

“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 “who wastes no water” and for being part of the sustainability we’re creating together.

## Happy New Year and Cheers to Being Water Wise



Ellie Feng's poster, the winning 4th grade entry for the 2012 “Waste No Water” Poster Contest

A new year brings optimism and life-improving resolutions, so why not join in the effort to create a sustainable future? To help you get the year off to a water-wise start, there's a new family-friendly tool available: The Water Conservation Poster Calendar.

Not only does this calendar highlight our local school children's award-winning posters, it also helps your family and friends track how you can use water more wisely month by month!

On the first page of the calendar, there are little droplets for you to fill in throughout the year, so you can see the progress you are making. Every one in your family can pitch in. Each month offers different, simple tips on how to use water in a smarter fashion.

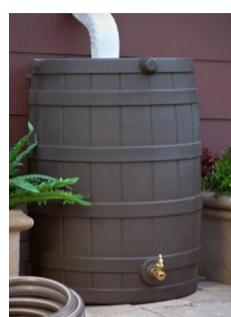
For instance, take showers that are 5-minutes or less using a low-flow showerhead to save 75 gallons a week per person. Do that and fill in some droplets!

You can share your progress as well. Post it on the San Diegans Waste No Water Facebook page at [www.facebook.com/SanDiegansWasteNoWater](http://www.facebook.com/SanDiegansWasteNoWater) and find more tips on how to help create a more sustainable future!

Cheers to a new year and to your resolution to take care of one of our most precious resources — water.

To download your calendar, [click here](#).

### SUSTAINABILITY TIP



Use a rain barrel

## Catch the Rain

When you use a rain barrel to catch rain, you make the most of the water we have, save money, and reduce pollutant runoff. 1,000 square feet of roof surface captures 625 gallons of water for every 1 inch of rain that falls.

### ONLINE RESOURCES

#### RAIN BARREL REBATE

As we all know, rain is a rare occurrence in San Diego, which averages only 10 inches of rainfall per year. Here's your chance to make more of the rain that falls and help in your city's continuing and multi-faceted sustainability efforts!

Take advantage of the City's rebate on rain barrels. Customers receive 50 cents for every gallon of rain barrel storage capacity. The maximum capacity is 400 gallons for a rebate of \$200. Not only do the rain barrels collect water that can be used later to irrigate landscapes, they help reduce water run-off. That water otherwise would head to the public storm system untreated, and, ultimately, would end up in our beaches, bays and estuaries. For more information on rain barrel rebates, [click here](#).

#### TREE CARE VIDEOS

Trees at your home, school, or neighborhood may need some care. Check out these short videos that demonstrate how to take care of your trees, including how to mulch, how to properly prune and how to water them. To view, [click here](#).

### EVENTS

Mark these resourceful events on YOUR calendar :

**A NEW CALIFORNIA GARDEN**  
January 19, 2013, from 10:00 a.m. to 12 noon  
Water Conservation Garden  
12122 Cuyamaca College Drive  
El Cajon, CA 92019

Landscape Designer Tricia Daley shares her creative process (including design, irrigation, plant selection and maintenance), for her award-winning, water-smart landscape. [Register here](#).

**FREE HOME COMPOST WORKSHOP**  
February 2, 2013, from 10:00 a.m. to 12 noon  
Water Conservation Garden  
12122 Cuyamaca College Drive  
El Cajon, CA 92019

The Solana Center for Environmental Innovation offers this free composting workshop. Learn the basics of composting, how to compost with worms, and how to save water in the process! [Register here](#) or call the Solana Center at: (760) 436-7986 ext. 222.

**“The Natives are Restless and Beautiful”**  
March 2, 2013, from 10:00 a.m. to 12 noon  
Water Conservation Garden  
12122 Cuyamaca College Drive  
El Cajon, CA 92019

Join “Native Plant Guru” Greg Rubin, of California's Own Native Landscape Design, on an exploration of the virtues and variety of native plants. [Register here](#).

### SUSTAINABILITY ON THE HORIZON

#### PRICE OF WATER GOES UP, BUT NOT RATES

Soon, the City of San Diego will be charged more for the imported water that it buys from the region's wholesaler. Even though that is the case, this rate increase is not being passed on to you, our customer.

The San Diego County Water Authority is increasing the price it charges to the water agencies it services, including San Diego's, by 9.6 percent. The City plans to absorb the cost by using more water from local reservoirs. Also, a number of Public Utilities Department construction projects were less expensive than expected and the savings from those projects will also be used to offset this increase.

To learn how we are making every effort to be financially responsible, [click here](#).

#### CALLING ALL YOUTH...

It's time to start honing your creative and artistic skills. The ever-popular and star-studded Kids' Poster Contest is looking for the next Picasso and the Film Contest is seeking the next Spielberg.

**Poster Contest:** This contest is open to first through sixth graders. We are looking for posters that focus on how the student, their family, home, pet, or school “wastes no water.” Winners will receive gift certificates and be recognized at a City Council Presentation.

**Film Contest:** This contest is open to high school juniors and seniors, and college students. We are looking for films that carry a “How to Waste No Water” message. Winners will win the opportunity to see their PSA in select movie theaters during summer 2013.

These contests provide opportunities for schools, families and the community to learn about water and how taking care of it is essential to sustainability. Both contests kick-off the start of the new year. For more info, [click here](#).

### Celebrations / Awards

#### PUBLIC UTILITIES GOES PLATINUM

San Diego's Public Utilities Department recently won the Platinum Award for Utility Excellence from The Association of Metropolitan Water Agencies (AMWA) at its 2012 annual meeting. AMWA recognized the Department's continual improvement, as well as its established goals, objectives and initiatives that challenge employees to be optimally efficient. The City's Public Utilities Department was one of ten agencies in the nation to receive the Platinum award, and the only agency in California.



City of San Diego  
Director of Public Utilities  
Roger Bailey accepts the  
Platinum Award for Utility  
Excellence

## Kids' Poster Display Tour Stops at Libraries & Grocery Stores



Shop and learn about how to “waste no water” at your local grocery store.

The award-winning Water Conservation Posters, created by our local school children, are just too good and should be shared. That's why your Public Utilities Department is going to put the 19 winning posters on display at local libraries and grocery stores this winter. When you are buying groceries for family meals or checking out a book to read, don't be surprised if you find these posters at your neighborhood locations:

- » Walmart on College Avenue
- » Jimbos on 4S Commons Drive
- » La Jolla/Riford Branch Library
- » City Heights/Weingart Branch Library

Each year, the Water Conservation Poster Contest is held to provide a focal point for teachers and families to talk with their children about the importance of using water wisely. San Diegans Waste No Water was the 2012 theme. This is just one of many stops of this yearlong traveling exhibit. Putting the artwork in public places will spread the word and educate others about how San Diego imports most of its water from faraway places, how to use water wisely, and how to reuse or recycle water.

Next time you go to the grocery store or library, take notes on how you can “waste no water.” To read more about the Poster Contest, [click here](#).

## Sustainable Water Power: It's Blowing In the Wind

Simply put, there's power in water. Power is needed to move, treat and deliver water. Powering our water supply is a big issue and your Public Utilities Department is making advances to generate renewable energy for those needs.

Your Public Utilities Department is a partner with the Port of San Diego, San Diego Gas & Electric and Nakao International Consulting & Enterprise in a first-of-its-kind project in the United States.

The project demonstration placed a 30-foot tall vertical-axis wind



Pilot Project's vertical-axis wind turbine converts wind to energy.

turbine on Harbor Island to convert our gentle bay breezes into two kilowatts of power a day. Those kilowatts are helping to power a sewage pumping system. This pilot project will determine the economic feasibility of this type of technology.

San Diegans “waste no water,” and now we're learning how to waste no gentle breeze either. By pursuing such innovations, your Public Utilities Department is now working toward energy independence and saving more ratepayers dollars in the process.

## Water Agencies Examine Challenges Ahead

Representatives from two Southern California regions of the Association of California Water Agencies gathered recently to discuss what's ahead when it comes to California water issues. Both Region 9, which includes Imperial, Riverside and San Bernardino counties, and Region 10, which includes San Diego and Orange counties, participated.

This year's program was called, “The Future of California Water: What's in Store and How to Prepare.” One of the biggest issues discussed was the continuing dilemma of the Delta Fix. That's the effort to improve Northern California's Sacramento-San Joaquin Delta, which supplies much of the water used in Southern California. The price tag for upgrades is as much as \$14 billion, but the Delta's infrastructure is weakening to the point that if it fails, our water supply could be severely impacted.

Another panel, “Water Supplies for the Future,” presented the need for a long-term focus on protecting local water supply and San Diego's recycled water study.

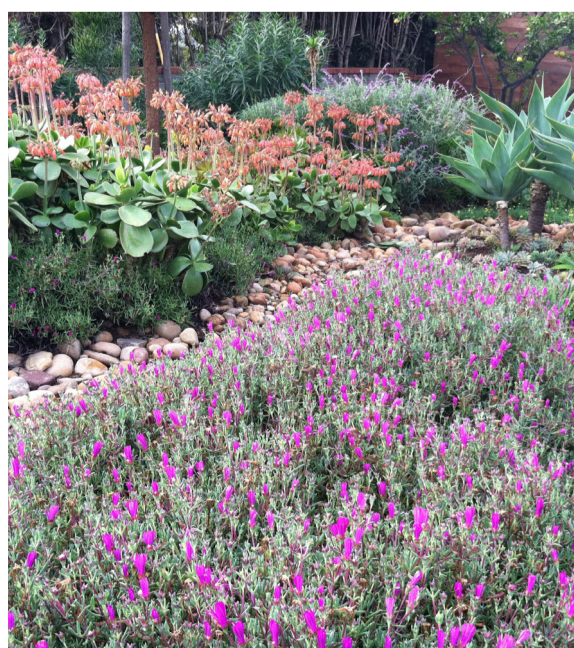
The challenges discussed by these agencies are important to you because San Diego imports as much as 85% of its



Schedule a tour of the Advanced Water Purification Facility

water. San Diego has been progressively diversifying your water supply portfolio to ensure water reliability. In addition to recycled water and conservation efforts, the city is also examining the use of advanced water purification technology. This effort has gained national and international recognition. Tours of the Advanced Water Purification Facility are still available. For tour availability, [click here](#).

## Water-Wise Landscape Inspires Filmmaker



Mr. Rose's colorful water-wise garden

When Keoni Rose decided to enter our annual Water Conservation Film Contest last year, he had to look no further than his own yard for inspiration. The San Diego Continuing Education student had transformed it himself, planting California-friendly plants to use water more wisely.

“A dark green lawn is appealing, but watching our neighbor's lawn sprinklers overflow onto the sidewalk and gutter every day seems like a waste of an important resource,” he said.

Mr. Rose, a native of Hawaii, chose a range of water-wise succulents, grouping them by color and type. “Then I planted them like an artist painting on a canvas.”

They take very little water, he said. “I might spray them down in August when it's really hot, otherwise the only water they get is mostly from the winter rain and morning moisture.”

Mr. Rose's film, “Waste No Water,” was a finalist in this year's annual contest and he is a winner when it comes to creating and inspiring other San Diegans to lead a sustainable lifestyle. For more film contest information, [click here](#).

#### 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.

