

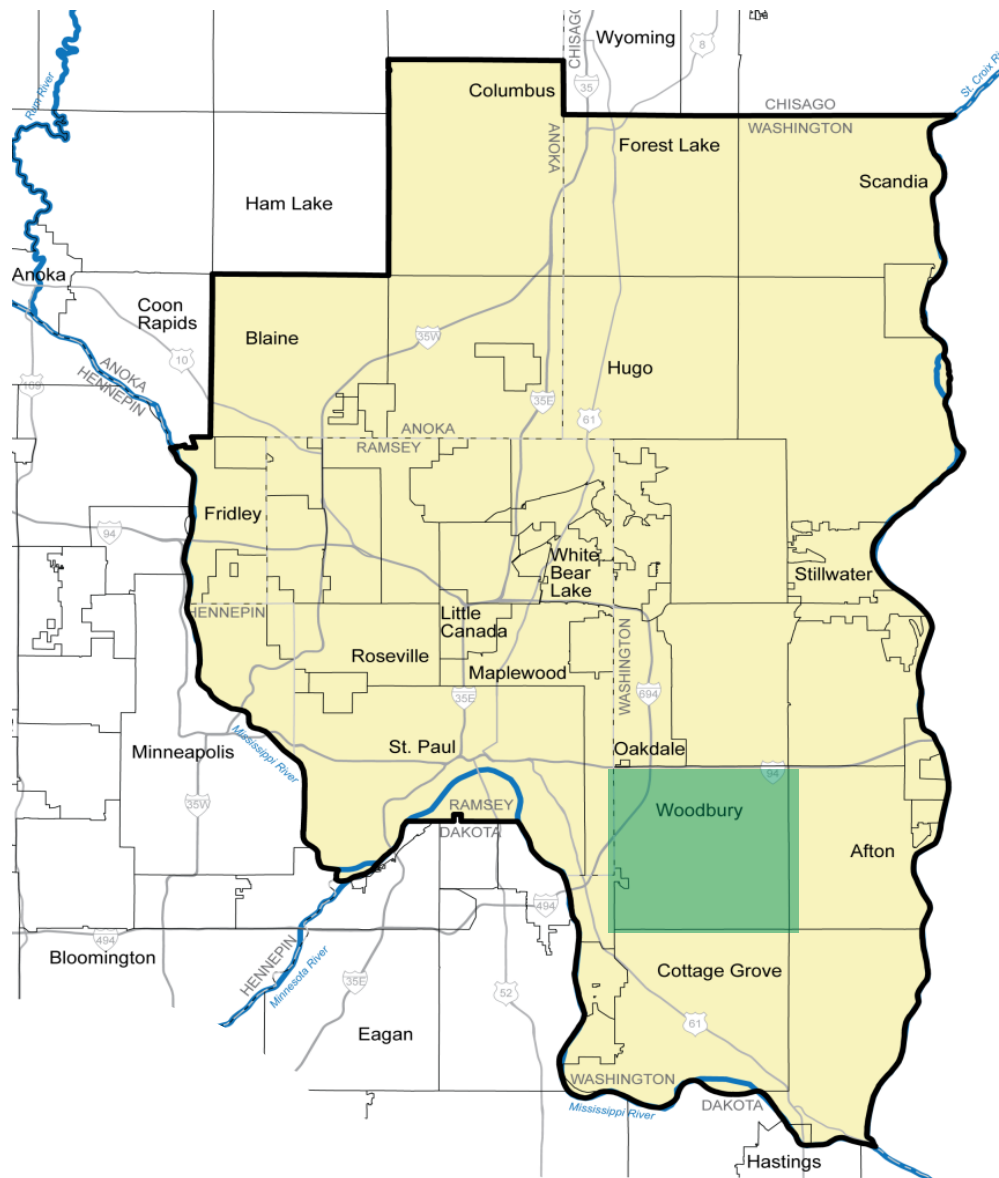
Irrigation Efficiency in Woodbury

Efforts to Conserve Groundwater



- **Context**
- **Timeline**
- **Lessons Learned**
- **Next Steps**

Context



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



Water Wise
City of Woodbury

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

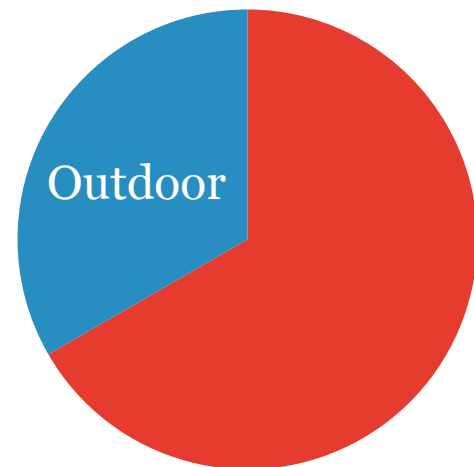
Participation in
External
Groups/Advocacy

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**

2016	\$2.11
2017	\$2.32
2018	\$2.53
2019	\$2.74
2020	\$2.95
2021	\$3.18

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**



Program Results

- **44 Completed upgrades**
 - 7 Commercial Properties
 - 37 Residential Associations
- **Estimated 9-10 million gallon reduction added each year**



Program Results

“Installing the Hunter Hydrowise 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**



- Refreshed cross-departmental groups
- Updated City Code
- Updated Lawn Watering Policy Council Directive
- MnTAP intern
- Rate Adjustment for residential water use
- Administrative Directive for Reuse and Metered Irrigation Systems

Rate Adjustments

Quarterly HH Use	Per 1,000 gallons
1,000- 30,000	\$0.88
30,001-60,000	\$1.88
60,001-90,000	\$2.88
90,001-150,000	\$3.88
150,000+	\$4.88

Quarterly HH Use	Per 1,000 gallons
1,000- 25,000	\$1.35
25,001-50,000	\$2.35
50,001-75,000	\$3.35
75,001-100,000	\$4.35
100,000+	\$5.35

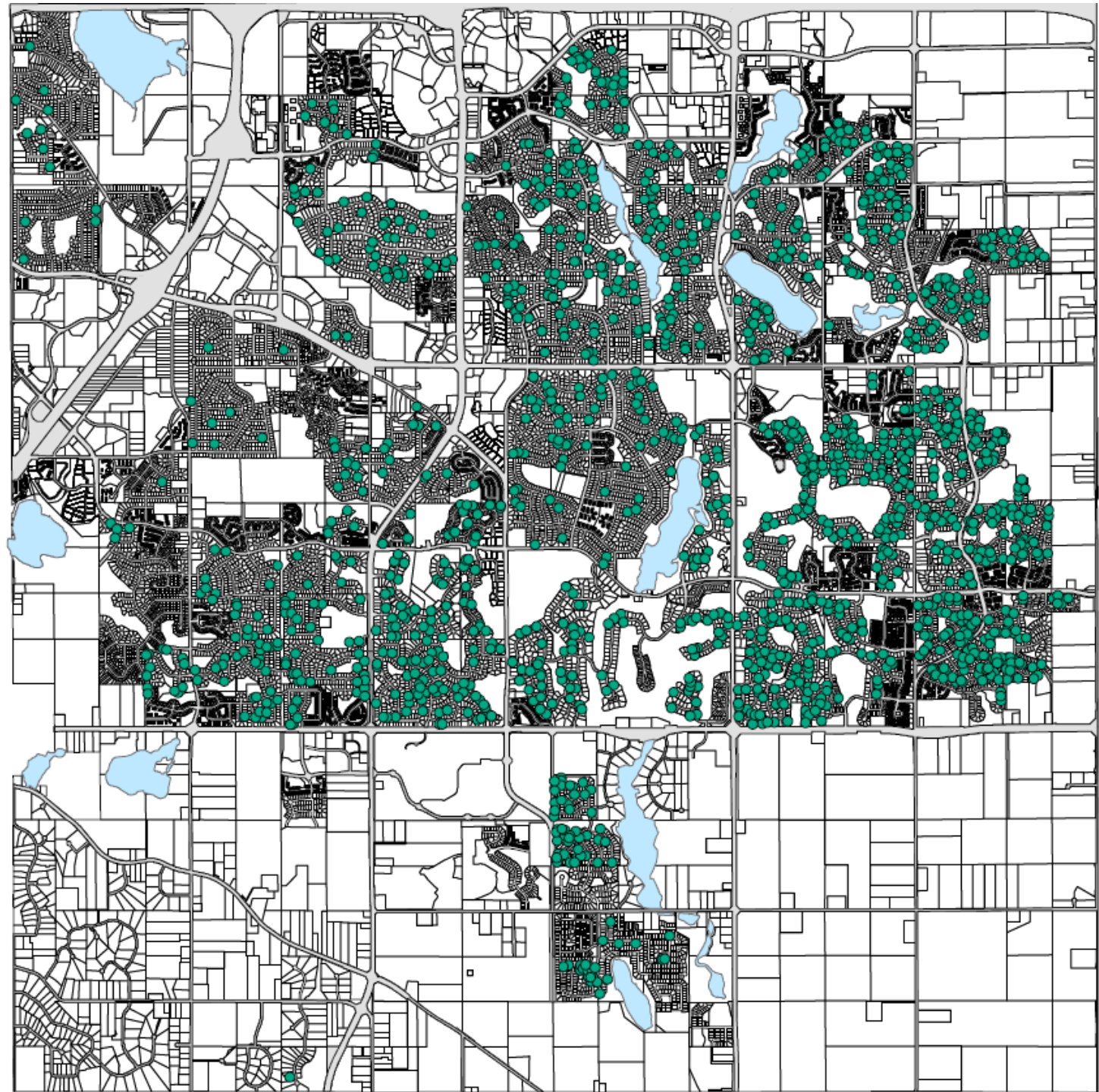
Residential Irrigation Controller Program

- **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**

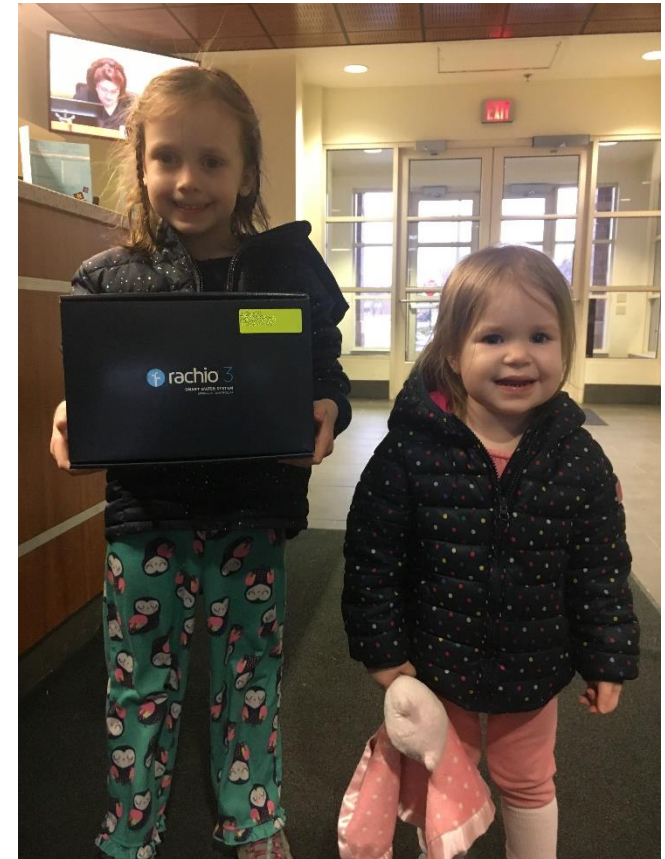


VanderVeer doesn't consider himself an environmentalist or a conservationist. But, he said, "I just know if we don't take care of the resources, it'll put us in a bad position down the road. And it hasn't always been that way but I'm hearing more and more about it."



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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