



The Regional Water Efficiency Program 2023 YEAR IN REVIEW



The Regional Water Authority’s Regional Water Efficiency Program (RWEF) brings together 19 participants serving 2.2 million people to promote water efficiency in the Sacramento region. For over two decades, RWEF participants have:

- **ENGAGED** in a regional strategy to preserve local water resources.
- **SHARED** best practices through networking.
- **LEVERAGED** dollars with other regional utilities and partners.
- **INCREASED** economies of scale for attracting grants.
- **OPTIMIZED** advertising dollars for widespread customer outreach.
- **IMPLEMENTED** a regional school education program.
- **ESTABLISHED** and promoted a regional customer-facing website—BeWaterSmart.info.

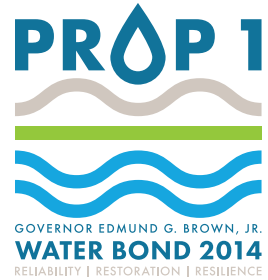
ATTRACTING GRANT FUNDING

The RWEF enables members to maximize their investments in water efficiency and tap into available grant funding, both presently and in the future. Since 2003, the program has successfully obtained nearly \$19.9 million from competitive grant programs, securing more than \$6 million in grants in the past four years alone.

Grant	Projects	Funds Received	Begin Date	End Date
Regional San/RWA Annual Water Conservation Program	Rebates for Toilets, Clothes Washers, and Pre-Rinse Spray Valves	\$350,000.00	6/1/2023	6/1/2024
Proposition 1 Round 1 2020	Regional Leak Detection Repair	\$1,000,000.00	6/26/2020	12/31/2024
Proposition 1 Round 1 2020	Advancing Water Efficiency in Sacramento	\$1,244,000.00	6/26/2020	12/31/2024
Proposition 1 Round 1 2020	Water Efficiency Indoor and Outdoor Studies	\$200,000.00	6/26/2020	12/31/2024
Urban Community Drought Relief Grant	Disadvantaged Community Indoor Fixture Direct Installation	\$2,629,867.68	7/1/2022	8/31/2026
Urban Community Drought Relief Grant	Turf Replacement and Customer Outreach	\$849,915.00	7/1/2022	8/31/2026

CREATING A CONDUIT FOR PROGRAMS

The RWEF offers water providers the opportunity to collaborate with local and state agencies on rebate programs and services that might otherwise be difficult or impossible to implement. RWEF oversees the management of these programs for water providers and facilitates funding and reimbursement.



Water-Wise Landscape Incentives and Leak Investigations

RWEF collaborated with the California Department of Water Resources to offer rebates to both residential and commercial customers, utilizing funding from the Water Quality, Supply, and Infrastructure Improvement Act of 2014 (Proposition 1) and several Urban Community Drought Relief grants.

Save Our Water Spotlights Brewery Rebate

The RWEF collaborated with Save Our Water to produce a video showcasing Urban Roots Brewery and Smokehouse's water-wise practices. With rebates from RWA and California DWR, Urban Roots installed a cooling tank, projected to save over 10,688,000 pints of beer in 20 years.



High-Efficiency Toilets and Clothes Washers

In partnership with Regional San, the RWEF distributed over 909 rebates to replace older toilets and clothes washers with high-efficiency models.

2023 Rebate and Direct Installation Activity



135,607
square feet of turf replaced



8,522
drip or low-volume irrigation parts



3,051
irrigation controllers



2,158
pressure regulators



1,613
pipe and pipe fittings



1,011
sprinkler heads or nozzles



277
leak investigations



23
flow sensors



884
faucets aerators installed in low-income communities



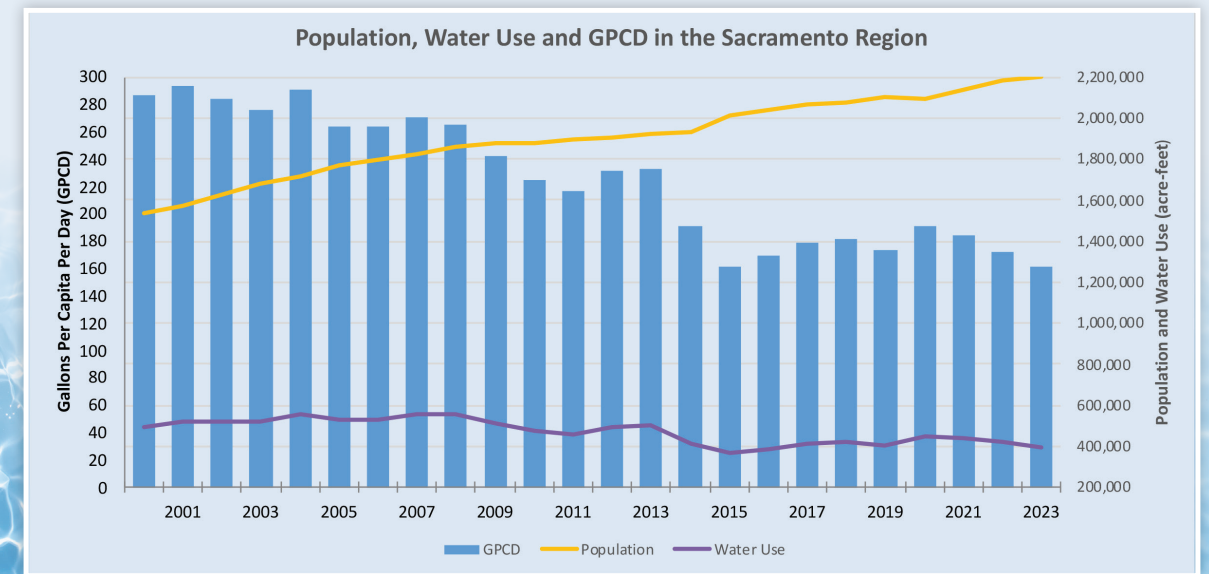
584
toilets installed in low-income communities



562
showerheads installed in low-income communities

TRACKING WATER USE

Since 2013, the region's water use has reduced by 23%, while the population has grown 15%.



The RWEF was honored with an Influence Award from the Public Relations Society of America (PRSA) for its 2021-22 outreach campaign, *"Stress Your Lawn, Save Your Trees."* The Influence Award is the highest honor bestowed on campaigns by PRSA's California Capital Chapter.



GETTING CREATIVE IN A NON-DROUGHT YEAR

In 2023, RWEPA initiated a multi-year outreach program to promote water efficiency during a non-drought year. Recognizing that interest in water efficiency and conservation tends to decline during normal water years, the program worked to capture the public's attention through three distinct programs:

- **SUMMER STRONG** — focused on outdoor water-wise practices.
- **SUDS WOULD BE DUDS WITHOUT H2O** — a pilot partnership with local craft breweries.
- **SCHOOL OUTREACH** — featuring the WATER SPOTS VIDEO CONTEST and laying the foundation for a new program, DRIP DROP, HIP HOP.



Summer Strong

The program produced a series of advertisements promoting water-wise practices for a resilient Summer Strong yard that is tough enough to muscle through Sacramento's hot climate. The campaign features eye-catching graphics to promote efficient tree watering, adding low-water and native plants, checking soil moisture, using weather-based sprinkler timers, and watering early to minimize evaporation.



Sacramento Republic FC

In 2023, RWEPA launched a new partnership with Sacramento Republic FC, displaying water-wise messages at games to promote "Summer Strong" yards. Activities included a 30-second LED ad, messaging on water refill stations, and more.



Suds Would Be Duds Without H2O

With clean, reliable water essential to great beer (and to the success of local breweries), the RWEPA launched a pilot project to partner with local craft brewers, aiming to educate patrons about the importance of water to beer and how to preserve this natural resource. Initial partners included Jack Rabbit Brewing Company, and Red Bus Brewing Company, which committed to distributing Be Water Smart materials to their customers.

Drip Drop, Hip Hop — A Journey Through the American River Watershed

Teaming up with the Northern California School of the Arts (NorCal Arts), the RWEPA partnered on a \$300,000 grant under the Capital Region Creative Corps program to develop a new school outreach program that energizes and empowers students to use water wisely. The program included conducting focus groups with children to shape the program, yielding unique insights about the knowledge, attitudes, and behavior of children regarding water efficiency not yet explored in the water industry.



Advertising and Public Service Announcements

TELEVISION

KOVR CBS13
248 advertisements
 (145 paid, 103 added-value)
4,615,000 impressions
956,000 people reached
7.8 frequency

EyeQ Streaming TV
673,560 advertisements
673,560 impressions
241 clicks

COMMERCIAL RADIO
703 advertisements
 (391 paid, 312 added-value)
2,982,400 impressions
2,982,400 people reached
4.1 frequency

CAPITAL PUBLIC RADIO
451 sponsorships
 (291 paid, 160 added-value)
828,500 impressions
157,600 people reached
5.3 frequency

ONLINE

Facebook
2,295,652 impressions
991,011 people reached
26,742 clicks

Google
1,778,503 impressions
3,722 clicks

Most popular sites for clicks: Fox News, Sac Bee and AccuWeather

SPANISH MEDIA

Telemundo (TV)
104 advertisements
103,230 impressions
53,993 people reached
2.0 frequency

Telemundo (Streaming)
40,786 advertisements
40,786 impressions
4.38 frequency

Entravision (Radio)
1,300 advertisements
863,200 impressions
118,500 people reached
7.3 frequency



BILLBOARDS (DIGITAL AND STATIC)

16,850,843 impressions (of these 8,465,498 were added-value)

WATER SPOTS WINNER MOVIE THEATER PREMIERE

The RWEPA showcased the 2023 Water Spots Video Contest Grand Prize winner, "Saving Water" by Breana Rodriguez from Franklin High School, as summer advertising at the Century Laguna 16 and XD movie theatre in Elk Grove. **The video played before major summer blockbusters, totaling 2,149 appearances and approximately 47,000 impressions.**



PUBLIC SERVICE ANNOUNCEMENTS (PSA)

Television
"Saving Water"
 (2023 Water Spots winner)
7 outlets broadcast
945 times
3,095,000 impressions
\$82,250 in value

Radio
Live read messages on Summer Strong
12 stations broadcast
400 times
1,058,500 impressions
\$33,600 in value

PARTICIPATING AGENCIES

The success of the Regional Water Efficiency Program depends upon the RWA members who financially contribute to and participate in the program. **Thank you to 2023 RWEF participants:**

RWA MEMBERS:

California American Water
Carmichael Water District
Citrus Heights Water District
City of Folsom
City of Lincoln
City of Roseville
City of Sacramento

City of West Sacramento
Del Paso Manor Water District
El Dorado Irrigation District
Elk Grove Water District
Fair Oaks Water District
Golden State Water Company
Orange Vale Water Company
Placer County Water Agency

Rancho Murieta Community Services District
Sacramento County Water Agency
Sacramento Suburban Water District
San Juan Water District

RWA ASSOCIATES:

Regional San



LEARN MORE

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