water SMART

Success Story – El Cerrito Plaza, El Cerrito

Regency Centers
San Pablo Ave & Fairmont Ave
El Cerrito, CA 94530
Kim Masayko
Senior Property Manager
(925) 279-1800
kmasayko@regencycenters.com

Allied Landscape Services
Loren McIrvin, Owner
(925) 280-0161
Loren@allied-1.com

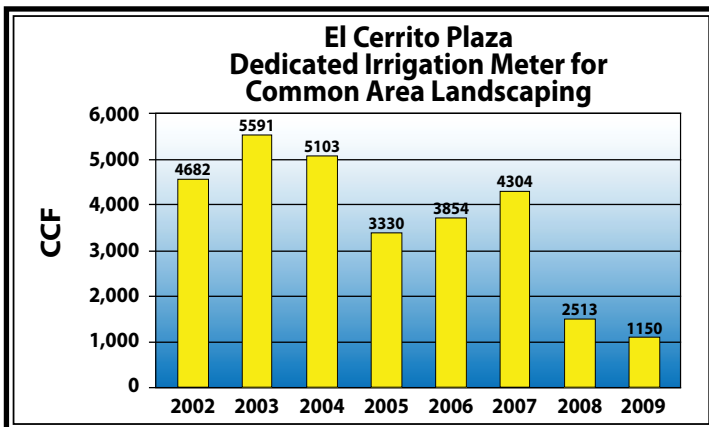Well managed landscapes can save you water and money.

Estimated water savings for common area landscaping

3,200,000 million gallons used in 2007
860,000 gallons used in 2009
2,300,000 million gallons saved from 2007
Over $7,200 dollars saved from 2007.

**El Cerrito Plaza
Dedicated Irrigation Meter for
Common Area Landscaping**

Year	CCF
2002	4682
2003	5591
2004	5103
2005	3330
2006	3854
2007	4304
2008	2513
2009	1150

Dave Langridge
EBMUD Water Conservation Representative
Certified Landscape Irrigation Auditor
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Loren McIrvin of Allied Landscape Services originally called for a FREE irrigation audit from the East Bay Municipal Water District (EBMUD) Water Conservation Division in 2006. The audit report was submitted to Senior Property Manager, Kimberly Masayko from Regency Centers. Loren then submitted a proposal to install a self-adjusting ET controller in 2008 for 1.6 acres of common area landscaping. Loren used the EBMUD irrigation upgrade program; this allowed his customer to be eligible for a rebate of over $3,300 dollars for the installation of the new controllers.

In 2009, water consumption was tracked and checked against a landscape water budget based on local weather and the total irrigated area for a period of one year. In addition to the rebate, the shopping center saved an additional $7,000 on their water bill in 2009. The bar chart shows how improved irrigation equipment and management can reduce water consumption and costs, especially through the mandatory drought year of 2008-2009!

EBMUD recognizes these businesses and customers for their water conservation efforts at this site. However, EBMUD makes no representation regarding these businesses or that similar water savings will be achieved on other sites.