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

Social Media

Average Monthly Engagement on Posts

Facebook: 50 likes, 2 comments, 3 shares
Twitter: 40 likes, 11 retweets, and 17 link clicks

October
Facebook: 1,940
Twitter: 104

November
Facebook: 1,955
Twitter: 114

December
Facebook: 1,960
Twitter: 128
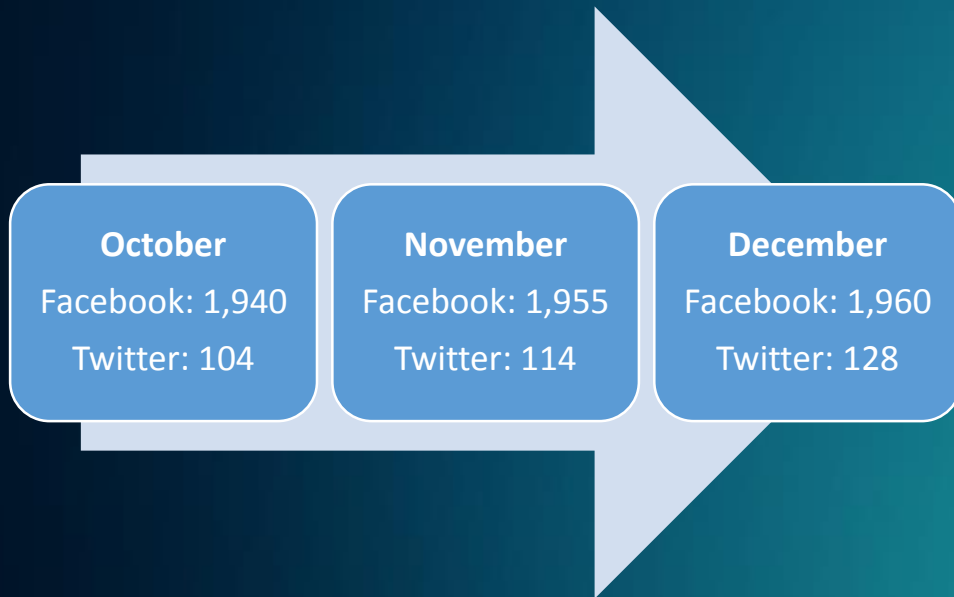
We would like to recognize one of our customers who is doing their part to be more water-efficient. A Laguna Niguel resident, Bill Peacher has shown true commitment to creating his drought-tolerant garden. He has taken out 8,000 SF of lawn and installed a drip irrigation system in both his front and 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.
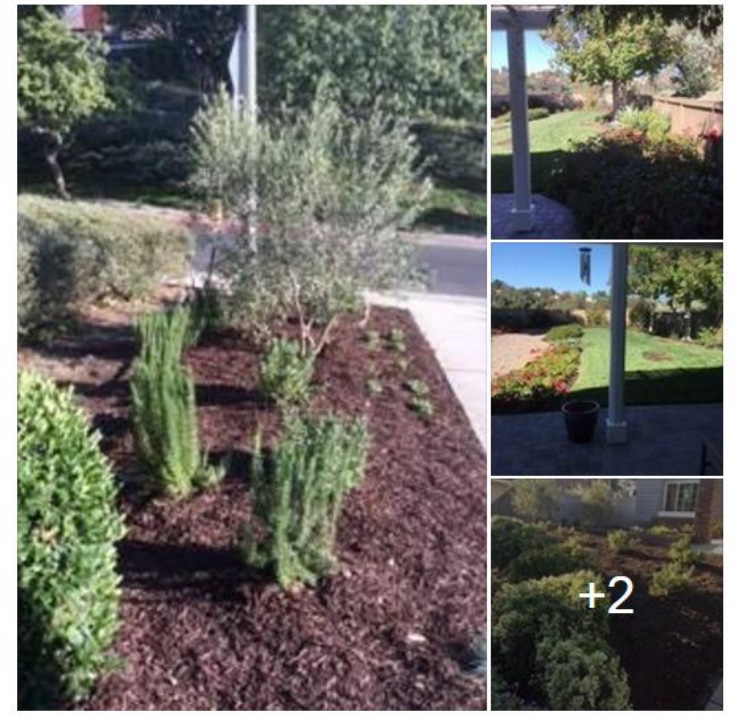
High Performing Post: Customer Recognition on 11/21

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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

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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

NEWS
New water treatment plant to add local, reliable source for south Orange County

Nov. 22, 2016 | Updated Dec. 1, 2016 9:14 a.m.

VIEW SLIDESHOW

An aerial view of the Baker Water Treatment Plant on Biscayne Bay Dr. in Lake Forest. The plant will begin operations in early 2017.

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The Washington Post

California officials say a new plan will make water conservation 'a way of life'

A worker adjusts a water irrigation system in a field near San Ysidro, Calif., in March. (Mike Blake/ Reuters)

By Darryl Fears December 31, 2016

SANTA MONICA, Calif. — Here in the land of beauty and make-believe, it's important to keep up appearances. Tracy Quinn sees it whenever she walks her dog: sprinklers irrigating pretty green lawns and wasted water bleeding across sidewalks during the state's driest spell in centuries.

the CITY SQUARE

Questions?

FOLLOW US ONLINE!

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Historical Monthly MNWD Water Purchases & Evapotranspiration

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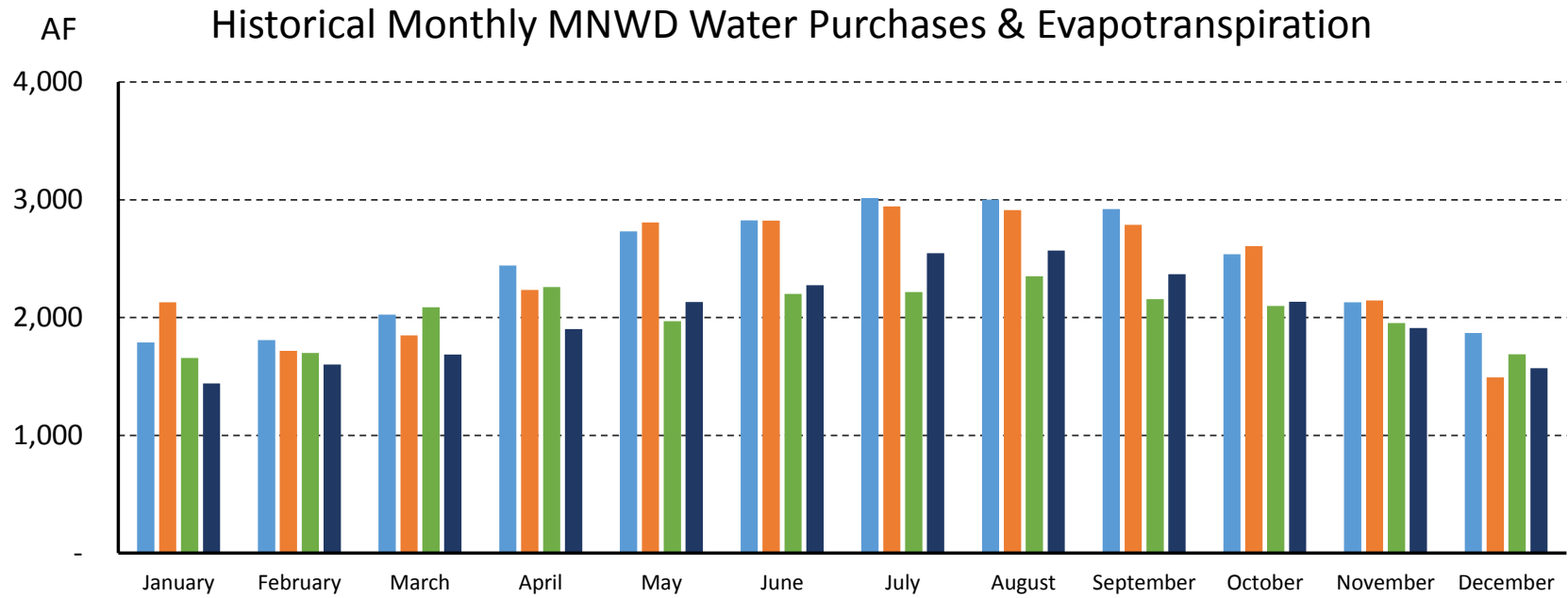
Year	ET (Inches)											
2013	2.54	2.88	4.08	4.79	5.99	6.07	5.81	6.53	5.26	3.92	2.52	2.49
2014	2.82	2.64	4.09	5.54	6.39	6.45	6.54	6.23	5.21	3.94	3.16	1.91
2015	2.52	3.02	4.96	5.31	4.48	5.75	5.69	6.27	5	3.88	3.24	2.35
2016	1.87	3.82	3.98	5.16	4.63	5.77	6.77	5.97	4.51	3.23	2.75	1.89

January 18, 2017

SWRCB Monthly Target & MNWD Water Purchases
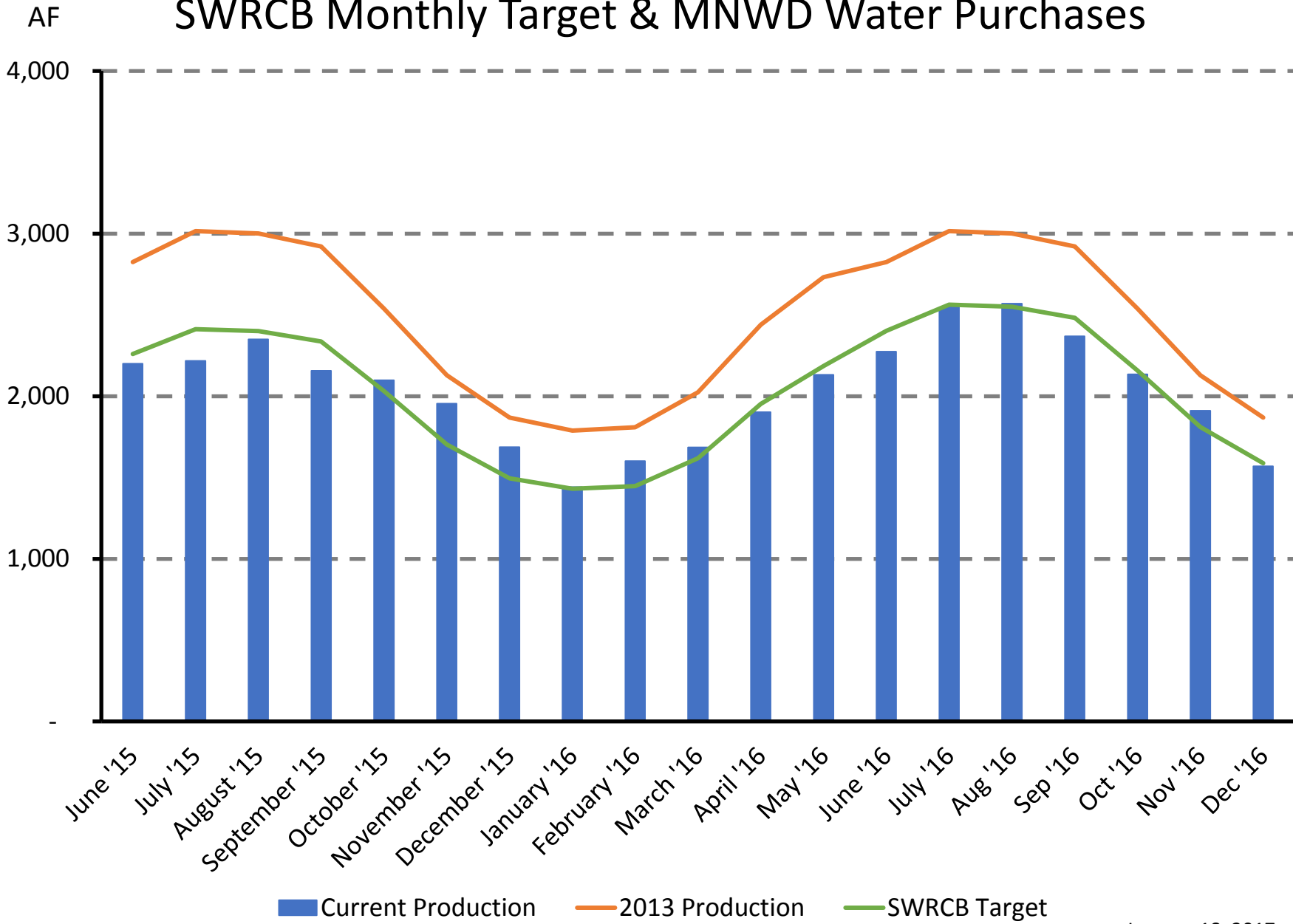
January 18, 2017

Cumulative Monthly Water Purchases versus SWRCB Allocation

AF

Legend:
- 2013/2014 Production
- SWRCB Target
- Current Production
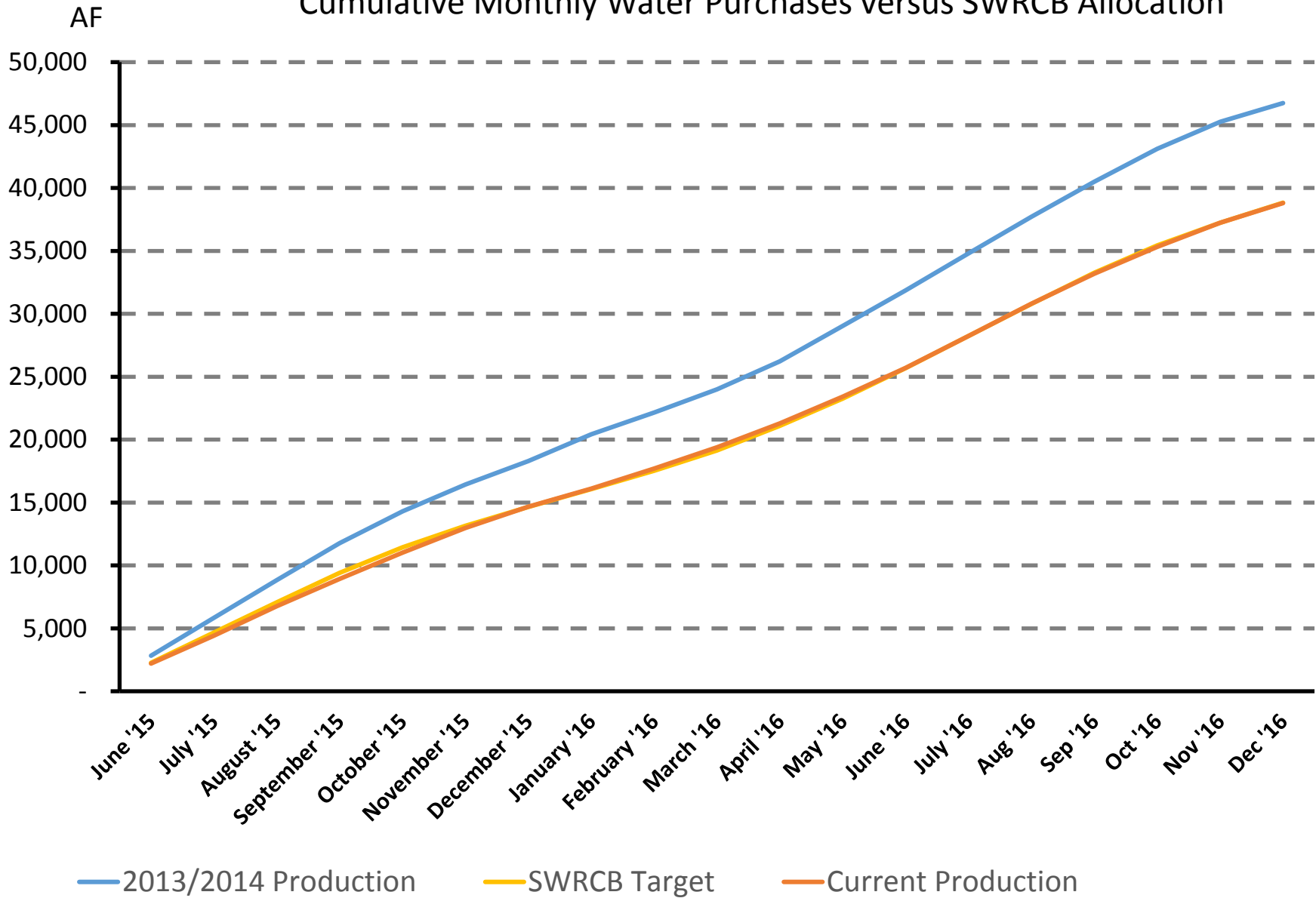
January 18, 2017

Single Family Residential Accounts Above Tier 2
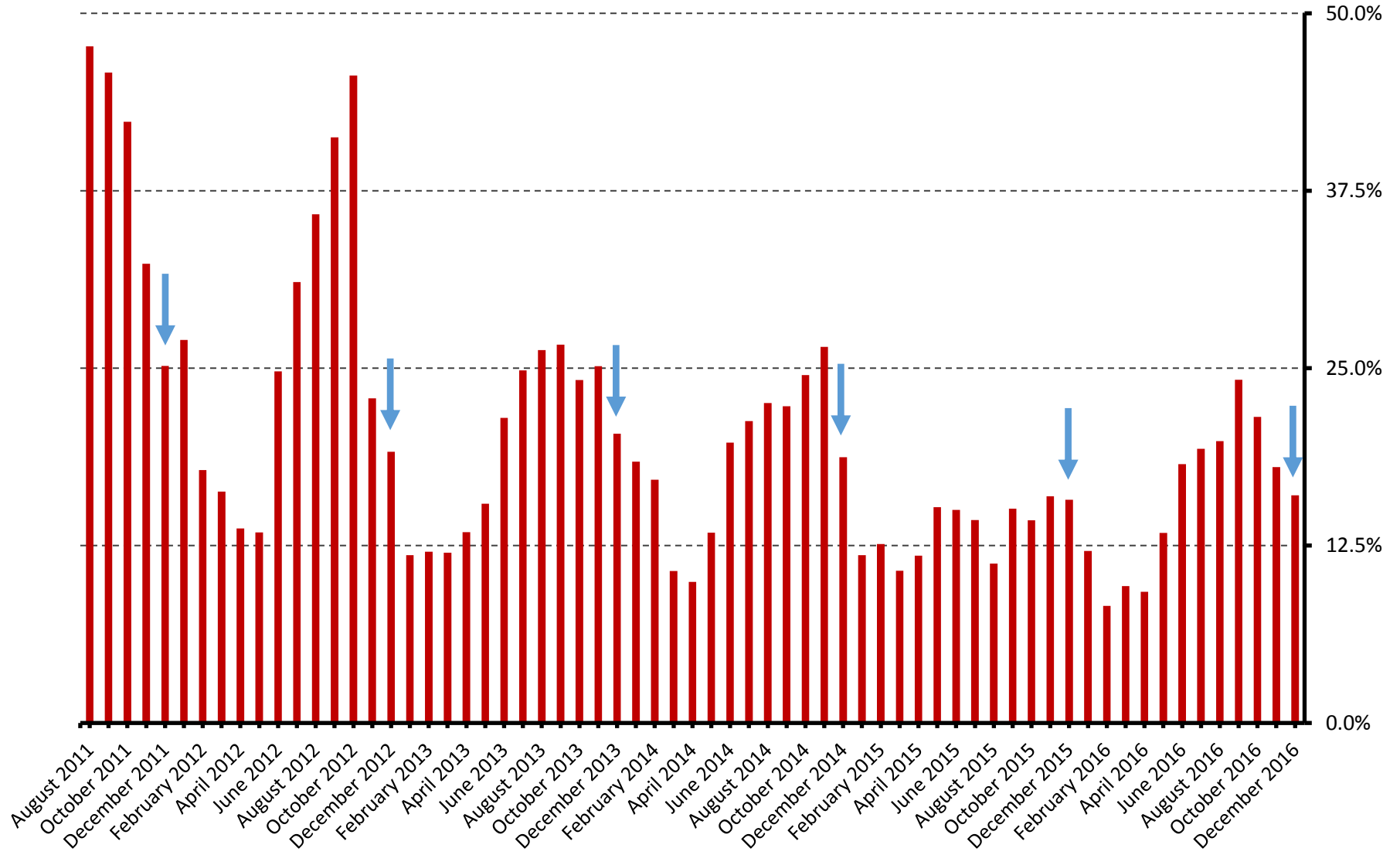
January 18, 2017

Potable Usage by Tier
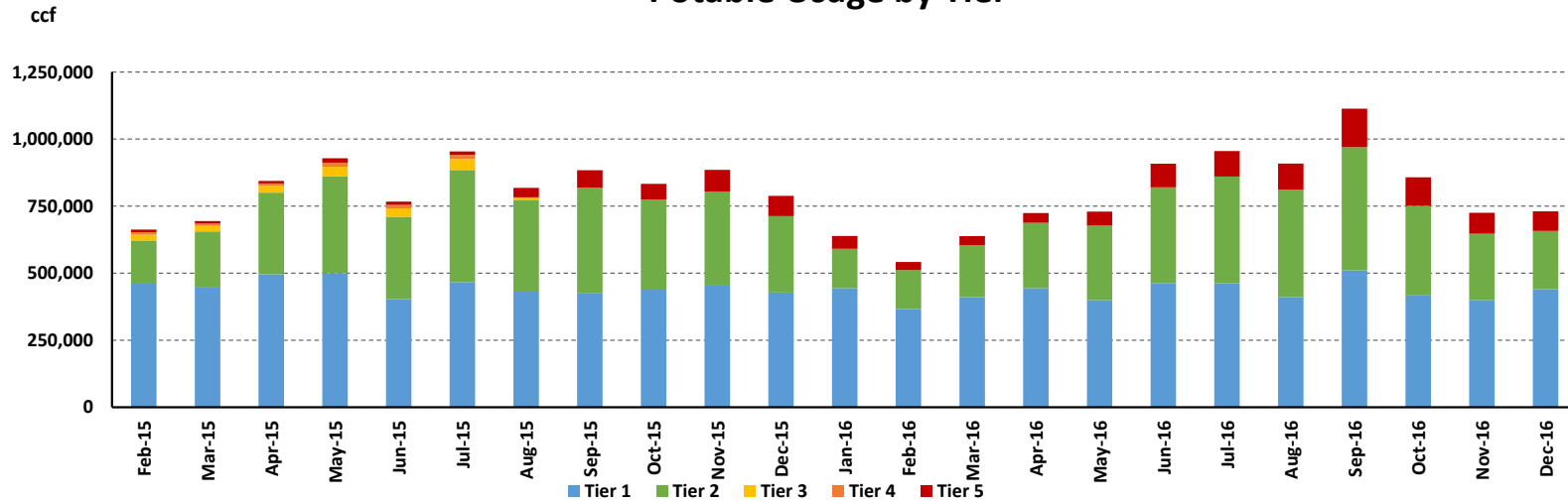
ccf

	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
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

Legend: Tier 1, Tier 2, Tier 3, Tier 4, Tier 5

Percent Potable Usage by Tier
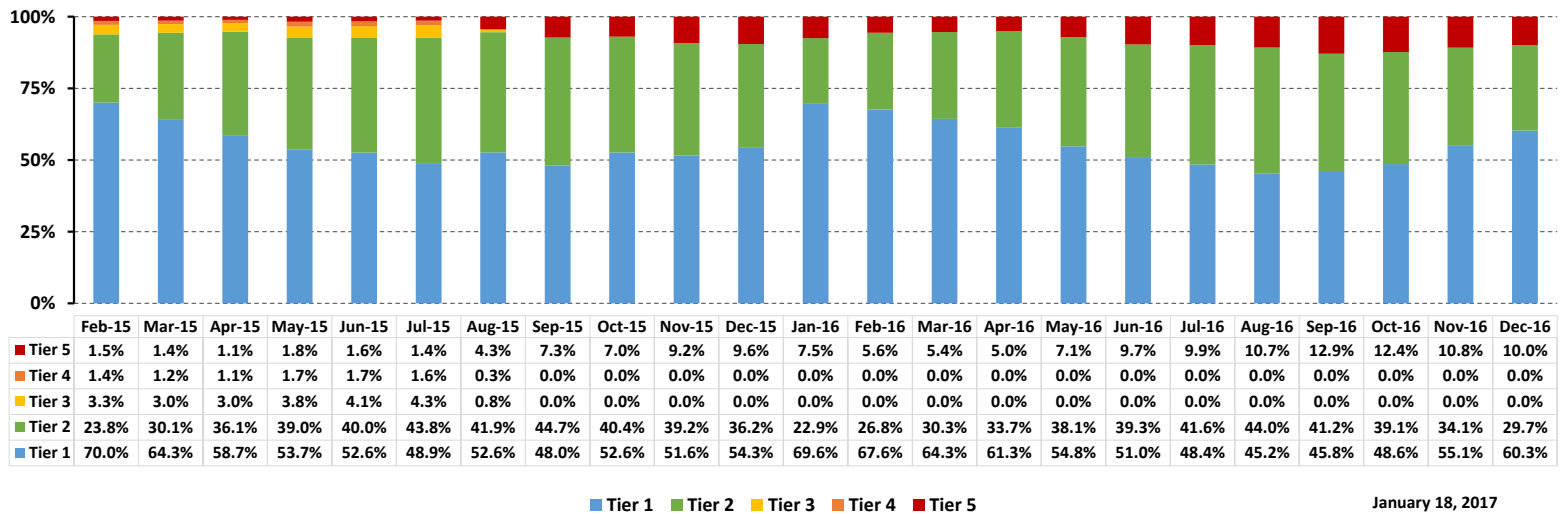
	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Tier 5	1.5%	1.4%	1.1%	1.8%	1.6%	1.4%	4.3%	7.3%	7.0%	9.2%	9.6%	7.5%	5.6%	5.4%	5.0%	7.1%	9.7%	9.9%	10.7%	12.9%	12.4%	10.8%	10.0%
Tier 4	1.4%	1.2%	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%

Legend: Tier 1, Tier 2, Tier 3, Tier 4, Tier 5

January 18, 2017

Monthly MNWD RW Production
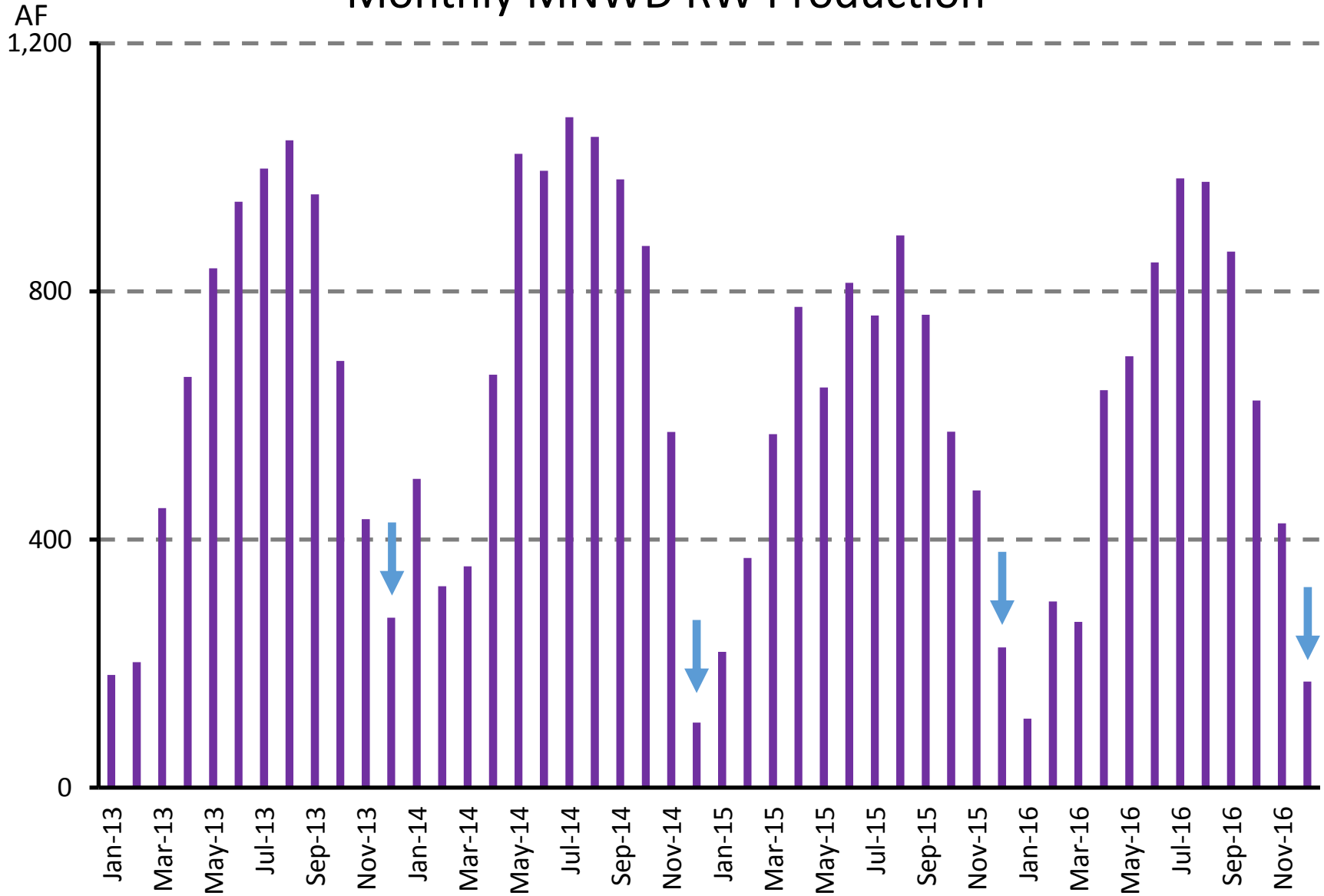
January 18, 2017

Total Turf Removal Applications by Month

Applications

400

300

200

100

0

11-2010 · 2-2011 · 5-2011 · 8-2011 · 11-2011 · 2-2012 · 5-2012 · 8-2012 · 11-2012 · 2-2013 · 5-2013 · 8-2013 · 11-2013 · 2-2014 · 5-2014 · 8-2014 · 11-2014 · 2-2015 · 5-2015 · 8-2015 · 11-2015 · 2-2016 · 5-2016 · 8-2016 · 11-2016
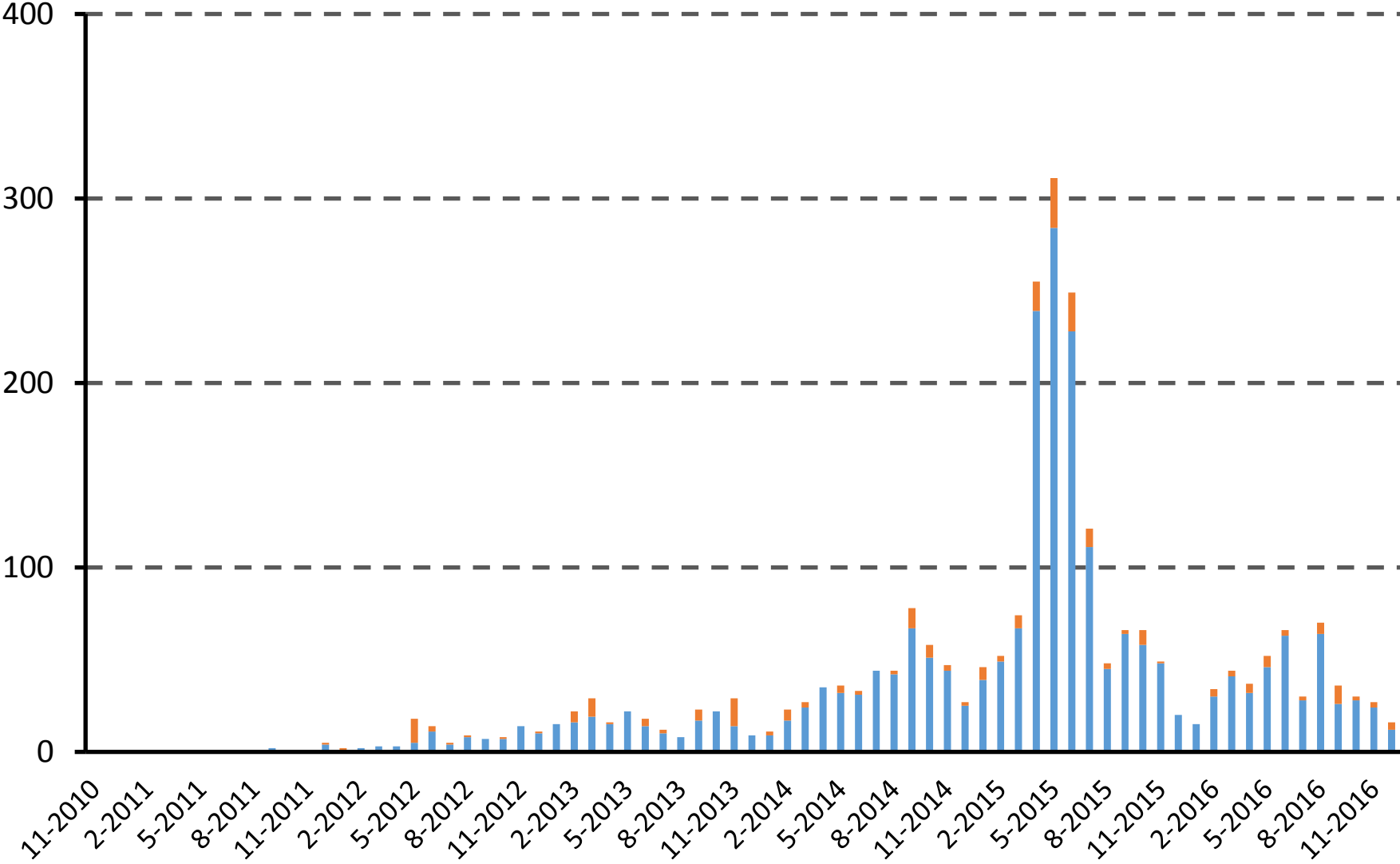
■ Residential ■ Commercial

January 18, 2017

Total Turf Removal Application Size by Month

Square Feet

Legend: Residential, Commercial

January 18, 2017

Total Turf Removed

Square Feet

January 18, 2017