



Date: March 13, 2018

9:30 AM – 12:30 PM

**Location – Sacramento Tree Foundation,
191 Lathrop Way, Sacramento, CA 95815**

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

Meeting called by:	Program Manager	Type of meeting:	Program Advisory Committee
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Call to Order at: 9:35 a.m.

1.0 Welcome and Introductions

Attendees	Chris Nelson, Don Smith, Angela Frost, William Granger, Ryan Burnett, Ken Ingle, Bill Cassady, Chris Shepard, Dan Gwaltney, Ken Kirkland, Cassandra Barnhill, Sharon Fraser, Dawn Calciano (City of Davis), Laurie Sharp (USBR), Lisa Cuellar (CalWEP), Amy Talbot, Monica Garcia
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2.0 Meeting Notes	The January 9, 2018 notes were approved and will be posted online.
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3.0 Presentation

Sacramento Tree Foundation: Plant a Tree, Grow a Community by Torin Dunnivant, Director of Education and Engagement.

4.0 Program Updates

QWEL Update	The regional changes were approved by Sonoma Marin Saving Water Partnership and have been submitted to WaterSense for approval. RWA is planning a 1-day training for water agency staff in Spring followed by the first official professional training in the fall. The professional class will consist of four days of training one week apart.
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Regional San Rebate Program	There is plenty of funding available for toilet, clothes washer, urinals, and pre-rinse spray valves. In addition, we will be invoicing for project management funds in a few months.
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Regulatory Update	<ul style="list-style-type: none"> • Water Waste Prohibitions – RWA submitted comments. The decision to move forward with the associated regulation language was postponed to April with a proposed effective date of Summer/Fall of 2018. The proposed prohibitions are in most of our local agencies ordinances already. • Target/Budget Regulations – This is still alive and well; however, many modifications have been proposed and it keeps changing. Most of the discussion is focused on outdoor water use, enforcement and CII performance measures. • Meter Testing –Adam Robin is putting together a workgroup of meter testers to evaluate and provide feedback on legislation.
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CalWEP	Greg, William, and Amy are on the board. Feel free to ask Lisa Cuellar any questions on CalWEP. CalWEP officially launched on March 7 th with an all member meeting hosted by RWA held at Regional San followed by the Launch Party held at the Vizcaya Sacramento. It was a grand evening with great food and entertainment.
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Regional Workshops	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.
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Annual Water Efficiency Program Report	An annual report will be provided soon, it will be similar to the Legislative Program Report.
Landscape Imagery Project	This project will provide digital imagery for 900 square miles of our region. We are purchasing the data for \$140,000. Imagery collection i.e. flights are occurring between February and April. Data is scheduled to be provided to RWA in September 2018.

5.0 Presentation	RWA Website Resources and Plant Database by Monica Garcia, RWA. The agencies requested a flyer or post card promoting the website and plant database.
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6.0 Public Outreach

Local Agency 2018 Outreach Plans	<ul style="list-style-type: none"> • Fair Oaks Water District– a social media proposal was included in their Board Packet. Newsletter and articles for the local newspaper. • City of Folsom – Continue with social media, website, newsletter, articles in the local newspaper. Host a series of workshops including “Ask the Sprinkler Guy.” • City of Sacramento – Currently focusing efforts on watering schedule, mainly through radio and social media. Planning Fix-a-Leak week campaign. Will work on Landscape Conservation utilizing all media. A revised website will be launching soon. • San Juan Water District – Workshops, mulch mayhem, updating the demo garden, launching a new billing system. • Carmichael Water District – focus is on potential curtailments and drought rates. Updated website with new content, added videos highlighting the value of what customers receive, continue posting on Nextdoor, participate in mulch mayhem, and participate in neighborhood association meetings. • Del Paso Manor Water District – Website is up and running, bill inserts, new monthly newsletter. • Sacramento County Water Agency – Website, social media, and newsletter. • City of Davis – Hosting gardening classes in April. Using social media, eblast, and participating in plant sales and pollinator event. • City of West Sacramento – updated website, newsletter, participating in Fix-a-Leak Week, partnering with Home Depot and Lowes on the controller rebates. • City of Lincoln –Using social media, newsletter, website, and bill inserts. <p>Carmichael Water District and the City of Davis include water conservation information into the Consumer Confidence Report.</p>
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Focus Group Results	<p>The final report is available. The topics of discussion were:</p> <ul style="list-style-type: none"> • Current Lawn Care Practices and Challenges • Beliefs about Water Use • Motivators and Barriers to Changing Behavior • Feedback on Advertising Concepts • Language Testing <p>The focus groups were fascinating. Participants were not aware they use more water outdoors than indoors, a result that is consistent throughout the state. Participants wait for either visual cues or on their watering days to irrigate. They believe the term SMART Controller includes an app on their phone. The term conserve sounded more punitive and efficiency sounded positive and implied no waste. They were all receptive to checking their soil; however, didn’t understand what cycle and soak meant.</p>
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2018 Public Outreach Plan	Based on feedback from the focus group, WEP will focus on two creative images. The first image is a gnome with a snorkel on a lawn with links to the bewatersmart.info website. Participants found it amusing and it draws people in to inquire about the image. The second image is a moisture meter in the ground with the tagline that says, "Check the Soil and Save" with links to the same website.
	<p>The associated campaign will include the following:</p> <ul style="list-style-type: none"> • "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 <p>The PIO meeting to officially launch the campaign is scheduled for March 29, 2018 at RWA.</p>

7.0 Agency Announcements

Agencies informed the group on upcoming events and program updates.

Meeting Adjourned at 12:30 p.m.