

#### WATER SHORTAGE CONTINGENCY PLAN



Remain within your water budget or pay up to \$9.13 for every billing unit [1 billing unit [BU] = 748 gallons) of water used in excess of your water budget. Visit www.mnwd.com/yourmnwd for more information.



Watch and share: www.mnwd.com/watersavingtips

Thirsty for more information? www.mnwd.com/yourmnwd





Join thousands of MNWD customers by signing up for e.bill, and reduce clutter in your mailbox. Visit www.mnwd.com/payment for more information.





nothing in this area, reserved for postage metering

### Go paperless. Sign up for e.bill today!





Visit us online at www.mnwd.com/payment to sign up for electronic billing to reduce clutter in your mailbox today!

## Help Save Water Watch and share our new videos online! Visit www.mnwd.com/watersavingtips



✓ Turn off outdoor irrigation✓ Plant California natives✓ Fix leaks

For more information, visit www.mnwd.com/yourmnwd



The Moulton Niguel Water District proudly serves the City of Aliso Viejo.

#### Water Service

To start your service with MNWD, please call our Customer Service at (949) 831-2500 or visit www.mnwd.com



#### Rebates



There are a number of water saving rebates available. To learn more, visit mnwd.com/rebates

#### Water Saving Tips



Water efficiently as needed

Plant California friendly native plants





Look for leaks and fix them



#### SOCIAL MEDIA POSTINGS – Twitter & Facebook February 2016

#### Tweet 1:

Are you looking to save water and save money? Visit www.mnwd.com/rates and RT!



#### Tweet 2:

Do you need to start new water service at your home? Call us or visit us online at <a href="www.mnwd.com">www.mnwd.com</a> and RT!



#### Tweet 3:

Are you looking for some water saving tips? Look no further! Visit us as www.mnwd.com and RT!



#### Tweet 4:

Have you always wondered how to troubleshoot your sprinklers? Let us show you how! www.youtbe.com/mnwdmedia RT!



MNWD - How to Troubleshoot Your Sprinkler System

#### Tweet 5:

Let us a MNWD show you how to look for leaks. Go to www.youtbe.com/mnwdmedia and RT!



MNWD - How to Look for Leaks

#### Water Wise Facts vs. Myths Content

#### Instructions:

We have included 7 Water Wise Facts vs. Myths in the document below. The opening and closing paragraph message remains the same each month, however the Myth vs Fact changes each month. We have provided this for you to use in a month by month format, so you or your staff can easily copy/paste into your newsletter or HOA website.

We also want to know how these work for you, and what you may want to see in the future. Please email me with any suggestions or comments you have at <a href="mailto:azelinko@mnwd.com">azelinko@mnwd.com</a>. We look forward to sharing more tips and information with you and your communities in the future and we appreciate you allowing us to do so. We also have Facebook and Twitter and welcome you to share and re-tweet our messages at <a href="https://www.facebook.com/yourmnwd">https://www.facebook.com/yourmnwd</a> and <a href="www.twitter.com/yourmnwd">www.twitter.com/yourmnwd</a>.

#### Month 1

Awareness is significant and important, as it helps Californians rally around the multitude of solutions needed to protect and enhance our water reliability. But with this high awareness comes a few persistent myths that we hope to debunk for our customers. It is important we combat this drought together with accurate information and facts from the Moulton Niguel Water District.

Myth: El Niño will end this drought.

**Fact**: Storms from El Niño may bring local rain, but it will take multiple years of increased precipitation in the right places and at the right time of year to boost supplies in the Sierra Nevada and Colorado River, where South Orange County gets most of its water. Saving water must remain "top-of-mind" for all California residents for now and in the future.

We must all do our part to help save water. Our water supply has always been limited, and with the persistent drought conditions, saving water must be part of our way of life. We can save water and reduce runoff to the ocean by ensuring that we are not overwatering. Nearly 60 percent of outdoor watering is overwatering. That's a lot of water we can save simply by hand watering only when our plants and lawns need it. To learn more, please visit us at <a href="https://www.mnwd.com/yourmnwd">www.mnwd.com/yourmnwd</a> and sign-up for our email notifications.

#### Month 2

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**Myth**: Groundwater protects us from drought.

**Fact**: Unfortunately, South Orange County is nearly 100 percent reliant on imported water. While MNWD taps into significant recycled water supplies for irrigation, a lack of local groundwater supply currently requires us to import nearly every drop of drinking water. Orange County as a

whole is largely dependent on imported water supplies, with groundwater making up about half of the overall water supply for Orange County.

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Myth: MNWD prescribes watering days.

**Fact**: Actually, MNWD does not have set "watering days." Instead, our water budget-based rate structure empowers customers to make their own decisions on when and how to use their water.

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Myth: Capturing rainwater will save us from drought.

**Fact**: There are only a handful of major rainfall events in Southern California, and the last few years have been exceptionally dry. It will take several years of significant rain events to alleviate us from the current drought conditions.

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**Myth**: <u>Drought-tolerant is the same as desert landscape.</u>

**Truth**: There are over 800 species of plants native to Orange County, with many different flowering plants that are both green and colorful. Drought-tolerant plants can be as or more colorful and vibrant than their water-thirsty cousins while saving up to 70 percent more water.

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Myth: Spring is when you should plant your garden.

**Truth**: Actually, the winter months are the best time to plant a California-friendly garden. The soil retains moisture, and this allows the plants to establish themselves for a longer period of time before the hot summer months.

We must all do our part to help save water. Our water supply has always been limited, and with the persistent drought conditions, saving water must be part of our way of life. We can save water and reduce runoff to the ocean by ensuring that we are not overwatering. Nearly 60 percent of outdoor watering is overwatering. That's a lot of water we can save simply by hand watering only when our plants and lawns need it. To learn more, please visit us at <a href="https://www.mnwd.com/yourmnwd">www.mnwd.com/yourmnwd</a> and sign-up for our email notifications.

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Myth: I can save more water indoors than outdoors.

**Fact**: Most homes with residential landscaping can use up to 70 percent of their water outdoors. While taking shorter showers can help reduce water usage, turning off your sprinklers or reducing outdoor watering can be significantly more impactful. Every 15 minutes of running the sprinklers can use as much water as a 7 hour shower.

We must all do our part to help save water. Our water supply has always been limited, and with the persistent drought conditions, saving water must be part of our way of life. We can save water and reduce runoff to the ocean by ensuring that we are not overwatering. Nearly 60 percent of outdoor watering is overwatering. That's a lot of water we can save simply by hand watering only when our plants and lawns need it. To learn more, please visit us at <a href="https://www.mnwd.com/yourmnwd">www.mnwd.com/yourmnwd</a> and sign-up for our email notifications.

## Moulton Niguel Water District

**Branding and Identity** 











1972



1978



1985





1983

AT&T

AT&T



2005











Present



1976 By Ron Wayne

1977 - 1998

1998 Translucent Version

1998 - 2000 Monochrome Version 2001 - 2007 Agua Version

Current Chrome Version

















1905s 







1991-92







1964	1968
WAL-MART	WAL-MART
1992	2008
WAL*MART	Walmart :
	WAL-MART







































McDonald's
FAMOUS
BARBECUE



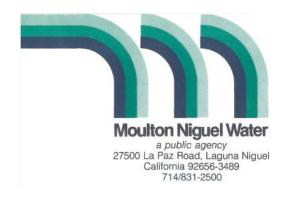
MEDONALOS





1891-1900 1900-1934 1934-1970 1970-1986 1986-2002 2002-2004 2004-present

## MNWD Logo Variations







Current Logo







# moulton niguel water district













(949) 831-2500 . 27500 La Paz Road, Laguna Niguel, CA 92677

#### **Andrew Zelinko**

**Subject:** 

Email Signature (New Logo)

Dear Mr. Peabody -

(Insert text below)

Sincerely,



1



#### **Account Information**

ACCOUNT NUMBER: 54214 BILLING DATE: 07/09/15

CUSTOMER NAME: STEPHEN COMSTOCK

SERVICE ADDRESS: 30 CAMERAY HEIGHTS, LAGUNA NIGUEL

PREVIOUS CHARGES

S 34.88 Amount of prior balance -34.88Payment Received 06/25/15 S Balance Forward \$ 0.00

CURRENT CHARGES

Classification Code - Water Residential 10.79 Basic Water Charge Water Usage Charge in Billing Units (BU) 1.41 Tier 1 1 BU @ 1.41 0 BU @ 1.61 0.00 Tier 2 0 BU@9.04 Tier 3\* 0.00 Tier 4\* 0 BU@9.04 0.00 0 BU@9.04 0.00 Tier 5\* Total Water Charges 1 BU \$ 12.20 Total Sewer Charges \$22.68

\$ 34.88 Total Current Charges \$ 34.88 Total Amount Due By 07/23/15

\*\$7.43 of the \$9.04 per BU is a penalty for using water in excess of your water budget.

#### Water Meter Information

Current Read Date	07/07/15	Prior Read Date	06/08/15	
# Days This Year	29	# Days Prior Year	30	
Current Usage	1	Prior Year Usage	3	
Current Read	192	Prior Read	191	
Meter Number	52570794	Meter Size	3/4"	



**Customer Service and 24-hour Emergencies** (949) 831-2500 **Account Inquiries** (949) 448-4050

#### Special Message

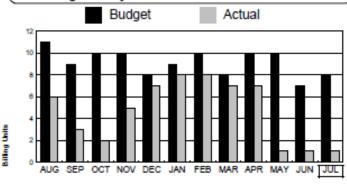
#### MNWD Water Shortage Contingency Plan (WSCP) Is In Effect

Stage 2: The ordinance took effect on July 1, 2015, requiring customers to stay within their water budget or pay a penalty resulting in a charge of \$9.04 for every billing unit of water used in excess of their water budget.

For information about the WSCP and rebates. please visit www.mnwd.com. For water saving tips, visit www.mnwd.com/watersavingtips.

Your water budget for 06/08/15 - 07/07/15 = 8 BU Your current billed usage: 1 Persons in household = 3 ET Total = 4.25 Estimated landscape irrigation area = 600 sq feet

#### Your Usage History



1 BU = 100 CUBIC FEET OF WATER OR 748 GALLONS

PLEASE RETURN BOTTOM PORTION WITH YOUR PAYMENT

moulton niguel P.O. Box 30204

water district Laguna Niguel, CA 92607-0204

PLEASE MAKE YOUR CHECK PAYABLE TO: MOULTON NIGUEL WATER

MN10804T 4000000001 1/1

#### 



STEPHEN COMSTOCK 33662 FOREST BEACH DR EAU CLAIRE MI 49111-9544

#### Amount Due

ACCOUNT NUMBER: 54214 DUE DATE: 07/23/15 TOTAL AMOUNT DUE: \$ 34.88

Amount Enclosed

#### ելիվորկյուլիցիցիկիրիերի իրգիրեվիիցիկիկիկում արկրորկի

MOULTON NIGUEL WATER PO BOX 30204 LAGUNA NIGUEL CA 92607-0204 [1/1]



















