

FINAL
2007 ANNUAL REPORT
WATER EFFICIENCY PROGRAM



Regional Water Authority

This draft report summarizes activities to satisfy the
Water Forum Best Management Practices (BMPs)
for Urban Water Conservation.

This draft report was prepared by
Regional Water Authority
and
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1.0 OVERVIEW

This report describes the Regional Water Authority Water Efficiency Program activities during calendar year 2007 that assist participating water purveyors in meeting the requirements of Best Management Practices (BMP) for Urban Water Conservation included in the Water Forum Agreement.

1.1 REGIONAL WATER AUTHORITY (RWA)

The Regional Water Authority (RWA) is a joint powers authority that serves and represents the interests of 22 water providers in the greater Sacramento, Placer, El Dorado and Yolo County region. The Authority's primary mission is to help its members protect and enhance the reliability, availability, affordability and quality of water resources.

1.2 WATER EFFICIENCY PROGRAM (WEP)

RWA has launched significant programs and services on a regional scale including a water efficiency program designed to help local water purveyors implement best management practices on a regional basis. The mission statement of the WEP is *"to educate regional water users about the need for efficient use of water and promote water awareness through programs and services to better manage our limited water resources."*

1.3 REPORTING REQUIREMENTS

The purpose of this report is to document details for each BMP, the specific BMP elements, and specific WEP activities responding to those elements. Some combinations of WEP activities completely satisfy all the elements required by a BMP. Where other WEP activities satisfy some elements of a BMP, water suppliers are responsible for satisfying the remaining elements of these BMPs.

Created in July 2004, the Water Forum and RWA developed a table which identifies which WEP activities should satisfy which BMP elements and which BMP elements (e.g., identify customers that are commercial, or industrial; or identify customers with more 1 or more acres of irrigated landscape) are the responsibility of water suppliers. A copy of this table is presented in Appendix A.

The participating water purveyors take this report to fulfill requirements by the following organizations:

1.3.1 Water Forum

The primary purpose of this report is to provide sufficient details on BMP activities to assist water purveyors with BMP reporting to the Water Forum. The WEP assists member agencies to satisfy approximately half of the overall Water Forum BMP implementation requirements.

Water Forum Best Management Practices	
BMP	Title
1	Interior & Exterior Water Audits & Incentive Programs for Single Family Residential, Multi-Family Residential, and Institutional Customers
2	Plumbing Retrofit of Existing Residential Accounts
3	Distribution System Water Audits, Leak Detection & Repair
4	Non-Residential Meter Retrofit
4	Residential Meter Retrofit
5	Large Landscape Water Audits & Incentives for Commercial, Industrial, Institutional (CII), and Irrigation Accounts
6	Landscape Water Conservation Requirements for New and Existing Commercial, Industrial, Institutional and Multi-Family Developments
7	Public Information
8	School Education
9	Commercial and Industrial (CI) Water Conservation
11	Conservation Pricing for Metered Accounts
12	Landscape Water Conservation for New/Existing Single Family Homes
13	Water Waste Prohibition
14	Water Conservation Coordinator
16	Ultra-Low Flush Toilet Replacement Program for Non-Residential Customers
--	Citizens Involvement Program

Here is a list of participating WEP agencies who are Water Forum signatories:

- California American Water
- Carmichael Water District
- Citrus Heights Water District
- City of Folsom
- City of Lincoln
- City of Sacramento
- Fair Oaks Water District
- Golden State Water Company
- Orange Vale Water Company
- Placer County Water Agency
- Rio/Linda Elverta Community Water District
- Sacramento County Water Agency
- Sacramento Suburban Water District
- San Juan Water District

1.3.2 Other Reporting Organizations

- **California Urban Water Conservation Council (CUWCC)**
CUWCC reports of WEP activities are included in Appendix E. Agencies needing to report activities for CUWCC can utilize the reports and supplement with additional agency specific activities to the numbers and information. The reports provided are regional activities that are covered in Category 1 activities. If your agency conducts activities that are not processed through the WEP program, you must add them to the CUWCC reports when reporting on-line.

Here is a list of participating WEP agencies who are also CUWCC members and who use this report for the purposes of reporting to the CUWCC on-line BMP database.

- California American Water
- City of Folsom

- City of Sacramento
 - El Dorado Irrigation District
 - Fair Oaks Water District
 - Placer County Water Agency
 - Rio Linda/Elverta Community Water District
 - San Juan Water District
- **U.S. Bureau of Reclamation Contractors (USBR)**

USBR utilizes the CUWCC on-line reporting process and follows the same formatting as CUWCC members. CUWCC reports of WEP activities are included in Appendix E. Agencies needing to report activities for USBR can utilize the reports and supplement with additional agency specific activities to the numbers and information. The reports provided are regional activities that are covered in Category 1 and 2 activities. If your agency conducts activities that are not processed through the WEP program, you must add them to the CUWCC reports when reporting on-line.

The RWA Water Efficiency Program (WEP) also benefits nine USBR Central Valley Project or CVPIA contractors in the Sacramento Region and includes the service areas of the following water purveyors:

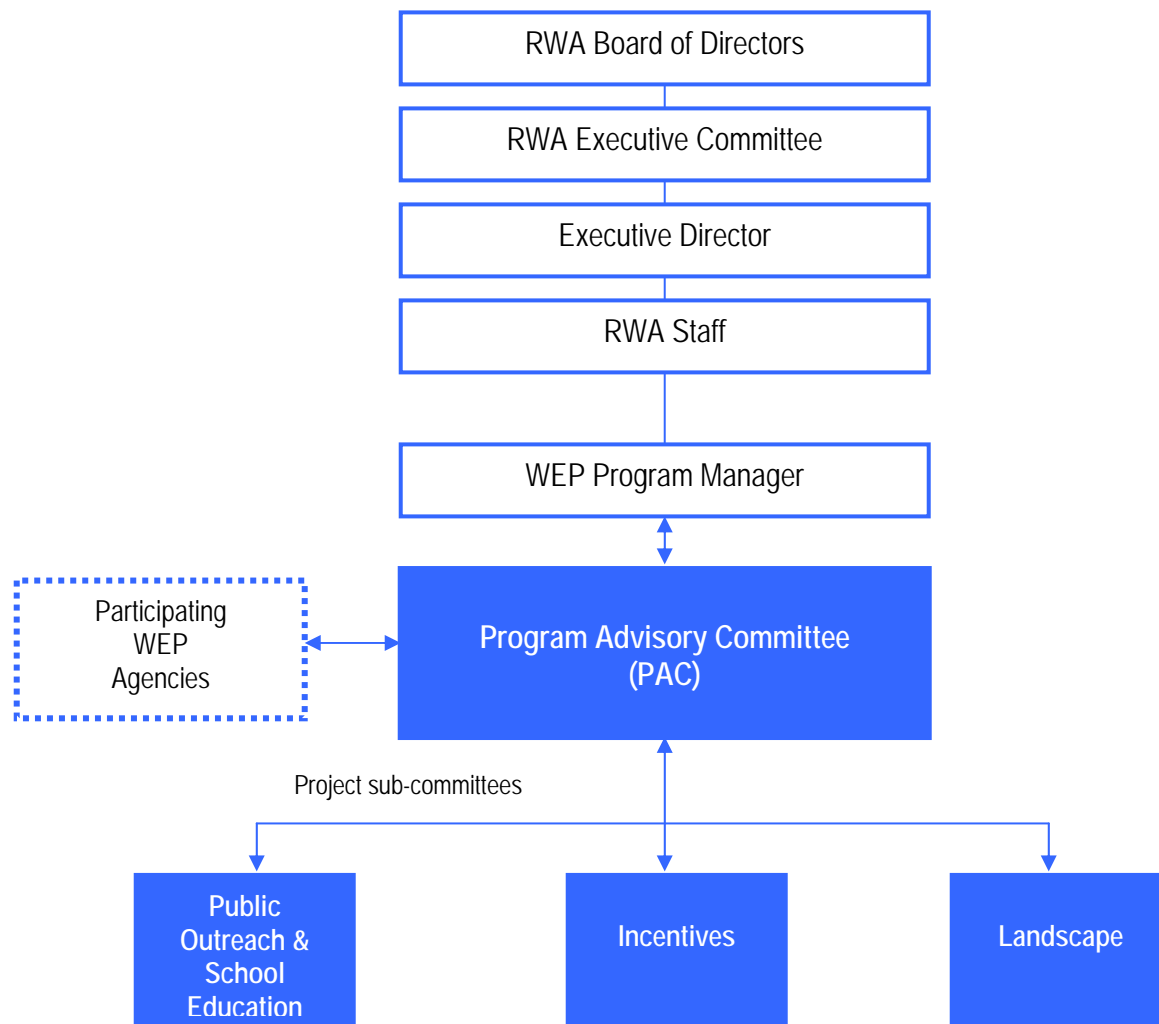
- Citrus Heights Water District
 - City of Folsom
 - City of Roseville
 - El Dorado Irrigation District
 - Fair Oaks Water District
 - Orangevale Water Company
 - Placer County Water Agency
 - Sacramento County Department of Water Resources
 - San Juan Water District
- **Department of Water Resources (DWR)**

The Urban Water Management Planning Act (Act) requires urban water suppliers to describe and evaluate sources of water supply, efficient uses of water, demand management measures, implementation strategy and schedule, and other relevant information and programs. Urban water suppliers are required by the Urban Water Management Planning Act to update their Urban Water Management Plans (UWMP) and submit a complete plan to DWR every five years.

The UWMP Act also requires a description on a set of demand management measures (DMMs) or best management practices that each urban water supplier implements or plans to implement. This report may also assist a handful of participating WEP agencies with their UWMP, too. Each water agency implements UWMPs if they serve 3,000 connections or 3,000 acre-ft of water.

1.4 STRUCTURE

The Water Efficiency Program receives guidance from its Program Advisory Committee (PAC). The PAC is made of up delegates from each of the participating WEP member agencies. WEP also receives support within the structure of the Regional Water Authority.



1.5 LEADERSHIP

The Program Advisory Committee directs program implementation and shapes the development of future water efficiency programs in the region. It also provides a key networking opportunity between member agencies and water conservation coordinators or representatives on a regular basis. Each year the membership votes for new leaders of the Program Advisory Committee and its three (3) subcommittees. In 2007, the program was lead by the following coordinators:

Regional Water Efficiency Advisory Committee

- Chair - Lisa Amaral, City of Roseville
- Vice Chair - Harley Lukenbill, Placer County Water Agency

Public Outreach & School Education Committee Co-Chairs:

- Linda Higgins, Sacramento Suburban Water District
- Belinda Arthurs, City of West Sacramento

Incentive Programs Committee Co-Chairs:

- Ryan Geach, City of Sacramento
- Rex Meurer, Citrus Heights Water District

Landscape Committee Co-Chairs:

- Don Smith, City of Folsom
- Gail Tauchus, Sacramento County Water Agency

1.6 SERVICES

The RWA Water Efficiency Program (WEP) provides products and services to water purveyors so that they may meet the implementation requirements of the Water Forum Agreement Best Management Practices (BMP) for Urban Water Conservation. The WEP consists of two categories to serve the needs of its members:

- **Category 1** is the *core* program providing regional water efficiency services utilizing widespread marketing for the benefit of many members. This is a voluntary program.
- **Category 2** is a *subscription* program offering additional “pay for services” basis, beyond Category 1 services, to participating water suppliers. This is a voluntary program.

Participating water purveyors fund the WEP through fees that support both direct and labor expenses to support to the Category 1 Program. Supplementary funding is sometimes provided by financial resources from the U.S. Bureau of Reclamation, California Department of Water Resources, Sacramento Regional County Sanitation District, Sacramento Municipal Utility District, Pacific Gas & Electric Company and/or other sources as available.

1.7 GOALS

The strength of a regional program is based on the benefits of leveraging resources (communications, financial, technical, and staff) of all purveyors to reach customers with repeated and consistent marketing messages and incentives that will motivate the customers to participate in BMP services. The goals of the WEP are as follows:

- Assist water suppliers to meet BMP requirements
- Provide liaison with WFSE compliance coordination and potential BMP updates
- Encourage residential, business and government customers to utilize BMP services
- Improve Water Use Efficiency awareness in the region
- Provide access to specialized Category 2 services

2.0 SUMMARY OF WEP BMP ACTIVITIES

2.1 Participating WEP Agencies

The following table indicates which water agencies participated in the WEP by Category 1 and Category 2 projects.

2007 Water Efficiency Program Participants by Project Category

	2007 Water Efficiency Program	FY 2002 Prop 13 Large Landscape Incentives Grant	FY 2003 Prop 13 Large Landscape Incentives Grant	FY 2002 Prop 13 LEAK Detection & Repair Grant	Toilet Replacement with SRCSD	Landscape Audits	Commercial & Industrial Audits
Participating Agencies	Cat. 1	Category 2 Projects					
California American Water	Y				Y	Y	
Carmichael Water District	Y	Y					
Citrus Heights Water District	Y	Y	Y		Y		
City of Folsom	Y	Y	Y	Y	Y		
City of Lincoln	Y		Y				
City of Roseville	Y		Y			Y	Y
City of Sacramento/Dept. of Utilities	Y	Y	Y		Y		Y
City of West Sacramento	Y						
Del Paso Manor Water District							
El Dorado Irrigation District	Y		Y				Y
Elk Grove Water Service		Y					
Fair Oaks Water District	Y				Y		
Fruitridge Vista Water Company							
Golden State Water Company	Y				Y		
Orange Vale Water Company	Y	Y					
Placer County Water Agency	Y	Y	Y	Y			
Rancho Murieta CSD							
Rio Linda/Elverta Water District	Y	Y				Y	
Sacramento Suburban Water District	Y				Y		
San Juan Water District	Y	Y	Y		Y		
Sacramento County Water Agency	Y		Y		Y		Y
Number of Project Participants	17	9	8	2	9	3	4

2.2 CATEGORY 1 ACTIVITIES

The RWA Water Efficiency Program aims to completely satisfy the requirements of BMP 7 "Public Outreach" and BMP 8 "School Education." BMP 6 "Landscape Water Conservation Requirements for CII & Multi-Family Developments" and BMP 12 "Landscape Water Conservation Requirements for Single Family Homes" will be satisfied by joint activities of the Water Forum Successor Effort (WFSE) and RWA. Category 1 program highlights are described in this section.

2.2.1 Meetings - Regional Water Efficiency Program Committee (RWEPC)

As stated previously, the RWA WEP program committee or RWEPC meets on a regular basis to guide and shape the program. Monthly RWEPC meetings are open to water agencies, stakeholders to the Water Forum Agreement, vendors, researchers, consultants, government agencies and the public. The final meeting minutes are posted on the RWA website for participating agencies via a log-in screen. Locations and dates of the RWEPC meetings are summarized in the table below.

2007 RWEPC Meeting Locations and Dates

Location	Date
Bryte Bend Water Treatment Plant, City of West Sacramento	January 9, 2007
Samuel Pannell Meadowview Community Center, Elk Grove WD and Sacramento County	February 13, 2007
Placer County Water Agency	March 13, 2007
EDH Fire Station #85, El Dorado Irrigation District	April 10, 2007
City of Sacramento	July 10, 2007
Regional Water Authority	September 11, 2007
Sacramento Suburban Water District	November 13, 2007

2.2.2 Awards

RWA and a few member agencies enjoyed recognition for their activities in water.

- In May 2007, the Regional Water Authority's Water Efficiency Program received the "Crystal Award" from the International Association of Business Communicators (IABC), Sacramento Chapter.

Two Special Recognition awards were distributed to two (2) individuals for their efforts to bring the first-ever Ultimate Garden Makeover Contest to its very successful completion.

- Don Smith, City of Folsom
- Cheryl Buckwalter, Landscape Liaisons

2.2.3 Press Releases

There were seven (7) RWA press releases in 2007 for the Regional Water Efficiency Program. For full description, please see Appendix B and Appendix C.

- [RWA Announces "Water Smart" Garden Contest](#) - January 4, 2007
- [Sign Up Now for Water-Smart School Program in May](#) - RWA, Sacramento Bee Team Up to Offer Free Classroom Materials – April 6, 2007
- [May is Water Awareness Month](#) - RWA Offers Ways To Be Water Smart and Save Money, Too – May 1, 2007
- [RWA Wins Crystal Award for Community Outreach Efforts](#) - May 25, 2007
- [RWA to Receive \\$1.1 million Grant](#) - Funds Will Help Install 12,000 Water Efficient Toilets in Sacramento Area – June 12, 2007
- [RWA Announces Winners of Water Smart Garden Contest](#) - Top Prize is Custom Front Yard Makeover Featuring Water-Wise Design – July 23, 2007
- [Winning Garden to be Unveiled in Water Smart Contest](#) - Sept 21 Event will Celebrate \$40,000 Front Yard Makeover – September 6, 2007

2.2.4 RWA Newsletter Articles

The newsletter is published quarterly by RWA and Sacramento Groundwater Authority. In 2007, approximately four (4) articles were about the Regional Water Efficiency Program.

- WEP Up and Running – February/March 2007
- WEP to Receive \$1.1 Million Grant – June 2007
- "Be Water Smart" Effort Wins Award – June 2007
- Front Yard Makeover Puts Spotlight on Water-Wise Landscaping – November/December 2007

2.2.5 Radio Interviews

RWA staff and WEP members participated in a handful of local radio station interviews.

- Ed Winkler and Lisa Maddaus were interviewed by Walt Shaw for a public affairs program that will be broadcast on six local CBS owned radio stations: AM1140 KHTK, FM93.7 KQJK, FM105.1 KNCI, FM102.5 KSFM, FM96.1 KYMX, FM100.5 "The Zone" KZZO
- Lisa Amaral, RWEPC Chair was interviewed by Carol Winkler on Family Radio FM88.1

2.2.6 Training

RWA and consultants conducted two (2) training workshops for WEP participating agencies and other interested parties. See Appendix B for the training agendas.

- "Business Plan Workshop "Beyond the Checkboxes," February 20, 2007
- "Landscape Irrigation" March 17, 2007
- "Drought Preparedness and Water waste ordinances" September 11, 2007

2.2.7 Public Information

2.2.7.1 Seasonal Messages

In May, the PMC team distributed and pitched PSAs to a target list of nine government access television stations, six regional television stations, three radio stations and seven Spanish-language radio stations. The following media outlets ran the “Be Water Smart” public service announcements:

- Radio Disney Kidcaster PSAs (April-May)
 - SMUD residential and commercial newsletters/bill inserts plus Web site (July)
 - Metro Cable
 - City of Roseville TV
 - KVIE (Channel 6) (regional)
 - KCRA (Channel 3) and KOCA-TV (Channel 58) (regional)
 - Metro Cable (service areas for the cities of Sacramento and Folsom, Sacramento County Water Agency, Citrus Heights Water District, Fair Oaks Water District, Orangevale Water Company, Elk Grove Water Service, Sacramento Suburban Water District and Golden State Water Company)
 - Auburn Community Television (PCWA service area)
 - City of Roseville (City of Roseville service area)
 - Sierra College/Starstream (PCWA and Lincoln service area)
- In July, the PMC team distributed and pitched new PSAs to a target list of 12 radio stations and six Spanish-language radio stations. The PMC team followed up with each radio station’s public affairs director. The following radio stations ran the “Be Water Smart” public service announcements:
- KAH1-AM
 - KFIA – 710 AM
 - KTKZ – 1380 AM
 - KTKZ – 105.5 FM
 - KKFS – 103.9 FM
 - KHTK – 1140 AM
 - KOJK – 93.7 FM
 - KNCI – 105.1 FM

In December, the PMC team distributed and pitched the rainy season PSA to a target list of 19 radio stations. The PMC team followed up with each radio station’s public affairs director.

2.2.7.2 Seasonal—Traffic Sponsorships

During the process of executing the contest, PMC recommended that RWA utilize funds set aside for traffic sponsorships toward purchasing segments on Sacramento & Company on Channel 10. Therefore, traffic sponsorships were not employed in 2007.

2.2.7.3 Seasonal—Direct E-Mail

The PMC team wrote and distributed an e-mail about the “twin peaks” of water and energy use in the summer. The e-mail was sent to the “Be Water Smart” e-mail list to 113,000 recipients twice in July.

The PMC team also added addresses of those that contacted the “Be Water Smart” hotline and asked to be added to the “Be Water Smart” e-mail list.



2.2.7.4 Seasonal—Web Site

No activity took place in this category.

2.2.7.5 Seasonal—Tool Kit Update

- Fulfilled RWA request for graphics to be used in a new RWEF brochure.
- Updated the Media Tool Kit for the Sacramento Valley Broadcaster's Association Meeting and created 10 copies/packets.
- Repaired links to the RWEF member Tool Kit.
- Created and sent a custom RWEF member Tool Kit to the Water Education Foundation.

2.2.7.6 Seasonal—Media Outreach

- Scheduled an interview for Gail Tauchus and Linda Higgins on Radio Disney AM 1470. The 15-minute program was recorded on April 11 and aired in May. PMC prepared a backgrounder and suggested discussion topics for the host (station manager Judy Remy).
- Scheduled an interview on April 24 with Carol Winkler of Family Radio. The interview ran through May on KEBR – 1210 AM and KEAR – 88.1. PMC crafted a backgrounder for Gail Tauchus' interview and suggested discussion topics to help guide the interview with Ms. Winkler.
- Scheduled an interview on May 11 with Jacqui Freeman on Sacramento People on MIX96 – 96.1 FM. PMC prepared a backgrounder and suggested discussion topics for Ms. Freeman to use in the interview.
- Scheduled a half-hour interview in August for RWA with Walt Shaw. The interview aired on all CBS radio stations, including KHTK – 1140 AM, KQJK – 93.7 FM, KNCI – 105.1 FM, KZZO – 100.5 FM and KYMX – 96.1. PMC crafted a backgrounder and suggested discussion topics that helped guide the interview with Mr. Shaw.
- Scheduled a 5-minute interview in August for RWA with Carol Winkler of Family Radio. The interview aired several times through the month of August on KEBR – 1210 AM and KEAR – 88.1. PMC crafted a backgrounder and suggested discussion topics to help guide the interview with Ms. Winkler.

2.2.7.7 Seasonal—Partnerships

Strategy for Business Partnerships: The PMC team brainstormed and prepared a partnership outreach strategy report and presented it to the RWEF manager for review. Meeting with News 10: The PMC team met with News 10's Director of Business Development Risa Omega and RWEF Advertising Account Executive Alex Alcantar to discuss potential partnership opportunities. PMC pitched two primary possibilities. PMC followed up the meeting with requested water efficiency information and tips, including CIMIS information. Since that meeting, Ms. Omega has become an advocate for a new Living Green advertising/news initiative at the station and has secured both news team and advertising support for the project. News 10 has invited PMC/RWEF to discuss living green at an upcoming meeting, which PMC will schedule for June. The PMC team met via teleconference with Alex Alcantar on June 7 to discuss the Living Green campaign. The campaign hinges on purchasing a package that would allow RWA to leverage its messaging across several different News10 assets (news broadcast mentions, Web, Sacramento & Company). The cost to participate is \$250,000, although Alex pointed out that RWA could participate at lower levels.

SMUD and Roseville Electric/Twin Peaks: On April 17, PMC and Angela Anderson met with Scott Mackey, Supervisor of Multimedia and Corporate Communications at SMUD, to discuss joint water/energy messaging and outreach in July. During the meeting, SMUD agreed to a pilot outreach program that includes joint messaging and articles in both SMUD's residential and CII newsletters/bill inserts plus information on the SMUD Web site. PMC created a detailed follow-up report/proposal for SMUD, as well as proposed key messages/story ideas about the water-energy connection. PMC worked with SMUD to incorporate RWA messaging into SMUD's July newsletter. PMC also incorporated energy conservation into RWA's July PSA script.



2.2.7.8 Seasonal—Multicultural Outreach

PMC wrote a multicultural outreach strategy for RWEF and a water efficiency grant application that outlined disadvantaged communities within the RWEF (Sacramento County) member area and potential partnership organizations. RWA determined later in the year that the funds allocated for this task would be utilized toward the contest.

2.2.7.9 Hotlines (“Be Water Smart” Information Line and Spanish Message Line)

The hotline team answered 476 phone calls in 2007, with 447 of those calls the result of a flyer. Total rebates include 12 washers and 437 toilet rebates. There were 28 requests for a WWHC. The full hotline report can be found in Appendix C.

2.2.8 Ultimate Garden Makeover Contest

The contest, launched on January 5, 2007 at the California State Home and Garden Show, was aimed at helping local homeowners save water and money by incorporating water-wise gardening concepts such as low-water use plants and trees into their landscaping. From January 5 through May 31, over 600 entry forms were received and a total of 465 Water-Wise House Call requests were made as a direct result of the contest. In addition, RWA's water conservation messaging received increased attention due to the media's interest in the makeover.

Richard and Cheryl Walters won the drawing for the grand prize in June. Their home on Briggs Ranch Drive in Folsom received a front yard makeover featuring a custom water-smart landscape designed by Christy Tveit, winner of HGTV's "Landscape's Challenge."



Second Prize: Jane Flint of El Dorado Hills won the drawing for a professionally designed, custom water-wise landscape plan by Joseph Pattin of Garden Retreats.

Third Prize: Peggy Mabes of Roseville won the drawing for two trees in 24-inch boxes from Capital Nursery. The trees were chosen for the winner's location using the "River-Friendly Landscaping Guidelines" published by the Sacramento Stormwater Quality Partnership.

2.2.8.1 Partnership Development

PMC secured partnerships with businesses who donated their goods and services to the RWEF for the contest. The following is an overview of the items secured and partnerships developed for the Ultimate Water Smart Garden Makeover Contest:

- Capital Nursery – Two 24-inch box trees
- Joe Pattin of Garden Retreat Landscape Company – One landscape plan
- Cheryl Buckwalter, owner of Landscape Liaisons – Project Manager
- TruGreen Landcare – Installation labor, including irrigation system installation; also distributed flyers at the Home & Garden Show at Cal Expo
- English Garden Care – One year's maintenance of the grand prize yard; distributed flyers to their customers
- Village Nurseries – All plant materials (except trees)
- SMUD Shade Tree Program – Several 5-gallon trees for the grand prize makeover
- Rainbird, Weathermatic and John Deere Landscapes – Irrigation equipment and supplies
- Pavestone – 1,200 square feet of material including permeable pavers
- Bedrock Pavestones – Installation of pavers
- Custom Curbs – Mow curbs
- Beeler Blend/Fallen Leaf Tree Services – Mulch
- Cojo Landscape Construction – Demolition of existing yard
- Atlas Disposal – Removal of discarded material

2.2.8.2 Print


- California State Home & Garden Show program guide (1/5/07) "Enter to win the ultimate garden makeover" *
- Sacramento Bee Home & Garden article (1/13/07) "Water Wisdom" *
- California Native Plant Society - Sac Valley Chapter newsletter (2/07) "Front Yard Makeover Contest: Win Free, Water-Wise Landscaping" *
- Sacramento Stormwater Quality Partnership "River Friendly Landscape Guidelines" (1/10/07) Media Press Kits
- The Grapevine Independent (Rancho Cordova): Published a note about the contest in the February 21 edition.
- Arden-Arcade magazine: Published an article.

WATER WISDOM
Win a yard makeover

The Regional Water Authority has announced the **Ultimate Water Smart Garden Makeover Contest** for homeowners in its 22 water districts in the Sacramento area. The top prize is a \$40,000 yard makeover designed by Christy Tveit, winner of HGTV's "Landscape Challenge," with equipment and services provided by RWA's partners. Second prize is a landscape plan by designer Joseph Pattin of Garden Retreats. The third-place winner will receive two trees in 24-inch boxes.

For details and to download an entry form, go to www.rwah2o.org/rwa-educated/#UltimateWaterSmart. Deadline is May 31. Entrants also must sign up for a free Water Wise House Call to be completed by June 30. During the house call, a water expert will visit your home to check the irrigation system and provide a custom watering schedule. For more information about water-wise house calls, call (888) 987-8477. Winning entries will be drawn early in June.

- Pat Rubin



- The Sacramento Valley chapter of the California Native Plant Society: Mentioned the contest in its February issue of "Hibiscus."
- Sacramento Magazine ad – PMC presented the design for the May magazine ad and received approval at the March RWEPC meeting and distributed to home subscribers the third week of April.
- The Sacramento News & Review: Published an article about the contest in their April 19 Earth Day issue.
- Sacramento Bee "California Life" – RWA purchased a quarter-page advertisement which appeared in the April 28 issue.
- Two of the contest sponsors, Beeler Blend, Inc. and TruGreen LandCare distributed flyers at the original Sacramento Home & Garden Show on March 2-4, 2007.
- Capital Nursery, a contest sponsor, agreed to distribute the contest flyers at their three retail stores.
- Sacramento Magazine May advertisement.
- Sacramento News & Review: RWA purchased a half-page ad to promote the contest. The ad appeared in the second week of May.

2.2.8.3 Television

- Channel 10 Sacramento & Company TV show – The show will promote water wise gardening and contest partners via three five-minute segments. Taping & airing is scheduled for May 3, 2007 at 9 a.m. The segments were viewable online and information about the contest was featured on the Sacramento & Company Web site.
- City of Roseville Focus TV show – Four segments of "Weekly Update" to air each week in May. Taping is scheduled for April 10, 2007.



2.2.8.4 Radio

- PMC pitched a new PSA script to all local radio stations the week of April 16. PMC also distributed updated PSA recordings, tool kits and packets to all local print, television and radio news organizations the week of April 23.
- Family Radio agreed to tape segments featuring the contest. These segments aired twice in April and twice in May on Mondays at 7 pm. Segments are



taped Tuesdays 10-3, Wednesdays 9-11 and 2-3 and Thursdays 9-1. RWA will identify a representative from RWA or the membership.

- Radio Disney "Public Affairs" show will feature two 15-minute segments by RWA and members in May.



- Sacramento Valley Broadcaster's Association: RWA spokespeople met with SVBA members on April 18. Kat Maudru (Entercom), Walt Shaw (CBS Radio), Marshall Phillips (Clear Channel), Carol Winkler



(Family Radio), Sherrie Valk (Salem Communications) and Margaret Stigers (KVIE) were in attendance.

- RWA appeared on Mix 96's public affairs program which aired on May 14.

2.2.8.5 Cooperative Marketing

- Home & Garden Show: Mentioned in the program and featured on the Web site (plus free booth for RWEF).
- Sacramento County: Landscape Program/River-Friendly Landscape Guide: Included the contest flyer in media packets.
- UC Master Gardeners: Distributed the contest flyer at events in which they participated.
- California Landscape Contractors Association: Distributed the contest flyer and partner fact sheet at the landscape exposition on January 10 at the Sacramento Convention Center.
- Capital Nursery: Flyers made available at registers at all three of their locations.
- The Sacramento Valley chapter of the California Native Plant Society: Mentioned the contest in its February newsletter.
- Sacramento Home & Garden Show: Two partners (Beeler Blend and TruGreen Landcare) distributed flyers and collected entry forms on RWA's behalf at the Sacramento Home & Garden Show, March 2-4 at Cal Expo. They were the only two contest partners exhibiting at the event.

2.2.8.6 Direct E-Mail

- Blast e-mails distributed to 113,000 people in the coverage area for RWA's member agencies. E-mails distributed once in April and twice in July.

2.2.8.7 News Event

- Approximately 40 people attended the unveiling of the newly made over yard.
- Two community paper photographers attended the event.



2.2.8.8 Community Events

- RWA will host a table at the evening reception and poster session of the American River Watershed Conference on April 12, 2007.
- Sacramento County Water Agency, City of Sacramento and RWA will host a table at the Consumnes River College Earth Day event. Members are also planning exhibits or tables at other Earth Day events.

2.2.9 The Great Water Mystery

RWA teamed up again with the Sacramento Stormwater Quality Partnership to hire South Yuba River Citizens League (SYRCL) to conduct the popular "The Great Water Mystery" school assemblies. See Appendix D for the SYRCL final reports.

- In the fall of 2007, SYRCL presented 24 assemblies or approximately 4,175 students (third to sixth grades) for 15 participating WEP agencies.



2.2.10 Sacramento Bee Newspaper in Education (NIE)

The 2007 SacBee NIE Be Water Smart program was successful. The program consisted of "Water" newspaper supplements, Be Water Smart workbook, 2 teacher guides, and 2 separate Water Challenge contests (one for K-4 and another for 5-8). See Appendix D for the NIE materials.

- 24,777 "Water: From Here to Eternity" newspaper supplements were printed
- 765 teachers received the newspaper supplements
- 9,717 students received the Be Water Smart workbook.
- 301 classrooms enrolled in the SacBee NIE Be Water Smart program
- 1,710 K-4th grade students participated in the Water Challenge contest
- Over 2,090 5-8th grade students participated in the Water Challenge contest
- For the K-4th grade contest, 5 classrooms won a visit by Mr. Leaky
- For the 5-8th grade contest, 3 classrooms won \$100 each.



2.3 CATEGORY 2 ACTIVITIES

The RWA Water Efficiency Program specifically targets the following BMPs to assist water purveyors but does not completely meet all the elements of these BMPs:

- BMP 3 "Distribution System Water Audits, Leak Detection and Repair"
- BMP 5 "Large Landscape Water Audits & Incentives for CII"
- BMP 6 "Clothes Washer Incentives"
- BMP 9 "CII Water Conservation"
- BMP 16 "ULFT Replacement Program for Non-Residential customers"

BMP 4 "Residential & Non-Residential Meter Retrofit", BMP 11 "Conservation Pricing for Metered Accounts", BMP 14 "Water Conservation Coordinator" and "Citizen Involvement Program" have been outside the domain of RWA as these BMPs are specific to individual water purveyors. Selected elements of Category 1 and Category 2 programs are described in this section.

BMP 3

DWR Proposition 13 Grant: Leak Detection and Repair Program (FY 2002)

- In 2007, the City of Folsom and Placer County Water Agency participated in the final year of a grant awarded in 2002 for a Leak Detection and Repair Program.
- During the year, the City of Folsom detected and repaired 20 leaks representing a total flow volume of approximately 162 gallons per minute.
- During the year, Placer County Water Agency conducted a survey of 2.1 miles of pipeline in the Penryn area detecting and repairing 3 leaks with a total flow volume of approximately 2.5 gallons per minute. This was an additional survey performed by PCWA when it completed its previous required surveys under budget. Over the entire program, PCWA detected and repaired 27 leaks with a total flow volume estimated at 67 gallons per minute.

BMP 5

DWR Proposition 13 Grant: Large Landscape Incentives Programs (FY 2002 and FY 2003)

- In 2007, 10 agencies participated in a large landscape irrigation incentives grant awarded in 2003.
- During the year, \$185,224.90 was awarded by participants to 42 different sites.
- Agencies will continue to award grant-funded rebates through the first quarter of 2008.
- Grants awarded in 2007 include:

Water Utility (1)	Number of Awards	Rebates Issued
Citrus Heights Water District	5	\$19,149.29
Fair Oaks Water District	2	\$9,308.98
Folsom, City of	1	\$4,076.45
Placer County Water Agency	1	\$5,000.00
Roseville, City of	10	\$79,311.46
Sacramento County Water Agency	11	\$19,088.50
San Juan Water District (2)	12	\$49,290.22
Grand Totals	42	\$185,224.90

(1) This represents rebates reported to RWA through December 31, 2007. Some additional rebates may have been issued but not reported to RWA. Those will be reported in 2008 totals.

(2) This total represents SJWD awards for equipment only. SJWD also issues rebates for labor, which are not reported here.

BMP 6

SMUD Pilot Clothes Washer Rebate Program



Sacramento Municipal Utilities District (SMUD) and RWA developed a joint “pilot” water agency clothes washer rebate program. The goal of the 2007 pilot program was to provide SMUD customers an *additional* financial incentive by applying \$50.00 (or \$75.00) rebate from their water service provider or agency. See Appendix B for rebate flyer and application.

- Seven (7) agencies participated in the pilot program.
- 529 rebates were issued or \$26,700 was paid out by participating water agencies to customers.

SMUD Pilot Clothes Washer Rebate Program				
Participating Agency	Agency Rebate Amount	Number of Clothes Washers Rebates Issued	SMUD Rebate Paid (\$)	Agency Rebate Paid (\$)
California American Water	\$50.00	92	\$ 4,375.00	\$ 4,600.00
City of Folsom	\$50.00	117	\$ 875.00	\$ 5,850.00
City of Sacramento	\$50.00	0	\$ 0.00	\$ 0.00
Golden State Water Company	\$50.00	34	\$ 175.00	\$ 1,700.00
Orange Vale Water Company	\$50.00	17	\$ 1,575.00	\$ 850.00
Sacramento Suburban Water District	\$50.00	90	\$ 2,450.00	\$ 4,500.00
San Juan Water District	\$75.00	7	\$ 350.00	\$ 525.00
TOTAL		357	\$ 9,800.00	\$ 18,025.00

BMP 9

CII Water Use Surveys

- RWA completed the USBR grant requirements for a CII water efficiency survey brochure. This new brochure is called “Save Water & Money: Water Efficiency Services for Local Businesses.” See Appendix A.
- Participating water agencies also provide local businesses a “Water-Wise Business Calls” program. Trained technicians from the water agencies are available to conduct free on-site water audits to help businesses save water and money.



BMP 16**Toilet Replacement Program**

In 2007, the on-going joint program between RWA and the Sacramento Regional County Sanitation District (SRCSD) provided financial incentives to both residential and CII customers for replacing their old high-water using toilets with ultra low flow toilets (ULFTs). See Appendix B for rebate brochure and application.

- SRCSD mailed bill inserts during two billing cycles in 2007. In the November/December billing cycle, SRCSD mailed out approximately 295,000 ULFT bill inserts to customers of RWA members.



- The program replaced a total of 2,859 toilets or \$349,470.46 was paid out by nine (9) participating water purveyors.

Toilet Replacement Program Sacramento Regional County Sanitation District and Regional Water Authority			
Participating Water Purveyor	Number of Toilets Replaced	Amount rebated by Water Purveyor (\$)	SRCSD Portion of Rebate (\$)
California American Water	128	\$ 3,849.97	\$ 2,237.98
Citrus Heights Water District	215	\$ 27,391.12	\$ 11,266.12
City of Folsom	700	\$ 65,304.94	\$ 24,950.37
City of Sacramento	981	\$ 72,641.56	\$ 47,762.69
Fair Oaks Water District	202	\$ 9,674.65	\$ 6,651.87
Golden State Water Company	55	\$ 5,966.10	\$ 2,717.96
Sacramento County Water Agency	95	\$ 11,362.57	\$ 4,237.57
Sacramento Suburban Water District	455	\$ 34,725.00	\$ 13,845.00
San Juan Water District	28	\$ 3,492.29	\$ 1,392.29
TOTAL	2,859	\$ 234,408.61	\$ 115,061.85

3.0 BMP ACTIVITIES

This section provides to assist with BMP reporting by Category 1 member water suppliers. A detailed review of responsibilities for which BMP activities are performed by the RWEF activities and which are water supplier activities to complete is provided in Appendix A. The following tables present details performed by RWEF in 2007.

3.1

BMP 1: Interior and Exterior Water Audits and Incentive Programs for Single-Family, Multi-Family Residential and Institutional Customers

BMP Element	Month	RWA WEP Activity	Water Suppliers Benefited
Have trained water auditors on staff or available	March	<ul style="list-style-type: none"> Landscape Irrigation Class was conducted in Placerville. 	Category 1
Provide multi-lingual interior and exterior audit materials	All year	<ul style="list-style-type: none"> A collection of multi-lingual materials were available at RWA as reference to agencies. 	Category 1
Make seasonal irrigation information available	All year All year July	<ul style="list-style-type: none"> Operated and maintained the Fair Oaks CIMIS station to provide ET data through DWR internet system. In cooperation with San Juan Water District operate telephone "Hot Line" with current ET data from the Fair Oaks CIMIS Station. The telephone number is 916/725-1713. Water and Energy email blast promoting "twin peaks" of water and energy use in the summer. 	Category 1
Identify the top 20 percent of customers by metered water use and customer type		NA	
Offer water use reviews	All year Fall	<ul style="list-style-type: none"> Truck magnets, advertising the hotline number and Be Water Smart logo, depicted a water waste scenario to prompt customers to call our hotline. Broadcasts with Radio Disney, water with the weather, and turning off irrigation systems. 	Category 1
Provide seasonal irrigation schedules by hydrozone and/or station		NA	
Provide incentives to achieve 12 percent annual participation of targeted 20 percent of customers. Incentives could include billing adjustments, rebates, plumbing system repairs or improvements	All Year	<ul style="list-style-type: none"> A joint effort between RWEF and SMUD produced the residential clothes washer rebate program. Partnership with SRCSD continued ULFT Rebates RWEF developed the Water-Wise GardenSoft CD, an interactive CD for landscape design and plant selection as an incentive to participate in programs 	Category 1 Category 2 Category 2

NA – Not applicable for Regional WEP, as specified as a water supplier responsibility.

3.2

BMP 2: Plumbing Retrofit of Existing Residential Accounts

BMP Element	Month	RWA WEP Activity	Water Suppliers Benefited
Offer to all customers, retrofit kits which include, but are not limited to, high quality low-flow showerheads, faucet aerators and toilet leak detection tablets.		Plumbing Handbook in English and Spanish was available to agencies to distribute to their customers to assist in plumbing trouble-shooting and repairs.	
Offer toilet leak test kits to all change of account customers who visit the purveyor office.		NA	
Distribute "Welcome Wagon" information	All year	Provided "Rules of Thumb for Water Wise Gardening" Water Wise CDs and Sunset "Backyard from the Ground Up" to Water Suppliers for distribution to new customers as ordered.	Category 1
Work with local hardware/home stores to offer free water conservation information and toilet leak test kits at the check-out counters.	All year	Point of Purchase water efficiency appliance stickers applied to clothes washers in stores in cooperation with SMUD.	Category 1
Investigate partnership programs with local energy utilities to provide water conservation audits, materials and devices.	All year May July All year All year	<ul style="list-style-type: none"> • Point of Purchase water efficiency appliance stickers applied to clothes washers in stores in cooperation with SMUD. • In cooperation with SMUD produced newsletter articles promoting: water & energy efficiency appliances and timely irrigation practices • Promotion of "Twin Peaks" of water and energy use in the summer. • Ongoing support of SMUD and PG&E to develop partnership opportunities for pilot programs. • The continuation of residential clothes washers' incentives for five participating water agencies within SMUD's service area including California American Water, City of Sacramento, Orange Vale Water Company, San Juan Water District, and Golden State Water Company. 	Category 1

3.3

BMP 3: Distribution System Water Audits, Leak Detection and Repair

BMP Element	Month	RWA WEP Activity	Water Suppliers Benefited
UNMETERED SIGNATORIES			
Annually updated "system map"		NA	
Installation of devices to identify area with greater than 10% losses	All year	Administered Prop 13 Leak Detection and Repair Grant.	PCWA Folsom
Meter calibration and replacement program for all production and distribution meters		NA	
Ongoing leak detection & repair program focused on high probability leak areas	All year	Administered Prop 13 Leak Detection and Repair Grant. Project includes leak detection and repair on high probability areas.	Folsom
A complete system-wide leak detection program, repeated no less often than every ten years;		NA	
METERED SIGNATORIES			
Annual system water audit,		NA	
Annually updated "system map"		NA	
Meter calibration and replacement program		NA	
Ongoing leak detection & repair program focused on high probability leak areas	All year	Administered Prop 13 Leak Detection and Repair Grant. Project includes leak detection and repair on high probability areas.	PCWA
A complete system wide leak detection program, repeated: when the system water audit determines losses to be greater than 10%;		NA	

3.4

BMP 4: Residential and Non-Residential Meter Retrofit

This BMP is not a subject of RWA's WEP.

3.5

BMP 5: Large Landscape Water Audits and Incentives for Commercial, Industrial, Institutional (CII), and Irrigation Accounts

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Identify irrigation and commercial/industrial/institutional accounts with landscapes greater than 1 acre and record info in customer database	All year	RWA provided consultant services to assist water suppliers to identify large irrigation customers	Category 2
Have certified and/or trained landscape water auditors on staff or available through cooperative agreements.	All year	RWA contracted with two consultants to provide landscape irrigation audit services for Category 2 water suppliers.	Category 2
Prepare and distribute multi-lingual irrigation system materials, seasonal climate-appropriate information on irrigation scheduling and offer training for customers and landscape workers.	All year	<ul style="list-style-type: none"> • Provided "Rules of Thumb for Water Wise Gardening" to water suppliers for distribution to customers • Plumbing Handbook in English and Spanish was available to agencies to distribute to their customers to assist in plumbing trouble-shooting and repairs. 	Category 1
Develop seasonal climate-appropriate information to determine irrigation schedules, and provide that information to the customers with one acre or larger landscapes.	All year July	<ul style="list-style-type: none"> • Provided "Rules of Thumb for Water Wise Gardening" to water suppliers; • RWA website provided ET information for various sized landscapes; • Continued to support CIMIS information by telephone • Email blasts to promote programs and irrigation practices 	Category 1
Begin installation of climate appropriate water efficient landscaping at landscaped purveyor facilities		NA	
Directly contact all irrigation accounts and CII accounts with one acre and larger landscapes and offer them landscape water-use reviews		NA	
Offer landscape water use reviews to all customers	May	Advertised in advising customers to contact local water suppliers for irrigation assistance.	Category 1

BMP 5: Large Landscape Water Audits and Incentives for Commercial, Industrial, Institutional (CII), and Irrigation Accounts (continued)

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Survey past program participants to determine if audit recommendations were implemented.	All year	RWA maintained record of customers participating in RWA projects	Category 2
Offer program participants with separate irrigation meters information showing the relationship between actual consumption and their ET-based water demand.		NA	
Provide audits conducted by certified landscape water auditors.	All year	RWA contracted with two consultants to provide landscape irrigation audit services for category 2 water suppliers. Water Supplier may contract with RWA to obtain these services	Water suppliers contact consultants directly to use their audit services.
Provide audits that consist of a system review, to identify necessary irrigation system repairs, and, once repairs have been completed, a water-use review including measurement of landscaped area.	All year	RWA contracted with two consultants to provide landscape irrigation audit services for category 2 water suppliers. Water Supplier may contract with RWA to obtain these services	Water suppliers contact consultants directly to use their audit services.
Provide program participants with seasonal irrigation schedules by hydrozone and/or station.	All year	<ul style="list-style-type: none"> • RWA contracted with two consultants to provide landscape irrigation audit services for category 2 water suppliers. Water Supplier may contract with RWA to obtain these services • Provided "Rules of Thumb for Water Wise Gardening" to water suppliers for distribution to customers • RWA website provided ET information for various sized landscapes; • Continued to support CIMIS information by telephone 	Water suppliers contact consultants directly to use their audit services.
Provide program participants with regular reminders to adjust irrigation timer settings.	All Year Winter, spring, fall July	<ul style="list-style-type: none"> • Truck magnets, advertising the hotline number and Be Water Smart logo, depicted a water waste scenario to prompt customers to call our hotline. • Broadcasts with Radio Disney, water with the weather, and turning off irrigation systems. • Developed CII brochure with program information and customer testimonials. 	Category 1
Provide incentives, such as the following, to achieve at least 12% annual participation of targeted customers:		NA	

3.6

BMP 6: Landscape Water Conservation Requirements for New and Existing Commercial, Industrial, Institutional and Multifamily Developments

RWA has supported this BMP by the Water Efficiency Manager actively participating in meetings of the Water Forum Successor Effort Task Force to review the implementation of measures in compliance with "AB325, the Model Landscape Watering Ordinance" and recommend and support corrective action.

3.7

BMP 7: Public Information

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
A combination of a purveyor specific program in conjunction with full participation by the purveyor in the Public Outreach Program or other equivalent regional program, including measures such as:			
Paid and public service advertising for a water conservation campaign	Spring Summer Spring Summer All year Spring Summer, Fall, Winter	<ul style="list-style-type: none"> • "Be Water Smart" PSAs ran at Metro Cable, City of Roseville TV, KVIE, KCRA, KQCA-TV, Auburn Community Television, Sierra and College/Starstream. • Radio PSAs ran on KAHI-AM, KFIA, KTKZ AM, KTKZ FM, KKFS, KHTK, KQJK, and KNCL. • Truck magnets, advertising the hotline number and Be Water Smart logo, depicts a water waste scenario to prompt customers to call our hotline. • Be Water Smart campaign theater ads in SSWD. • Email blasts sent to 113,907 addresses promoting programs and seasonal irrigation information. 	Category 1
Ultimate "Be Water Smart" Garden Makeover Contest	Spring - Summer	<ul style="list-style-type: none"> • California State Home & Garden Show program guide (1/5/07) "Enter to win the ultimate garden makeover" * • Sacramento Bee Home & Garden article (1/13/07) "Water Wisdom" * • California Native Plant Society - Sac Valley Chapter newsletter (2/07) "Front Yard Makeover Contest: Win Free, Water-Wise Landscaping" * • Sacramento Stormwater Quality Partnership "River Friendly Landscape Guidelines" (1/10/07) Media Press Kits • The Grapevine Independent (Rancho Cordova): Published a note about the contest in the February 21 edition. • Arden-Arcade magazine: Published an article. • The Sacramento Valley chapter of the 	

		<p>California Native Plant Society: Mentioned the contest in its February issue of "Hibiscus."</p> <ul style="list-style-type: none"> • Sacramento Magazine ad – PMC presented the design for the May magazine ad and received approval at the March RWEPC meeting and distributed to home subscribers the third week of April. • The Sacramento News & Review: Published an article about the contest in their April 19 Earth Day issue. • Sacramento Bee "California Life" – RWA purchased a quarter-page advertisement which appeared in the April 28 issue. • Two of the contest sponsors, Beeler Blend, Inc. and TruGreen LandCare distributed flyers at the original Sacramento Home & Garden Show on March 2-4, 2007. • Capital Nursery, a contest sponsor, agreed to distribute the contest flyers at their three retail stores. • Sacramento Magazine May advertisement. • Sacramento News & Review: RWA purchased a half-page ad to promote the contest. The ad appeared in the second week of May. • Channel 10 Sacramento & Company TV show – The show will promote water wise gardening and contest partners via three five-minute segments. Taping & airing is scheduled for May 3, 2007 at 9 a.m. The segments were viewable online and information about the contest was featured on the Sacramento & Company Web site. • City of Roseville Focus TV show – Four segments of "Weekly Update" to air each week in May. Taping is scheduled for April 10, 2007 • PMC pitched a new PSA script to all local radio stations the week of April 16. PMC also distributed updated PSA recordings, tool kits and packets to all local print, television and radio news organizations the week of April 23. • Family Radio agreed to tape segments featuring the contest. These segments aired twice in April and twice in May on Mondays at 7 pm. Segments are taped Tuesdays 10-3, Wednesdays 9-11 and 2-3 and Thursdays 9-1. RWA will identify a representative from RWA or the membership. • Radio Disney "Public Affairs" show will feature two 15-minute segments by RWA and members in May. • Sacramento Valley Broadcaster's Association: RWA spokespeople met with SVBA members on April 18. Kat Maudru (Entercom), Walt Shaw (CBS Radio), Marshall Phillips (Clear Channel), Carol Winkler (Family Radio), Sherrie Valk (Salem Communications) and 	
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		<p>Margaret Stigers (KVIE) were in attendance.</p> <ul style="list-style-type: none"> • RWA appeared on Mix 96's public affairs program which aired on May 14. • Home & Garden Show: Mentioned in the program and featured on the Web site (plus free booth for RWEF). • Sacramento County: Landscape Program/River-Friendly Landscape Guide: Included the contest flyer in media packets. • UC Master Gardeners: Distributed the contest flyer at events in which they participated. • California Landscape Contractors Association: Distributed the contest flyer and partner fact sheet at the landscape exposition on January 10 at the Sacramento Convention Center. • Capital Nursery: Flyers made available at registers at all three of their locations. • The Sacramento Valley chapter of the California Native Plant Society: Mentioned the contest in its February newsletter. • Sacramento Home & Garden Show: Two partners (Beeler Blend and TruGreen Landcare) distributed flyers and collected entry forms on RWA's behalf at the Sacramento Home & Garden Show, March 2-4 at Cal Expo. They were the only two contest partners exhibiting at the event. 	
Commercial consumer outreach	<p>Spring</p> <p>All year</p>	<ul style="list-style-type: none"> • In partnership with retail nursery stores, provide irrigation education materials ("Rules of Thumb for Water Wise Gardens") to customers. • Provided CII brochure with program information and customer testimonials. 	Category 1

BMP 7: Public Information (continued)

BMP Element	Month	RWA WEP Activity	Water Suppliers Benefited
Promotional materials	Spring Summer	<ul style="list-style-type: none"> • Provided "Rules of Thumb for Water Wise Gardening" to water suppliers for distribution to customers • Email blasts sent to 113,907 addresses promoting programs and seasonal irrigation information. • Partnership with SMUD and SRCSD to send out billing inserts to promote programs and rebates. • RWEPP provides the Water-Wise GardenSoft CD, an interactive CD for landscape design and plant selection as an incentive to participate in programs 	
Community events and fairs	All Year Fall	<ul style="list-style-type: none"> • Supported local agency events by providing exhibit materials including loaning out "Mr/Mrs Leaky" and game board, display materials, etc. • RWEPP conducted four classes at the Fair Oaks Horticulture Center focusing on water-wise gardening and irrigation on Harvest Day. 	Category 1
Evapotranspiration data availability	All year	<ul style="list-style-type: none"> • Maintained ET telephone line with CIMIS information, • In cooperation with San Juan Water District operated telephone "Hot Line" with current ET data, • Provided ETo average monthly water use chart on RWA web site, • "Rules of Thumb for Water Wise Gardens" contained average monthly data 	Category 1

BMP 7: Public Information (continued)

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
A web site	All year Summer, Fall, Winter	<ul style="list-style-type: none"> RWA website provided many water efficiency materials including: water supplier conservation coordinator contact information, landscape irrigation guidance, toilet replacement program, commercial and industrial water use information, and RWA publications. PMC distributed e-mails to 113,907 addresses within the RWEF membership area for the new "Be Water Smart" e-mail list. 	Category 1
Allied organizations outreach	All year April June All year Feb-Oct	<ul style="list-style-type: none"> Cooperative efforts with SMUD and SRCSD An overall Community Outreach Plan was completed. Pacific Municipal Consultants (PMC) is implementing the scope of work with PSAs. Harvest Day was hosted by the UC Master Gardeners. Promoted Water Wise house calls and promotion of rebate programs. PMC expanded the Water Smart hotline to include information regarding service area and rebate program information. PMC prepared and launched the ultimate Water Smart garden makeover contest. 	Category 1
Utility bill inserts	January, December	<ul style="list-style-type: none"> Inserts developed and mailed by Sacramento Regional County Sanitation District advocate toilet replacement program. Article for bill insert developed and printed by SMUD for water utility mailing promote efficient irrigation practices and efficient appliances. 	Category 1
Coordinating with other governmental agencies, industry groups and public interest groups	Spring, summer autumn All year Summer All year	<ul style="list-style-type: none"> Provided cooperative efforts with UC Cooperative Extension at Fair Oaks Horticultural Garden. Cooperative efforts with SMUD and SRCSD Be Water Smart email blast titled, "Twin Peaks" was sent out to 113,907 email addresses. Water-Energy Partnership with SMUD and PG&E. RWA tracked on behalf of local members the CPUC rulemaking process on energy efficiency program accounting for embedded energy savings in our water supply. 	Category 1

3.8

BMP 8: School Education

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Offer tours of purveyor facilities to elementary schools in the purveyor's service area.		NA	
Work with schools served by the purveyor to promote school audits, reduced water bills, and innovative funding for equipment upgrades.	All year	RWA contracted with two consultants to provide landscape irrigation audit services for category 2 water suppliers. Water Supplier may contract with RWA to obtain these services	Water suppliers contact consultants directly to use their audit services.
Work with the school districts in the water purveyor's service area to provide educational materials promoting efficient water use to one or more grade levels on an annual basis.	Spring Autumn	<ul style="list-style-type: none"> • Maintained water education elements in RWA website. • Sacramento County Partnership to co-fund joint water efficiency and stormwater management "Great Water Mystery" assembly presentations to 4,175 students provided to schools free of charge. A one year extension was being considered. • Be Water Smart – Sacramento Bee NIE program distributed the "Water" supplement to 765 classrooms or approximately 24,777 students. 	Category 1
Work with school districts in the water purveyor's service area to offer instructional materials and assistance to all teachers of the targeted grade level in order to promote efficient water use.	Spring May	<ul style="list-style-type: none"> • Maintained water education elements in RWA website. • Be Water Smart – Sacramento Bee NIE program helped students understand the importance of water in their daily live. • Be Water Smart – Sacramento Bee NIE program enrolled 301 classrooms for the instructional materials, contests, etc. • Five classrooms received a visit by Mr. Leaky for the Grades K-4 contest. See Appendix D for contest materials. • Three classrooms received cash prizes of \$100 per classroom for the Grades 5-8 contest. See Appendix D for contest materials. 	Category 1

3.9

BMP 9: Commercial and Industrial (CI) Water Conservation

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Trained commercial/industrial water auditors on staff or available through cooperative agreements.	All year	RWA contracted consultant services for trained CII Auditors available to all purveyors. Four purveyors participating: City of Sacramento, Sacramento County Water Agency, El Dorado Irrigation District, and City of Roseville.	Category 1
The DWR Commercial / Industrial (CI) water-use materials available for CI customers.	All year	<ul style="list-style-type: none"> RWA has free copies of DWR "Water Efficiency Guide to Business Managers and Facility Engineers" available for distribution. 	Category 1
Establish, if possible, cooperative CI audit programs with other utilities.	All Year	<ul style="list-style-type: none"> Discussions are on-going with SMUD related to planned future co-marketing of commercial water audits using our new brochure and also possibility additional rebate programs. The possibility of additional rebate programs is being planned for 2008. 	Category 1
A list of available CI water-use consultants.	All year	RWA contracted consultant services for trained CII Auditors available to all purveyors. Four purveyors participating: City of Sacramento, Sacramento County Water Agency, El Dorado Irrigation District, and City of Roseville.	Category 1
Identify the top 10% of commercial water users and top 10% of industrial water users, not previously audited, and directly contact them or the appropriate customer's representative and offer them water-use reviews (audits). Provide these customers with data on their current water-related costs (supply, waste water, energy, on-site treatment, etc.)	All year	<ul style="list-style-type: none"> RWA continued to promote use of the database development as funded by DWR and populated the database with Dunn and Bradstreet data to assist with Water Supplier identification of CII customers. 	Category 1 Category 1
Offer CI water-use reviews to all CI customers		NA	
Survey past program participants to determine if audit recommendations were implemented.	All year	RWA's CII database included region wide business contact information and customer participation for future surveys and programs.	Category 1
Provide audits conducted by trained commercial/industrial water auditors.		NA	
Provide incentives, such as the following, to achieve at least 20% annual participation of the targeted 10% of existing customers:	All Year July Spring	<ul style="list-style-type: none"> Toilet replacement project offers ULFTs rebates to business customers. RWA completed the USBR grant requirements for a CII water efficiency survey brochure. Bulk purchase of Low Flow pre-rinse spray nozzles used in commercial dishwashing so agencies can install directly. 	Category 2

BMP 9: Commercial and Industrial (CI) Water Conservation (continued)

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Contact past program participants for a follow-up audit		RWA's CII database included region wide business contact information and customer participation for future surveys and programs.	
Counties and cities will establish policies requiring water intensive commercial and industrial building permit applicants (new, modified or change-of-water-use) to conduct a water-use efficiency review and submit the findings in any required environmental documentation for the commercial or industrial project.		NA	
Promote the use of efficient water-use technologies by commercial and industrial customers by offering incentives related to the benefits gained by the water and sewer service providers.	All year July Spring	<ul style="list-style-type: none"> • Toilet replacement project offered ULFTs rebates to business customers. • RWA completed the USBR grant requirements for a CII water efficiency survey brochure. • Bulk purchase of Low Flow pre-rinse spray nozzles used in commercial dishwashing so agencies can install directly. 	Category 2
Coordinate with the city or county during the permitting of new, modified or change-of-water-use CI projects within the purveyor's service area to ensure that the submitted findings are reviewed by the purveyor to identify incentive program opportunities.		NA	
Consider separate landscape water meter(s) when the combined service would require a 1½" or larger meter; and		NA	
Require efficient cooling systems, recirculating pumps for fountains and ponds, and water recycling systems for vehicle washing as a condition of service.		NA	

3.10**BMP 11: Conservation Pricing for Metered Accounts**

This BMP is not a subject of RWA's WEP.

3.11

BMP 12: Landscape Water Conservation Requirements for New/Existing Single Family Homes

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Information on climate-appropriate landscape design, plants and efficient irrigation equipment/management provided to change-of-customer accounts and, in cooperation with the Building Industry Association of Superior California, to new customers. The availability of this information will be publicized to all existing Single Family Homes in the purveyor's service area on an annual basis.	All year	<ul style="list-style-type: none"> • Provided to requesting builders and landscape contractors "Rules of Thumb for Water Wise Gardening" • RWEPC provided the Water-Wise GardenSoft CD, an interactive CD for landscape design and plant selection as an incentive to participate in programs 	Category 1
Landscape audit/water-use survey program actively marketed to all new homes and change-of-customer accounts:	All year	<ul style="list-style-type: none"> • RWEPC provided the Water-Wise GardenSoft CD, an interactive CD for landscape design and plant selection as an incentive to participate in programs 	Category 1
Annual pre-irrigation season notification to Single Family Homes served by the purveyor of purveyor-provided landscape assistance (audits/surveys, materials, special offers, etc.).	Summer	<ul style="list-style-type: none"> • "Twin Peaks" email blast promoting water and energy peak use in the summer. • Truck magnets, advertising the hotline number and Be Water Smart logo, depicted a water waste scenario to prompt customers to call our hotline. • Broadcasts with Radio Disney, water with the weather, and turning off irrigation systems A joint effort between RWEPC and SMUD providing the residential clothes washer program PMC produced two television and recorded radio PSAs in English and Spanish. PSAs were placed on more than 20 Sacramento area stations. • Email blasts sent to 113,907 addresses promoting programs & seasonal irrigation info. 	Category 1

BMP 12: Landscape Water Conservation Requirements for New/Existing Single Family Homes (continued)

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
In cooperation with the California Landscape Contractors Association, other purveyors, etc., will include: Participation in the development/maintenance of a local demonstration garden	All Year	<ul style="list-style-type: none"> • RWA water efficiency website page listed locations of water efficient landscape demonstration gardens. RWA provides "Rules of Thumb for Water Efficient Gardening" to UC Master Gardeners Fair Oaks Horticultural Center • Provided financial support to the Fair Oaks Horticulture Center . • RWEPC conducted four classes at the Fair Oaks Horticulture Center focusing on water-wise gardening and irrigation on Harvest Day • Partnership with EcoLandscape Working Group assisted in the development and promotion of the River Friendly Landscaping Guidelines 	Category 1
Annual participation at local and regional landscape fairs and garden shows.	All year	<ul style="list-style-type: none"> • RWEPC conducted classes at the Fair Oaks Horticulture Center focusing on water-wise gardening and irrigation on Harvest Day • Conducted classes throughout the year focusing on composting, gardening, and irrigation. 	Category 1
Annual cooperative education and marketing campaigns with local nurseries.	All Year	RWA provided "Rules of Thumb for Water Wise Gardening," "Watering Tips for Beautiful Gardens" and "WEL Gardens in the Sacramento Region" to the Fair Oaks Horticulture Center and also other WEL gardens and for local gardening classes upon request.	Category 1
Annual irrigation season landscape media campaign.	<p>May and June</p> <p>Winter, spring, fall</p>	<ul style="list-style-type: none"> • Winter email blast promoting winterization of irrigation systems, turning off their irrigation, and rain sensors. • Truck magnets, advertising the hotline number and Be Water Smart logo, depicted a water waste scenario to prompt customers to call our hotline. • Broadcasts with Radio Disney, water with the weather, and turning off irrigation systems A joint effort between RWEPC and SMUD providing the residential clothes washer program PMC produced two television and recorded radio PSAs in English and Spanish. PSAs were placed on more than 20 Sacramento area stations. • Email blasts sent to 113,907 addresses promoting programs and seasonal irrigation information. 	Category 1

BMP 12: Landscape Water Conservation Requirements for New/Existing Single Family Homes
(continued)

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Annual post-irrigation season notification, to all customers, of the importance of timer resets/sprinkler shut-offs.	November Winter, spring, fall	<ul style="list-style-type: none"> • Winter email blast promoting winterization of irrigation systems, turning off their irrigation, and rain sensors. • Truck magnets, advertising the hotline number and Be Water Smart logo, depicts a water waste scenario to prompt customers to call our hotline. • Broadcasts with Radio Disney, water with the weather, and turning off irrigation systems A joint effort between RWEPC and SMUD providing the residential clothes washer program PMC produced two television and recorded radio PSAs in English and Spanish. PSAs were placed on more than 20 Sacramento area stations. • Email blasts sent to 113,907 addresses promoting programs and seasonal irrigation information. 	Category 1
Establish a landscape task force with other local governments, water purveyors, the building and green industries and environmental / public interest groups to review the existing ordinance to determine if it is at least as effective as the Model Water Efficient Landscape Ordinance as pertains to single family homes, and to monitor, and revise, when applicable, the ordinance.	All year	RWA has supported this BMP by the Water Efficiency Manager actively participating in meetings of the Water Forum Successor Effort Task Force to review the implementation of measures in compliance with "AB325, the Model Landscape Watering Ordinance" and recommend and support corrective action.	Category 1

3.12

BMP 13: Water Waste Prohibition

This BMP is not a subject of RWA's WEP. For technical assistance purposes, RWA maintains a file of local water waste ordinances.

3.13

BMP 14: Conservation Coordinator

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
At least one staff member of each purveyor will be an AWWA Certified Water Conservation Practitioner.	All-year	RWA regularly updates coordinators on upcoming CUWCC or AWWA sponsored Conservation Exam training.	Category 1

3.14

BMP 16: Ultra-Low Flush Toilet Replacement Program for Nonresidential Customers

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Identify all non-residential customers, estimate the approximate number of non- ULF toilets at each account, and rank them by high, medium or low use	All Year	<ul style="list-style-type: none"> RWA previously purchased CUWCC estimates of the numbers of toilets in various Commercial sectors for use by member agencies. 	Category 2
If possible, established a cooperative district / sanitation district ULF rebate program.	All Year	<ul style="list-style-type: none"> RWA maintained a MOU with SRCSD for water suppliers in Sacramento County to augment toilet replacement rebates by 50 per toilet. Currently in negotiations to increase and expand Revised business case evaluations are being reviewed by SRCSD along with requested MOU revisions for expanding toilet replacement program. 	Category 2
Offer ULF rebates to all non-residential accounts that do not yet have ULF toilets	All Year	<ul style="list-style-type: none"> Email blasts sent to 113,907 addresses promoting rebate programs and seasonal irrigation information. 	Category 2
Offer the necessary incentive to insure that at least 10% of nonresidential non-ULF toilets are replaced with ULF toilets each year, with a final installation target of 90% of all non-residential toilets being ULFTs within ten years	All Year	<ul style="list-style-type: none"> Combined water supplier and SRCSD rebates will commonly total \$125 per toilet for eligible customers. Currently in negotiations to increase and expand the program. 	Category 2
Consider larger rebates for the more expensive high-use flushometer-type ULF installations.	All Year	Combined water supplier and SRCSD rebates will commonly total \$125 per toilet for eligible customers. Currently in negotiations to increase and expand	Category 2
Investigate opportunities for community based organizations (CBOs) to receive the training and financial incentives necessary for them to implement this BMP for their constituents.		NA	
Consider monitoring the change in water use at metered-accounts that install ULF toilets.		NA	

APPENDIX A

Comparison Table Water Forum Best Management Practices (BMP) and RWA & Water Supplier Responsibilities

APPENDIX B

2007 RWA WEP Materials

APPENDIX C

2007 Public Outreach Activities

APPENDIX D

2007 School Outreach Activities

APPENDIX E

2007 CUWCC Website Reporting