

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Educating Communities About the Sustainability of Natural Resources and Protecting Local Water Supplies

CREATING A
CULTURAL SHIFT TO

Breaking

THE WATER BOTTLE HABIT



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Valley County Water District



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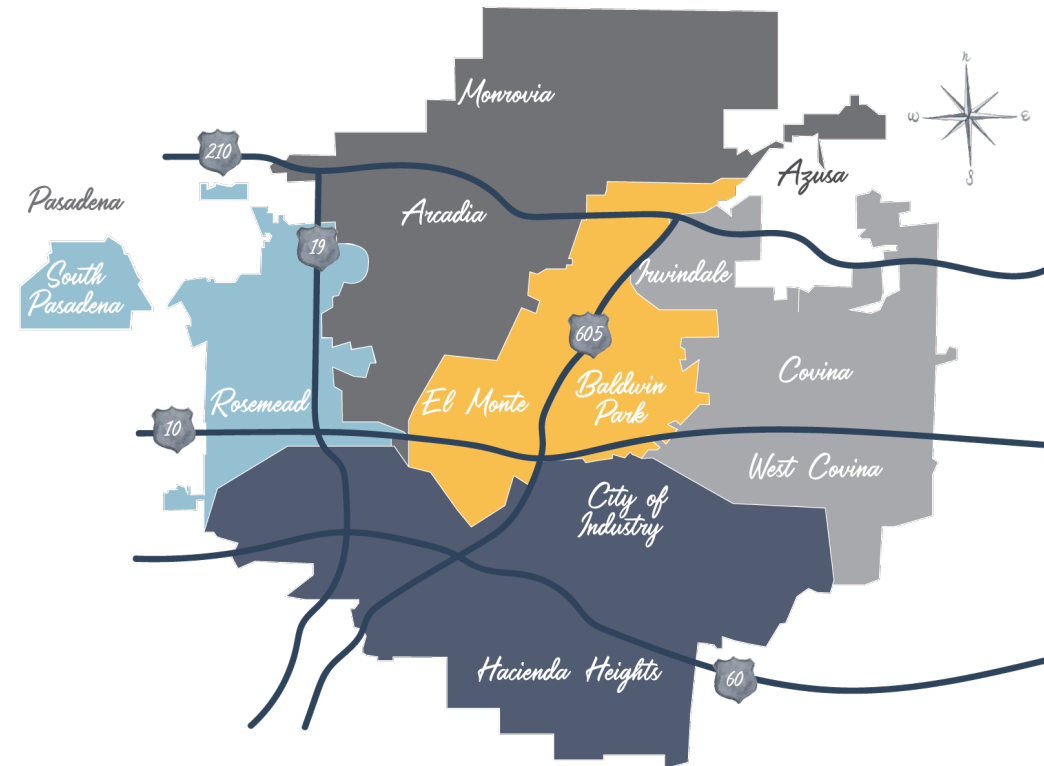
INTRODUCTIONS



- *Formed in 1926*
- *Independent Special District*
- *Providing Water Service in Baldwin Park, Irwindale, West Covina, and Azusa, California*



- *Formed in 1960*
- *Independent Special District*
- *Wholesale Provider to 26 Water Retailers in the San Gabriel Valley Region of Southern California*



DISTRICT OVERVIEW

- 95 Years of Safe, Reliable, Affordable Service


12,470
SERVICE
CONNECTIONS


10
Square
Miles


1,022
Fire
Hydrants


120
MILES OF WATER
MAIN PIPELINES


17
BOOSTER
PUMPS


6
RESERVOIRS


4 ACTIVE
WELLS


3 WATER
TREATMENT
FACILITIES


75,000
Population

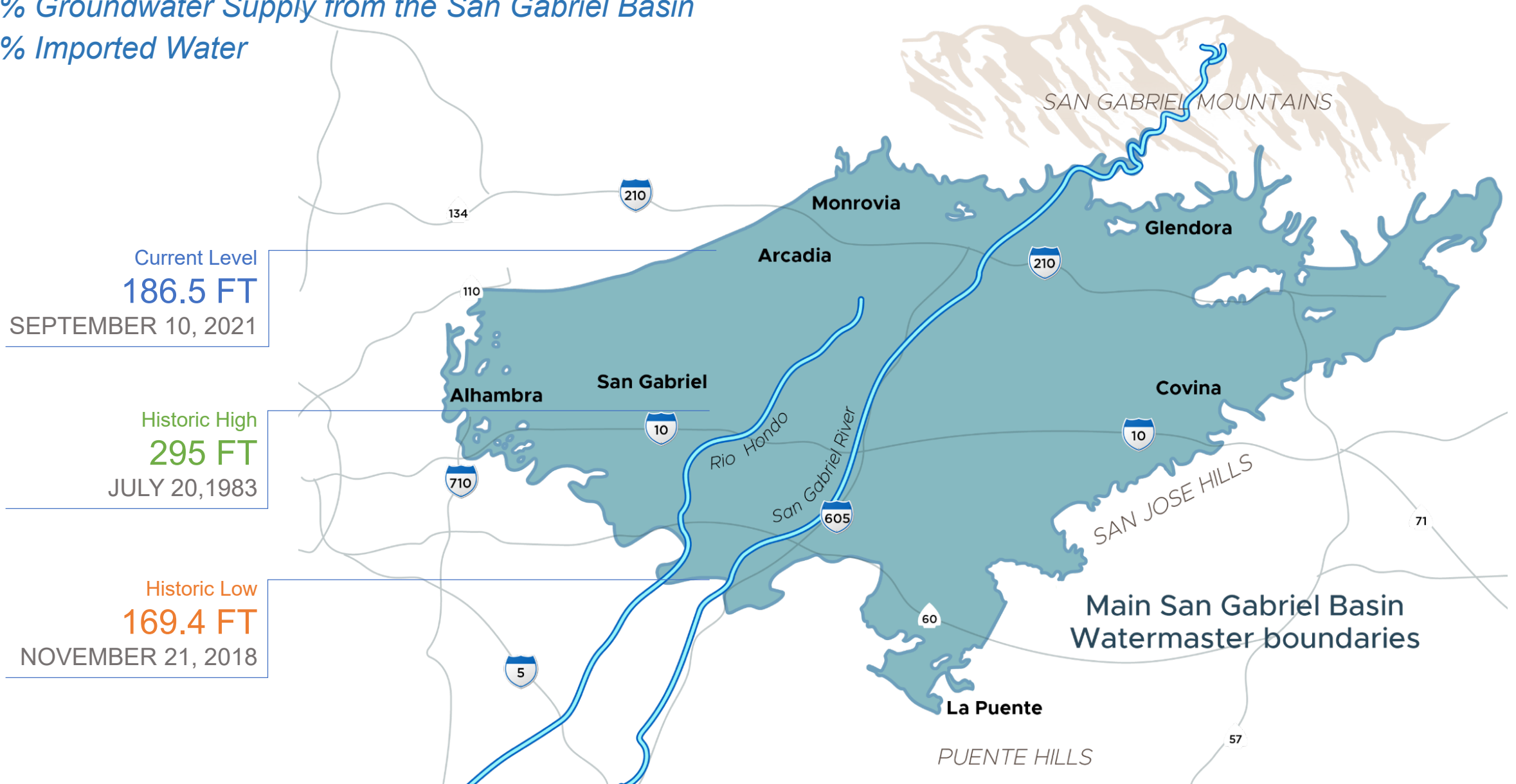
2 Billion+
Gallons/Water
Delivered
Annually



SOURCE OF SUPPLY

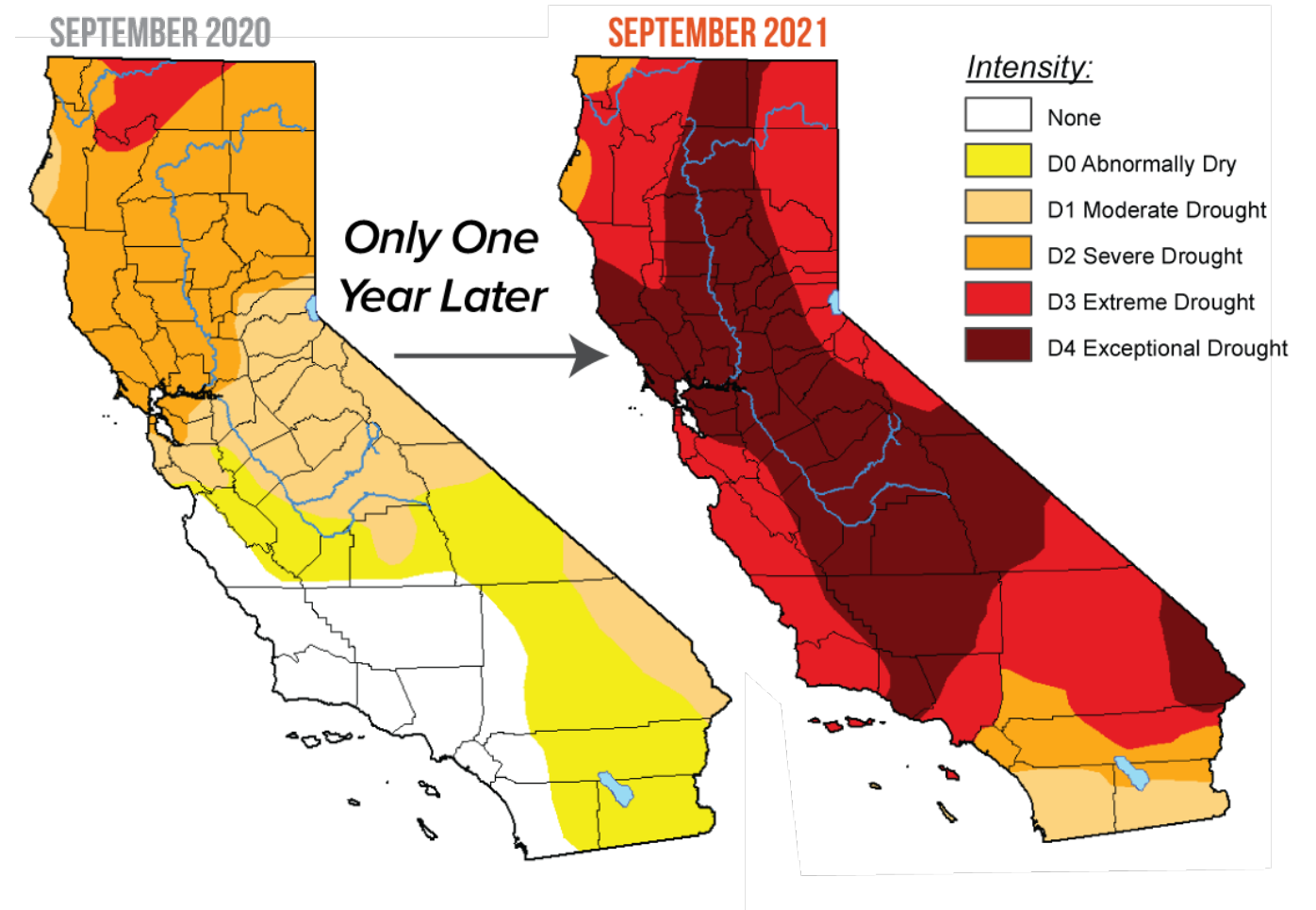
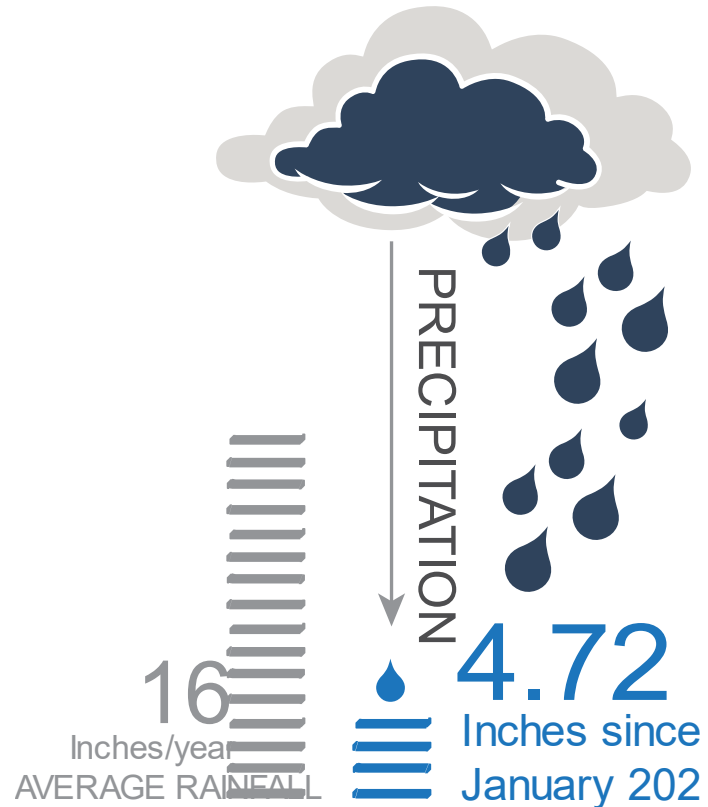
90% Groundwater Supply from the San Gabriel Basin

10% Imported Water



CURRENT CONDITIONS

- Severe Dry Conditions
- Rainfall at Historic Lows
- Encouraging Efficient Water Use



WATER CONSERVATION

- Stage One Water Supply Emergency

- *Rebates*
- *Smart Meters*
- *Landscape Recognition Program*
- *Virtual In-Home Water Survey*
- *Toilet Distribution Program*
- *Community Presentations*
- *Water Bottle Fill Stations*



OPPORTUNITY FOR CREATIVE PROGRAMS

- Available Funding for Conservation Programs
- Regular Programs Delayed or Canceled due to COVID-19 Pandemic
- Water Refill Stations in Demand
 - *Indirect Water Conservation Project*
 - *Provides Ability to Engage in Conversation with Schools and Community Centers*
 - *Local Leaders Available with Students and Constituents at Home*
 - *Stay-at-Home Orders Allows for Easy Installation*



REGIONAL PARTNERSHIP



DEVELOP
a Program to
Engage with
School Districts



PARTNER
Collectively
to Share
Resources



FOCUS
on Common
Goals and
Objectives



*THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA*



PROGRAM ^{AND} FUNDING DETAILS

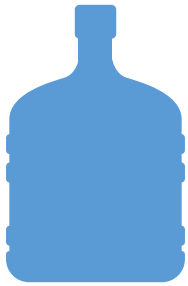


CREATING A CULTURAL SHIFT TO BREAKING THE WATER BOTTLE HABIT

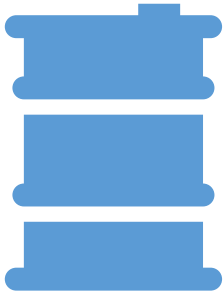
AMERICA'S WATER BOTTLE HABIT



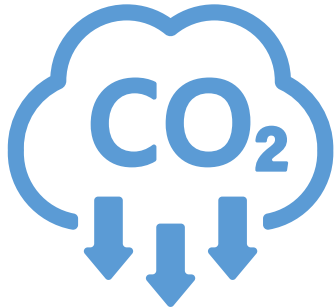
Average Annual Cost



Nearly 1 Gallon of Water to Produce 1 Bottle of Water



17 Million Barrels of Oil



2.5 Million + Tons of Carbon Dioxide

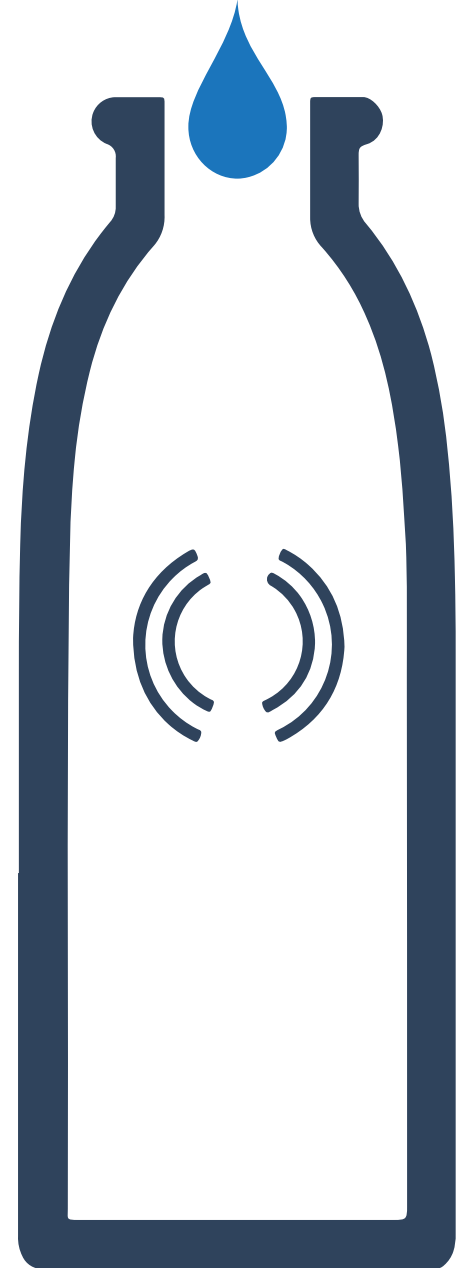
BREAKING THE WATER BOTTLE HABIT

- Water Refill Station Installation Program
 - *Save Water in Production of Water Bottles*
 - *Raise Awareness in Reducing Landfill Waste*
 - *Communicate Negative Impacts of Plastics into Our Water Systems*

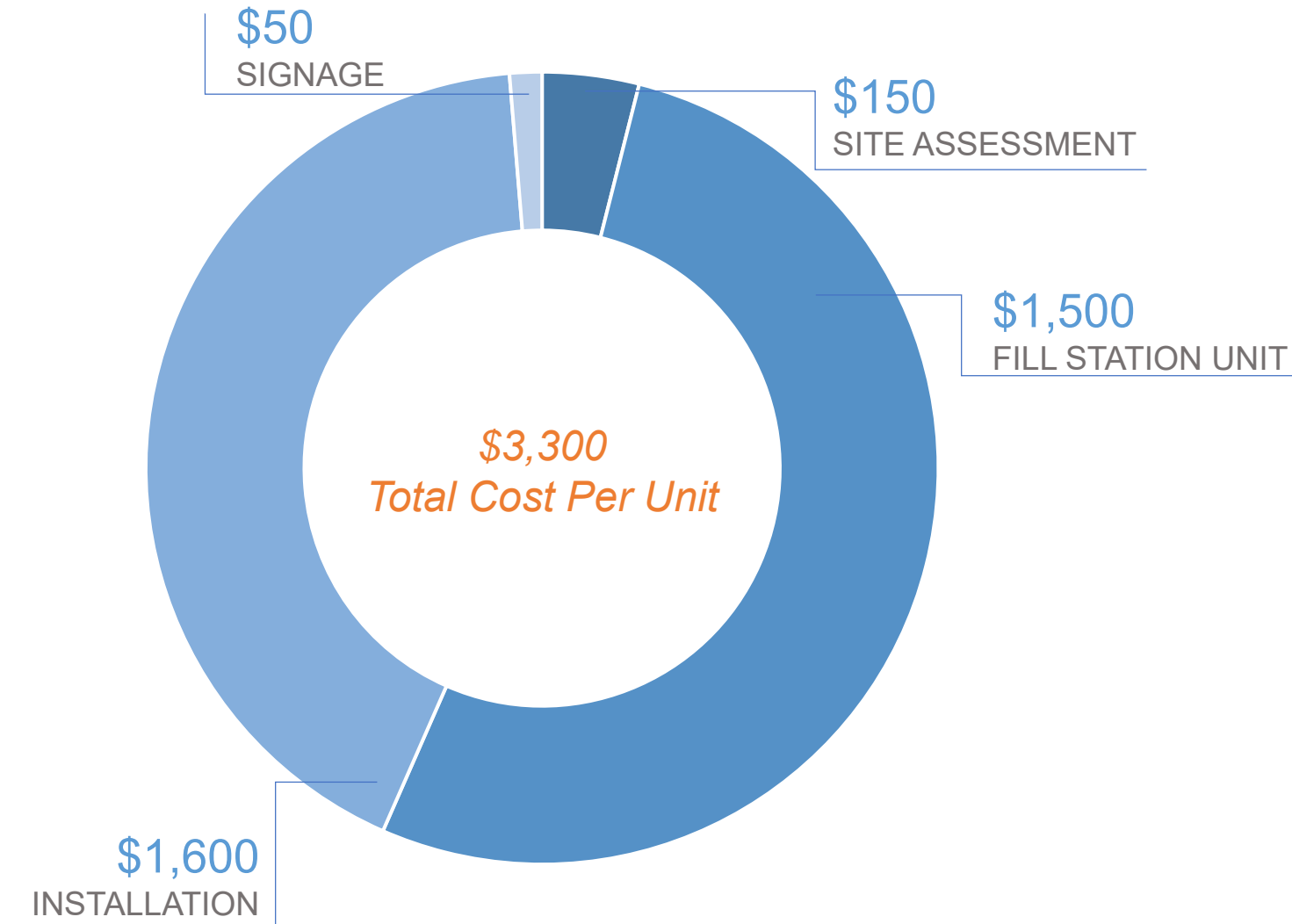
Highlight the
Quality and
Safety of
Drinking Tap
Water

Shift Public
Perception to
a Safer, More
Reliable
Source

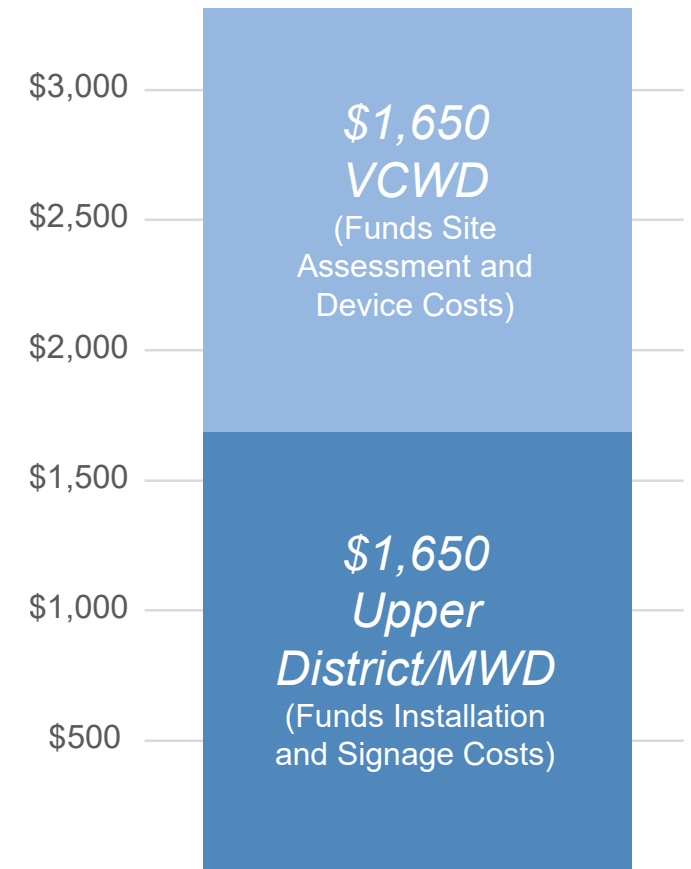
Increase
Water
Conservation
Activities



PROGRAM COST + FUNDING



Co-Funded Program



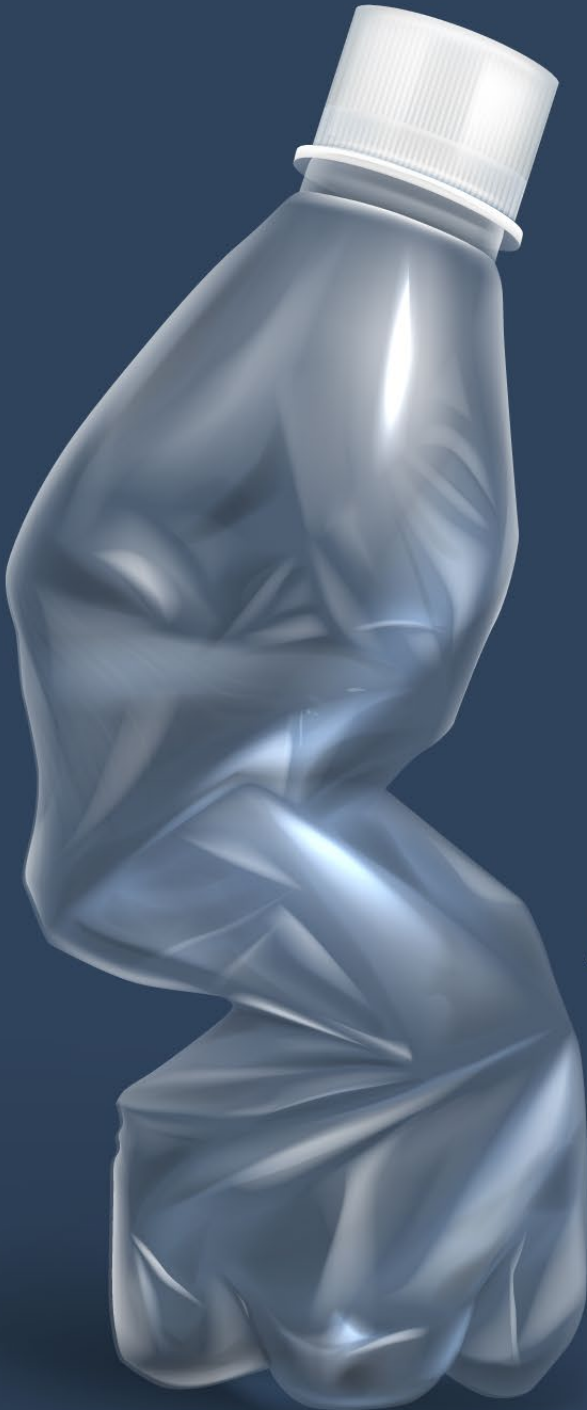
COMMUNITY PARTNERSHIP



- More than 25 Stations Installed at Local Schools and Community Centers
 - *Additional 25 Planned*
- Units Include Unfiltered Tap Water and Refrigeration Systems
- Signage Adjacent to Each Station Encourages Sustainability
- Visual Meters Included to Quantify Number of Plastic Water Bottles Saved

Bridged a Gap Between the District and Public Schools

Increased Community Outreach and Local Support



VALLEY COUNTY WATER DISTRICT

trust **THE** **tap**®
SAFE. AFFORDABLE. RELIABLE.

**BUILDING AN
APPRECIATION
FOR WATER**

CREATING A CULTURAL SHIFT TO BREAKING THE WATER BOTTLE HABIT

RESPECT FOR WATER

- Educating and Informing Students
 - *Effort Required to Provide Water Services*
 - *Importance of Efficient Water Use*
- Conducting Presentations
 - *School Board Meetings*
 - *Water Experts in the Classroom*
- Video Reels on Social Media
 - *School District and VCWD*



SUPPORT FROM THE COMMUNITY



Jessica
@mrs.jumbo

I am so happy to see these in our schools.



Jesse
@jessetek

YESSSSS 🔥🔥



Esther
@bp_teacher

I love it! And the water is refreshing and nice n cold!!



Celia
@celia.b.84

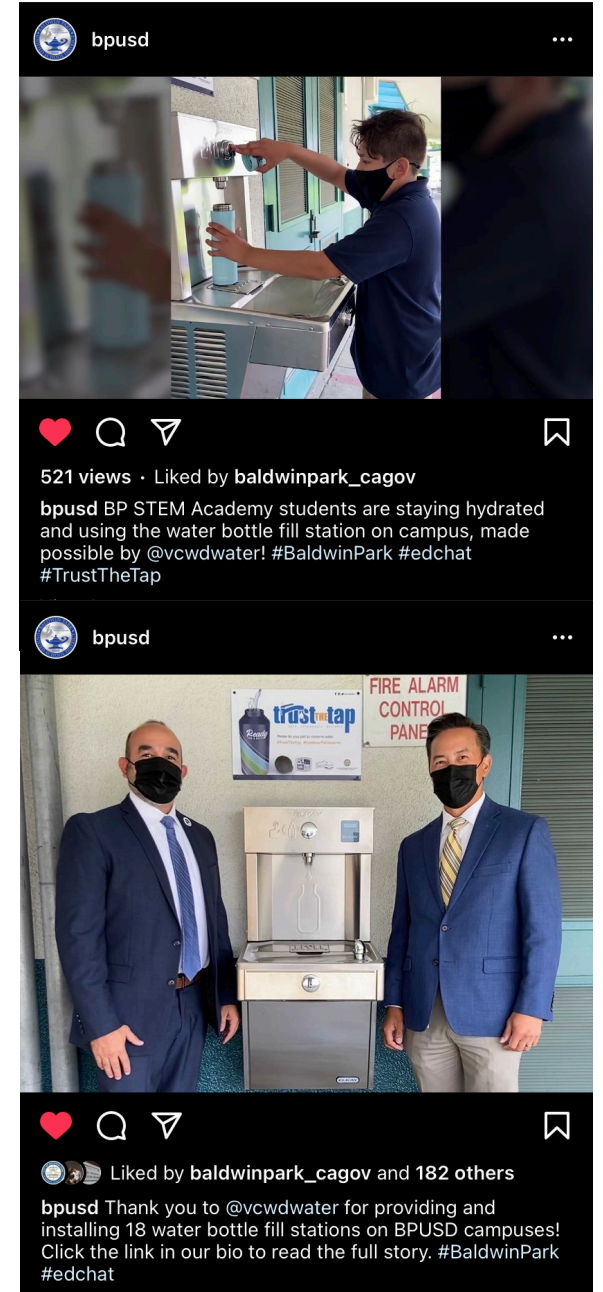
Great! Let's get some installed at our city's Little Leagues too!



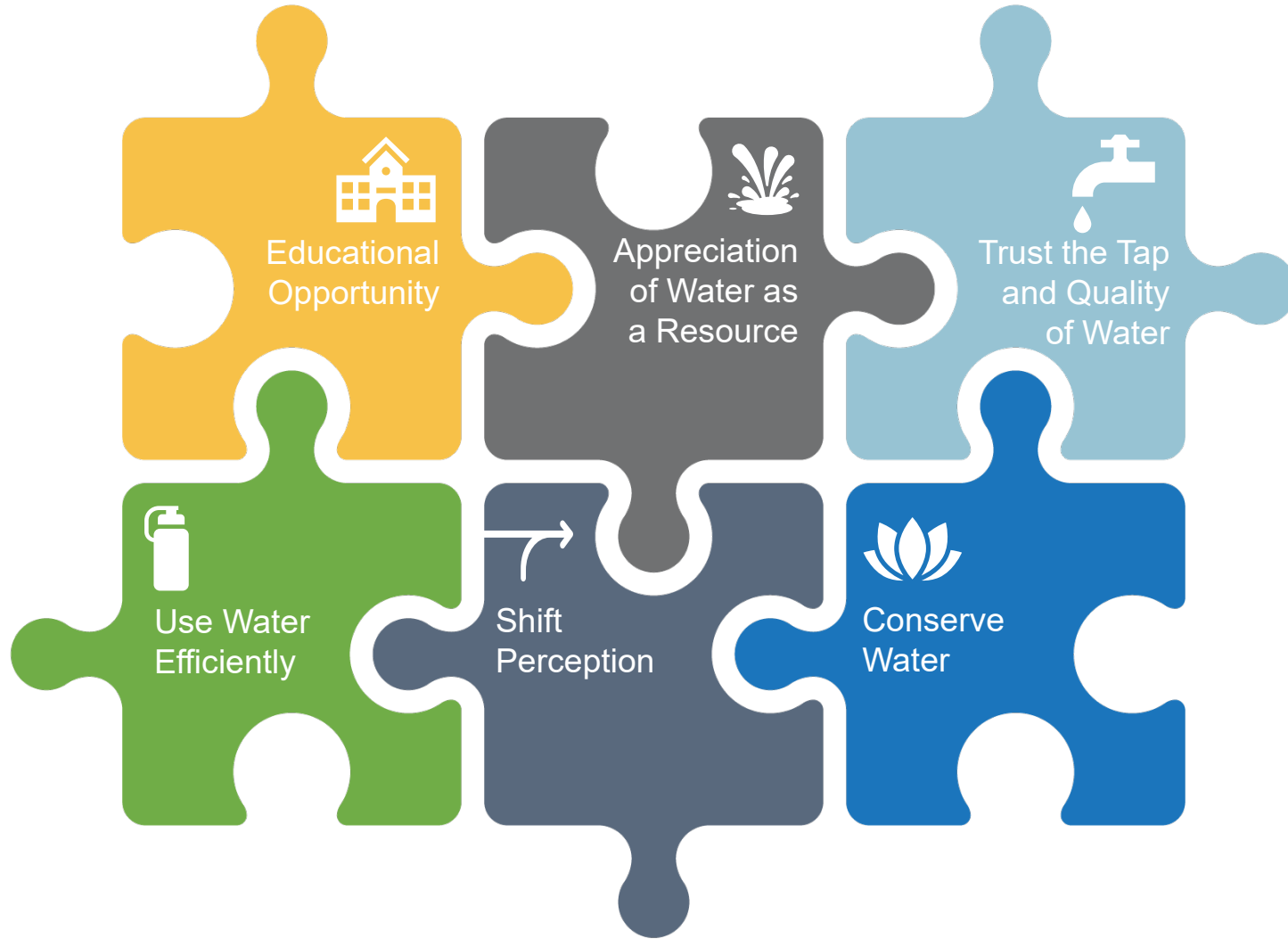
Yna
@ydolinamaria

Awesome!!

The District's collaboration with local schools is providing an atmosphere of support from teachers, students and parents.



CONTRIBUTORS TO THE CULTURAL SHIFT



Water conservation is not a stand-alone piece, but a part of the overall solution to making a cultural shift in trusting and preserving a precious resource.

Create a Cultural Shift to Trust and Preserve a Valuable Resource

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THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA



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vcwd.org/watersmart2021