



Date: March 11, 2025

9:30 AM – 12:30 PM

Location – Sacramento Suburban WD
7800 Antelope North Road
Antelope, CA 95843

MEETING NOTES
Regional Water Efficiency Program Advisory Committee (RWE PAC)

Meeting called by:	Program Manager	Type of meeting:	Program Advisory Committee
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Call to Order at: 9:40 a.m.

1.0 Welcome and Introductions

Attendees	Amy Talbot, Robert Good, Karen Wilhelm, Jace Nunes, Lucy Silva, Bobby Pajer, William Granger, Bill Cassady, Travis Franklin, Robert Barragan, Linda Higgins, Dan Gwaltney, Jacob Ingle, Greg Bundesen, Danielle Pastore, Joe Wicks, Jaimie Robertson, Vicki Sprague, Josh Taylor, Dave Fujino (UC Davis), Lisa Maddaus (Maddaus Water Management), Bruno Pitton (UCCE Placer), and Joanna Solis (UCCE Sacramento)
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2.0 Meeting Notes	The January 14, 2025 notes were approved and will be posted online.
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3.0 Host Presentation	Sacramento Suburban Water District’s Fix a Leak Week customer educational videos by Greg Bundesen.
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4.0 Nonfunctional Turf (NFT) Prohibition Requirements

Amy presented information about RWA’s plan for NFT assistance resources for suppliers and customers including model ordinance language, FAQs for customers on bewatersmart.info website, focus group questions, customer information video/webinars, and legal review of AB 1572. Some suppliers have already started NFT outreach to customers and have been invited to local community groups to provide information. Amy will host a meeting in April to summarize RWA’s legal review of the AB 1572. A draft of customer FAQs will be available for review by May with customer video/webinars to follow.

5.0 Conservation Regulation

This session focused on the CII identification options for suppliers (Options 1-3) including the advantages and challenges of each option, requirement timeline and data requirements for each option, and a check in with suppliers about which option they plan on choosing for compliance. Amy encouraged suppliers to consider option 1.

6.0 Program Updates

CII Focus Groups	Amy and Christine are working on designing two focus group sessions for HOAs and 3 CII sectors for this spring/early summer. The goal of the focus groups is to gain insight from these target audiences on how/why they would participate in rebate programs, local drivers for increasing water efficiency and knowledge about upcoming nonfunctional turf requirements. The group will need to choose 3 CII sectors to include in the focus group session. The following sectors were suggested: hotels, food sales, religious, education, lodging, office parks, retails shops and restaurants. Amy will work with Christine to narrow down the suggestions to 3 sectors and will work with a focus group consultant to conduct focus group sections.
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BeWaterSmart.Info Website Reorganization and Timeline	Amy presented basic website reorganization structure which would streamline the home page, remove outdated content and focus on customer rebates and services as the primary website function. Additional upgrades may include interactive map for rebates and services, home water works calculator that estimate a household's water use and provides water savings tips, google analytics, CII water savings recommendations by sector, and whole site Spanish translation. We would like to keep the water color look and feel of the website and are planning for the website up to be complete by the end of summer. The budget for the project is \$15,000-\$20,000. Amy is soliciting informal bids from several website design consulting firms.
Rebate Funding Update	All active WEP grants are expected to run out of funding by early 2026. It is uncertain if WEP's current USBR application will be evaluated for a potential award in 2025. Currently there are no other known/available state or federal grant funding opportunities to apply for to continue WEP's rebate funding assistance. Amy will continue to look for additional opportunities.
CIMIS Stations	This item was moved to the May RWEpac meeting.

8.0 Agency Announcements	
Karen Wilhem announced her April retirement.	
Date	Host
March 11, 2025	Sacramento Suburban Water District
May 13, 2025	City of Roseville
July 8, 2025	NEED A HOST
September 9, 2025	City of Lincoln
November 18, 2025	NEED A HOST
December 9, 2025	The Old Spaghetti Factory, Rancho Cordova, CA
January 13, 2026	NEED A HOST

Meeting Adjourned at 12:55 p.m.