

# pipelines



## Website Updates the Customer Experience and Wins "Best in Industry" Award



The New Media Institute has selected the Irvine Ranch Water District's newly redesigned website, [www.irwd.com](http://www.irwd.com) as one of 24 winners in this year's 2010 New Media Award competition. The District was recognized as the "Best in Industry" for the Government Utility Category.

The annual New Media Awards celebrate excellence in online communications. Websites are judged based on how well they serve their audience, the overall user experience, ease of navigation, content and design. Unlike many web awards competitions, winners are not selected based solely on design, but rather on how well they are using technology to work for and communicate to their audience. The award is given to sites that excel in both serving and engaging with an online community.

"We are proud to receive this recognition," said Paul Jones, IRWD General Manager. "The award recognizes the advances we have made in providing timely and relevant information to our customers. We look forward to continually improving the site and finding new and innovative ways to engage our customers, stakeholders and the media." *Continued on page 2...*

## Three IRWD Board Members Elected to Four-Year Terms

Directors Douglas Reinhart, Peer Swan and Steven LaMar each won election on November 2 to four-year terms on the Irvine Ranch Water District Board of Directors. IRWD is governed by a five-member publicly elected board responsible for the District's policies and decision making. Elections are held every two years and are staggered to ensure continuity.

Reinhart was appointed to the IRWD board in 2004 to fill a board vacancy and was subsequently elected to a four-year term in 2006 when he ran unopposed. Director Reinhart is a registered civil engineer with more than 30 years of experience in the private sector, directing projects in water, wastewater and other infrastructure. He currently serves as President of the board, having previously served as Vice President in 2006 and President in 2007. *Continued on page 2...*



### 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)

facebook

IRWD is now on Facebook.com

Join our fan page:

Irvine Ranch Water District

Follow IRWD's Twitter channels:



@IRWDemergency

@IRWDnews

@AlwaysH2OSmart

YouTube

IRWD's YouTube channel is:

IrvineRanchWD

## Remove Grass. Get Dollars. See Details.



Last month, IRWD launched a pilot Turf Removal Rebate Program. For qualifying residential and small commercial customers this program will provide \$1 per square foot of turfgrass removed and replaced by low-water-use plants. Rebates will be issued for a minimum of 250 square feet to a maximum of 10,000 square feet of turf removed. Rebates are available on a first-come, first-served basis and are limited to one per address.

The Turf Removal Rebate Program is available for a limited time. Applications are due by January 31, 2011, and can be found on the "Turf Removal Rebate" page of [www.alwayswatersmart.com](http://www.alwayswatersmart.com). To participate in the program, customers must agree to both pre-turf-removal and post-turf-replacement site inspections. All work done by customers in association with the Turf Removal Rebate Program needs to be completed by March 31, 2011. *Continued on page 2...*

## Holiday Donations Needed



Collection barrels for the Second Harvest Food Bank are located in IRWD's Sand Canyon office lobby. The District holds annual collections for the food bank, as well as for Orangewood Children's Home and United Way. (Visit [irwd.com](http://irwd.com)'s "Community Partners" page for full details on how you can help.)



### 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

Douglas J. Reinhart, Pres.  
Peer A. Swan, V.P.  
Steven E. LaMar  
Mary Aileen Matheis  
John B. Withers

### General Manager

Paul D. Jones II

*Pipelines* is published by  
Irvine Ranch Water District  
15600 Sand Canyon Ave.  
Irvine, California 92618  
(949) 453-5300

E-mail: [customerservice@irwd.com](mailto:customerservice@irwd.com)

Questions about this publication?  
E-mail: [publicaffairs@irwd.com](mailto:publicaffairs@irwd.com)

## Website Wins "Best in Industry" Award ...Continued from page 1

IRWD's redesigned website features current technology to make it easier for customers to use. The site is designed to be customer-friendly and easy to navigate. In addition, the website makes it convenient to connect with IRWD via social media. IRWD, known for innovation in water use efficiency, allocation based conservation rate structures and in use of recycled water, utilizes the new website to increase transparency by providing current, robust, and educational information on the District's programs and practices.

"The Irvine Ranch Water District did a fantastic job of developing a website with an excellent user experience, rich content geared towards its audience and an aesthetically appealing design," announced Barbara Eber-Schmid, EVP, New Media Institute upon presenting the award.

To explore IRWD's award-winning website, please visit [www.irwd.com](http://www.irwd.com).

## Three IRWD Board Members Elected ...Continued from page 1

Swan, who currently serves as Vice President, was first elected to the board in 1979. He was elected President in 1981, a position he held until 1995 and again in 2006. Swan was re-elected without opposition in 2006. He is active in the Association of California Water Agencies, where he serves on the Executive Committee of the Board of Directors and as Chairman of Region 10. Swan is president of the San Joaquin Wildlife Sanctuary Board of Directors.

LaMar was appointed to the IRWD Board of Directors in 2009 to fill a vacancy. He currently serves on the Water Resources and Policy Committee. LaMar is a water policy and planning expert with more than 20 years of experience on statewide business and industry committees and has directly participated in many major water policy forums including serving on the 2009 California Water Plan Advisory Committee and as a member of the Delta Vision Stakeholders Coordination Group.

IRWD has a long history of public service and invites our customers to attend board meetings and comment on agenda items or other issues. Meetings are held on the second and fourth Monday of each month at 5 p.m. at the IRWD offices, 15600 Sand Canyon Avenue, Irvine.

## Remove Grass. Get Dollars. ...Continued from page 1

Upon completion, the converted area, where grass has been removed, must meet the following requirements:

- The area does not include any live or synthetic turf.
- If a watering system is used, it must be a low flow system (drip or bubbler). If part of a lawn is converted, the sprinkler system must be properly modified to provide adequate coverage to the remaining lawn without spraying the converted area.
- All exposed soil must be covered with a 2" to 3" layer of mulch, except in areas planted with creeping or rooting ground covers or directly seeded.
- Impermeable surfaces (hardscape) are not covered by the rebate. Converted areas must be permeable to air and water. Weed barriers must be permeable. Concrete, plastic sheeting or other impermeable surfaces do not qualify.
- No invasive plant species can be used.

For complete details, please read "Turf Removal Program Terms and Conditions", located on the back of the program's application form, available at [www.alwayswatersmart.com](http://www.alwayswatersmart.com) on the "Turf Removal Rebate" web page.

### Suggested Weekly December Irrigation Schedule

Month	Turfgrass	Trees, Shrubs & Ground Cover	% Option**
December	2 days, 2 cycles* of 2 minutes each	1 day, 2 cycles of 3 minutes each	30%

The above chart suggests a weekly schedule for spray-head irrigation, assuming heavy clay soils common to most local coastal and foothill areas. Generally, these are the MAXIMUM times you will need for full sun areas. Your landscape's particular watering times may vary. Start with this schedule and increase the times only if your plants show signs of stress. If stress occurs only in isolated areas, check your irrigation system before increasing the watering time.

\*\*By "cycling" the irrigation controller to turn on for the recommended number of minutes an hour apart, deeper watering and healthier root growth are gained, while runoff is reduced.

\*\*\*The % option, either a button or a dial, permits the watering run times for all electric valves managed by a controller to be increased or decreased with just one adjustment by percentage.