WELCOME

Introductions

• Name
• Organization
• Favorite Spring Activity
• 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?
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?
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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?
• 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
Public Outreach Campaign

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

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
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Getting to Raley Field

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