

# pipelines



## A Look Back: IRWD Assists with 1994 Northridge Earthquake Repairs



*In 1994 IRWD crews rotated through 12-hour shifts over a four-day period to restore water to earthquake-damaged areas of Northridge and Reseda.*

The tragic events of the devastating earthquake in Japan and the resulting tsunami of March 11 serve to remind us that earthquakes can happen at anytime. April has been designated as Earthquake Preparedness Month in memory of the San Francisco Earthquake, which occurred in the early morning hours of April 18, 1906.

In 1994, another early morning earthquake awakened Southern Californians and caused widespread damage in the Northridge area. When the call went out from the Los Angeles Department of Water and Power asking other water agencies for mutual aid to help repair damaged pipelines, crews from IRWD were the first to respond.

IRWD sent 12-man crews, with heavy equipment and essential tools to assist in the hard-hit communities of Northridge and Reseda. Twenty-three IRWD employees rotated through 12-hour shifts over a four-day period to restore water service to affected neighborhoods. IRWD received positive comments from the residents who were happy to see the effort being made on their behalf.

Are you prepared for an earthquake? Visit the "Emergency" section of [www.irwd.com](http://www.irwd.com) for information and resources.

## Aggressive Water Conservation Efforts Reward IRWD Customers

### *Efficient Use of Water Translates into Some of the Lowest Rates in Orange County*

For two decades IRWD has been a progressive leader in water conservation. IRWD customers consistently participate in water efficiency efforts and effectively use recycled water. And, we refine our conservation practices all the time, not just during droughts or regulatory shortages.

During the late 1980s to early 1990s drought, IRWD set an aggressive tone to promote the efficient use of all water resources. This effort, which included intensive communication with various customer groups and some of the first home water audit and ultra low flush toilet programs in the state, culminated in the adoption of an allocation-based conservation tiered rate structure by the IRWD Board of Directors in 1991.

The allocation-based conservation rate structure, now synonymous with IRWD, has five specific tiers designed to promote the efficient use of water. This rate structure provides you with the water you need. It also provides customers with meaningful economic pricing signals as use increases. During the month, if water use exceeds the allocation, the cost of water will increase since IRWD will need to purchase more expensive sources of water, such as imported water from the Metropolitan Water District of Southern California.

IRWD's allocation-based conservation rate structure works. It is an effective tool to increase conservation and decrease the overuse of water. Between 1992 and 2005, the average landscape water use within IRWD decreased from 4.2 acre-feet per acre, per year to 1.9 acre-feet per acre,

per year – a 61 percent reduction. From 2001 to 2006, the irrigated area in the district increased 280 percent, but total landscape water use only increased 70 percent.

During the 1990s, IRWD initiated many innovative water conservation programs and developed a comprehensive Conservation Business Plan. The plan includes a focused customer interface program that provides proactive outreach to high water use customers through customized monthly reporting as well as an innovative tactical incentives program. Continuous conservation outreach efforts have made a significant impact on customers. Today, IRWD residential use has dropped from 120 gallons per person, per day to 90 gallons per person, per day,

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## CODE RED® Delivers Emergency Messages to IRWD Customers

In 2010 IRWD implemented CodeRED, a high-volume, high-speed notification system for mass emergency notifications. The CodeRED system has the ability to send voice, email and text messages to thousands of our customers within minutes and to the entire District within one hour and is both web and phone based. The CodeRED system also works in coordination with AlertOC, and the County of Orange Emergency Notification System.

IRWD customers, please visit the newly created CodeRED page on our website to select your notification preferences which include voice, text messages and email. To access these CodeRED preference settings, visit [www.irwd.com](http://www.irwd.com) and click on the "Emergency" link, located within the "Customer Care" section.



## Earth Day Events Sprouting in April

Come visit IRWD staff at several April outreach events commemorating the first Earth Day in 1970. This year, the Newport Bay Conservancy is co-sponsoring their Earth Day Event on Sunday, April 17 at the Peter and Mary Muth Interpretive Center next to Upper Newport Bay. University of California, Irvine, will be celebrating Earth Week 2011, April 18 - 22, on the UCI campus.

To learn more details about these environmentally-inspired free events visit [www.irwd.com](http://www.irwd.com)'s "Community Programs" section and click on "Community Partners."

While you're there, take a moment to check out our new "Community Calendar" page for daily listings of non-profit events happening throughout our service area.



### Irvine Ranch Water District

The mission of Irvine Ranch Water District, a public agency, is to provide reliable, high quality water and sewer service in an efficient, cost effective manner and environmentally sensitive way that provides a high level of customer satisfaction.

### IRWD Board of Directors

Steven E. LaMar, Pres.  
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### General Manager

Paul D. Jones II

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## Wild about the Wetlands AT IRWD SAN JOAQUIN WILDLIFE SANCTUARY

Saturday, April 30, 2011

9 a.m. to 1 p.m. at  
IRWD San Joaquin Wildlife Sanctuary  
5 Riparian View, Irvine, CA 92612



Discover our interactive  
learning stations



Explore IRWD's hidden natural wonders

### Resident Tour Reservations Still Available

Join us in celebrating our 50th Anniversary. To find out which IRWD tour dates remain open, visit [www.irwd.com](http://www.irwd.com). Click on the "Community Programs" tab to sign up online.

### 24-Hour Service (949) 453-5300

If you discover a disruption in your water service or other problem call the IRWD 24-hour emergency line and a representative will assist you.

### 24-Hour Online or Mobile Access

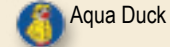
Visit our website: [www.irwd.com](http://www.irwd.com)



IRWD is now on Facebook.com

Join our fan pages:

Irvine Ranch Water District



Follow IRWD's Twitter channels:



@IRWDemergency

@IRWDnews

@AlwaysH2OSmart



IRWD's YouTube channel is:

IrvineRanchWD

## Water Conservation Efforts ...Continued from page 1



a reduction of 25 percent. The tactical incentive program provides substantially increased rebate amounts to residential and commercial customers to encourage them to upgrade to the latest water-efficient devices, such as high efficiency clothes washers. The water savings realized by these devices more than covers the cost of the increased rebates. Information on current rebates is available at [www.alwayswatersmart.com](http://www.alwayswatersmart.com).

Always Water Smart is IRWD's conservation program for all of our customers...residential, commercial and landscape. It's easier than you think to do more with less water – and we're here to help. Visit [www.alwayswatersmart.com](http://www.alwayswatersmart.com) to learn to use water in more environmentally aware and less wasteful ways. Always Water Smart is a resource for all things water efficient...tips, tools, rebates, information on events, webinars and workshops, free water-wise devices for your home, great water smart garden ideas and much more.

### Check out all you can do from the convenience of your own computer

#### Variance Renewals

If you've received a variance renewal in the mail and there is no change to your existing variance, to ensure continuation you can renew it, prior to the expiration date, by emailing your name, service address and IRWD account number to [customerservice@irwd.com](mailto:customerservice@irwd.com).

#### Start, Stop Service

New customer? Moving? You can start and stop your service while surfing the web! Click on "Start/Stop Service" on the left hand side of our home page.

#### How to eBill in Six Easy Steps

Save time and a stamp! Pay your water bill online through Account Access. Need help? Check out our two-minute video on YouTube, "How to Set Up eBill in Six Easy Steps".

#### Water Quality

Do we have hard water? Is my drinking water safe? Do I need to filter tap water for safety? Find the answers to these questions and more in the "Water Quality" section, under the "Your Water" tab on the home page.

#### Irrigation Schedule

Figure out the most efficient and water-conscious way to water your yard with our seasonal irrigation schedule, located under the "Conservation" tab of our website.

#### Understand Your Bill

Have questions about your bill or want to know how we calculate it? Click on "Understanding Your Bill" on the left hand side of our home page.

