BE WATER SMART

Outline

- Conservation Regulations
- Water Shortage Contingency Plan Standards
- Imagery Analysis Request for Proposals
- UC Davis SmartLandscape Project
- CalWEP Conservation Legislation Compliance Tool
- 2019 Public Outreach Campaign
- Qualified Water Efficient Landscape (QWEL) Training
- Powerhouse Science Center
- Irrigation Controller Request for Proposals
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Senate Bill 606 and Assembly Bill 1668

• Water supplier water budgets
  • Residential outdoor water use
  • Residential indoor water use
  • System water loss
  • CII outdoor water use

• Reporting starts in 2023
• Fines start in 2027
Senate Bill 606 and Assembly Bill 1668

- Meetings
  - Urban Conservation Overview – May 20th
    - Summary of Legislation/Water Budgets
    - Sample budget calculation featuring Santa Rosa
  - Description of Workgroups
    -Model Water Efficient Landscape Ordinance (existing)
    - Landscape Area Measurements (existing)
    - Wholesale Water Loss
    - Water Use Studies
    - Standards, Methodologies and Performance measures
    - Urban Water Management Plan Guidebook
    - Annual Water Supply and Demand Assessment
    - Data Streamlining
  - Workgroup applications
  - All workgroups are public
Meetings (cont.)
  - Water Loss – June 7th
    - Staged implementation
    - Required Component Analysis (3)
    - Economic Model to evaluate costs and benefits
      - Partnering with UC Davis
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Senate Bill 606 and Assembly Bill 1668

- Drought planning improvements
  - Water Shortage Contingency Plan Standards
  - Included in 2020 Urban Water Management Plans
  - Opportunity to coordinate actions regionally

<table>
<thead>
<tr>
<th>Stage</th>
<th>Percent Reduction</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Up to 10%</td>
</tr>
<tr>
<td>2</td>
<td>Up to 20%</td>
</tr>
<tr>
<td>3</td>
<td>Up to 30%</td>
</tr>
<tr>
<td>4</td>
<td>Up to 40%</td>
</tr>
<tr>
<td>5</td>
<td>Up to 50%</td>
</tr>
<tr>
<td>6</td>
<td>Greater than 50%</td>
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</table>
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**Imagery Analysis Request for Proposals**

- **Purchased Imagery**
  - 2018 spring imagery in coordination with SACOG
  - 2018 summer imagery from DWR/Eagle Aerial

- **Next Step: Analysis**
  - Pilot residential water budget areas
  - Released RFP in May 2019
  - Received 3 responses
    - Land IQ, Eagle Aerial and App Geo
  - RFP Evaluation Meeting - July 17th
    - West Sacramento, San Juan Water District, Elk Grove Water District, Sacramento, and Sacramento County Water Agency
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UC Davis SmartLandscape Project

• California Center for Urban Horticulture
• Urban landscapes research
  – Irrigation technology
  – Irrigation design
  – Landscape management practices
• Test landscape budgets versus landscape watering need
• Student participation
• Summer 2019 start, multi-year project
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CalWEP Compliance Tool

• Joint agency project organized through CalWEP
• Create a compliance tool for SB 606 and AB 1668
• Proposal from David Mitchell (M.Cubed) and Tom Chestnutt (A&N Technical Services)
• Project Cost: $200,000
• “Pass the hat” funded
  – RWA contributed $20,000
• Partnering agencies include:
  – Western, Sonoma Water, Solano County, Santa Barbara, Inland Empire, MWDOC, Santa Clarita, and Upper San Gabriel
Overwatering?

Find tips on how much water your yard really needs at BeWaterSmart.info
CHECK THE SOIL AND SAVE

A MOISTURE METER tells you if your yard needs water.
Learn more at BEWATERSMART.INFO
Check the Soil and Save
Free Moisture Meters Available!

Rebates & Services
Top Ways to Save
Find Your Water Provider

Watering Guidelines
Find your current landscape watering guidelines.

Water-wise Gardening
Create your wish list of low water-use plants!
This comprehensive database includes 1,600 plants classified by plant type, botanical name, common name and water use. It includes garden tours for design ideas, a garden gallery to search for water efficient plants that meet your needs, water conservation tips, and much more.

Announcements
Check Soil Moisture Before Turning on Sprinklers, Water Providers Urge
Posted on June 11, 2019

2019 Water Spots Video Contest Winners Announced
Posted on May 2, 2019

Public Invited to Vote for Their Favorite Water Spots Video
Posted on April 11, 2019

Stay Current on Be Water Smart News
Sign Up
Advertising and Public Service Announcements

The WEP purchased radio and digital advertising on Capital Public Radio stations KX12-FM (News) and KXPR-FM (Classical/Jazz), Facebook and the Google Display Network, commercial radio via the Total Traffic and Weather Network, as well as pitched radio public service announcements (PSA) and television PSAs produced from the Water Spot Video contest.

<table>
<thead>
<tr>
<th>Capital Public Radio Sponsorships</th>
<th>Total Traffic and Weather</th>
<th>Facebook Advertising</th>
<th>Google Display Network</th>
<th>Television PSAs</th>
<th>Radio PSAs</th>
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</thead>
<tbody>
<tr>
<td>384 sponsorships provided at no cost</td>
<td>225 messages</td>
<td>1,403,415 impressions</td>
<td>2,316,822 impressions</td>
<td>3 stations broadcast</td>
<td>21 stations broadcast</td>
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<tr>
<td>1,704,000 impressions</td>
<td>1,674,000 impressions</td>
<td>759,845 impressions</td>
<td>7155 clicks</td>
<td>810 times</td>
<td>765 times</td>
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<td>275,000 people reached</td>
<td>316,267 people reached</td>
<td>29,577 clicks</td>
<td>792,000 impressions</td>
<td>2,700,000 impressions</td>
<td>53,550 times</td>
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<td>6.2 frequency</td>
<td>5.3 frequency</td>
<td></td>
<td>40,500 in value (full WEP purchased as advertising)</td>
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Sacramento River Cats

The WEP has had a long-standing partnership with the Sacramento River Cats to promote water efficiency tips to the more than 557,700 people attending games and other events at Raley Field each year. In 2018, outreach messaging appeared in restroom signage, advertising in the “Inside Pitch” program, during games with “Lucky Row” giveaways of moisture meters, and on River Cats social media sites.

“How To” Video Series

RWA produced a series of “how to” videos focused on solving problems while promoting key messages and calls to action that were used in social media advertising. Topics explored:

- How to know if your landscape needs water (check the soil and save)
- How to water your mature trees during the dry months (soaker hose, drip irrigation and mulch)
- How to have a healthy lawn with 30 percent less water (replace older sprinklers with rotators)

Sacramento Tree Foundation

In 2018, the WEP expanded its relationship with the Sacramento Tree Foundation to collaborate on a new “how to” video about properly watering mature trees and to co-promote mulch as an important tool for keeping trees cool and conserving water.
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Qualified Water Efficient Landscaper (QWEL)

- EPA WaterSense labeled certification program
- Sustainable landscape and irrigation system audits
- Landscape professionals
- RWA hosts 2 trainings per year
- Waitlisted @30 people per training
- Thank you, SSWD!

- www.qwel.net/
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Powerhouse Science Center

- Currently under construction (YAY!)
- Anticipated opening Spring 2021
- RWA sponsored exhibits
  - Water Day-to-Day
  - Our Water Future
- Met with exhibit managers to begin exhibit design
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Irrigation Controller RFP

• $100,000 Granted Funded
• Online distribution of “smart” irrigation controllers with option of installation services
• Partnering with Bay Area Region
  – Bay Area Water Supply & Conservation Agency (BAWSCA) with 26 suppliers
• Rachio and Valley Soil
• Anticipated project timeline: July 2019 – July 2020
Questions?

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atalbot@rwah2o.org