

Shane Burckle, Water Conservation Coordinator

WATER CONSERVATION MARKETING PLAN

2009



City of Newport Beach

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WaterSmartNewport.org



Water conservation is not just for times of water shortage. Sound water use practices reduce the amount of stress we place on our resources. By limiting water use and decreasing wastewater discharges, we can do our part to assure our water supply while being a good steward of our watershed.

Newport Beach has begun a public outreach campaign to educate our residents about the need to conserve water. By offering workshops, rebates, educational materials, and by working together, we can do our part in preserving this precious resource.

The following gives you an overview of our current outreach efforts.

Newport Beach has focused on educating our customers on the importance of using water wisely. 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 encourage water conservation.

Three main strategies drive the strategic marketing plan:

1. Water Conservation Marketing Campaigns
2. Enhanced Water Conservation Programs and Financial Incentives
3. City Programs

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, 2008 & 2009

Completed



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

Objective: Promote a reminder to repair faulty irrigation systems and install Evapotranspiration (ET) controllers.

Reference (MWDOC rebates) for ET controllers.

Tactics:

- Region-wide radio advertising and print advertising campaign launched by the Metropolitan Water District (MWD), focusing on outdoor water use. The radio/print 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”.
- Supported 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 about the uncertainties of our water supplies.
 - Press release (June 11, 2008, *Smart Irrigation Month*).
 - Four banners strategically placed throughout the city during the month of July. Annual reminder.

Branding:
Completed



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.

Front and back of water bill insert (continued next page)



SAVE WATER

California is experiencing some of the most significant challenges to its water supply in almost half a century. Despite the increased news coverage and political attention, many Californians are only mildly aware of the state's pending water crisis.

Nearly two years of below-average rainfall, very low snowmelt runoff in Northern California, a prolonged drought in the Colorado River basin, and environmental issues in the San Joaquin Delta resulted in Governor Arnold Schwarzenegger's June declaration that California is in a statewide drought. While legislators develop a balanced, long-term plan to address the state's water supply issues, there is an immediate need to increase water conservation efforts throughout California.

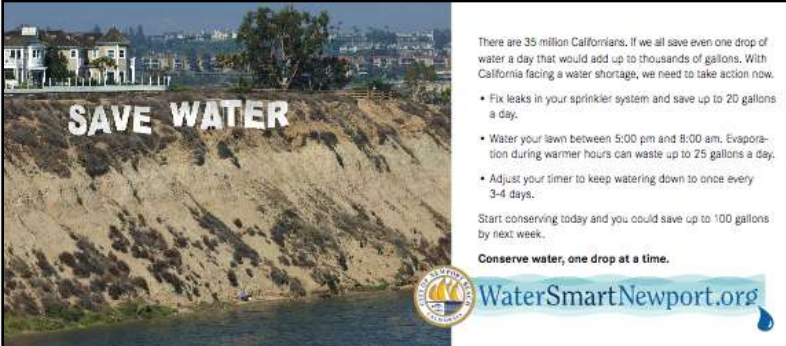
Following the Governor's action, the Metropolitan Water District (the agency responsible for bringing imported water to Southern California) issued a "Water Supply Alert" and called for water providers—including the City of Newport Beach—to voluntarily increase their conservation outreach efforts.

While there are currently no mandatory water use restrictions, Newport Beach residents are encouraged to conserve and practice wise water use. Our goal is for all water customers to voluntarily reduce water consumption by 10 percent, or about 20 gallons per person, per day.

Working together, Californians can save water for our future, conserve energy and reduce urban runoff. The other side of this card gives some practical household tips for conserving water. The City also provides detailed water conservation information on our website at: www.WaterSmartNewport.org

WaterSmartNewport.org

For water conservation updates and City information sent directly to your email, sign up for e-selectAlert at WaterSmartNewport.org



SAVE WATER

There are 35 million Californians. If we all save even one drop of water a day that would add up to thousands of gallons. With California facing a water shortage, we need to take action now.

- Fix leaks in your sprinkler system and save up to 20 gallons a day.
- Water your lawn between 5:00 pm and 8:00 am. Evaporation during warmer hours can waste up to 25 gallons a day.
- Adjust your timer to keep watering down to once every 3-4 days.

Start conserving today and you could save up to 100 gallons by next week.

Conserve water, one drop at a time.

WaterSmartNewport.org


Advertising and Direct Mail: Completed Components and Ongoing Outreach

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

Tactics:

- Developed a direct link to the Newport Beach water conservation page on the website (www.watersmartnewport.org) to encourage use and easy access through marketing and advertising campaigns. The web site page contains information on water-saving tips, rebates and incentives for both business and residential customers. (Current enhancements to the website are underway and will continue throughout 2008 and 2009).
- Developed and produced water bill insert concepts for years one and two, and messages, (new messages rotated on a monthly basis). Developed year one campaign and copy; and have produced the first two inserts, which rotate into all residents' water bill over a two month period. (The third insert is on schedule, in production and almost complete.) Water bill insert messages will continue to be developed and implemented throughout 2009.

Front and back of water bill insert



Water conservation is a way of life here in Southern California, and not just in dry years. It has now become imperative that we make permanent changes to the way we use water, and it's critical for us to look at every aspect of our lives for places to conserve. A good place to start is outside the home where more than half of all household water is used for landscaping irrigation. By cutting outdoor watering by just one day per week you can help save


water one drop at a time. Collectively we can make a huge difference in the amount of water we save. As an added side benefit, our lawns will be happier and healthier too!

When we are fortunate enough to get a storm, we have to keep in mind that our water worries are far from over. Due to the recent dry spells, we have been using up our water reserves far more quickly than we have in the past. All of the water supply gains we made in the first few months of 2008 have been drastically reduced by the extremely dry conditions we have been experiencing.

The City of Newport Beach urges everyone to reduce their water usage, and to spread

the message. If we each do a little, we can all make a significant difference.

The City Newport Beach offers several Water Use Efficiency Programs for residential and commercial appliances and devices. For more information on how you can cut your water use, please call us at 949-644-3124 or log onto our website at: www.WaterSmartNewport.org



For water conservation updates and City information sent directly to your email, sign up for e-newsletters at WaterSmartNewport.org



If we all save just one drop of water a day it would add up to thousands of gallons. With California facing a water shortage, we need to take action now.

- Fix leaks in your sprinkler system and save up to 20 gallons each time you water.
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Conserve water, one drop at a time.



- 2009: Produce PSAs for pre-movie display in Big Newport and Island Newport movie theatres. PSA messages will also be displayed on the large plasma screen in the movie lobbies.
- 2009: PSAs will be available for cable TV messaging and “looped” television or computer displays at events, libraries, presentations, etc.

Spring / Summer 09' PSA Campaign
view PSA (www.watersmartnewport.org)





**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:

- Wrote/submitted articles for *Newport Navigator* and *Newport Coast Community Center Guide – Are We Running Out of Water?* (Summer issues).
- Wrote/submitted for *City Manager’s Newsletter* to residents.
- Coordinated *Daily Pilot* and *Orange County Register* ongoing, periodic conservation articles, including *The Coastal Gardener*.
- City presents at least once a month at various events and Community Outreach programs, including: Coastal Clean Up Day, Children’s Water Festival, Dana Point Ocean Institute (school outreach). Booths include a banner with a water conservation and water quality message as well as 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 "request a presentation" section, which will be enhanced and upgraded in 2009



- (W.I.N.) Water Innovation Now: Newport is only municipality that is sponsoring this K-12 competition. Organized by UNESCO and UC Irvine.
- Dana Point Ocean Institute: Presentations to K-8 school children on watershed and water conservation issues.
- May 9, 2009, Eco-Fabulous 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.



Media Tactics

- Developed slide presentation promoting water conservation awareness, incentive programs, water supply and water quality.

- MWDOC water conservation and rebate incentives (water bill inserts).
- Continue production of NBTV programs (*Heart of the Harbor* and *Water Wise*) episodes are in production bi-monthly, airing at 7 pm Monday, and Wednesday through Saturday).

Public Awareness Tactics

- Develop and distribute WaterMiser Conservation e-Newsletter.
- Develop and distribute water saving information packet to Newport Beach residents.
- Distribute mailer on water-saving rebates/incentives to community.
- Send monthly watering reminders and legislative information on e-select alert system.



- Involve NMUSD in conservation campaigns [i.e., (W.I.N.) Water Innovation Now contests.] Guest speakers.



New City website – www.watersmartnewport.org. This website will boast rebate information and e-select alert on every piece of printed and audio/video production, “How to” tips, a Speakers’ Forum and links to NBTv episodes dealing with conservation topics, among other useful information.

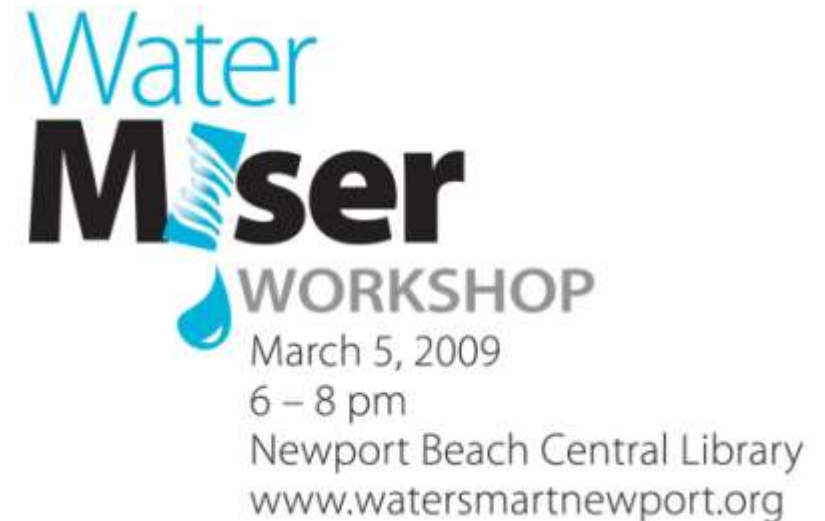
- 2009 Water Conservation Poster Contest—Each year the Department will host an annual water conservation poster contest as part of the celebration of July – *Smart Irrigation Month* in California. First through sixth graders are invited to create colorful posters depicting key water conservation messages.



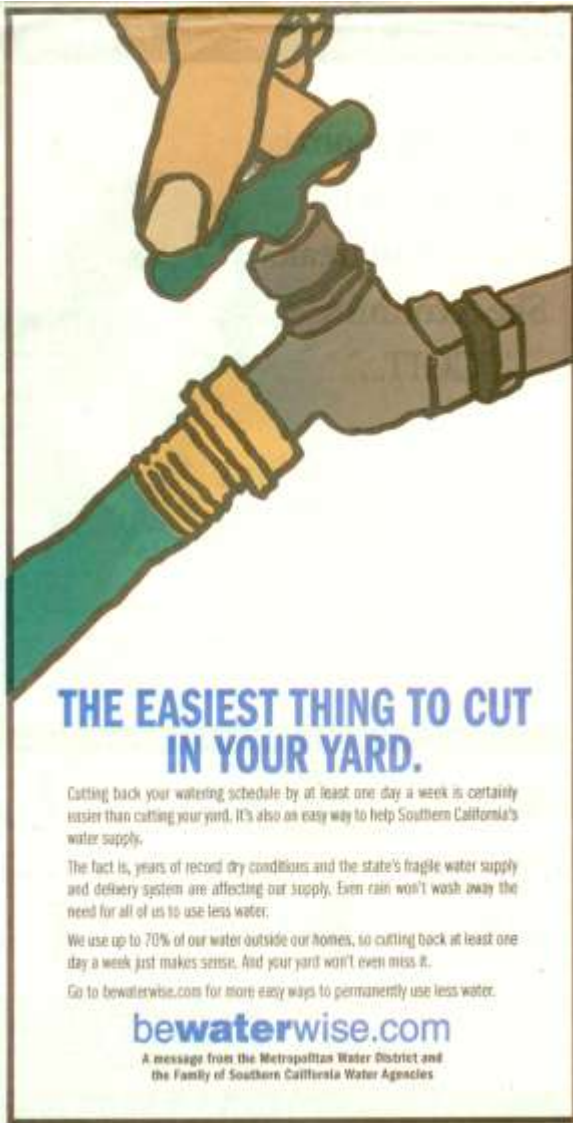
- OC “Be a Water Hero” Pledge Cards—A water conservation pledge program created by MWDOC to coordinate conservation messaging for Orange County, targets every elementary school within Orange County. Students may sign up to pledge to save water and receive a free gift for being a “Water Hero”.



- Discovery Science Center School Education Program—The Department offers free standards-based Water Education Assemblies to local schools through its partnership with MWDOC. This educational program includes pre-visit science enrichment lessons for the teachers and educational activity booklets for the students highlighting the importance and scarcity of water in Southern California.



- March 2009: Water Miser Workshop—This annual event was held on March 5, 2009. The workshop was met with a great response of nearly 200 attendees. Future event will be held at various locations that will accommodate a large crowd. Invitees will continue to be Newport Beach residents. Education will be on the City's water conservation programs available, interactive instruction on plant selection (xeriscaping) and raffle drought tolerant plants as gifts. Participants include City of Newport Beach (host), Rogers Gardens HydroPoint Data Systems and various environmental vendors.



Collaborative Efforts With Metropolitan Water District (MWD) And Municipal Water District Of Orange County (MWDOC):

Completed Components and Ongoing Participation and Outreach

Objective: Coordinate and collaborate with MWD and MWDOC 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 is involved in monthly Water Use Efficiency meetings collaborating on public outreach and serving on the water conservation best practices management committee.
- Newport Beach actively promotes collaborative water saving messaging and offers rebates via bill stuffers, website, city events and association presentations.

ENHANCED WATER CONSERVATION PROGRAMS AND FINANCIAL INCENTIVES

Strategy: Provide “how to” education to Newport Beach along with financial incentives that will empower 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 to use in watering landscaping. 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.
- **Commercial Rotating Nozzle Rebate**—This is a new rebate program that offers our customers a \$4 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 and the actual water needs of plants.
- **2008-2009 Artificial Turf Program**—Newport Beach is offering a new 30 cents/square foot rebate toward the installation of artificial turf. The rebate amount may increase to \$1/ square foot if grant funding (from DWR) is awarded this fiscal year. As a result, staff will need to increase marketing/advertising efforts for this program. Staff is also exploring the possibility of installing artificial turf at Bonita Creek Sports Park.
- **2009 Water Use and Conservation Incentives**—Newport Beach is in the second phase of a grant opportunity that will target watersheds discharging into the ASBS. Aiding in the reduction of nuisance flow and water consumption will be the installing of irrigation ET controllers.
- **Grant Opportunities**—Staff has submitted and is in the review phase of a grant offered by Clean Beaches Initiative (SWRCB). The program will install ET controllers and provide landscape audits. The goal is to reduce water consumption and runoff into the lower bay and harbor.

Other Outdoor Water Use (Landscape) Programs/Rebates Tactics:

- **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 over the next two years.

CITY PROJECTS

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

Completed Components and Ongoing Outreach

Tactics:

- **Centralized Smart Irrigation Controller System**— Ten irrigation controllers have been installed at the following locations in June 2008: Spyglass Hill Park, Begonia Park, Central Library, San Joaquin Hills Median A & B, San Miguel Park, Jasmine View Park, City of Newport Beach Police Station and Irvine Ave.
- **Water Conservation Ordinance**— Staff is in the process of revising the existing water conservation ordinance (NBMC 14.17). With these revisions the Water Conservation Coordinator will continue to implement an aggressive water conservation marketing campaign and enhanced conservation projects with financial incentives.
- **Landscaping and Irrigation Ordinance AB 1881**— Model Ordinance “meet or exceed” requirement

shall be satisfied by January 2010 for all cities. Newport Beach will respond accordingly and on time, fulfilling this mandate.

- **ET Controllers**—General Services are undergoing a replacement of existing irrigation controllers managed by a central computer. 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.



- **Retrofit-Water Saving Fixtures**—General Services are in the process of evaluating the possibility of installing 1/8 gallon/flush urinals and toilets throughout city facilities (excluding public park restrooms). These fixtures can achieve 85 percent water savings, compared to existing use in our aging facilities.
- **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.

- **Tiered Water Rate Structure** Utilities and Water Conservation are working to present the feasibility of Newport Beach to convert its water billing system and rate structure to make water rate and conservation incentives equitable for residents and the business community.
- **New Water Bill Design** Staff is currently designing a new water bill that presents meaningful information that assists the customer by displaying consumption of prior years comparing with current usage. This bill is designed in a way that gives visual impact and creates a way of informing the customer of their water use and any programs that will assist them to conserve.



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