



# RWEPAC Meeting

March 12, 2019

Bobby Alvarez/John Shannon

# City of Roseville Water Efficiency Division

- Sustain the Gains  
Landscape Make Over
- Fix A Leak Week



# Sustain the Gains

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## ▪ Contest Entry Results

### Results from Year 1

**2018**

Total Entries: 3,835

Email Address: 2,740

### Year 2 Contest Goals and Objectives

#### **Contest Goal:**

To raise awareness among Roseville residents about the need to continue water efficient behaviors and available water efficiency rebates.

#### **Primary Objective:**

To get homeowners in the City of Roseville to actively engage in the contest and submit an entry/essay where they explain why they deserve and want a front yard low water use makeover.

#### **Secondary Objective:**

To obtain contact information to continue to market to customers in the future.

### Results from Year 2

**2019**

Total Entries: 3,968

Total Entries with Essay: 1,084

Email Address: 3,968



# Our Winner

# Our Leader



## **Kim Olson**

Roseville Resident, 95747 Zip Code

I believe water conservation for a Californian is a way of life and we are responsible for being the care taker it so desperately needs. Being an active member of this society to meet that goal is crucial, not only for long term sustainability, but to show our children and community an example by action & deed.

I feel I deserve a landscape makeover because I have contributed to the efforts of this community, and have drastically changed my yard for the better of the environment. I started conservation efforts as a young home owner by placing boulders throughout my landscape, adding mow strips/planters, and rock gardening as part of my landscape design. Therefore reducing a good amount of water usage in my landscape. When there was over watering of the lawn due in part by water terracing from the neighbors, we quickly added in a French drain, capped sprinklers, and lessened irrigation. During the drought, irrigation was watering twice daily for 2 to 3 minutes per station. This allowed the landscape to drink and retain the water with very little evaporation.

Now, twenty years later, my beautiful home is in need of a landscape makeover. There is a tree tilting in the front yard due to drought conditions and a drainage issue along the side. There are also a plethora of things needing to be done but not enough money to suffice. I hope to win the contest and continue to sustain the gains.

**2019 Winner “Sustain the Gains”**







2:45 PM - Tue 8 January 2019

93.7 The River @937TheRiver  
Win a Low Water-Use Landscape Makeover! <https://tr.fm/2AUM6ff>

Monica Lowe  
January 9

I'm working with the City of Roseville to get the word out on conserving water now, so we're ready for the next drought. Here is the exciting part. If you are a fellow Roseville resident, you can WIN A FRONT YARD MAKEOVER! When you watch the video, remember there is a reason I'm on the radio and not TV. And don't judge my garden! <https://bit.ly/2M0scjw>

#Win #FrontYardMakeover #CityOfRoseville #ad #conservewater



937THERIVER.IHEART.COM  
Conserving water in preparation for our next drought. Here's how, plus you can win! | Monica Lowe | 93.7 The River

24 3 Shares  
Like Comment Share  
Write a comment...



- RECENT EPISODES
- That PSA Show 01-06-19 Jan 07, 2019 • 37 min
  - That PSA Show 12-25-18 Dec 05, 2018 • 39 min
  - That PSA Show 12-16-18 Dec 11, 2018 • 29 min
  - That PSA Show 12-09-18 Dec 10, 2018 • 28 min
  - That PSA Show 12-02-18 Dec 02, 2018 • 30 min
- Who Wouldn't Wanna Be Me

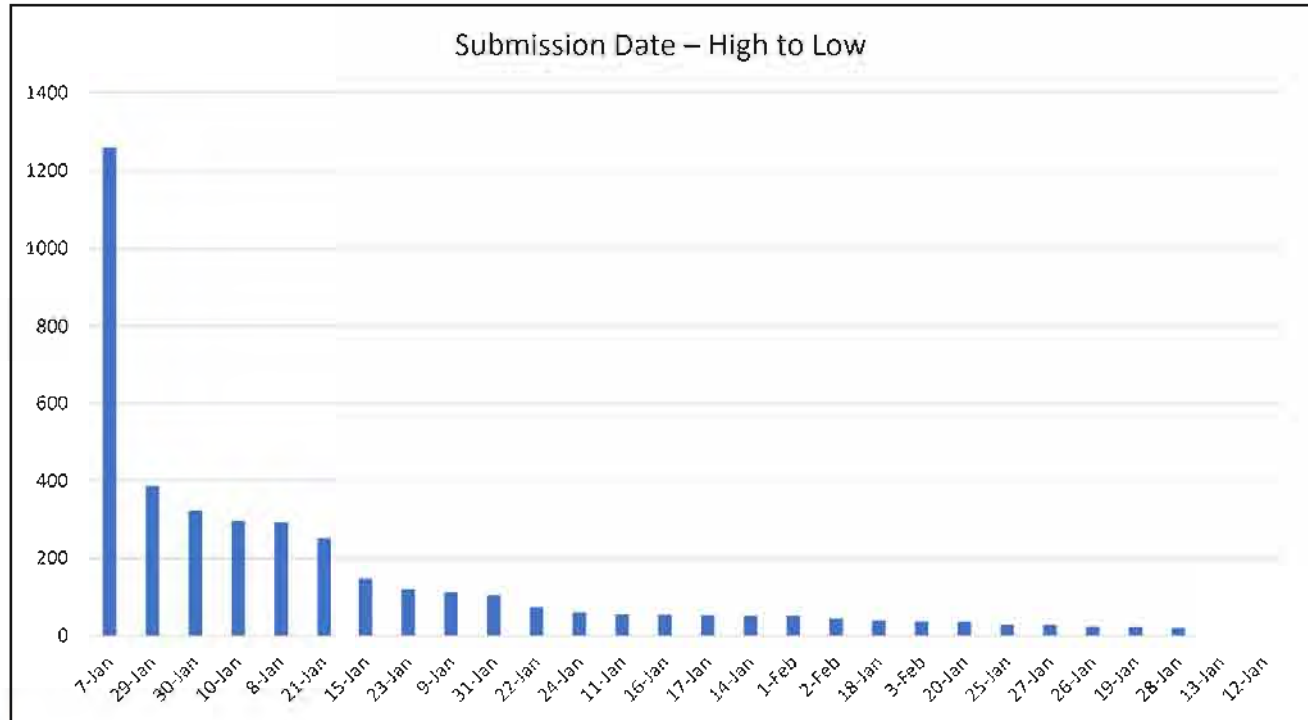


ON YOUR RADAR  
Win A Low Water-Use Landscape Makeover  
CHECK IT OUT

Traffic from: 1/7 to drive to website landing

# Contest Entry Results

| Date               | Count of Entered Date |
|--------------------|-----------------------|
| 7-Jan              | 1259                  |
| 8-Jan              | 292                   |
| 9-Jan              | 112                   |
| 10-Jan             | 296                   |
| 11-Jan             | 55                    |
| 12-Jan             | 1                     |
| 13-Jan             | 2                     |
| 14-Jan             | 51                    |
| 15-Jan             | 146                   |
| 16-Jan             | 54                    |
| 17-Jan             | 53                    |
| 18-Jan             | 40                    |
| 19-Jan             | 23                    |
| 20-Jan             | 36                    |
| 21-Jan             | 252                   |
| 22-Jan             | 73                    |
| 23-Jan             | 119                   |
| 24-Jan             | 60                    |
| 25-Jan             | 26                    |
| 26-Jan             | 24                    |
| 27-Jan             | 27                    |
| 28-Jan             | 20                    |
| 29-Jan             | 386                   |
| 30-Jan             | 323                   |
| 31-Jan             | 104                   |
| 1-Feb              | 51                    |
| 2-Feb              | 44                    |
| 3-Feb              | 37                    |
| <b>Grand Total</b> | <b>3968</b>           |





## Traffic

Jan 2017 - Nov 12, 2019

Unique Visitors

8,737

+45,894 (2% y/y)

Visits

8,607

+46,703 (2% y/y)

Pagesview

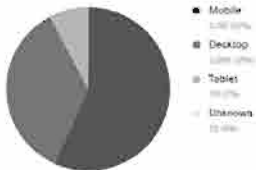
18.2k

+10,800 (6% y/y)

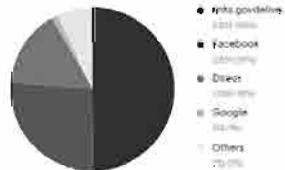
## Visits



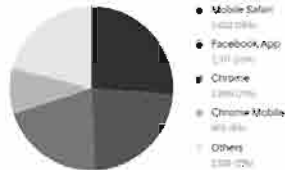
### Visits by Device Type



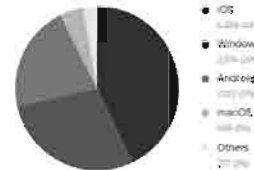
### Visits by Source



### Visits by Browser



### Visits by Operating System



Not for use in U.S. sites for website testing.

Sustain the Gains

## ENTER TO WIN

A Low Water-Use Landscape Makeover!

CLICK TO ENTER

Roseville residents have done such a great job reducing water consumption over the last several years. The City of Roseville Environmental Utilities wants to encourage customers to continue water-saving habits. Let's all help to sustain the gains for our city because there's never enough water to waste.

Learn ways you can save water and money:



#### Sustain the Gains

California is facing the water crisis of our lifetime. The drought that we're experiencing is causing the loss of jobs and revenue for many businesses. The City of Roseville is leading the way in helping our customers to conserve water. We're asking you to help us sustain the gains for our city by saving water.

#### Do Your Part

There are many ways you can help conserve water. You can help by taking simple steps like turning off the tap when brushing your teeth, taking shorter showers, and using water-saving devices in your home. We're asking you to help us sustain the gains for our city by saving water.

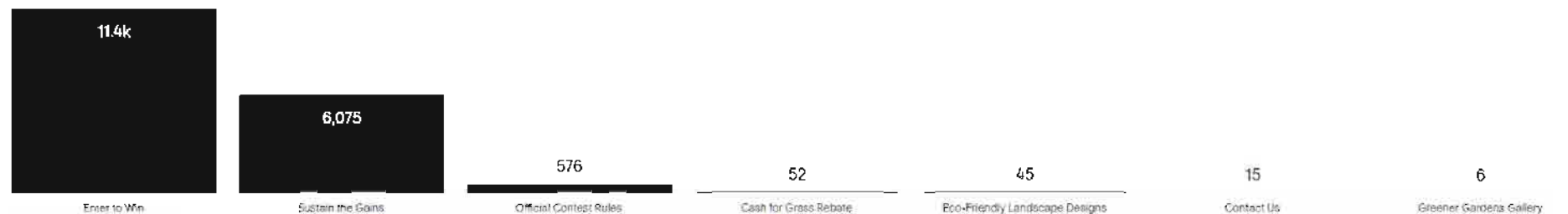
#### Cash for Grass

There are many ways you can help conserve water. You can help by taking simple steps like turning off the tap when brushing your teeth, taking shorter showers, and using water-saving devices in your home. We're asking you to help us sustain the gains for our city by saving water.

## Popular Content

Jan. Jan 1 - Feb. Feb 12, 2019

Year To Date ▼



| Page                           | Pageviews |
|--------------------------------|-----------|
| Enter to Win                   | 11,392    |
| Sustain the Gains              | 6,075     |
| Official Contest Rules         | 576       |
| Cash for Grass Rebate          | 52        |
| Eco-Friendly Landscape Designs | 45        |
| Contact Us                     | 15        |
| Greener Gardens Gallery        | 6         |

Traffic prior to 1/2 is due to website being

# Fix A Leak Week

- **March 18<sup>th</sup>-24<sup>th</sup> 2019**

## Customer Interaction

- Week long interactive leak display at Roseville Utility Exploration Center
- Indoor appliance leak discussion with kiddos and parents.
- Freebies, literature to participants



# Fix A Leak Week

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- (2) **Irrigation Workshops** 45-50 people each
  - **Maidu Community Center Saturday March 23, 2019**
- 
- **DIY Topics;**
    1. **Site evaluation/leak detection**
    2. **Rotary nozzle/drip install/repair**
    3. **Timer scheduling/electrical troubleshooting**





## ▪ **Neighborhood Outreach**

- Older section of town (lower income)
- COR Water Efficiency grocery bag
- Indoor low flow kit
- Flow bags
- Shower timers
- Rebate program literature, and WWHC information

## **Fix A Leak Week**



# Marketing

## Fix-a-Leak Week

Put a stop to the drops!

[roseville.ca.us/fix\\_a\\_leak](http://roseville.ca.us/fix_a_leak)



Find and  
stop leaks  
at home!



### Where to look?

#### Bathroom

Toilets are the  
#1 leak offender.

#### Kitchen

Most kitchen leaks  
are found under  
the sink.

#### Irrigation

We use more water  
outside our homes  
(irrigation) than  
inside.

Roseville's Water Efficiency  
experts can help! We offer:

- Free Water Wise House Calls
- Irrigation Workshops
- Rebates

# Cut Cards

- To Customers
- In Outreach bags
- At RUEC/Library

## THE FACTS ON LEAKS

**10**

percent of homes have leaks that waste 90 gallons or more per day



### Did you know?

Minor water leaks account for more than



**trillion gallons**

of wasted water each year and is equal to annual household water use in



**million homes**



### REPAIR

leaks by checking faucet washers and gaskets for wear and replacing them if necessary



Replace old toilets with WaterSense models & save



**13,000**

gallons of water savings for the average family

Homeowners can save



10 percent on their water bills

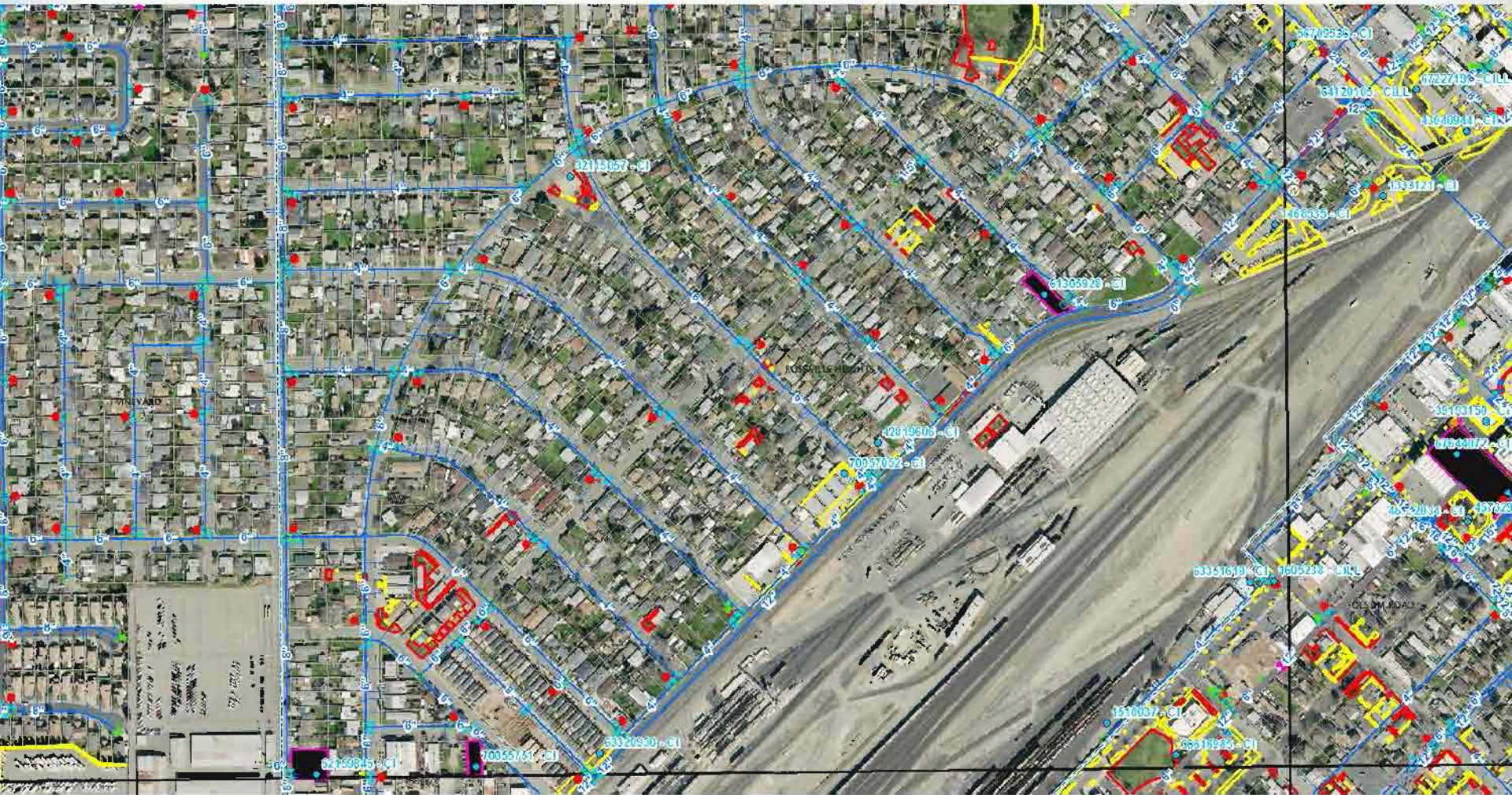


[epa.gov/watersense](http://epa.gov/watersense)

# EPA

- Just the facts ma'am!











Q&A