



Southern California Water Committee Landscape Conservation Programs

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Western Municipal Water District
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Overview



- Key program elements
- Interaction with stakeholders - Outreach

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Landscapes Southern California Style (SM)



Western's one-acre water-use efficiency garden, Landscapes Southern California Style (SM), demonstrates:

- Approximately 140 climate appropriate plants
- An education center and displays
- irrigation system and soil that impact a landscape's water-saving ability



Landscape Efficiency Evaluations



Western offers *free* landscape efficiency evaluations to commercial and residential customers.

- Includes customized recommendations to improve efficiency in the landscape and indoors.
- Prioritizes repairs and provides photos of problem areas.
- Measures irrigated area by meter; useful for water budget accuracy.



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Modified program to provide individualized irrigation recommendations to meet water budget reductions



Western worked to begin a turf removal rebate – early adopter

Western Municipal Water District wholesale service area

- Dollars spent: \$3.8 million
- Turf removed: 1.9 million square-feet of turf removed in the residential sector.

FreeSprinklerNozzles.com



RAIN BIRD



Hunter



TORO

Residential and commercial customers in Western's general service area are eligible to receive high efficiency sprinkler nozzles. All you need are the nozzle counts per site and account information. Visit FreeSprinklerNozzles.com!

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- Over 1.2 million nozzles distributed since 2010
- Great water savings opportunity for large HOAs and commercial landscapes
- Turn key program for participating water agencies



- Program began in 2010 in Western and RPU service areas
- Has grown to 29 participating water agencies in 18 Counties throughout the State...and increasing
- 75 participating irrigation suppliers

Assisting the Community



- **Smart Irrigation Controller Assistance Workshops** – Learn How to Operate and Reset Your Controller
- **Drought Town Hall Meetings** – What you need to know about Governor-mandated Drought Restrictions
- **Drought Workshops** – How to Live within Your Reduced Water Budget During the Drought



Drought Town Hall – June 4, 2015

Customer Outreach



- Direct mail
- E-blasts
- Autocalls
- Bill messaging
- Website information
- Social media postings
- Community engagement
- Town Halls

A flyer titled "Governor-mandated Drought Restrictions" with the subtitle "What you need to know - join us for our Western Town Halls". The flyer includes a paragraph explaining the restrictions, a list of three town hall meetings (May 26, June 7, and June 8) with their respective locations, and a QR code. It also features a photo of a cracked, dry landscape and a graphic of a water tap with a single drop of water falling. The footer says "We can help you stay within budget!!! Rebates, FREE Efficiency Evals...visit wmwtd.com." and includes the website "IEfficient.com" and "findwaterworks.com".

Governor-mandated Drought Restrictions
What you need to know - join us for our Western Town Halls

Due to the severity of the drought, Governor Brown took action in April, approving a water-saving mandate that will require us to reduce consumption by 22 percent. That's not what we want, but the latest round of mandatory water restrictions means to you. Here's a significant cut in outdoor watering.

Join us at 6 p.m. for one of three Town Hall meetings:

- **May 26** Marieta Library Community Room
29100 Adams Ave., Marieta
- **June 7** Woodmont Library Community Room
16625 Koenig Ave., Riverside
- **June 8** Western Municipal Water District Office
14705 Mendocino Parkway, Riverside

Please call 951 571 2285 or email outreach@wmwd.com if you have any questions.

...tighter water-use restrictions starting in June.

IEfficient.com
findwaterworks.com

We can help you stay within budget!!! Rebates, FREE Efficiency Evals...visit wmwtd.com.



- **Media**
 - Strategic messaging
 - KCBS in Sacramento did a story on what SoCal is doing for water efficiency during the drought – debunking the old myth of South vs. North on water use

iEfficient Campaign – A Regional Effort



With a budget of \$388,000, Western and other local agencies have combined outreach efforts to form iEfficient that has resulted in:

- More 22,000 web page views
- More than 1,200 social media likes
- More than 300 print ads
- 20 Community events
- 3 business award nominations

iEfficient Participants: Western Municipal Water District, Corona Department of Water & Power, Jurupa Community Services District, Riverside Highland Water Company, San Bernardino Muni Water Department, West Valley Water District, Yucaipa Valley Water District and the Cities of Colton, Loma Linda



Western Water-wise Landscape Contest



The Western-wise Landscape Contest was created to encourage and reward those with water-efficient landscapes

- Started in 2009; takes place every other year
- Receives participation from Temecula to Ontario
- Entries judged on yard's design, overall neatness and influential beauty
- Next contest: 2016



2014 First Place Winner

Participating agencies: Western Municipal Water District, Corona Department of Water & Power, Eastern Municipal Water District, Elsinore Valley Municipal Water District, City of Ontario, Riverside Highland Water Company, Riverside Public Utilities, and City of Upland

This organization's goal is to provide information and accessibility to climate appropriate plants:

- Through partnerships with sponsors like Home Depot, Scotts Miracle Grow and others
- Hosting events, workshops "Do-it-yourself" opportunities for local residents to enjoy sustainable landscaping





QUESTIONS?



Securing Your Water Supply

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