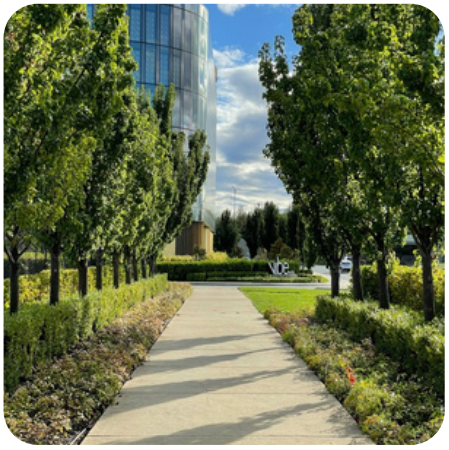
CASE STUDY

District-Wide Irrigation Upgrade with Major ROI

HOW BETHEL UPGRADED EVERY CAMPUS FOR THE COST OF ONE SYSTEM

THE CHALLENGE

Bethel School District, just outside Tacoma, WA, spans 202 square miles and serves 37 campuses. With irrigation managed by a single technician, Michael Rushton, outdated central control systems posed both technical and financial burdens. Upgrading to the traditional Maxicom systems was too costly, and repairs were time-consuming and complex. Meanwhile, budget constraints and sustainability goals created pressure to find a smarter, more efficient path forward.



THE SOLUTION

Bethel partnered with Weathermatic to deploy SmartLink, a cloud-based irrigation management system paired with SmartLine controllers and on-site weather stations. The system offered all the benefits of central control without the complexity, cost, or upkeep. For the price of upgrading just one Maxicom site, Bethel was able to retrofit the entire district with SmartLink bundles.

Switching failed legacy systems for SmartLink became the new standard. The intuitive interface gave *Rushton* mobile access from anywhere, enabling real-time responsiveness without “desk time.” Built-in weather sensors and predictive analytics ensured irrigation was site-specific, efficient, and environmentally conscious.

THE RESULTS

- Exceeds Conservation Requirements by **20–30%**
- Every Site **Pays for Itself** Within One Watering Season
- Named a **Green Ribbon School District** by the U.S. Dept. of Ed.
- **Drastically Reduced** Labor Hours and Response Time

> ***“This is a no-brainer. We upgraded every school in the district for the cost of one Maxicom install.”***

THE TAKEAWAY

Smart irrigation gave Bethel a competitive edge, not just in sustainability, but in operations, labor savings, and public recognition. Cloud-based control and precision watering brought measurable environmental and financial impact.

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