Irrigation Efficiency in Woodbury
Efforts to Conserve Groundwater
• Context
• Timeline
• Lessons Learned
• Next Steps
Water Supply Concerns
Goals

• 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
Strive towards flat total water use by 2030

Cross-Departmental Working Groups

Participation in External Groups/Advocacy

Action for Education and Programs to change trends within city boundaries
2015-2017 Strategic Initiative

• Commitment of resources
• Pilot Programs
• Focused outreach and education
• Commitment across city departments
2015

- Metropolitan Council Water Efficiency Grant
- Homeowner Association Cost Share Pilot Program
- MnTAP Intern
2016

• Council Directive- Water Efficiency Incentive Program
• Rate Adjustment for irrigation customers
• Increased watering fine
• MnTAP intern
## Rate Adjustments

- **Irrigation Rates** (per 1,000 gallons)
- **Community Based Social Marketing (CBSM) Strategies**

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>$2.11</th>
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<td>2017</td>
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<td>$2.32</td>
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<tr>
<td>2018</td>
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<td>2019</td>
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<td>2021</td>
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CBSM

• Barriers and Benefits
• Pilot Program
• Widespread Implementation
• Evaluate Effectiveness
Commercial Irrigation Cost Share

- 50% cost share up to $8,000
- Properties with irrigation meters
- Audits, controllers, head replacement, new technology
- Applications accepted February-April of each year
• 44 Completed upgrades
  • 7 Commercial Properties
  • 37 Residential Associations
• Estimated 9-10 million gallon reduction added each year
“Installing the Hunter Hydrawise Smart controller on my commercial properties was a game changer. Commercial properties are the biggest culprit of wasted water in the industry.”

“It has made a big difference in our water bill and still keeping the grass green. Unlike conventional irrigation systems, this one works off the amount of rain received and determines if the irrigation should be utilized or not.”
2017

• 2017-2019: Strategic Initiative
• Refined previous work
• Woodbury’s One Water Vision
2018

- Refreshed cross-departmental groups
- Updated City Code
- MnTAP intern
- Rate Adjustment for residential water use
- Administrative Directive for Reuse and Metered Irrigation Systems
## Rate Adjustments

<table>
<thead>
<tr>
<th>Quarterly HH Use</th>
<th>Per 1,000 gallons</th>
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<tr>
<td>1,000- 30,000</td>
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<td>30,001-60,000</td>
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<td>90,001-150,000</td>
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<tr>
<td>150,000+</td>
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<table>
<thead>
<tr>
<th>Quarterly HH Use</th>
<th>Per 1,000 gallons</th>
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<tbody>
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<td>1,000- 25,000</td>
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<td>25,001-50,000</td>
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<tr>
<td>100,000+</td>
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</table>
Residential Irrigation Controller Program

- Water Sense certified controllers sold to homes at discounted rate ($20-$35)
- MnTAP study: 30,000 gallon reduction per household per year
CBSM

• Barriers and Benefits
• Pilot Program
• Widespread Implementation
• Evaluate Effectiveness
VanderVeer doesn't consider himself an environmentalist or a conservationist. But, he said, "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."
Lessons Learned

- More is not always better
- Use of existing channels
- Annual Adjustments
- Partnerships
To Do:
• Continued targeted outreach
• Reward and recognize early-adapters
• Measure and communicate successes
• Indoor efficiency programs
• Top soil and trees
Thank you!
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