



Date: January 9, 2018

8:30 AM – 12:30 PM

**Location – Regional Water Authority,
5620 Birdcage St, STE 180, Citrus Heights**

**MEETING NOTES –
Regional Water Efficiency Program Advisory Committee (RWEPAC)**

Meeting called by:	Program Manager	Type of meeting:	Program Advisory Committee
---------------------------	-----------------	-------------------------	----------------------------

Call to Order at: 9:35 a.m.

1.0 Welcome and Introductions

Attendees	Chris Nelson, Rex Meurer, Angela Frost, William Granger, Ryan Burnett, Bill Cassady, Sarah Jones, Chris Shepard, Joe Duran, Jeffery Peterson, Linda Yager, Dan Gwaltney, Greg Bundesen, Ken Kirkland, Andrew Spittler, Brady Chambers, Cassandra Barnhill, Sharon Fraser, Cheryl Buckwalter (Landscape Liaisons), Teresa Martinez (Rescape CA), Tom Noonan (EWING Irrigation), Lisa Maddaus (Maddaus Water Management), Andy Florendo (Solano County WA), Dawn Calciano (City of Davis), Dave Fujino (UC Davis), Laurie Sharp (USBR), Amy Talbot, Monica Garcia
Meeting Notes	The November 14, 2017 notes were approved and will be posted online.

2.0 Program Updates

QWEL Update	The QWEL presentation is being updated with region specific information and will be submitted to the Sonoma-Marin Saving Water Partnership within the next couple of weeks for March approval. There are two trainings planned per year, in the spring and fall. The instructors have been lined up and have volunteered to work together.
Grants 2018 Meeting Update	<p>The Grants Committee met last month and provided RWA with a list of items they would like to see receive funding. Based on that discussion and the expected grant solicitations, RWA created the following plan:</p> <p>WaterSMART/CALFED (\$300,000)</p> <ul style="list-style-type: none"> • New meters. <p>Integrated Regional Water Management (\$1.3m)</p> <ul style="list-style-type: none"> • Educational programs and rebates • Water Loss Initiative (SB 555) • RWA Public Outreach (ads) • Landscape/Outdoor Watering and Saturation Study <p>Water Energy Grant is not expected to be funded this year.</p> <p>The Grants Committee did not identify rebates as a top priority.</p> <p>EBMUD has received grant funding to replace meters with AMI and may have water savings data. Amy will follow up.</p> <p>Agencies discussed a need for new regional videos.</p>

CalWEP Update	<p>The CalWEP bylaws have been approved; the new bylaws make the organization more nimble. With the new bylaws, there will be a shift to a more traditional non-profit board. The board will consist of 3 to 25 members. There are currently 4 Sacramento related regional members on the board; Amy Talbot, Greg Bundesen, William Granger, and Lisa Maddaus.</p> <p>The dynamics between agencies have changed to more of a collaborative approach with a focus on technical expertise and agency assistance. CalWEP will be using data and science to educate people on water conservation.</p> <p>There is currently not a formal Board set up or committee structure at this time, the goal is to have the transition complete in the spring. When finalized a presentation will be given to the RWEpac and the RWA Board. An email will also be sent out with the opportunity to participate in committees. If your agency is debating participation in this organization contact Amy, Greg, or William for additional information.</p>
Regulatory Update	<p>RWA and other agencies submitted Prohibition Comment Letters to the State Water Resource Control Board. The proposed prohibitions are not likely to go into effect until April at the earliest.</p> <p>Urban Water Use Objective (Target) – Not much movement on this topic, most agencies are holding an “oppose unless amended” position.</p>
Regional Workshops	<p>An agency survey will be distributed to all agencies to generate a regional list. Sharon will follow up as needed. This will help us coordinate effectively as a region.</p>

3.0 Presentation

CA Water Story, Precipitation and ENSO update and Winter Outlook by Michelle Mead, Warning Coordination Meteorologist, National Weather Service.

4.0 Public Outreach

2017 Recap	<p>Online advertising started in March 2017 with Fix a Leak Week using WaterSense graphics. April and May 2017 focused on mulch with ads for Mulch Mayhem and “Look Amazing” ads. June and July 2017 focused on “Dig In” and “Drip” ads. August and September 2017 focused on “Trees” and “Get Growing” ads. October and November 2017 focused on “Drip” and “Turn Off Sprinklers” ads. Throughout the season there were additional advertisements such as the BeWaterSmart quiz, Be Water Smart Carwash promotion, and the River Cats video. In addition:</p> <ul style="list-style-type: none"> • Our sponsorship with Capital Public Radio included ten different messages disseminated throughout the year. • The Nursery partnership was very successful and the nurseries wish to continue partnering. • Water Spots Video contest resulted in 100+ entries from 15 different schools. • The River Cats partnership included TV PSA/pre-game videos, “Unique” advertising, program ad, and social media exposure. • The events team attended the River Cats Game, American River Parkway Half Marathon, Harvest Day, and the Farm to Fork Festival.
------------	--

	<p>The program received two new awards this year:</p> <ul style="list-style-type: none"> • Influence Award in the External/Community Relations Campaign category for the 2016 “Rethink Your Yard” program. • Merit Award in the Social Media Campaign category for RWA’s 2015 “Drought Face” campaign. <p>Reporting for Public Outreach and School Education will continue with the same detail as 2016.</p>
<p>2018 Survey Results and Focus Group Info</p>	<p>In 2018 the public outreach program will have one primary focus: Check soil moisture before you water with the goal of reducing water waste in the landscape. This is a change from the “menu” approach to messaging we’ve done in the past where RWA provided multiple options for the agencies to utilize.</p> <p>This year will include focus group research by Public Values Research. The goal is to determine the motivations and/or feelings about landscape and watering habits from the “average customer.” The goal of the focus group is to ensure our message resonates with our target audience. The focus groups will occur in early February and will provide us with guidance to create a two-year campaign.</p> <p>The program will continue with many of the same activities as the previous year such as the River Cats partnership, Water Spots, etc. The carwash program will be placed on hold. Some new planned items are a “How to” video series and additional tools for water providers such as a photo gallery.</p> <p>In addition grant funding will be requested from the Integrated Regional Water Management Grant for up to \$200,000 for public outreach.</p>

<p>5.0 Agency Announcements</p>
<p>Agencies informed the group on upcoming events and program updates.</p>

Meeting Adjourned at 12:30 p.m.