



RWEPAC

March 14, 2017

WELCOME

Introductions

- Name
- Organization
- Favorite Spring Activity



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Agenda

- Welcome and Introductions
- January 2017 Meeting Notes
- Local Agency Presentation: West Sacramento
- Guest Presentation: Land IQ
- Program Updates
- Agency Announcements
- Leave for Lunch/Tour at Raley Field



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Meeting Notes

- January 2017
- Approve and post online?



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Presentations

- Local Agency Presentation
 - Ryan Burnett, City of West Sacramento

- Guest Presentation
 - Mica Heilmann, Land IQ



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Program Updates


- CUWCC (Greg Bundesen)
- Water Planning Efforts (Chris Nelson)
- Oroville Dam Public Messaging
- CEUs and Training Opportunities
- Regulations
- Public Outreach



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CUWCC

- New direction
 - California Water Efficiency Partnership (CWEP)
 - Dues
 - Reporting
 - Water Forum/USBR
- 



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Water Planning Efforts

- Regional Reliability Plan
 - Overview
 - Focus Group Results
 - May meeting
 - Rob Swartz, RWA
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Oroville Dam Public Outreach

- Did you get customer calls regarding Oroville?
- What were the concerns/questions?
- How to better coordinate with DWR/state in the future?

CEUS and Training Opportunities

- Water Conservation Showcase
 - March 21, 2017 from 8 a.m. to 5 p.m.
 - PG&E Pacific Energy Center, San Francisco
- Rural Communities Assistance Corporation (RCAC)
 - Classroom and online
- CA-NV AWWA Water Use Efficiency
 - In person trainings
- Irrigation Training
 - Ewing
- Others?
- What are you looking for?

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Regulations

- SB555
 - Draft regulation language released
 - Comments due April 17th
 - RWA Comment Letter/Hearing
- Permanent Regulation
 - Final draft has not been released from Governor's Office
- Emergency Regulation
 - Will be revisited in May, after rainy season



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Public Outreach Campaign

- Editorial Calendar
- Template Text (Social media, newsletters)
- Campaign Images (posters, online, bill inserts)
- Online advertising and Cap Radio
- WaterSense Partners



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Drought Conditions: May 2016 vs. Feb 2017

Two statistically valid telephone surveys asked local residents to rank the seriousness of drought conditions

In May 2016: 90% of respondents ranked drought conditions as “serious” or “very serious”

In February 2017: 26% of respondents ranked drought conditions as “serious” or “very serious”?



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PUBLIC OPINION RESEARCH

Who's Most Willing to Conserve?

- 35 to 54 years old
- Own their home
- Reside in a single-family home
- Water meter doesn't affect willingness
- Older or younger more likely to say "doing everything I can"
- Age 34 or younger more often said "don't focus" on water
- 70% believe most water use occurs indoors



PUBLIC OPINION RESEARCH

Why Be Efficient?

May 2016 Survey:

“It’s the right thing to do”

Nov 2016 Focus Groups:

“Because I had to”

Feb 2017 Survey:

Personal responsibility



Key Messages and Calls to Action

Most water use occurs outdoors

Get to know how much water your landscape really needs:

- Dig in and feel the soil/do the screwdriver test
- Watch for runoff
- Try the Sacramento smart sprinkler scheduler

Upgrade irrigation to improve/maximize efficiency:

- Install a weather-based sprinkler timer
- Replace older sprinklers with more efficient ones
- Install drip irrigation for your trees, shrubs and flowers





SLOW & STEADY

Use drip irrigation for happier plants while saving water



Learn more tips at BeWaterSmart.info

LOOK AMAZING

Add 2 to 3" of organic mulch to save water and beautify your yard



Learn more tips at BeWaterSmart.info



I LIKE 'EM
TALL AND
STRONG



Learn water-wise tips for trees at
BeWaterSmart.info





DIG IN

Use a screwdriver to check soil
moisture before watering



Learn more tips at BeWaterSmart.info



SCREW IT!

Use a screwdriver to check soil
moisture before watering



Learn more tips at BeWaterSmart.info



FLIP ME OFF

Turn off your sprinklers during rain



Learn more tips at BeWaterSmart.info

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Looking Forward

- May 14th
 - Soil Born Farm
 - Budget
 - Rob Swartz, RWA, Reliability Plan
 - Lilly Allen, Water Forum, American River Flow and Projects
- July 11th
 - Host: Placer County Water Agency
- September 12th
 - Host: RWA
- November 14th
 - Host: City of Sacramento
 - Kings Arena



Announcements & Events

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Getting to Raley Field

- Left side of stadium
- Side Door
- Follow signs
- When in doubt, call Amy 214.914.2510.

