

Thank you, City of Sacramento!



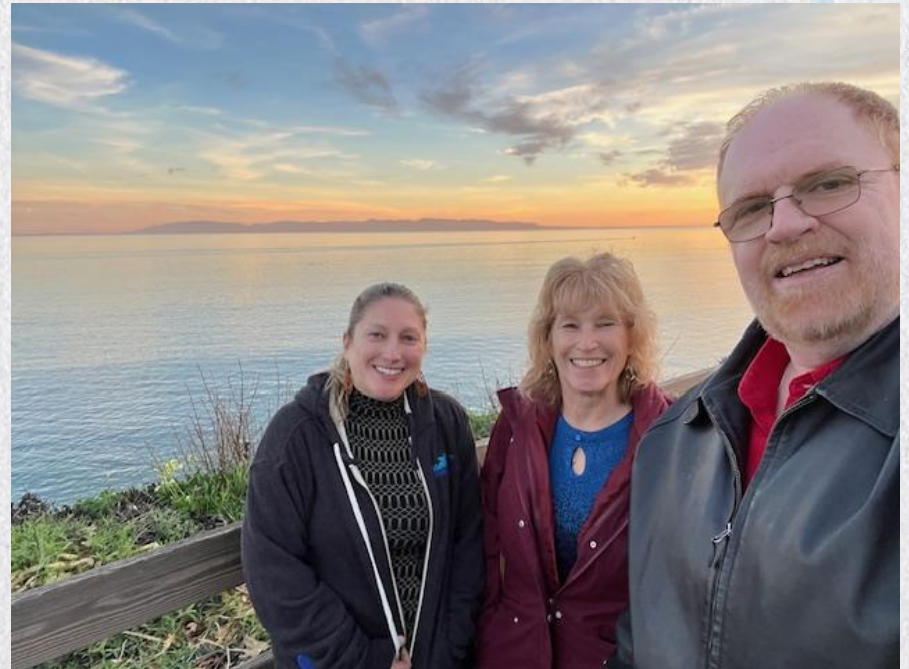
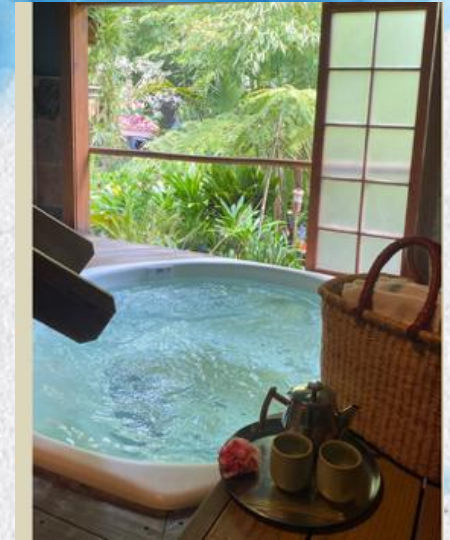
RWEPAC

January 13, 2026

WELCOME

Introductions

- Name
- Organization
- How do you celebrate milestone birthdays?



BE WATER SMART

Agenda

- November 2025 Meeting Notes
- Host Presentation
- Program Updates
- Break
- Speed Networking Activity
- Agency Announcements/Adjournment
- Lunch @ 12:30 pm – Falafel Corner



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Meeting Notes

- November 2025
- Approve and post online?



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Local Presentation



UTILITIES

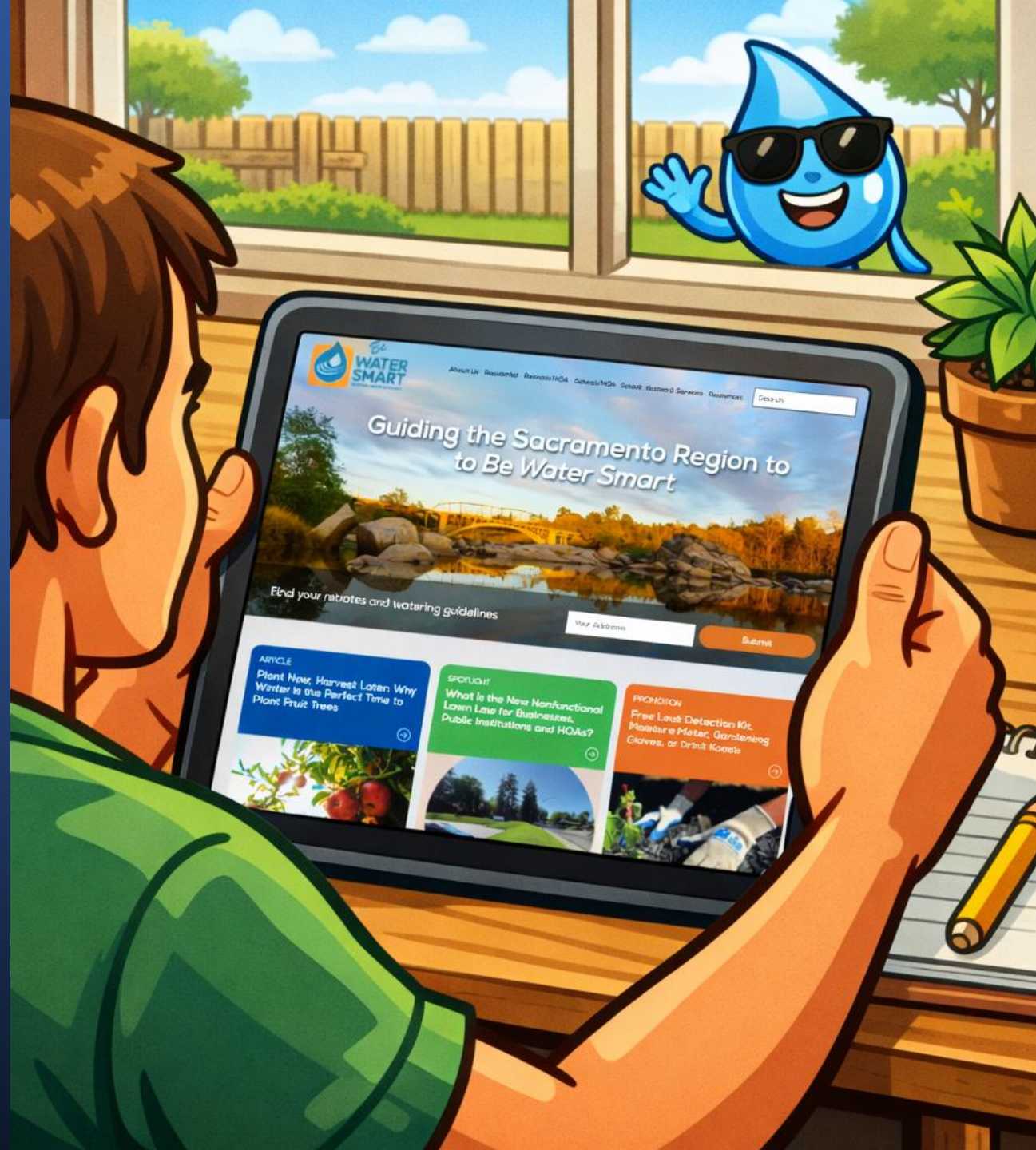
Water Conservation

Helping residents and businesses in the city of Sacramento save water



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Program Updates



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What's new for 2026?

1. Office Hours every month – 3rd Wednesday from 1-2 pm
* Consider non RWEFAC months for in person or longer
2. Regional AMI Committee – hosted by RWA at least quarterly
3. SWB Reporting Review Sign Up/Committee
4. Quarterly NFT live and recorded webinars
5. A la Carte – Technical Assistance and Outreach support
6. QWEL CEU opportunities
7. Water Saving Study - later
8. Reorganized Public Outreach Toolkit – later
9. Formal by agency budget approval vote for meeting notes
10. Wanna join the leadership committee?



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RWEPAC and Office Hours Topics

What do you want to learn more about in 2026?

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



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Formal Trainings

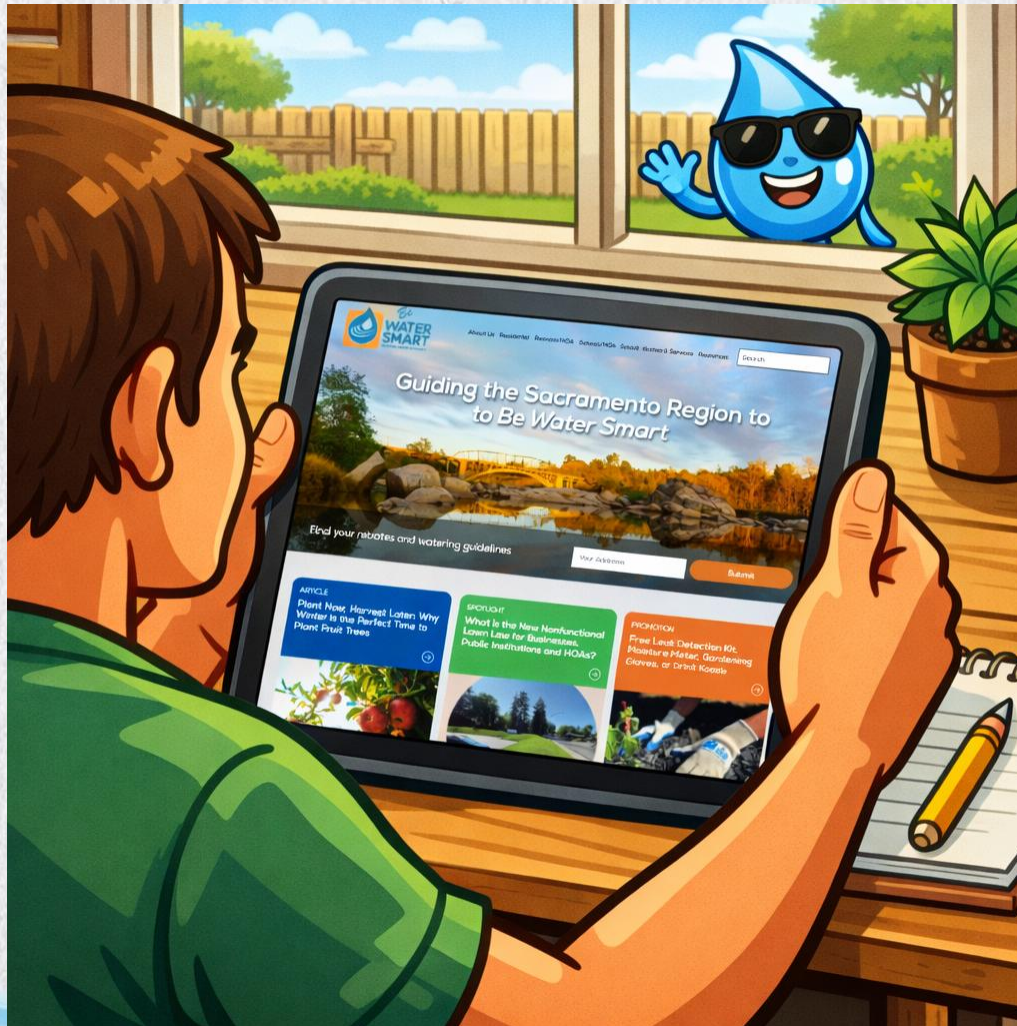
What do you want to learn more about in 2026?

- QWEL
- Potential QWEL CEUs (Cheryl)
 - In person versus virtual
 - Rainwater harvesting, Let's get practical (selecting plants, proper planting and irrigation), Beyond "sustainable" (self – sufficient landscapes), Climate Resiliency, WBIC, Water budgets, Landscape Design, Firescaping, Large landscape maintenance, etc.
- Anything else?
- Debrief about the IAPMO CII Audit Training held in September 2025



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Websites Update



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Rebates & Services Residential

- **Outdoor Residential Rebates and Services**
 - ~~Free Devices – Irrigation and Hose Nozzle, Soil Moisture Meter, Rain Sensor, Hose Timer, and/or Sprinkler Drip Conversion Kit~~
 - Turf Replacement/Cash for Grass/River Friendly Landscape/Grass to Garden Rebate
 - Landscape Educational Classes
 - Smart (Weather Based) Irrigation Controller/Timer Discount or Rebate
 - Irrigation Efficiency Upgrades Rebate (nozzles, drip irrigation, rain sensor, etc.)
 - Landscape Water Wise House Call/Survey Service
 - Rain Barrel Rebate
 - Laundry to Landscape Graywater System Rebate
 - Compost/Mulch Voucher or Rebate
 - New Tree Rebate
 - Water Flow Monitoring Device Rebate
 - Pool Cover Rebate
 - ~~Hot Water On Demand/Recirculating Pump Rebate~~
 - Free device – hose nozzle
 - Free device – soil moisture meter
 - Free device – rain sensor
 - Free device – hose timer
 - Free device – sprinkler drip conversion kit
- **Indoor Residential Rebates and Services**
 - Free Plumbing Devices Retrofit Kit
 - Free Leak Detection Kit/Guidebook
 - Water Wise House Call/Survey Service
 - Toilet Rebate
 - Clothes Washer Rebate
 - Water Flow Monitoring Device Rebate
 - ~~Free Devices – Showerhead, Aerator, and/or Shower Timer~~
 - Hot Water On Demand/Recirculating Pump Rebate
 - Pressure Reduction Valve Rebate
 - Leak Investigation/Repair Rebate or Service
 - Water Pressure Check Service
 - Free device – showerhead
 - Free device – faucet aerator
 - Free device – shower timer
 - Free device – flow monitoring

Rebates & Services

CII

o Indoor CII/HOA Rebates and Services

- Toilet Rebate
- Urinal Rebate
- Clothes Washer Rebate
- Pressure Reduction Valve Rebate
- Pre-rinse Spray Valve Rebate
- Custom Rebate
- Process Improvement Rebate
- HVAC & Food Service Equipment Rebate
- HVAC Conductivity Controller Rebate
- Flow Monitoring Device Rebate
- Water Use Evaluation/Survey Service
- Water Pressure Check Service
- ~~Pool Cover Rebate~~
- Free device – showerhead
- Free device – faucet aerator
- Free device – shower timer
- Free device – flow monitoring

o Outdoor CII/HOA Rebates and Services

- ~~Free Devices—Irrigation and Hose Nozzle, Soil Moisture Meter, Rain Sensor, and/or Sprinkler Drip Conversion Kit~~
- Turf Replacement/Cash for Grass/River Friendly Landscape Rebate
- Smart Irrigation Controller/Timer Discount or Rebate
- Customized Landscape Water Budget Service
- Landscape Educational Classes
- Irrigation Efficiency Upgrades Rebate (nozzles, drip irrigation, rain sensor, etc.)
- Landscape Evaluation/Survey Service
- Water Flow Monitoring Device Rebate
- Leak Investigation Service
- Pool cover rebate
- Free device – hose nozzle
- Free device – soil moisture meter
- Free device – rain sensor
- Free device – hose timer
- Free device – sprinkler drip conversion kit

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Public Outreach Update

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



Video



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Public Outreach Update

Don't forget our remaining January social media posts!

Facebook and X – Week of January 19th

Your washer works hard—make it smarter. Clothes washers use about 20% of indoor water, and older top loaders can waste thousands of gallons a year. Water-efficient washers use about half the water and save about 15 gallons per load.

Bonus: cash back may be waiting. Find rebates from local water suppliers at [BeWaterSmart.info/rebates-and-services](https://bewatersmart.info/rebates-and-services).

Image suggestion: Modern front-load washer



Facebook and X – Week of January 26

Your sprinklers need a winter vacation, too! ❄️ Cool temps + rain = no watering needed. Turn systems off and let nature do the watering. If it stays dry, check the soil first—use a moisture meter or dig down—then hand water only if needed.

Request a free moisture meter at

<https://bewatersmart.info/promotions/>.

Image suggestion: Controller with “Off” dial close-up or Flip me off ad



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Public Outreach Update

- ...And the January article

Plant Now, Harvest Later: Why Winter is the Perfect Time to Plant Fruit Trees

By Debbie Arrington
Guest Writer

Want to add more homegrown flavor to your garden while saving water? Winter is the perfect time to plant fruit trees.

Fruit trees can be both ornamental and productive, adding fresh produce to your landscape. And many varieties are water-wise or use only moderate water once established.

[According to University of California \(UC\) research](#), almonds, figs, and olives—native to the Mediterranean—are the most drought-tolerant fruit trees. [Pineapple guava](#), a low-water shrub, offers tropical flavor and silvery leaves. [Pomegranates](#), another Mediterranean native, produce bright orange blooms and ruby red fruit while needing only twice-monthly irrigation.

But the water-wise fruit list doesn't end there. Apples, apricots, cherries, pears, and prunes are mostly drought resistant. Nectarines, peaches, and citrus need more



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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Be Water Smart 2025

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



Toolkit Survey

How Often the Toolkit Is Used

Overall, the toolkit is used intermittently, most often on a project- or topic-specific basis:

- A few times a year: 42% (5 respondents)
- Weekly: 17% (2 respondents)
- Rarely: 17% (2 respondents)
- Have not used it before: 17% (2 respondents)
- Monthly: 8% (1 respondent)

Why the Toolkit Is Not Used More Often

Results indicate that limited use is driven primarily by using their own supplier-specific materials or other reasons, rather than navigation or toolkit organization issues. Respondents who reported limited or no use identified the following reasons:

- Use of their own agency materials: 57%
- Other reasons: 57%, including outreach handled by another department or consultant
- Didn't know the toolkit existed: 14%
- Don't have time: 14%

Toolkit Survey

What Respondents Find Most Valuable

The toolkit is most valuable as a source of regionally consistent messaging, seasonal framing, and compliance-related content that can be quickly adapted for outreach. When respondents do use the toolkit, they most frequently value:

- Regional messages and water-saving tips (73%)
- Nonfunctional turf/AB 1572 materials (55%)
- Seasonal content (summer, fall, winter) (45%)
- Photo gallery (45%)
- Social media graphics (36%)
- Newsletter or website text (36%)
- Leaks and fixing leaks content (36%)
- Social media text (27%)
- Yearly calendar of topics (Editorial Calendar) (27%)

What Respondents Would Like to See Added

Open-ended responses identified interest in:

- Topic-specific mini toolkits (i.e. folders organized by topic with a variety of tools on that topic, such as graphics, text, and videos)
- Videos, including short-form content
- Explainer graphics
- Several respondents also noted the toolkit already covers most needs

BE WATER SMART Toolkit Survey

Priority Outreach Topics for 2026

Respondents identified the following as the most important content topics for 2026:

- Finding and fixing leaks (83%)
- AB 1572/nonfunctional turf (67%)
- Rebate promotions (42%)
- Turning off sprinklers for winter (42%)
- Sprinkler tune-ups (33%)
- Watering trees (33%)
- Lawn replacement (33%)
- Reducing sprinklers in fall (33%)
- Mulch benefits (25%)
- Smart timers (25%)

RECOMMENDATIONS FOR MOVING FORWARD

Continue Regional Messaging and Seasonal Framing

Continue to emphasize:

- Regionally consistent topics/timing and language
- Seasonal tips tied to customer behavior (i.e. turning off sprinklers in winter, spring sprinkler tune-ups, summer tree watering, fall reductions, etc.)

Prioritize High-Demand Topics for 2026

- Finding and fixing leaks (83%)
- AB 1572/nonfunctional turf (67%)
- Rebates and incentives (42%)
- Seasonal tips tied to customer behavior

Develop Topic-Specific “Mini Toolkits”

Package content in folders for top topics, including social media posts, several graphics, and website/newsletter copy.

Invest in Visual and Video Content

Consider expanding videos, explainer graphics, and short-form content on the highest-priority topics.

Highlight Toolkit Content when Relevant

Continue to signal when and why to use toolkit content via periodic email reminders, highlighting why a topic is relevant now.

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
 - Similar to Mulch Mayhem - #1 FB Post
 - **MULCH MAYHEM – Saturday, May 16th???**
 - What else are you hoping for?

RWEPAC

Ad Results and CII Focus Group Findings

Held in September 2025



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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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NFT Round Robin

- ECHO Webinar – 150 HOA reps attended
- BAWSCA Workshop – for suppliers
- CalWEP toolkit, RWA resources
- RWA Quarterly live and recorded webinars for customers
- Round Robin
 - Updated ordinance yet?
 - Customer outreach – website, mailers, etc.?
 - What/where Enforcement?



NFT Enforcement Messaging

Regional Message

California law is phasing out the use of drinking water on nonfunctional lawn at commercial, industrial, institutional, public properties, and HOA common areas. This requirement applies statewide.

Because the law is implemented at the local level, each water supplier must incorporate the law's requirements into its own policies and ordinances by January 1, 2027.

- Enforcement of these requirements will vary depending on where you're located and may include customer education and monetary fines.
- Check with your local water provider for details.

What doesn't vary is the law itself: The requirement to stop irrigating nonfunctional lawn is statewide.

- Taking time now to understand which areas of your landscape may be affected—and getting familiar with the rebates, tools, and resources available—can help your organization prepare and make the transition smoothly.

For regional information about the law, definitions, timelines, and planning tools, please visit BeWaterSmart.info/nft and nonfunctionalturfca.org.

NFT Enforcement Messaging

Water Supplier Message

California law is phasing out the use of drinking water on nonfunctional lawn at commercial, industrial, institutional, public properties, and HOA common areas. This requirement applies statewide.

As your water supplier, we are responsible for incorporating the law's requirements into our policies and ordinances, which may also include a compliance and enforcement process.

- Those details are still being finalized and must be in place by January 1, 2027.
- Because each water supplier must set its own policies, compliance and enforcement may look different for other water suppliers.

Even as we work through these details, the underlying requirement remains the same: Potable (drinking) water can no longer be used to irrigate nonfunctional lawn CII and HOA common areas.

- Now is a good time for CII and HOA customers to understand which areas of your landscape may be affected and to become familiar with the tools and resources available to help.
- Talk about your rebate programs.

For information about the law, definitions, timelines, and planning tools, you can visit BeWaterSmart.info/nft or nonfunctionalturfca.org. Or your resources.

- We'll continue to share updates on our website as our local approach takes shape.

Water Savings Study – Data Collection

- Received data from
 - CalAm, EGWD, CWD, Lincoln, PCWA, SCWA, Sac & SSWD
 - Anyone else?
- Start work now, 4-6 months to complete
- Third party review
- UCANR/UC Cooperative Extension
- Rachio, Land IQ and A&N Technical data available

Reporting Update

- **Submit by January 1, 2026 – how did this go for you?**
 - 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
 - **End of January, ok?**
 - 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



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DWR 1157 Study

- DWR is conducting statewide indoor water use saturation end use studies and in assessing the long-term effects of telework.
 - Could influence future changes to indoor standards?
- 

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

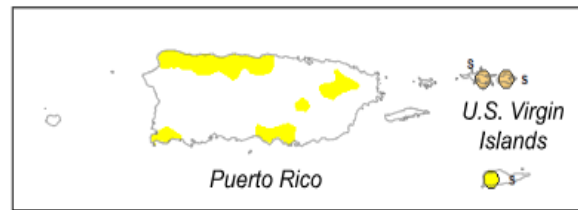
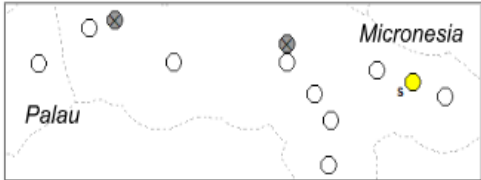
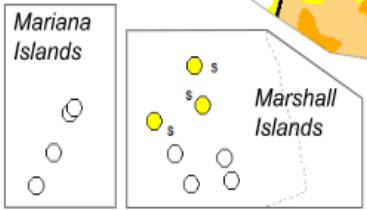
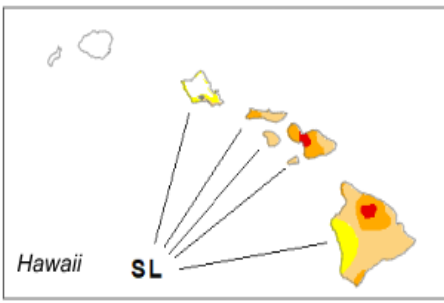
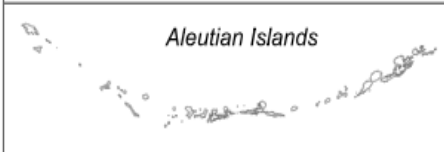
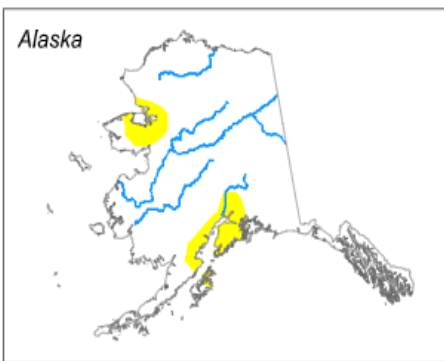
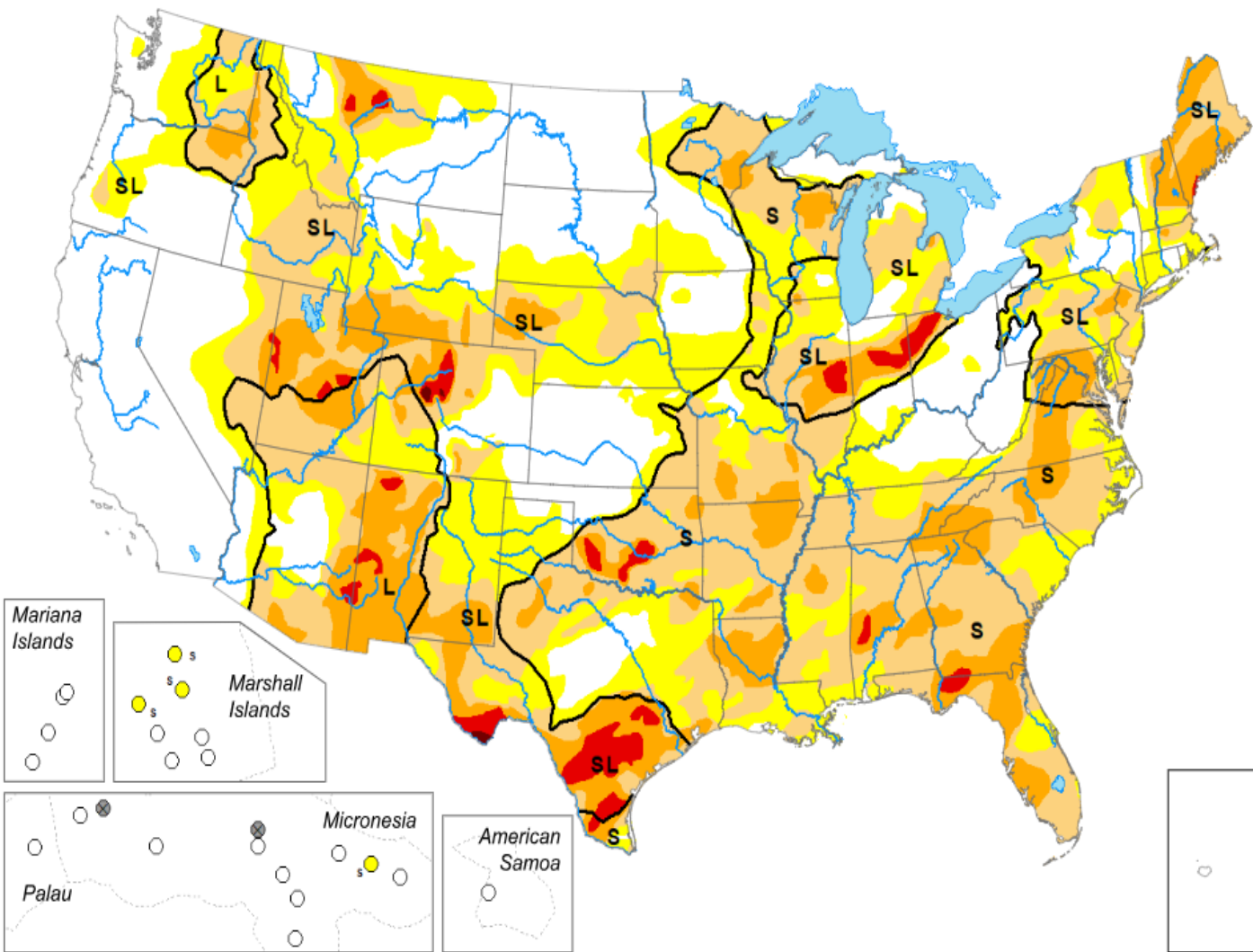
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MOSAC Partnerships

- Title one school trip sponsorships
 - Sac County only for 2026
 - 24 classrooms
- Drop in experiences
 - Activity in the museum for all visitors

Data valid: January 6, 2026

View grayscale version of the map



YOU'VE SURVIVED 60% OF THIS MEETING



60%

Breaktime! Please come back we will miss you.



Speed Networking

- Why are we doing this?
- How does it work?
 - Stations set up around the room with # signs
 - Passing the hat and pull a number out for the first set of pairing
 - If your paper has a blue dot, then you stay at the same number station the whole time. If your paper has a pink dot, you move around each round.
 - 10 minutes for each round, 2nd and 3rd rounds move 1 station to the right.

Speed Networking

- Pick one of these ?'s or make up your own
 - What are you excited about for work in 2026?
 - What are you struggling with or looking for help?
 - What is your most successful rebate program and why?
 - Are you using AMI for efficiency or leak detection programs?
 - Anything else you want to ask?!?
- Any questions?

OK, Let's get started....



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2026 RWE PAC Meetings

Dates	Supplier Host
January 13, 2026	City of Sacramento
March 10, 2026	NEED HOST
May 12, 2026	NEED HOST
July 14, 2026	NEED HOST
September 8, 2026	NEED HOST
November 10, 2026	NEED HOST
December 8, 2026	You know where!
January 12, 2027	City of Sacramento?

Holiday Social: @ The Old Spaghetti Factory, Rancho Cordova, 11:30 am – 1:30 pm. All water efficiency staff are invited.





Announcements & Events