

RWA Water Efficiency Program Updates

May 12, 2020


• Water Spots Video Contest

This year's Water Spots video contest theme was "Be a Leak Detective." We received ninety 30-second videos from high school and middle school students throughout the region. Our expert judges narrowed down the videos to the Top Ten videos and now the public gets to vote for their favorite. Residents can view and vote on the Top Ten videos here: <https://woobox.com/rip9o6> until May 17th. Please promote voting to your customers. Cash prizes for students and teachers and a chance to have the winning videos played at local movie theatres this summer (or later) are up for grabs. For more details visit the BWS webpage: <https://bewatersmart.info/waterspots/>

• Public Outreach-New Resources

Due to the coronavirus emergency, the Water Efficiency Program hosted a special public outreach committee call to brainstorm ways to retool our current public outreach messaging to customers that are staying at home more now. The following additional resources have been posted to bewatersmart.info for customer use. Please promote these resources to your customers. We have also incorporated these new resources into our ad buys on Facebook (sample ads in below).

- [Free virtual Water-Wise House Calls](#) and Sprinkler Spruce-Ups available from local water providers
- [Our top three most overlooked tasks](#) with the super potential to save water, improve your home and garden and, ultimately, make your life easier
- [Fun water-wise activities for kids](#) and caregivers to do together at home
- [List of local nurseries](#) that offer online or phone ordering and delivery or curbside pick-up
- [Great online gardening advice](#) and resources
- [Virtual events and workshops](#) for a beautiful, water-wise yard and home




Be Water Smart
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Find ideas at BeWaterSmart.info. We have a great list of suggestions and resources for inside and outside your home.

BEWATERSMART.INFO
Looking For a New Home Improvement Project?
Want to find a new project to tackle at your home?...

Learn More

Like Comment Share



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Learn about free virtual Water-Wise House Calls, which connect you with a local water efficiency expert via phone or video chat, at BeWaterSmart.info.

BEWATERSMART.INFO
Worried Your Home Might Have A Leak?
Find out which local water providers are offering virtual...

Learn More

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- **Rachio Controller Program**

The Rachio Controller Program officially launched April 14, 2020. With 19 participating agencies, the program to date has distributed 464 controllers to customers in the region. The program utilizes a co-branded Rachio/RWA website (www.rwa.rachio.com) for customers to directly purchase a Rachio 3 controller for \$75 plus tax. The controller is directly delivered to the customer’s home for DIY installation or the customer can choose to hire a professional for installation. Rachio 3 controllers typically retail for between \$220 and \$270. RWA issued a press release, purchased ads on Facebook and Google, sent an eblast over the BeWaterSmart contact list, engaged with water agencies by providing a promotional toolkit (<https://www.dropbox.com/sh/tsrn2578k3id7c1/AADTvYYDG-07sGyNf-Xg-7pga?dl=0>), created a regional bewatersmart.info webpage (<https://bewatersmart.info/new-instant-rebate-program-available-for-weather-based-smart-sprinkler-controllers/>) and informed local gardening blogs to help promote the program. Local agencies that further promoted the program through their own outreach methods like San Juan Water District and city of Folsom are showing an increase in customer engagement. See customer participation by water agency as of May 9, 2020 below. Local agencies have access to Rachio’s “Insights” portal in which water agency staff can see how many Rachio controllers are currently running in their service area, how many controllers have been purchased in their service area through the RWA program, and insight into all the active controllers’ watering patterns.

Rachio Controller Program

Water Agency	# of Controllers Distributed
California-American Water	19
Carmichael Water District	25
Citrus Heights Water District	5
City of Folsom	101
City of Lincoln	4
City of Roseville	11
City of Sacramento	16
City of West Sacramento	5
Del Paso Manor Water District	0
El Dorado Irrigation District	22
Elk Grove Water District	20
Fair Oaks Water District	15
Golden State Water Company	1
Orange Vale Water Company	4
Placer County Water Agency	20
Rancho Murieta CSD	55
Sacramento County Water Agency	25
Sacramento Suburban WD	14
San Juan Water District	102
Total	464