



As we welcome the summer, we also want to welcome you to our inaugural quarterly publication. As seasons change, use water wisely all day and every day, rain or shine.

Staying Cool With Conservation



Start this summer being cool with conservation

Summer, of course, means a whole lot of sunshine. For most of us that means hitting the beach. It also means coming up with creative ideas to stay cool and to “waste no water” while you try to beat the heat.

For instance, do you have a dog? Get him or her a very stylish cut, so Fido stays cool and you don’t need to bathe him as often. Fido prances and you use less water. It’s all good.

Here’s another idea. If you need to wash your car, park it on the lawn temporarily and wash it there. That way the water you are using to wash your car also helps irrigate your yard and gives the sprinklers a day off. If you do need to water your lawn, make sure to do so early in the morning before the sun comes up to give water time to soak in rather than quickly evaporate.

Don’t overwater the lawn. You don’t have to dramatically increase your irrigation schedule while it’s hot. According to the California Landscape Contractors Association, take time to walk around your yard and make a water-use inventory. Look for areas of overwatering, puddles, and dryness. Then make irrigation adjustments and target your sprinkler heads to the right areas for watering.

Heading to the beach? You take a few towels, of course. When you return home, they will need to be washed. Make sure your washer is full before filling it with water. If you’re worried about sand, make sure you shake the towels out well before tossing them into the washer.

Let sandy beach toys stay sandy. Why wash them off? They’re just going to get sandy again anyway. Leave them in the backyard until your next trip to the beach or just keep them in the trunk of the car.

Just because it’s summer, that doesn’t mean every game you play outdoors has to have a water element. Find creative ways to stay entertained. Throw horseshoes. Shoot some hoops. Play a little “Four Square.”

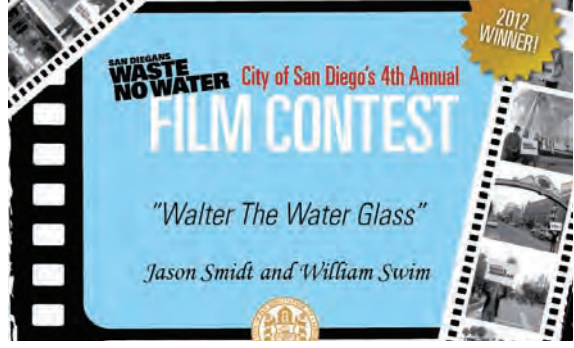
When you do splash around the pool, make sure to cover it when you’re done. Besides saving energy, the U.S. Department of Energy states that pool covers conserve water by reducing evaporation and the amount of water needed to be replaced by 30-50 percent; reduce the pool’s chemical consumption by 35-60 percent; and, reduce cleaning time by keeping dirt and debris out of the pool.

Stay cool with these water-saving tips and be a San Diegan that “wastes no water” by [clicking here](#).

EVENTS

WINNING WATER CONSERVATION STUDENT PSA HITS THEATERS

This year’s winners of the City of San Diego Water Conservation Film Contest, Jason Smidt and William Swim of Point Loma High School, will have their PSA seen by over 1 million moviegoers from June 22 to August 2 at AMC Mission Valley 20, AMC Plaza Bonita 14 and Edwards Mira Mesa Stadium 18. Their winning film, *Walter the Water Glass*, will be played during the 30-minute preview before the featured film is presented. So, beat the heat, see a movie. To read about the film contest and view the finalists films, [click here](#).

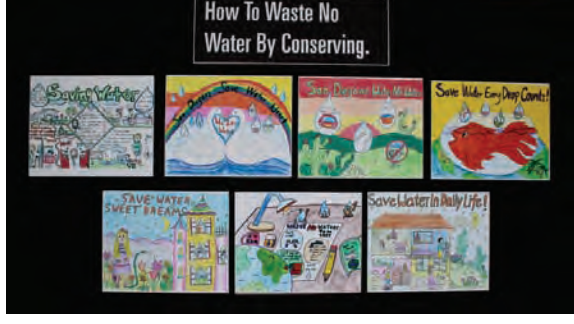


Winning film contest PSA

COME FLY WITH US – AND WASTE NO WATER

The winning entries in this year’s Water Conservation Kids’ Poster Contest have taken flight. The 19 winning works of art are currently on display at the San Diego International Airport on the Youth Art Wall until September in the lower level of Terminal 2 East, pre-security. (So you don’t have to take off your shoes to admire them!)

This exhibit welcomes travelers and encourages them to be San Diegans that “waste no water.”



Poster contest display at airport

IN YOUR COMMUNITY

Stay cool at these local events:

DOG DAYS OF SUMMER

Wednesdays, 4:00 p.m. to 7:00 p.m. - June, July, August
Water Conservation Garden
12122 Cuyamaca College Drive West
El Cajon, CA 92019
Canines and their owners are invited to visit the Water Conservation Garden for some fun in the sun. Wander The Garden’s meandering paths with the scents and sounds of the flora and fauna on a refreshing summer evening. Find more information [here](#).

WATERSHED MOVIE PREMIERE

July 28 at 8:00 p.m.
Water Conservation Garden
12122 Cuyamaca College Drive West
El Cajon, CA 92019
By Executive Producer and Narrator, Robert Redford and award-winning Director Mark Decena, *Watershed* tells the story of the threats to the once-mighty Colorado River and offer solutions to the future of the American West. Find more information [here](#).

CLAIREMONT FAMILY DAY

August 4, 2012, from 8:00 a.m. to 4:00 p.m.
South Clairemont Recreation Center
3605 Clairemont Drive.
Join in on the arts and crafts, carnival rides, local bands, food vendors and education on water conservation. Find more information [here](#).

SPIRIT OF THE GARDEN CONCERT

August 11, 2012
Water Conservation Garden
12122 Cuyamaca College Drive West
El Cajon, CA 92019
Enjoy the melodic sounds of the New York City quartet, Rose & Nightingale, during their west coast botanical garden tour. For more event details, [click here](#).

ADVANCED WATER PURIFICATION FACILITY TOURS (Water Purification Demonstration Project)

Throughout the Summer
North City Water Reclamation Plant
Schedule a tour to visit the new advanced purification facility and learn about how purified water is produced. Find more information [here](#).

DID YOU KNOW?



You can mow your way to save 200 gallons a week.

Next time you mow the lawn, set the mower’s blades one notch higher. Longer grass reduces evaporation.

Source: San Diego Water Conservation Program

ONLINE RESOURCES

NOW ON YOUTUBE

Want to learn cool tips for water-wise landscaping? How would you like to learn about the state’s water history?

It’s all at your fingertips. The Public Utilities Department now has a YouTube channel, containing such important information and advice from our experts.

The videos give you an inside look at how the Public Utilities Department runs one of the largest and most complex water storage, treatment, and delivery systems in the world.

[Here’s the link](#) to this cool resource.

SUSTAINABLE LANDSCAPE-TURF REPLACEMENT REBATE PROGRAM

Maryann Callery, another San Diegan who “wastes no water,” shared her wonderful progress. She participated in the City of San Diego’s Sustainable Landscape-Turf Replacement Rebate Program several months ago and has informed us that her newly improved water-wise garden is starting to fill in.



Replace turf with a sustainable garden.

City of San Diego, homeowners residing in a single-family home, duplex, townhome, or condominium that is served by an individual meter can apply for this rebate. While the program is currently on hold, pending new funding, the City is taking applications to form a waiting list. [Click here](#) to learn more.

COMMERCIAL LANDSCAPE SURVEY PROGRAM

City of San Diego commercial, industrial and institutional customers are encouraged to receive an audit of their irrigation systems, and receive practical advice, water-saving recommendations and a water-use budget. Many projects can expect water savings of between 20 percent – 40 percent. Sign up for this resource at no additional charge by [clicking here](#).

FREE MULCH FROM MIRAMAR GREENERY

Applying mulch to your garden will reduce the need to water it. City of San Diego residents may self-load up to two cubic yards of compost or mulch for free. Call the Miramar Landfill at (858) 492-6100 to confirm availability or for more information, [click here](#).

Outdoor Water Rebate Program Wins Coastkeeper Award

Held on World Oceans Day, June 8 at the Birch Aquarium at Scripps, the annual Coastkeeper awards honored all who protect San Diego’s water. The City’s Commercial and Residential Outdoor Water Conservation Rebate Program won a San Diego Coastkeeper Coastal Champion Award in the “Water Wise” category, which is awarded for reducing water usage through landscaping.



Coastal Champion Award

The program, run by the City’s Public Utilities Department,

offers rebates to customers for a wide variety of water-saving upgrades, such as smart controllers, micro-irrigation, sustainable landscape and rain barrels. A water efficient landscape and irrigation system does more than simply reduce water usage. It also can minimize polluted runoff that enters the storm drain system, bays and beaches. Another bonus: these types of makeovers can inspire neighboring residents to do the same.

The program, funded through a state grant, has attracted more than 300 participants that are estimated to save 61.8 million gallons of water over a span of 10 years.

This award is dedicated to the City’s customers who use water wisely. Such efforts are long-lasting and create long-term sustainability. For more information on the rebate program, click [here](#).

Winning Landscape Makeover: Beautiful and Water-Smart

Their lawn needed a visual makeover, so Jennifer Brimhall and Lee Howeth began wondering why they were spending good money to water it and valuable time to mow it. The Normal Heights couple hired a landscape architect with instructions from Brimhall to make it “low water and low maintenance.” The challenge was taken and the couple has now reaped the success of what they knew would be the right thing to do.

Not only do they have a garden they can now be proud of and enjoy, their newly designed landscape was named the City of San Diego winner in the recent California-Friendly Landscape Contest. This contest is sponsored by local water agencies and held annually to honor those who took the plunge and created a vibrant, beautiful and water-smart yard.

Brimhall and Howeth started the makeover in February of this year, adding California-Friendly plants. Brimhall wanted to water as sparingly as possible, so if a plant can’t survive, it’s replaced with one that can. The couple didn’t sacrifice attractiveness at all. They routinely get compliments from neighbors, some of whom are asking for advice on how to do similar makeovers.

“It’s been fun. We get all sorts of questions,” Brimhall said. This is not an easy contest to win. The new landscapes are judged on five categories: overall attractiveness, appropriate plant selection, design, appropriate maintenance and efficient methods of irrigation.

Winners get a \$250 gift certificate and pride knowing that they are helping to use water wisely outside, as well as beautify their neighborhood.



Winner Jennifer Brimhall, Water Resources Manager Luis Generoso, and winner Lee Howeth



Close-up of sitting area

Local Artist “Wastes No Water”

Each year, the Water Conservation team partners with the San Diego Watercolor Society (SDWS) to host a reception in honor of the winning artwork from the City of San Diego Water Conservation Kids’ Poster Contest.



City of San Diego’s Chris Robbins, artist Susan Weinberg-Hartner, SDWS President Ally Benbrook

In appreciation for featuring these young artists, the City of San Diego proclaimed June 1, 2012 as San Diego Watercolor Society Day in the City of San Diego and awarded Susan Weinberg-Hartner for her outstanding watercolor painting entitled, “Wetlands.” Get to know the artist behind the painting in this interview.

Q What do you like about painting?

A I love art and I love the process. When you get into your work, you don’t really have to think about anything and can clear your mind.

Q What inspired you to come up with a wetlands concept for your entry?

A Knowing the theme had to relate to water conservation, I thought about what was important to me. I merged my passion for art and bird watching together, and came up with the importance of preserving the wetlands.

Q What is your process for creating this art piece?

A I prefer to paint inside. I reference photos and pictures to get started on an initial drawing sketch and then apply watercolor. For this painting, it took me approximately three hours.

Q What are you hoping people will take away from your artwork?

A My hopes are that people will respect birds, recognize the importance of wetlands, and appreciate art.

Q How do you conserve water?

A In my house, we have installed low-flow toilets, showerheads and faucets. Also, we have a rain barrel in our garden.

Q What is your advice to young artists?

A Practice, practice, practice.

The San Diego Watercolor Society’s *Running Clear* Exhibit and the Kids’ Poster Display are featured for the whole month of June at their gallery. For more gallery information and directions, [click here](#).

San Diego is Digging Deep for Water

The City of San Diego is drilling for something precious: water. It’s doing so in what might seem like an unlikely place, in a city neighborhood, on a piece of undeveloped land in Golden Hill on 32nd Street between C Street and Highway 94.



Groundwater drill

Why there? That’s where the water is – just deep, deep underground. The well is being drilled into a deep coastal-plain aquifer system that underlies the southern metropolitan coastal area, known as the San Diego Formation. This groundwater basin spans a distance from the City of San Diego downtown area to the U.S.-Mexico border and from the Pacific Ocean to the eastern foothills. When completed this summer, the five-inch diameter well, dubbed “The 32nd Street Test Well Project,” will be one of the deepest in the

region at a depth of between 1,200 and 1,500 feet.

“It’s no secret that we are far too reliant on imported water and we need to have more control over our future water supplies,” said San Diego Mayor Jerry Sanders.

Squeezed by increasing costs for imported water, and faced with the uncertainty of future water reliability by being at the “end” of the imported water pipeline, the City has been looking at the feasibility of increasing local water supplies. The 32nd Street Test Well Project is one of many projects the City is undertaking to explore the possible development of groundwater resources.

The monitoring of this new well will evaluate the quality of the water. If the water source looks promising, the City will move to the next phase, which is to drill another well known as a “pilot production well,” which will test the aquifer over a period of one to two years. The test will apply a regulated stress through pumping to determine aquifer performance and long-term sustainability while delivering the groundwater for beneficial use.

The evaluation of the “pilot production well” will determine whether the City proceeds to the final phase to install a permanent full-scale groundwater production well field.

To learn more about other groundwater production operations being explored and the collaborative partnership between the United States Geological Survey, [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.

