

# This presentation premiered at WaterSmart Innovations

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THE CITY OF SAN DIEGO

Presentation at WaterSmart Innovations 2014

# Partnership Development

## Building and Expanding Message Exposure

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October 2014





# Presentation Overview

- City of San Diego Public Utilities Dept.
- City of San Diego Water Conservation Program
- Why Partnership?
- 7 Steps for Partnerships
- Example: San Diego Watercolor Society
- Example: Sustainability Offices at Colleges and Universities
- Example: Home Depot
- Measurements of Success



# City of San Diego Public Utilities Department

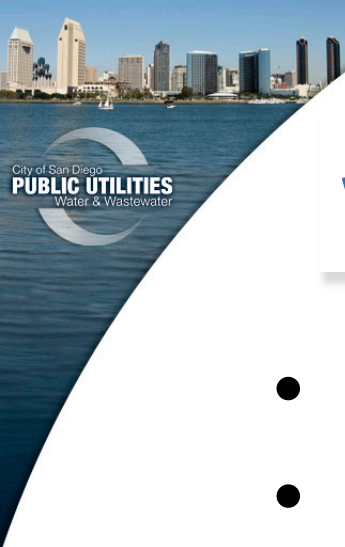
- 8<sup>th</sup> largest US city
- 1.3M water & 2.5M sewer customers
- Program to reduce San Diego's dependency upon imported water
- Approx. 35,649 AF of potable water savings/yr





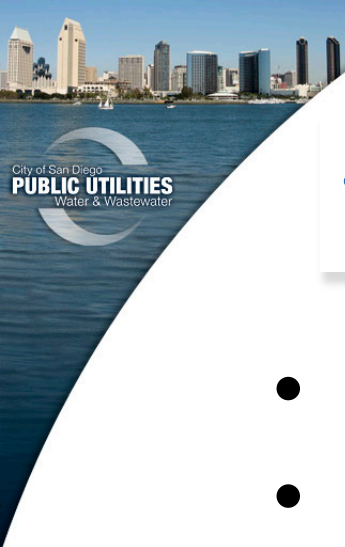
# City of San Diego Water Conservation Program

- Achieve water savings through:
  - Creating and promoting a “Waste No Water” conservation ethic
  - Adopting programs, policies and ordinances designed to promote water conservation practices
  - Promoting or providing incentives for the installation of hardware that provides permanent water savings
  - Implementing comprehensive public information and education campaigns



# Why Partnership?

- Maximize your resources at low/no cost
- Expand the reach of your audience
- Keep conservation fresh
- Make conservation a norm, a lifestyle by integrating it with the community-based institutions, organizations, and events



## 7 Steps for Partnerships

- Identify your goal
- Find relatable shared interests
- Learn about partner
- Be creative in developing opportunities
- Reward partner
- Follow-up with partner
- Grow partnerships (Start small to build greater commitments)



# San Diego Watercolor Society

## 1) Identify goal

- Change perception of drought to something creative and beautiful
- Back in 2000, conservation had a negative connotation, associated with drought and mandatory restrictions
- Art helped associate conservation with something positive and highlighted its potential to be an enjoyable way of life





# San Diego Watercolor Society

- 2) Identify relatable shared interests
  - Water
  - Landscapes





# San Diego Watercolor Society

## 3) Learn about partner

- Description: Formed in 1965, SDWS is a broad-based nonprofit art organization promoting the appreciation of and involvement in water media painting.
- Mission: To be an ongoing recognized leader in expanding the appreciation of and involvement in water media painting through member instruction, exhibition, community education and promotion.

# San Diego Watercolor Society

## 4) Be creative

– Paint-out demonstrations





# San Diego Watercolor Society

## 4) Be creative continued — First Fridays



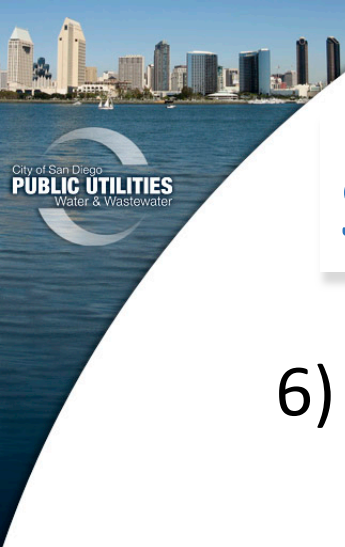


# San Diego Watercolor Society

## 5) Reward partner

- City does event publicity
- City staff manages event logistics
- City recognizes partnership through Council proclamation and sponsored award





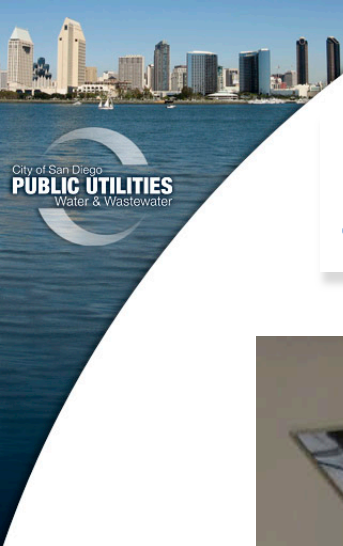
# San Diego Watercolor Society

## 6) Follow-up

- Debrief with partner

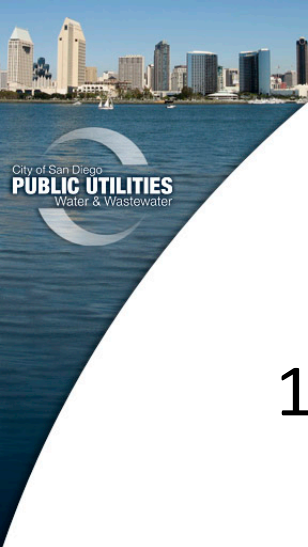
## 7) Grow partnership

- Their board changes every year
  - Art/chemistry experiment for kids
  - Member-sponsored award



# San Diego Watercolor Society





# Sustainability Offices at Colleges and Universities

- 1) Identify goal
  - To reach another generation
  
- 2) Identify relatable shared interests
  - Sustainability
  - Water Conservation





# Sustainability Offices at Colleges and Universities

## 3) Learn about partner

- UCSD
- SDSU
- PLNU
- USD

# Sustainability Offices at Colleges and Universities





# Sustainability Offices at Colleges and Universities







# Sustainability Offices at Colleges and Universities





# Sustainability Offices at Colleges and Universities





# Sustainability Offices at Colleges and Universities

4) Be creative

PLNU: Promote the film contest







# Sustainability Offices at Colleges and Universities

## 4) Be creative continued

- UCSD: Photo booth for staff and welcome back students events





# Sustainability Offices at Colleges and Universities

## 4) Be creative continued

– SDSU:

Common Experience  
theme is Experience Water

The screenshot shows the San Diego State University Sustainability Day website. The header includes the SDSU logo, a search bar, and navigation links for Home, Get Involved, 2013-2014 Events, Solutions Page, Student Opportunities, and Experience Food 2014-15. The main content area is divided into two columns. The left column features a 'San Diegans Waste No Water Campaign' section with a poster that reads 'SAN DIEGANS WASTE NO WATER ALL DAY EVERY DAY. WASTENOWATER.ORG' and a URL 'http://www.sandiego.gov/water/'. Below this is a Facebook link 'SanDiegansWasteNoWater'. The right column features a 'Sustainability Day at the Aztec Student Union' section with a photo of the Aztec Student Union building. Below this is a 'Sustainability Day Film Showcase' section with text about screening films related to sustainability, including 'Water First' by Hart Productions. At the bottom of the right column is a list of five water-saving tips and a URL 'https://www.sandiego.gov/water/pdf/press'.

**ACADEMIC ENGAGEMENT PROGRAMS**

**EXPERIENCE WATER**

Home | Get Involved | 2013-2014 Events | Solutions Page | Student Opportunities | Experience Food 2014-15

**Date:** March 5th  
**Time:** All Day  
**Location:** Lee and Frank Goldberg Courtyard

**San Diegans Waste No Water Campaign**

**SAN DIEGANS WASTE NO WATER ALL DAY EVERY DAY.**  
WASTENOWATER.ORG  
<http://www.sandiego.gov/water/>

**Facebook:**  
SanDiegansWasteNoWater

**Sustainability Day at the Aztec Student Union**

As part of the Aztec Student Union Grand Dedication Week, Sustainability Day will offer insight into the Union's LEED Platinum design and sustainable living. The Student Union will host a series of events and provide information on efforts being made in sustainability. The Common Experience will be tabling at this event, promoting its spring 2014 programming, while also working in conjunction with the City of San Diego to promote water sustainability to SDSU students.

**Sustainability Day Film Showcase**

Associated Students will screen films related to sustainability (Titles TBA). The Common Experience will be screening the film "Water First" by Hart Productions.

**Aztec's Waste No Water**

Sustainability Day is a great kick-off to showcase how students, faculty and staff can waste no water. For the month of March, we challenge each Aztec to:

- 1) Take a 5-minute or less shower. You can save up to 75 gallons of water a week just by doing this.
- 2) Turn off water while lathering up in the shower. You can save up to another 75 gallons of water a week.
- 3) Turn off the water while brushing your teeth or shaving. This saves 35 gallons per week.
- 4) Be a model of conservation. Post or tweet about other ways you are saving water. Don't forget to tag #WasteNoWater
- 5) Spread the word. Share a tip with a friend or neighbor.

<https://www.sandiego.gov/water/pdf/press>



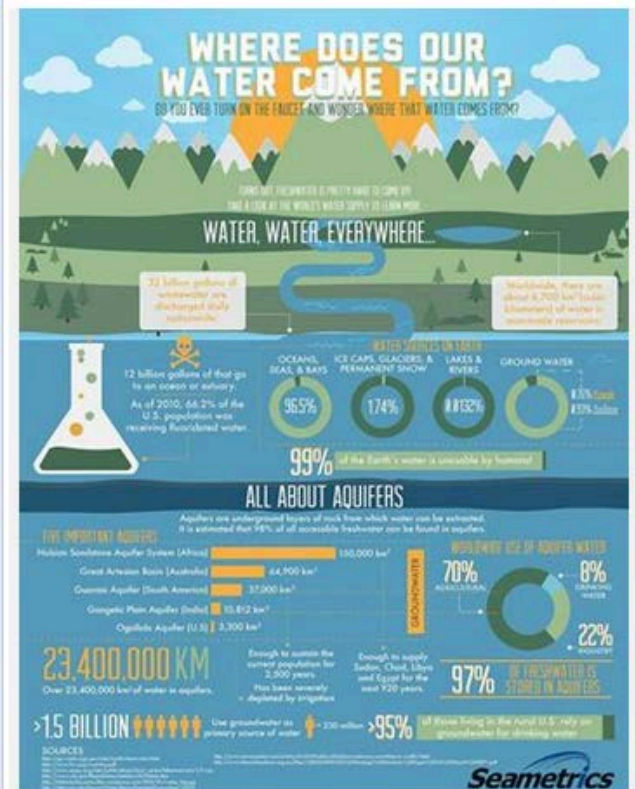


# Sustainability Offices at Colleges and Universities

- 4) Be creative continued
  - USD focused March around USD Wastes No Water

USD Office of Sustainability  
February 24

March is "USD Wastes No Water" month. Water you doing about the drought? #sustainabilitypuns



Like · Comment · Share

5 people like this.



# Sustainability Offices at Colleges and Universities

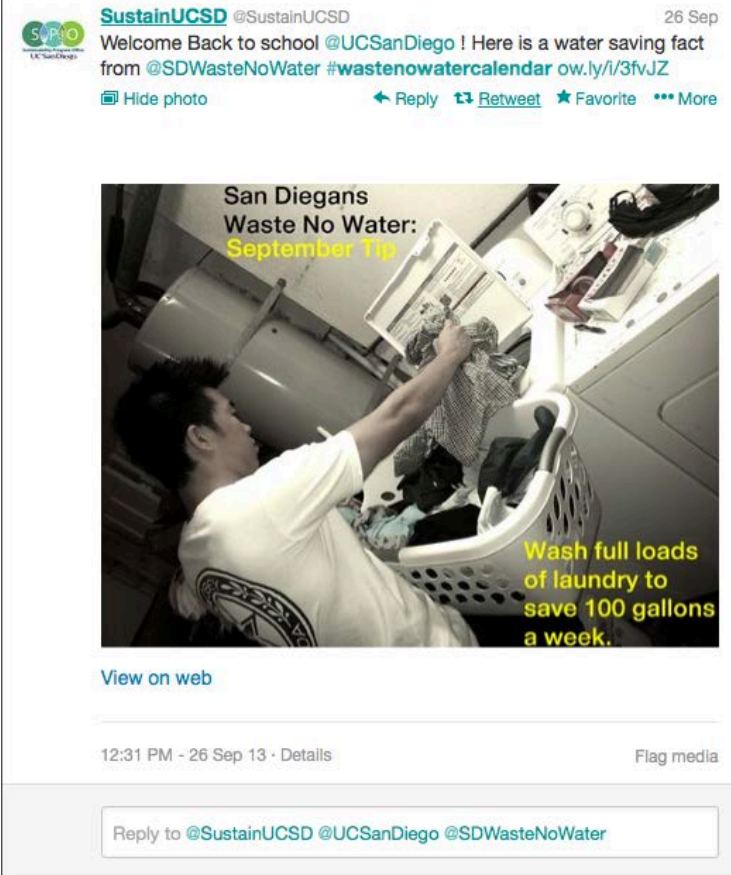
- 5) Reward partner
- Include in press release
  - Acknowledge them in newsletter or blog
  - Acknowledge them in WNW social media resources





# Sustainability Offices at Colleges and Universities

- 6) Follow-up with partner
- Annually:  
film contest promotion
  - Targeted to depts.  
now reaching out to  
student orgs
  - Social Media: keep  
students engaged  
all year long



Media reached the end of the Top Tweets for this tweet yesterday.



# Sustainability Offices at Colleges and Universities

## 7) Grow partnership

- Started off with sharing film contest posters and postcards and participating in welcome week/Earth Day
- Now sharing all types of film contest collateral (promotional ad, bulletin slide, Facebook posts and Twitter tweets)
- Partnering on events
- Sharing resources
- Integrating Waste No Water in school messaging about water conservation



# Home Depot

## 1) Identify goal

- To reach the people making home improvements at the place where decisions happen

## 2) Identify relatable shared interests

- Home improvements
- Water-efficient appliances and equipment



# Home Depot

## 3) Learn about partner

- Description: World's largest home improvement retailer, operating more than 1500 stores across North America
- How do they help their customers make decisions:
  - Customer service
  - Displays
  - Free workshops and clinics



# Home Depot

## 4) Be creative

- Displays
- Create a workshop
- Integrate into a workshop



# Home Depot

- 5) Reward partner
  - Include in a press release
  - Acknowledge in newsletter or blog
  - Provide goodie bags for clinic participants



**MESSENGER**



AUGUST 2011

## You Too Can Save Water: Try Drip Irrigation



**Q: What message do you hope to get across?**  
**A:** I hope to educate people on how changing to drip irrigation is the way to go.

**Q: Is the rising cost of water a factor in conservation?**  
**A:** Yes. There's definitely a direct connection between the increase in clinic attendance last summer when water became more expensive and less abundant. Even with the City's Level 2 Drought Alert lifted, some water restrictions are still in place and are now a permanent way of life for San Diegans. So, yes, San Diegans are still looking for water-wise and money-saving options. Water conservation achieves both goals.

**Q: How much does it cost to retrofit a traditional pop-up irrigation system to one that is more water efficient?**  
**A:** Depending on the size of your landscape, costs for retrofitting your system with a combination of sprayers, drip hoses and slow-drip soaker hoses would roughly start at \$10-\$15. A battery operated drip timer to accompany the retrofitted system would cost between \$30-\$40.

To learn more about drip irrigation from Jerry Hull, visit him at the Sports Arena Home Depot or [click here](#) for some more water-wise landscape ideas.



"Drip Irrigation is the way to go."

### Water Purification Demonstration Project Debuts

**Recycled Water Technology is Now Open for Public Tours**  
 On July 19, the City of San Diego opened its highly anticipated Water Purification Demonstration Project at the North City Water Reclamation Plant for public tours. You are invited to visit the new advanced purification facility, take a walking tour of the facility and hear a presentation. At the end of the tour, you can view the purified water produced and compare it to drinking water and recycled water samples. This project is part of reducing our reliance on 90% imported water and diversifying our local water supply portfolio.

For more information on the Water Purification Demonstration Project, [click here](#).

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#### ONLINE RESOURCES

**Landscape Watering Calculator**  
 To create a weekly schedule for watering your plants and landscape each month of the year, [click here](#).

**EPA WaterSense Kids**  
 Thirsty for knowledge? For interactive games on why you and your family should save water and some simple ways to do so, [click here](#).

**Smart Outdoor Water Use**  
 Check out the Environmental Protection Agency's WaterSense Program website for a variety of ideas and resources on smart outdoor water use, [click here](#).

**Social Media**  
 Check us out online by clicking the links or scanning the codes below with your smart phone's QR code scanner to get connected today.

[Website](#)



[Facebook](#)



[Twitter](#)







# Home Depot

- 6) Follow-up with partner
  - Managers seem to change every year
  - Pitch new ideas
  - Make a part of May Awareness Month publicity
  - CWA in coordination with them on plant sales

The screenshot shows the WaterSmart San Diego County website. The header includes navigation links: About WaterSmart, Upcoming Events, Multimedia, News, Contact Us, and a search bar. Below the header is a banner with a house and a bird, and a 'Join Our Email List' button. The main content area is titled 'Garden Friendly Plant Fairs' and features a circular logo for 'San Diego County Garden Friendly'. The text describes the fairs as opportunities for residents to get information from gardening experts and receive discounts on low-water-use plants. It also mentions that industry experts will be available to provide information on local water-efficient irrigation supplies and how to select and plant low-water-use plants. The Home Depot logo is prominently displayed, indicating the partnership. Below the text, there are sections for 'When:' (Saturday mornings throughout spring 2014) and 'Where:' (The Home Depot locations throughout San Diego County). A table lists the dates, locations, addresses, and host water agencies for the fairs.

Date	Location	Address	Host Water Agency
March 8	San Diego	12185 Carmel Mountain Road, San Diego	City of San Diego
March 22	Encinitas	1001 N El Camino Real, Encinitas	Olivenhain Municipal Water District, San Dieguito Water District & Carlsbad Municipal Water District
March 22	Escondido	1475 E Valley Pkwy, Escondido	City of Escondido, Rincon del Diablo Water District and Valley Center Municipal

Additional elements on the page include a sidebar with 'Residential', 'Homeowner Associations', 'Business', 'Public Sector', and 'Teachers & Students' links. There are also links to 'Residential eGuide Offers Tips, Tools, & Inspiration', 'WaterSmart Tips', 'WaterSmart FAQs', and a 'Locate your water district' search bar. Social media links for Facebook, Twitter, YouTube, LinkedIn, and RSS are provided at the bottom.



# Home Depot

## 7) Grow partnerships

- City participated in sidewalk fair
- Opportunities to seek sponsorships and donations



# Measurements of success

- What does success look like?
  - Repeated partnerships
  - Willingness to pitch and follow-through on opportunities
  - Community support for behavior change
  - Event attendance
  - Message to “Waste No Water” is promoted throughout the community by partners

# Measurements of success

Home

News

Sports

Opinion

Dining/A&E

Lifestyles

Local Events

Columns

Marketplace

Classifieds

E-Edition



 Plumbing
  Heating & Air
  Remodel
  Electrical

5161 Waring Road San Diego, CA 92120
  619.583.7963  
24/7 Emergency Service

 Welcome to the site!  
Login or Signup below.  
[Login](#) | [Signup](#)

Home

News

Local News

12

Like

3

Tweet

1

0

Pink

0

Share

## Mayor Bob Filner Invites All To Participate In "Water Awareness Month"!!

Story

Image (1)



Posted: Tuesday, May 14, 2013 10:45 am | Updated: 10:50 am, Tue May 14, 2013.

Mayor Bob Filner is asking all San Diegans to remember the importance of conserving water during this "Water Awareness Month" by participating in programs spearheaded by the City of San Diego.

Upcoming City activities to promote "Water Awareness Month" include Water Purification Demonstration Project Tours and other events lists at [www.sandiego.gov/water](http://www.sandiego.gov/water).

"This is a good opportunity for families to spend a fun time together while learning



ENJOY NFL & COLLEGE FOOTBALL on 7 HD Flat Screens!
 

FUN, FRIENDS, AND ENTERTAINMENT  
SAME LA MESA LOCATION SINCE 1940

 50 Cent Pool Table!
  Fast Tables

7366 El Cajon Blvd, La Mesa  
OPEN DAILY 10am - 2am  
All Day Drink Specials  
Sun-Thurs  
\$3.50 22oz Domestic Draft Beer  
\$3.00 Well Drinks



EVENING KARAOKE THURSDAYS, MOST FRIDAYS, AND ALL SUNDAYS  
LIVE BANDS SATURDAYS AND SOME FRIDAYS  
Check calendar online: [www.chicoclub1940/calendar.php](http://www.chicoclub1940/calendar.php)

### Submit Your News!

We're always interested in hearing from our readers about news in the community. Let us know your news!

Submit news

### Subscribe to our mailing list

email address

# Measurements of success

SAN DIEGO  
WASTE  
NO WATER  
MAY

## Welcome to Water Awareness Month

There's a lot to be aware of with water. Did you know that nearly half of our water goes to landscapes? Or that much of the state's energy is used to move and heat water? The more you know about water, the more you'll want to take care of it – inside and outside your home. Visit us at [www.WasteNoWater.org](http://www.WasteNoWater.org).



Anna Ferg, 3rd Place, 1st Grade: Creekside Elementary

5	6	7	8	9	10	11
Cinco De Mayo		National Teachers' Day		WATER CONSERVATION STORYTIME 9:45am, Rancho Penasquitos Library	WATER CONSERVATION STORYTIME 10:00am, Central Library Children's Room WATER CONSERVATION STORYTIME 10:00am, Logan Heights Branch Library WATER CONSERVATION STORYTIME 10:00am, Chay Mesa Branch Library	WATER CONSERVATION CLINIC 10:00am, Lowe's, Mission Valley WATER CONSERVATION CLINIC 10:00am, Home Depot, Fairmount Ave. FREE GARDEN TOUR 10:30am, The Water Conservation Garden, El Cajon
12	13	14	15	16	17	18
Mother's Day	WATER CONSERVATION CRAFTS 10:00am, Serra Mesa / Kelsey Mesa Library WATER CONSERVATION CRAFTS 4:00pm, Mira Mesa Branch Library	2013 WATER CONSERVATION POSTER CONTEST AWARDS PRESENTATION 10:00am, San Diego City Hall WATER CONSERVATION STORYTIME 10:30am, Central Library Children's Room	2013 WATER CONSERVATION FILM CONTEST RED CARPET PREMIERE 5:30pm, Hesban R. Reed Science Center IMAX WATER CONSERVATION STORYTIME 6:30pm, Mira Mesa Branch Library	WATER CONSERVATION CRAFTS 4:00pm, Logan Heights Branch Library 2013 WATER CONSERVATION FILM CONTEST VIEWERS CHOICE AWARD: ONLINE POLL OPENS—VOTE!	WATER CONSERVATION STORYTIME 10:00am, Logan Heights Branch Library	WATER CONSERVATION CLINIC 10:00am, Home Depot, Fairmount Ave. WATER CONSERVATION CLINIC 10:00am, Home Depot, Carmel Ave. HOME COMPOSTING WORKSHOP 10:00am, The Water Conservation Garden, El Cajon FREE GARDEN TOUR 10:30am, The Water Conservation Garden, El Cajon
19	20	21	22	23	24	25
	WATER CONSERVATION CRAFTS 4:00pm, Mira Mesa Branch Library	WATER CONSERVATION STORYTIME & CRAFTS—Bilingual! 6:00pm, San Ysidro Branch Library	WATER CONSERVATION STORYTIME 10:00am, Barnes & Noble, Hazard Center WATER CONSERVATION CRAFTS 2:00pm, City Heights / Weingart Branch Library	WATER CONSERVATION CRAFTS 4:00pm, Logan Heights Branch Library	WATER CONSERVATION STORYTIME 10:00am, Logan Heights Branch Library WATER CONSERVATION STORYTIME 10:00am, City Heights / Weingart Branch Library WATER CONSERVATION STORYTIME 10:30am, Barnes & Noble, Mira Mesa	WATER CONSERVATION CLINIC 10:00am, Lowe's, Mission Valley WATER CONSERVATION CLINIC 10:00am, Home Depot, Fairmount Ave. FREE GARDEN TOUR 10:30am, The Water Conservation Garden, El Cajon
26	27	28	29	30	31	1
					WATER CONSERVATION STORYTIME 10:00am, Logan Heights Branch Library	JUNE





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