



## Key Components

- Cooperative and “team” attitude
- Transparent communication with water agencies
  - Unique needs of schools
- Long range planning
- Accountability & measurement
- Public Relations



## **“Team” Attitude**

- “Our” water vs. “my” water
- Start the discussion by communicating this attitude
- Let them know that you understand the school district is a large water user
- How can “we” support each others water use goals?
- Upfront and transparent about a school districts needs



## **Transparent Communication**

- Ornamental turf, ornamental landscaping
- Functional turf, functional spaces
- Communicate public school’s unique use of turf, plants, and landscaping
  - Athletic play fields, agriculture training, and curb appeal
  - Safety, head attenuation guidelines



## **Long Range Planning**

- At least a 10 year plan for:
  - Grey water, purple pipe
  - Surface water
  - Monitoring use of well water
- Communicate need to be cost effective with tax payer funds
  - Need a public relations plan



## **Measurement & Accountability**

- "You cannot control, what you do not measure"  
Bill Hewlett
- Establish a baseline for water use, particularly well water
- Real time monitoring
  - Weather sensing systems
  - Cutting edge technology.....establish criteria for payback of capital projects



## Public Relations

- Prepare communication plan with your CCO
  - Unique needs of schools (functional turf, large sets)
- “Hotline” for irrigation repairs
  - Team approach...support from custodial
- Respond to every “complaint”
  - Opportunity to communicate your message
- Messaging on exterior fences/school sites
  - Talking points for principals/school site leaders

# EVERY DROP COUNTS!

Everyone has a part in conserving water during California's historic drought, and in Clovis Unified we're:

Turning on each sprinkler valve for ornamental landscaping only twice a week, though given the time it takes to water our large campuses the city has OK'd us watering on multiple days of the week.

Watering play and athletic fields enough that the ground meets head impact safety standards.

Repairing broken sprinklers within hours of identifying a problem.

Using pressure washers only as needed to remove gum, food and other safety hazards from sidewalks.

Introducing drought tolerant landscaping and grasses that need less water to survive. As we maintain and renovate turf, you might see us watering more to make sure the grass is established and ready for heavy use by our students and community. Once the turf is healthy enough to survive, we'll reduce watering immediately.

Developing a 10-year plan to use recycled water and reduce reliance on well or city water supplies.



**Thank you...**

for helping us conserve water by reporting broken sprinklers or water waste to 327-9494 or by texting "savewater" followed by a description of the problem to 88202.



## Questions?

---



9

## CUSD Contacts

Don Ulrich, Assistant Superintendent, Facility Services: [donulrich@cusd.com](mailto:donulrich@cusd.com)

Phone: 559-327-9265

Chris Petty, Director, Plant Operations: [chrispetty@cusd.com](mailto:chrispetty@cusd.com)

Phone: 559-327-9500

Stan Kawaguchi, Grounds Manager: [stankawaguchi@cusd.com](mailto:stankawaguchi@cusd.com)

Phone: 559-327-9290

Stu Ogren, Coordinator Energy Management: [stuogren@cusd.com](mailto:stuogren@cusd.com)

Phone: 559-327-9795