

# Water Providers Uniting to Conserve Water on Oregon's Mid-Coast

*Mid-Coast Water Conservation  
Consortium (Mid-Coast Water)*

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May 2, 2024

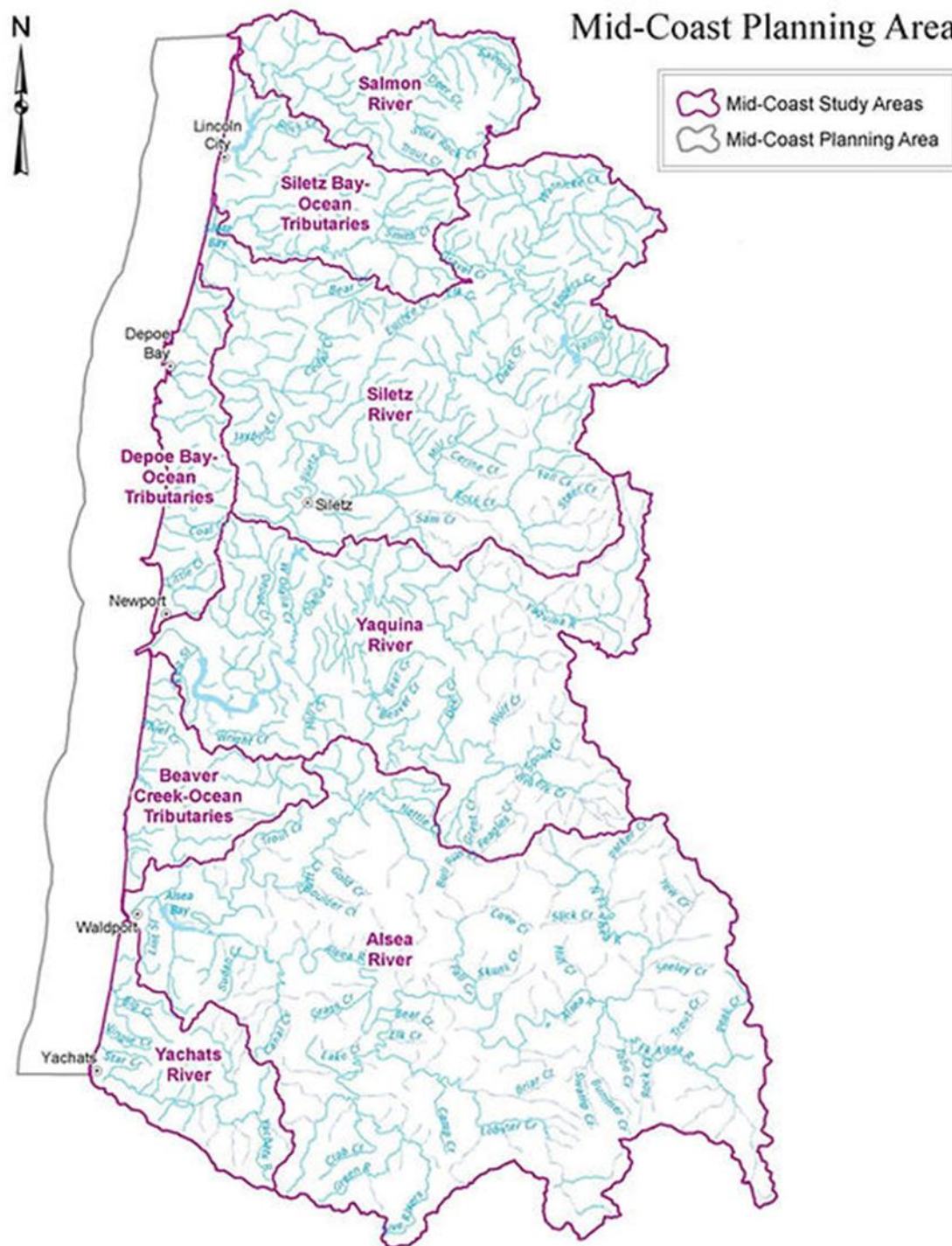


# Agenda

- Motivating Factors for Collaboration
- Forming Mid-Coast Water
- Mid-Coast Water: Benefits of Participation
- Activities
- Becoming a Member
- Applying this Approach in Other Regions
- Questions

# Motivating Factors

# Mid-Coast Planning Area





# Motivating Factors

- Mid-Coast Water Planning Partnership
  - Water Action Plan identifies various water conservation activities
  - Strong stakeholder support for water conservation
- Need for consistent water conservation messaging in the region
- Water Management and Conservation Plan (WMCP) requirements
  - Some water providers are required by the State of Oregon to implement water conservation measures as part of their WMCP
- Limited resources

## Forming Mid-Coast Water

- Formed in April 2021 by a group of Lincoln County water providers
  - To promote water conservation and improve regional water supply resilience
- Enables water providers to pool resources and share knowledge
- Helps build community awareness and address shared water supply challenges
- Coordinated messaging to reduce confusion

# Initial Members



- Other water providers are beginning to participate
- **Goal: All Mid-Coast water providers are participating**

# Mid-Coast Water Goals



Improve water supply resiliency



Promote water conservation



Share resources and knowledge



# Mid-Coast Water: Benefits of Participation

- Pooling resources enables individual water providers to accomplish more
- Coordinated messaging reduces confusion for customers
- Bulk purchasing of water conservation items can result in discounts
- Increased communication about water issues strengthens regional partnerships
- Collaboration can strengthen grant applications
- Activities build regional resilience for drought, water shortages, and emergencies

## Ongoing Activities

- Water conservation outreach
  - Press releases
  - Newsletter articles
  - Billing inserts and messages
  - Social media messages
  - Consumer Confidence Report content
  - Website

# Example Outreach Materials

# Billing Inserts

## Save Water This Summer

Water is a vital resource that allows our community to thrive. It's important that we each do our part to use this valuable resource wisely, especially in summer when water demand increases and streamflows are at their lowest.

Here are some actions you can take to save water this summer:



Check for leaks and drips at indoor and outdoor fixtures.



Install a hose timer or a weather-based irrigation controller on an irrigation system to manage watering amounts.



Position sprinklers to prevent irrigating concrete or hardscaping.



Install water-efficient fixtures, such as low-flow showerheads, faucet aerators, and toilets.



## A New Water Conservation Website for Our Region!

Water is a shared and valuable resource. When we come together and conserve water, we increase the reliability of our water sources.

The Mid-Coast Water Conservation Consortium (Mid-Coast Water) just launched a website, [midcoastwater.org](https://midcoastwater.org), with water conservation tips and more! Mid-Coast Water is a group of regional water providers who are working together to promote water conservation and to improve resiliency to drought and other water supply issues.

### The new website includes:

- Information about Mid-Coast Water and why water conservation is needed in our region
- Tips for saving water indoors and outdoors
- News and events related to water resources and conservation in the Mid-Coast region

## How to Save Water at Home

Here are some things you can do at home to conserve precious water resources:

1. Use your water meter to detect leaks. Record your water meter number before leaving your house when no water fixtures or appliances are running, then record the number after you return home. If the number is different after not using water for a few hours, you have a leak that needs attention.
2. Minimize your shower time and install an efficient showerhead. Replacement showerheads may be available for free through your water provider.
3. In the summer, use a broom instead of a hose to clean your outdoor spaces.
4. Set your lawn mower blades higher to promote deeper roots.
5. Generally, irrigate for longer and less frequently. You want water to reach the roots and encourage deeper growth.





# CCR Content

## Here are some easy ways to save water at home:

Detect toilet leaks and replace parts, like the flapper, to fix them.



Install water-efficient showerheads and faucet aerators.

Upgrade your toilet to a water-efficient model (look for the WaterSense label).



Water your lawn only when it needs it, aim sprinklers low to the ground, and water in the early morning.

Use soil moisture sensors, weather-based controllers, or drip irrigation to prevent overwatering.



Check for leaks in faucets and showerheads and fix them.

# Social Media Message

## STATE OF OREGON DECLARED A DROUGHT EMERGENCY IN LINCOLN COUNTY ON SEPTEMBER 1, 2023

Please help reduce the stress on our  
streams by conserving water, such as:



Minimize  
outdoor  
water uses



Install water-efficient  
faucet aerators, shower-  
heads, and toilets



Use water  
efficiently  
indoors



Find and fix leaks

Check out [midcoastwater.org](https://midcoastwater.org) for more drought information  
and helpful water conservation tips.



[Mid-Coast Water Future](#)[How to Save Water](#)[Get Involved](#)[News & Events](#)[About U](#)

## What is the Mid-Coast Water Conservation Consortium?

We are a group of water providers in Lincoln County, Oregon, working to promote water conservation and improve regional supply resilience.

[LEARN MORE ABOUT US](#)



# Ongoing Activities



Water provider recruitment

\*Water Provider Resources Guide



Water-efficient fixtures (showerheads and faucet aerators) and leak detection tablets purchasing and distribution



Elementary school water conservation lesson plan



Monthly meetings



Annual work plan



# New Activities



Event booth hosting and event outreach materials

Flyer, bookmarks, kids activity sheet



Vacation rental outreach materials (include as a requirement for annual license renewal)

Table tent, flyer, small wall posting



Rebate program funding application

Step 1: Develop a proposed approach and apply for funding to implement a rebate program



Student outreach

Water conservation and watershed stewardship

## Becoming a Member

- Water providers can contact Mid-Coast Water about participating anytime
- Financial contributions are voluntary
- Scope and budget change annually depending on planned activities and water provider contributions

## Applying this Approach in Other Regions

- Collaborative approach to water conservation can:
  - Strengthen relationships among water providers
    - Build trust and understanding
  - Enable quicker and more coordinated responses to water supply issues (e.g., drought and emergencies)
  - Help water providers meet conservation goals and State requirements
  - Enable water providers to maximize benefits with their limited resources
  - Support in-stream and out-of-stream interests



# Questions?

For more information  
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