

The Regional Water Efficiency Program 2017 YEAR IN REVIEW



The Regional Water Authority's Regional Water Efficiency Program (RWEF) includes 20 water providers working in partnership to promote water efficiency in the Sacramento region. Since 2001, the program has provided a forum for participants to:

- Engage in a regional strategy to preserve local water resources
- Network and share best practices
- Leverage dollars with other regional utilities and partners
- Build economies of scale for attracting grants
- Maximize advertising dollars for broad and consistent customer outreach
- Provide a regional school education program

2017 was no exception. The RWEF continued to attract grant funding to the Sacramento region, serve as conduit for essential programs, track regional water use, nurture partnerships, educate our youngest water consumers about using water efficiently, and maximize the collective voice of water providers.

ATTRACTING GRANT FUNDING

Grant	Projects	Funds Received	Begin Date	End Date	Local Cost Share
Proposition 84 Integrated Regional Water Management (IRWM) Grant	Disadvantaged Communities (DAC) Retrofits, Irrigation Efficiencies, Residential Agriculture Efficiencies, and Landscape Water Budgets	\$988,000	8/16/2011	6/30/2019	No
Proposition 84 Drought Grant	Public Outreach, Capital Radio Garden, and Irrigation Efficiencies	\$1,000,000	1/17/2014	6/30/2018	Yes
Water Energy Grant	DAC Direct Installs, DAC Fixture Give-Aways, and Commercial and Institutional Rebates	\$2,500,000	12/22/2015	5/31/2018	No
Proposition 84 IRWM Grant	Public Outreach, Leak Detection & Repair, and Advanced Customer Information Systems	\$820,000	8/24/2016	6/30/2018	Yes
Regional San/RWA Annual Water Conservation Program	Rebates for Toilets, Clothes Washers, and Pre-Rinse Spray Valves	\$350,000	6/01/2017	5/01/2018	Yes
TOTAL					\$5,658,000

The RWEF allows members to leverage their investments in water efficiency and take advantage of grant funding available now and in coming years. Since 2003, the program has secured nearly \$12 million from highly competitive grant programs, including more than \$5.6 million in grants in just the past three years. Through grant funding, water providers have been able to help disadvantaged communities install high-efficiency fixtures, enhance the efficiency of irrigation systems and provide rebate programs for toilets, clothes washers, and irrigation equipment upgrades.

CREATING A CONDUIT FOR PROGRAMS



The RWEPP provides the avenue for water providers to partner with local and state agencies on rebate programs and services that would otherwise be impractical or impossible. RWEPP manages these programs for water providers and serves as a conduit for funding and reimbursement.



11,900 Fixtures

The Direct Install Program installed high-efficiency fixtures in residential and commercial properties located in disadvantaged communities throughout the region. In 2017, the program installed:

- 4,500 toilets
- 2,500 showerheads
- 4,500 aerators (bath and kitchen)
- 400 urinals



500 Clothes Washers

In partnership with SMUD and Regional San, RWEPP provided rebates for replacing older clothes washers with high-efficiency models.



3,124 Toilets

In partnership with Regional San, RWEPP provided rebates for replacing older toilets with high-efficiency models.

557,096 Square Feet of Turf Replaced

In partnership with the California Department of Water Resources, RWEPP provided rebates to residential and commercial customers that replaced turf with a low-water landscape and installed efficient sprinklers and drip irrigation. In 2017, the program conducted 1,043 landscape water surveys, replaced 557,096 square feet of turf and installed:

205
pressure regulators

731
irrigation controllers

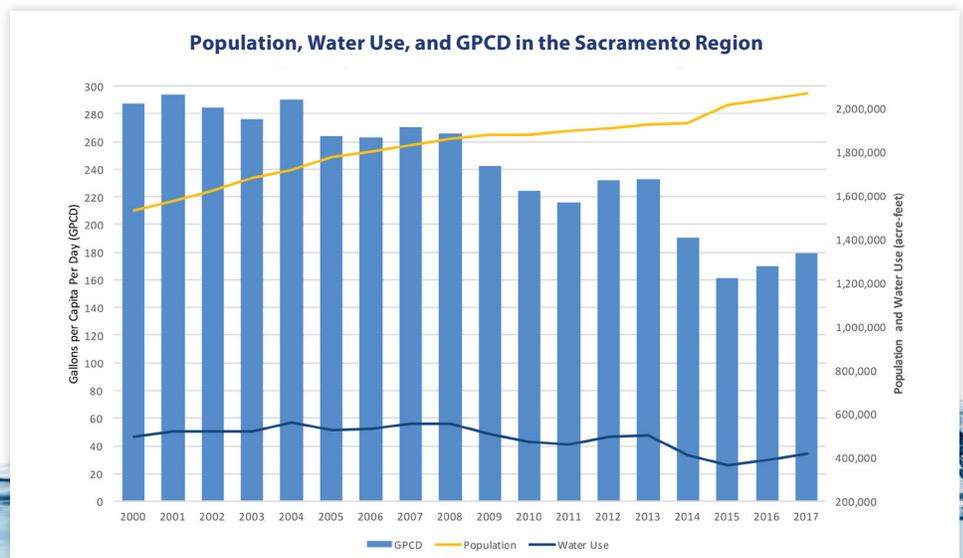
2,109
sprinkler heads or nozzles

3,029
pipe and pipe fittings

14,427
drip or low-volume equipment parts

TRACKING WATER USE

The RWEPP has been a leader in tracking the Sacramento region's water use over time, and especially during the recent drought. In 2017, the region's per-capita water use recovered slightly compared to the past several years (as expected), but overall water use remains steady even as the area's population is increasing.



NURTURING PARTNERSHIPS

The RWEF was established with the idea that water providers could maximize resources and customer services through collaboration. The program has expanded this principle to public, private, and non-profit partners who are working with RWEF to help preserve our region's natural resources.

Sacramento River Cats

The RWEF has had a long-standing partnership with the Sacramento River Cats to promote water efficiency tips to the more than 562,000 people attending games and other events at Raley Field each year. In 2017, outreach messaging appeared on the scoreboard as 30-second videos produced by the River Cats, in restroom signage, advertising in the "Inside Pitch" program, and on River Cats social media sites.

Be Water Smart
Sponsored · 🌐

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](#)

Get Growing This Fall

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

Fall Garden Faire & Plant Sale - Sept 16/17
www.secretgarden-online.com

Be WATER SMART
Regional Water Authority
BeWaterSmart.info

The Secret Garden
SO MUCH MORE THAN A GARDEN STORE



Local Nurseries

The RWEF partnered with a dozen local nurseries to encourage people to Get Growing This Fall, a great time to develop the water-wise landscape of your dreams! From September 22 (the first day of fall) to October 20, 2017 local nurseries reached out to customers about the benefits of fall planting, as well as the beautiful, low-water plants and irrigation equipment available at their locations. Several nurseries hosted fall planting events, and others handed out RWEF-supplied tip sheets about planting, water-wise irrigation, and rebates available from local water providers.

Be Water Smart
Sponsored · 🌐

Help the native Chinook Salmon by using water efficiently.

The Salmon are Running

Fall is the time of year that the Chinook salmon make their upriver run through our area, followed in winter by steelhead trout. Help care for these special creatures and our rivers by using water efficiently.

BEWATERSMART.INFO [Learn More](#)

California Department of Fish and Wildlife

The RWEF partnered with the California Department of Fish and Wildlife's Nimbus Fish Hatchery in fall to raise awareness about how using water efficiently benefits the fish that live in our local waterways. The program featured digital and Capital Public Radio advertising during October and November, as well as a new page posted to BeWaterSmart.info.

EDUCATING YOUNG CONSUMERS

The RWEF continued to host and contribute to programs designed to educate children and young adults about using water efficiently.



Water Spots Video Contest

For the past six years, the Water Spots Video Contest has challenged middle school and high school students to create a 30-second public service announcement video focused on a water efficiency theme. In 2017, 109 videos were submitted on the theme WATER MYTHS BUSTED!, including 37 by middle school students from four schools and 72 by high school students from 12 schools. The top 10 finalist videos premiered on the Raley Field Jumbotron before a Sacramento River Cats game. The top prize went to Woodcreek High School in Roseville.

CapRadio Garden at Sac State

The RWEF is an inaugural sponsor of the living, learning foodscape at Capital Public Radio, providing funding for their efficient drip irrigation system. In turn, the garden hosts tours and volunteer opportunities for students and donates over 4,000 pounds of food to local food banks each year.



Powerhouse Science Center

The RWEF is an inaugural supporter of the new Powerhouse Science Center. Once complete, this educational attraction is expected to draw more than 20,000 visitors per month. The RWEF's contribution is funding a permanent exhibit on water efficiency, including an immersive life-sized house where kids can uncover ways to save water and an animated game to create their own water conservation song.

MAXIMIZING A REGIONAL VOICE

The RWEF provides an avenue for participants to communicate a consistent message about water efficiency while maximizing advertising dollars. Under the Be Water Smart brand, RWEF participants conduct advertising campaigns, support initiatives such as Mulch Mayhem, represent water providers at events, and provide comprehensive water efficiency information through its website BeWaterSmart.info.



Advertising and Public Service Announcements

The RWEF purchased radio and digital advertising on Capital Public Radio stations KXJZ-FM (News) and KXPR-FM (Classical/Jazz), Facebook and the Google Display Network, as well as pitched radio public service announcements (PSAs) and television PSAs (produced for RWEF by the Sacramento River Cats).



Capital Public Radio Sponsorships

794
sponsorships (520 paid, 274 provided at no cost)
3,281,100
impressions
724,900
people reached



Facebook Advertising

2,246,94
impressions
1,142,207
people reached
36,946
clicks



Google Display Network

1,910,407
impressions
10,117
clicks



Television PSAs

7
outlets broadcast
650
times
1,735,000
impressions
\$50,500
in value (had RWEF purchased as advertising)



Radio PSAs

17
stations broadcast
655
times
1,815,500
impressions
\$45,850
in value (had RWEF purchased as advertising)



Be Water Smart Events Team

The Be Water Smart events team represented local water providers at four regional community events during the year, including the popular Harvest Day Festival in Fair Oaks and huge Farm to Fork Festival in Sacramento. The team engaged visitors by inviting them to take a pledge to conserve water in exchange for a prize to help them reduce water use.

Mulch Mayhem

Residents lined up in droves to get free water-conserving mulch for their yards during Mulch Mayhem events in May. The RWEF supported seven water providers in hosting Mulch Mayhem events by developing shared promotional materials, conducting outreach to regional media, and advertising events on Facebook and Google.



AWARD-WINNING EDUCATION AND OUTREACH

In 2017, the RWEF received top honors from the Public Relations Society of America, California Capital Chapter for its 2016 Rethink Your Yard outreach campaign. This award followed a national 2016 WaterSense® Excellence in Education and Outreach Award for the program's outstanding efforts to educate Sacramento-area residents about water efficiency and the WaterSense brand.



#RETHINK YOUR YARD

INCREASED FREE TIME AND
REDUCED WATER USE BY 68%

BeWaterSmart.info



PARTICIPATING AGENCIES

The success of the Regional Water Efficiency Program depends upon the RWA members and associate members, who financially contribute to the program. **Thank you to 2017 RWEF participants:**

RWA MEMBERS:

California American Water
Carmichael Water District
Citrus Heights Water District
City of Folsom
City of Lincoln
City of Roseville
City of Sacramento
City of West Sacramento

Del Paso Manor Water District
El Dorado Irrigation District
Elk Grove Water District
Fair Oaks Water District
Golden State Water Company
Orange Vale Water Company
Placer County Water Agency
Rancho Murieta Community
Services District

Rio Linda/Elverta Community Water District
Sacramento County Water Agency
Sacramento Suburban Water District
San Juan Water District

RWA ASSOCIATES:

Regional San
SMUD

LEARN MORE

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