



“Waste No Water” is an ethic for a sustainable future. Reading this newsletter connects you to the issues and people who are part of creating that sustainable future with you. Thank you for being a San Diegan and for being part of the sustainability we’re creating together.

Change Your Watering Schedule for Fall



Beginning November 1st, watering schedule changes allowing irrigation at 4 p.m.

Did you know that on average, about 50 percent of residential water use goes to watering landscapes? That’s why the City of San Diego made customer irrigation schedules a permanent part of how San Diegans use water outdoors.

As autumn brings shorter days and cooler temperatures after mid-October, our outdoor watering schedules also change. Between November 1st through May 31, customers can water their lawns as early as 4 p.m. because those shorter, cooler days cause less water to be lost to evaporation.

From June through October, by comparison, customers can’t turn the sprinklers on until clocks strike 6 p.m.

When you turn back your clock for daylight savings on November 4th, remember also to change your watering schedule.

By cutting back, customers use water - our most precious resource - wisely. The reduction in water use also helps keep lawns and shrubs healthy because over-watering can be as damaging as under-watering. The best way to cut back and prevent any stress to a landscape is to do so gradually.

If you’d like some guidance on what amount of water is appropriate for your yard, the City has a nifty tool, the landscape watering calculator. This calculator will help you determine the amount of water use for your specific landscape design.

Go to www.WasteNoWater.org for more information.

Sustainability Partners: Young Artist’s Class Lands Airport Tour



Poster contest winner with her class see winning water conservation artwork at the San Diego International Airport

Sustainability includes thinking ahead to meet the needs of the next generation. We engage that generation every year in our annual poster contest, so that they too can become San Diegans that *waste no water*.

Currently, the winning artwork for last year’s contest is on display at the San Diego International Airport. Airport staff toured one of this year’s winners, Ann Li, and her fourth grade class from the Del Mar Pines School at their facility,

including special presentations by the San Diego Harbor Police K9 Unit and Aircraft Rescue and Fire Fighting Station.

The exhibit and tour were made possible through a partnership between the City of San Diego Public Utilities Department and the San Diego International Airport to educate youth about water conservation and promote art at the airport. To read more about the Poster Contest and see the 2012 winners [click here](#).

Power Up Conservation Efforts

Saving water saves energy, too, particularly in San Diego because the city imports most of our water from faraway places such as Northern California. It takes energy to move water that far – uphill in some cases. In California, we use nearly 20 percent of our energy to transport, treat and heat water, according to the California Energy Commission.

Conserving water helps in the effort to create a sustainable future by saving water and energy. The City of San Diego has an annual goal to conserve an additional 620 acre-feet of water, which is about 202,000,000 gallons. By conserving that much, the energy savings is approximately 1,800,000 kilowatt hours. That’s enough to power 160 households for a year.

And by helping customers save energy, the City reduces the amount of carbon dioxide that would normally be released into the atmosphere. From Fiscal Year 2009 to 2010, the decrease was 274,800 pounds per day! This is yet another reason to conserve.



Water moving from one region to another, as shown here, takes energy

Reducing California’s Water Use By 2020

Known as the “20x2020” plan, the state is aiming to reduce water use by 20% between 2010 to 2020. To use local surfing lingo, the City of San Diego is stoked about this “20x2020” because San Diego is a water conservation leader and we’re ready to show how to meet this goal.

The “20x2020” plan focuses on urban retail water suppliers such as the City of San Diego. We provide water to a population of more than 1.3 million people. For retailers like us, the state outlined four different ways to establish the water use target, which is measured in gallons per capita a

day. We chose the 2020 target that equates to 142 gallons per capita a day. In total, that equates to saving 40,400 acre feet of water by 2020. Through our own advance planning, this is the same target we were already aiming to achieve.

How much water is 40,400 acre feet? Well, one acre foot equals 325,851 gallons – or enough to cover a football field in one foot of water! Multiply that by 40,400 football fields and that’s what our city alone can do.

With your “waste no water” ethic, we’re well on the way to meeting the state’s mandates.

Sustainable Customers: CaliforniaFIRST Helps Property Owners



CaliforniaFIRST offers financing programs for a variety of water-saving improvements

For owners of commercial, industrial and apartment enterprises, the switch to efficient energy and water conserving fixtures can be daunting, starting with their cost.

But CaliforniaFIRST is taking aim at that challenge.

The new program, starting this fall and available in San Diego, is offering accessible financing packages that will allow businesses to incorporate water and energy-saving improvements in a more affordable fashion. Eligible water-saving projects include irrigation, dishwashers, and laundry systems.

Repayment programs can range from five to 20 years and the terms can be customized for each enterprise. It’s completely voluntary.

Taking advantage of this financing can help enterprises in the long run. Utility bills can go down if energy and water-saving technologies are installed.

For more information on CaliforniaFIRST, call (510) 692-9995 or email info@californiafirst.org.

SUSTAINABILITY ON THE HORIZON

TAKE A PURE TOUR



Creating new local water sources is key to a sustainable future. The City of San Diego’s Water Purification Demonstration Project is examining the use of advanced water purification technology to provide safe and reliable water for San Diego’s future.

Tours of the purification facility are open to the public at the North City Water Reclamation Plant located at 4949 Eastgate Mall. Held every Tuesday and Thursday, and one Saturday per month, the tours will continue to summer 2013.

Call (619) 533-7572 or email purewatersd@sandiego.gov for more info. You can also register for a tour online [here](#).

CELEBRATIONS / AWARDS

10 YEARS AND GOING STRONG

It was 10 years ago that water agency representatives, manufacturers and academicians gathered to address the need for standards to evaluate the efficiency of the ever-increasing number of new irrigation technologies on the market. From that dialogue, Smart Water Application Technology, or SWAT, was born.

SWAT’s 10-year anniversary was celebrated this fall at the WaterSmart Innovations Conference and the Irrigation Association Annual meeting in Las Vegas. And there was a lot to celebrate!

Before SWAT’s inception, no uniform standards on these new technologies existed. The first major step was to agree on how to test and evaluate Weather Based Irrigation Controllers, which change the irrigation schedule in response to weather conditions. For instance, if it rains, the irrigation system shuts down.

With these standards in place, water agencies like us can now confidently promote the use of SWAT-tested smart controllers. Indeed, the City offers a rebate of up to \$400 for their installation.

For a list of SWAT-tested smart controllers, visit [this link](#). To learn more about the City’s rebate program, [click here](#).

EVENTS

Don’t fall behind about these local events:

BIRCH AQUARIUM SEA DAYS - “Got Water?”

October 20, 2012, from 11 a.m. to 3 p.m.

Birch Aquarium
2300 Expedition Way
La Jolla, CA 92037

Experience Science, Exploration and Adventure (SEA) for all ages this fall. Join in to learn about water conservation with interactive games and your chance to win prizes.

RAINWATER COLLECTION FOR THE HOMEOWNER

November 3, 2012, from 10 a.m. to 12 noon

Water Conservation Garden
12122 Cuyamaca College Drive West
El Cajon, CA 92019

Learn how to use and install a rain harvesting system! This session shows you how to save rainfall this winter through rainwater harvesting to irrigate your landscape.

FALL GARDEN FESTIVAL

November 10, 2012, from 10:00 a.m. to 4:00 p.m.

Water Conservation Garden
12122 Cuyamaca College Drive West
El Cajon, CA 92019

Join vendors from throughout southern California selling drought-tolerant plants. Choices will include native plants, water-smart perennials, succulents, trees, shrubs, herbs, and more. There will be information on how to design a landscape, make compost, and cultivate your green thumb. Animal encounters, face painting, and entertainment for all ages will abound!

SUSTAINABILITY TIP



Aerating lawns conserves water!

Autumn is a great time to aerate lawns and it is a simple process. Basically, aerating means punching holes into your lawn. Homeowners can do the work themselves or hire a landscaper. Not only does it help keep lawns healthy by reducing soil compaction, it helps conserve water by allowing it to better soak in the soil rather than run off the lawn.

Source: San Diego Water Conservation Program

ONLINE RESOURCES

SMART IRRIGATION CONTROLLER REBATE

Get Smart! The City of San Diego offers rebates for the purchase of smart irrigation controllers. You can get up to \$400 if you upgrade from a non-weather irrigation based controller to a smart one, which automatically adjusts the irrigation schedule according to weather conditions. For more information, [click here](#).

NOW ON YOUTUBE

Want to learn cool tips for water-wise landscaping? How would you like to learn about the state’s water history?

It’s all at your fingertips. The Public Utilities Department now has a YouTube channel, containing such important information and advice from our experts.

The videos give you an inside look at how the Public Utilities Department runs one of the largest and most complex water storage, treatment, and delivery systems in the world. [Here’s the link](#) to this cool resource.

SOCIAL MEDIA

Click the links in the stories or the icons for Facebook, Twitter, YouTube or the website to get connected with *San Diegans Waste No Water* today.

