

LEADERSHIP | PARTNERSHIP | STEWARDSHIP

# East Valley Water District

## *Outreach Update*

August 12, 2021



## CAMPAIGN APPROACH

- East Valley Water District recently concluded the Smart Irrigation Month campaign
- Focused on providing steps to evaluate irrigation routine and preventing water overuse
- The outreach used consistent messaging across the range of the District's communication channels





CAMPAIGN MATERIAL



**JULY SMART IRRIGATION MONTH**

July is a great time to evaluate your irrigation routine and check your sprinklers for leaks. Irrigating during the hottest part of day can result in excess water loss due to evaporation, while broken sprinklers can quickly drain your water savings!

*Ready for Extra Savings?  
The District offers outdoor rebates to help improve efficiency year-round!*

Watering Between 6p.m. – 6a.m.

Check Your Sprinklers for Leaks

Use a Broom to Clean Driveways and Other Surfaces

Keep Grass Height at 2-4 inches to Retain Water in Soil

Use an Automatic Shut-off Nozzle

Avoid Water Run-off When Irrigating

**@eastvalleywater**

Discover more ways to stay efficient outdoors at [eastvalley.org/smartirrigationmonth](http://eastvalley.org/smartirrigationmonth).



**JULY SMART IRRIGATION MONTH**

**MORE THAN HALF OF THE WATER USED BY HOUSEHOLDS IS APPLIED OUTDOORS**

Check for Leaks Outdoors

Install High Efficiency Sprinklers

Upgrade to a Weather-Based Irrigation Controller

Keeping up with how much to water your landscape just got easier. Customers are eligible to receive a free weather-based irrigation controller device at no cost with installation.

**@eastvalleywater**

Discover more ways to stay efficient outdoors at [eastvalley.org/smartirrigationmonth](http://eastvalley.org/smartirrigationmonth).

Highland Community News Ads



July 2021

**SMART IRRIGATION MONTH**

July is Smart Irrigation Month and a great time to evaluate your irrigation routine and check your sprinklers for leaks. Irrigating during the hottest part of day can result in excess water loss due to evaporation, while broken sprinklers can account for over 6,300 gallons of water overuse per month. That's the amount of water needed to take more than 360 showers!

Discover more ways to stay efficient outdoors at [eastvalley.org/smartirrigationmonth](http://eastvalley.org/smartirrigationmonth).

*Keep the Celebration Going In All Seasons!*

Water Between 6p.m. – 6a.m.

Check Your Sprinklers for Leaks

Avoid Water Run-off When Irrigating

Use a Broom to Clean Driveways and Other Surfaces

Use an Automatic Shut-off Nozzle

Keep Grass Height at 2-4 inches to Retain Water in Soil

**TAKE WATER SAVINGS TO THE NEXT LEVEL We Can Help!**

Four rebates that can help with saving water outdoors and spruce up your lawn.

1

Up to \$4 per high-efficiency sprinkler nozzles installed that uses less water

2

Up to \$150 per weather-based irrigation controller installed

3

Free weather-based irrigation controller with installation included (direct installation program)

4

Up to \$200 for water efficient landscaping that uses native plants, efficient irrigation systems and other landscaping elements

31111 GREENSPOT ROAD, HIGHLAND, CALIFORNIA 92346 | (909) 889-9501 | [EASTVALLEY.ORG](http://EASTVALLEY.ORG)

Bill Insert



**East Valley Water District**  
Published by Hootsuite • July 12 at 11:35 AM •

Slow and steady gets the best results!

Prevent runoff by irrigating slowly. Try watering in 3 cycles (one hour between each) for 4-5 minutes in each zone during your water window. This method will allow water to soak into the soil more efficiently. #SmartIrrigationMonth

#EVWD #Conservation #WaterSmart #IrrigationTip #BeyondTheFaucet



Social Post



**Smart Irrigation Month: Take Water Savings to the Next Level**

July is Smart Irrigation Month and a great time to evaluate your irrigation routine and check your sprinklers for leaks. Irrigating during the hottest part of day can result in excess water loss due to evaporation, while broken sprinklers can account for over 6,300 gallons of water overuse per month. That's the amount of water needed to take more than 360 showers!

**Keep the Celebration Going In All Seasons!**

Use an Automatic Shut-off Nozzle

Avoid Water Run-off When Irrigating

Use a Broom to Clean Driveways and Other Surfaces

Water Between 6p.m. – 6a.m.

**East Valley Water District will replace your irrigation controller with a new Weather Based Irrigation Controller, just one more way to be water efficient this season!**

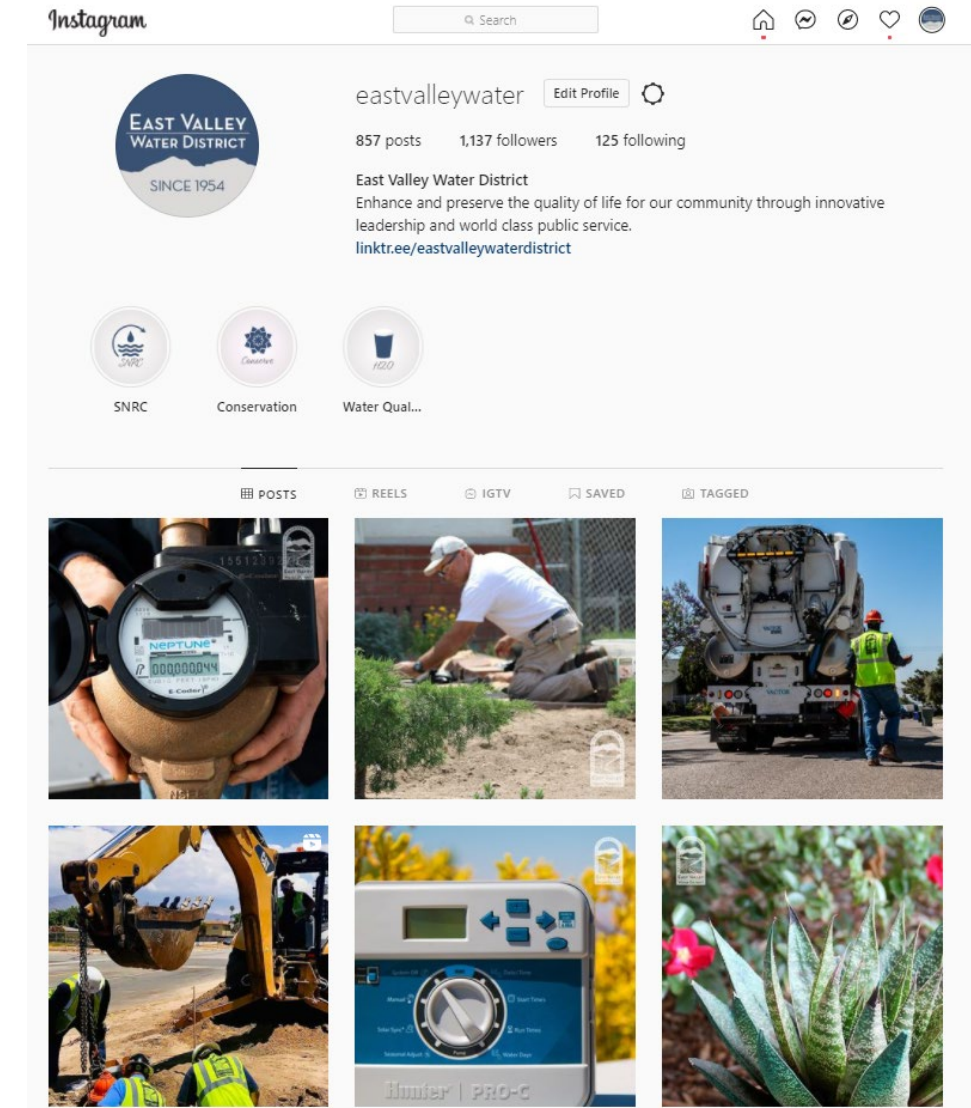
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## INSTAGRAM REELS UPDATE

- Instagram is an effective channel to engage the community, however posting requirements continue to change on the platform
- Posting rules, promoting limitations and content subject requirements fluctuate from the parent company Facebook







EAST VALLEY  
WATER DISTRICT

Discussion