

Water Wise Symposium

September 22, 2010



REGIONAL WATER EFFICIENCY PROGRAM



Incentive Programs to help implement WELO

- Rebates for Smart irrigation controllers
- Turf replacement or Cash For Grass
- Rebates for irrigation equipment upgrades
- Rebates for Rain Gardens

Sacramento Agencies with Incentives

- California American Water Company
- El Dorado Irrigation District
- City of Folsom
- City of Roseville
- Orangevale Water Company
- Placer County Water Agency
- Sacramento Suburban Water Agency
- Sacramento County Water Agency

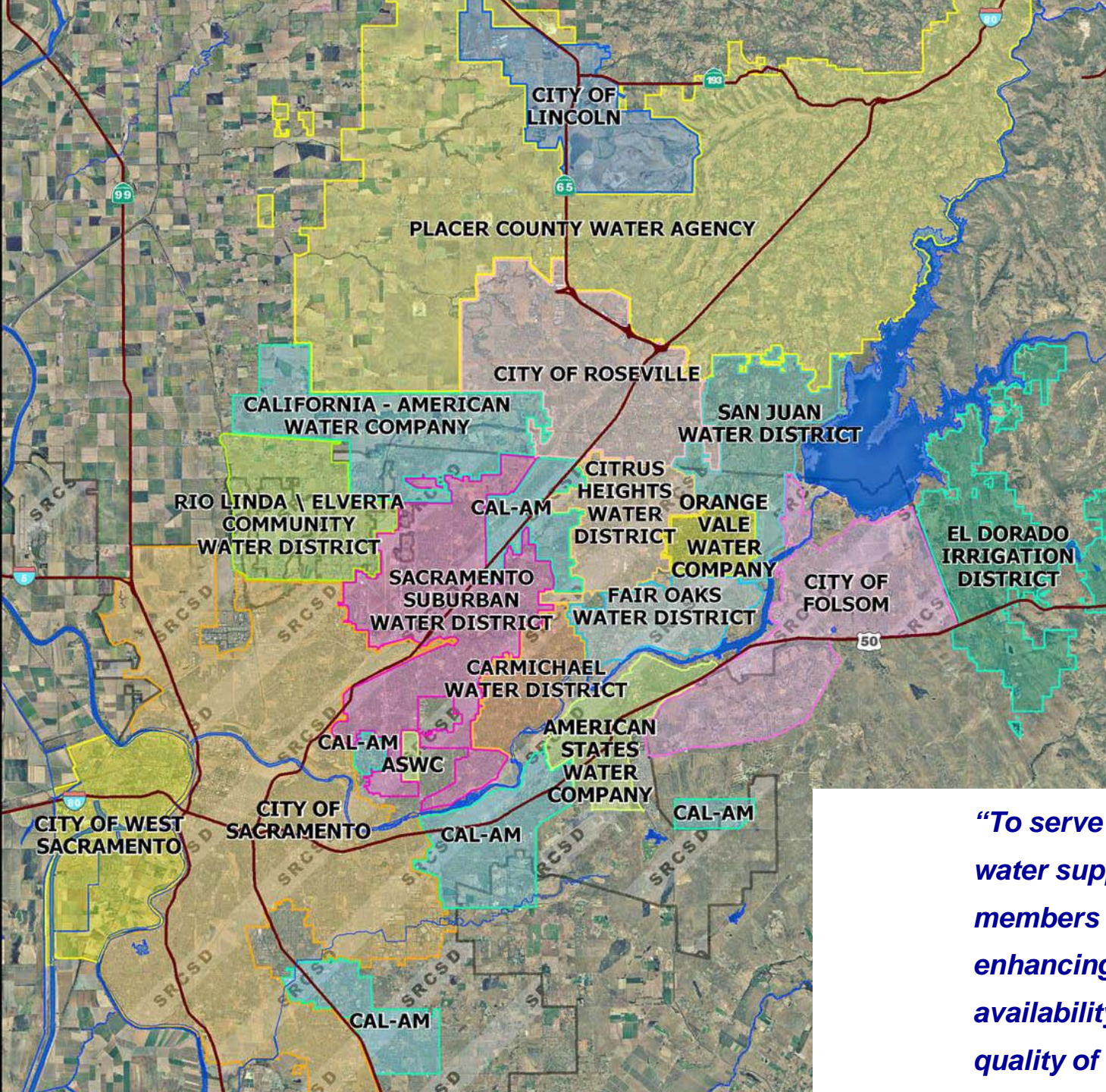


REGIONAL WATER EFFICIENCY PROGRAM

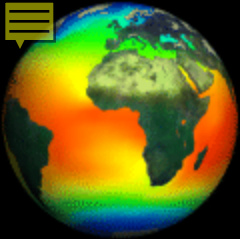


Who's Implemented WELO locally?

- City of Folsom adopted State's model
- City of Rocklin adopted State's model
- City of Roseville made modifications
- City of Sacramento adopted State's model
- El Dorado County made modifications
- Placer County has not adopted yet
- Sacramento County has not adopted yet



“To serve and represent regional water supply interests and assist members with protecting and enhancing the reliability, availability, affordability, and quality of water resources”



Bottom line: We're Short on Supply

- Water supply needs increase with population
- CA is short over 6 million acre-feet (af)
- 1 af = supply for one single home
- Water supply reliability moving target with climate change

Sacramento Story: Drivers for Water Utilities

- Over appropriation on American River
- Water Forum Agreement in 2000
(www.waterforum.org)
- Groundwater overdraft concern
- Discovery of contamination
- RWA created as Joint Powers Authority

Sacramento Story: NEW Drivers for Water Utilities

- Three dry years in a row
- State mandated regulations
- New Legislation
- Governor's executive order to reduce consumption 20% by 2020



Savings from the Landscape

Overview Landscape Pilot Program:

- Recap Survey Results
- Goal of pilot project
- Strategy
- Program's 3 components
- Feedback

Strategy

1. Media Outreach and Advertising

- Recruitment of every day people and influencers
- TV and radio ads

2. Community Based Social Marketing

- Pilot neighborhood

Telephone Survey Results

People are willing to:

- Adjust water time/schedules to reduce runoff
- Fix problems with irrigation system
- Believe water agency publications
- Get info from TV, radio, friends or neighbors

CBSM techniques?



In Partnership with the Cresthaven Neighborhood Association

Cresthaven Neighbors Show Off Their “Blue Thumb”

Sixteen Cresthaven neighbors participated in a unique pilot project designed to help residents create beautiful, water-efficient landscapes.

Over the past several months, participants in the “Blue Thumb” Neighbor Program enjoyed at-home consultations on efficient watering and landscape design, as well as educational workshops on sustainable landscape design, efficient irrigation and selecting beautiful, low-fuss plants.

Participants came away inspired and are beginning to make changes that both beautify their landscape and use less water. For example:

- Larry Bergeron replaced defective sprinkler heads and developed a landscape plan that reduces lawn and incorporates a flagstone path.
- Jack Wallace plans to remove some grass in the front yard for less water, fertilizer and mowing.
- Brad Findlay created a landscape plan for his back yard that includes a new seating area and drought-tolerant plants. He also inspected his sprinklers to ensure all are working and in good condition.



The “Blue Thumb” pilot project was provided free of charge by the Regional Water Authority and city of Roseville in partnership with the Cresthaven Neighborhood Association.

Cresthaven NOA



REGIONAL WATER EFFICIENCY PROGRAM



Goal



Objectives for Pilot homes

- Reduce landscape water use by 20%
- Create behavior change lasting 1 year
- Motivate residents to do 2 key behaviors

25 signed up initially



REGIONAL WATER EFFICIENCY PROGRAM



In Partnership with the Cresthaven Neighborhood Association

Learn How to Create a Beautiful, Water-Efficient Landscape

Cresthaven has been selected for a unique pilot program designed to help residents create beautiful, water-efficient landscapes that benefit both the environment and each neighbor's pocketbook!

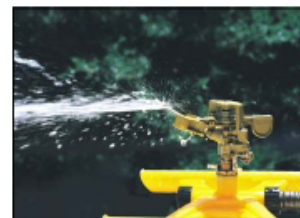
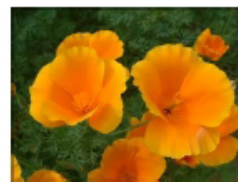
Every participating household will receive:

- Free at-home consultation from landscaping and irrigation experts*
- Free training at educational workshops
- Free educational literature
- Free consultation with landscape experts during the spring and summer

See reverse for more information

Learn more!

at the Cresthaven
Neighborhood
Association
meeting on
March 23, 7 p.m.
at the Placer
County Center,
100 Cirby Hills
Way.



The pilot program is sponsored by the Regional Water Authority (RWA), representing 19 water providers in the Sacramento region, and the city of Roseville. It is funded in part by a Department of Water Resources 2008 Urban Drought Assistance Grant.

**Program is for educational purposes only; landscape experts will not try to sell services.*



HOME

THUMBS UP

TAKE THE PLEDGE

EARN A COOL PRIZE.

Take the Blue Thumb pledge and complete the form to receive:

- > Blue Thumb garden gloves
- > 2 tickets to a Sacramento River Cats game

It's easy to earn your Blue Thumb. You don't have to rip out your entire lawn and replace it with low-water use plants (though we wouldn't cry if you did). There are lots of every-day things you can do to use water efficiently outdoors.

To earn your Blue Thumb, check out the list below and pledge to complete at least five actions by clicking the checkboxes. Then, fill out the form that appears and we'll send your prize.

I pledge to:

Task	Savings*
<input type="checkbox"/> Reduce each irrigation cycle by 2 minutes (five stations, watering three times weekly)	Save 80 gallons per day
<input type="checkbox"/> Plant low-water use trees and plants	Save 30 gallons per watering per 1,000 sqft*
<input type="checkbox"/> Water your yard early in the morning or later at night	Save 25 gallons each time you water
<input type="checkbox"/> Add 2-3 inches of mulch around trees and plants to reduce evaporation	Save 20 gallons each time you water per 1,000 square feet
<input type="checkbox"/> Quickly repair leaks and broken sprinkler heads	Save 20 gallons per day per leak
<input type="checkbox"/> Install a water-efficient drip irrigation system for your trees, shrubs and flowers	Save 15 gallons each time you water

Landscape Irrigation Survey



Landscape Design Consultation



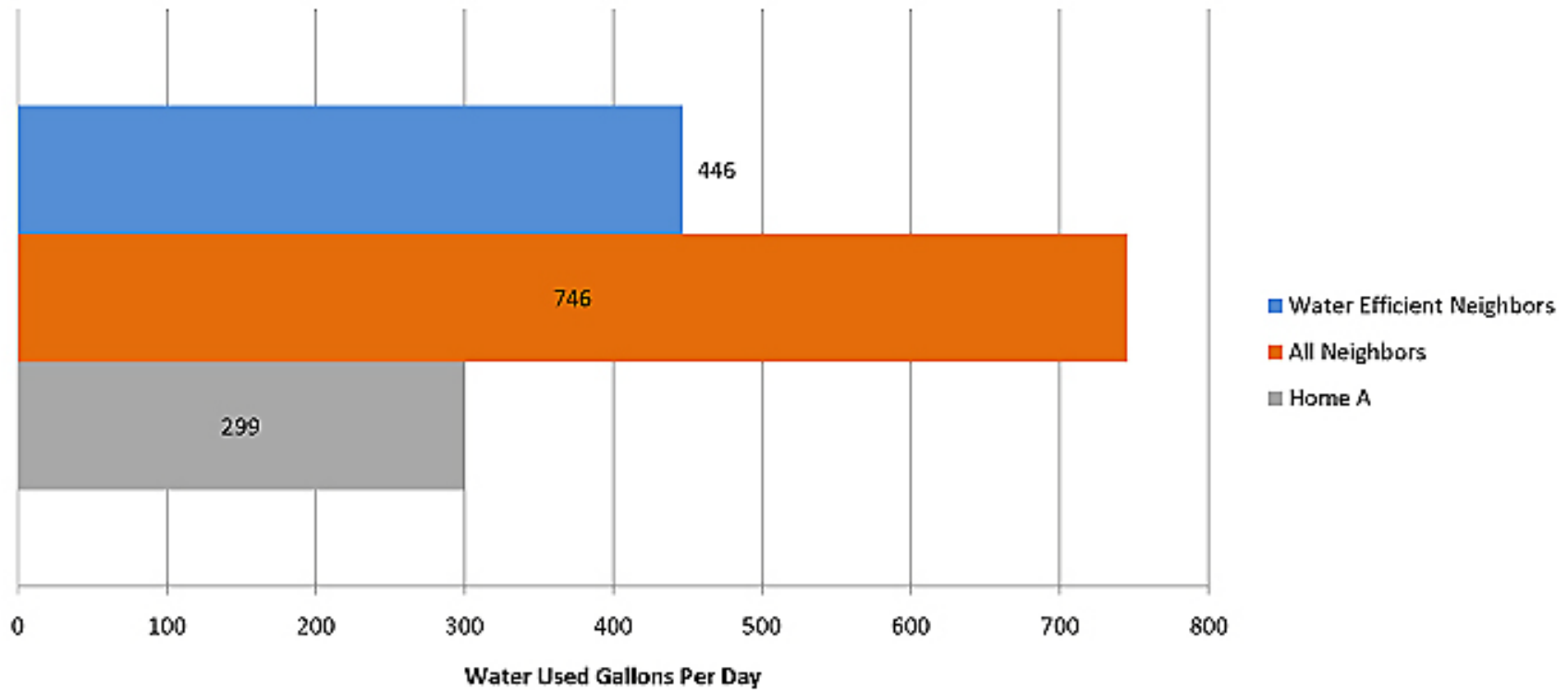
Education

1. Sustainable Landscape Design
2. Efficient Watering
3. Right plant, right place

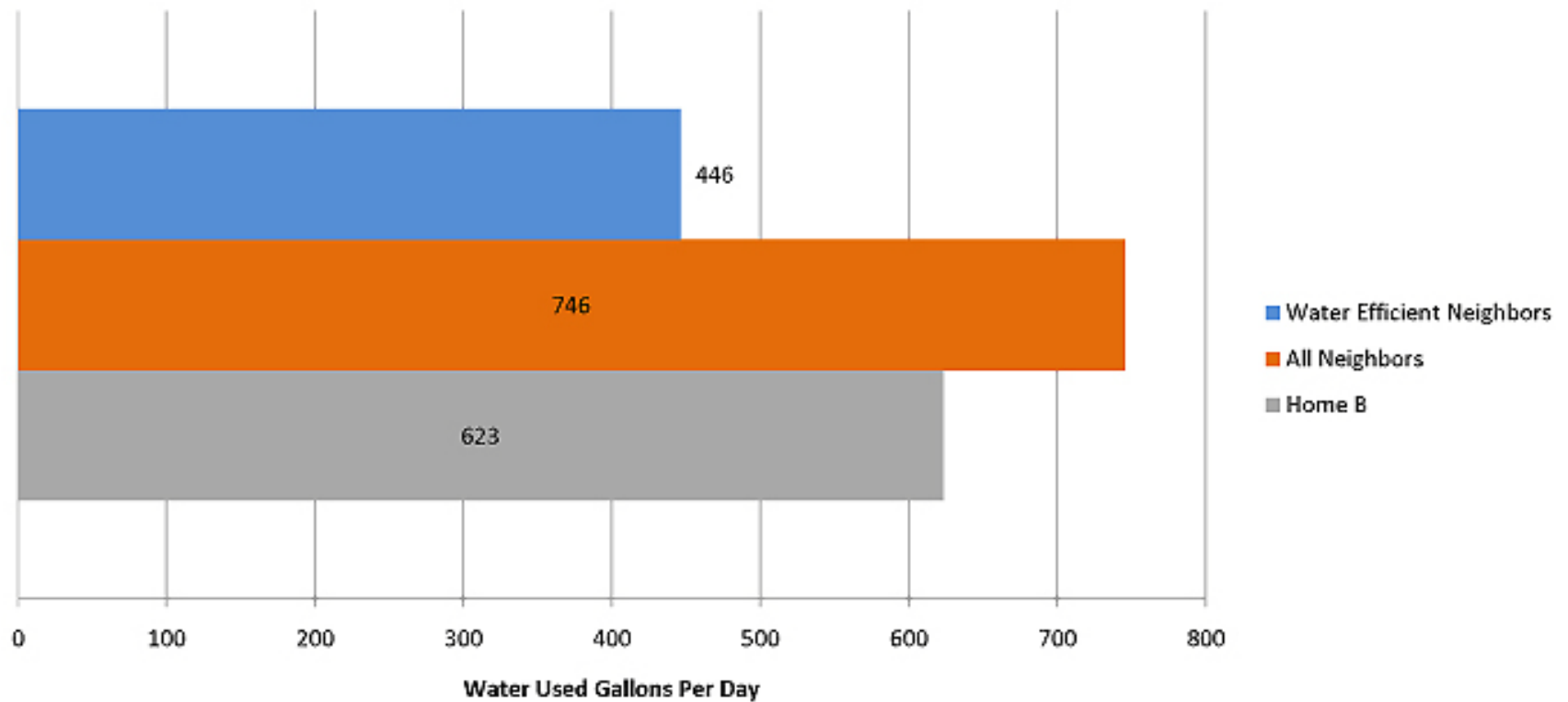


Water Use Evaluation

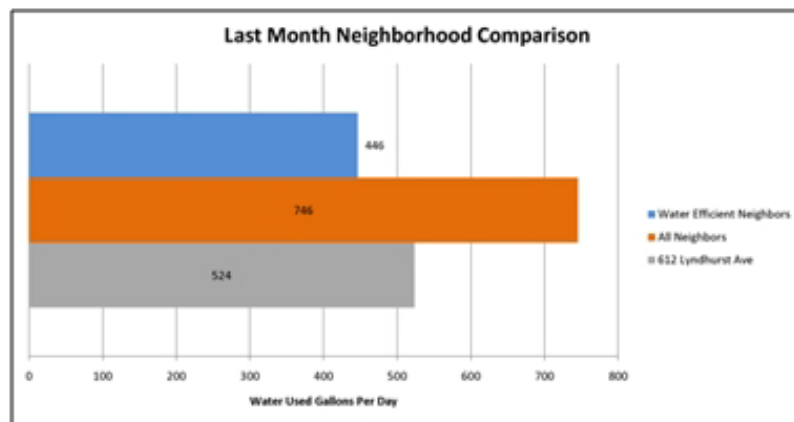
Last Month Neighborhood Comparison



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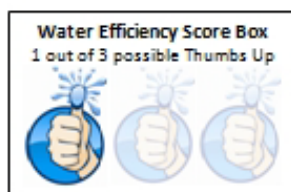


"Blue Thumb" Neighbor Program
Home Water Use Report
July 2010



Definitions:

- **Water Efficient Neighbors:** Average water use of nearby homes with similar square footage and lot size that are considered to be highly efficient.
- **All Neighbors:** Average water use of nearby homes with similar square footage and lot size.



Water Efficiency Tips

Is it Time for a Tune Up?

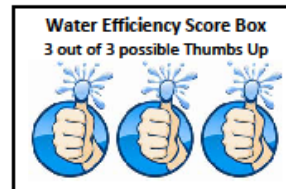
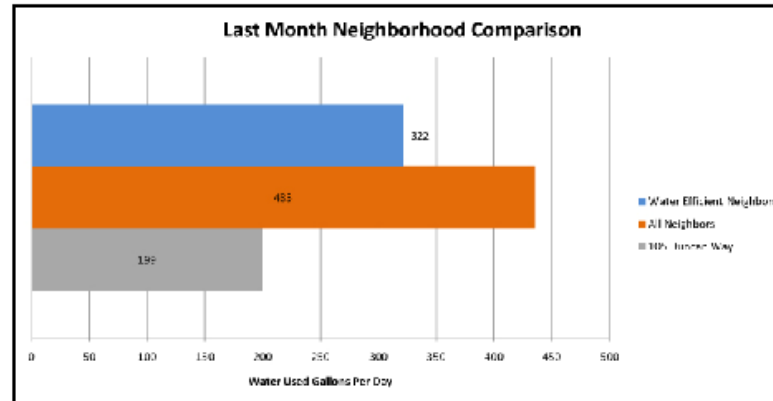
Remember to evaluate and adjust sprinkler heads and nozzles every month during the watering season to keep your irrigation system running efficiently.

- **Spray and Rotor Nozzles:** Check for clogging or blow outs; re-adjust the arc or radius if needed; and replace broken nozzles with the identical manufacturer and size.
- **Drip Systems:** Make sure the filter is clean; look for missing drippers, chewed or punctured tubing; and check for tube connections that may have blown apart.

Prepared by the Regional Water Authority (RWA) in partnership with the City of Roseville. For more information, contact Linda Higgins, RWA Water Efficiency Program Manager, at (916) 867-7625 or lhiggins@rwah2o.org.



**“Blue Thumb” Neighbor Program
Home Water Use Report
June 2010**



Water Efficiency Tips

Did you know that turning off the faucet is like turning off a light? According to the U.S. Environmental Protection Agency, a faucet running for five minutes uses about as much energy as a 60-watt light bulb running for 14 hours.

When temperatures reach their peak this summer, remember these easy tips for saving both water and energy:

- Delay all outdoor water use, including landscape irrigation, until early morning or late at night.
- Add 2-3 inches of organic mulch (e.g., leaves, wood chips) to shrub and plant areas.
- Use a broom instead of water to clean sidewalks, driveways or patios.
- Use an automatic shutoff nozzle on your hose.





Thank you,
Linda Higgins
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