SAN DIEGANS WASTE NO WATER

MESSENGER

CITY OF SAN DIEGO PUBLIC UTILITIES

WATER CONSERVATION PROGRAM JULY 2011

San Diegans use the QR Code on the trolley to visit WasteNoWater.org

Models for Conservation

Whether you're a San Diegan or a visitor, you'll notice that a culture of conservation permeates throughout the city just like the San Diego sunshine. While you are out and about enjoying outdoor activities, be a model for conservation and share with us a photo of how you conserve water "all day, every day."

Our water conservation team has developed great photo opportunities to capture San Diegans who "waste no water." Throughout the city, conservation messages are on the bus, trolley, and even at community street fairs. Check out these different ways that you can take photos and share them with others on the *Waste No Water* Facebook page.

Highlight your conservation efforts

Conservation is a community effort that begins with you. It is the accumulation of these individual efforts that provides substantial positive change. Sharing ideas of different ways to eliminate water waste can inspire others to follow your lead. Taking pictures of your own conservation efforts and tagging the *Waste No Water* campaign on Facebook will give you the recognition you deserve, and also help inspire others to change their water-use patterns.

Catch the bus around town

Count how many different designs of the bus ad you can spot. Post the photos of your *Waste No Water* commute and label which neighborhood it is in.

Take a ride on conservation

The trolley is truly iconic to San Diego and we have wrapped the trolley with wonderful sketches of all things San Diegan. The only thing that is missing is you. Be creative, there are different ways to take a photo using the trolley's conservation art.

Strike a pose at the community fair

Stop by the water conservation booth at your community fair and take a photo in front of our interactive display. Write and customize your own caption on dry erase boards shaped like speech and thought bubbles. Then, strike a pose in front of the sketched San Diegan backdrop.

As San Diegans, we should be proud that we are committed to the conservation ethic to "waste no water." Read on to learn about other San Diegans who are a model of conservation through their films, artwork, and landscape design.

Have you seen all eight colors?

IN YOUR COMMUNITY

The message to "waste no water" and the Water Conservation team are out in your neighborhood:

WATER CONSERVATION AT THE MOVIES
Friday, June 24 to Thursday, August 4
Mission Valley & Plaza Bonita AMC Theaters, & Mira Mesa Edwards Theater
To view the winning student film from the Annual Water Conservation Film Contest, go to the movies or view it on the City's website, click here.

CLAIREMONT FAMILY DAY
Saturday, August 6: 8 a.m. to 4 p.m.
South Clairemont Park
To enjoy a day of good food, arts, crafts, carnival rides, education and entertainment, click here.

JUNIOR LIFEGUARD ENVIRO DAY
Thursday, August 11: 7:30 a.m. to 7:30 p.m.
Santa Clara Recreation Center
For more information on the opportunity to learn from lifeguards about beach safety, water quality and conservation, click here.

Did you know?

Fresh water makes up only 2.8% of the water on the planet.

How much fresh water does it take to do simple household activities with non-efficient technologies:

- Filling a bathtub = **36 gallons/tub**
- Cooking = **5-10 gallons/person/day**
- Wash clothes or car = **50 gallons/wash**
- Watering the yard = **300 gallons/watering**
- Flushing the toilet = **3.5-7 gallons/flush**

Source: USDA Forest Service

SAN DIEGANS WASTE NO WATER MESSENGER

JULY 2011

Student Filmmakers' Big Screen Debut

Sergio Duarte & Michelle Puentes with Water Conservation Supervisor, Chris Robbins

Local student filmmakers walked the red carpet at the Water Conservation Film Contest Red Carpet Premiere on May 18 at the IMAX Theater in Balboa Park. San Diego Mayor Jerry Sanders, the City's Public Utilities Department, and the Reuben H. Fleet Science Center were proud to host this event for the third year in a row.

The film contest theme, *San Diegans Waste No Water*, focused on the message that water conservation is part of being a San Diegan. The competition was open to high school juniors and seniors, and college students. Each entrant's 30-second water conservation film was reviewed first by the City of San Diego staff, and then reviewed by a panel of TV and film professionals. The winning group received a prize pack of donated items worth $1,000 and their film will be played before featured films at select movie theaters this summer.

Out of the seven finalist groups, the grand prize was awarded to Michelle Puentes and Sergio Duarte from Southwestern College for their film entitled "You Don't Know What You Have Until It's Gone." Their film highlights daily water-use activities and focuses on raising awareness through monitoring and reducing personal consumption.

Reuben H. Fleet Science Center, Balboa Park

Sergio explains that "it is so easy to overlook these things that we do everyday: washing dishes, brushing teeth, watering your lawn. We wanted to create awareness to be careful and to be aware of how much water you are using. Water is there for you to use; you do not want to misuse the water."

Michelle and Sergio said they were unaware that there were water-waste restrictions still in effect until they started their research for the film contest. Both stated that participating in this film contest has changed their water consumption behaviors to conserve water as much as possible.

Sergio and Michelle now are actively looking for ways to eliminate water waste through taking shorter showers, watering their lawns in the morning every other day and washing their cars in a more efficient manner.

To learn more about the Water Conservation Film Contest or to view Michelle and Sergio's winning film please visit www.sandiego.gov/water/conservation/kids/film/.

ONLINE RESOURCES

New Free Water-Wise Business Survey

To learn more about this on-site survey for City of San Diego's commercial, industrial and institutional customers and to schedule an appointment, click here.

Report Water Waste

To learn the different ways to report water waste, click here.

Landscape Watering Calculator

To create a weekly schedule for watering your plants and landscape each month of the year, click here.

2011 Poster Contest Winners

To view all 19 winners from this year's Poster Contest, click here.

Water Conservation Activity Book

Kids play an important role in making sure that every drop counts. Get an activity book and learn more, click here.

Social Media

The Water Conservation Program wants to be friends! Not only can you visit our website, but now you can "like" us on Facebook and follow us on Twitter. Click the links or scan the codes below with your smart phone's QR code scanner to get connected today.

Website Facebook Twitter

San Diegans Who "Waste No Water": Conservation At All Ages

Children's Water Conservation Art Exhibit Opens with a Splash

San Diegans enjoyed a night of culture and conservation as young artists in the making were showcased at The San Diego Watercolor Society's (SDWS) First Friday Event on June 3, 2011. The SDWS hosted a reception in honor of the winning artwork from the City of San Diego's Water Conservation Poster Contest for these first through sixth graders.

In appreciation for featuring these young artists, the City of San Diego proclaimed June 3, 2011 as San Diego Watercolor Society Day in the City of San Diego and awarded Marcella Martin from the SDWS with an Honorary Artist Award for her outstanding watercolor painting entitled "Lake Hodges Trail – East".

2011 Landscape Winner

California-Friendly Landscape Contest Awards Water-Wise Winner

This spring, Yvonne and Robert Smith were named this year's City of San Diego winner for the California-Friendly Landscape Contest and won a $250 gift certificate to a local nursery. The Smiths transformed their landscape into a water-wise garden that is both beautiful and lush. Their design also incorporated hardscapes, such as inviting pathways and a low fence.