

# Getting Soaked by Your Water Bills?

## Technology Turns Off The Spigot On High Water Bills!

*Imagine a system that actually measures the amount of rainfall landscaping has received. Imagine a worry-free watering system that takes into account variables such as temperature, solar radiation, wind, humidity and rainfall and adjusts water output accordingly. Imagine the future right now in Houston. One local company has already reached into the future of landscape irrigation systems.*

Entrepreneur Charles Racusin took state-of-the-art technology and developed WaterLogic: an innovative company providing an affordable, high-performance, weather-based water management service to property owners to keep the landscapes dotting the Houston area beautiful and lush while saving water. The company gives Houstonians access to a simple, cost-effective device sure to take the headache out of landscape irrigation. The technology saves clients millions of gallons of water and thousands of dollars each year in water expenses by providing services associated with the installation of water smart technology. Although WaterLogic is just over three years old, it has attracted the attention of several

prominent customers including MD Anderson, Metro National, Moody Rambin Interests, the Houston Museum of Natural Science, Schlumberger WesternGeco, Houston Downtown Management, Weingarten Realty and Camden Property Trust.

## Why Conserve Water?

The most obvious answer is, of course, associated with monetary savings. President and Principal of Wulfe and Co. E.D. Wulfe said, "Water rates in Houston keep going up. Water conservation is a 'win-win;' it is both an economic issue and an environmental issue. At Wulfe & Co., we are always looking for ways to reduce operating costs, which ultimately increases the property value itself, while demonstrating our sensitivity to the environment." Environmentally-speaking, water conservation is a must.

Ninety-seven percent of the world's water is saltwater; two percent is located in the polar icecaps, leaving only one percent available for use. Keep in mind that while significantly less than that minute percentage is available for consumption, the last few years' water consumption has nearly doubled.

According to the City of Houston Public Utilities Commission, two-thirds of the world's population will suffer from severe or moderate shortages by 2025.

"Outdoor water usage has increased, resulting in an even greater amount of wasted water," Racusin added. "In fact, 58 percent of water demand is used for outdoor purposes and 30-50 percent of that water is wasted due to over-watering, increased runoff and evaporation."

The state water plan for 2007 showed that the water need in Texas will increase 27 percent by 2060 to a projected demand of 21.6 million acre-feet of water.

With 90 percent of the average rainfall in Houston running off into Galveston Bay, the Public Utilities Commission urges Houstonians to conserve water, not only for the reduction of treatment costs, but also for the betterment of future generations.

Because of this, the WaterLogic team keeps an eye



*Charles Racusin, CEO of WaterLogic (right), presenting an environmental achievement award to Phillip Ladin, Chairman of Basset Furniture Direct for saving over 3,000,000 gallons of water as part of their effort to conserve water and protect the environment.*

on a client's water usage and offers helpful solutions when usage increases.

"When we first installed our smart water system a couple of years ago, the staff at WaterLogic noticed that our water usage actually increased. They were very persistent in encouraging us to investigate and finally they arranged for a leak detection specialist to visit our property," said Thad Minyard, chairman of the board for McCoy Office Solutions. "It was discovered that we had a sizable main line leak which was repaired and we were able to get a credit from the city. Without the regular reports provided by WaterLogic and their persistence, who knows how long we would have continued wasting water with the leak? Since it has been repaired, we have been saving water as promised."

## A Simple Solution

Houston business leaders and property owners are becoming frustrated with antiquated water-at-will irrigation systems that result in over-watered landscapes and dry pocketbooks, and are therefore turning to a new technology in water conservation methods with the help of professional water management consultants at WaterLogic. Some of the solutions WaterLogic recommends include: comprehensive audits of existing irrigation systems, checking for proper coverage and more efficient water usage; collection studies to analyze water output; the use of smart water technology; installation of pressure regulating heads, pressure regulating valves and low volume nozzles; optimizing and automating irrigation controller scheduling; monthly evaluations of water usage and bills; regular reports documenting usage and savings for clients.

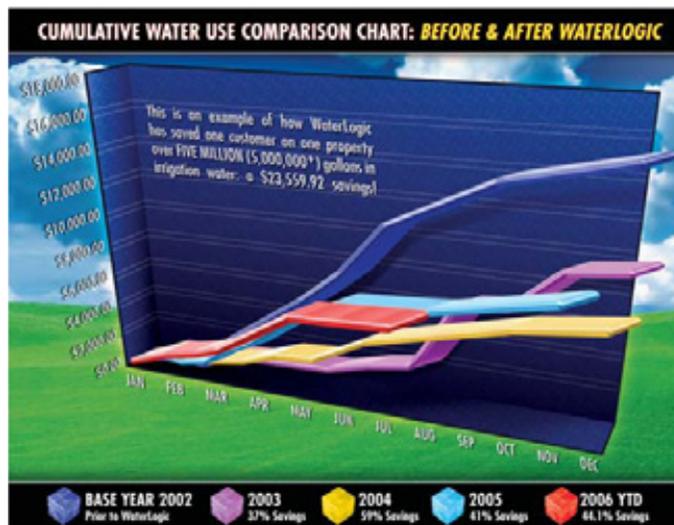
The technology is simple: A smart water device which is a receiver is affixed to an existing irrigation system and communicates with a network of weather stations to measure solar radiation, temperature, wind speed and humidity. The information is broadcast wirelessly on an hourly basis, 24 hours per day, to the receiver. The receiver then calculates the rate of evaporation and determines whether the sprinkler system will function at the next scheduled cycle. While the receiver is calculating evaporation rates, a precise rain gauge measures on-site rainfall allowing the sprinkler system to apply just the right amount of water at just the right time. Simply said, smart water technology takes the guesswork out of landscape irrigation.

The result is a perfectly irrigated landscape and incredible financial savings, not to mention the reduction in liability from runoff and pooling (slip hazards). In addition, because significantly less water is used, it promotes a healthier landscape. Property owners are able to reduce the amount of chemicals and fungicides used because the water is not leaching fertilizers from the soil. As a result, smart water technology users report less disease and fungal problems.

Michael Binns, Camden Property Trust landscape director, knows first-hand the benefits of using smart water technology: the company has saved over 15 million gallons of water in three years without sacrificing

beautiful landscapes.

"I had a real concern about the potential loss of plant material due to possible under-watering," said Binns. "What I have found on all of my properties over the past three years is that not only have we not lost a single plant due to conserving water, but the landscapes have thrived by not being over watered. In fact, the controllers we have on the WaterLogic system respond immediately to the changing weather conditions and are not trying to always play 'catch up' as the weather gets hot and dry in the spring." Camden Property Trust saved "over 15 million gallons of water during the past three years." Incidentally, that amount is nearly enough water to fill 750 swimming pools.



## Significant Savings

As this intelligent watering technology continues to gain popularity, cities and municipalities will be able to save literally billions of gallons of water.

"If thousands of these systems were installed across a city or Municipal Utility District (MUD), you would see a dramatic drop in water demand," said Racusin.

Water savings also leads to increased property value. For instance, a Mid-Town property has reported that since installation of the smart water technology, average annual net savings over three years comes to \$6,163. With a five percent cap rate, the property value increased by \$123,260.

In fact, Bassett Furniture Direct Chairman Phillip Ladin, witnessed similar savings results.

"Our locations are small compared to other office or retail complexes, but we have saved thousands of dollars and paid back all the up front costs in the first six months," he said. "The return on the investment is unbelievable!"

Overall, smarter water management means a decrease in risk factors, pocketbook savings, and an environmentally friendly tomorrow. Conserving water today conserves water for future generations of Houstonians.

*For more information about WaterLogic, visit [www.waterlogic-texas.com](http://www.waterlogic-texas.com). Crystal Rawls is a freelance writer specializing in feature articles, press releases and marketing content. Credits include investigative and human interest articles and interviews with celebrities such as Vince Vaughn, Joan Rivers and Kenny Loggins, among others. Rawls may be reached at [crystalrawls@sbcglobal.net](mailto:crystalrawls@sbcglobal.net).*