

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





City of San Diego
Public Utilities Department
“No Time to Waste, No Water to Waste”
Public Outreach Campaign

The Public Utilities Department worked with the Mayor's Office and a consultant in early 2009 and the 'No Time to Waste' campaign was crafted.

NO TIME TO WASTE
NO WATER TO WASTE

Water Bill Insert : All Account holders

NO TIME TO WASTE NO WATER TO WASTE

MANDATORY WATER USE RESTRICTIONS START JUNE 1, 2009

Wasting water has always been bad behavior. As of June 1 2009, it's against the law. That's because San Diego is in a water emergency. We import 90 percent of our water, and our supplies are being cut back. With less water to go around, the City Council has enacted mandatory water use restrictions to ensure the water we get is used wisely. Know the rules. Follow the law. Waste no water.

OUTDOORS

- Water lawns and landscape only between 6 p.m. & 10 a.m.
- Water only three times a week from June through October.
- Know your watering days!
 - Homes with odd-numbered address can water: Sunday, Tuesday and Thursday.
 - Homes with even-numbered addresses can water: Saturday, Monday and Wednesday.
 - Apartments, condominiums and businesses can water: Monday, Wednesday and Friday.
- Standard lawn sprinklers can stay on for only 10 minutes (no time limit if you use a drip or micro-irrigation system or hand water).
- Turn off any water fountains (ornamental water features that spray water into the air), except for maintenance purposes.

YOUR CAR

- When you take your car to a car wash, use one that recycles its water.
- When you wash your car, do it between 6 p.m. & 10 a.m., use a bucket and a hose with a shut-off nozzle.

EVERYWHERE

- Repair water leaks within 72 hours.

FOR MORE INFORMATION

Information and a complete list of water restrictions and conditions, go to the City Water Department website at: www.sandiego.gov/water or call (619) 515-3500

KNOW YOUR WATERING DAYS!

SINGLE FAMILY HOMES

EVEN # ADDRESS	ODD # ADDRESS
Saturday	Sunday
Monday	Tuesday
Wednesday	Thursday

Water between 6pm-10am for only 10 minutes when using a standard sprinkler.

APARTMENTS, CONDOMINIUMS & BUSINESSES

Monday, Wednesday & Friday

Water between 6pm-10am for only 10 minutes when using a standard sprinkler.



Annual Drinking Water Report : All City Residents


THE CITY OF SAN DIEGO

2008 Annual Drinking Water Quality Report

This report contains important information about your drinking water. If the report is not available in your native language, we encourage you to identify someone who understands it and can translate for you.

Spanish
Este reporte contiene información importante sobre la calidad del agua en su comunidad. Copias en español de este reporte están disponibles si llama al (619) 515-3500. También encontrará este reporte por medio del internet en www.sandiego.gov/water.

Af-Somali
Ribootkani wuxuu xanbaar sanyahay warbixino muhiim ah oo ku saabsam biyaha aad cabtaan. Hadii aadan fahmeynin, Fadlan ribootka hala turjumo ama kala hadal ruux ku fahansiya.

Tagalog
Mahalaga ang impormasyong ito. Mangyaring ipasalin ito.

Chinese
此份有關你的食水報告,內有重要資料和訊息,請找他人為你翻譯及解釋清楚。

Korean
이 안내는 매우 중요합니다. 본인을 위해 번역인을 사용하십시오.

Arabic
هذا التقرير يحتوي على معلومات مهمة تتعلق بسلامة مياه الشرب (أو لتأرب).
يرجى التحويل. أو تكلم مع شخص يستطيع أن يترجم لكم.

Vietnamese
Chi tiết này thật quan trọng.
Xin nhờ người dịch cho quý vị.

**NO TIME TO WASTE
NO WATER TO WASTE**

WATER USE RESTRICTIONS HAVE BEGUN JUNE 1, 2009

San Diego Union Tribune : Quarter Page Advertisement

...ing...
...ult transit pass will increase
...uly 1, to \$72 from \$68.

Steve Schmidt: (619) 293-1380;
steve.schmidt@uniontrib.com

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Free Trial

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ackaging). That way you
f how effective and pow-
Plus formula really is!
at 1-800-348-0458.

our risk-free trial:
348-0458

dishes such as fish tacos from
Ensenada and Caesar salad
from Tijuana, beer from three
breweries and 30 types of
wine.

Organizers of the free event
have scheduled performances

the state's five mayors will be
playing host during the event,
spearheaded by Baja Califor-
nia's restaurant chamber, Can-
irac.

By showcasing the state's
food and culture, promoters

we're going out to look for the
market," said Francisco Vilel-
gas, Canirac's president.

A schedule of the event and
directions are available at bajithesesa.org.

NO TIME TO WASTE NO WATER TO WASTE

MANDATORY WATER USE RESTRICTIONS START JUNE 1, 2009

IT'S CLEAR. IT'S TIME TO CHANGE.

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The City of San Diego

FOR MORE INFORMATION PLEASE VISIT:
www.sandiego.gov/water or call (619) 515-3500

SignonSanDiego.com : Web Advertisement

THE SAN DIEGO UNION-TRIBUNE

smart living

YOUR TIME. YOUR MONEY. YOUR LIFE.

Freebie of the week
Want to do something good for the environment and get a freebie in return? Then head on over to Sea Life Aquarium in Carlsbad and bring your e-waste.



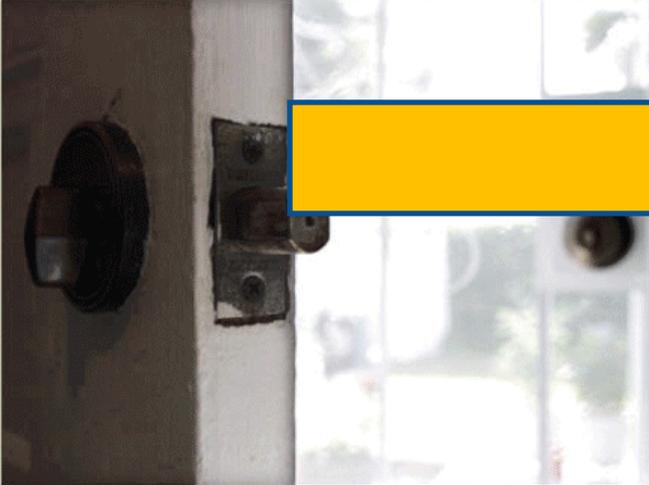
Tell Us About It
Our Tell Us About It poll gives you a chance to have your say on a variety of topics. Vote here and get instant results.



Summer Camp Guide
Seek out information and opinions to find the right camp.

Smart Planner Smart Topics Smart Consumer Smart Moms Smart Style

Smart Topics



THE QUESTION
What can I do to burglar-proof my home?
Summer is coming, but I can't afford to spend too much on security.

SMART TALK
5 things you need to know about: the week that was

NOW WHAT?
Casual Friday is one thing, but co-worker is pushing it

Advertisement - Your Ad Here

NO TIME TO WASTE NO WATER TO WASTE

MANDATORY WATER USE RESTRICTIONS START **JUNE 1, 2009**

IT'S CLEAR. IT'S TIME TO CHANGE.



The City of San Diego

FOR MORE INFORMATION
www.sandiego.gov/water
(619) 515-3500



Product Recall



Weekly Ad

La Prensa : Quarter Page Black and White Weekly Advertisement

G-For-All policy to ensure
ress to a rigorous academic
riculum. But some do.

It is not the students in the
ls of Oakland, the Palisades
Los Angeles or other afflu-
suburban neighborhoods
t will feel the brunt of this
l. Those districts don't need
policy to do what is best for
s. They know and act on the
mise that in order to maxi-
ze opportunities for kids
on graduation, you must
imize their opportunities for
or in school.

The students SB 381 will
pact are primarily Black and
own youth that have tradi-
tionally received the short end
the stick in our public
ools. It is the flatlands of
kland and the Jungles of
uth LA that desperately re-
ire forceful policy in order
increase rigor and improve
dent outcomes. These dis-

o called the Matthew Shep-
e case of 1998 a "hoax." He
s the incident was an ex-
ple of a robbery turned hate
ne by the homosexual com-
munity.

And Benham said he would
oppose the legislation even
omosexuals were taken out
he equation. He said there
e already adequate laws to
tect everyone and that no
pecific laws should be made
any group of people. The
is simply an attempt to si-
ce those who don't conform
d is one of many attempts
e government has made
oughout history, he said.

This thing is aimed at our
ech," said Benham. "And
re not stupid, and we're
going to sit back and let it
open again."

Meanwhile, the families wait
Senate action.

pectations. This bill will deter
those districts, and the commu-
nities they serve, from enact-

portunities for student success.
It will maintain the status quo
and codify an age-old tracking

*Marqueece Harris-Dawson
is the executive director of
Community Coalition.*

NO TIME TO WASTE NO WATER TO WASTE

RESTRICCIONES OBLIGATORIAS 1 DE JUNIO 2009

NO DESPERDICIE EL AGUA. ES EVIDENTE. ES MOMENTO PARA CAMBIAR.

Desperdiciar agua siempre se ha considerado un comportamiento irresponsable. A partir del 1 de junio de 2009 será una infracción de las leyes. Ello se debe a que San Diego está en una emergencia respecto del agua. Importamos el 90% de nuestra agua y nuestros suministros están sufriendo reducciones. Al haber menor cantidad de agua, el Cabildo de la Ciudad de San Diego ha promulgado restricciones obligatorias en el uso del agua para garantizar que el agua que obtenemos se utilice de manera responsable. Conozca las normas. Cumpla con las leyes. No desperdicie el agua.

ATTORNEY AT LAW

ALL LAW

619.5778
5008
@yaboo.com

120 | SAN DIEGO, CA 92108



THE CITY OF SAN DIEGO

PARA OBTENER MÁS INFORMACIÓN
WWW.SANDIEGO.GOV/WATER | (619) 515-3500

Posters : City Counters - On Going



The City of San Diego

LEVEL 2: Mandatory Water Use Restrictions

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MANDATORY WATER USE RESTRICTIONS START JUNE 1, 2009

CityTV Public Service Announcement

NO TIME TO WASTE
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MANDATORY WATER USE RESTRICTIONS START **JUNE 1, 2009**

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NO TIME TO WASTE
NO WATER TO WASTE

www.sandiego.gov/water | (619) 515-3500



The City of San Diego

8 Clear Channel Billboards : Districts 2 / 3 / 4 / 6 / 7 & 8



20 Westfield Displays :

Horton Plaza/UTC/Plaza Bonita/Mission Valley/North County



1 MTS Trolley Wrap : Orange / Blue / Green Lines

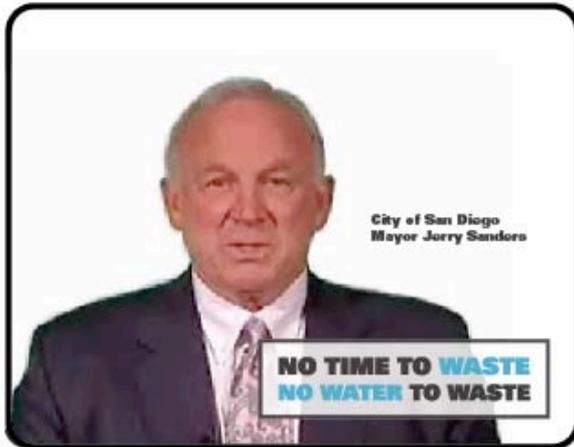


8 Bus Wraps : 1 in each of the City of San Diego Districts





Plane Banner : All City Beaches / SDSU / Mission Valley

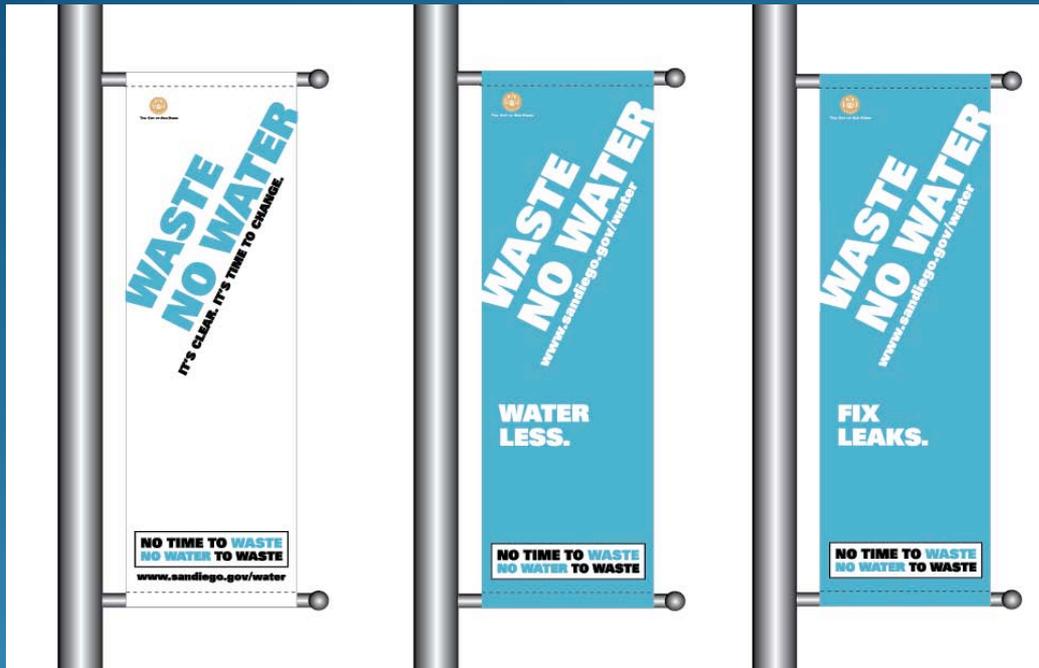


As of June first, the City of San Diego will begin enforcing mandatory water use restrictions.



If your home has an even numbered address your watering days are Sat. Mon. Wed.

Public Service Announcement : 16 Cable Channels and KFMB



Banners located at community centers
Mission Hills, Rancho Penasquitos and Mira Mesa

Film Contest

- Contest for high school and college students
- 30 second shorts on water conservation
- Resulted in 18 entries
- Red Carpet reception brought attention to the need to conserve

FILM CONTEST
NO TIME TO WASTE NO WATER TO WASTE

SAN DIEGO
IT'S CLEAR. IT'S TIME TO CHANGE.

Film Submittals Due November 30, 2009 | No Entry Fee
This film competition is intended to inspire students to create a visual message about water conservation and drought in the city of San Diego.

Film Length:
30 Seconds (no more, no less)

Film Submissions:
Film must be submitted on a CD or DVD in a QuickTime or Windows Media Format (.wmv, .mov, .mpg, .avi, .mp4)

Participant Eligibility:
Open to 11th graders, 12th graders, and college students in the city of San Diego

For questions, please contact:
Louann Groening at 619.232.2112 (x106)

Film Finalists:
Film finalists will be shown at IMAX in Balboa Park for a Public Screening Event.

Grand Prize:
Winning film will be featured in select movie theaters May/June 2010.

For official entry form and rules, please visit:
www.sandiego.gov/water

Sponsored by:
The City of San Diego
A Division of ScienceCenter

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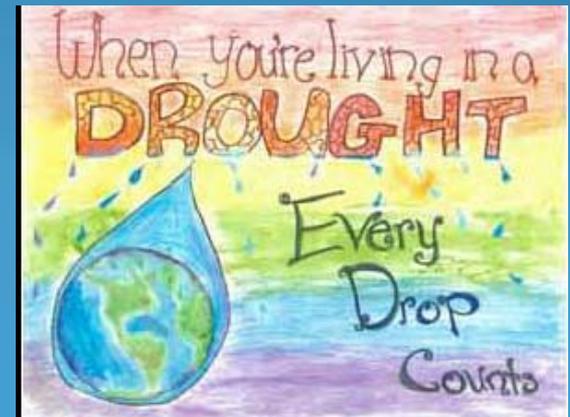
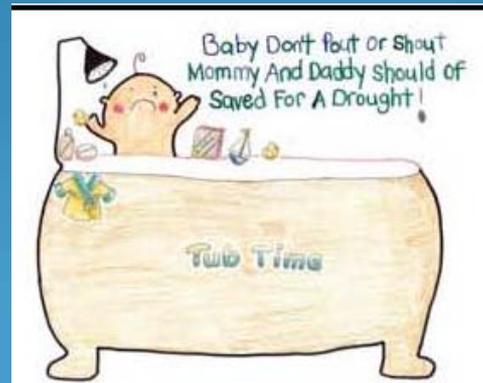
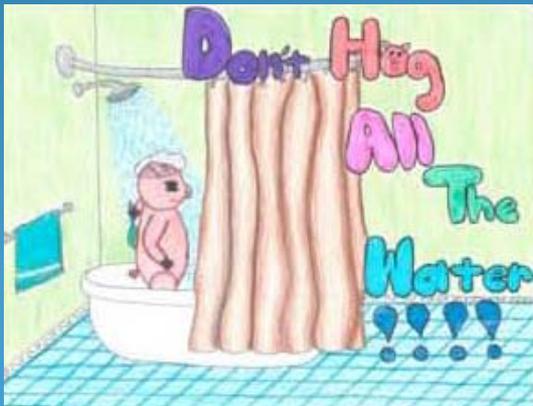
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Ongoing Programs cont.

- Student Poster contest
 - Theme: No Water to Waste
 - Featured on billboards throughout San Diego, art galleries, building lobbies etc.



Consumption Changes

- For Fiscal Year 2010 metered water billed was down 11% from the previous Fiscal year.

Contacts:

- Chris Robbins: crobbins@san diego.gov
- JoEllen Jacoby: jjacoby@san diego.gov

