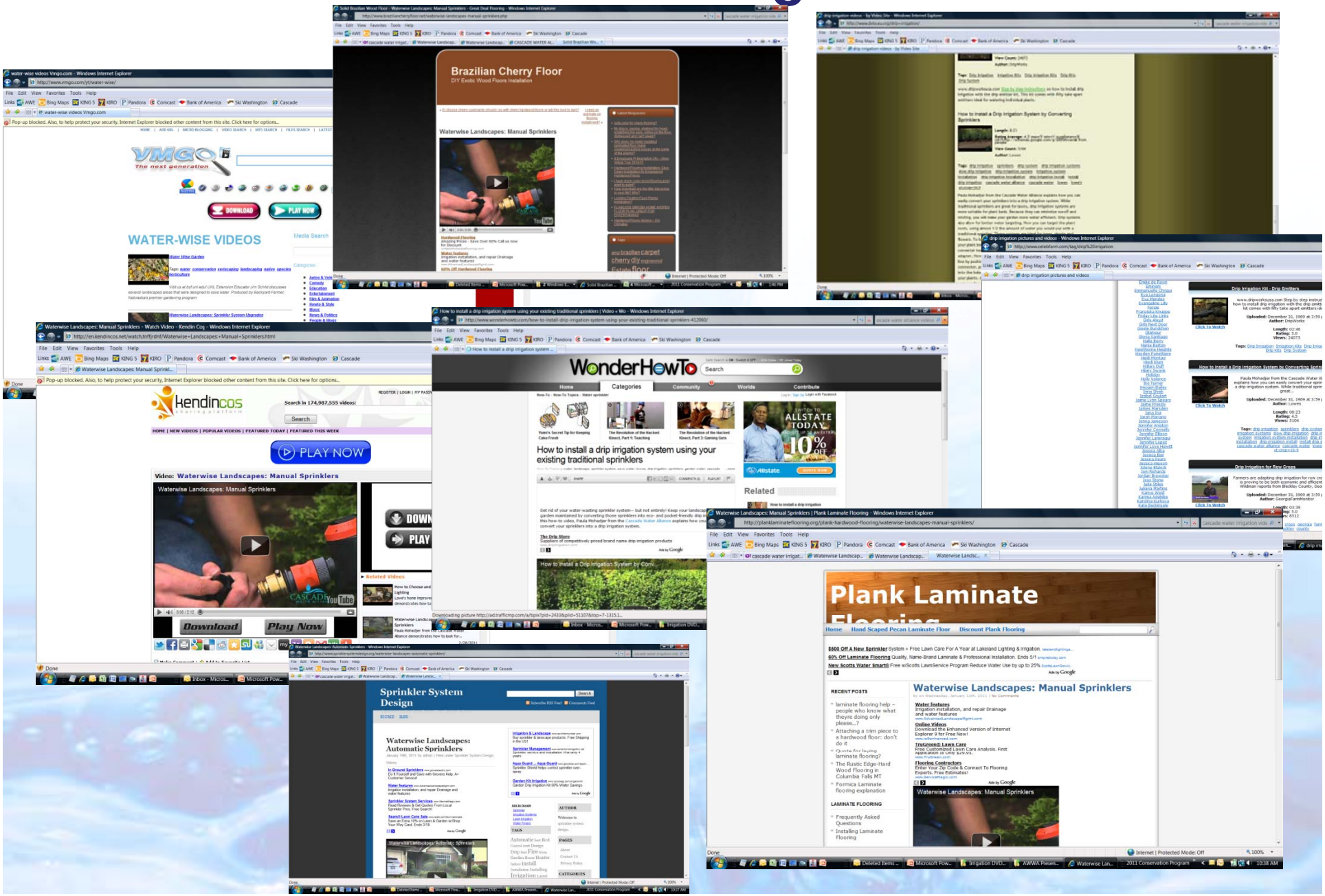
- Broadcast on government access channels in Redmond, Bellevue, Sammamish and Kirkland.
- Approximately 4,000 DVDs distributed to Cascade member agencies and other utilities throughout the Puget Sound region.
- Seen on Lowe's "How To" YouTube channel.



Results

- Positive reviews from other utility staff.
- Utilized by several utilities outside Cascade for customer training.
- 25,000 hits on YouTube.
- Positive reviews on YouTube:
  - “Very popular and interesting explanation. Thanks to Cascade.”
  - “Very helpful, thanks.”
  - “You rock!”
- Uploaded by many other websites.

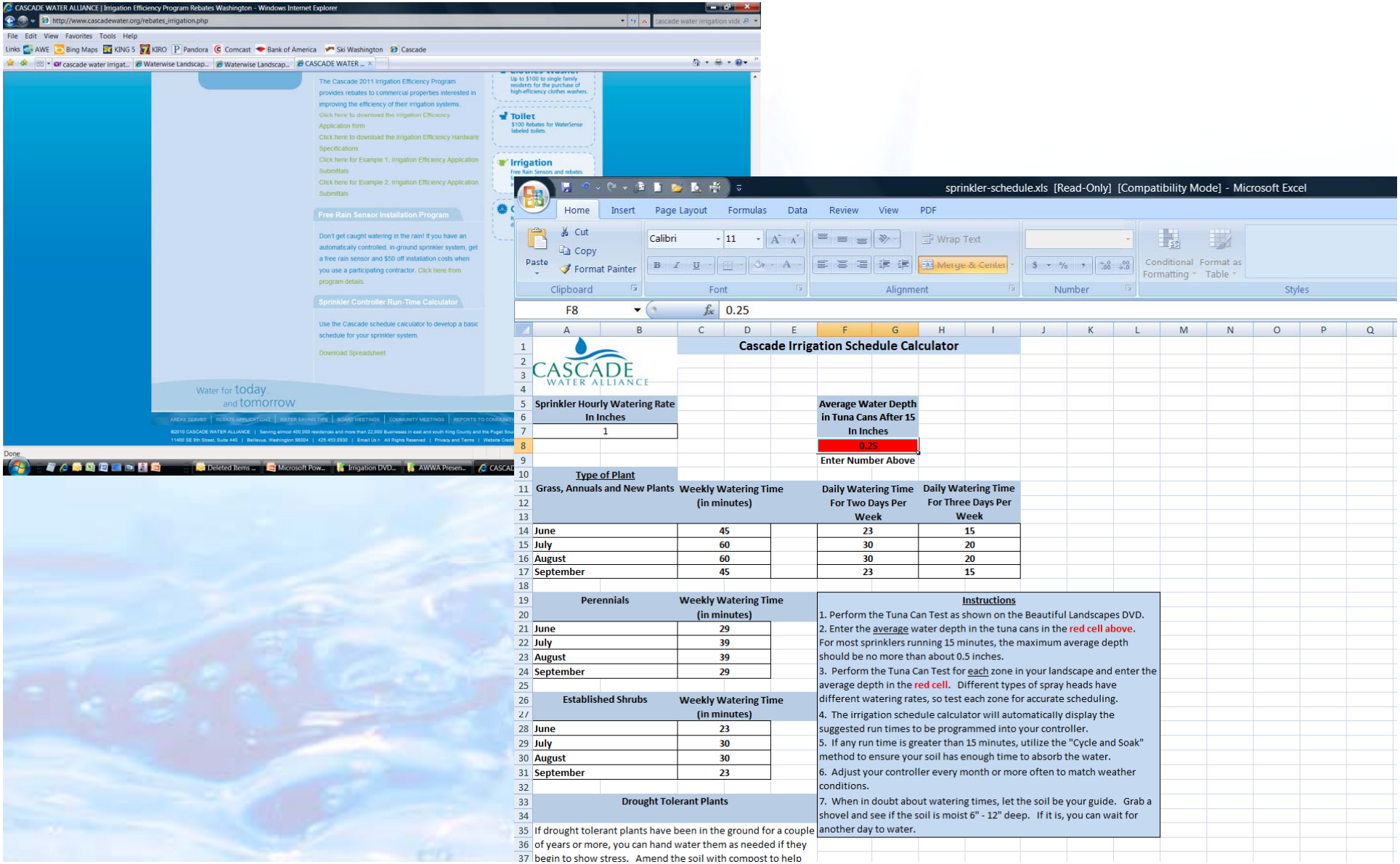
Websites Showing Videos



Were the Objectives Met?

1. Create a quality product to help homeowners better manage their sprinkler systems.
2. Tie in to a larger strategy of peak season reduction.
3. Utilize other web-based tools.

Cascade Website Tools



Lessons Learned

"Art is never finished, only abandoned."

Lessons Learned

"Rain happens."

Lessons Learned

"Hurry up and wait."

Lessons Learned

"A friend in need is a friend indeed."

Lessons Learned

"The devil is in the details."

Lessons Learned

"All's well that ends well."

Video Summary Chapter

Questions / Comments??

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Thank You!

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