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# MARINA COAST WATER DISTRICT Material Audit

# MCWD Material Audit

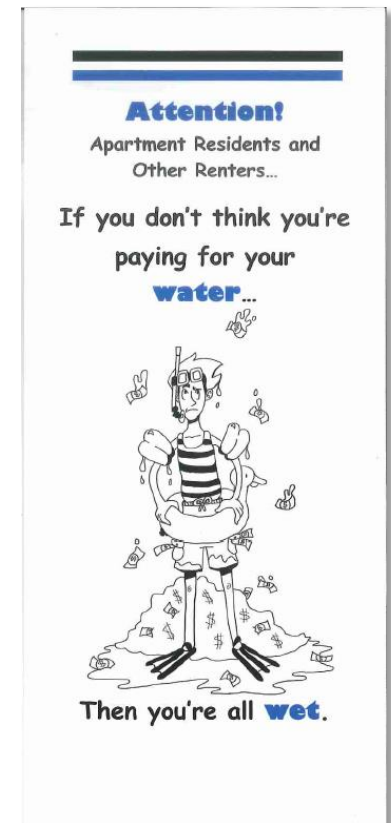
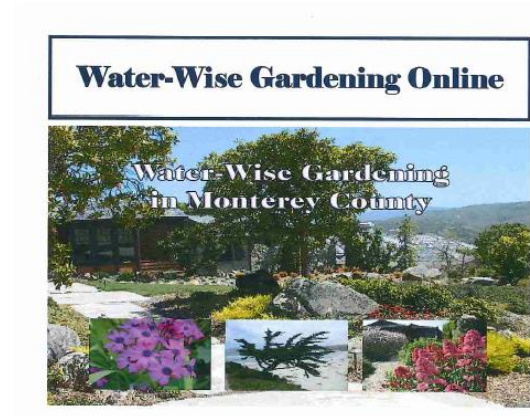
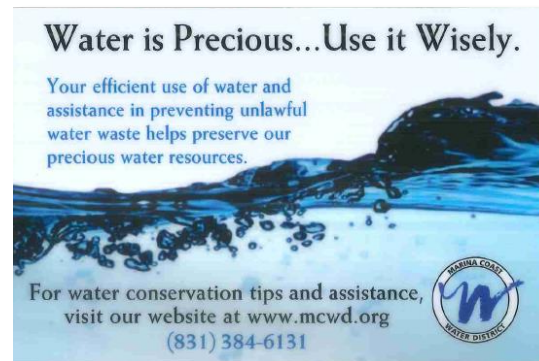
## I. Content

- a. Tone
- b. Simplicity
- c. Consistency

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- c. Photography/Illustrations
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# CONTENT

Overall, the current tone used by MCWD is conversational and approachable. However, the wording can become lengthy and duplicitious.


## RECOMMENDATIONS

- Avoid repetition of message points
- Continue using phrasing that makes the reader feel they are a valued part of the water-conservation process (thank you, please, we, our)
- Avoid dictatorial language
- Maintain tone of helpfulness

**F**ew things in life are free. The apartment resident pays for water used in the monthly rent, and wasteful water practices could lead to rent increases. Careful water use can help keep your building's water cost down, and at the same time play an important role in the conservation of water in our city.

The following tips will help you eliminate waste and still provide enough water to meet your needs.

**Bathroom**




More water is used in the bathroom than in the rest of the rooms combined, and it is here you can make the biggest savings. Shortening your shower by five minutes can save up to 30 gallons of water. Turning down the valves and setting the shower head for a fine spray could further increase your savings. Bathing in a tub half full will get you just as clean as in a full tub. (If you don't have a MCWD 2.5-gallon-per-minute showerhead with a shut-off button, let your manager or owner know. They're free while supplies last.)

While we're in the bathroom, let's take a look at the largest single user of water—the toilet. It uses from 5 to 7 gallons a flush, or over 5,000 gallons a year for each person. The toilet is an expensive wastebasket for gum wrappers and cigarette butts. Use it only for its intended purpose.

If you have a 3.5-gallon-per-flush toilet, you can reduce water used in the toilet by placing two one-quart bottles in the toilet tank. Weight the bottles with pebbles or other heavy material, fill with water, and set upright in the tank.


Fill your sink when shaving and save 3 to 5 gallons of water each minute. Use 8 ounces of water in a drinking glass when brushing your teeth rather than wasting 2 gallons by letting your tap run.

**Leaks**



Don't be a drip when it comes to reporting leaks to the building management. A small dripping leak can waste hundreds of gallons of water per day; so consider what larger leaks can waste. Replacement of a worn out washer often will solve the leak problem. A toilet leak could waste up to 200 gallons of water a day, and it can't be seen or heard. MCWD has leak detector tablets, or food coloring placed in the toilet tank will flow into the bowl after a few minutes if there is a leak. Let's look at the automatic dishwasher in the

**Kitchen**




kitchen. It can use up to 20 gallons of water every cycle. The message: wash full loads. If you do the

dishes by hand, don't let the tap run freely for rinsing. Instead, plug the second side of the sink and let it fill. If the rinse water becomes soapy, change it. Since your garbage disposer needs water for flushing, use it less often and throw waste out with the trash. Instead of running the tap to obtain cool water, refrigerate a pitcher for drinking purposes.

The washing machine in your apartment laundry room or on your service porch should be used only with full loads. This means you won't have to wash as many loads and the 30 to 35 gallons of water each cycle will be put to maximum use.

**Outside**



You can wash your car without drowning it. A quick hosing to wet it down, a bucket and sponge to wash it, and another quick hosing for rinsing will get your car clean. Allowing the hose to run during the entire process will give the same car wash, but the wasting of 100 gallons or more doesn't make good sense. (Also, it's against MCWD's water waste ordinance, so you could be fined.)

**Water Conservation Information Available**

MCWD offers free water conservation information for all District residents. Videos also are available on loan. Contact the District office, 11 Reservation Road. For more conservation information, contact the Water Conservation Coordinator at 394-6131.

# Simplicity

One strength of MCWD materials is that (for the most part) each conveys one key message. Text is simply written and easy to understand (aside from specific technical pieces).

## RECOMMENDATIONS

- Convey no more than one key message per piece (with no more than 3 supporting points)
- Continue using easy-to-understand phrasing
- For technical pieces (ex: water heater improvements) use simple step-by-step instructions and avoid using unfamiliar nomenclature (such as “H2S”)
- Avoid long blocks of copy; utilize subheads and bullet points
- Ensure key messages have top priority and are not buried
- Always tie the key message (desired behavior) back to a consumer benefit
- Utilize call-to-action messaging (call/visit website for more information)

**Marina Coast Water District Hot Water Pump Rebates**

### Hot Water Recirculation Pumps Help to Conserve Water



If you have to let the water run for several minutes before it gets hot, there's a solution for your time and water waste. Hot water recirculation pumps are used so that the faucet will provide hot water instantly upon demand. Without the proper system, hot water that is unused in the line cools and must be drained before your hot water heater can reach the desired faucet. Consequently, gallons of unused water are just washed down the drain.

#### Hot Water Recirculation Pumps

In typical one-way plumbing without a recirculation pump, water is simply piped from the water heater through the pipes to the tap. Once the tap is shut off, the water remaining in the pipes cools producing the familiar wait for hot water the next time the tap is opened. By adding a recirculation pump and constantly circulating a small amount of hot water through the pipes from the heater to the farthest fixture and back to the heater, the water in the pipes is always hot, and no water is wasted during the wait.

The Marina Coast Water District provides an incentive for retrofitting your home with a hot water recirculation pump to reduce water consumption. The rebate provides an incentive to retrofit a hot water recirculation system to the present system to reduce the wasted water. The rebate provided will be up to \$250 per installation, not to exceed the cost of the pump being installed and materials.

Some pumps have a built-in timer that is installed on the hot water line from the water heater. A patented sensor valve opens when the water on the hot water side cools and pushes the cool water back to the water heater. As the temperature in the hot water line hits 98°, the valve closes.

**Watts Instant Hot Water Recirculation System**  
<http://www.watts.com/pages/wattsnowH2WS.asp>

SmartPlus circulators have a Smart mode that monitors and records the home's hot water usage pattern. The SmartPlus circulator will use this usage pattern (that is recorded every week) to cycle the pump. It can even recognize when you go on vacation. When the circulator detects 36 hours of inactivity, it will automatically turn off and remain off until water use is detected again. If you are gone for more than 7 days, it will turn itself on for 10 seconds a week just to prevent any corrosion or scale buildup.

**Taco SmartPlus Circulator**  
<http://www.taco-hvac.com/uploads/Files/Library/100-41.pdf>  
[http://www.taco-hvac.com/en/products/SmartPlus/products.htm?currency\\_category=421](http://www.taco-hvac.com/en/products/SmartPlus/products.htm?currency_category=421)

#### Retrofit Kits

Retrofit kits are an easy and inexpensive way to save water that requires no return line. Installation for these usually takes an hour or less. Installing one of these kits will provide instant hot water in every faucet and shower in your house. The District will also provide an incentive for this.



Retrofit kit systems are a pump and valve combination that delivers you hot water in an instant. A pump is used at your water heater along with the patented sensor valve beneath the sink that is furthest away from the pump. This patented combination creates a pressure differential that allows the cool water in the hot water supply to bypass, at a very low volume, into the cold supply line through a thermostatically controlled valve that is mounted under the sink furthest from the water heater. This combination works together to keep the water in your hot water line at temperature to provide instant hot water throughout your home. The timer on the pump makes it more efficient during times when you are not using water, like nights or mid-day when you are not at home. These retrofit kits will keep your water at a comfortable temperature.

**Grundfos Comfort System**  
<http://productscomfort.grundfos.us/gsu/hot-water/product-range/hot-water-recirculation/comfort-system/#technical-data>

# Consistency

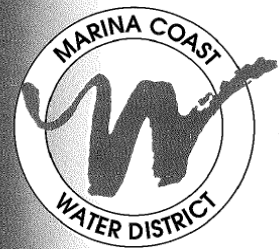
MCWD materials do provide a consistent perspective and avoids contradictions.

The “Water Wise” concept is a strong way to bridge materials with consistent messages, calls-to-action or technical upgrades.

## RECOMMENDATIONS

- Use “Water Wise” more frequently across related branded materials
- If not “Water Wise,” develop a consistent branding phrase to serve as an at-a-glance identifier
- Keep in mind look/voice of previous related materials when composing new pieces

### Water-wise Landscape Guide



# Content Recommendations

## Tone Recommendations:

- Avoid repetition of message points
- Continue using phrasing that makes the reader feel they are a valued part of the water-conservation process (thank you, please, we, our)
- Avoid dictatorial language
- Maintain tone of helpfulness

## Simplicity Recommendations:

- Convey no more than one key message per piece (with no more than 3 supporting points)
- Continue using easy-to-understand phrasing
- For technical pieces (ex: water heater improvements) use simple step-by-step instructions and avoid using unfamiliar nomenclature (such as “H2S”)
- Avoid long blocks of copy; utilize subheads and bullet points
- Ensure key messages have top priority and are not buried 2-3 sentences in paragraphs
- Always tie the key message (desired behavior) back to a consumer benefit
- Utilize call-to-action messaging (call for more information, visit the website, etc...)

## Consistency Recommendations:

- Maintain use of “water-wise” consistently
- Develop and utilize a consistent branding message (tagline)

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DESIGN



# Font/Typefaces

Inconsistent typeface and font sizes can lead to readability and identification issues.

Some fonts can be difficult to read, even at a large size.

## RECOMMENDATIONS

- MCWD to choose a consistent font or set of fonts
- When choosing font color, ensure readability with background colors (or avoid using shaded/colored backgrounds with color type)
- Avoid long paragraphs or very detailed lists

**R**ainwater catchment is saving normally wasted rainwater and reusing it for irrigation or other non-potable (non-drinkable) uses. Rainwater catchment is increasingly growing as people look for ways to use water resources more wisely. In Monterey County, collecting rainwater is a specifically great idea to help stretch our limited water supply. By installing a rainwater catchment system in your home, you can help maintain the beauty and health of your property as well as the

Our drinking water is a limited resource that cannot be easily replaced. While our water comes from wells drilled deep into the ground, threat of seawater intrusion requires us to be vigilant in protecting our wells. Your conservation efforts greatly help by reducing demands and the need to develop new water sources. This Water-Wise Landscape Guide will help you create a beautifully  
our home or business  
climate and seasonal

These waterwise tips can help you maximize your irrigation efficiency, save water, produce a healthier landscape, and protect the environment:

- Utilize automatic, weather-based irrigation controllers
- Utilize rain / moisture shut off devices
- Water early in the morning to minimize the effects of wind and evaporation
- Reduce your irrigation frequency or turn off your controller during the winter months and periods of rain
- Utilize repeat or soak cycles to minimize runoff
- Allow the soil to partially dry between irrigation events
- Design separate zones for turf, trees, shrubs and for various types of application devices
- Avoid turf in long narrow areas that are difficult to irrigate efficiently
- Raise lawn mowing heights to maximize water conservation

# Photography & Illustrations

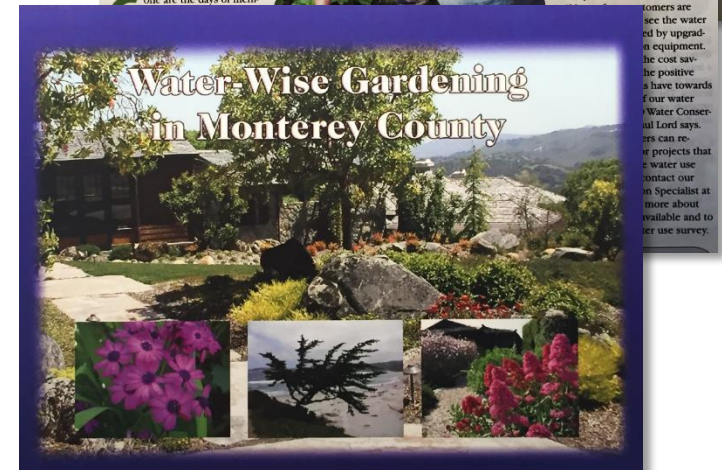
Photography is used to great effect in these materials.

Illustrations are clear and communicate specific messages well.

However, some illustrations skew towards a younger audience and conflict with tone of the message content.

## RECOMMENDATIONS

- Avoid overlaying type directly on top of photos
- Keep illustrations consistent with seriousness of messaging



# Tables & Charts

Tables and charts are used effectively and communicate well.

Hierarchy is easy to understand and data is fairly clear.

Keep in mind readability for future tables.

## RECOMMENDATIONS

- For tables (spreadsheet-type presentation), use alternating ledger-type rows or columns in shades of gray or blue to help with ease of reading

	Lawns		Shrubs	
Month	Pop-Up Spray heads	Rotors	Pop-Up Spray heads	Drip Emitters (2gph)
Jan	(9) or as needed	(26) or as needed	(6) or as needed	(5) or as needed
Feb	(13) or as needed	(39) or as needed	(9) or as needed	(8) or as needed
Mar	(24) or as needed	(70) or as needed	(17) or as needed	(13) or as needed
Apr	32	93	22	18
May	37	112	27	22
Jun	42	126	30	25
Jul	44	131	32	26
Aug	37	112	27	22
Sept	32	93	22	18
Oct	24	70	17	13
Nov	(11) or as needed	(34) or as needed	(8) or as needed	(7) or as needed
Dec	(6) or as needed	(18) or as needed	(4) or as needed	(4) or as needed

# Color

The brand palette (blue/white/black) is used well and in some cases to great effect.

## RECOMMENDATIONS

- In pieces that require more color variety, use grays and tints of the MCWD blue to increase variety
- Avoid producing materials that obviously deviate from the brand color palette

### Landscape Watering Tips

These water-wise tips can help you maximize your irrigation efficiency, save water, produce a healthier landscape, and protect the environment:

- Utilize automatic, weather-based irrigation controllers
- Utilize rain / moisture shut off devices
- Water early in the morning to minimize the effects of wind and evaporation
- Reduce your irrigation frequency or turn off your controller during the winter months and periods of rain.
- Utilize repeat or soak cycles to minimize runoff
- Allow the soil to partially dry between irrigation events
- Design separate zones for turf, trees, shrubs and for various types of application devices.
- Avoid turf in long narrow areas that are difficult to irrigate efficiently
- Raise lawn mowing heights to maximize water conservation
- Select low water use grass varieties such as Tall Fescue
- Perform an annual inspection of the irrigation system i.e. unplug nozzles, raise low heads, level heads, adjust sprinkler arcs, repair leaks

**Practice smart water use...**  
**Every drop counts.**



**Marina Coast Water District**  
11 Reservation Road · Marina, CA 93933 · (831) 384-0197  
[www.mcwd.org](http://www.mcwd.org)

# Ornaments & Design Elements

Many materials are very clean and seem evergreen.

Most are well-organized.

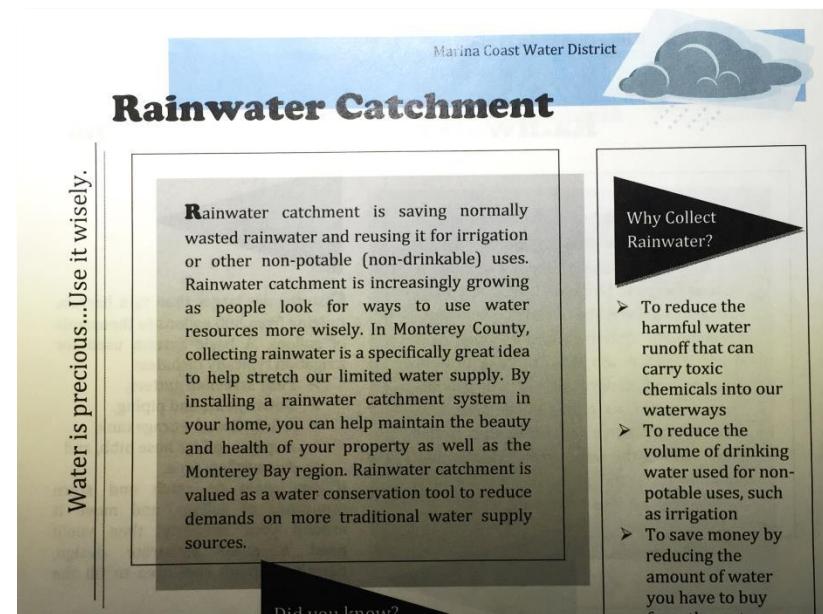
Others can seem cluttered or dated: victims of overuse of certain design elements.

Some design elements can interfere with clarity of information.

Documents low on decoration absolve the need for future redesigns, aiding efficiency.

## RECOMMENDATIONS

- Avoid overuse (or use) of certain design elements: drop shadows, oddly-shaped text boxes, unnecessary color gradients, and ornamental borders



# Design Recommendations

## Font/Type Face Recommendations:

- Consistent font or set of fonts used for all materials
- Increase the ease of readability by using a consistent font
- Avoid the use of colored backgrounds underneath blocks of type

## Color Recommendations:

- Use grays and tints of blue to increase the variety
- All documents should follow the brand palette (blue/black/white)

## Photography/Illustration Recommendations:

- Avoid overlaying type on the photos
- Make sure illustrations are not reading as “juvenile” as opposed to playful

## Table/Chart Recommendations:

- Use ledger style rows or columns to help with readability
- Make sure font size is not too small in the data cells

## Design Element Recommendations:

- Keep documents clean and easy to read
- Decorative elements should be used sparingly and with greater restraint

# RSE Recommendations

- RSE recommends assembling a specific style guide for exclusive MCWD usage. This guide will identify a set of typefaces, color palette, and design elements.
- The guide will also be used for all future materials developed to ensure consistent overall brand communication.