

Start Saving Now With The WaterDex Community Conservation Initiative!

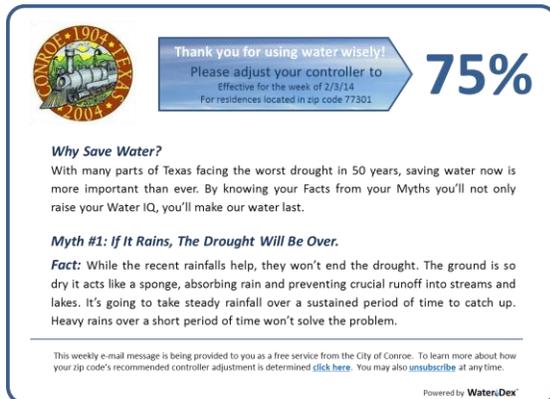
Q: *What's One Way to Save...*

- 💧 3.8 Acre Feet of water in just one year?
- 💧 Enough water to provide the annual indoor water requirements for 10 families?
- 💧 Enough water to provide the annual outdoor water requirements for 35 families?
- 💧 Enough water to fill 2 Olympic size swimming pools in just one year?
- 💧 1.2 million gallons of water in just one year?

A: *Install 100 WaterDex Units in Your Community!*

What is the Community Conservation Initiative?

The Initiative is a two component, program aimed at providing organizations with tools that enable homeowners to very simply control landscape irrigation and reduce runoff. Any organization with a mission to reduce water consumption including utilities, cities, counties, states, water districts, water servicing companies, or environmental conservation organizations is eligible.



Component I: *Weekly e-mail delivery of the weather-based, zip code specific Watering Index.*

Component II: *WaterDex Remote Control units.*

How Does the Community Conservation Initiative Help Conservation Managers Save Water?

By providing two key components that support any community-wide outdoor water conservation program.

Component I provides weekly e-delivery of the weather-based, zip code specific Watering Index to any number of service area homeowners. The e-mail template includes your organization's logo, and the zip code specific Watering Index which homeowners may rely on to adjust their irrigation systems weekly based on the local weather. The Watering Index delivered may be provided by the water purveyor or WaterDex. Additionally, the e-mail template includes two customizable text fields which can be used for communicating your organization's important messages. This service is available for any zip code within the US.

Component II provides WaterDex units which are used by homeowners to simplify irrigation controller adjustment so that adjustments may be made more frequently (i.e. weekly), and based on local weather conditions or other factors, i.e. watering restrictions.

While most effective when the Watering Index weekly e-mail reminder and WaterDex are implemented together, either component may be selected and implemented individually and according to need.

What Results Can be Expected From Implementation of the Community Conservation Initiative?

A significant outdoor water savings, as much as 35% or more annually. This results in reduced water costs for the homeowner, and large aggregate savings for the water purveyor. For more information regarding the verified savings of the WaterDex Community Conservation Program, please see the Irvine Ranch Water District's published study posted on their website at: <http://www.irwd.com/save-water-money/irwd-research-studies>.

What is a Local Watering Index, How is it Implemented, and Why Weekly e-mail Reminders?

Universally applicable, the Watering Index principle was developed by the State of California Department of Water Resources. A Watering Index is based on ET (evapotranspiration), which accounts for water loss due to weather, landscape evaporation and plant transpiration. A Watering Index is between 0% and 100%, and is calculated by taking the ratio of the current, local ET as compared to the average local high ET over the previous 10 years. The high typically occurs in July/August and is equivalent to a Watering Index of 100%. During all other times of the year, the Watering Index is typically less than 100%.

The Watering Index is easiest to implement when the homeowner's irrigation controller has a seasonal adjust feature, or easier still, when the controller has been retrofitted with WaterDex. In either case, the controller must be set to the July/August irrigation requirement, and subsequently the controller's seasonal adjust dial, or WaterDex dial should be adjusted on a weekly basis according to the local Watering Index.

By receiving weekly e-reminders containing the local Watering Index, homeowners learn to rely on this information to simply and conveniently adjust controllers frequently and according to the local weather conditions.

Why do Homeowners Embrace WaterDex?

Because It's simple: The WaterDex receiver retro-fits to any existing irrigation controller with just 4 wires regardless of the number of watering zones! Then, with the simple turn of a dial, the WaterDex wireless remote adjusts the entire irrigation schedule without ever having to visit, touch or re-program the controller.

Because It's convenient: The WaterDex wireless remote may be placed on a kitchen counter-top, stuck to the side of the refrigerator, or mounted next to the garage door opener. Because WaterDex is never out of sight, outdoor irrigation is never out of mind. By simply adjusting the remote dial to the local Watering Index, the entire irrigation system is easily controlled to match weather-based landscape irrigation requirements.

What Aggregate Water Savings Can WaterDex Deliver?

WaterDex Requirement		Single Family Residence Connections				
		10,000	25,000	50,000	100,000	200,000
Aggregate Outdoor Water Savings Objective (%)	3%	857	2,143	4,286	8,571	17,143
	5%	1,429	3,571	7,143	14,286	28,571
	10%	2,857	7,143	14,286	28,571	57,143
	20%	5,714	14,286	28,571	57,143	114,286
	25%	7,143	17,857	35,714	71,429	142,857
	35%	10,000	25,000	50,000	100,000	200,000

Example:

- Your organization's service area is made up of 25,000 average Single Family Residences.
- Your organization has a goal of achieving an aggregate outdoor water savings of 10% for all Single Family Residences.
- To achieve the goal, your organization's service area requires approximately 7,143 WaterDex Units.

What are the Community Conservation Initiative Costs?

While most effective when the Watering Index weekly e-mail reminder and WaterDex are implemented together, either component may be selected and implemented individually and according to need.

Component I: Weekly e-mail delivery of the weather-based, zip code specific Watering Index.

- One time set-up charge of \$495.
- \$40 monthly per thousand e-mail addresses. That's 52 e-mails per year per homeowner for less than the cost of a single 1st class postage stamp!

Component II: WaterDex units.

- Special program pricing = \$48.30 per unit.
Note: Sales tax added where required.

For more details on the installation and use of WaterDex, or to get you current Watering Index, please got to www.waterdex.com.

To take advantage of this program or to receive additional information, please contact us at programs@waterdex.com or 855-297-SAVE.

WaterDex is protected by US Patent 8,260,466.