

Thank you, MOSAC!



RWEPAC

November 18, 2025



BE WATER SMART

Local Presentation

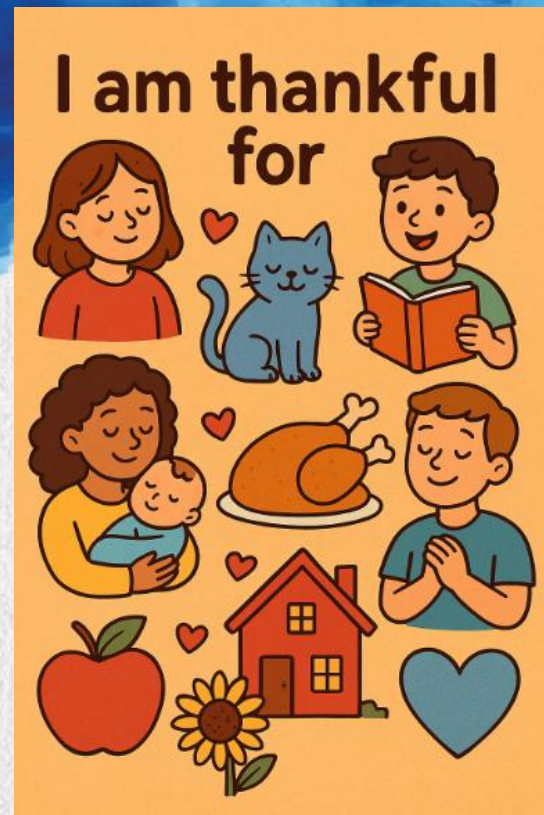


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WELCOME

Introductions

- Name
- Organization
- What are you thankful for?



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Agenda

- September 2025 Meeting Notes
- RWEPCAC 2026 and beyond Discussion
- Break
- CalWEP General Update and NFT Toolkit Presentation
- Program Updates
- Agency Announcements/Adjournment
- Lunch @ 12:30 pm
- Tour Water Exhibits @ 1pm



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Meeting Notes

- September 2025
- Approve and post online?



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RWEPAC 2026 and Beyond

Time to check in....and potentially make some changes

Why now?

1. First couple of years into CR implementation but BEFORE the major drops in standards happen. Plan now for later.
2. We are out of grant funding (for now, not ever!) and won't be able to provide the same benefits as before.
3. RWA management has changed the program's accounting framework = less available program funding/higher dues increases.
4. Good to do every now and then!



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RWEPAC 2026 and Beyond

QUESTIONS ASKED

1. If we were starting the regional program from scratch/blank slate, what would you like to see? What would help you the most?
2. What part of the conservation regulation requirements do you want/need the program to provide/take off your plate?
3. What would you be willing to pay more for?
4. What value does the regional program currently provide you and your agency?



RWEPAC 2026 and Beyond

1. If we were starting the regional program from scratch/blank slate, what would you like to see? What would help you the most?

- ✓ Coordinated public outreach messaging
- ✓ Regional collaboration/networking
- ✓ Regional resources and contracting
- More leadership roles, awards and technical assistance
- ✓ Translating the DWR and SWB requirements (WDIMFM)
- More guest speakers, trainings, etc.
- More deeper dive topics, longer or more meetings?
- Anything else?

RWEPAC 2026 and Beyond

2. What part of the conservation regulation requirements do you want/need the program to provide/take off your plate?

- CII BMPs
- QAQC reporting forms
- DIM landscape aerial imagery
- MUMs
- NFT customer communication
- Anything else?

RWEPAC 2026 and Beyond

3. What would you be willing to pay more for?

- RWEPAC structure for AMI
- Grant application writing and report support
- Regional leak detection or Turf replacement program
- Training series for landscape maintenance staff
- Regional purchasing/piggyback contracts
- Review of reports and plans
- Water loss validations
- Targeted outreach assistance via consultant
- Anything else?

RWEPAC 2026 and Beyond

4. What value does the regional program currently provide you and your agency?

- Translate SWB and DWR requirements/comment letters
- Regional representation/voice
- Space for brainstorming and networking
- Program guidance/expertise
- Grants and grant reporting assistance
- NFTA messaging consistent

RWEPAC 2026 and Beyond

What I think we need:

- More formal voting structure for the budget – roll call
- Potentially an updated WEP agreement
- More in-dept learning/discussion/training sessions
- More networking opportunities at meetings
- More opportunities for technical assistance
- Maybe reporting and AMI subcommittees?

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RWEPAC 2026 and Beyond

The challenge from Jim!

Take a proposal from us to the RWA Board to seek \$
Any ideas? Some valid hesitancy...

At the very least....

January RWA Board meeting agenda item to say we need more water efficiency funding both at the local and regional levels, sound good?



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RWEPAC 2026 and Beyond

Next Steps

- Survey vote for new ideas?
- Topics/trainings for next year?
 - AMI





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CalWEP...Take it away Tia!

- General Activities Update
- NFT Toolkit
- Membership options



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Program Updates

Water Savings Study – Data Collection

- Received data from
 - EGWD and CWD
 - Others to come?
- December 1st deadline, need more time?
- Third party review
- Data release – direct installation
- Rachio Update – meeting with CEO

Organizational Charts

- Received charts from
 - CWD, EID, Folsom, Lincoln, Sac, SSWD, CHWD and West Sac
- All in one big PowerPoint file
- What do we want to do now?
- Office hours? RWEPAAC agenda item? Email out?

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Job Descriptions

- Sent out document
- What do you think?
- Need something else/different?
- How will you use these?
- Share with CalWEP?
 1. Residential Indoor/Outdoor Programs
 2. CII Classification
 3. CII BMPs
 4. CII/HOA NFT
 5. CII DIMs
 6. CII MUMs
 7. Reporting
 8. Long Term Planning



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Job Descriptions - Certs

- CA NV AWWA Water Efficiency Practitioner – Grades 1 through 3
- CA NV AWWA Water Audit Validator Certificate
- Qualified Water Efficient Landscaper (QWEL)
- IA Certified Landscape Irrigation Auditor (CLIA)
- IAPMO Commercial Water Auditor Certification
- D1 – D5 Water Distribution Operator License/Certification
- CLCA Water Management Certification
- USGBC Leadership in Environmental and Energy Design (LEED)
- CAPIO Certificate in Communications
- Any additional?



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We are on a roll....

- What else do you need?



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Websites Update

- Old Website
 - Malware
 - Try not to use
- New Website – will be live by mid December
- Preview website here

<https://bwatersmart.com/>



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Preliminary Ad Results and CII Focus Group Findings

November 18, 2025



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Be Water Smart 2025

Preliminary Advertising Results

KOVR CBS 13 & KMAX

- **483 spots aired** (vs. 396 planned)
- **Net reach:** 904,769 (projected 590,866)
- **Frequency:** 6.7 (projected 7.2)
- **Gross impressions:** 6.0M (projected 4.33M)
- **Reach:** 96.5%

Takeaway: Lower frequency offset by substantial spot over-delivery and major increases in reach and impressions



Clear Channel Outdoor

- **237,102 spots delivered** (promised 218,750)
- **11.21M impressions** (promised 10.36M)
- **Override:** +8.39%

Takeaway: Consistent over-delivery across both spots and impressions



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Preliminary Advertising Results

Capital Public Radio

- **346 spots aired** (vs. 336 planned)
- **Net reach:** 264,100
- **Frequency:** 4.5
- **Gross impressions:** 1.19M (projected 724,800)
- **Reach:** 19.1% (projected 16.5%)
- **Bonus:** 64 earned-media spots

Takeaway: Significant over-delivery across spots, reach, and impressions



Entravision Radio (Spanish-language)

- **1,484 spots aired** (+2 extra)
- **Net reach:** 140,000 (projected 128,500)
- **Frequency:** 11.5 (projected 9.7)
- **Gross impressions:** 1.60M (projected 1.25M)
- **Reach:** 56.6% (projected 52.2%)

Takeaway: Strong over-performance across all major metrics



Be Water Smart 2025

Focus Group Findings: Beliefs about Water Conservation

Both sectors care about water waste, but they care more about their organizations running smoothly and being financially secure

- Mixed industry focused on running businesses with limited resources
- HOAs focused on maintaining landscapes while keeping costs down (and keeping residents happy)
- Larger HOAs are more open to water-wise upgrades than smaller HOAs



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Be Water Smart 2025

Focus Group Findings: What Motivates Action—and What Doesn't

Motivating:

- **Financial incentives** could be persuasive with a significant rebate amount
 - Benchmark: ~50%+ of the cost and/or equipment/labor
- **Regulations:** clear deadlines and credible enforcement

Not motivating:

- Awards/recognition



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Focus Group Findings: Barriers to Action

- **Lack of information** about rebates
- **Costs required to make changes**/utilize rebates (most frequent barrier)
 - Would rather make smaller changes (mulch/rocks) over major relandscaping
- **Up-front investment** required before rebate reimbursement
- **Resident pushback**: cost, aesthetics, “we like our lawn”
- **Competing priorities**, limited time (more focused on immediate problems)
- **Complex decision-making process** for HOAs

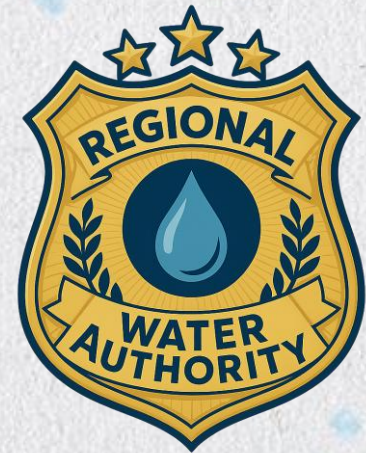
Focus Group Findings: Drivers of Decision-Making

Return on Investment (ROI):

- **Many do not calculate financial ROI** for water-wise upgrades:
 - HOAs prioritize their fiduciary duty to the HOA
 - Large, for-profit enterprises with higher water use are most likely to analyze financial ROI

Influencers:

- **Most likely to contact:** Contractors such as landscape companies
- **Most likely to trust:** Water providers/RWA, and government agencies



Be Water Smart 2025

Focus Group Findings: Ad Concept Testing: HOA Audiences

- **Winner:** The Deadline is Coming – clear, factual, motivating
- **Less effective:** Yard Tender, Less Lawn, More..., Don't Pay for Lawn You Don't Use
- **Suggestions:** achievable before/after visuals, relatable examples, information about fines for the NFT watering ban, tagline suggested by participants, “We're all in this together”



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Be Water Smart 2025

Focus Group Findings: Ad Concept Testing: Industry Mix

- **Winner(s):** Stop Paying for Lawn You Don't Use AND The Deadline is Coming
- **Liked but not loved:** Less Lawn, More...: Liked for its simplicity, but visuals too large-scale
- **Suggestions:** Show small, realistic upgrades; info about NFT fines in small print



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Public Outreach Update

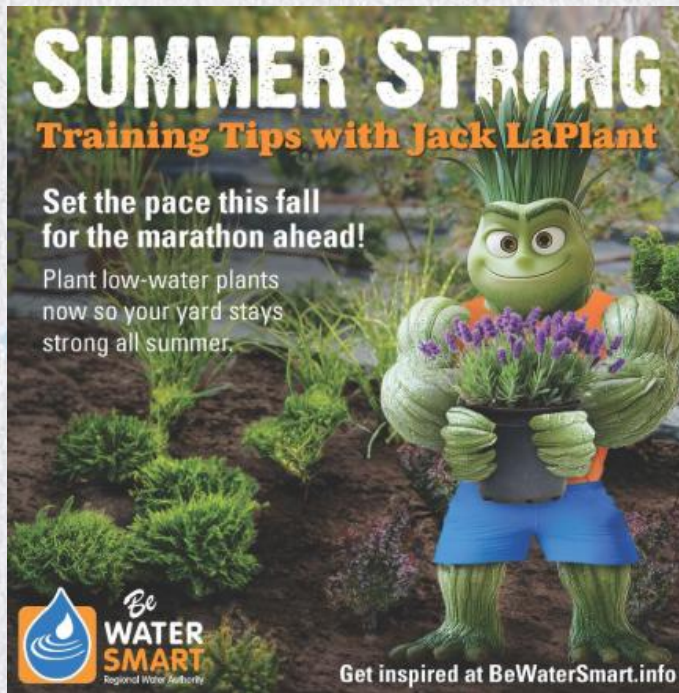
Fall is here!!! Time to update irrigation messaging...



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Public Outreach Update


And encourage fall planning & planting.




SUMMER STRONG
Training Tips with Jack LaPlant

Set the pace this fall for the marathon ahead!

Plant low-water plants now so your yard stays strong all summer.



 **Be WATER SMART**
Regional Water Authority

Get inspired at BeWaterSmart.info



SUMMER STRONG
Training Tips with Jack LaPlant

Set goals for your yard now!

A little fall planning goes a long way—just like a fitness plan for next season's success.



 **Be WATER SMART**
Regional Water Authority

Get inspired at BeWaterSmart.info

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Public Outreach Update

Lots of fall articles to choose from!

- Winter fruit trees (November 2025)
- Fall is the time for Planting (October 2021)
- Grow Your Shade (October 2022)
- Fall is for Planting (August 2024)
- Plant Natives this Fall (August 2025)

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Public Outreach Update

Don't forget our remaining social media posts!

Facebook and X – Week of November 19th

Rule your throne like a water-saving royal this #WorldToiletDay!

👑 🚽 Upgrade to a WaterSense-labeled toilet and flush smarter. Rebates may be available from your local water provider — learn more at [BeWaterSmart.info/rebates](https://www.bewaterSMART.info/rebates).

Image suggestion: Crowned toilet or water-saving royal



Facebook and X – Week of November 24th

This season, give thanks—and give the gift of water efficiency!

🎁 💧 High-efficiency showerheads, toilets, and sprinkler timers save water year-round. Many local water providers offer rebates. Learn more at [BeWaterSmart.info/rebates](https://www.bewaterSMART.info/rebates).

Image suggestion: Upgrade to a WBIC



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Public Outreach Update

Looking ahead to Winter!



Video

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Public Outreach Update

- How are you using the materials now?
- Interested in annual awards?
 - Community Engagement
 - Local Outreach Campaign
 - Use of RWA Materials
- Anything else you need for messaging?

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Public Outreach Update

- Looking ahead to 2026
 - Live Quarterly NFT Webinars for customers
 - Recording available after the first one
 - Limited ad buys and new materials
 - Stick with Jack La Plant
 - What else are you hoping for?

Reporting Update

- **Submit by January 1, 2026**
 - Urban Water Use Objective Report (DWR)
 - Option 1 of CII Classification Identification
 - Disclosable Building - Update
 - Spreadsheet and the utility certification
 - Water Loss Audit (DWR)
 - Audit spreadsheet, validator certification, utility certification
- **Submit by July 1, 2026**
 - Urban Water Management Plans
 - RWA to provide regional information for outreach and programs
 - Updated Pressure management WL Questionnaire

Reporting Update

- **By January 1, 2027**
 - NFT
 - Update ordinance and policies to reflect AB 1572 requirements
 - Submit copy as part of Urban Water Use Objective Reporting
 - Communicate NFT requirements to customers
 - All government and utilities properties – not waterings NFT
 - **“Annually demonstrate compliance with its objective”**
- **By June 30, 2027**
 - Classify all CII accounts
 - CII Classification Option 2
 - CII MUM Option 1
 - Updated Asset Management Questionnaire

CII Classification AI Tool – MEA/CalWEP

- Account name and address only data required
 - Automated, leveraging name matching, AI, and APIs to categorize accounts
- QAQC and some manual processes, check 5%
- Average \$2 per CII connection, min. \$1,000
- Receive spreadsheet with full classification and summary to plug into SWB reporting form
- Interested?
 - Contact merbeznik58@gmail.com – open to all
 - Through CalWEP julia@calwep.org + \$200

DRAFT QUOTES – Contact MEA or CalWEP Directly for Official Quote

Account Name	Connections	CII Connections	Quote	CalWEP Fee	Total Quote
California American Water	166,632	9,214	\$ 11,000	\$ 200	\$ 11,200
Citrus Heights Water District	19,645	758	\$ 1,706	\$ 200	\$ 1,906
City of Roseville	46,906	1,971	\$ 2,661	\$ 200	\$ 2,861
City of Sacramento	137,800	7,305	\$ 9,862	\$ 200	\$ 10,062
El Dorado Irrigation District	44,731	1,441	\$ 2,089	\$ 200	\$ 2,289
Placer County Water Agency	39,906	1,986	\$ 2,681	\$ 200	\$ 2,881
Sacramento County Water Agency	51,931	1,788	\$ 2,503	\$ 200	\$ 2,703
Carmichael Water District	11,839	560	\$ 1,400	\$ 200	\$ 1,600
City of Lincoln	25,166	408	\$ 1,122	\$ 200	\$ 1,322
City of West Sacramento	15,142	1,284	\$ 1,926	\$ 200	\$ 2,126
City of Yuba City	19,395	1,253	\$ 1,880	\$ 200	\$ 2,080
Elk Grove Water District	12,000	429	\$ 1,180	\$ 200	\$ 1,380
Fair Oaks Water Distirct	14,410	313	\$ 1,000	\$ 200	\$ 1,200
Orange Vale Water Company	5,728	220	\$ 1,000	\$ 200	\$ 1,200
Sacramento Suburban Water District	46,609	2,660	\$ 3,591	\$ 200	\$ 3,791
San Juan Water District	10,983	268	\$ 1,000	\$ 200	\$ 1,200
Nevada Irrigation District	22,028	836	\$ 1,450	\$ 200	\$ 1,650
				RWA Total	\$ 51,450



Potential new sites at Haggin Oaks Sacramento – got site approval, just need paperwork now, which could take 6-8 months.



- **Irrigation checks:**
Fair Oaks - complete
Wildhawk – complete, need to move rain catch upwards or other strategy

Qualified Water Efficient Landscaper Training

The Qualified Water Efficient Landscaper (QWEL) **professional certification** provides landscape professionals with 21 hours of education on principles of proper plant selection for the local climate, irrigation system design and maintenance, irrigation system programming and operation and sustainable landscaping. In order to obtain the QWEL certification, an individual must demonstrate their ability to perform an irrigation system audit as well as pass the QWEL exam. The list of topics covered in the QWEL curriculum include:

- Where Our Water Comes From
- Sustainable Landscaping
- Landscape Water
- Irrigation Systems
- Irrigation Maintenance & Trouble Shooting
- Irrigation System Auditing
- Irrigation Scheduling
- Irrigation Controllers



**QWEL is a WaterSense labeled
Professional Certification
Program.**

**Graduates may choose to be
included in the public referral list.**

This QWEL training includes 21 hours of instruction and an exam. This training has been approved for 19.5 APLD CEUs.

Space is limited. Sign up now! \$175.00 per student.

2- step sign-up process 1) **Register at [QWEL.net](https://www.qwel.net)** and 2) **Pay for training at the QWEL Eventbrite page.**

Classes will be held on Mondays and Wednesdays from
12:30 p.m. - 4:00 p.m.

- October 6, 2025
- October 8, 2025
- October 13, 2025
- October 15, 2025 - In person audit
- October 20, 2025
- October 22, 2025
- October 27, 2025 - Exam

Location Virtual through Zoom. Link will be provided after registration is complete. Audit and exam will be held at the City of Roseville Corporation Yard.



IAPMO CII Audit Training

September 22nd - 24th
Roseville – 3 locations, 3 days
Cost \$1,499 per person
Full Class

National Commercial Water Auditor Course

Interested in becoming a certified water use efficiency auditor? Sign up for IAPMO's Certified National Commercial Water Auditor Course! In this three-day training course, attendees will learn how to conduct commercial water audits, including advanced techniques and hands-on practice at a commercial facility. Expert trainers will teach participants the technical skills and best management practices for conducting water audits at complex facilities and provide personalized guidance throughout the course. Topics that will be covered include commercial kitchens, water meters and leak detection, cooling towers, landscape, medical facilities, water treatment, and much more! Participants will also learn what data to collect during an audit and how to calculate savings and benefit-costs from identified improvements. Upon completion of the course, participants will be prepared to take an IAPMO exam to earn their certification. Trained water auditors will return to their communities adept and motivated to get into the field and improve commercial water efficiency.



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2025 RWEPAC Meetings

Dates	Host Supplier
January 14, 2025	Sacramento
March 11, 2025	SSWD
May 13, 2025	City of Roseville
July 8, 2025	PCWA
September 9, 2025	City of Lincoln
November 18, 2025	MOSAC (Sac)
December 9, 2025	You know where!
January 13, 2026	TBD

Holiday Social: @ The Old Spaghetti Factory, Rancho Cordova, 11:30 am – 2:00 pm. All water efficiency staff are invited.



Tour the Water Efficiency Exhibits @
1:15 pm after lunch

Stay in this room if you want to attend.



Announcements & Events