



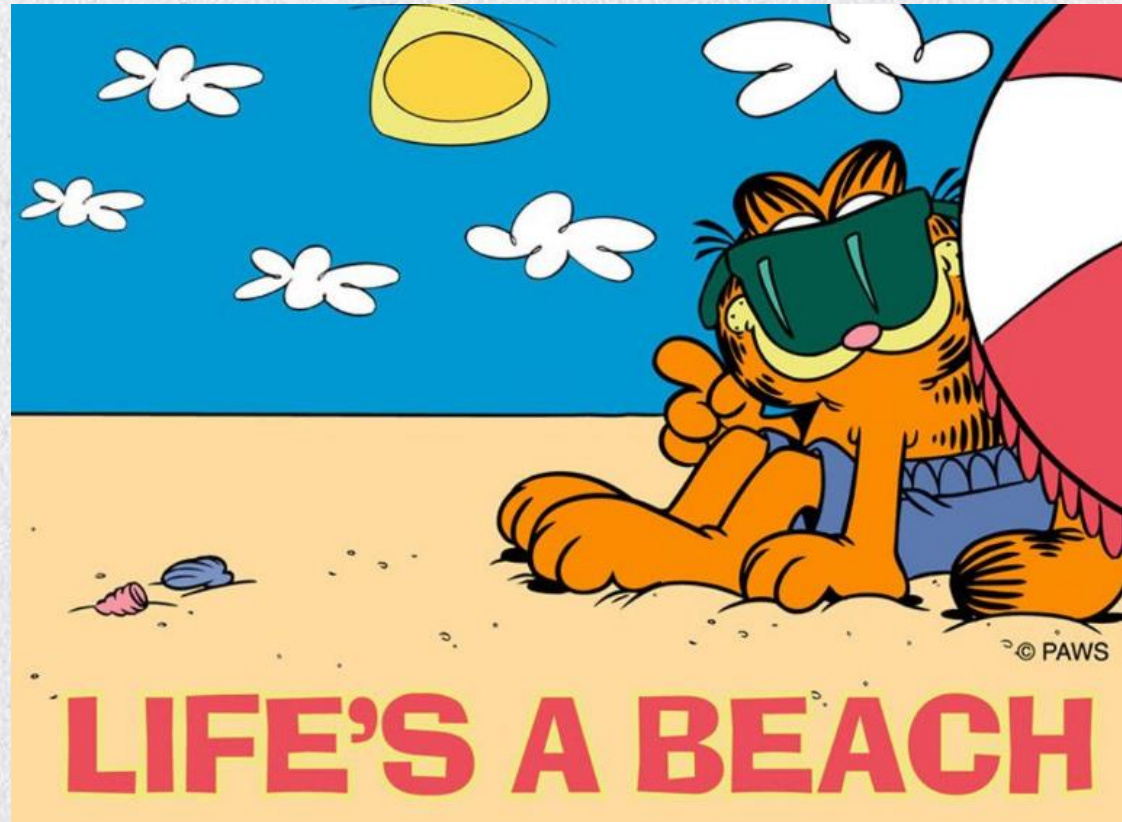
RWEPAC

July 9, 2019

WELCOME

Introductions

- Name
- Organization



Agenda

- Welcome and Introductions
- Tour Water Efficiency Landscape Garden
- RWA Presentations
 - Regional Controller Program
 - Integrated Regional Water Management Grant
- Group Discussion: Certification Employment Requirements
- Program Updates
- Agency Announcements
- Adjournment/Water Taste Test/Lunch

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Regional Controller Program

- Smart controller distribution, with optional install
- Fully DWR grant funded \$100,000
- July 2019-2020
- Rachio and Valley Soil
- Partnering with BAWSCA
- Customer options:
 - Full audit \$150
 - Mini audit + install \$195
- Need Help
 - Online portal design
 - Rebate funding split

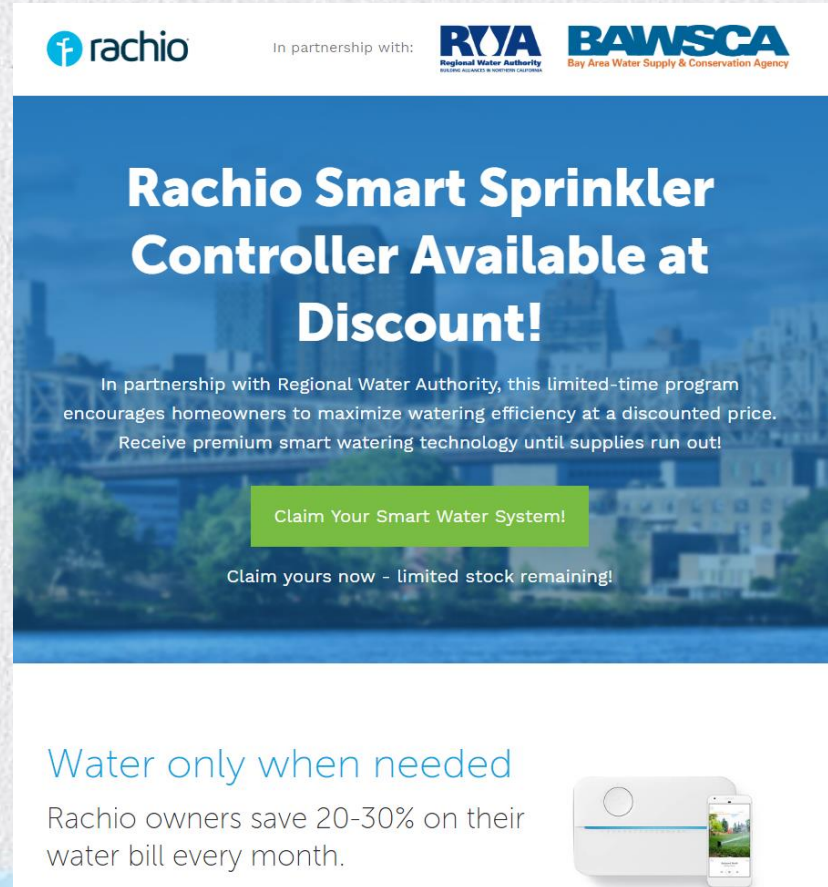


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Online Portal Design

- Unique Code Requirement
- Opt in program?
 - Provide account numbers or provide unique codes for marketing
 - Update Rachio with eligible accounts
 - Target customers that you want to participate
 - High water users
 - Specific neighborhoods
- Terms and Conditions customer agreement



The promotional banner features the Rachio logo on the left and logos for the Regional Water Authority (RWA) and the Bay Area Water Supply & Conservation Agency (BAWSCA) on the right. The main headline reads "Rachio Smart Sprinkler Controller Available at Discount!". Below this, a paragraph states: "In partnership with Regional Water Authority, this limited-time program encourages homeowners to maximize watering efficiency at a discounted price. Receive premium smart watering technology until supplies run out!". A green button with the text "Claim Your Smart Water System!" is centered. Below the button, it says "Claim yours now - limited stock remaining!". At the bottom, the text "Water only when needed" is displayed in blue, followed by "Rachio owners save 20-30% on their water bill every month." To the right of this text is an image of a white Rachio smart sprinkler controller and a smartphone displaying the Rachio app interface.

rachio In partnership with: **RWA** **BAWSCA**
Regional Water Authority Bay Area Water Supply & Conservation Agency

Rachio Smart Sprinkler Controller Available at Discount!

In partnership with Regional Water Authority, this limited-time program encourages homeowners to maximize watering efficiency at a discounted price. Receive premium smart watering technology until supplies run out!

[Claim Your Smart Water System!](#)

Claim yours now - limited stock remaining!

Water only when needed

Rachio owners save 20-30% on their water bill every month.

Rebate Funding Amount

- Total cost for Rachio 3 Controller is \$175 plus tax delivered
- Rachio suggests:
 - RWA pays \$75
 - Customer pays \$100
- Will people pay \$100? \$50?
- Suggest we not pay for any installation
 - Complex with grant funding
 - Not a lot of money
 - Added liability
- Partnering with Valley Soil for installs
 - Customer pays them directly

Integrated Regional Water Management Grant Application

- 2 projects
 - Advancing Water Efficiency: \$1.2M grant, \$300k local match
 - Toilet saturation study
 - Landscape imagery study
 - Focus group study/media buys
 - Indoor and outdoor rebates (irrigation, C4G, customer water loss)
 - CII High User Program
 - Regional Water Loss: \$1M grant, \$1M local match
 - Regional meter test bench
 - Leak detection and pressure management loggers
 - Component Analysis
 - Leak Repair



Group Discussion

- What certifications are required at your agency?
 - At what level?
 - With what career advancement opportunities?
- Has this changed over time?
- What do you see for the future?



Program Updates

- Approve May 2019 Meeting Minutes
- 2018 Annual Report and WEP invoices sent this week
- SMUD/PGE Joint Programs, any interest?
- Volunteers for Events Team-Farm to Fork, September 28th
- Mulch Mayhem Summary

The Regional Water Efficiency Program 2018 YEAR IN REVIEW

The Regional Water Authority's Regional Water Efficiency Program (WEP) 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

In 2018, the WEP continued these activities and more. The program conducted new public opinion research on landscape water use, developed new tools and resources for members to communicate about water efficiency and the new water conservation laws, educated young water consumers about using water efficiently, and maximized the collective voice of water providers.



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Mulch Mayhem

Agency	# of participants	% own customers	Yards of Mulch Purchased	#1 and #2 outreach method
Sacramento	309	83%	400/350	E-newsletter Facebook
PCWA	320	92%	350	Email Facebook
Roseville	206	NA	240	Social Media E-newsletter

Sacramento

- Used tablets for waivers this year

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Mulch Mayhem

PCWA

- Loaders from opposite side, mulch blows other way
- More signage/Exit sign
- Staff for do it yourself line, assist with cones

Roseville

- 57% return from 2018, 43% new, 100% yes to 2020
- 91% rated event 5 out of 5
- Promo pen to folks signing waivers
- Max wait time: 30 minutes
- Social media push last hour to use inventory
- 17 employees



Announcements & Events

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Looking Forward...

Date	Host
September 10, 2019	Regional water Authority Sierra Health Foundation
November 12, 2019	Placer County Water Agency
December 10, 2019	Old Spaghetti Factory in Rancho Cordova?
January 14, 2020	Regional water Authority 5620 Birdcage St, STE 180 Citrus Heights, CA 95610

Thank You!

..And please stay for lunch



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