



RWEPAC

January 9, 2018

WELCOME

Introductions

- Name
- Organization
- New Year's Resolution



Agenda

- Welcome and Introductions
- November 2017 Meeting Notes
- Program Updates
 - QWEL
 - Grants 2018
 - CalWEP
 - Regulations
- Guest Presentation: Michelle Mead, NWS Sacramento
- 2017/2018 Public Outreach
- Agency Announcements
- Adjournment/Lunch

BE WATER SMART

Meeting Notes

- November 2017
- Approve and post online?



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Program Updates

- QWEL
 - Adapting the presentation/Lining up teachers
 - Apply to QWEL in first quarter 2018
 - Trainings in Spring and Fall
- Grants 2018
 - WaterSMART/CALFED (\$300,000)
 - New Meters
 - Integrated Regional Water Management (\$1.3M)
 - Educational programs and rebates
 - Water Loss Initiative (SB 555)
 - RWA Public Outreach (ads)
 - Landscape/Outdoor Watering and Saturation Study
 - Water Energy Grant
 - Not available



Program Updates

- CalWEP
 - February 7th
 - Board Meeting @ San Francisco
 - March 7th
 - All Member Meeting @ Regional San
 - Launch Party @ TBD location in Sacramento
 - Bylaws Vote effective 1/1/2018
- Regulations
 - Prohibition Comment Letters (RWA and other agencies)
 - Urban Water Use Objective (Target)
- Regional Workshops and Events
 - Agency Survey generate a regional list
 - Sharon to follow up

BE WATER SMART

Presentations

- Guest: Michelle Mead, Warning Coordination Meteorologist, National Weather Service, Sacramento Office



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2017 Outreach Recap



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Online Advertising in March: Fix a Leak Week



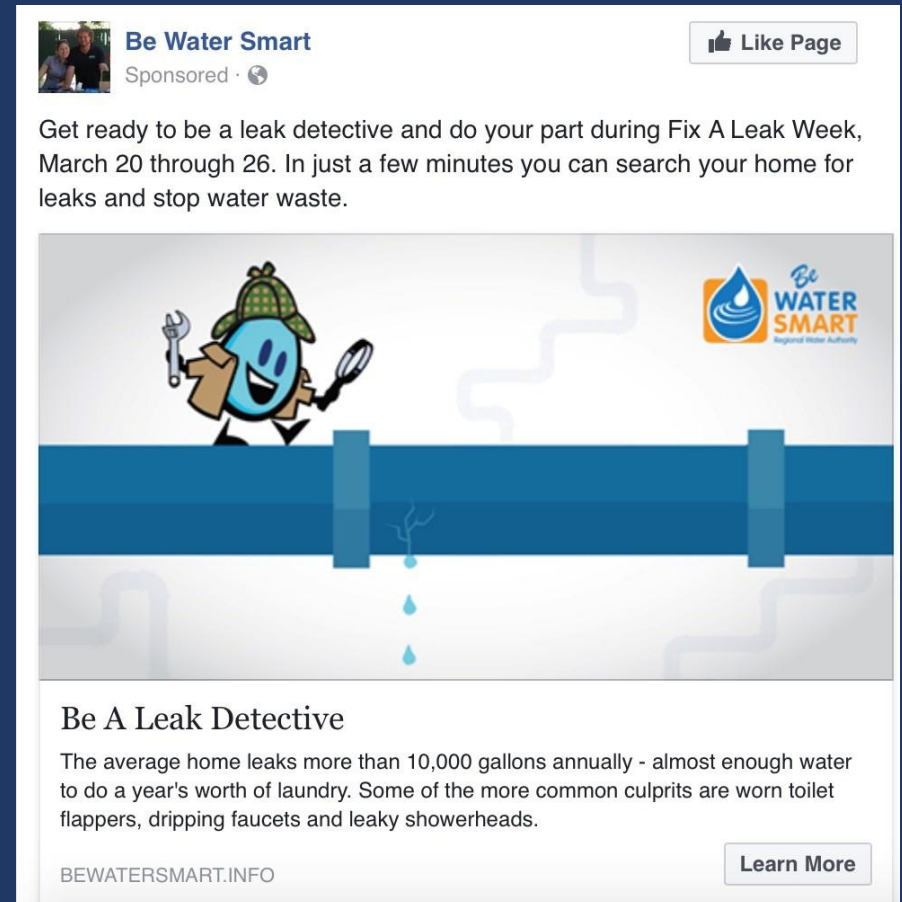
Fix a Leak Week
March 20 - 26





Be A Leak Detective

The average home leaks more than
10,000 gallons of water per year!


Learn how to find and fix leaks at
BeWaterSmart.info



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 Like Page

Get ready to be a leak detective and do your part during Fix A Leak Week, March 20 through 26. In just a few minutes you can search your home for leaks and stop water waste.



Be A Leak Detective

The average home leaks more than 10,000 gallons annually - almost enough water to do a year's worth of laundry. Some of the more common culprits are worn toilet flappers, dripping faucets and leaky showerheads.

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Online Advertising in April-May: Mulch

LOOK AMAZING

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



Learn more tips at
BeWaterSmart.info



MULCH MAYHEM

FREE MULCH

Available for pick-up

Limit 1 yard per customer
(enough to fill a pick up truck)

Saturday, May 6th

- ▶ Antelope
- ▶ Carmichael
- ▶ Rocklin

Saturday, May 20th

- ▶ Roseville
- ▶ Sacramento
- ▶ Granite Bay

First-come, first-served. While supplies last.



Get all the details at BeWaterSmart.info

Online Advertising in June-July: Dig In and Drip



DRIP DRIP DRIP

Use drip irrigation for happier plants
while saving water



Learn more tips at BeWaterSmart.info

DIG IN

Use a screwdriver to
check soil moisture
before watering



Learn more tips at
BeWaterSmart.info



Online Advertising in Aug-Sep: Trees and Get Growing



I LIKE 'EM
TALL AND
STRONG

Learn water-wise
tips for trees at
BeWaterSmart.info



The advertisement features a man with a beard and a red beanie hugging a tree trunk. The background is a solid green color. The text 'I LIKE 'EM TALL AND STRONG' is written in a white, hand-drawn font. Below it, the text 'Learn water-wise tips for trees at BeWaterSmart.info' is in a smaller, sans-serif font. The BeWaterSmart logo is at the bottom left.



Get Growing
this Fall

*Fall is a great time to create a
water-wise landscape.*



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The advertisement features a young girl with blonde pigtails, wearing a red long-sleeved shirt and orange plaid shorts, holding a shovel. She is standing in a garden. The background is a blurred green. The text 'Get Growing this Fall' is written in a white, cursive font. Below it, the text 'Fall is a great time to create a water-wise landscape.' is in a smaller, italicized, sans-serif font. The BeWaterSmart logo is at the bottom left, and the website 'BeWaterSmart.info' is at the bottom right.

Online Advertising in Oct-Nov: Drip and Turn Off Sprinklers



Turn off your sprinklers during rain



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Additional Online Advertising

Try a Be Water Smart Certified Carwash

Save Water.
Save Money.

Click here for a coupon.

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Take the guess work out of running your sprinkler system with a weather-based controller.



Make Running Your Sprinklers Easy With A Weather-Based Controller

Install a weather-based sprinkler controller and stop worrying about overwatering your plants. These controllers use local weather conditions and

[HTTP://BEWATERSMART.INFO/](http://BEWATERSMART.INFO/)

[Learn More](#)

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Sponsored · · ·

[Like Page](#)

Take the BeWaterSmart quiz and test your H2O knowledge. You could win a \$100 Green Acres gift card.



Test Your Water Knowledge

Take the BeWaterSmart quiz. Test your H2O knowledge and be entered to win a \$100 Green Acres gift card.

[HTTP://WOOBX.COM/26EJN2](http://WOOBX.COM/26EJN2)

[Learn More](#)

2017 OUTREACH RECAP

Capital Public Radio



Sponsorships promoted the following:

- Mulch Mayhem
- Screwdriver test/check before you water
- Check sprinkler system for leaks
- Make sure sprinklers water plants not the driveway
- Benefits of weather-based sprinkler timers
- Rebates for irrigation equipment upgrades
- BWS car washes
- Benefits of fall planting
- Reduce sprinkler run times in fall
- Salmon run/water efficiency



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2017 OUTREACH RECAP

Nursery Partnerships

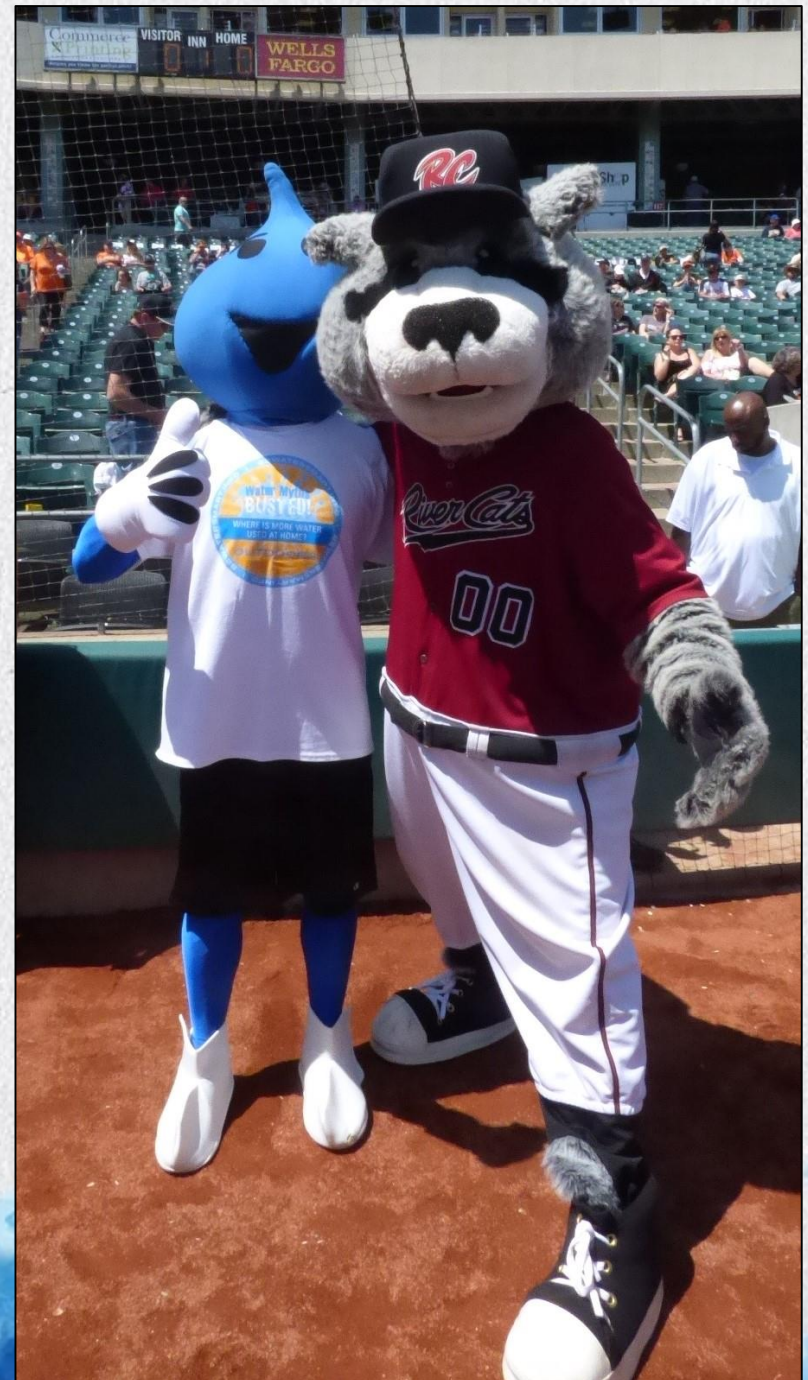
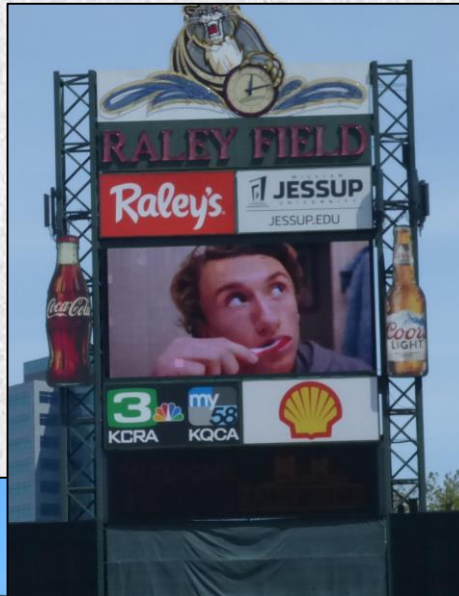
- A dozen nurseries
- POS tip cards
- Co-promoted online (social posts and advertising) and in media outreach



2017 OUTREACH RECAP

Water Spots

- 100+ entries (new record)
- 15 schools



2017 OUTREACH RECAP

River Cats

- TV PSA/pre-game videos
- “Unique” advertising
- Program ad
- Social media exposure



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Just like it's important to stretch before the big game, it's also important to make sure your sprinkler system is in top shape.



Make sure your sprinkler system is ready for the dog days of summer!

Install new high-efficiency sprinklers or drip irrigation to reduce water use by 25 to 30 percent.

[Learn More](#)

How Do You Use Water Wisely?

Most household water use occurs in our landscapes.
Here are some easy tips for using water efficiently outdoors.



Add a Smart Sprinkler Controller

Saves 100 to 150 gallons per day



Adjust Sprinkler Heads to Water Plants not Pavement

Saves 40 gallons each time you water



Plant Low-Water Trees & Plants

Saves 90 gallons per 1,000 sq. ft. each time you water



Install Drip Irrigation

Saves 15 gallons each time you water



Fix Leaks

A leak as small as the tip of a ballpoint pen can waste about 6,300 gallons of water per month!



Use Mulch

Saves 20-30 gallons per 1,000 sq. ft. each time you water

For more easy tips, visit BeWaterSmart.info or SaveOurWater.com



2017 OUTREACH RECAP

Events



- River Cats Game
- American River Parkway Half Marathon
- Harvest Day
- Farm to Fork Festival



2017 Outreach Recap

Water Provider Examples



TURN ME OFF

Turn off your sprinklers during rain

SACRAMENTO SUBURBAN WATER DISTRICT



GET *Growing* THIS *Fall*

Fall is a great time to create a water-wise landscape.

Be WATER SMART
Regional Water Authority
BeWaterSmart.info

PCWA
PCWA.net



SACRAMENTO SUBURBAN WATER DISTRICT

H₂O on the Go
August 2017

H₂O Heroes: Video Stars of Jesuit High School
A group of sophomores and seniors from Jesuit High School were among the top 10 finalists in this year's Water Spots video contest, sponsored by Sacramento Suburban Water District, Regional Water Authority and water providers from throughout the Sacramento region.



SLOW & STEADY
Use drip irrigation for happier plants while saving water

ROSEVILLE
CALIFORNIA

2017 Outreach Recap

By the Numbers



Facebook

- 2,246,947 impressions
- 1,142,207 people reached
- 36,946 clicks



Google

- 1,910,407 impressions
- 10,117 clicks



Capital Public Radio

- April-September
 - 2,098,600 million impressions
 - 291,000 people reached
 - 7.2 frequency
- Get Growing
 - 623,000 impressions
 - 227,200 people reached
 - 2.7 frequency
- Reduce Run Times
 - 558,900 impressions
 - 206,700 people reached
 - 2.7 frequency



By the Numbers



Television Public Service Announcements

- 7 outlets broadcast
- 650 times
- 1,735,000 impressions
- \$50,500 in value



Radio Public Service Announcements

- 17 stations broadcast
- 655 times
- 1,815,500 impressions
- \$45,850 in value

PLUS...

Two New Awards!

Public Relations Society of America:

- Rethink Your Yard (2016)—
External/Community Relations Campaign
- Drought Face (2015)—
Social Media Campaign



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Final Report

- What level of detail is needed?
 - Public Outreach
 - School Education
- Same as last year? More? Less?

2018 Outreach Preview



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Approach

- One primary focus: Check soil moisture before you water
 - Reducing waste in the landscape
- Change from “menu” approach to messaging
- Focus group research
 - Public Values Research
 - Motivations/feelings about landscape and watering habits
 - Late January/early February
- Two-year campaign
- Grant funding
 - Integrated Regional Water Management
 - \$200,000



Outreach Activities (Draft)

- “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)

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

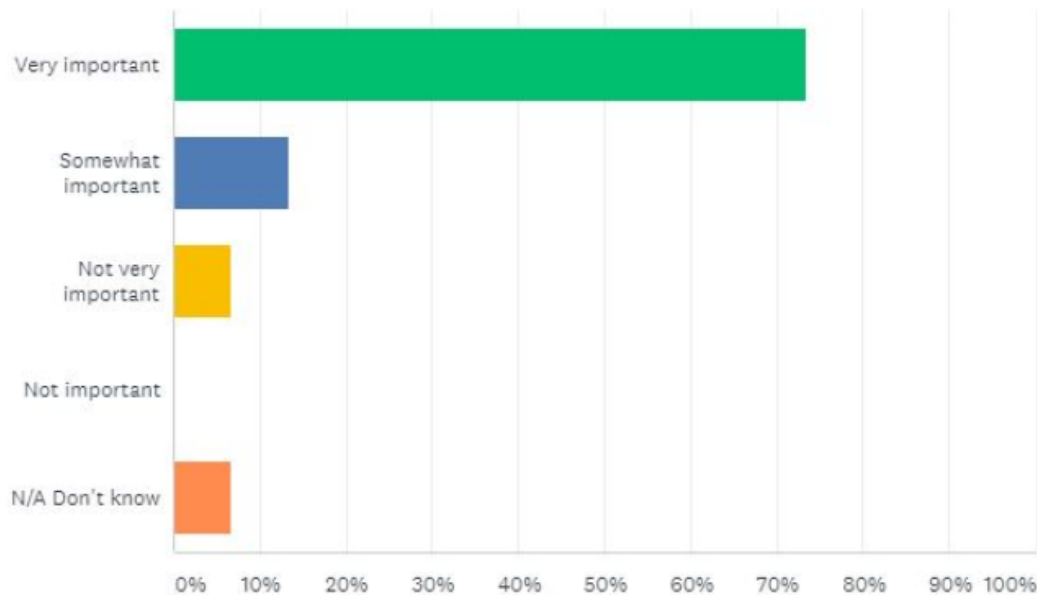


Outreach Events

Be Water Smart Events Team

Please rank how important it is for RWA to represent water providers at regional events (those likely to draw a regional audience and where other water providers are not represented)?

Answered: 15 Skipped: 0



Overwatering Your Lawn?

Check the soil before you water.



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CAN
YOU

DIG
IT?

A hand holding a black-handled metal probe, pressing it into a patch of brown soil. A row of green grass separates the soil from the white background above.

CHECK THE SOIL BEFORE YOU WATER.

2018 OUTREACH PREVIEW

Get involved!

- Next meeting is January 10th at 2 pm
- Attend the focus group
- Leadership Team meetings
- Board presentations
- Provide feedback (email/call)



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Announcements & Events

BE WATER SMART

Looking Forward

- March 13, 2018
 - Host: Sacramento Suburban Water District
 - Location: Antelope Facility
- May 8, 2018
 - Host: RWA
 - Location: Soil Born Farms

BE WATER SMART

Looking Forward Even More...

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

Thank You!

..And please stay for lunch



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