

pipelines



Keeping Customers Informed Through Social Media

IRWD's newly redesigned website, www.irwd.com, features current technology to make it easier for our customers to use. Whether you are paying a bill, getting a question answered or learning more about water conservation, our site is designed to be customer-friendly. In addition, the website makes it convenient to connect with IRWD via our active social media presence.

Communicating with our customers and stakeholders is a top priority for IRWD and we value being accessible and participating in the social media revolution. IRWD has a Facebook fan page, three different Twitter channels and even a YouTube channel for videos.

Social media provides another tool for keeping our customers informed about District activities and news. On Facebook, IRWD features new posts several times a week and offers updates on IRWD events, news, construction and photos. To access the IRWD Facebook fan page go to www.facebook.com then type Irvine Ranch Water District into the search box. To access this page from www.irwd.com, click on the blue "f" Facebook icon located in the lower left corner of every page, shown circled in the above image.

With three different Twitter channels on www.twitter.com, IRWD offers something for everyone. AlwaysH2OSmart is the channel for all things water conservation. As IRWD is a leader in water use efficiency, this is the District's most active Twitter channel. Updates are posted several times every weekday and offer a wealth of information to customers and those who want to learn more about IRWD's conservation practices. The IRWD News Twitter channel focuses on District news, including construction updates and water-related community events. IRWD's Facebook page links to this Twitter channel. *Continued on page 2...*



Access to San Joaquin Marsh Campus Will Change

Beginning mid-October 2010, visitors to the IRWD San Joaquin Marsh Campus, which includes the Duck Club, Audubon House, Learning Center, and IRWD Visitors Center, will be detoured to a temporary entry off of Campus Drive because of construction activity in the area.



The Phase 2 Expansion of IRWD's Michelson Water Recycling Plant reached its first major milestone with the completion of a new disinfection facility featuring these two large sodium hypochlorite containers.

The Riparian View entrance from Michelson Drive will be closed to through traffic and visitors to the marsh will be diverted to the new entry off Campus Drive. This detour will accommodate construction on a new sewer line and a flood wall along San Diego Creek and will be in effect for approximately a year.

Signs will be posted with a map detailing the route to the new entrance.

Please visit www.irwd.com for a map of the planned detour and updated information on the ongoing construction.



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



IRWD is now on Facebook.com
Join our fan page:
Irvine Ranch Water District

Follow IRWD's Twitter channels:



@IRWDemergency
@IRWDnews
@AlwaysH2OSmart



IRWD's YouTube channel is:
IrvineRanchWD

Sea and Sage Audubon Activities on IRWD's Online Community Calendar

Throughout Fall 2010, Sea and Sage Audubon and the IRWD San Joaquin Wildlife Sanctuary come alive with a flurry of Duck Club and outdoor activities, including monthly bird walks and a delicious pancake breakfast, all designed to nourish the nature lover in each of us.

Visit www.irwd.com's "Community Programs" section and click on "Community Partners" for more details about upcoming Sea and Sage activities, along with IRWD's entire community calendar.



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.

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Irvine Ranch Water District
15600 Sand Canyon Ave.
Irvine, California 92618
(949) 453-5300

E-mail: customerservice@irwd.com

Questions about this publication?
E-mail: publicaffairs@irwd.com

Monitor Your Landscape Irrigation, Save Water

IRWD makes it easy for large landscape customers, property managers and their landscapers to save water with its web-based Landscape Water Management Performance Reports, which reflect IRWD's current water rates and allocations. This free online tool allows customers to track the efficiency of their irrigation systems by providing information on water use from previous years



as related to the percentage of water allocation used. The report shows current use, year-to-date use and over-allocation use charges, if any.

To sign up for this program, simply follow the link to the login page of the Landscape Water Management Performance Reports, located on the "Tools" page of the "Landscape" section of www.alwayswatersmart.com. Participants in the program will receive a monthly Irrigation Performance Report.

Customers benefit from this program by reduced water bills, improved overall health and appearance of landscape, and reduction of urban runoff. Saving water and money has never been easier!



Keeping Customers Informed ...Continued from page 1

Our third Twitter channel is IRWD Emergency and is only used during emergencies. This channel provides a place for customers to go directly for current information in the event of a natural disaster or other water crisis affecting our service area.

IRWD recently launched our YouTube channel, www.youtube.com/IrvineRanchWD. Currently, it features an informative video of the District's Michelson Water Recycling Plant. This eight-minute video takes viewers behind the scenes and shows how this world-renowned plant provides reliable water for non-drinking purposes to customers in our service area. Future videos will include coverage of the October 2, 2010 Water Smart Landscapes Open House, short "how-to" videos, and much more.

Additionally, customers can sign up for RSS feeds via the www.irwd.com site to ensure that all up-to-the-minute IRWD information is delivered right to your email.

Our goal is to be present wherever our customers go for information. If you would like to connect with IRWD via social media, please visit the IRWD's website, www.irwd.com. All the quick links to access IRWD's RSS feed and social media pages can be found in the lower left corner of every web page, just below the Customer Care menu box area. (See photo on page 1.) Additionally, social media information can be found in the News Bureau section of the web site.

For specific questions about IRWD's social media efforts, please visit www.irwd.com, call (949) 453-5500, or email publicaffairs@irwd.com.

Cut along dashed line and post this schedule near your irrigation controller.

Suggested Weekly Autumn Irrigation Schedule			
Month	Turfgrass	Trees, Shrubs & Ground Cover	% Option***
October*	3 days, 2 cycles** of 3 minutes each	2 days, 2 cycles of 4 minutes each	50%
November	2 days, 2 cycles of 3 minutes each	1 day, 2 cycles of 4 minutes each	40%
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.

*Beginning in September, plants' water needs drop by approximately 30 percent even if the temperature is hotter, because the days are shorter, so evaporation decreases. Also, plants begin to go into a dormant phase, where they need less water. In some years, humidity is also higher, increasing your level of discomfort, but decreasing plants' water needs as it slows down the rate of evaporation. This rapid drop in water needs will continue in October and November.

**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.