



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

**Date: January 14, 2020**

**9:30 AM – 12:30 PM**

**Location – Sacramento Suburban Water District – Board Room**  
**3701 Marconi Ave**  
**Sacramento, CA 95821**

<b>Meeting called by:</b>	Program Manager	<b>Type of meeting:</b>	Program Advisory Committee
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Call to Order at: 9:35 a.m.

**1.0 Welcome and Introductions**

<b>Attendees</b>	Marcy Goodman, Chris Nelson, Rex Meurer, Don Smith, Angela Frost, Bobby Alvarez, William Granger, Ryan Burnett, Jeff Ramos, Chris Shepard, Linda Higgins, Mark Martin, Greg Bundesen, Brady Chambers, Christina Perez, Vicki Sprague, John Shannon, Kurt Corothers, Jose Ramirez (Regional San), Cheryl Buckwalter (Landscape Liaisons), Julie Saare-Edmonds (DWR), Geneva Gondak (Rescape California), Sayetsi Sanchez (City of Woodland), Lisa Maddaus (Maddaus Water Management, Inc.), Savanna Sanders (ECOS), Ted Rauh (ECOS), Amy Talbot, Monica Garcia
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**2.0 Meeting Notes**

The November 12, 2019 notes were approved and will be posted online.

**3.0 Presentation**

Host Presentation by Greg Bundesen, Sacramento Suburban Water District.

**4.0 Group Discussion: Prevalent Conservation Misinformation in the Media**

Conservation miscommunication continues...KTLA 5 News ran a video perpetuating the no laundry/shower at the same time claim. Did your agency get calls? What do you do to help customers? Staff? How do we better prepare for next time?

Agencies received a few calls from customers on about the news story. Agencies used internal and RWA provided talking points from previous similar incidents. In the City of Sacramento, customers went to the City Council with concerns. They were referred to the Sacramento Bee article that myth busted the claims, which was satisfactory. The talking points were very helpful and were used to educate customer services representatives at agencies. Some agencies provided a few talking points and others supplemented with a staff training.

Tips for next time: Some media outlets focus on controversial stories. Remember to remain succinct and on point with the message you want to convey. When appropriate, refer reporters to your agency’s public information officer (PIO). Contact reporters after an interview and reiterate talking points. If misquoted or misrepresented, consider writing a letter to the editor.

RWA will continue providing talking points to agencies. It is recommended that agencies share the talking points with staff and with board members.

<b>5.0 Program Updates</b>	
Mulch Mayhem	<p>Mulch Mayhem is tentatively scheduled for May 2<sup>nd</sup>. The City of Roseville has scheduled the event for May 16th. If you are interested in participating, contact Amy.</p> <p>RWA provides regional outreach (flyer and press release) and the agencies provide the mulch and staff for the event/location in the service area. About 5 staff members are needed to run the event. In the future, we may want to consider a voucher system where people receive a voucher and pick up the mulch from the vendor directly.</p>
Focus Groups	Two customer focus groups are scheduled for January 16, 2020. Participants will be providing insight into leaks and lawn watering. The results from the focus groups will be incorporated into the 2020 regional public outreach campaign materials. There are a few spots left, contact Amy if you are interested. A final report of the results/insights will be emailed to the RWEPCAC.
Rachio Controller Program	We have an approved contract with Rachio. RWA is working with Rachio staff to create the customer facing website and marketing materials. Program soft launch in Feb/March and public launch May 2020. Good news! BAWSCA and Sonoma Water are interested in joining us too to create a larger northern CA regions program.
State Regulation Update	RWA has contracted with Land IQ to produce landscape water budgets for 5 interested agencies. Each agency will receive a pilot level landscape budget analysis (500 parcels each) of selected residential parcels. There will also be a region wide training for staff.
Public Outreach	<p>Briefing for Water Provider Communications and Conservation Managers on 2020 Outreach Plans/Tools scheduled for Tuesday, February 25, 2020 at 2 pm at Fair Oaks Water District. This year's materials will include translation in Spanish for the most popular items.</p> <p>Fix a Leak Week with USEPA is March 16 through 22, 2020 and the 2020 Public Outreach Campaign will launch in April/May.</p>
Landscape Trainings	<p>California Irrigation Institute Conference is on January 27th and 28th in Sacramento. Go to <a href="http://www.caii.org">www.caii.org</a> to register.</p> <p>Smart Controller Workshop is on January 29th in Roseville. Currently 47 people are registered.</p> <p>Landscape Imagery Budget Training with Land IQ will be scheduled the second quarter of 2020.</p> <p>To date, QWEL has held 3 classes (90 students and 51 graduates total). Many students attend for the CEUs and do not take the exam. The next class will be held in the spring of 2020.</p>

**6.0 Guest Presentation: Savanna Sanders, California Native Plant Society Partnership**

**7.0 Agency Announcements**

Sacramento Tree Foundation Board	Amy is a Board Member! The Sacramento Tree Foundation is looking for a greater connection to water providers. They are concerned with how people water their trees.
CalWEP	The Winter Plenary will be held in the Sacramento Region on December 9, 2020.

Meeting Adjourned at 12:28 p.m.