



THE REGIONAL WATER EFFICIENCY PROGRAM 2025 YEAR IN REVIEW



The Regional Water Authority's Regional Water Efficiency Program (RWEF) brings together 17 water suppliers serving 2.2 million residents to promote water efficiency across the Sacramento region.

Working together through the RWEF allows water suppliers to coordinate programs, share resources, and deliver consistent water efficiency messages and tools to customers throughout the region. For more than two decades, RWEF participants have:

<p>LEVERAGED funding through partnerships and competitive grants to expand regional programs.</p>	<p>MAXIMIZED economies of scale for advertising, outreach, and program implementation.</p>	<p>IMPLEMENTED coordinated regional outreach campaigns that encourage practical water-saving actions.</p>	<p>CONNECTED customers with rebates and water-saving resources through BeWaterSmart.info.</p>
<p>DELIVERED regional education programs, including the Drip Drop, Hip Hop school program.</p>	<p>DEVELOPED new outreach strategies to help customers and businesses prepare for evolving water efficiency requirements</p>	<p>SHARED best practices and research to strengthen water efficiency programs and customer engagement.</p>	

PROGRAM IMPACT (2021-2025)

RWEF rebate and direct installation programs have helped customers save:



7.4
BILLION GALLONS OF WATER



7.9
MILLION KWH OF ENERGY

ATTRACTING GRANT FUNDING

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

GRANT	PROJECT	FUNDS RECEIVED	BEGIN DATE	END DATE
SacSewer/RWA Annual Water Conservation Program	Rebates for Toilets, Clothes Washers, and Pre-Rinse Spray Valves	\$350,000	6/1/2024	6/1/2025
Urban Community Drought Relief Grant	Disadvantaged Community Indoor Fixture Direct Installation	\$2,629,867	7/1/2022	8/31/2026
Urban Community Drought Relief Grant	Turf Replacement and Customer Outreach	\$849,915	7/1/2022	8/31/2026

CREATING A CONDUIT FOR PROGRAMS



The RWEPP offers water suppliers the opportunity to collaborate with local and state agencies on rebate programs and services that might otherwise be difficult or impossible to implement. The RWEPP manages these programs on behalf of participating water suppliers and facilitates funding and reimbursement.

WATER-WISE LANDSCAPE INCENTIVES AND LEAK INVESTIGATIONS

The RWEPP partnered with the California Department of Water Resources (DWR) to offer rebates to residential and commercial customers, utilizing funding from the Water Quality, Supply, and Infrastructure Improvement Act of 2014 (Proposition 1) and the Urban Community/Multibenefit Drought Relief grants.



2025 REBATE ACTIVITY

266,840
square feet of
turf replaced



10,321

irrigation efficiency upgrades
(including sprinklers, drip equipment,
pipe fittings, and pressure regulators)

464
smart irrigation
controllers installed



DIRECT INSTALLATION PROGRAM

DWR also provided grant funding for a direct installation program administered by the RWEPP, which funded the purchase and installation of high-efficiency indoor fixtures in disadvantaged communities.

2025 DIRECT INSTALLATION ACTIVITY



1,688
toilets installed
in low-income
communities

1,532
showerheads
installed



2,343
faucet aerators
installed

40
urinals
installed





HIGH-EFFICIENCY TOILETS AND CLOTHES WASHERS

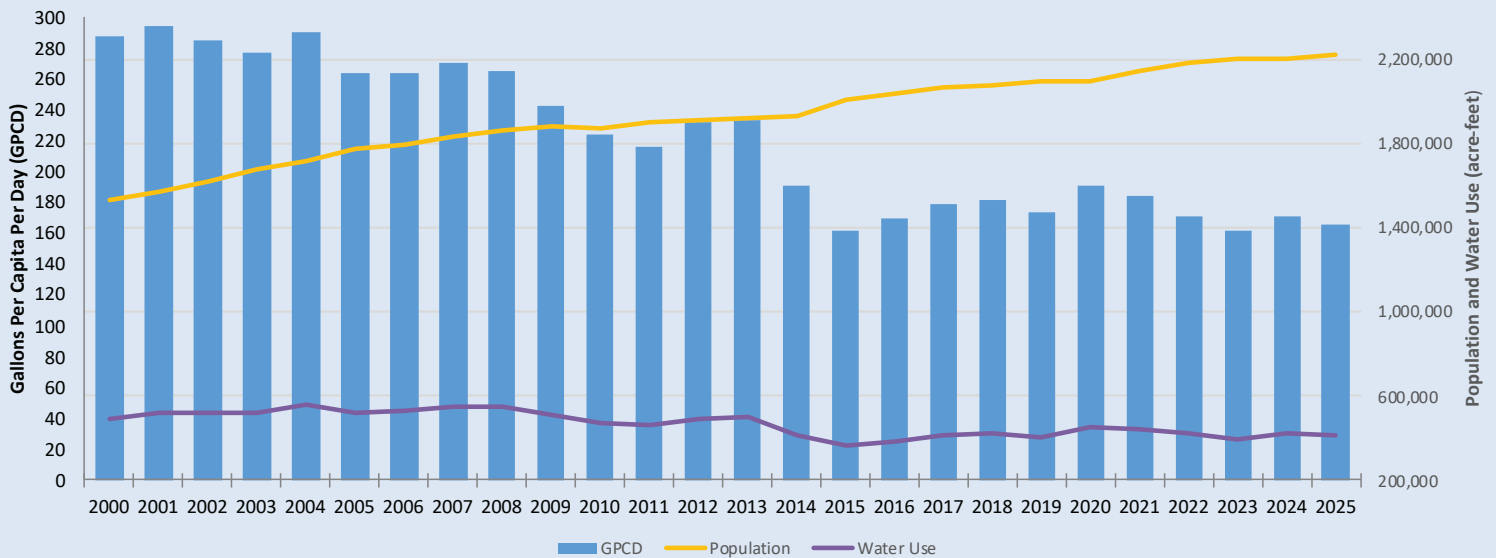
In partnership with the Sacramento Area Sewer District, RWEPA provided **326** rebates for high-efficiency toilets and **298** rebates for high-efficiency clothes washers, helping customers replace older fixtures with water-saving models.



TRACKING REGIONAL WATER USE

Since 2000, the region's water use has decreased by about 16%, while the population has grown by more than 45%.

Population, Water Use and GPCD in the Sacramento Region



STATEWIDE RECOGNITION FOR OUTREACH PROGRAMS

In 2025, RWEPA received three communications awards. The program earned the top award from the California Association of Public Information Officials (CAPIO) for Saving Water One Beer at a Time, and two Influence Awards from

the Public Relations Society of America (PRSA) California Capital Chapter for the brewery partnership campaign and the school program Drip, Drop, Hip Hop: A Journey Through the American River Watershed.



EXPANDING THE SUMMER STRONG CAMPAIGN

In 2025, the RWEPA continued building on its multi-year Summer Strong campaign by expanding outreach that helps residents install and maintain water-wise landscapes and utilize available rebates. The effort focused on practical actions homeowners can take to reduce outdoor water use while keeping landscapes healthy.

The program included three primary elements:

SUMMER STRONG TRAINING TIPS AND REBATES –

promoting water-wise landscaping practices and available rebates through creative outreach and targeted advertising.

SAVING WATER ONE BEER AT A TIME –

partnerships with local craft breweries to raise awareness about water's role in beer and encourage water-efficient practices.

DRIP DROP, HIP HOP –

teaching children about water efficiency through engaging classroom performances and activities.

SUMMER STRONG TRAINING TIPS WITH JACK LAPLANT

In 2025, the RWEPA expanded the Summer Strong campaign with a new Summer Strong Training Tips initiative designed to make water-wise landscaping practices easier to understand and adopt.

The campaign introduced Jack LaPlant, a lighthearted recurring character created to deliver practical water-wise gardening advice in an approachable and memorable way. Styled as a confident but friendly “gardening guru,” Jack blended humor, storytelling, and practical advice to guide audiences through Summer Strong practices—from sprinkler tune-ups to tree care and mulch.

The campaign paired these tips with information about rebates offered by local water suppliers, helping residents connect simple landscape improvements with available financial incentives. Targeted digital advertising promoted priority rebates identified by water suppliers, including rebates for lawn replacement, irrigation upgrades, and weather-based sprinkler timers.

The creative materials developed for the campaign were also shared with RWEPA participants for use in their own outreach efforts, helping reinforce consistent messaging across the region.



SAVING WATER

ONE BEER AT A TIME

RWEP continued expanding its partnership with local craft breweries in 2025, using taprooms as a creative way to highlight water's role in producing great beer and the how to use water wisely. By the end of the year, the campaign had visited more than 70 breweries and built a roster of 20+ active brewery partners across the Sacramento region.

2025 HIGHLIGHTS

17500 CAMPAIGN COASTERS with water-wise tips distributed in brewery taprooms.

NEW COASTER DESIGN: "Great Beer Depends on Great Water."



#THIRSTYTHURSDAY social media posts promoted brewery partners and expanded the campaign's reach online.

SPONSORED TRIVIA NIGHT at Touchstone Brewing Company featuring water efficiency questions.

2025 HIGHLIGHTS



classroom performances reaching nearly 2,000 students

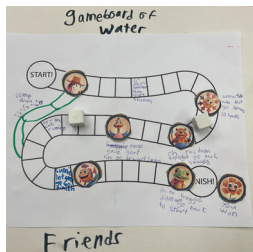
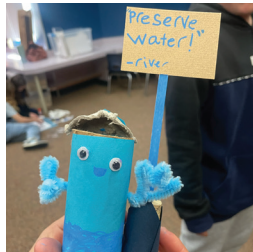
DRIP DROP, HIP HOP— A JOURNEY THROUGH THE AMERICAN RIVER WATERSHED

RWEP continued its Drip Drop, Hip Hop school education program in 2025 in partnership with NorCal Arts, helping elementary students understand where their water comes from and why conservation matters. New in 2025, the program added a hands-on creative activity developed with the nonprofit ReCreate, giving students a tactile way to explore water sustainability concepts and reinforce lessons from the performance. The program expanded to schools in Placer and El Dorado counties.

15 elementary schools participated across the region



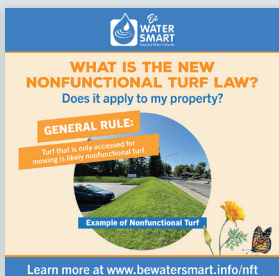
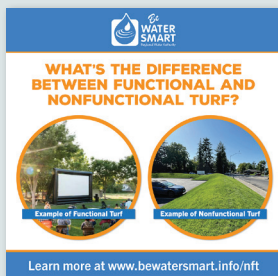
Additional presentation at the City of Roseville's Utilities Earth Night



PREPARING THE CII AND HOA SECTORS FOR NEW LANDSCAPE REQUIREMENTS

In 2025, RWEP advanced its work with commercial, industrial, and institutional (CII) customers and homeowner associations (HOAs) by conducting focus group research and developing a coordinated regional outreach strategy to prepare for upcoming water efficiency requirements.

Two online focus groups—one with HOA decision-makers and one with representatives from a range of CII sectors—explored motivations, barriers, decision-making structures, and information needs related to water efficiency, rebates, and the nonfunctional turf potable watering ban. Insights from this research informed the development of a phased communications strategy designed to support water suppliers with consistent regional messaging and practical outreach tools.



ADVERTISING EXCEEDS PROJECTIONS ACROSS ALL CHANNELS

Beginning in early summer 2025, RWEPA launched a coordinated, multi-channel campaign promoting Summer Strong Training Tips and directing customers to rebates and resources at BeWaterSmart.info.

The campaign combined broadcast television, streaming video, radio, outdoor advertising, and digital media to reach diverse audiences across the Sacramento region. Across nearly every channel, the campaign significantly exceeded projected performance, delivering more impressions, reach, and placements than originally contracted.

TELEVISION AND STREAMING



KOVR / KMAX (CBS Television)

The spots featured Marlene Simon “The Plant Lady” sharing Summer Strong Training Tips on irrigation efficiency, tree care, and sprinkler maintenance, with each ad directing viewers to BeWaterSmart.info.

483
spots aired
(vs. 396 contracted)

904,769
net reach
(vs. 590,866 projected)

6,012,700
gross impressions
(vs. 4,332,000 projected)

96.5%
audience reach

Paramount Streaming (Connected TV)

Ads ran alongside programming such as CBS News Sacramento, NCIS, Survivor, and Criminal Minds.

716,754
impressions

97.6%
view-to-completion rate

29 MILLION+

25+ MILLION paid media impressions across TV, streaming, radio, outdoor, and digital platforms

4.4+ MILLION additional impressions through no-cost TV and radio public service announcements (about **\$113,000** in donated media value)

RADIO



Capital Public Radio

The CapRadio campaign exceeded key performance metrics.

346
spots aired
(vs. 336 promised)

1,189,300
impressions
(vs. 724,800 projected)

264,100
listeners reached

64
bonus spots
added by the station

Entravision

(Spanish-Language Radio)

Spanish-language radio delivered strong reach and frequency among Hispanic audiences.

1,484
spots aired

1,604,900
impressions
(vs. 1,248,000 projected)

140,000
listeners reached
(vs. 128,500 projected)

11.5 frequency
(vs. 9.7 projected)



Clear Channel Outdoor

Ads featured seasonal calls to action such as mulch, tree care, smart sprinkler timers, and morning watering. New placements featuring Jack LaPlant added continuity across campaign messaging.

237,102

spots delivered

11,207,653

impressions

8.4%

delivery above contract

Digital Advertising

Creative featuring Jack LaPlant proved especially effective, with ads promoting smart sprinkler timers, tree watering, and sprinkler maintenance generating the highest engagement. Cost-per-click performance averaged about \$0.28, comparable to the historically strong Mulch Mayhem campaign and significantly lower than earlier Summer Strong ads, which often exceeded \$0.50 per click.

5,127,602

impressions

34,970

clicks



Public Service Announcements

RWEP distributed television and radio public service announcements (PSAs) developed with NorCal Arts featuring local children reminding adults to use water wisely.

Television and Cable

190

airings

3.15

million impressions

\$84,000

estimated media value

Radio

200

airplays

1.28 MILLION

impressions

\$29,400

estimated media 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 2025 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
El Dorado Irrigation District
Elk Grove Water District
Fair Oaks Water District
Golden State Water Company
Orange Vale Water Company
Placer County Water Agency

Sacramento County
Water Agency
Sacramento Suburban
Water District
San Juan Water District

RWA Associates:

Sacramento Area Sewer District



LEARN MORE

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