

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Tours Program Transforms Customers into Conservation Ambassadors

WaterSmart Innovations Conference

October 7, 2015

- Incorporated in 1955
- Independent Special District
- Stats:
 - Population Served- 190,000
 - 48,000 water connections
 - 35,000 sewer connections
- Water Supply
 - Imported from Northern CA
 - Groundwater
 - Canyon water
 - Recycled water



Cucamonga Tours

- State Water Project Tour
- Cucamonga Water Tour
- Michael Treatment Plant tours
- Legislative tours
- Water Savvy Garden Tour



State Water Project Tour

- Budget- \$25,000
- Attendance- 35 people
- Stakeholders, residents, and staff
- Two day tour



Cucamonga Water Tour



- Budget- \$5,000
- Attendance- 55 people
- Stakeholders, residents, and staff
- Regional and local facilities



Treatment Plant Tours

- Budget- \$2,500
- Attendance- 100 residents
- Lloyd W. Michael Water Treatment Plant



Legislative Tours

- Budget- minimal!
- One-on-one tours
- Local, regional, and state legislators and staff
- Treatment plant, local canyons, and other District facilities

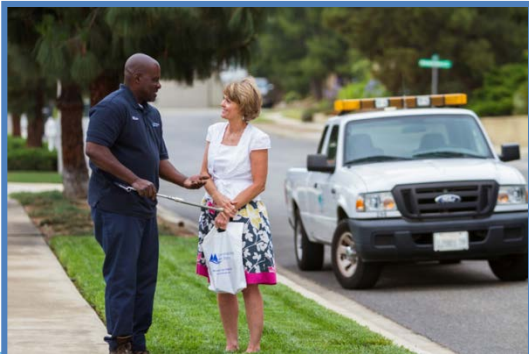


Garden Tour

- Budget- \$5,000
- Attendance- 200 residents
- Self-guided tour of model residential landscapes



Impact



- Total # of participants- 2,500+
- Community partnerships
- Valuable relationships
- District advocates
- Increased conservation

- 20% water use reduction prior to Governor's call to conserve
- 87% of customers understand there is a drought
- 87% of customers ranked conserving water as the most important local issue
- 91% of customers have taken actions to reduce water use



URGENT WATER CONSERVATION NEEDED

We need your help to reduce water use by 35%!

California is experiencing one of the driest periods in its history. Cucamonga Valley Water District is partnering with its customers to conserve water during this critical time.

MANDATORY WATER RESTRICTIONS NOW IN PLACE

Cucamonga Valley Water District has adopted a "Stage 6 Severe Water Emergency," which includes the following temporary conservation measures:

-  **Residential Water Limitations:** Limitations on residential watering days: No watering on Monday. If your address ends in an ODD number, water only on Tuesday, Thursday and Saturday. If your address ends in an EVEN number, water only Wednesday, Friday and Sunday. Outdoor watering is allowed between the hours of 4 pm and 9 am only;
-  Sprinklers must be adjusted so there is no runoff, overspray or excessive irrigation;
-  Automobiles may only be washed using hoses with automatic shutoff nozzles;
-  Hard surfaces such as driveways, sidewalks and asphalt may not be hosed down;
-  Fountains and water features must use recirculating systems;
-  Leaks and broken sprinklers must be repaired upon notification;
-  No watering within 48 hours of a rain event; turn off all sprinklers.

Restaurants and hotels are doing their part by serving water only upon request and offering the option of not laundering linen daily.

WE'RE IN THIS TOGETHER.

CVWD is committed to providing you with the tools and information you need to save water. For more information, visit us at cwwdwater.com or call us at 909-944-6000.

 Cucamonga Valley Water District **SERVICE BEYOND EXPECTATION**

Thank you!

Kristeen Farlow
Communications & Outreach Manager
KristeenF@CVWDWater.com

Erin Morales
Lead Community Outreach Representative
ErinM@CVWDWater.com

(909) 987-2591
www.CVWDWater.com
Facebook/CVWDWater