



Water Quality & Conservation Outreach Plan

Focused efforts have created tangible benefits for both water quality and water conservation. When working together they create benefits to our watershed, our ocean and our bay. Sound water use practices reduce the amount of stress we place on our natural resources. By limiting water use and decreasing wastewater discharges, we have a direct effect on our water supply while being a good steward of our watershed.



Newport Beach's successful public outreach campaign educates and involves our residents in conserving water, while cleaning up our bay and ocean in the process. Providing workshops, classroom and interest group education, rebates, and educational materials have resulted in a significant reduction in water use- nearly 7% comparing to the last five years consumption. Additionally, two of our beaches have been honored by NRDC as 5 star.

The following gives an overview of our current and future outreach efforts.

Newport Beach has focused on educating our residents on the importance of using water wisely and caring for their watershed. We currently provide our customers various tools, programs and incentives that are promoted through outreach marketing campaigns to reach as diverse an audience as possible. Over the year, staff has been developing new programs and enhancing incentives to foster an environmental awareness.

Three main strategies drive the strategic outreach plan:

1. Water conservation and water quality public outreach campaigns
2. Enhanced region wide programs and financial incentives
3. City and stakeholder cooperative partnerships

These strategies and their supporting tactics are outlined in the proceeding pages.

WATER CONSERVATION MARKETING CAMPAIGNS

July: Smart Irrigation Month

Program Launch: June 11, 2008

Campaign: July, 2010



Strategy: More than half of residential water use goes to outdoor watering (and over-watering) of landscaping. Newport Beach continues to work with MWD to promote a regional campaign specific to outdoor water use.

June 2008 Newport Beach City Council adopted a resolution declaring July as “Smart Irrigation Month”.

Objective: Promote a reminder to repair faulty irrigation systems and install Evapotranspiration (ET) controllers, and overall conservation awareness. *Reference (MWDOC rebates) for ET controllers.*

Tactics:

- Region-wide TV, radio and print advertising campaign launched by the Metropolitan Water District (MWD), focusing on outdoor water use. This campaign offered consumers easy-to-follow examples of how they can save water and stretch supplies if they “cut watering by at least one day a week”.
- Support MWD’s efforts with parallel print and online advertising, as well as assisting in the promotion of water-saving rebates and incentives,

and educating the public before water supply uncertainties.

- Press release (June 2010, *Smart Irrigation Month*).
- Three banners strategically placed throughout the city during the month of July. Annual reminder.
- Topic on “The rundown” and NBTv

Branding:



Strategy: Develop a marketing and branding concept for a water conservation campaign that will be recognizable to Newport Beach residents and brand the campaign as specific to the City of Newport Beach and Newport Beach residents.

Tactics:

- Develop a campaign name and tagline.
- Develop a campaign logo that incorporates the message and the City of Newport Beach seal.
- Develop graphic standards for the branding and campaign.

Results:

- WaterSmartNewport.org logo creates an image reminder of the need to conserve water.
- Provides the community with the realization that Newport Beach supports water conservation.
- Creates a memory of where to find water conservation and water quality information for our community.

Advertising and Direct Mail: **Completed Components and Ongoing Outreach**

Objective: Support outreach messaging and public awareness through advertising in multiple media and direct mail.

Example of (front and back) municipal bill inserts



Tactics:

- Developed a direct link to the Newport Beach water conservation website page. (www.watersmartnewport.org) to encourage use and easy access through marketing and advertising campaigns. The web site contains information on water-saving tips, rebates and incentives for both business and residential customers.
- Developed and produced water bill inserts with monthly seasonal messages, (electronic bill pay customers receive a copy of the inserts with their e-billing statement). Developed year one campaign and copy; and have produced the first four inserts, which rotate into all residents' water bills over a two month period. (The fifth insert is on schedule for production) Water bill insert messages will continue to be developed and implemented throughout FY2010.
- Promote water saving rebates for Industrial and Commercial locations; HOA's, & business parks i.e. *Jasmine Creek, Met Life, Pacific Life, Jazz Semi conductor, the Bluff's Community Association.*

Education and Partnerships

Interest Group and Public Events

Objective: Promote public awareness and utilize relationships with nonprofit groups through events and support.

Tactics:

- Continue partnerships in effort with Newport Beach Conservation and Water Quality interest groups.
- Work with stakeholders and interest groups to help promote conservation and water quality efforts.

- Participate in environmental related events alongside interest groups and nonprofits.

- Staff available to present at clubs and HOA i.e. Kiwanis, Rotary, Resident Associations and other interest groups.



- Interoffice staff education via presentations and water quality and web-based conservation quiz.
- Staff training of all field personnel on water quality and conservation related issues



Water quality and conservation messages can be accessed via monitors installed at CDM Main Beach and the Newport Pier. The beach information monitors are weatherproof, vandal resistant, and wirelessly connected. The monitors provide customized real-time beach information data including:

- Current surf conditions;
- Air and water temperatures;
- Tidal conditions;
- Current water quality information and;
- Educational messages



This new informational kiosk will be helpful to the beachgoer, as it increases knowledge of current beach conditions, and shows ways to help improve water quality. This information will benefit when they return home.

Media Outreach

Public Service Announcements NBTv and Magazine Print Articles

Objective: Reach a broad age demographic with Water Quality and conservation messages.

- 2010: Produce PSAs for pre-movie display in all Newport Beach movie theatres. PSA messages will also be displayed on the large plasma screens in the movie lobbies.
- 2010: PSAs are featured on NBTv, City website, cable TV, messaging and “looped” television or computer displays at events, libraries, presentations, etc.



*Top Left: **Ed Begley Jr.** Actor/ Environmentalist*

*Top Right: **Wyland** Marine Life Artist*

*Below: **Rob Machado** Professional Surfer/ Environmentalist*



Public Relations, Promotions and Events: Completed Components and Ongoing Outreach

Objective: Provide an avenue for more detailed information and education through print, television and multi-media channels about water conservation issues, how Newport Beach is involved and how residents can contribute.

Tactics:

- Articles featured in **Newport Navigator** and **Newport Coast Community Center Guide – Are We Running Out of Water?** (Summer issue).
- City Manager's Newsletter** to residents.
- The Rundown (Video)**
- Daily Pilot and Orange County Register**, periodic conservation articles, including **weekly "The Coastal Gardener"**.- Ron Vanderhoff
- Newport Beach Magazine- Outside and Live OC- Green Scene**, periodic profiles Newport Beach specific water quality/conservation events and water awareness articles.
- Staff presents at least once a month at various events and Community Outreach programs, including: **Earth Day, Coastal Clean Up Day, Children's Water Festival, Dana Point Ocean Institute** (school outreach). displays include banners with water conservation and water quality messages distribution of water-saving tips, special water-conserving promotional items, irrigation



sprinkler key's, shower timers and miscellaneous water quality information.

- HOA, and community group outreach presentations, including: **Restaurant Association, Kiwanis Club, Big Canyon Community Association and Canyon Mesa Community Association.** Web site (www.watersmartnewport.org) includes a "Speakers Bureau" section.
- Twitter channel

follow us on
twitter.com/h2oconserve

- Dana Point Ocean Institute:** Presentations to K-8th grade school children on watershed and water conservation issues.
- May 1, 2010, Eco-Fab fundraising** event held in Newport Beach at the Newport Coast Community Center to support the Orange County Board of Education and Inside the Outdoors enabling students to be educated on environmental issues including water conservation and water quality.
- April 25th 2010 Leadership in Environmental Action Films (L.E.A.F)** honoring top 5 finalists high school ecommercial film makers. Students are challenged to create an original 30 or 60 second "Ecommercial" focused on raising awareness of key environmental issues. The City plans on becoming a lead sponsor gaining statewide acknowledgement of how we take water quality and conservation seriously.



Media Tactics

- PowerPoint presentations promoting water conservation and quality awareness.
- MWDOC water conservation and rebate incentives.
- Non-profit and Foundation events and participation
- Continue production of NBTv program (*Water Wise*) episodes are in production bi-monthly, airing at 7 pm Monday, and Wednesday.
- Rob Machado and Ed Begley Jr. PSA's are shown at all Newport Beach movie theaters. The objective is to deliver our water quality and conservation message in an informative and engaging way as opposed to "selling the message."
- Marine life artist Wyland gives timely reminders of how our activity at home can have an impact on our bay and ocean. This PSA can be viewed on the city's water quality website.



Public Awareness Tactics

- Inclusion of water bill inserts (monthly) see page 4.
- Restaurant outreach
- Hotel Outreach
- Distribute mailer on water-saving rebates/incentives to community.
- Involve NMUSD in conservation campaigns

City websites – **www.watersmartnewport.org** and **www.cleanwaternewport.com** provide water conservation tips and water quality information from construction to household activities and offers useful environmental topics and links, Speakers' Bureau and current events.



- **OC “Be a Water Hero” Pledge Cards**—A water conservation pledge program created by MWDOC to coordinate conservation messaging for Orange County, targets every elementary school within Orange County. Students may sign up to pledge to save water and receive a free gift for being a “Water Hero”.



- Each year, Newport Beach Elementary School students and teachers learn about water from Newport Beach and MWDOC’s school program. Mascot Ricki the Rambunctious Raindrop rallies the students and gets them interested in water.

1166 Newport Beach elementary school students participated in 2009.

School	Students
Anderson Elementary	188
Eastbluff Elementary	297
Newport Elementary	223
Newport Heights Elementary	458
Total	1166

- **March 2010: WaterMiser Workshop**—this annual event was held on March 11, 2010. The workshop was met with a great response of over 150 attendees. The workshop provides education on water conservation and water quality and vendor programs with interactive instruction on plant selection (Xeriscaping), efficient irrigation, artificial turf and water harvesting. Guests participate in a free raffle winning gifts of drought tolerant plants and other vendor donations. Participants include City of Newport Beach (host), Rogers Gardens, Hunter Industries and a list of eco-vendors.
- Collaborative Efforts with Metropolitan Water District (MWD) And Municipal Water District Of Orange County (MWDOC) and Santa Ana Regional Water Quality Control Board (SARWQCB)

Completed Components and Ongoing Participation and Outreach

Objective: Coordinate and collaborate with MWD, MWDOC & SARWQCB in community awareness and outreach campaigns to ensure a clear, consistent message to our regional community and capitalize on economies of scale and audience message reinforcement.

Tactics:

- Newport Beach staff in highly engaged in monthly meetings discussing water quality and conservation requirements; collaborating on regional and city specific public outreach.
- Staff sits on the **Coastal/Bay Water Quality Citizens Advisory Committee** chaired by Council Member Gardner-pioneering water quality and conservation projects city wide.
- Newport Beach actively promotes collaborative water saving and water quality messaging and offers

rebates via bill stuffers, website, city events, interest groups and association presentations.

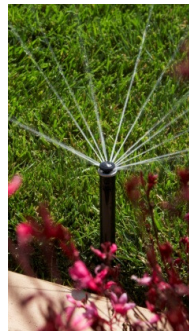
ENHANCED WATER CONSERVATION PROGRAMS AND FINANCIAL INCENTIVES

Strategy: Provide “how to” education along with financial incentives that will enable Newport Beach residents to implement water conservation techniques.

Completed Components and Ongoing Outreach New Programs/Financial Incentives

Tactics:

- **The Bluffs HOA**—Installed smart timer irrigation controllers. The Bluffs are now benefiting from more than a 20 percent reduction in water use in the first year since implementation or more than 8,000,000 gallons annually.
- **Jasmine Creek HOA**—Invested \$97,000.00 in controller and irrigation upgrades anticipating saving thousands’ of gallons and controlling runoff. And \$20,000.00 in rebates
- **Newport North Townhomes**—Invested in over 450 high efficient irrigation spray nozzles resulting in anticipated 35% reduction in water use.
- **Commercial Rotating Nozzle Rebate**—This rebate program offers our customers a \$4-8 rebate for the purchase of each rotating nozzle for pop-up spray heads (25 nozzle minimum, no maximum). Rotating nozzles apply water more slowly and



- uniformly than conventional sprays and rotors with estimated water savings of 20 percent or more.
- **Smart Timer Irrigation Controller**—Increased program funding to offer rebates to our customers to help pay for installation of “smart” irrigation timer/controllers that fully automate landscape watering based on weather, slope, soil type and the actual water needs of plants.
- **Rogers Gardens Cal-Friendly® Native Garden Contest** – Newport Beach co-sponsors this annual event profiling homeowners that have California Friendly® landscaping. This event not only highlights the gardens but also educates residents of Newport Beach on our micro-climate, native plantings, irrigation and water conservation.
- **MWDOC ET Rebates** – Newport Beach has contracted with MWDOC for the reservation of ET irrigation controller rebates totaling \$36,000 as a supplement to MWDOC’s contribution over the next two years.

CITY PROJECTS

Strategy: Ensure that the City of Newport Beach is a visible advocate for water conservation and water quality stewardship, and ensure that ordinances support water conservation and water quality efforts in Newport Beach.

Completed Components and Ongoing Outreach

Tactics:

- **Centralized Smart Irrigation Controller System**— 208 Smart Irrigation controllers have been installed throughout the city. 46 have been installed since January 2009.
- **Water Conservation Ordinance**— Council has adopted (11/2009) the revision of the existing water conservation ordinance (NBMC 14.16). With these

revisions the Water Conservation Coordinator will continue to implement an aggressive water conservation marketing campaign and enhanced conservation projects in line with council priorities.

- **Landscaping and Irrigation Ordinance (AB 1881)** — Council has adopted (02/2010) the State mandated ordinance and adopted by reference the Design Standards for Irrigation and Landscape Manual. (NBMC 14.17). The ordinance provides direction for new and significant redeveloped landscape projects. Designed to reduce runoff and water consumption.
- **ET Controllers**— General Services continue the replacement of existing manual irrigation controllers with a central computer operated scheduling. This computer has the ability to alter irrigation schedules based upon data received from three weather stations located in proximity to the city accurately measuring the microclimates. This allows the system to apply the correct amount of water to the landscape. The computer can also detect problems such as broken irrigation heads or lines and shut the system down, thus reducing runoff and water waste.



- **Landscape Certification Program**— This free program provided by MWDOC is designed specifically to help ensure that the city facilities (parks, medians and public land) use water efficiently. The program will help monitor water use, reduce site runoff and non-point source pollution. The Orange County Landscape Performance Certification Program provides monthly status

reports of landscape performance. Staff is currently auditing city medians and parks.

- **Water Budget Base Rate Structure** — Staff is working on a grant project with other local agencies studying the feasibility of customer water budget based rates, making the cost of water and conservation incentives equitable for residents and the business community.
- **ASBS Protection Program**
Newport Coast: Staff has submitted and is in the review phase of a grant offered by Prop 84 funding. Among other structural BMP's the project focuses on reducing landscape irrigation runoff and pollutant loading (fertilizers, pesticides, and other landscape-related contaminants) from residential accounts and large landscapes, which drain to the ASBS.

Existing irrigation systems will be replaced with adaptive controllers that adjust to weather conditions. A rainwater capture and reuse system composed of rain barrels and a rain garden will be piloted at the Fire Station located at the intersection of Newport Coast Dr. and Ridge Park Road.

- **Dry Weather Runoff Storm Drain Study**
Staff and resident Dr. Jack Skinner performed a series of tests to provide information of what bacteria good and bad is lurking in our storm drain systems entering the bay and ocean. The study was filmed for



Waterwise, aired on NBTV and published in the July 2010 edition of Stormwater Magazine.

- **2010 Urban Water Management Plan (UWMP)** – Staff is currently updating the City’s UWMP which ensures a safe and adequate water supply for the community. The UWMP describes the City’s potable water supply, water usage, conservation and shortage contingency plan for existing and future customers.

- **Restoration Project** (planning phase)

Lower Buck Gully: Addresses dry weather pollutant loads. This project will stabilize the canyon streambed with a series of drop structures. The areas behind the drop structures will create several acres of wetland. It will be possible to engineer this area for sediment, metals and nutrient and potentially bacterial reduction. Under Proposition 50 grant proposal, funding is being requested for this purpose with the capital costs for canyon stabilization used as the match funding.

- **Smart Irrigation Controller Installation** (planning phase)

Newport Coast: This project provides for the installation of an irrigation computer system and necessary equipment at existing slope and median locations in Newport Coast. Work will be performed by City staff and a private contractor. Computerized irrigation management systems reduce water consumption up to 20% and the system will have a three to five-year payback from water savings.

- **Restoration Project (design phase)**

Big Canyon Creek: This is a multi-agency project involving the City, Department of Fish and Game, County of Orange, State Water Resources Control Board, State Coastal Conservancy, and Newport Bay Naturalists and Friends to restore the 54-acre Big Canyon Nature Park and its major waterway, Big Canyon Creek. Preparation of official construction documents and permit applications are underway.

- **Recycled Water Installation**

Bonita Creek Park: Converts Bonita Creek Park from a solely potable water source to utilize recycled water for landscape irrigation.

The conversion was a multi-department effort between Utilities, Public Works, General Services and Recreation Services, along with the project contractor.

Recycled water will contribute to the City’s potable water conservation efforts. The recycled water is produced by the Orange County Water District and is provided to the City. Park users may notice new purple recycled water use signs.



- **Recycle Water Used at Eastbluff Park**

Eastbluff Park: This project entails the construction of recycled water irrigation systems to replace the domestic water irrigation systems at Eastbluff Park, Bonita Creek Park, and the median at Vista del Sol and Eastbluff. General work items include the construction of swivel-ell

facilities, modification to the domestic water supply, installation of recycle and non-potable water systems in conformance with the Department of Health requirements, and modification to the irrigation systems' electrical connections.

Closing Statement

Building on existing educational outreach efforts and public projects will maintain our water supplies and improve ocean water quality. These actions should also yield long-term cost savings and enhance the beach goers experience both for residents and Newport Beach tourism. Overall sustainability must be integrated into every project and the focus of outreach efforts.

With this commitment in mind the Utilities Department will create a Water Supply Task Force involving a member from each city division to understand the basic dynamics of water supply and the effectiveness of conservation while enabling all to understand the evolving challenges that face the city and their respective departments.

The City of Newport Beach and the departments of Code and Water Quality and Utilities are resolved to carry out their best efforts in assuring a stable, safe water supply and fostering stewardship of our bay and ocean. Interdepartmental teamwork and regional cooperation will enable the city to be poised for a successful year.



Prepared By: Shane Burckle
949-644-3214
sburckle@newportbeachca.gov

www.watersmartnewport.org
www.cleanwaternewport.com