



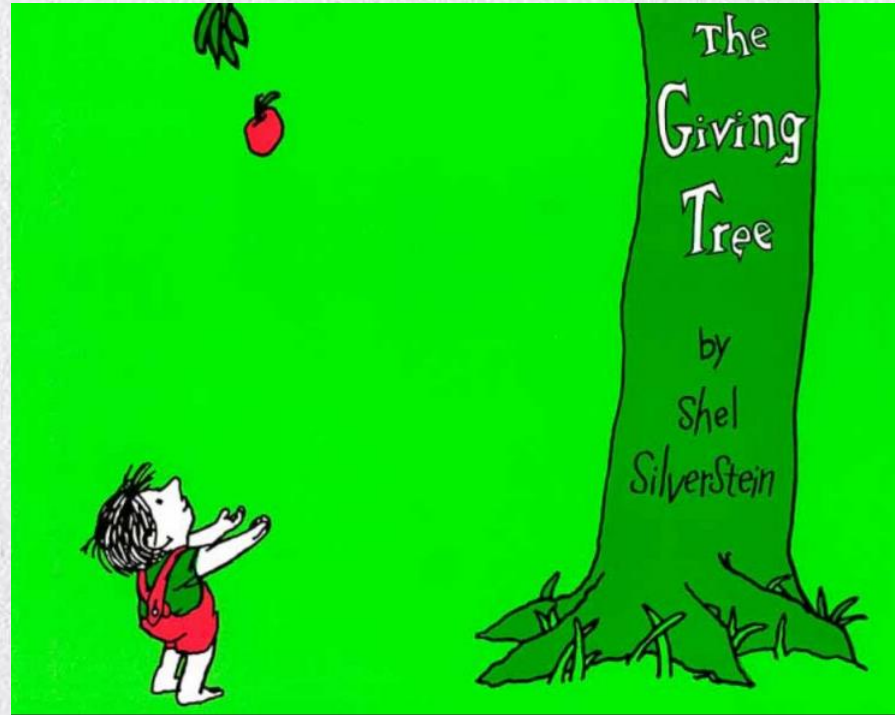
# RWEPAC

March 13, 2018

WELCOME

# Introductions

- Name
- Organization
- Favorite Tree Species



## BE WATER SMART

# Agenda

- Welcome and Introductions
- January 2018 Meeting Notes
- Host Presentations
  - Sacramento Tree Foundation
  - Sacramento Suburban Water District
- Program Updates
  - QWEL
  - Regional San Rebate Program
  - Regulatory Update
- RWA Website Resources
- Public Outreach Round Robin/Focus Group Results
- Agency Announcements
- Adjournment/Lunch
- OPTIONAL: Tree Planting and Irrigation Training



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# Meeting Notes

- January 2018
- Approve and post online?



[BeWaterSmart.info](http://BeWaterSmart.info)

BE WATER SMART

# Presentations

- Sacramento Tree Foundation
- Sacramento Suburban Water District



BE WATER SMART

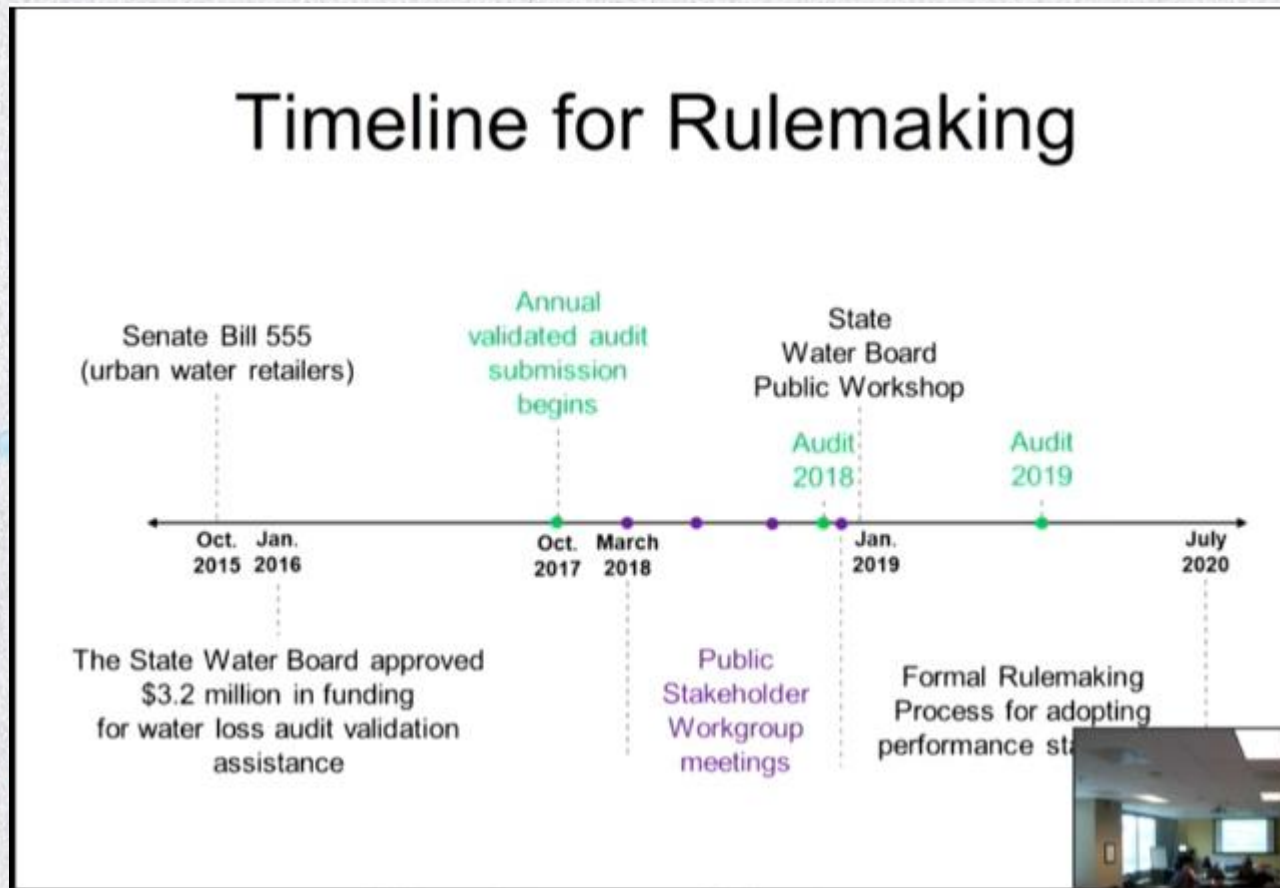
# Program Updates

- QWEL
  - APPROVED by Sonoma Marin Saving Water Partnership
  - Submitted to WaterSense for approval
  - Training for water agency staff in Spring (When?)
  - Training for professionals in Fall
- Regional San Rebate Program
- Regulatory Update
  - Water Waste Prohibitions
  - Target/Budget Regulations
  - Meter Testing



# Program Updates

- Regulatory Update Timeline



BE WATER SMART

# Program Updates

- CalWEP
  - March 7th
    - All Member Meeting @ Regional San
    - Launch Party @ Vizcaya Sacramento
- Regional Workshops and Events
  - Agency Survey generate a regional list
  - Sharon to follow up
- Annual Water Efficiency Program Report
  - Like Legislative Program Report



[BeWaterSmart.info](http://BeWaterSmart.info)

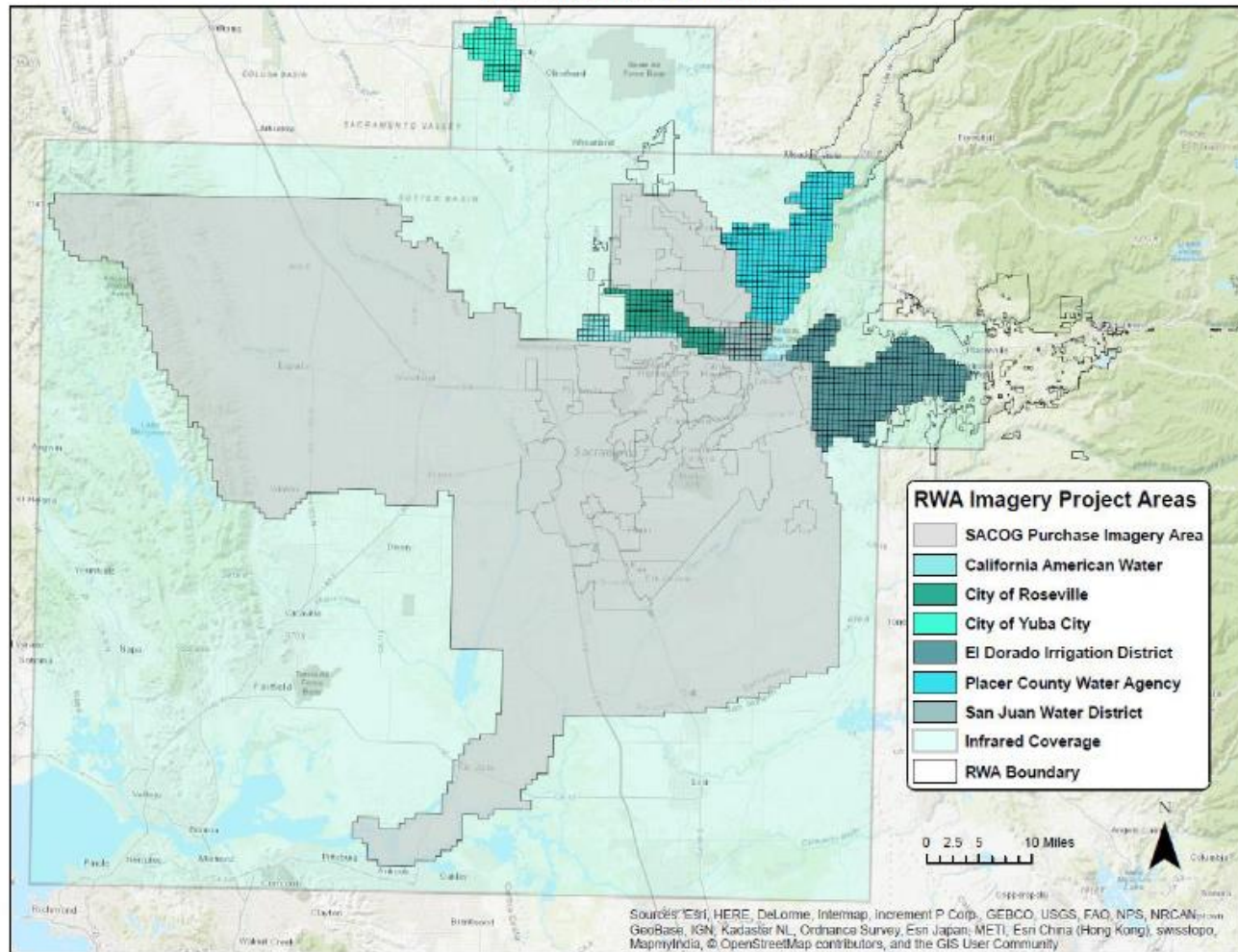


BE WATER SMART

# Program Updates

- Landscape Imagery Project: \$140,000

Figure 1: RWA Imagery Project Areas



BE WATER SMART

# Program Updates

- Landscape Imagery Project

Table 2: SACOG and RWA Imagery Project Timeline

Date	Task	Lead Agency
February - April 2018	Imagery Collection/Flights	Sanborn, Inc./SACOG
February - March 2018	Draft RWA/SACOG Contract	RWA
March - May 2018	Draft RWA/RWA Agency Contracts	RWA
April - September 2018	Imagery Processing	Sanborn, Inc.
September 2018	Imagery Deliver to SACOG	Sanborn, Inc.
October 2018	Imagery Delivery from SACOG to RWA	SACOG/RWA
November 2018	Imagery Delivery from RWA to RWA Agencies	RWA
May - November 2018 <sup>3</sup>	Invoice Member Agencies <sup>4</sup>	RWA

# RWA Website Resources and Plant Database



[BeWaterSmart.info](http://BeWaterSmart.info)



## Do You Know How Much Water Your Landscape Needs?

Learn More



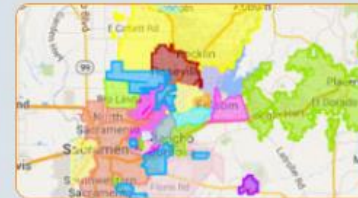
### Rebates & Services



### Top Ways to Save



### Find Your Water Provider



### Watering Guidelines

Find your current landscape watering guidelines.

Learn More

### Announcements

#### Sustainable Landscape Organizations Agree to Merge

Posted on November 8, 2017

#### 2018 Water Spots Video Contest Challenges Kids to Explore the Theme 'H2O Hero'

Posted on October 24, 2017

### Water-wise Gardening

Create your wish list of low water-use plants!  
This comprehensive database includes 1,800  
plants classified by plant type, botanical name.

This map displays current watering guidelines for water providers in the Sacramento region. Enter your address below and click "submit" to see your current water use reductions, landscape watering guidelines, water efficiency staff contact, water waste hotline and water provider website link. The map is also color coded according to the percent level of water use reductions. See the water drop legend below. Please contact your water provider for more information.

[Click here for tips on how to save water indoors and outdoors today!](#)

Enter an address to find your water district:

Submit

Reset



Map UPDATED on Nov 16, 2017.

**CITY OF FOLSOM**

**Status:** 10% Reduction, with Voluntary Restrictions.  
**Water Source:** Folsom Lake  
**Landscape Guidelines:**

- Water will be used for beneficial uses; all Wasteful Use of Water are prohibited.
- Water shall be confined to the customer's property and shall not be allowed to run off to adjoining property or to the roadside ditch or gutter. Care shall be taken not to water past the point of saturation.
- Free flowing hoses are prohibited for all uses including landscape watering, vehicle and equipment washing, ponds, evaporative coolers and livestock watering troughs. Automatic shut-off devices shall be installed on any hose or filling apparatus in use.

**Other General Guidelines:**

- Washing of streets, parking lots, driveways, sidewalks or buildings is prohibited except as necessary for health, sanitation or fire protection.
- No irrigation of turf in center medians
- Restaurants shall only serve water on request.

**Conservation Contact:** Don Smith Phone: (916) 355-7252  
**Water Waste Phone:** (916) 355-7252  
**Website:** [www.folsom.ca.us](http://www.folsom.ca.us)



## 2018 Water Spots Video Contest

Learn More

### Rebates & Services



### Top Ways to Save



### Water Provider



### Watering Guidelines

Find your current landscape watering guidelines.

Learn More



### Water-wise Gardening

Create your wish list of low water-use plants! This comprehensive database includes 1,800 plants classified by plant type, botanical name

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Posted on October 24, 2017

# Sprinkler Symptom Solver

See brown spots in your lawn? Do your sprinklers dribble water even when the system is off? Have a geyser in your front yard that rivals Old Faithful? You've got sprinkler problems...our Sprinkler Symptom Solver can help! Select your sprinkler issue below and then check for potential solutions and ways to learn more about making repairs.

"Geysers" (water shooting out of sprinkler heads)

Water squirting out around the sprinkler head



**Possible Problem:** Broken sprinkler or riser (the threaded pipe that connects the sprinkler to the pipe fitting below)

**Potential Solution:** Check to see which part is broken—the sprinkler or the riser. On most residential systems, the riser is a 6" polycut riser or a swing joint. Replace the broken part.

**Learn More:** [How to Repair a Broken Sprinkler Riser — Ninja Green](#)

Little or no water is exiting the spray head while the system is running

System has stopped watering in all zones at scheduled times

Misting or overspray

Water dribbles out of the top of sprinklers instead of in a nice strong spray

Spray falls short, creating brown spots and/or soaks the area around the sprinkler head

Dry or brown spots on lawn

Heads always seem to be wet, even when the system hasn't run in a while, or runs all of the time, even when the timer is off

Find Your Water Provider

Not sure which district is your water provider?

Search Now



Learn more about California's Dry Conditions at [saveourh2o.org](http://saveourh2o.org)



## Announcements

Sustainable Landscape Organizations Agree to Merge

2018 Water Spots Video Contest Challenges Kids to Explore the Theme 'H2O Hero'

Get Growing This Fall!



## Videos

Click on the category titles to see all videos in that category

### A Quick Tip and Frequently Asked Questions

Easy Ways to Reduce Water Use in the Garden



California is experiencing a fourth year of unprecedented drought conditions. Learn two easy ways to reduce your water use in the garden.

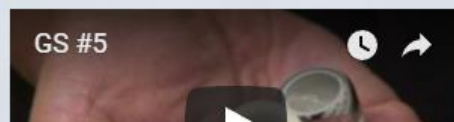
How to Convert Sprinklers to Drip



Want to lower water use in your garden? Convert sprinklers to efficient drip irrigation. Learn how to get started in this brief video featuring irrigation specialist Lori Palmquist.

### Indoor Water Saving Tips

Make Your Showerheads and Faucets Water-efficient







[« All Events](#)

## Creating a Low Water Mediterranean Garden

March 17 @ 9:30 am - 11:00 am

A low water use garden does not need to be a boring garden. This workshop will focus on creating year-round interest in your garden by guiding you through the soil amending process to proper plant selection. We will cover tips on creating the healthiest soil possible and end with a slideshow of interesting but easy to grow drought tolerant plants.

Presenter: The Plant Lady (a.k.a. Marlene Simon, horticulturalist at the UC Davis Botanical Conservatory)

Reservations are required. Call 916-791-2663 to reserve your seat today.



[+ GOOGLE CALENDAR](#)

[+ I CAL EXPORT](#)

### Details

**Date:**

March 17

**Time:**

9:30 am - 11:00 am

**Event Category:**

Gardeners

### Venue

San Juan Water District

9935 Auburn-Folsom Road  
Granity Bay, CA United States  
[+ Google Map](#)

**Phone:**

916-791-2663



VIEW AS

Month

**SUNDAY**

1
8
15
22

23	24	25	26	27	28	29
	Learn & Shop: Spring Garden Maintenance				Folsom Garden Club Tour	Arboretum Teaching Nursery Plant Sale Folsom



#### Find Your Water Provider

Want to contact your water provider about great rebates and programs?

#### Water Saving Tips:

Water between sunset and sunrise when temperatures and wind are the lowest.



### HELPFUL RESOURCES

Stop over-watering your yard, learn exactly what you need to set your water controller. Ensure you are using the best amount of water for the specific weather or time of year.

[RESET YOUR CONTROLLER >](#)[CONTROLLER VIDEOS >](#)

While some homeowners believe they can save money by avoiding landscape design work, professional design can be reasonable and help homeowners avoid typical pitfalls and mistakes.

[FIND A LANDSCAPE PRO >](#)

# Setting Your Controller: Videos

## **Orbit**

[Easy Set Logic Timer](#)

[Water Budgeting](#)

[Programming Days of the week](#)

[Additional Cycle Starts](#)

[Basic Programming](#)

[Advanced Programming](#)

[Additional Features](#)

## **Irritrol**

**Kwik Dial Controller**

[General setup](#)

[Set days to water](#)

[Setting seasonal adjust](#)

**Rain Dial Controller**

[Basic Programming](#)

[Setting seasonal adjust](#)

## **Rainbird**

**Rain Bird SST (Simple to Set Timer)**

[Basic Programming](#)

**Rain Bird ESP-Me Modular Controller**

[Set days to water](#)

[Station Run Times](#)

[Watering Start Times](#)

[Seasonal Adjust](#)

**Rain Bird ESP-RZX Controller**

[Setting zone watering times, start times and days to water](#)

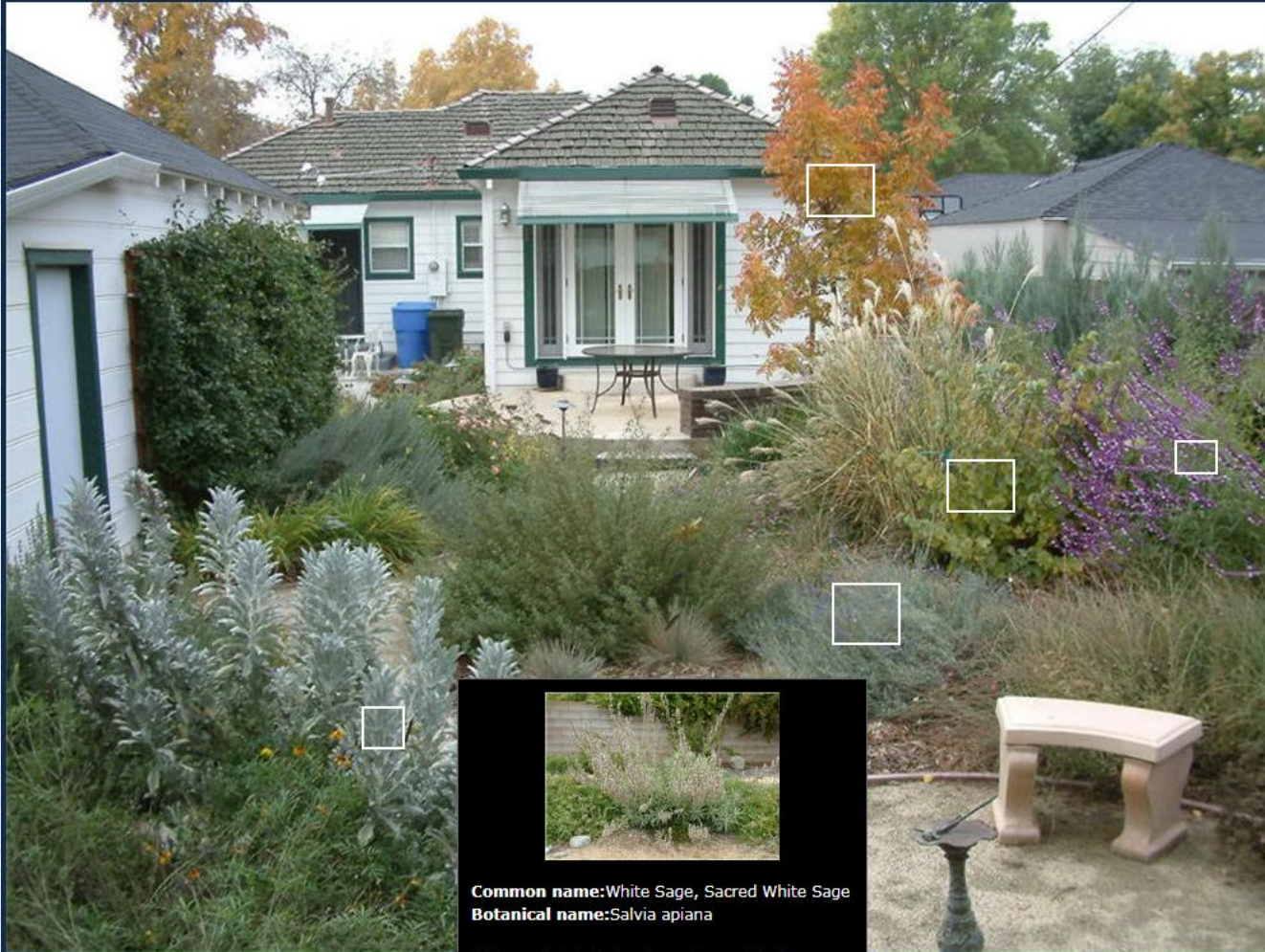
[Seasonal Adjust](#)

[Setting zone, watering times, start times and days to water \(Spanish\)](#)

Hotlinks:  ON

Tour: Sacramento City Splendor

ADD



**Common name:** White Sage, Sacred White Sage  
**Botanical name:** *Salvia apiana*

This woody shrub has long stems with silvery white leaves and fragrant white flowers that bloom in the spring. It provides a strong structural form as a garden focal point. It can reach 6' tall and 6' wide.



Photographer: GardenSoft

Designer: Dave Roberts Landscape

**Soils and Compost:**

**Integrated Pest Management:**

... of mulch on the

tract, or buy beneficial insects such as ladybugs and



## Common Questions Plant Lists



Ornamental Grasses



Cal Native Plants



Lawn Substitutes



Drought Tolerant



Screens and Hedges



Attracts Butterflies



# *Ceanothus thyrsiflorus* 'Sky

Blue Blossom Ceanothus



+ Add

Anatomy

Culture

Design



Previous Photo [New Photo](#)

Information by: Jerry

Anatomy

Culture

Design

### DESIGN STYLES

Mediterranean, Ranch, Seascape, Woodland

### ACCENTING FEATURES

Showy Flowers

### SEASONAL INTEREST

Spring

### LOCATION USES

Shrub Border, Foundation, Patio, Park, Parking Lot, Raised Planter, Swimming Pool, With Rocks

### SPECIAL USES

Mass Planting

### ATTRACTS WILDLIFE

Hummingbirds, Butterflies, Wildlife

Anatomy

Culture

Design

### SUN

Full, Half

### WATER

Low

### GROWTH RATE

Moderate

### SOIL TYPE

Sandy, Clay, Loam, Rocky, Unparticular

### SOIL CONDITION

Average, Well-drained

### SOIL PH

Neutral

### ADVERSE FACTORS

n/a

### PLANT TYPE

Shrub

### HEIGHT RANGE

3-6'

### FLOWER COLOR

Blue

### FLOWER SEASON

Summer

### LEAF COLOR

Green, Dark Green

### BARK COLOR

n/a

### FRUIT COLOR

n/a

### FRUIT SEASON

n/a

### Water Saving Tip:

Group plants with similar watering needs in the same area.

### Description

The Blue Blossom Ceanothus is a shrub that has dark blue flower clusters that bloom profusely in the spring. 'Skylark' grows to 5' tall and wide. This shrub attracts butterflies, hummingbirds and beneficial insects. Evergreen foliage is dark green and shiny, densely covering the plant. 'Skylark' tolerates heat better than other cultivars. It is drought tolerant once it's established. It prefers full sun to partial shade.

Plants

Gardens

Common	Botanical	Water Needs
Apple Blossom Penstemon	Penstemon 'Apple Blossom'	Low
Aromas Sage	Salvia X clevelandii 'Aromas'	Very Low
Bearberry	Arctostaphylos uva-ursi	Low
Blue Blossom Ceanothus	Ceanothus thyrsiflorus 'Skylark'	Very Low

Please select one of the following reports

[Hydrozones Report](#)

[All Pictures Report](#)

[Plant Detail Report](#)

[Plant List Report](#)

[Remove Plant](#)

[Clear list](#)

This Penstemon is a showy perennial that remains 2'-4' high. It has light pink tubular blossoms on long flower spikes with white throats. It blooms from spring through the fall and is hardy to 15 degrees F. It is also drought tolerant, and attracts hummingbirds and butterflies. -Cornflower Farms





03-09-2018

## Plant Details

**Botanical Name:** Ceanothus thyrsiflorus 'Skylark'

**Common Name:** Blue Blossom Ceanothus

**Plant Type:** Shrub



**Height Range:** 3-6'

**Flower Color:** Blue

**Flower Season:** Summer

**Leaf Color:** Green, Dark Green

**Fruit Color:** n/a

**Fruit Season:** n/a

**Fruit Type:** n/a

**Sun:** Full, Half

**Water:** Low

**Growth Rate:** Moderate

**Soil Type:** Sandy, Clay, Loam, Rocky,  
Unparticular

**Adverse Factors:** n/a

**Habit:** Broad, Upright

**Design Styles:** Mediterranean, Ranch,  
Seascape, Woodland

**Accenting Features:** Showy Flowers

**Seasonal Interest:** Spring

**Location Uses:** Shrub Border, Foundation,  
Patio, Park, Parking Lot, Raised Planter,  
Swimming Pool, With Rocks

**Special Uses:** Mass Planting

**Attracts Wildlife:** Hummingbirds, Butterflies,  
Wildlife

The Blue Blossom Ceanothus is a shrub that has dark blue flower clusters that bloom profusely in the spring. 'Skylark' grows to 5' tall and wide. This shrub attracts butterflies, hummingbirds and beneficial insects. Evergreen foliage is dark green and shiny, densely covering the plant. 'Skylark' tolerates heat better than other cultivars. It is drought tolerant once it's established. It prefers full sun to partial shade.

**Botanical Name:** Salvia X clevelandii 'Aromas'

**Common Name:** Aromas Sage

**Plant Type:** Shrub





## Water-Wise Gardening in the Gold Country Region



### Find Your Water Provider

Want to contact your water provider about great rebates and programs?

### Water Saving Tips:

Water between sunset and sunrise when temperatures and wind are the lowest.



### HELPFUL RESOURCES

Stop over-watering your yard, learn exactly what you need to set your water controller. Ensure you are using the best amount of water for the specific weather or time of year.

[RESET YOUR CONTROLLER >](#)[CONTROLLER VIDEOS >](#)

While some homeowners believe they can save money by avoiding landscape design work, professional design can be reasonable and help homeowners avoid typical pitfalls and mistakes.

[FIND A LANDSCAPE PRO >](#)

2018 OUTREACH Program

# Focus Group Results

- Public Values
  - \$12,000
- Topics
  - Current Lawn Care Practices and Challenges
  - Beliefs about Water Use
  - Motivators and Barriers to Changing Behavior
  - Feedback on Advertising Concepts
  - Language Testing



[BeWaterSmart.info](http://BeWaterSmart.info)

# Focus Group Results

## Current Landscape Care Practices

- **The majority of study participants reported using automated sprinkler systems to water their landscapes, adjusting the duration and frequency of water cycles based on weather patterns and visual cues that their lawn and plants need water.**
- **Only a minority of participants reported that they adjust their sprinkler once a season, delegate the programming to a gardener/landscaper, or simply leave the system on a default setting.**
- **While a few participants reported checking soil moisture before watering, most participants argued, “You can just tell by looking at your grass and vegetation if it is dry.”**
- **Findings suggest residents are accustomed to adjusting their sprinklers to comply with water restrictions, sometimes watering more than is necessary. When asked how he makes decisions about watering, one participant explained that he waters “five minutes a day” on the days he is “supposed to water.”**

# Focus Group Results

## Areas of Frustration in Caring for Landscapes

- Findings suggest that many residents are unclear about when and how long they should water and are frustrated trying to keep their landscapes healthy and attractive.
- The most frequently cited areas of frustration for residents were cost (for maintenance and irrigation), followed by the time involved in caring for a yard and uncertainty over how to maintain a healthy landscape that follows watering restrictions.
- Study findings suggest that residents are highly sensitized to water restrictions and are concerned about receiving a ticket for violating water regulations.
- Participants described a healthy landscape as “green,” “well-tended,” and “maintained” with bees and other beneficial insects, but expressed frustration with their dry landscapes, bald patches in the lawn, weeds as a result of overwatering, and problems managing or installing their irrigation systems.
- Several participants reported that they wanted to transition to water-efficient landscapes but lacked the financial resources to do so.

# Focus Group Results

## Beliefs about Water Waste

- Although participants expressed concern about water waste, findings suggest that many residents do not believe they are overwatering. Only a minority of participants admitted that they have ever watered more than was necessary, and many rationalized any signs of overwatering. More than one participant reported that their property was on a slope, so run-off was unavoidable.
- When asked what they considered to be a waste of water, participants cited sprinklers used even when it is raining, broken sprinklers, washing cars in the driveway, and having to run indoor water for several minutes before receiving hot water.

# Focus Group Results

## Perceptions of Water Use

- **Findings suggest that most residents are unaware of how much water they use. None of the 21 study participants was able to accurately estimate their outdoor water usage. When asked how many gallons they use on their yard each week, participants reported estimates as low as 50 gallons.**
- **Moreover, the study found that most residents underestimate outdoor water use compared to indoor water use. Nearly all participants assumed indoor water use was higher. When asked why, participants explained that they use water for showers, laundry, dishes, and other daily chores. These comments suggest that people are more aware of their indoor water use because they witness the daily usage. Many residents use automated sprinkler systems to water their yards, usually at night or in the early morning.**

# Focus Group Results

## Motivators and Barriers to Changing Behavior

- Study findings suggest that while the majority of residents are unaware of the need to check soil moisture, most are enthusiastic about learning. When participants who check their soil explained the practice to others in the group, participants seemed eager to try it.
  - The chief motivator for checking soil moisture, aside from curiosity, was an interest in caring properly for plants and ensuring a healthy landscape, followed by an interest in saving money on water bills.
  - A minority of participants reported that would check their soil moisture to help protect natural resources. In addition, some residents were motivated to act responsibly in reaction to neighbors who might observe and criticize their water use.
  - Both the screwdriver method and moisture meter were appealing to participants, although the screwdriver method was initially more popular because of its simplicity. The moisture meter was appealing because participants readily understood that they could purchase the device, at a low cost, and that it would come with directions for use. In contrast, people had many questions regarding how to use a screwdriver to check moisture levels.
  - When asked if they would trust the moisture check and adjust their watering accordingly, some participants were skeptical about using the method exclusively and preferred to use it in conjunction with their current methods, which include looking at plants and grass for signs of dehydration.
- The strongest barriers to checking moisture levels were lack of awareness of the method, followed by time constraints and the belief that they do not need “that level of precision.”

# Focus Group Results

## Language Testing

- **The study found that the word “conserve” was well-understood and familiar to participants but was also associated with “restrictions” and “limits.”** One participant explained: “It’s tainted a bit, coming from a water company. If you don’t do this, this happens.” Another participant described the word as “punitive.”
- **The term “efficient,” in contrast, was described as an “active” and “empowering” term.** One participant described the difference between “conserve” and “efficient” this way: “Conserve means going without, efficient means doing it in the proper way and saving as much as possible.”
- **The study found that participants understood the meaning of “landscape runoff” and “sprinkler overspray” but were not familiar with “soak and cycle.”**
- **Findings suggest that descriptions that include the term “weather” are most effective in describing sprinkler systems that responded to changes in weather patterns and that the term “smart” implies a Wi-Fi application.**



# Overwatering Your Lawn?

*Check the soil before you water.*



[BeWaterSmart.info](http://BeWaterSmart.info)

# Overwatering?



Find tips on how much water  
your yard really needs at  
[BeWaterSmart.info](http://BeWaterSmart.info)



CAN  
YOU

DIG  
IT?



CHECK THE SOIL BEFORE YOU WATER.



# CHECK THE SOIL AND SAVE

A MOISTURE METER TELLS YOU  
IF YOUR YARD NEEDS WATER  
LEARN MORE AT [BEWATERSMART.INFO](http://BEWATERSMART.INFO)

# Overwatering?

Check the soil before you water.



# 2018 Outreach Program



[BeWaterSmart.info](http://BeWaterSmart.info)

# Approach

- One primary focus: Check soil moisture before you water
  - Reducing waste in the landscape
- Change from “menu” approach to messaging
- Focus group research
- Two-year campaign
- Grant funding
  - Integrated Regional Water Management
  - \$200,000



# Outreach Activities

- “How to” video series
- Ads on Facebook, Google, Cap Radio, Total Traffic and Weather, movie theaters (for Water Spots)
- Radio PSAs
- Tools for water providers
- River Cats partnership
- Nursery partnerships
- Media outreach
- New BWS Instagram page
- Mulch Mayhem support
- Water Spots
- E-blasts
- Carwash Program (on hold)



2018 OUTREACH PROGRAM

# Tools for Water Providers

- Key messages
- Infographics showing possible water savings from actions
- Examples/samples from other water providers
- Tool kit on drop box with 2018 materials
- Photo gallery
- Campaign images
- Template newsletter/Web site text
- Editorial calendar with monthly themes/milestones
- List of Q&As focused on 2018 theme
- Weekly Facebook posts
- PIO briefing

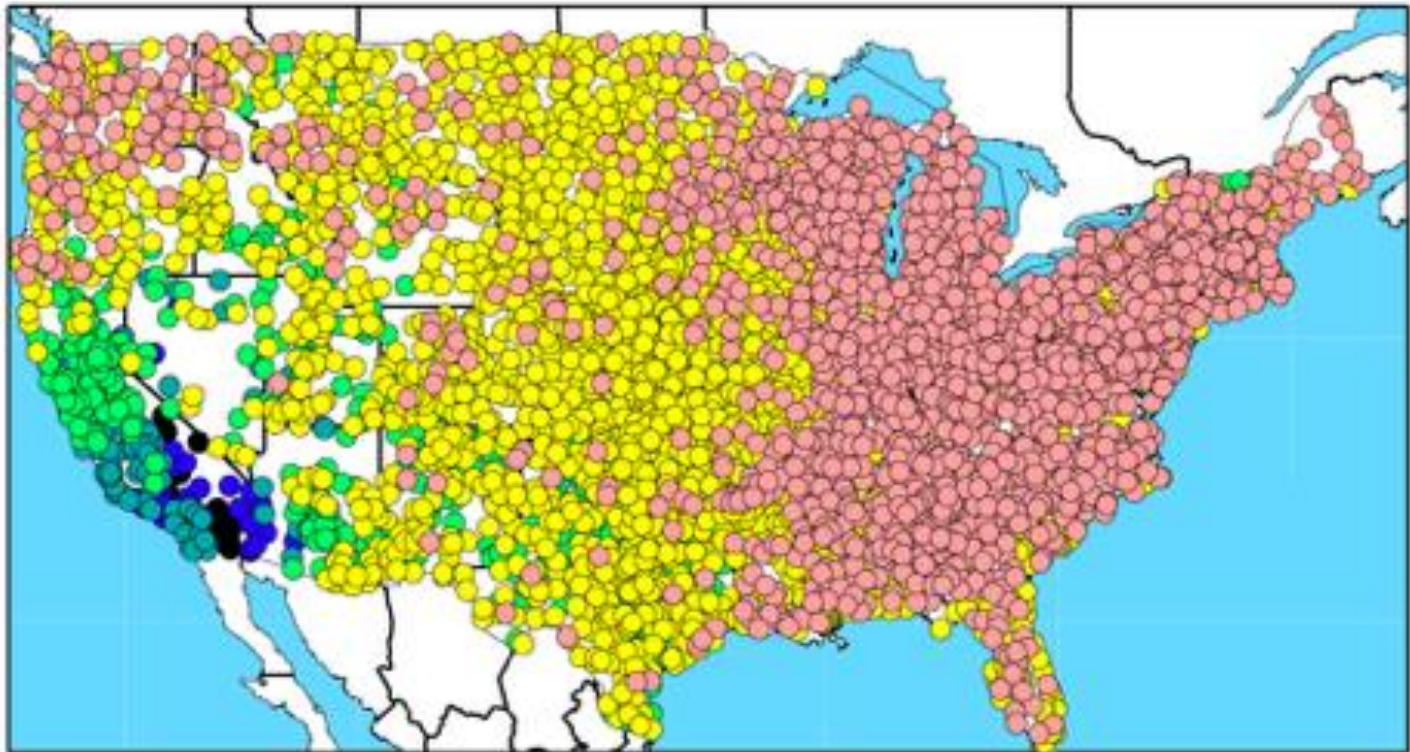


**KEEP  
CALM  
AND  
WORK  
TOGETHER**

2018 OUTREACH PROGRAM

# Messaging (Wet/Dry/Drought)

COEFFICIENTS OF VARIATION OF  
TOTAL PRECIPITATION, WY 1951-2008



fraction



# Local Agency Public Outreach

- What messages are you focusing on?
- What questions are you getting from your customers?
- What is your primary outreach method?
  - Online ads?
  - Social media?
  - Website?
  - Newsletter?



# Announcements & Events

BE WATER SMART

# Looking Forward

- May 8, 2018
  - Host: RWA
  - Location: Soil Born Farms
  - Surprise: Don's BBQ for lunch
- July 10, 2018
  - Host: City of Folsom
  - Location: TBD

BE WATER SMART

# Looking Forward Even More...

<b>Date</b>	<b>Host</b>
<b>January 9, 2018</b>	<b>RWA</b>
<b>March 13, 2018</b>	<b>SSWD</b>
<b>May 8, 2018</b>	<b>RWA</b>
<b>July 10, 2018</b>	<b>Folsom</b>
<b>September 11, 2018</b>	<b>RWA</b>
<b>November 13, 2018</b>	<b>Sacramento</b>
<b>December 11, 2018</b>	<b>TBA</b>
<b>January 8, 2019</b>	<b>RWA</b>

**Thank You!**

**..And please stay for lunch**



**BeWaterSmart.info**