



moulton niguel water district

Communications & Outreach Report

October 2016 – December 2016

Monthly Newsletters

Topics

- October: How We Read Your Meter
- November: Recycled Water Program
- December: Water Conservation & Update on 2017 Programs

Average Open Rate

- 33.4% / 4,717 individuals
- Higher than industry average (~ 26%)

Average No. of Clicks

- 57 throughout e-newsletter
- Includes MNWD website and specific links within e-newsletter articles

moulton niguel water district
MONTHLY NEWSLETTER
OCTOBER 2016

How We Read Your Meter

Did you know that accurate manner, o
Radio transmitters allo
method, touch read to
meter register into a ha
removes the potential
know we were there to
and accurate.
After all 55,000 meters
for any high or low use
meter readings. Once
our customers monthly

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MONTHLY NEWSLETTER
NOVEMBER 2016

MNWD's Recycled Water Program
A Solution
Moulton Niguel W
170,000 resident
program has been
supplement to im
Recycled water prod
2000s as developm
anticipated the need
recycled water supp
Wastewater supplier
utilized as recycled w
This recycled water
discharged into the c
accomplishment and
maximize our water

moulton niguel water district
MONTHLY NEWSLETTER
DECEMBER 2016

Water Conservation: It's A Way of Life!

As 2016 comes to a close, we reflect on what an unprecedented water year it has been. With drought conditions continuing in the state for a sixth consecutive year and worsening in Southern California, Governor Brown took action once again this year to call for permanent, long-term water efficiency policy throughout the state. This call for change builds on the temporary statewide emergency water restrictions to establish longer-term water conservation measures, including permanent monthly water use reporting, new permanent water use standards, and continues the ban on clearly wasteful practices such as hosing off sidewalks, driveways, and other hardscapes.

We are currently participating with statewide agencies to develop the framework that will outline the permanent, long-term changes that local agencies need to make to achieve water efficiency. The draft framework is expected to be released for review in late 2016.

EVERY DROP COUNTS

Thank You for Doing Your Part!

Over the past 12 months, our customers have reduced potable water use by nearly 11 million gallons! We thank our customers who have done their part to help reduce water waste indoors and outdoors, and for those customers who are living within their budget. Our budget-based structure provides each account with a calculated water budget based on customized needs for each customer, empowering you to use water in the most efficient way possible. Remember, it's not about using less, it's about wasting less.

Despite the recent rain and improved conditions in the northern part of the state, the current drought is not over. As the California drought becomes "the new normal" due to warmer temperatures, depleted reservoirs, and a dwindling snowpack, using water efficiently must be a part of our everyday lives. For conservation tips, visit mnwd.com/watersavingtips.

Let's keep up the good work in 2017!

BOARD OF DIRECTORS | Duane D. Carr DIRECTOR | Scott Cotton VICE PRESIDENT | Richard Flore DIRECTOR | Donald Froelich PRESIDENT | Gary R. Kurtz DIRECTOR | Larry Lassie DIRECTOR | Brian S. Prohasky VICE PRESIDENT

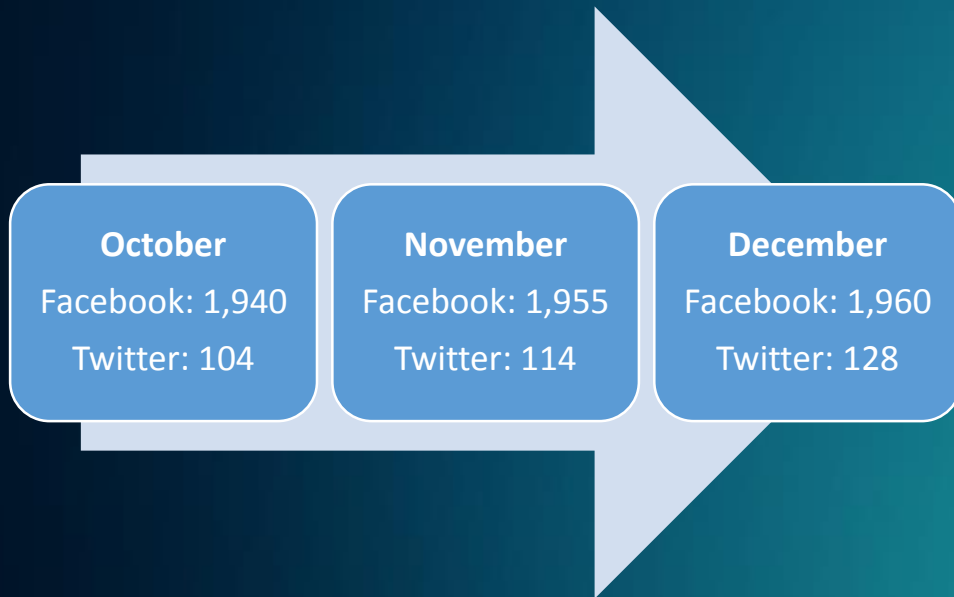
27500 La Paz Rd | Laguna Niguel, CA 92677 | 949.831.2500 | mnwd.com

Social Media

Average Monthly Engagement on Posts

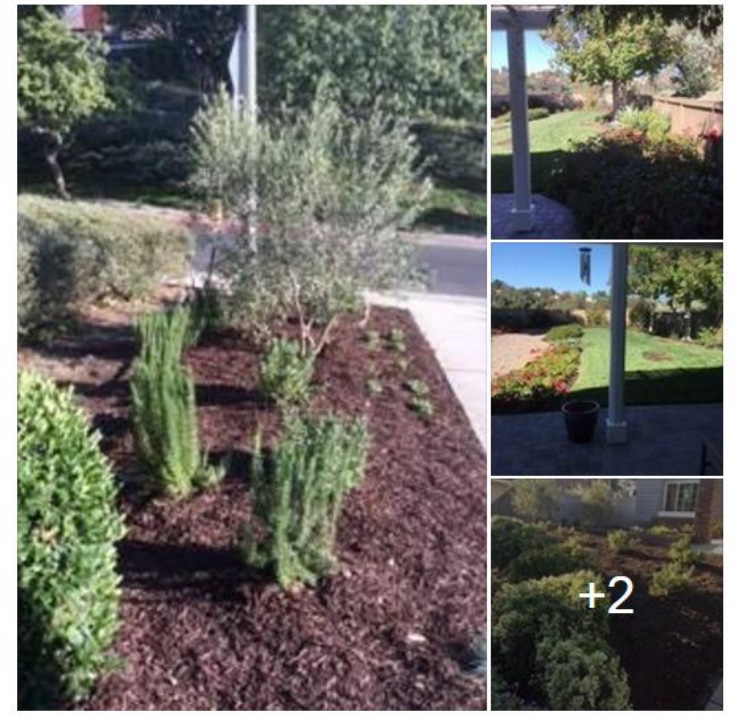
Facebook: 50 likes, 2 comments, 3 shares

Twitter: 40 likes, 11 retweets, and 17 link clicks



We would like to recognize one of our customers who is doing their part to be more water-efficient. A Laguna Niguel resident, Bill Peacher has shown true commitment to creating his drought-tolerant garden. He has taken out 8,000 SF of lawn and installed a drip irrigation system in both his front and back yard. He has also begun planting a variety of drought-tolerant plants and is creating his own California friendly landscape. Bill, we appreciate all you have done and encourage you to keep up the good work!

How are you being water-efficient? We'd love to hear from you, so be sure to share your water conservation stories with us! Post a story or email us at outreach@mnwd.com.



High Performing Post: Customer Recognition on 11/21

MNWD in the Community

- Landscape Workshops: Oct. 8, Oct. 22, Nov. 12, Dec. 3
**Average attendance: 26*
- South County Water Expo: Oct. 1
- CSDA Conference: Oct. 12
- AVCA Fall Harvest Festival: Oct. 15
- LNCC Emerging Professionals Presentation: Oct. 18
- Long-Term Efficiency Framework UAG Meetings: Oct. 20, Dec. 7
- Baker Water Treatment Plant Partner Celebration: Oct. 25
- ACWA Region 10 Program & Tour Presentation: Oct. 28
- Long-Term Efficiency Framework Presentation: Nov. 8
- LNCC Annual Breakfast & Awards: Nov. 18
- ACWA Fall Conference presentations: Nov. 29 – Dec. 1
- White House Data Challenge: Dec. 9
- OCBC Infrastructure Committee Meeting: Dec. 13
- ACC-OC Water Committee Meeting: Dec. 20



Outreach Activities

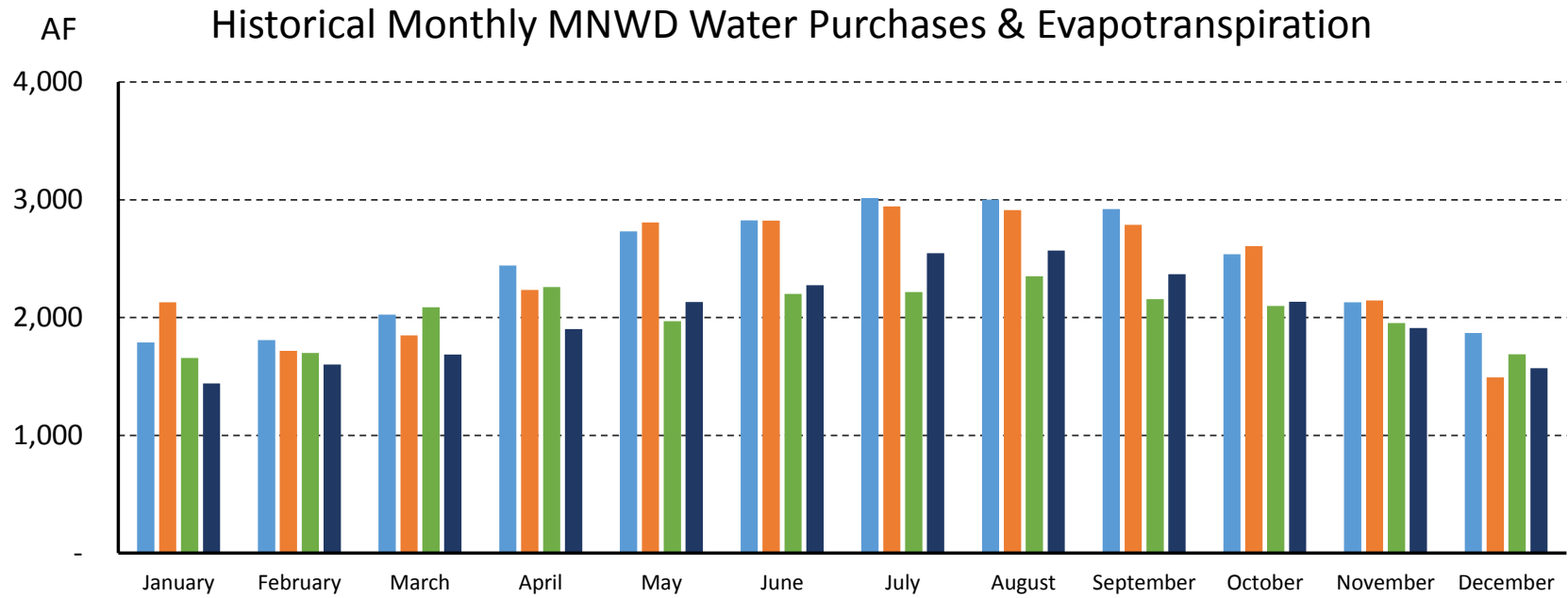
- *Orange County Register* Interview – Baker Water Treatment Plant
- *Water Deeply* Interview – Next Generation of Water Leaders
- *Water Deeply* OpEd – Long-Term Water Efficiency Framework
- ACC-OC's "The City Square" Podcast Interview – MNWD Programs
- *Washington Post* Interview – Long-Term Efficiency Framework
- *Orange County Register* media briefing – MNWD Overview & Programs



Questions?

FOLLOW US ONLINE!

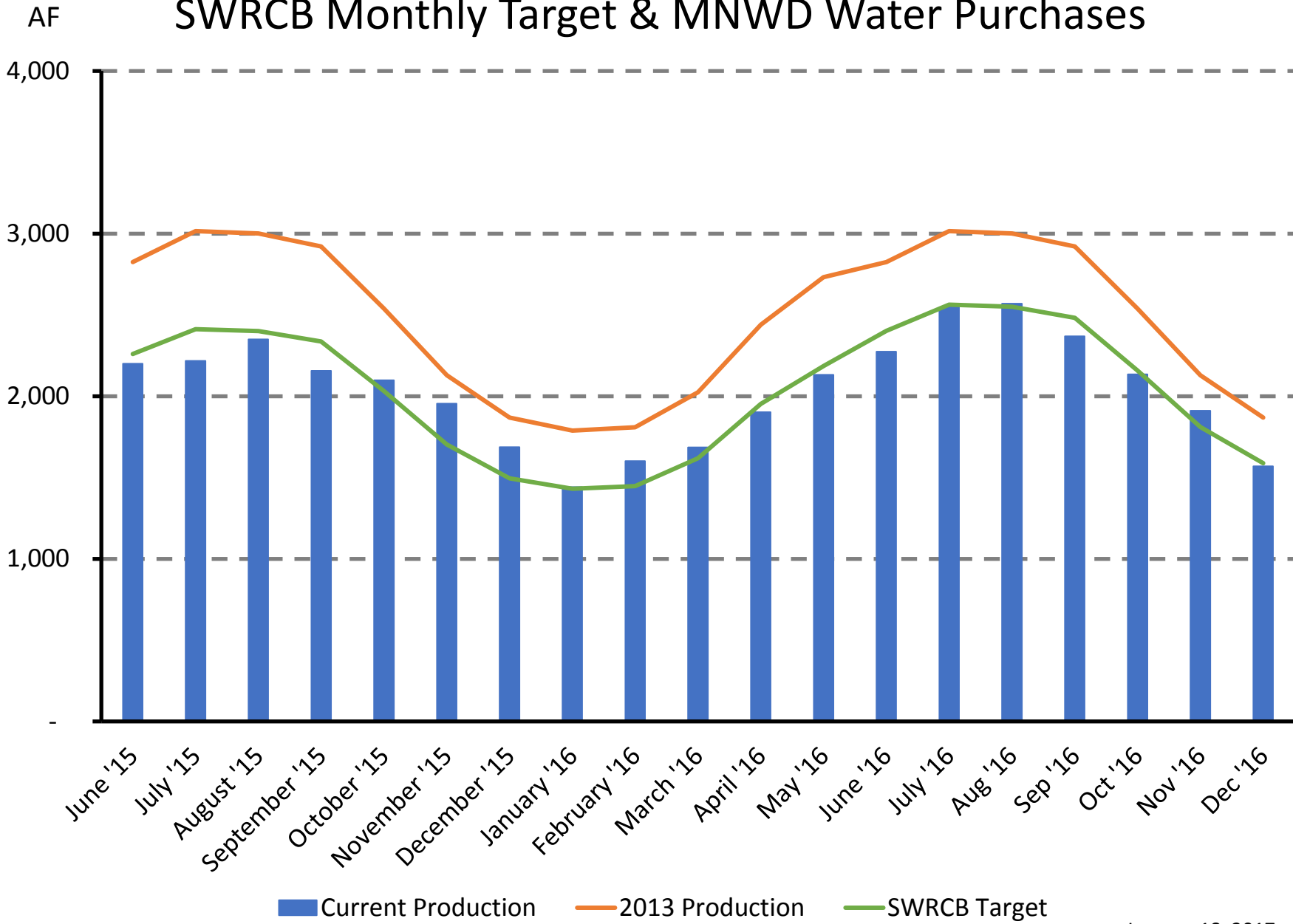




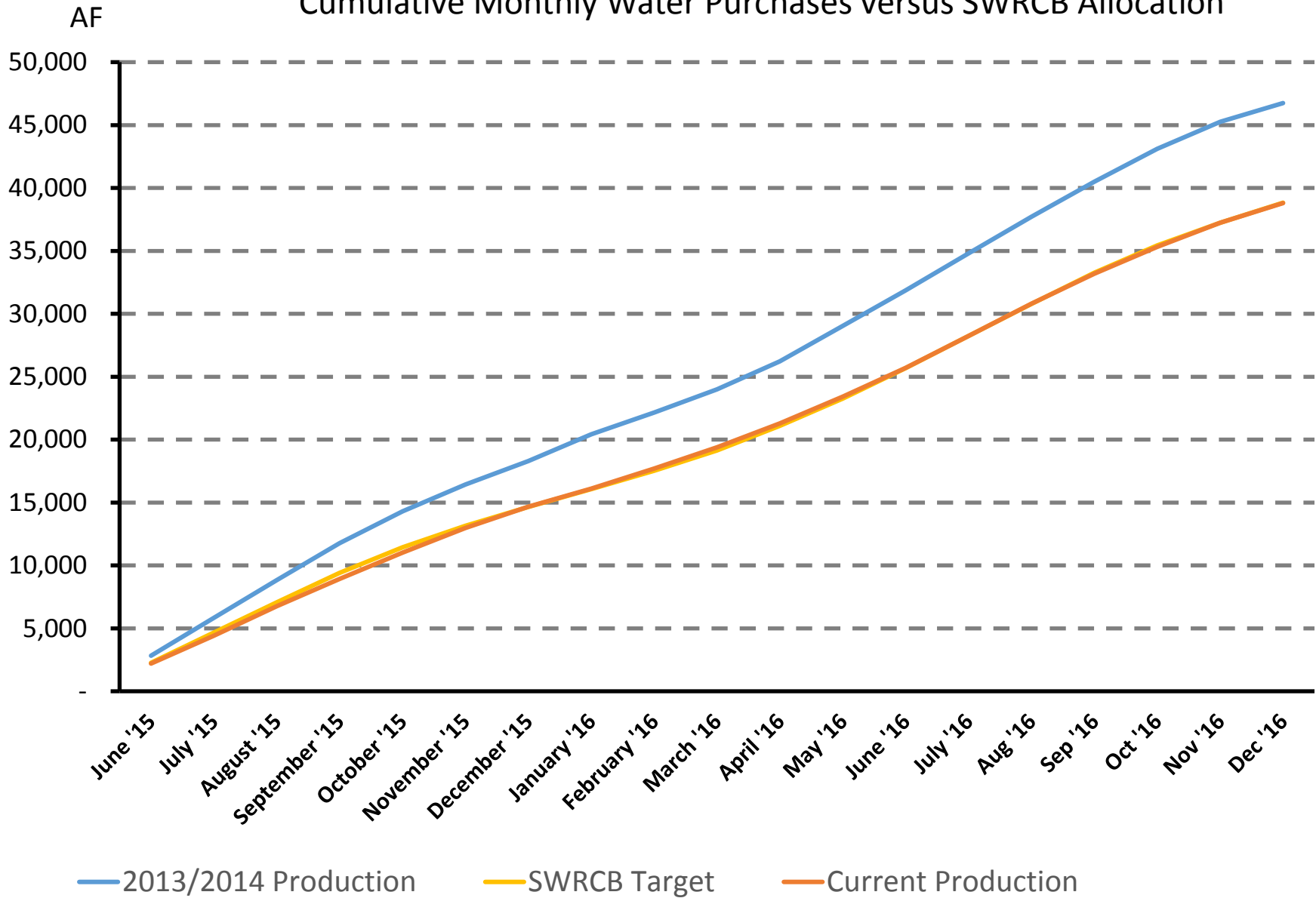
Year	ET (Inches)												
2013	2.54	2.88	4.08	4.79	5.99	6.07	5.81	6.53	5.26	3.92	2.52	2.49	
2014	2.82	2.64	4.09	5.54	6.39	6.45	6.54	6.23	5.21	3.94	3.16	1.91	
2015	2.52	3.02	4.96	5.31	4.48	5.75	5.69	6.27	5	3.88	3.24	2.35	
2016	1.87	3.82	3.98	5.16	4.63	5.77	6.77	5.97	4.51	3.23	2.75	1.89	

January 18, 2017

SWRCB Monthly Target & MNWD Water Purchases

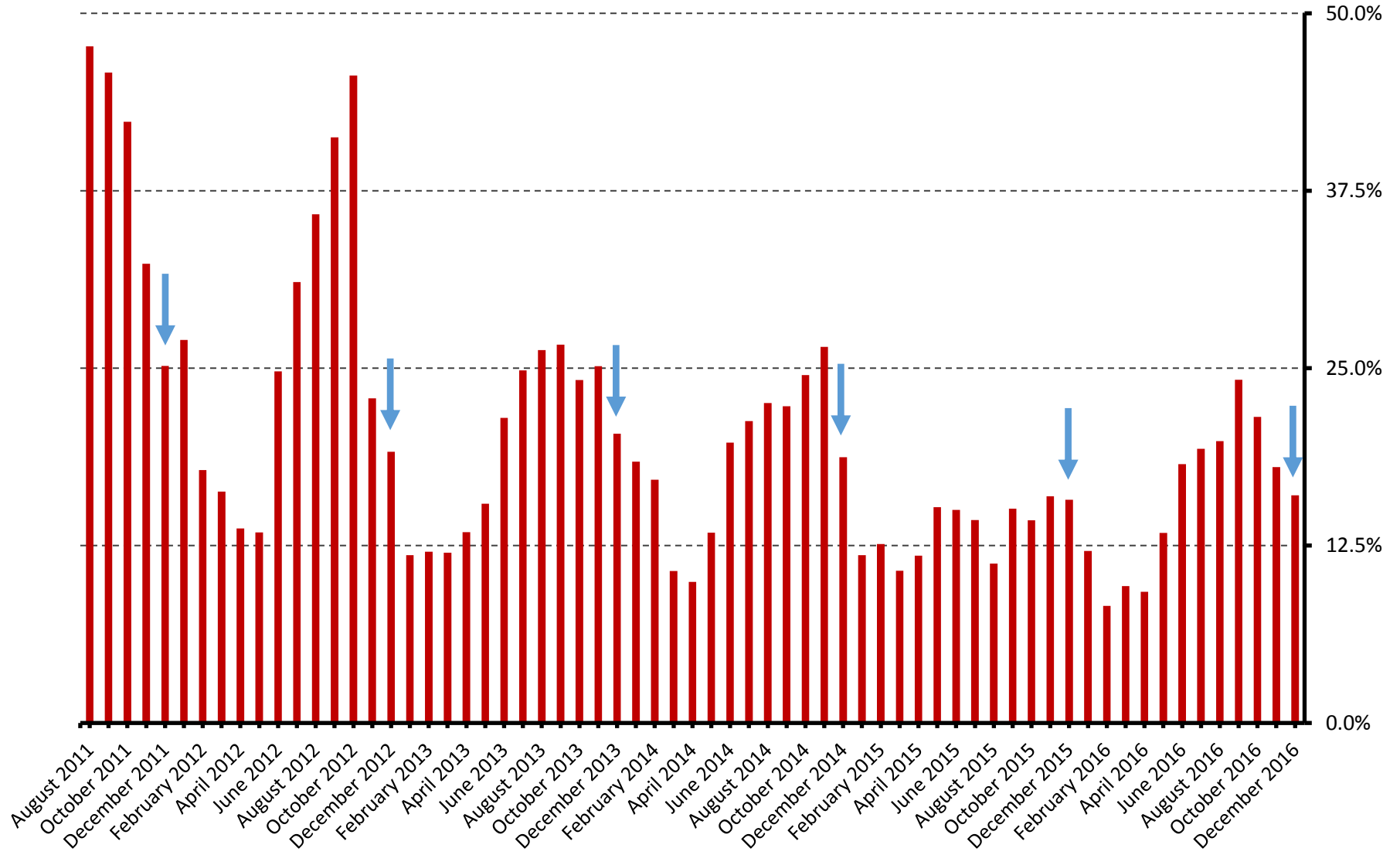


Cumulative Monthly Water Purchases versus SWRCB Allocation



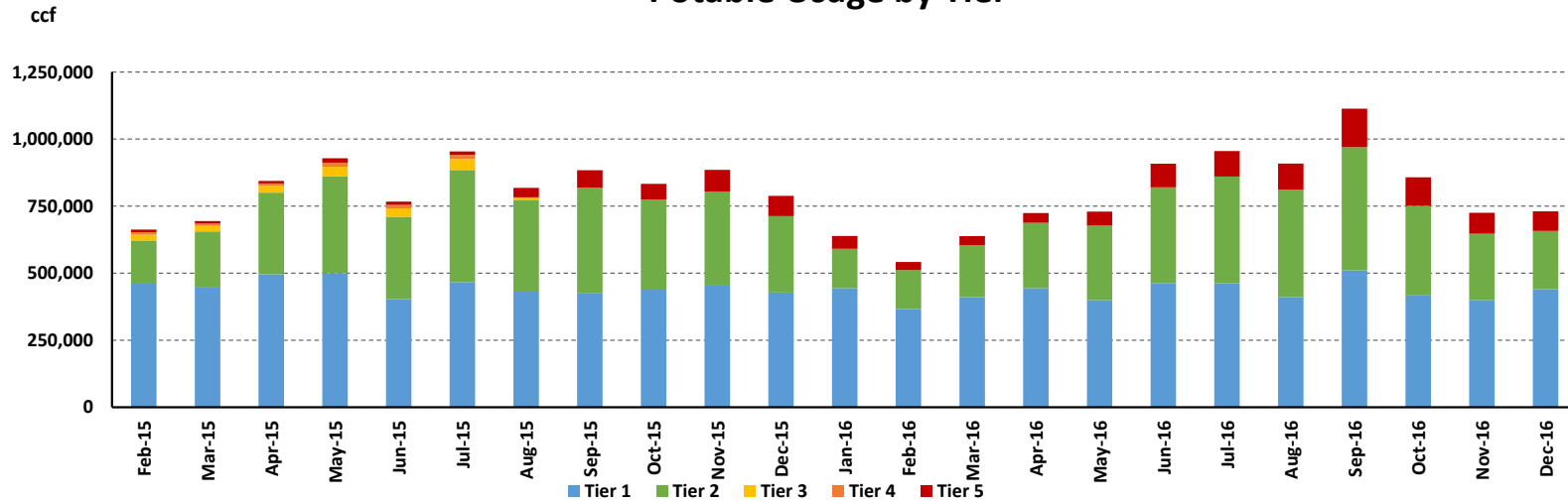
January 18, 2017

Single Family Residential Accounts Above Tier 2



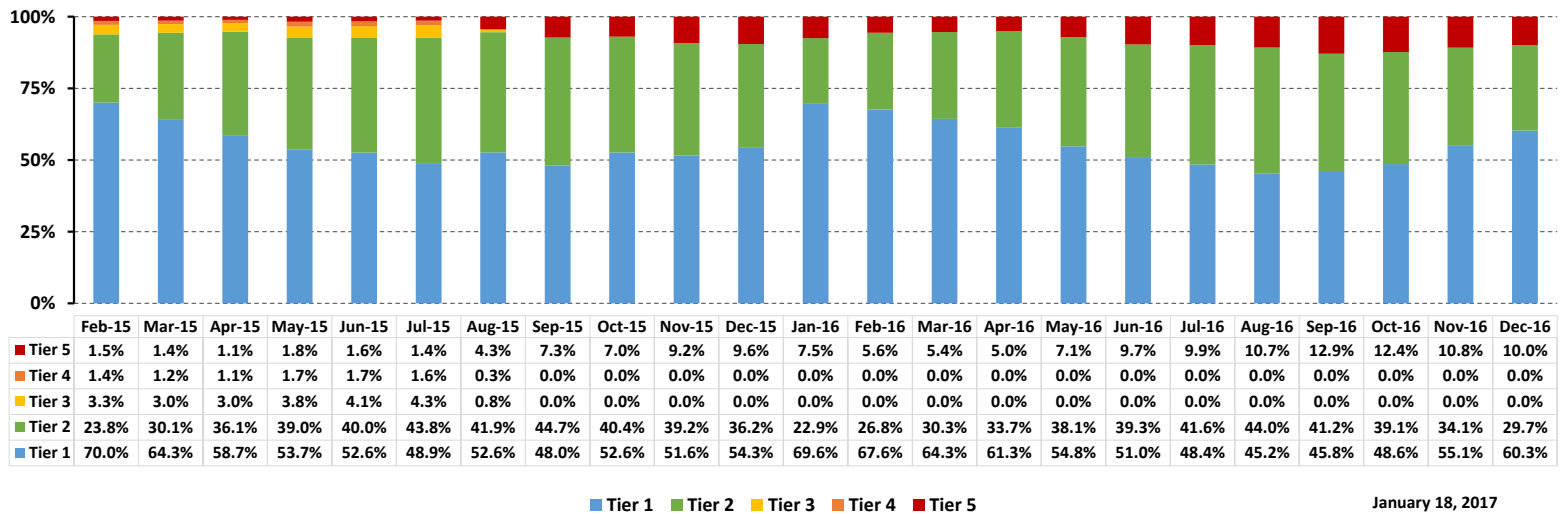
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Potable Usage by Tier



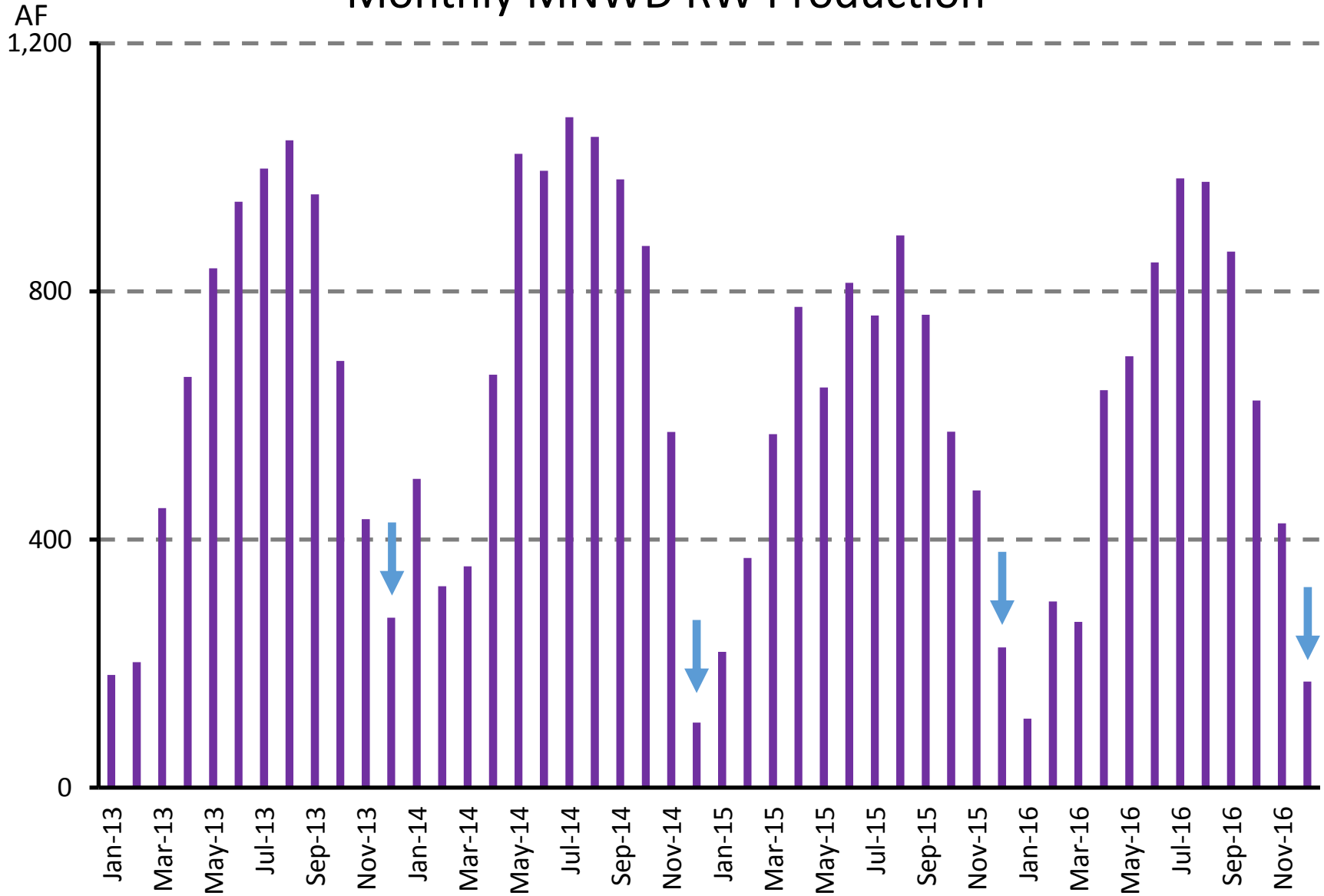
AF in Tier 3, 4, 5	94	89	101	154	131	159	102	148	134	187	173	110	70	78	83	119	202	218	224	331	243	180	167
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Percent Potable Usage by Tier



	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Tier 5	1.5%	1.4%	1.1%	1.8%	1.6%	1.4%	4.3%	7.3%	7.0%	9.2%	9.6%	7.5%	5.6%	5.4%	5.0%	7.1%	9.7%	9.9%	10.7%	12.9%	12.4%	10.8%	10.0%
Tier 4	1.4%	1.2%	1.1%	1.7%	1.7%	1.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tier 3	3.3%	3.0%	3.0%	3.8%	4.1%	4.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tier 2	23.8%	30.1%	36.1%	39.0%	40.0%	43.8%	41.9%	44.7%	40.4%	39.2%	36.2%	22.9%	26.8%	30.3%	33.7%	38.1%	39.3%	41.6%	44.0%	41.2%	39.1%	34.1%	29.7%
Tier 1	70.0%	64.3%	58.7%	53.7%	52.6%	48.9%	52.6%	48.0%	52.6%	51.6%	54.3%	69.6%	67.6%	64.3%	61.3%	54.8%	51.0%	48.4%	45.2%	45.8%	48.6%	55.1%	60.3%

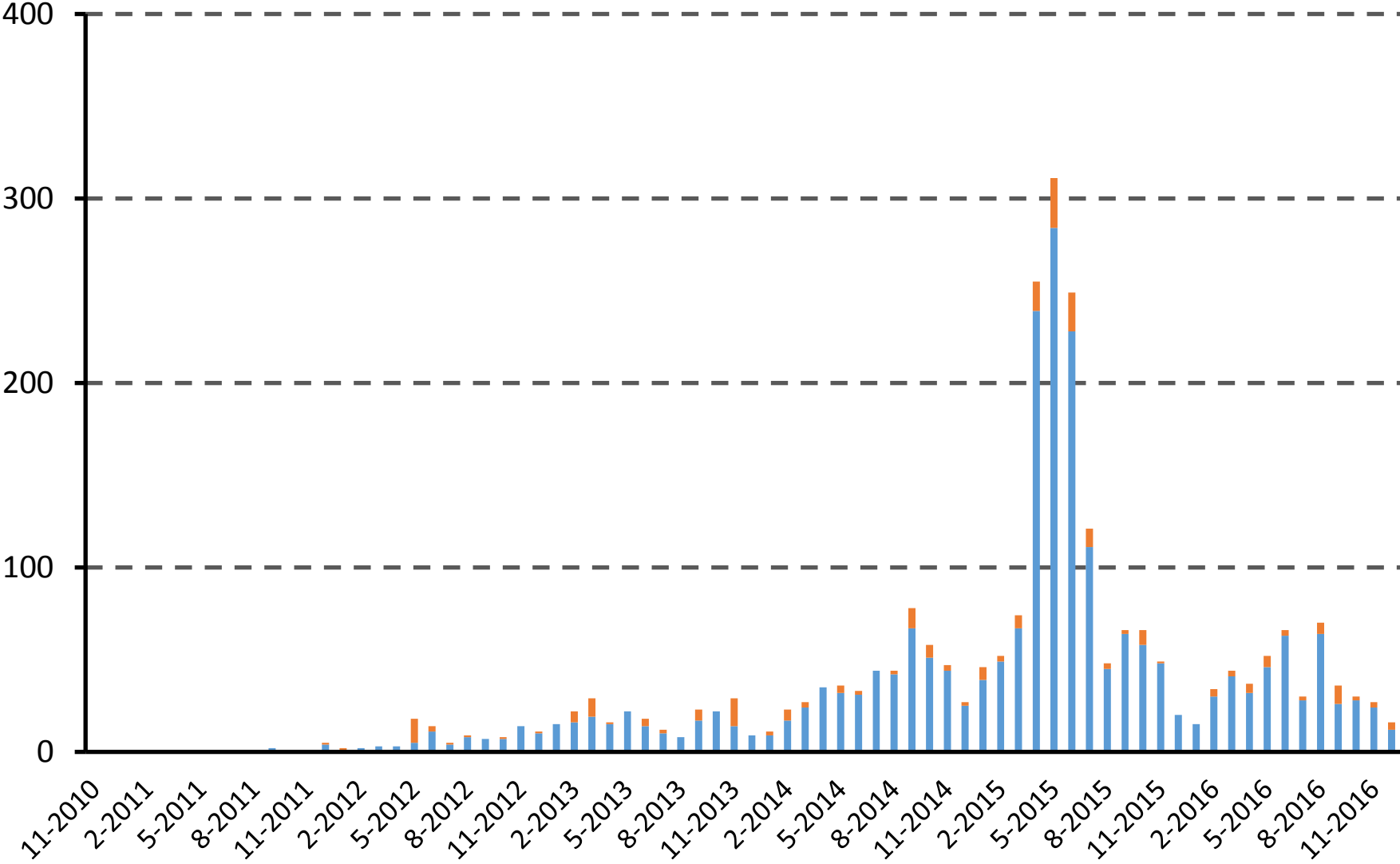
Monthly MNWD RW Production



January 18, 2017

Total Turf Removal Applications by Month

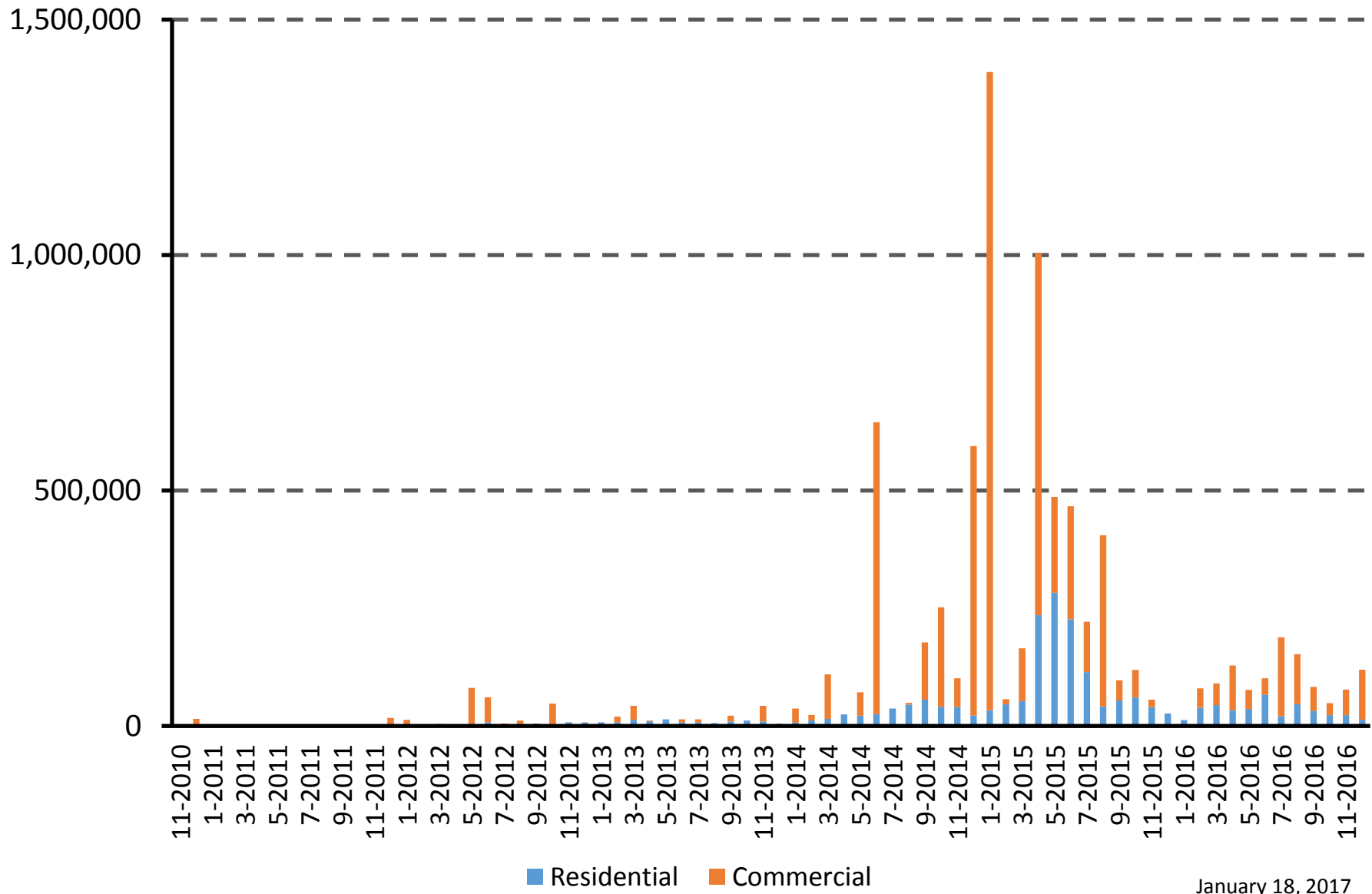
Applications



■ Residential ■ Commercial

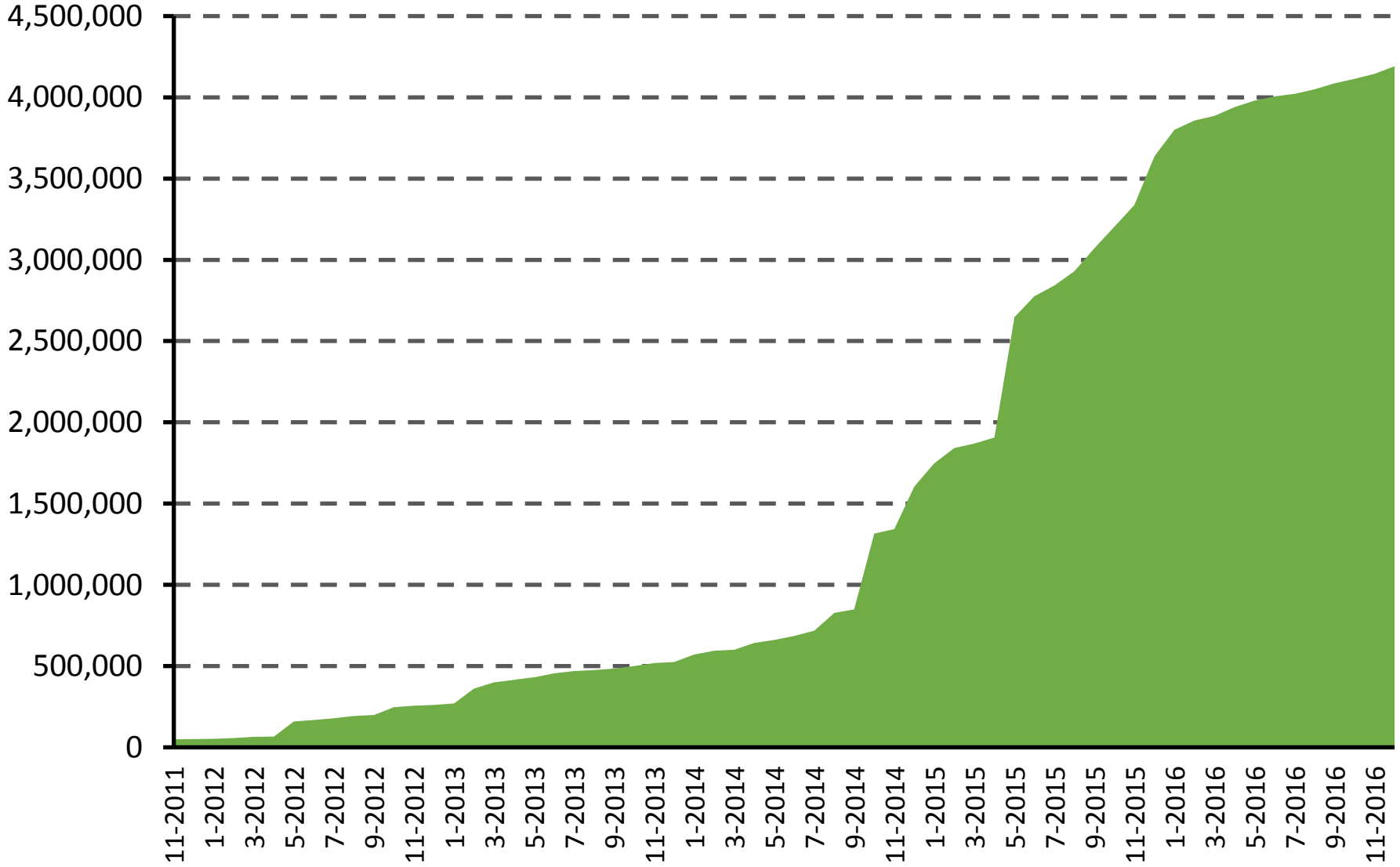
January 18, 2017

Square Feet Total Turf Removal Application Size by Month



Square Feet

Total Turf Removed



January 18, 2017