



Association
of California
Water Agencies

Since 1910

Leadership • Advocacy
Information • Service



Local Drought Response: Conservation Outreach Around the State is Paying Off

Presentation to the State Water Resources Control Board

By Jennifer Persike, ACWA Deputy Executive Director, External Affairs & Operations

September 1, 2015

Save Our Water

www.saveourwater.com

- ▶ Created in 2009 – official statewide conservation education program
- ▶ Administered by ACWA in partnership with DWR
- ▶ Aimed at helping Californians reduce their everyday water use
- ▶ Umbrella program – complements local & regional efforts



Toolkit for Water Agencies (2,500 downloads)



Billboards

Spanish Digital Banners



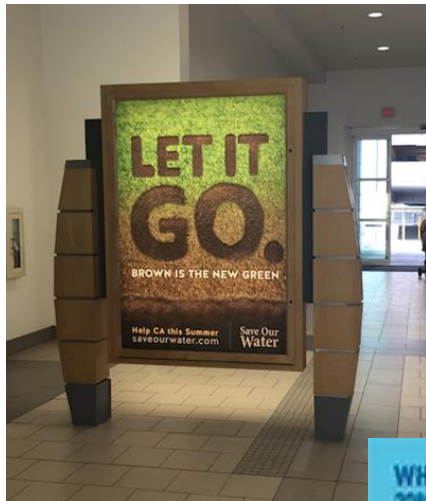
Lawn Sign



Bill Stuffers



Mall Ads



Digital Ad Micro-buy



Theater Ad



Posters



Restaurant Card



Save Our Water Agency Coordination

SOW working directly with dozens of water agencies:

- ▶ Bella Vista Water District
- ▶ City of Covina
- ▶ City of Huntington Beach
- ▶ City of La Verne
- ▶ City of Morro Bay
- ▶ City of Nevada City
- ▶ City of Pasadena
- ▶ City of Sacramento
- ▶ City of San Diego Park and Recreation Department
- ▶ City of Turlock
- ▶ Calaveras County Water District
- ▶ Chino Basin Water Conservation District
- ▶ Coachella Valley Water District
- ▶ Contra Costa Water District
- ▶ Desert Water Agency
- ▶ Dublin San Ramon CSD
- ▶ East Bay MUD
- ▶ Elsinore Valley Municipal Water District
- ▶ Irvine Ranch Water District
- ▶ Kings River Conservation District
- ▶ Mammoth Community Water District
- ▶ McKinleyville CSD
- ▶ Mesa Water District
- ▶ Monte Vista Water District
- ▶ North Tahoe PUD
- ▶ Palmdale Water District
- ▶ Placer County Water Agency
- ▶ Sacramento Suburban Water District
- ▶ San Diego County Water Authority
- ▶ San Francisco PUC
- ▶ San Gabriel Valley MWD
- ▶ San Mateo County Transit District
- ▶ Santa Clara Valley Water District
- ▶ Tahoe City Public Utility District
- ▶ Three Valleys Municipal Water District
- ▶ Town of Discovery Bay CSD
- ▶ Tuolumne Utilities District
- ▶ Zone 7 Water Agency

Examples of Innovative Outreach

DESERT WATER



*SOQUEL CREEK
WATER DISTRICT*



MesaWater
DISTRICT®



**San Jose
Water
Company**

Many more examples are featured at:

<http://droughtresponse.acwa.com>

Desert Water Agency

- ▶ **Customers:** 120,428 retail in Riverside County
- ▶ **Water Savings:** 35% cumulative (June–July)
- ▶ **Outreach Actions:**
 - Direct customer outreach and paid media
 - Extended with Save Our Water digital “micro–buy”
 - Campaigns urge customers to do their part to save
 - Free smart controller installs, turf/toilet rebates



36% Target



Desert Water Outreach



Postcards and posters

Mobile app

Digital Micro-buy

Mesa Water District

- ▶ **Customers:** 108,000 retail in Orange County
- ▶ **Water Savings:** 25.1% cumulative (June–July)
- ▶ **Outreach Actions:**
 - Multi–platform outreach using paid media, website / newsletters, social media and town hall meetings
 - Email blasts to consumers who live or work in area
 - CII Focus: Personal call from general manager to top 250 CII users to develop individualized reduction plan

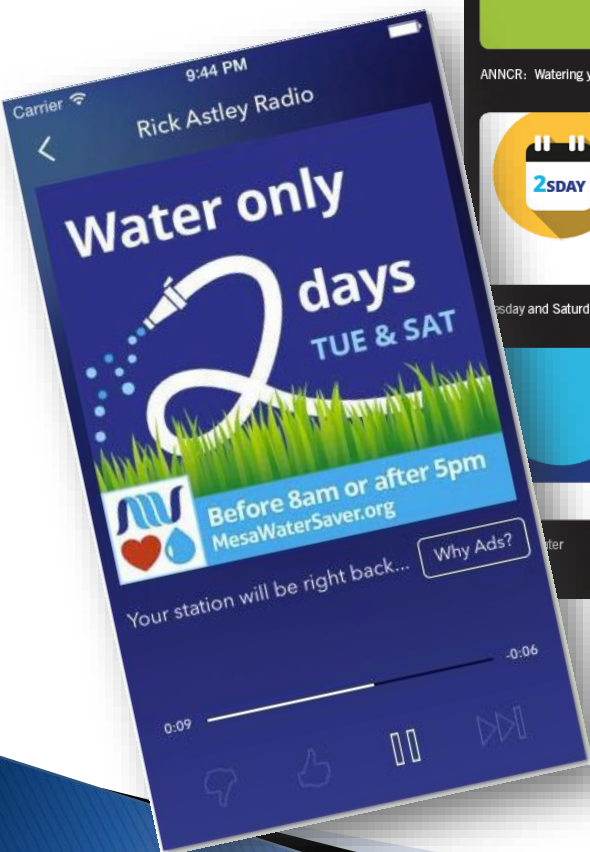


20% Target

Save
Our
Water



Mesa Water Outreach



Calaveras County Water District

- ▶ **Customers:** 48,000 retail (peak season) in foothills, Northern California
- ▶ **Water Savings:** 39.2% cumulative (June–July)
- ▶ **Outreach Actions:**
 - Face-to-face outreach via town halls, presentations to civic groups and schools
 - Appearances on public access and local radio
 - Mobilized county via CalaverasConserves.com

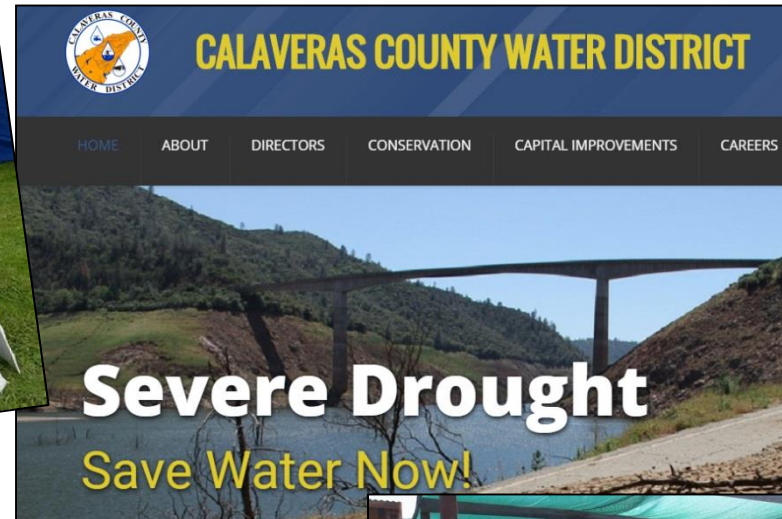


16% Target

Save
Our
Water



CCWD Outreach



Calaveras County Restrictions

Find out what the current drought restrictions are.

In a time of unprecedented drought, every water purveyor in Calaveras County came together to form Calaveras Conserves. Our mission is to work collaboratively toward mutually beneficial goals for the good of our community at large.

Soquel Creek Water District

- ▶ **Customers:** 39,000 retail on Central Coast
- ▶ **Water Savings:** 33.7% cumulative (June–July)
- ▶ **Outreach Actions:**
 - \$10K campaign with local agency partners focused on appreciation for conservation achieved
 - Monthly personalized home reports that compare use to neighbors
 - Expanded outreach budget & compliance activities



8% Target

Soquel Creek Outreach

Worried About the Drought?

You're sitting on a solution.

- Check for toilet flapper valve leaks by adding food coloring to the tank, waiting for 30 minutes, and checking to see if the color has leaked into the bowl.
- Install ultra low flow toilets that use less water per flush.
- Avoid flushing the toilet if you don't need to. Don't load the toilet with the adage, "if it's brown, flush it."

The Elephant is in the Room. ~~Room.~~ Yard

Look to the landscape to save up to 50% of local water use.

- Test your irrigation system and adjust sprinklers to match the landscape.
- Maintain at least 3 inches of mulch around your landscape and leave your lawn to help retain moisture.
- Water plants only as needed or in the early morning.



Save water.

More tips, classes, + rebate info at watersavingtips.org

BROUGHT TO YOU BY THE WATER CONSERVATION COALITION OF SANTA CRUZ COUNTY



Our customers achieved unprecedented water savings in 2014.



Your continued conservation efforts help as we seek solutions to our long-term groundwater shortage.

soquelcreekwater.org • 831.475.8500

Website



Postcard

Print ads

East Bay Municipal Utility District

- ▶ **Customers:** 1.3 million retail in Bay Area
- ▶ **Water Savings:** 31% cumulative (June–July)
- ▶ **Outreach Actions:**
 - Outdoor advertising in English, Spanish & Chinese
 - Customer tools, rebates, how-to videos, residential “My Water Report,” online calculator
 - Extensive outreach through robo-calls, mailers, events & community meetings
 - Focus on landscape conversion / rebates



16% Target

EBMUD Outreach

Personalized Reports



Watersmart calculator

Home / Water and drought / Conservation and rebates / Residential / Watersmart calculator

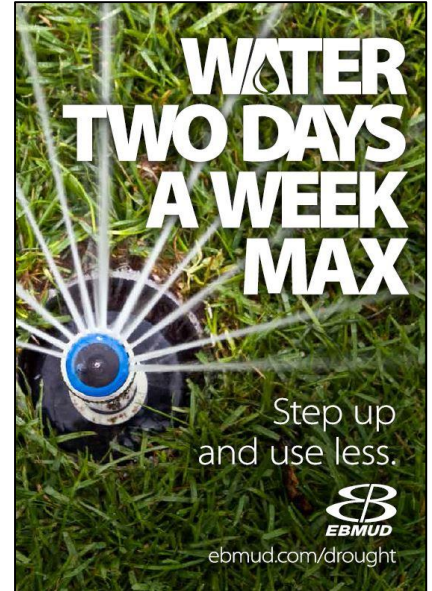


How much
water do you use?

Thank you for conserving.

Let's Get Started!

Click an area around the home to input data to learn how much water you use and how you can conserve water. Answer for yourself only and assume you are in your home for a 24-hour cycle.



Control your controller
3 weeks ago



Mulch: A Gardener's Best Friend
1 month ago



Drip irrigation: Getting in-line!
1 month ago



How to fix a toilet leak
1 year ago



Devices Available

Showerheads
(2.0 gallons per minute)



Kitchen Faucet Aerators
(1.5 gallons per minute)



Bathroom Faucet Aerators
(1.0 gallons per minute)



Hose Nozzle
(select any one of 5 sprays, from full force to a water saving mist)



Dye Tablets
(test for toilet leaks)



Shower Diverter
(Shut-off valve)



Pre-rinse Spray Nozzle
(for restaurants and institutional kitchens)



Videos

San Jose Water Company

- ▶ **Customers:** 990,000 retail in Bay Area
- ▶ **Water Savings:** 36.9% cumulative (June–July)
- ▶ **Outreach Actions:**
 - Comprehensive website and active social media outreach
 - Water Awareness Night stadium event and school education programs
 - WaterSmart home water use reports coming this fall



20% Target

San Jose Water Outreach



San Jose Water Co. @sjwaterco · Aug 13

#Drought Information ow.ly/QIZHH Water Shortage Contingency Plan, Allocations, Drought Resources and more!



Social media and web resources

San Jose Water Company
Public Utility www.sjwater.com

LIKE / SHARE our page for latest updates!

Timeline About Contact **Report Water Waste** More

Report Water Waste

Start Contact Information Complete

Please use this form to inform San Jose Water Company of a water waste incident. Please provide as much detail as possible so our staff can best act to resolve the matter. Please do not use this form to report an emergency situation e.g. water main break. Emergency events should be reported by calling (408) 279-7900.

Date Observed *
Month Day Year

Time Observed *

How Often Should I Water?

SUMMER
NO MORE THAN
2 TIMES PER WEEK

FALL
NO MORE THAN
1-2 TIMES PER WEEK

SPRING
NO MORE THAN
1-2 TIMES PER WEEK

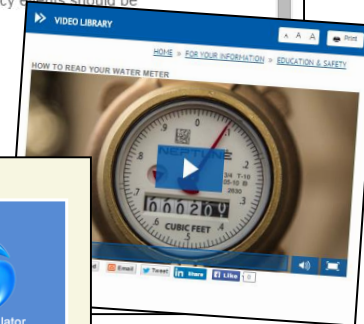
WINTER
USUALLY NOT NEEDED



Water Calculator

irrigation schedule? Use our new [Water Calculator](#).

If you find and fix a leak, tweet a photo with #IFixLeaks.




How-to videos


For More Local Examples go to ACWA's Gallery

<http://droughtresponse.acwa.com>

Mini-profiles with icons
for various types of
programs:

 Restrictions / enforcement

 Outreach and education

 Rebates and incentives

 Consumer tools and devices

 Operational / system
efficiencies

- Click “MORE” to see specifics
- Share via social media



The screenshot displays the ACWA's Gallery website interface. At the top, there are three main navigation tabs: PROGRAMS (red), AGENCIES (dark blue), and REGIONS (red). Below these is a filter bar labeled "NARROW BY AGENCY" with a dropdown menu showing letters A through Z. The main content area features a grid of program and agency profiles. Each profile includes a header image, a title, a brief description, and a set of icons representing different program types (Restrictions, Outreach, Rebates, Consumer tools, Operational efficiencies). The profiles shown include:

- LACWD** (Los Angeles County Waterworks Districts): "DROP YOUR WATER WEIGHT. PUT YOUR LAWN ON THE DROUGHT DIET." It mentions a 32-36% reduction requirement and a new outreach campaign.
- City of Fresno Water Division** (Central Valley): "The City of Fresno adopted the 2015 Water Conservation Act that provides specific measures for enhanced water conservation. The city enforces water waste regulations from the Municipal Code and responds to water waste complaints 7 days a week." It features a cartoon dog character.
- City of Santa Rosa Water Department** (Bay Area): "Santa Rosa Water uses weekly water watch patrols, its water waste hotline and MySantaRosa app to reduce wasteful water use. The city's WaterSmart campaign provides weekly irrigation recommendations, signage and turf removal rebates." It features a large graphic that says "LEAKS CAN RUN BUT THEY CAN'T HIDE!"
- SONOMA COUNTY WATER AGENCY** (Bay Area): "SCWA uses many tools in response to the drought including a multi-media awareness campaign, reduced reservoir releases and increased use of recycled water. The agency also provides conservation information that is helping the region reduce its water use by .33% over 2013 usage." It features a graphic that says "It's Over, do you know what your sprinklers are doing? There's never enough to waste. Turn the Water Off."
- VALLECITOS WATER DISTRICT** (Water and Wastewater Specialist since 1955): It features a graphic of a water drop.

Each profile has a "MORE" button and social media sharing icons (Facebook, Twitter, Google+).

Using #DroughtBusters hashtag to promote