



Appreciate the Value of Water

## San Diegans ♥ Sustainability

This month brings Valentine's Day and while we know it as a day to express love, it's also a day to show appreciation. Take time this month to appreciate the value of water. It runs through your home, feeds your gardens and it doesn't care if you forget to take it out to dinner on the big day.

San Diego is making great strides to value its water, but it could always use more suiters. The perfect match would be a San Diegan who can make a long-term commitment to sustainability. Even starting off with a small goal can lead to a lifestyle of good stewardship and a lasting love for water.

Not sure how to show your love and appreciation for water? Look to the City of San Diego to see how we match up to water and learn about our sustainable efforts to reuse existing water sources, conserve what we have, and also create new sources of water.

Take the City's **Recycled Water Program**. Treated wastewater, encompassed in purple pipes and accompanied by recycled water signs, is used for irrigation and manufacturing uses. Instead of being flushed away, the water is used to help our economy thrive and preserve valuable drinking water.

The City is also evaluating water purification as part of our sustainability efforts. The **Water Purification Demonstration Project** will determine if reservoir

augmentation is a feasible option for San Diego. Reservoir augmentation is a multi-step process that includes using water purification on recycled water, sending it to a reservoir to blend with existing water supplies and treating the blended water again to be distributed as drinking water. (Free public tours are available of the project's Advanced Water Purification Facility by registering at [purewatersd.org](http://purewatersd.org).)

Other water sustainability efforts in the region include **groundwater development**. The goal is to create and maintain as many groundwater sources as possible and study the feasibility of storing and extracting water from those sources.

Who could forget the City's efforts to offer customer resources to "waste no water." Under the City's **Outdoor Landscape Rebate Program**, residents can get money back on smart controllers, micro-irrigation, rain barrels, and sustainable landscapes. What's not to love?

Water is a finite commodity and our future sustainability depends on the actions each of us makes now. Identify ways you can help and show appreciation. Investing in our future shows character, heart and empathy. In short, it's attractive.

To learn more about the City's efforts mentioned above, [read more here](#).

## IN YOUR COMMUNITY

Share your love for conservation and sustainability at these events:

### FALL IN LOVE WITH BEES

Sunday, February 12, 2012

Water Conservation Garden at 10:30 a.m. Learn about bees with Geoff Kipps-Bolton of bees-on-the-net.com. Free for garden members and \$15 for non-members. [Read more here](#).

### SAN DIEGO HORTICULTURAL SOCIETY

Monday, February 13, 2012

Del Mar Fairgrounds at 6:00 p.m. Mingle with rose enthusiasts, nursery owners, and plant breeders. Free for members and \$10 for non-members. [Learn more here](#).

### RAIN BARREL SHOW

Saturday, February 25, 2012

Dixieline (4888 Convoy St.) at 10:00 a.m. Learn about the advantages of having your own rain barrel system. [Read more here](#).

### SPRING HOME /GARDEN SHOW

Friday, March 2 - Sunday, March 4

Del Mar Fairgrounds  
Talk with the water conservation team member about water-wise landscaping. \$8 for admission. [Check for event times and directions here](#).

## DID YOU KNOW?



How much water does it take to produce one serving of a cola soft drink?

Answer: 10 gallons. Share this interesting fact when you're at the restaurant with loved ones.

Source: City of San Diego

## Local Resident Loves His Landscape



Robert Smith's Winning Landscape

In partnership with several water agencies, the City of San Diego's Public Utilities Department participates in the Water Agency California-Friendly® Landscape Contest to highlight citizens who use water-wise landscaping to cut down on irrigation. We had a chat with last year's San Diego winner, Robert Smith of North Park, to find out more about his landscape and what he loves about his outside makeover.

**Q:** What was your yard like before the makeover?

**A:** It was mostly crabgrass. It wasn't much of a yard and the backyard was mostly concrete. It was just a waste of money to water it.

**Q:** And now?

**A:** It looks great. I hired a landscaper who put in a lot of sage and desert plants. He tore out a lot of the concrete in the backyard and planted the same kind of plants.

**Q:** Why did you change your landscape?

**A:** I wanted to save water. I used to water at least once a week with the crabgrass. Since the change, I water my yard six or seven times for the entire summer. In the winter, I don't need to water at all.

**Q:** Have you had any reaction from neighbors?

**A:** A guy across the street did a landscape makeover after mine was completed. I think it's something that's catching on. I get a lot of people who go by and give me the thumbs up.

**Q:** Why did you enter the contest?

**A:** I heard about it and thought I'd give it a try. Then, later they told us we won. It was a good feeling to win.

**Q:** Would you recommend others to switch to such landscaping?

**A:** Absolutely. Lawns can look great, but they take so much watering. It's really nice not to have the sprinklers running so often and still have a nice landscape to look at and is easy to maintain.

Have a garden or landscape you love and is water-efficient? Enter it today. Each district winner will receive a \$250 gift certificate and recognition in newsletters of the sponsoring agencies. For official contest rules and a list of participating water agencies, please [read more here](#).

## Film Contest Workshop

Love to win? Here's a new addition to this year's film contest that may get your film featured on movie screens this summer.

Take advantage of a free workshop to help improve your film contest entries. Join the Water Conservation Program staff and this year's judges for a one-on-one review of your entry. Bring your initial concept or even your film to this event, and you will receive the feedback you need to get you a step closer to the prize.

**When:** March 1

**When:** 6:00 p.m. - 8:00 p.m.

**Where:** Mission Valley Library

R.S.V.P. by February 27, 2012 to Rebekah Hook at (619) 232-2112 ext. 104 or RebekahH@CollaborativeServices.biz



## Passion for Plants

Talk with City of San Diego and San Diego County Water Authority conservation team members about how you can create a garden or landscape that you love and that will "waste no water." Through a partnership with Home Depot, you can talk to them at the plant sale during 9 a.m. to 2 p.m. at these participating locations:

**Saturday, March 3**

Home Depot: 950 Dennery Road

**Saturday, March 17**

Home Depot: 10604 Westview Parkway

**Saturday, April 21**

Home Depot: 12185 Camel Mountain Road

**Saturday, May 5**

Home Depot: 5920 Fairmount Avenue

## ONLINE RESOURCES

### PLNU FORWARD

Take a look at one of our partners, Point Loma Nazarene University, and see what students are doing to be good environmental stewards. Please [read more here](#).

### SUSTAINABLE SDSU

Learn about one of our partners, SDSU, and how they are meeting the needs of the present without compromising the ability of future generations to meet their own needs. Please [read more here](#).

### UC SAN DIEGO SUSTAINABILITY

Find out what one of our partners, UC San Diego, is doing to promote and implement sustainable practices. Please [read more here](#).

### SOCIAL MEDIA

Click the links in the stories or scan the codes below with your smart phone's QR code scanner to get connected with *San Diegans Waste No Water* today.

[Website](#)



[Facebook](#)



[Twitter](#)

