



**State Water Resources Control  
Board**

**June 17, 2014**

**Nancy Vogel - DWR  
Jennifer Persike - ACWA**



# SAVE OUR WATER INTRODUCTION

- Statewide public education and outreach program formed in drought year of 2009
- Administered by Association of California Water Agencies as a partnership between ACWA & California Department of Water Resources
- Researched-based; created to raise awareness of drought and help Californians conserve
- Focus later shifted to help water agencies meet mandate to reduce per-capita water consumption 20% by 2020



Association of  
California Water Agencies

Since 1910

Leadership • Advocacy • Information • Service



# SAVE OUR WATER - PUBLIC EDUCATION & OUTREACH

The image shows a screenshot of the 'Save Our Water' website. At the top left is the logo featuring a hand holding a water tap with the text 'Save Our WATER'. To the right are links for 'Contact Us' and 'Share Your Ideas', followed by a search bar with a 'search' button. Below these are navigation links: 'Toolkit', 'Conservation: How To Help', 'Real People, Real Savings', 'About SOW', and 'Sprinklers 101'. The main content area features a large banner with an aerial view of a dry, brown landscape. The banner text reads 'GOVERNOR DECLARES OFFICIAL DROUGHT' in large white letters. Below this, an orange arrow-shaped box contains the text 'Immediate 20% Reduction in Water Use Urged'. In the bottom right of the banner, it says 'Find out what you can do.' with a 'Learn More' button.

[WWW.SAVEOURH2O.ORG](http://WWW.SAVEOURH2O.ORG)

# SAVE OUR WATER - TOOLS FOR WATER AGENCIES & LOCAL ORGANIZATIONS

## Infographics: Cards & Bill Stuffers

**WHAT DOES A 20% REDUCTION in water use look like?**

**AVERAGE DAILY USE**  
The average Californian uses 196 gallons of water per day. Here are some easy ways to reduce water use. Find the right combination for you to reduce by 20% or 39 gallons a day.

**196 GALLONS PER DAY**

**Save Our WATER**

For more tips on reducing water use and environmental footprints.

<p><b>TURN OFF WATER WHEN BRUSHING TEETH OR SHAVING</b> saves <b>12 GALLONS</b> per person/day</p>	<p><b>TAKE FIVE MINUTE SHOWERS INSTEAD OF 10 MINUTE SHOWERS</b> saves <b>12.5 GALLONS</b> with a water efficient showerhead</p>	<p><b>RUN DISHWASHER WHEN FULL INSTEAD OF HALF FULL</b> saves <b>5-15 GALLONS</b> per load</p>
<p><b>FIX LEAKY TOILETS</b> saves <b>30-50 GALLONS</b> per day/leak</p>	<p><b>WASH ONLY FULL LOADS</b> saves <b>15-45 GALLONS</b> per load</p>	<p><b>FILL THE BATHTUB HALFWAY OR LESS</b> saves <b>12 GALLONS</b> per person</p>

**WHAT DOES A 20% REDUCTION in water use look like?**

**OUTDOOR WATER USE**  
The average Californian uses 154 gallons of water per day and 20,000 of that water outdoors. Here are some easy outdoor tips to reduce water use. Find the right combination for you to reduce by 20% or 31 gallons a day.

**Save Our WATER**

For more tips on reducing water use and environmental footprints.

<p><b>USE A BROOM TO CLEAN OUTDOOR AREAS</b> saves <b>8-18 GALLONS</b> per minute</p>	<p><b>ADJUST SPRINKLER TO WATER PLANTS, NOT DRIVEWAY</b> saves <b>12-15 GALLONS</b> each time you water</p>	<p><b>INSTALL A "SMART" CONTROLLER</b> saves <b>25+ GALLONS</b> per day</p>
<p><b>USE MULCH ON SOIL SURFACE</b> saves <b>20-30 GALLONS</b> per 1,000 sq. ft. each time</p>	<p><b>WATER PLANTS EARLY IN THE AM.</b> saves <b>35 GALLONS</b> each time you water</p>	<p><b>INSTALL DRIPIRRIGATION</b> saves <b>15 GALLONS</b> each time you water</p>

**WHAT DOES A 20% REDUCTION in water use look like?**

**AVERAGE DAILY USE**  
The average Californian uses 196 gallons of water per day. Here are some easy ways to reduce water use. Find the right combination for you to reduce by 20% or 39 gallons a day.

**196 GALLONS PER DAY**

**Save Our WATER**

<p><b>TURN OFF WATER WHEN BRUSHING TEETH OR SHAVING</b> saves <b>10 GALLONS</b> per person/day</p>	<p><b>TAKE FIVE MINUTE SHOWERS INSTEAD OF 10 MINUTE SHOWERS</b> saves <b>12.5 GALLONS</b> with a water efficient showerhead</p>
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**WASH ONLY FULL LOADS OF CLOTHES**  
saves **15-45 GALLONS** per load

**FILL THE BATHTUB HALFWAY OR LESS**  
saves **12 GALLONS** per person

**USE A BROOM TO CLEAN OUTDOOR AREAS**  
saves **8-18 GALLONS** per minute

**WATER PLANTS EARLY IN THE AM**  
saves **25 GALLONS** each time you water

**INSTALL DRIPIRRIGATION**  
saves **15 GALLONS** each time you water

**ADJUST SPRINKLER TO WATER PLANTS, NOT DRIVEWAY**  
saves **12-15 GALLONS** each time you water

Learn more ways to save water inside and outside of your home at [www.saveourH2O.org](http://www.saveourH2O.org)

FOLLOW US   **Save Our WATER** 

# Infographics: 20% Posters & Flyers



## WHAT DOES A 20% REDUCTION in water use look like?



### OUTDOOR WATER USE

The average Californian uses 196 gallons of water per day and 30-60% of their water outdoors. Here are some easy outdoor tips to reduce water use. Find the right combination for you to reduce by 20% or 38 gallons a day.



 <p>USE A BROOM TO CLEAN OUTDOOR AREAS <i>saves</i> 8-18 GALLONS per minute</p>	 <p>ADJUST SPRINKLER TO WATER PLANTS, NOT DRIVEWAY <i>saves</i> 12-15 GALLONS each time you water</p>
 <p>USE MULCH ON SOIL SURFACE <i>saves</i> 20-30 GALLONS per 1,000 sq. ft. each time</p>	 <p>WATER PLANTS EARLY IN THE AM <i>saves</i> 25 GALLONS each time you water</p>
 <p>SET MOWER BLADE TO 3" (ENCOURAGES DEEPER ROOTS) <i>saves</i> 16-50 GALLONS per day</p>	 <p>PLANT DROUGHT-RESISTANT TREES AND PLANTS <i>saves</i> 30-60 GALLONS per 1,000 sq. ft. each time</p>
 <p>INSTALL DRIP IRRIGATION <i>saves</i> 15 GALLONS each time you water</p>	 <p>INSTALL A "SMART" CONTROLLER <i>saves</i> 24+ GALLONS per day</p>

For more tips on reducing water use, visit [saveourH2O.org](http://saveourH2O.org)

FOLLOW US  

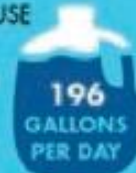
Save Our WATER 

## WHAT DOES A 20% REDUCTION in water use look like?









### AVERAGE DAILY USE

The average Californian uses 196 gallons of water per day. Here are some easy ways to reduce water use. Find the right combination for you to reduce by 20% or 38 gallons a day.



196 GALLONS PER DAY

 <p>INSTALL AERATORS ON BATHROOM FAUCETS <i>saves</i> 1.2 GALLONS per person/day</p>	 <p>WASH ONLY FULL LOADS OF CLOTHES <i>saves</i> 15-45 GALLONS per load</p>
 <p>TURN OFF WATER WHEN BRUSHING TEETH OR SHAVING <i>saves</i> 10 GALLONS per person/day</p>	 <p>TAKE FIVE MINUTE SHOWERS INSTEAD OF 10 MINUTE SHOWERS <i>saves</i> 12.5 GALLONS with a water efficient showerhead</p>
 <p>FILL THE BATHTUB HALFWAY OR LESS <i>saves</i> 12 GALLONS per person</p>	 <p>INSTALL A WATER-EFFICIENT SHOWER HEAD <i>saves</i> 1.2 GALLONS per minute 10 GALLONS per average 10-minute shower</p> 
 <p>FIX LEAKY TOILETS <i>saves</i> 30-50 GALLONS per day/toilet</p>	 <p>RUN DISHWASHER WHEN FULL INSTEAD OF HALF FULL <i>saves</i> 5-15 GALLONS per load</p>
 <p>INSTALL A HIGH-EFFICIENCY TOILET (1.28 GALLON/FLUSH) <i>saves</i> 19 GALLONS per person/day</p> 	

For more tips on reducing water use, visit [saveourH2O.org](http://saveourH2O.org)

FOLLOW US  

Save Our WATER 

# Infographics: Spanish Posters/Flyers

**¿COMO PARECE UNA REDUCCION DE 20% en el uso de agua?**

**TÍPICO USO DIARIO**  
Una persona típica usa 174 galones de agua cada día. Aquí se ofrecen ideas para reducir su uso por 20% al día.

**196 GALONES AL DÍA**

**INSTALA REGULADORES CON RESTRICCIÓN DE PASO EN LAS LLAVES**  
*ahorra*  
1.2 GALONES al día

**USA LA LAVADORA DE ROPA SOLAMENTE CUANDO ESTÉ LLENA**  
*ahorra*  
15-45 GALONES por lavada

**CIERRE LA LLAVE AL CEPILLARSE LOS DIENTES**  
*ahorra*  
10 GALONES al día

**REDUCE TU TIEMPO EN LA DUCHA A CINCO MINUTOS**  
*ahorra*  
12.5 GALONES al día

**USA LA LAVADORA DE PLATOS AUTOMÁTICA SOLAMENTE CUANDO ESTÉ LLENA**  
*ahorra*  
5-15 GALONES por lavada

**INSTALA ALCACHOFAS DE LA DUCHA MAS EFICIENTES**  
*ahorra*  
1.2 GALONES por minuto

**REPARA LOS INODOROS CON FUGAS**  
*ahorra*  
30-50 GALONES por inodoro al día

**REEMPLACE LOS INODOROS ANTICUADOS E INEFICIENTES CON INODOROS NUEVOS DE ALTO RENDIMIENTO**  
*ahorra*  
19 GALONES por persona al día

**LLENA LA TINA HASTA LA MITAD PARA BAÑARTE**  
*ahorra*  
12 GALONES por baño

Para obtener más ideas, visita [www.saveourH2O.org](http://www.saveourH2O.org)

RECONOCER  
AGUA

# Californians Don't Waste Art

The official 2014 California hose



Save Our WATER Water Conservation

Swampy, don't spray, because Californians Don't Waste.

The official 2014 California shower



Save Our WATER Water Conservation

Skip a shower to save water because Californians Don't Waste.

The official 2014 California four-letter word

**LEAK**



Save Our WATER Water Conservation

Food and the beds because Californians Don't Waste.

The official 2014 California yard



Save Our WATER Water Conservation

Go waterwise because Californians Don't Waste.

The official 2014 California car



Save Our WATER Water Conservation

We're going to extremes because Californians Don't Waste.

The official 2014 California shower




Save Our WATER Water Conservation

Take less and no more because Californians Don't Waste.

**HELP SAVE WATER!**

Sponsored by the Association of California Water Agencies and the Department of Water Resources

California is facing a historic drought



To do our part we're only serving water upon request because Californians Don't Waste.


Visit [www.saveourH2O.org](http://www.saveourH2O.org)  
TO LEARN MORE HOW YOU CAN HELP

Save Our WATER Water Conservation


**HELP SAVE WATER!**

Sponsored by the Association of California Water Agencies and the Department of Water Resources

California is facing a historic drought



**REUSE YOUR TOWELS**  
by hanging on the towel rack.  
If you prefer your towels replaced,  
please place on the floor or in the  
bathub/shower.



**REUSE YOUR SHEETS**  
by placing this card on your bed.  
Housekeeping will make your bed  
and **NOT** change the sheets.  
If you prefer your sheets changed,  
please place the card on the table.

Please help us preserve water during your stay because Californians Don't Waste.

[www.saveourH2O.org](http://www.saveourH2O.org)  
@SaveOurWater

Save Our WATER Water Conservation

## Restaurant & Hotel Cards

# Examples: Local Use of Save Our Water

**196 GALLONS PER DAY**

The average Californian uses 196 gallons of water per day, and approximately 30-60 percent of that water is used outside the home.\*

A 20 percent reduction could be achieved by cutting daily use by 38 gallons.

\* SaveourH2O.org

<p>USE A BROOM TO CLEAN OUTDOOR AREAS <b>saves 8-18 GALLONS</b> per minute</p>	<p>ADJUST SPRINKLERS TO WATER PLANTS, NOT DRIVEWAY <b>saves 12-15 GALLONS</b> each time you water</p>	<p>INSTALL A "SMART" CONTROLLER <b>saves 24+ GALLONS</b> per day</p>	<p>FIX LEAKY TOILETS <b>saves 30-50 GALLONS</b> per day/toilet</p>
<p>USE MULCH ON SOIL SURFACE <b>saves 20-30 GALLONS</b> per 1,000 sq. ft. each time</p>	<p>WATER PLANTS EARLY IN THE AM <b>saves 25 GALLONS</b> each time you water</p>	<p>INSTALL DRIP IRRIGATION <b>saves 15 GALLONS</b> each time you water</p>	<p>WASH ONLY FULL LOADS <b>saves 15-45 GALLONS</b> per load</p>
<p>TURN OFF WATER WHEN BRUSHING TEETH OR SHAVING <b>saves 10 GALLONS</b> per person/day</p>	<p>TAKE 5 MINUTE SHOWERS INSTEAD OF 10 MINUTE SHOWERS <b>saves 12.5 GALLONS</b> with a water efficient showerhead</p>	<p>RUN DISHWASHER WHEN FULL INSTEAD OF 1/2 FULL <b>saves 5-15 GALLONS</b> per load</p>	<p>FILL THE BATHTUB HALFWAY OR LESS <b>saves 12 GALLONS</b> per person</p>

**Golden State Water Company**  
A Subsidiary of American States Water Company

For additional information, including local water-use efficiency programs and rebates, **please visit [gswater.com/water-use-efficiency](http://gswater.com/water-use-efficiency)**

## Golden State Water Company - Newspaper Ad

**CITY OF NAPA**

Navigation

- Government
- City Departments and Divisions
  - City Attorney
  - City Clerk
  - City Council
  - City Manager
  - Community Development Department
  - Economic Development Division
  - Finance Department
  - Fire Department
  - Housing Division
  - Parks and Recreation Services Department
  - Human Resources Department
  - Police Department
  - Public Works Department
    - Development Engineering Division

Home | For Residents | City Departments and Divisions | Public Works Department | Water Division | Water Conservation

**Water Conservation**

2014 DROUGHT: In January, the Governor declared a Drought State of Emergency for California, and in April called on citizens to redouble their efforts to conserve water. With a goal of reducing personal water usage by 20 percent, check out the Save Our Water campaign for some great tips on What We Can Do, and be sure to take advantage of the local programs detailed below. For the months of March and April, water usage in Napa was down almost 25 percent compared to last year. We urge customers to continue this excellent progress by sweeping instead of hosing off pavement, using a local carwash that recycles, and limiting lawn watering to early morning one or two days per week. Use our Drought Survival Guides to navigate this irrigation season: Lawns, Trees & Shrubs, Mulch. Read our May 6th Drought update in the Napa Valley Register for additional information.

Water use efficiency (a.k.a. water conservation) is an integral part of the City of Napa's long-term water management strategy. As a signatory to the Memorandum of Understanding Regarding Urban Water Conservation in California, the City is committed to implementing the appropriate Best Management Practices (BMPs) to ensure future supply reliability. To comply with the Water Conservation Act of 2009 (SBx7-7), the City is working to reduce demand below 132 gallons per capita per day (gpcd) by 2020. For our customers this means we are available to help you make every drop count, and every drop you save will reduce your own water bill!

From 1997 to 2002, demand on our water system averaged 170 gpcd. Since 2003 when the City began to implement more California BMPs, demand has averaged less than 150 gpcd, including a low of 139 gpcd in 2011. This trend results from the evolution of water-efficient appliances, City ordinances and programs, and water recycling. We look to continue this progress by offering our customers a variety of financial incentives and educational opportunities:

- Virtual Water Saver Home Tour
- Water-Wise Landscaping
- Residential Programs
- Commercial Programs
- Free Water-Saving Devices
- Public Events
- School Education

**Save Our WATER**

Today's Water Saving Tip!

Check out the Save Our Water Video: Quick Facts about Water Use in California - And Why You Should Conserve

## City of Napa - Conservation Website

**Californians Don't Waste PSA**

Californians Don't Waste

[www.venturawater.net](http://www.venturawater.net)

## Ventura Water - PSAs





Save Our Water

# Statewide Conservation Efforts



Don't Wash Me!

THE OFFICIAL 2014

★

Cover Photo

Californians Don't Waste

CHALLENGE

SHOW CA HOW YOU SAVE WATER! #SAVEOURWATER

Change Cover

**Save Our Water**  
53,455 likes · 443 talking about this

Update Page Info 2 Follow \* ▾

Company  
Save Our Water is a statewide public education program which encourages Californians to stretch the state's water supply by saving water everyday--rain or

WHAT DOES A 20% REDUCTION  
LOOK LIKE?  
• 10% less water used in the home  
• 10% less water used in the office  
• 10% less water used in the car  
• 10% less water used in the garden  
• 10% less water used in the pool  
• 10% less water used in the lawn  
• 10% less water used in the yard  
• 10% less water used in the driveway  
• 10% less water used in the street  
• 10% less water used in the sidewalk  
• 10% less water used in the gutter  
• 10% less water used in the roof  
• 10% less water used in the gutters  
• 10% less water used in the downspouts  
• 10% less water used in the foundation  
• 10% less water used in the basement  
• 10% less water used in the crawlspace  
• 10% less water used in the attic  
• 10% less water used in the roofline  
• 10% less water used in the roofline  
• 10% less water used in the roofline

Californians Don't Waste CHALLENGE

53,455 1 ▾

About Photos Video Contest Videos Likes



Great "Toolkit Infographic" from #saveourwater!



Please let's conserve our water and shower with a friend!! #saveourwater #conserve



Chilling at water summit #sumit #waterswag #saveourwater #mhs



#SaveOurWater #savetheocean



Enjoyed a morning of giving back to our community with a girl scout river clean-up ...



We keep a tamale pot on the stove and fill it with water we used ...



The drip system I installed a few weeks ago is working fantastically! Really saving water ...



So proud of my county today! #banfracking #cleanenergy #saveourwater



Rachel



Nancy Ventura



Loressa Sacramento, California



Andy East Sacramento

# Californians Don't Waste PSAs



**Californians Don't Waste PSA: Car Wash**  
1 month ago



**Don't+Waste+Water +Bathtub-HD**  
1 month ago



**Californians Don't Waste PSA: Laundry**  
1 month ago



**Californians Don't Waste PSA: Everybody!**  
1 month ago

# Outdoor Media



## Radio

- :15 Save Our Water spots with traffic and weather announcements on stations statewide
- Save Our Water commercials ran statewide in May
- Digital radio campaign included - Pandora
- Ties in to CDW Challenge & Facebook page

# Digital & Social Media



SWEEP, DON'T SPRAY...  
*Californians Don't Waste*

Take The Challenge >

SaveOurH2O.org  
#saveourwater



TAKE A  
POWER  
SHOWER...  
*Californians  
Don't Waste*

SaveOurH2O.org  
#saveourwater



Save Our Water

Posted by Mynah Odine (?)  
May 19

"We can never predict how many fires we're going to have... but we're way ahead of where we should be, and that number is only going to grow as we get into the warm summer months." -Cal Fire spokesman Daniel Berlant.

Every effort we can make to save our water makes a difference this fire season. Find out more about the drought, and what you can do to help, by LIKING Save Our Water and sharing your conservation ideas by using #SaveOurWater on Twitter and Instagram, or uploading to the CALIFORNIANS DON'T WASTE Challenge here: <http://bit.ly/1fUYE2v>

Tag Photo Add Location Edit

Unlike · Comment · Share

Save Our Water, Vanessa Casillas, Hannah Simpson and 10,392 others like this.

1,381 shares

Emele Leka How in the hell is this world made of mostly water and WE have to save???? Makes no sense at all!!!!

Like · Reply · 1 · May 20 at 8:15pm

2 Replies



Write a comment...



# What's Next?

- **Extension of Social Media Efforts**
- **Water/Energy Coordination**
- **Summer Tips Campaign**
- **More PSAs; More Local Efforts**

**Questions?**