



**Date: November 12, 2019**

**9:30 AM – 12:30 PM**

**Location – Placer County Water Agency  
American River Room  
144 Ferguson Road  
Auburn, CA 95603**

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

<b>Meeting called by:</b>	Program Manager	<b>Type of meeting:</b>	Program Advisory Committee
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Call to Order at: 9:34 a.m.

<b>1.0 Welcome and Introductions</b>	
Welcome	Welcome by Matt Young, Director of Customer Service and Brent Smith, Director of Technical Services.
Attendees	Marcy Goodman, Chris Nelson, Don Smith, William Granger, Ryan Burnett, Bill Cassady, Jeff Ramos, Robert Barragan, Linda Higgins, Greg Bundesen, Andrew Spittler, Kurt Corothers, Gayleen Darting (Regional San), Cheryl Buckwalter (Landscape Liaisons), Amy Talbot, Monica Garcia
<b>2.0 Meeting Notes</b>	The September 10, 2019 notes were approved and will be posted online.
<b>4.0 Presentation</b>	Host Presentation by Linda Higgins, Placer County Water Agency.
<b>5.0 Group Discussion: How to get leadership more involved in water efficiency?</b>	
	<ul style="list-style-type: none"> <li>• The main interest for water agencies is determining a benefit to customers; management wants a good rapport with customers. Customer surveys would be a good way to determine what kind of programs they are interested in receiving.</li> <li>• Management wants to know water efficiency is covered; this allows them to focus on other priority items.</li> <li>• Too many emails can be a burden and lose effectiveness.</li> <li>• There is a lot of new staff that may not understand what we do, it may be helpful to meet with new staff to bring them into the loop.</li> <li>• Board updates with an email to staff would be helpful.</li> </ul>
<b>3.0 Program Updates</b>	
Check and Save Customer Survey Results	<p>Recipients of the moisture meter give-a-way received a link to the Check and Save Customer Survey. 2,000 moisture meters were mailed out and 440 survey responses were received.</p> <ul style="list-style-type: none"> <li>• How did you find out about the Moisture Meter Give-a-way? 25% said on social media.</li> <li>• How often do you use your moisture meter? 50% said weekly.</li> <li>• Did you change how often you water you lawn? 43% said yes, I water less often now.</li> <li>• How satisfied are you with the moisture meter? 64% were “very satisfied.”</li> </ul> <p>Overall, the response was very positive.</p>
Powerhouse Science Center	The building is under construction and the exhibit design is in progress. The exhibits will be installed in early 2021. The center is scheduled to open to the public in the spring/fall of 2021.

Water Spots Video Contest	The contest has started. The 2020 theme is BE A LEAK DETECTIVE. The deadline is March 13, 2020. Please promote to schools and teachers within your service area.
Public Outreach Update	The winter campaign starts after Thanksgiving. We are using the hibernate theme. Artwork is in the Water Efficiency Program toolkit.  On January 16, 2020, staff will host 2 focus groups. We will focus on leaks and lawns. Let Amy know if you would like to participate. The staff, in coordination with Christine, the focus group consultant, and the communications committee will determine the questions.
Agency Survey	An agency survey was distributed prior to the RWE PAC to provide feedback on the multi-lingual materials request. The responses were: <ul style="list-style-type: none"> <li>• What public outreach content would you like to see translated? 72% answered Tips and Information.</li> <li>• What format would you prefer for translated materials? 56% answered Flyers.</li> <li>• What languages would you like to see Program materials translated to? 100% answered Spanish.</li> </ul>
Rachio Controller Program Update	The Rachio Controller Program is still in contract negotiations. It is anticipated to launch in March/April 2020. BAWSCA and Sonoma Water are interested in joining.
State Regulation Update	The committees have been posted; however the meeting dates have not been distributed yet. Amy will forward when they are distributed.
Trainings and Publications	The third QWEL class is complete. The SMART Controller workshop is scheduled on January 29, 2020 in Roseville. The Landscape Imagery Budgets Training will be scheduled for the second quarter of 2020. The Practical Plumbing Handbook will be printed in Spanish and in English. Contact CalWep with your requests.

#### 6.0 Agency Announcements

RWA	Amy is now the Vice-Chair of the statewide CA NV AWWA Water Loss Committee.
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#### 7.0 Lunch

Meeting Adjourned at 12:00 p.m.