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
- Digital Ad Micro-buy
- Theater Ad
- Lawn Sign
- Posters
- Restaurant Card
- Bill Stuffers
- Mall Ads
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

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
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
Mesa Water Outreach

MESA WATER VIDEO - "2 DAYS" :30

2URF

ANCHOR: Watering your turf
doesn't have to be tough.
Water only 2
days a week.

2OUGH

2DAYS

BETWEEN 8AM OR AFTER 5PM

MesaWaterSaver.org

2DAY

TUE & SAT

Satur2day

Before 8am or after 5pm.
Go to MesaWaterSaver.org
Save water today.

MORE

2MORROW

tomorrow.
Let's all be Mesa Water Savers

Riegue 2 días únicamente
MAR y SÁB

MesaWaterSaver.org Antes de las 8am o después de las 5pm
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
CCWD Outreach

Severe Drought
Save Water Now!

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
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
EBMUD Outreach

Personalized Reports

Watersmart calculator

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.

How much water do you use?

Thank you for conserving.

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)
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
San Jose Water Outreach

Social media and web resources

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

How to videos

San Jose Water Co. @sjwaterco · Aug 13
#Drought Information ow.ly/Q1ZH5 Water Shortage Contingency Plan, Allocations, Drought Resources and more!

San Jose Water Company
Public Utility www.sjwater.com

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 situations should be reported by calling (408) 278-7900.

Date Observed
Month · Day · Year

Time Observed

How Often Should I Water?

<table>
<thead>
<tr>
<th>Season</th>
<th>Watering Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUMMER</td>
<td>No more than 2 times per week</td>
</tr>
<tr>
<td>FALL</td>
<td>No more than 1-2 times per week</td>
</tr>
<tr>
<td>SPRING</td>
<td>No more than 1-2 times per week</td>
</tr>
<tr>
<td>WINTER</td>
<td>Usually not needed</td>
</tr>
</tbody>
</table>
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

Using #DroughtBusters hashtag to promote