

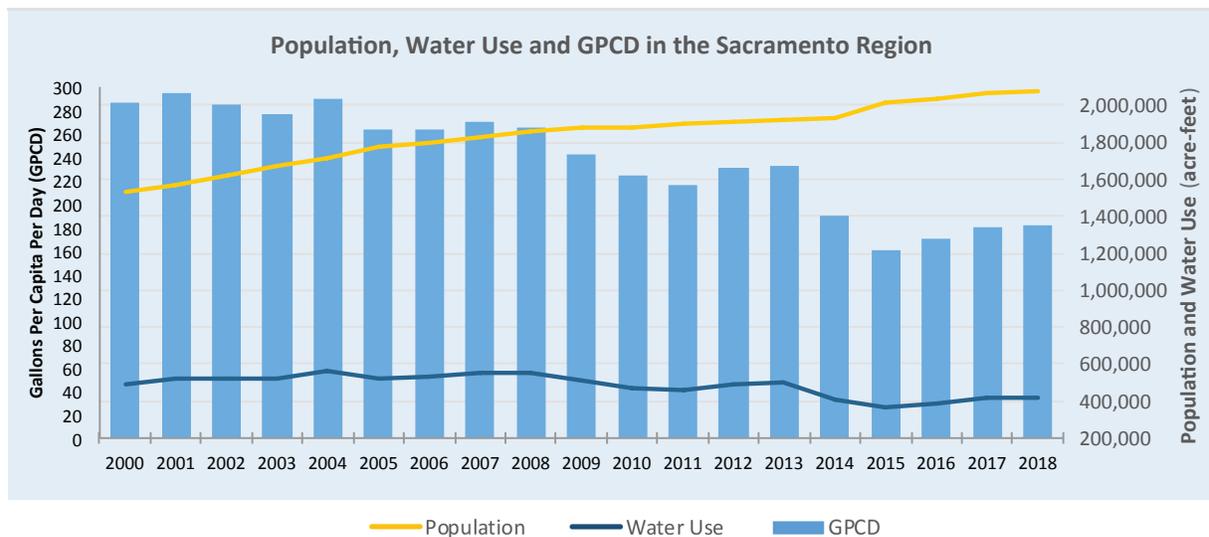
# WATER EFFICIENCY IN THE SACRAMENTO REGION

## Making Water Efficiency a Way of Life

Local water providers are committed to implementing comprehensive water efficiency plans and to helping their customers make water efficiency a way of life, understanding that water efficiency and conservation will be important to stretching water supplies in a future with climate change.

Over the last 20 years, the region's water use has been steady even though the population grew 36 percent from 1.5 million to 2.1 million people. Furthermore, nearly 100 percent of water accounts in the region are now metered, many using the latest technology for leak detection and expanded customer service.

### Water Use Stable Even with Increasing Population



## Doing Our Part During Drought

During the drought, our region was the first in California to ask customers to conserve and led the state in water use reductions, saving 12 percent of the state's total water savings with only 5 percent of the population.

### Water Saved (June 2014-December 2016)

2 million people in the Sacramento region vs 39 million people statewide  
121 billion gallons saved in the Sacramento region vs 1 trillion gallons saved statewide



# A Regional Water Efficiency Strategy

Since 2001, local water providers have been working in partnership through the Regional Water Authority (RWA) Water Efficiency Program to promote efficient water use in the Sacramento region. The Program provides a forum for participants to engage in a regional strategy to preserve local water resources, leverage dollars with other regional utilities and partners, build economies of scale for attracting grants and offering rebates, maximize advertising dollars for broad and consistent customer outreach, and provide a regional school education program.

## Consumer Education



Under the Be Water Smart brand, the Program conducts public opinion research to understand the best ways to communicate water efficiency to consumers, creates award-winning outreach programs, implements regional advertising campaigns, connects with the public through social media, regional events and news media outreach, and provides comprehensive water efficiency information on its website [BeWaterSmart.info](http://BeWaterSmart.info).



The Program received a national WaterSense Excellence in Education and Outreach award from the U.S. Environmental Protection Agency, one of many honors earned for the Program's work to educate customers about using water efficiently.

## Tackling Landscape Water Waste

For the past several years, the Program has focused on stopping landscape overwatering and waste. In the Sacramento region, household water use is driven by our hot, dry summers. During winter, the region's water use is on par with other areas of the state. During the long summer months, our water use triples as temperatures frequently reach 100 degrees and consumers increase landscape watering.

Instead of asking residents to remove landscaping, which has beneficial cooling effects on climate, the regional program encourages and teaches consumers to water their lawns and yards efficiently and to stop waste by delivering just the amount of water their landscape needs to be healthy. The Program also partners with the Sacramento Tree Foundation to demonstrate how to efficiently water trees to help them survive the region's long, hot summers, understanding the important role that trees have in adapting to climate change.

## Hot Summers Drive Region's Water Use

### Winter/Indoor Water Use on Par with Other Communities

