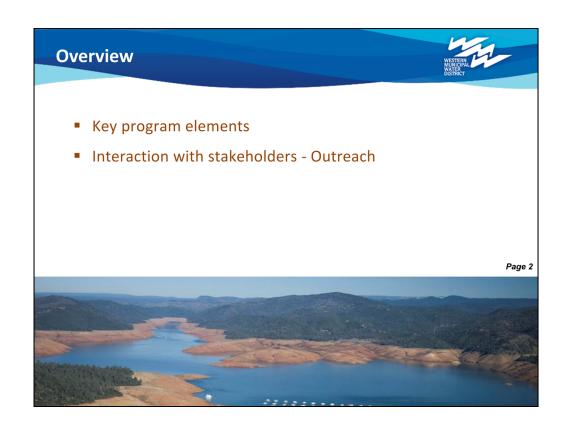


Southern California Water Committee Landscape Conservation Programs

John Rossi, GM Western Municipal Water District August 12, 2015





Landscapes Southern California Style (SM)

WESTERN MUNICIPAL WATER DISTRICT

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.



- 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

Direct mail Social media postings Autocalls Community engagement Town Halls Governor-mandated Drought Restrictions What you need to know-join us for out-Western Town Halls Governor-mandated Drought Restrictions What you need to know-join us for out-Western Town Halls Join us at 6 p.m. for one of three Town Hall mediags: I May 26 Manual Auto-mount your Join us at 6 p.m. for one of three Town Hall mediags: New Your Mall mediags: New Your Mall mediage: New Your Mall me

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

Outreach...beyond the normal





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 Departmen 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 waterefficient 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

Inland Empire Garden Friendly



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



