

Let's Talk Water

Coro Fellows Spring Project

Communications & Legislation Committee

May 11, 2015

Shelbi Augustus, Jordan Dias & Estrella Lucero

Coro Southern California



Focus Areas

- Social Media
 - 40 Days of Water Awareness
- Millennial Research
 - Focus Group
 - Survey
- Company Spotlight
 - Spotlight Campaign

Social Media

40 Days of Water Awareness

- To raise awareness of Be Water Wise on social media
- To drive traffic to bewaterwise.com[®]
- To encourage behavior change among Millennials



Visit bewaterwise.com for more information on how you can save water.



Visit bewaterwise.com for more information on how you can save water.

Millennial Research



- Focus Group Approach/
Findings
 - Knowledge
 - Action
 - Responsibility
- Survey Approach
 - Launched May 5
 - Online and In-person

Company Spotlight

Purpose

- Highlight current conservation
- Inspire more water conservation
- Showcase MWD resources

Outreach

- Large and small businesses
- Partner Form → Company Spotlight page
- Email & Newsletter - Conservation Corner



Corporate Water Stewardship

Company Spotlight: [Altman Plants](#)

Altman Plants is a leading US nursery grower, supplying plants for the retail market to The Home Depot, Lowe's Home Improvement, Orchard Supply & Hardware, Walmart, and other garden centers and supermarkets throughout the United States. What started out as an innocent hobby, based on an avid interest in plants, slowly transformed itself into a wholesale nursery business encompassing over 1700 acres in six states.

Problem:
Changing water conditions, including California's multi-year drought. Also, Altman was not capturing irrigation and storm runoff water. This precious resource was being wasted.

Solution:
Altman to invest in an innovative project on their 375-acre growing grounds in Riverside County. Altman partnered with the Metropolitan Water District of Southern California, Western Municipal Water District, and the USDA Natural Resources Conservation Service to construct a \$900,000 project that captures and reuses irrigation and stormwater runoff onsite.

Results:
The project is estimated to save nearly 100 million gallons of water a year and cut the nursery's water use by one-third. This is enough water to supply about 780 families in Southern California. Altman projects that reduced water costs will pay for the investment in three years. This project is a model for the future where water recycling plays an increasingly important role in helping Southern California's businesses to maximize productivity from a limited resource.

In the first seven months of 2015, commercial rebates issued through Metropolitan's SoCal WaterSmart program were at \$13 million, up from \$4.6 million in the same period last year.



Riverside Grower to Reuse Irrigation Water; Will Save 100 Million Gallons per Year

Click on Helpful Links Below:
[SoCal Water Smart](#)
[Be Water Wise](#)
[Metropolitan Water District of Southern California](#)
[@BeWaterWise20](#)
[@mwd20](#)



Thank You
Questions?