

Final Report and Findings of the WaterNow Alliance Spanish Language Water Use Efficiency Program Enhancements Project



Board of Public Utilities Meeting

April 7, 2022



OUR FUTURE IN EVERY DROP

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A Note on Language Used

This report uses the term Latinx when discussing Latin American or Hispanic identifying community members to be inclusive of all genders, with the understanding that this label may not best fit all community members in this group.

An exception to this is in the use of describing Census data, with the terms “Hispanic / Latin American by race” or “by origin”. We have retained the original Census terms when discussing Census data.

WaterNow Alliance



WaterNow Alliance is a forum and network of local water leaders advancing sustainable, affordable, equitable and climate resilient water strategies



Through Project Accelerator, WaterNow Alliance partners with cities, water agencies, and other organizations to jumpstart sustainable water projects

WaterNow Alliance Project Accelerator

Technical assistance of
250 hours

Supports sustainable
water projects

Santa Rosa is one of 15
awardees nationally

Spanish Language WUE Enhancements Purpose

- Research water use efficiency program frequency and saturation levels across Latinx and Spanish-speaking communities in Santa Rosa
- Identify best practices to enhance outreach and increase water use efficiency uptake in underserved communities

Project Phases



1. Baseline
Research: WUE
Programs and
Outreach



2. Customer
Participation
Data Analysis



3. Best Practices:
Utilities & Local
Organizations



4. Survey to
Gather Community
Feedback



5. Project Findings &
Recommendations

Baseline Research



WaterSmart Home
Checkup



Cash for Grass
Rebate



Irrigation Efficiency
Rebate



Clothes Washer
Rebate



Rainwater
Harvesting Rebate

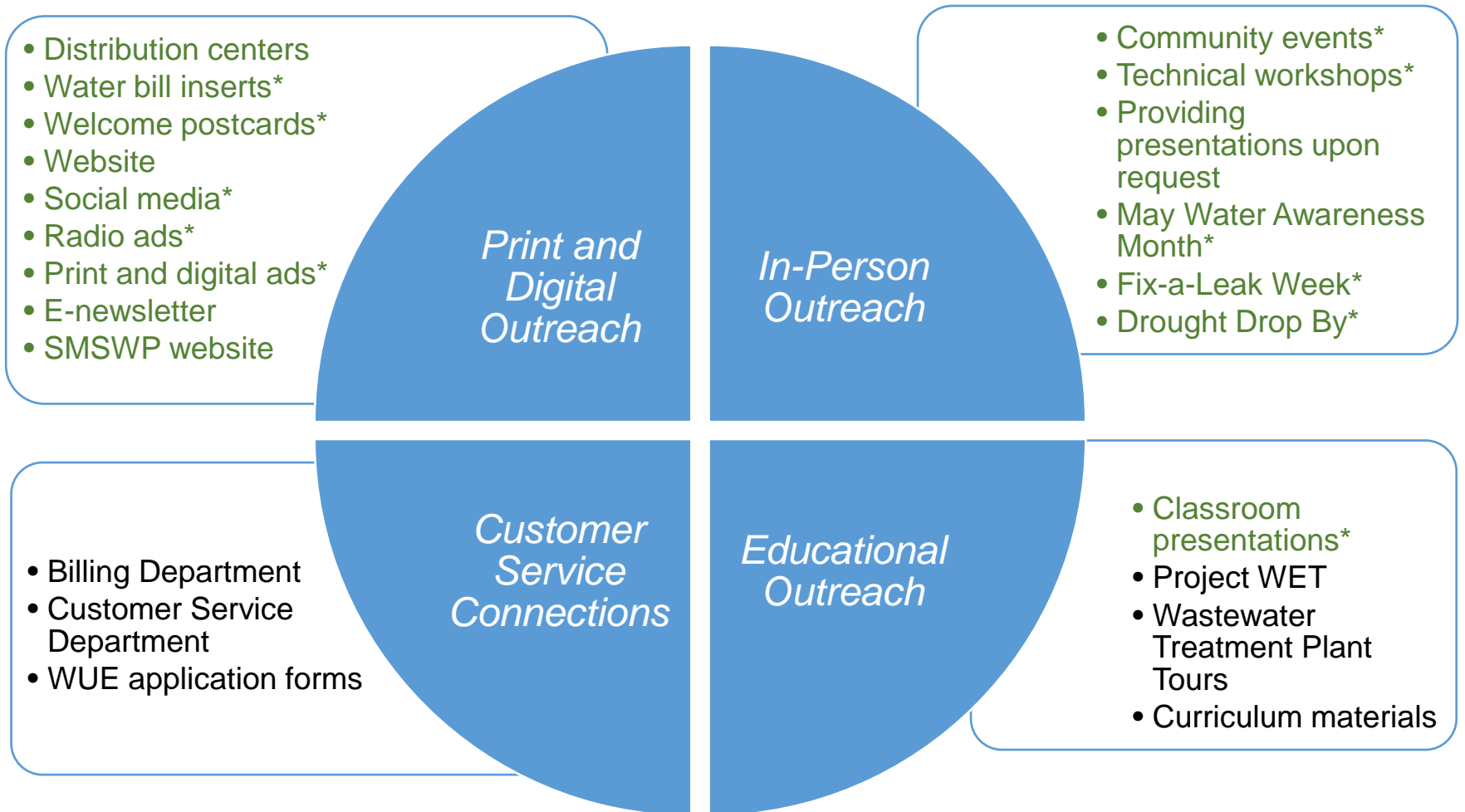


Graywater Rebate



Recirculating Hot
Water Pump Rebate

Baseline Research



*Activities in green include Spanish-language options

Baseline Research

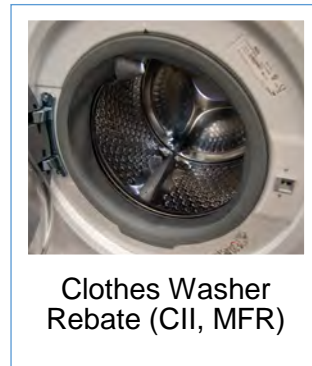
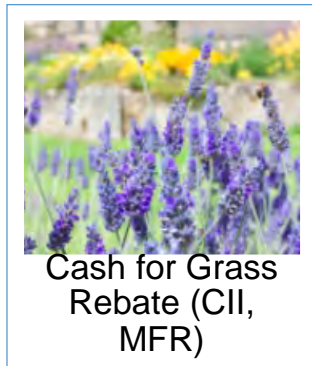
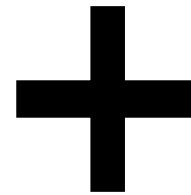
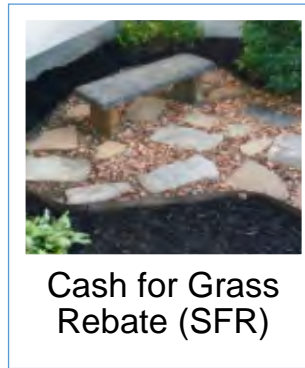
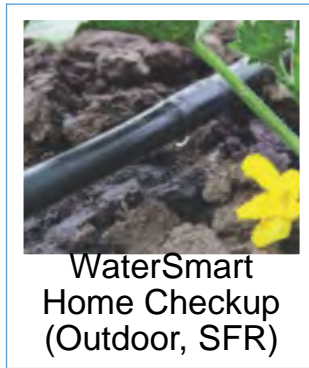
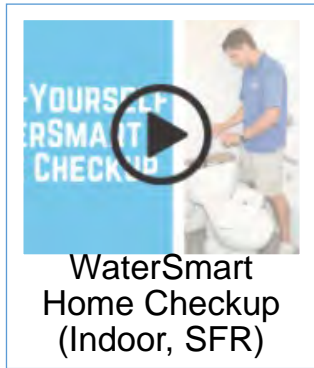
Successes

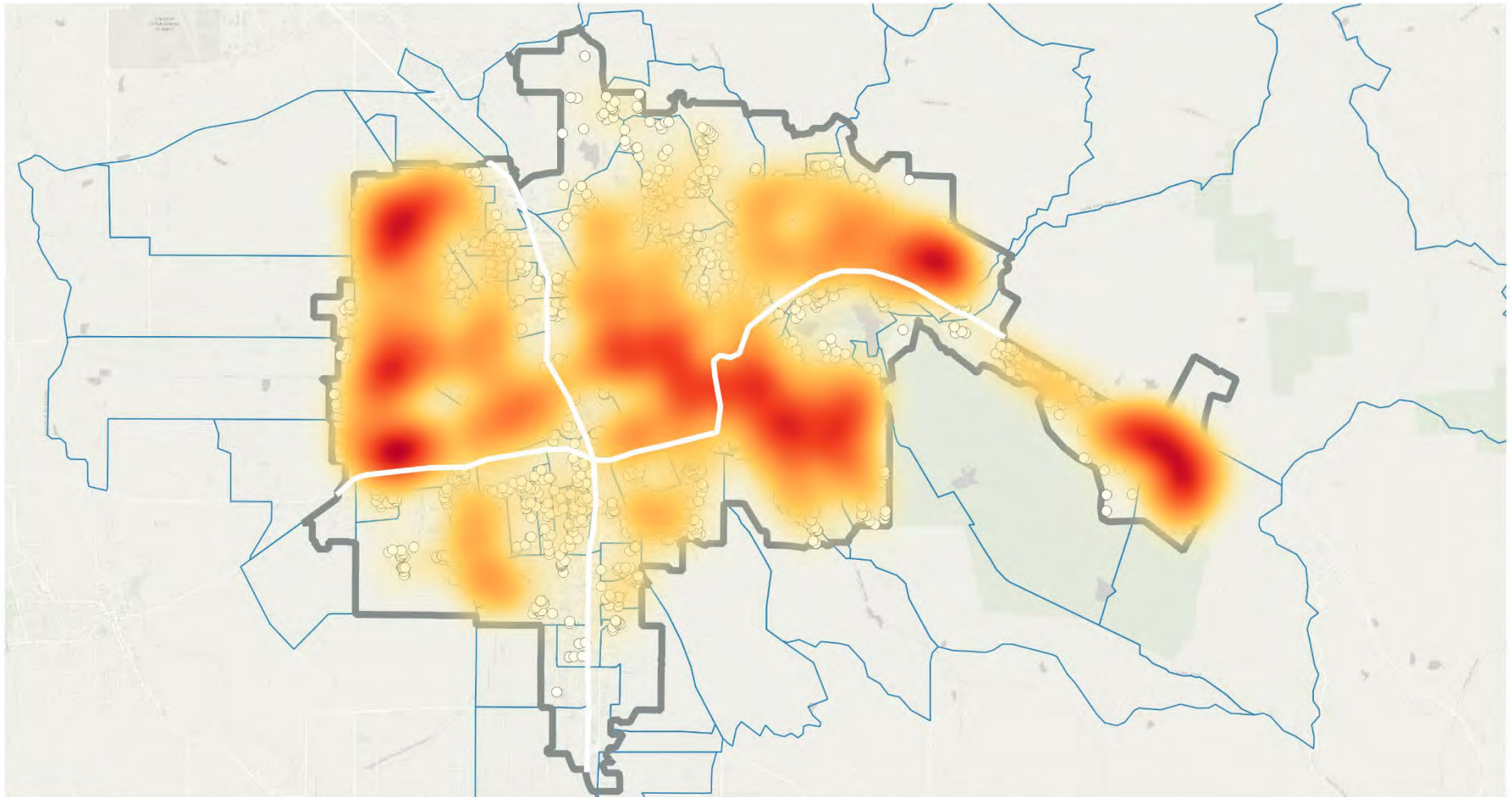
- Word of mouth
- Spanish radio ads & interviews
- Neighborhood events
- Face-to-face engagement
- Partnerships with local community leaders & organizations

Challenges

- Program awareness
- COVID & loss of in-person interactions
- Translation logistics
- Translation bandwidth
- Upfront costs of program participation
- Barriers to renter participation

WUE Customer Program Participation Analysis





Water Use Efficiency Program Participation, 2013-2021

Participation Density Heat Map

○ Participants

Highways CA 12 and US 101

▬ Service Area

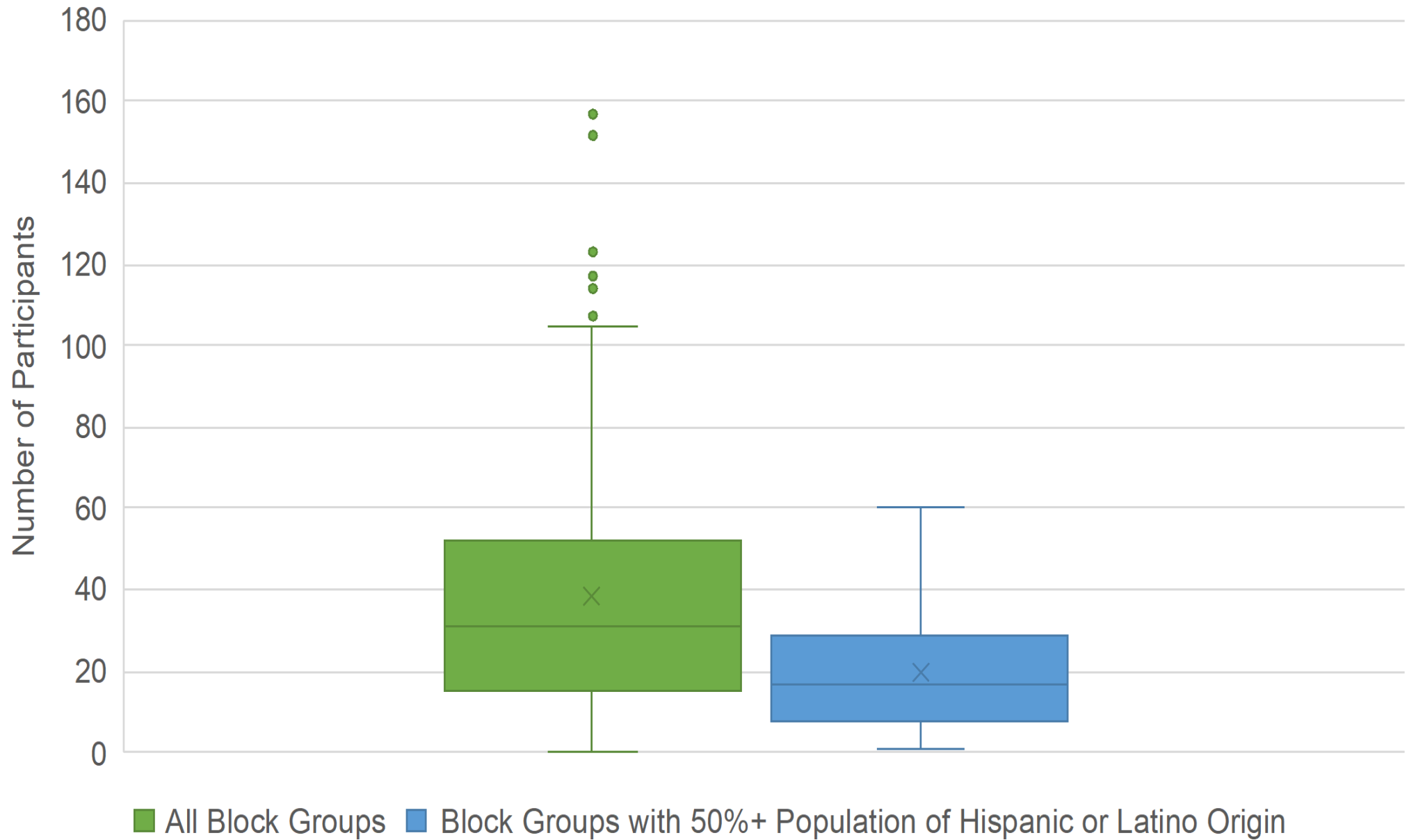
▬ US Census Block Groups

Notes: Includes the following programs: (1) CII + MFR Cash for Grass Rebate Green Exchange, (2) CII + MFR High Efficiency Clothes Washer Rebate, (3) SFR Cash for Grass Rebate Green Exchange, (4) SFR WaterSmart Checkup (Indoor), (5) SFR WaterSmart Checkup (Outdoor)

Sources: (1) Santa Rosa Water; (2) Esri Basemap

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Santa Rosa WUE Participants Per Census Block Group



WUE Customer Program Participation Analysis

WUE program participation is generally **lower** in neighborhoods with **higher** percentages of these demographics:



Lack of Internet Access



Educational Attainment (Absence of Degree)



Renter-Occupied Housing



Population Living in Poverty Status



Spanish-Speaking Population



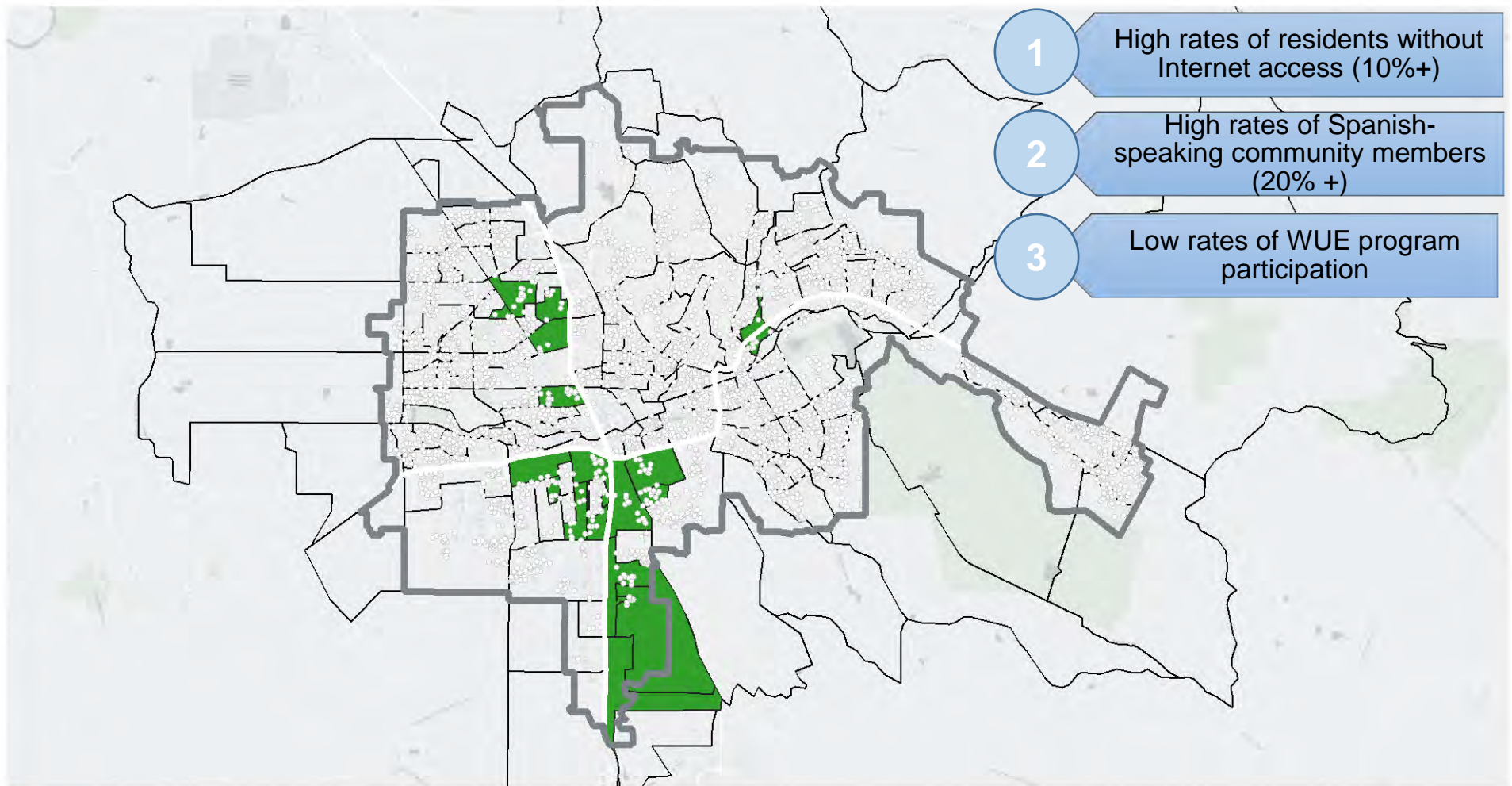
Spanish-Speaking Population with Limited English Fluency



Population that Identifies as Hispanic or Latino by Race



Population that Identifies as Hispanic or Latino by Origin



Water Use Efficiency Program: Potential Target Neighborhoods for Outreach

- Highways CA 12 and US 101
- Participants
- Service Area
- US Census Block Groups
- Target Neighborhoods

Shows Census Block Groups with: (1) the lowest ratios of participants/population (lowest 20% among all block groups); (2) 20% or greater Spanish-speaking population; (3) 10% or greater population without Internet access.

Sources: (1) Santa Rosa Water; (2) Esri Basemap; (3) US Census Bureau. (2019). 2015-2019 American Community Survey 5-Year Estimates. <https://data.census.gov/cedsci/>.

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WUE Customer Program Participation Analysis

Expanding participation among Latinx communities would have generated an additional:

- **90 participants** per year
- **10.9 acre-feet** of sustained water savings per year



Latinx Outreach Research

Community Water
Center

Water Education
for Latino Leaders

Santa Clara Valley
Water District

Sonoran
Environmental
Research Institute

Albuquerque
Bernalillo County
Water Utility
Authority

Milwaukee
Metropolitan
Sewage District

East Bay Municipal
Utility District

City of Sacramento

Los Angeles
Department of
Water and Power

City of Sacramento

- Invest in the long-term
- Track progress
- Learn as you go, and then revise



LA Dept of Water & Power

- Diversify outreach approaches
- Seek cultural relevancy
- Develop partnerships



Local Latinx Service Providers



- La Plaza
- Latino Service Providers
- Roseland Community Building Initiative
- La Luz
- Nuestra Comunidad
- LandPaths
- Social Advocates for Youth
- River to Coast Children's Services
- Raizes Collective
- Hispanic Chamber of Commerce
- Catholic Charities, Salvation Army
- Burbank Housing
- **Los Cien Sonoma County**
- **Community Action Partnership**

Key Points

- Engage in Spanish and be culturally relevant
- The messenger matters
- Keep messaging focused on clear actions
- Meet people where they are





Customer Survey

- Advertised in English and Spanish
- Nine questions + optional demographic data
- 785 total responses:
 - ✓ 134 responses to Spanish language version



Trends in Latinx Responses

- Awareness of WUE
 - 90% aware of 1+ programs
 - 60% have already participated in 1+ programs
- Preferred way to receive information:
 - Santa Rosa Water website
 - Calls & visits to office
 - Newspaper
 - Social media
 - Direct mail, not through bills

Latinx WUE Program Participation

Motivations

- Need to replace appliance
- Reduce water use
- Save money
- Protect local environment

Obstacles

- Lack of knowledge or expertise
- Expense
- Physical labor
- Program qualification
- Preference for existing landscape or appliances

Lack of Knowledge and Expertise

“I would like to participate in the larger home efficiency programs--gray water, etc.--but am not sure how to start, who to hire, etc.”

Language Barrier

“...sometimes they don't speak Spanish and that means that you don't understand exactly how the programs work”

Income and Rebates

“I just installed a total of 1,100 gallon rain harvest barrels. It cost me \$1,500 in materials. I’ll receive a rebate of \$250. The rebate doesn’t support the cost of conserving that amount of water.”

Successes and Challenges

- Investment in long-term marketing
- Track of outreach campaign metrics
- Diversify outreach approaches
- Seek cultural diversity
- Develop strategic partnerships
- Simplify messaging around clear and concrete actions
- Focus on in-person outreach and meet people where they are
- Provide simple education about WUE

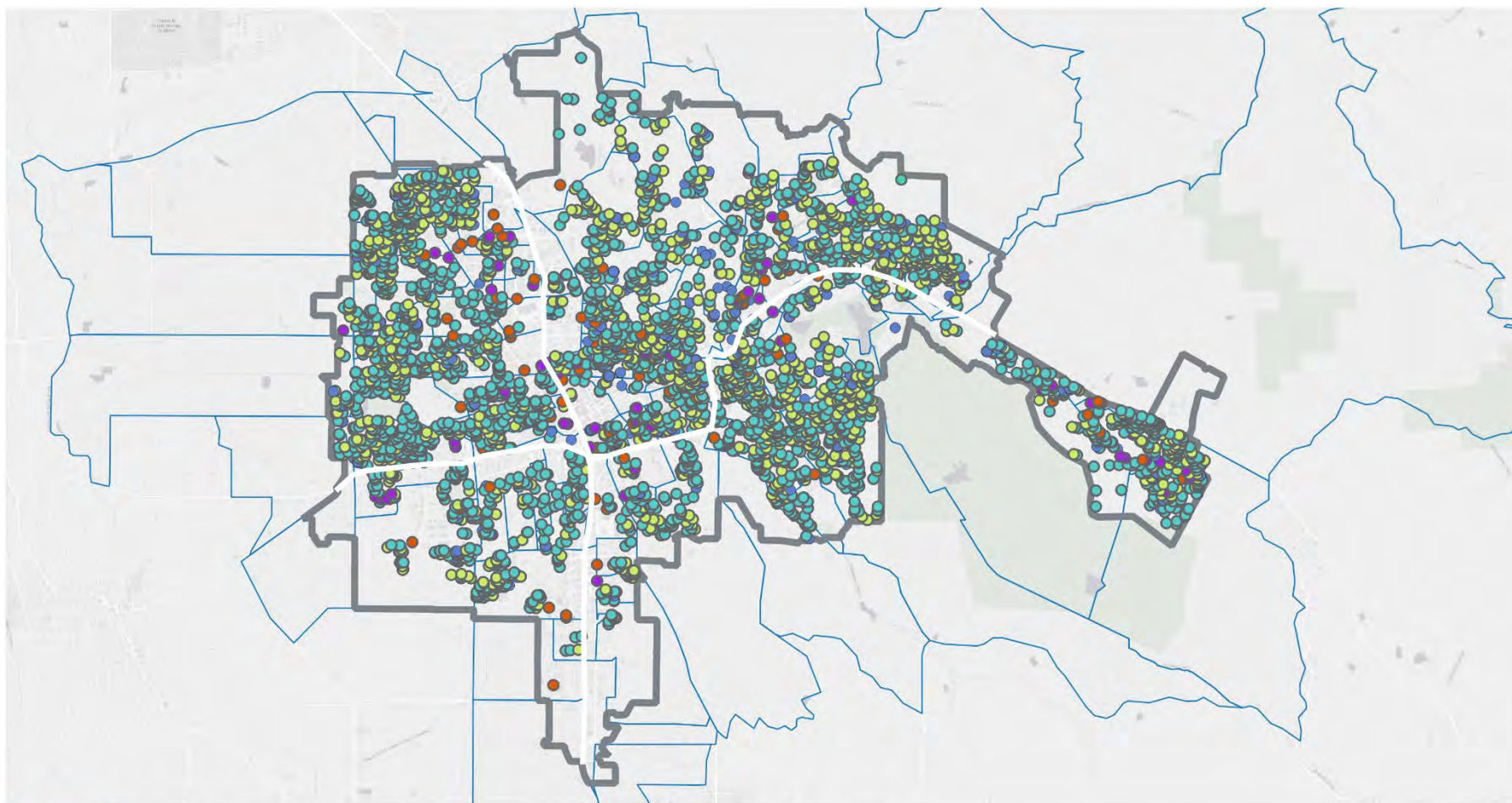
Recommendation

It is recommended by Santa Rosa Water that the Board of Public Utilities, by motion, accept the WaterNow Alliance Spanish Language Water Use Efficiency Enhancements Project Final Report, and further support the key findings and recommendations contained in the report.



Thank You

BACKUP SLIDES



Water Use Efficiency Program Participation, 2013-2021

Participants

- CII + MFR Cash for Grass Rebate
- CII + MFR HECW Rebate
- SFR Cash for Grass Rebate
- SFR WaterSmart Check-up (Indoor)
- SFR WaterSmart Check-up (Outdoor)

Highways CA 12 and US 101

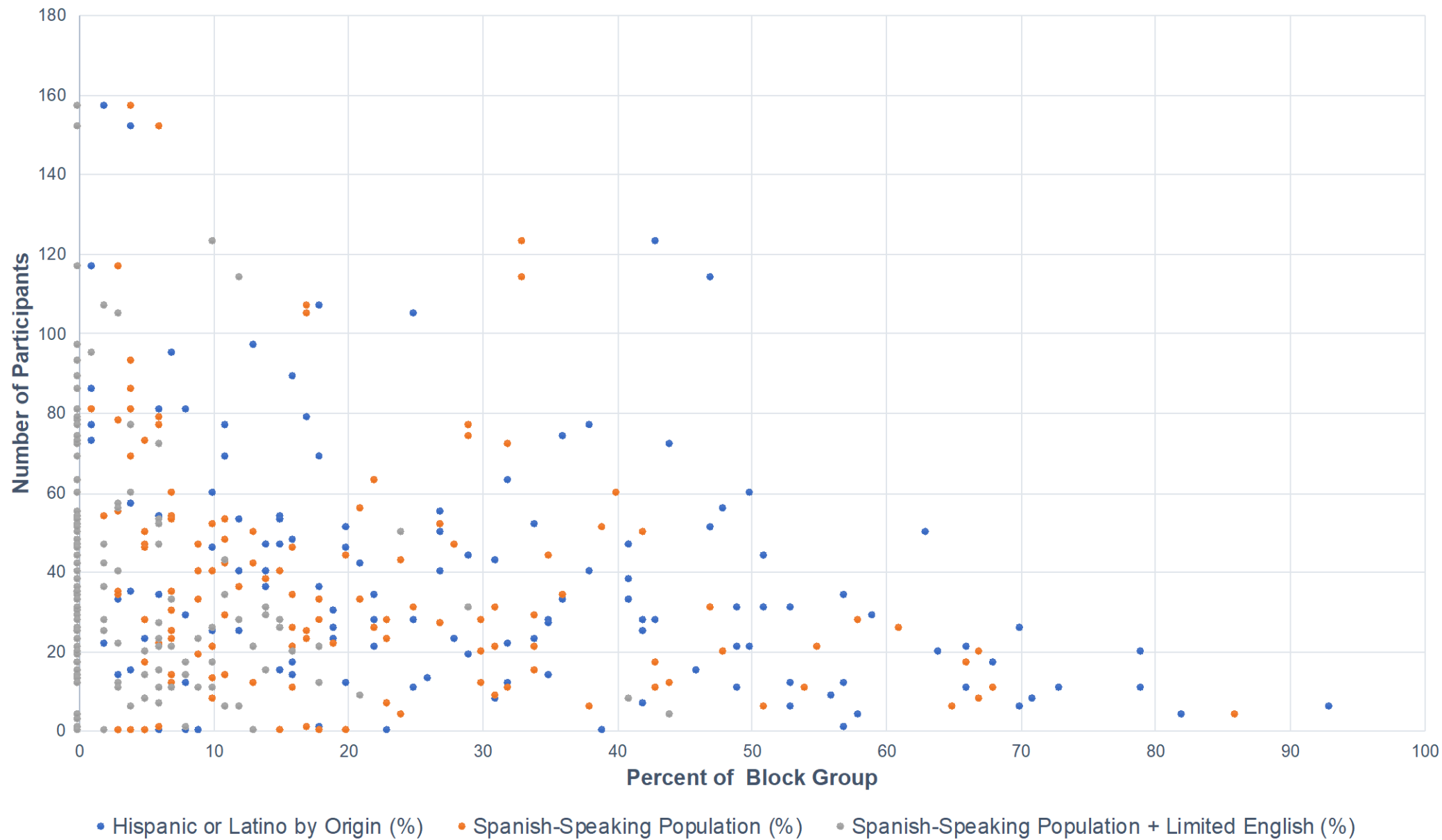
- ▭ Service Area
- ▭ US Census Block Groups

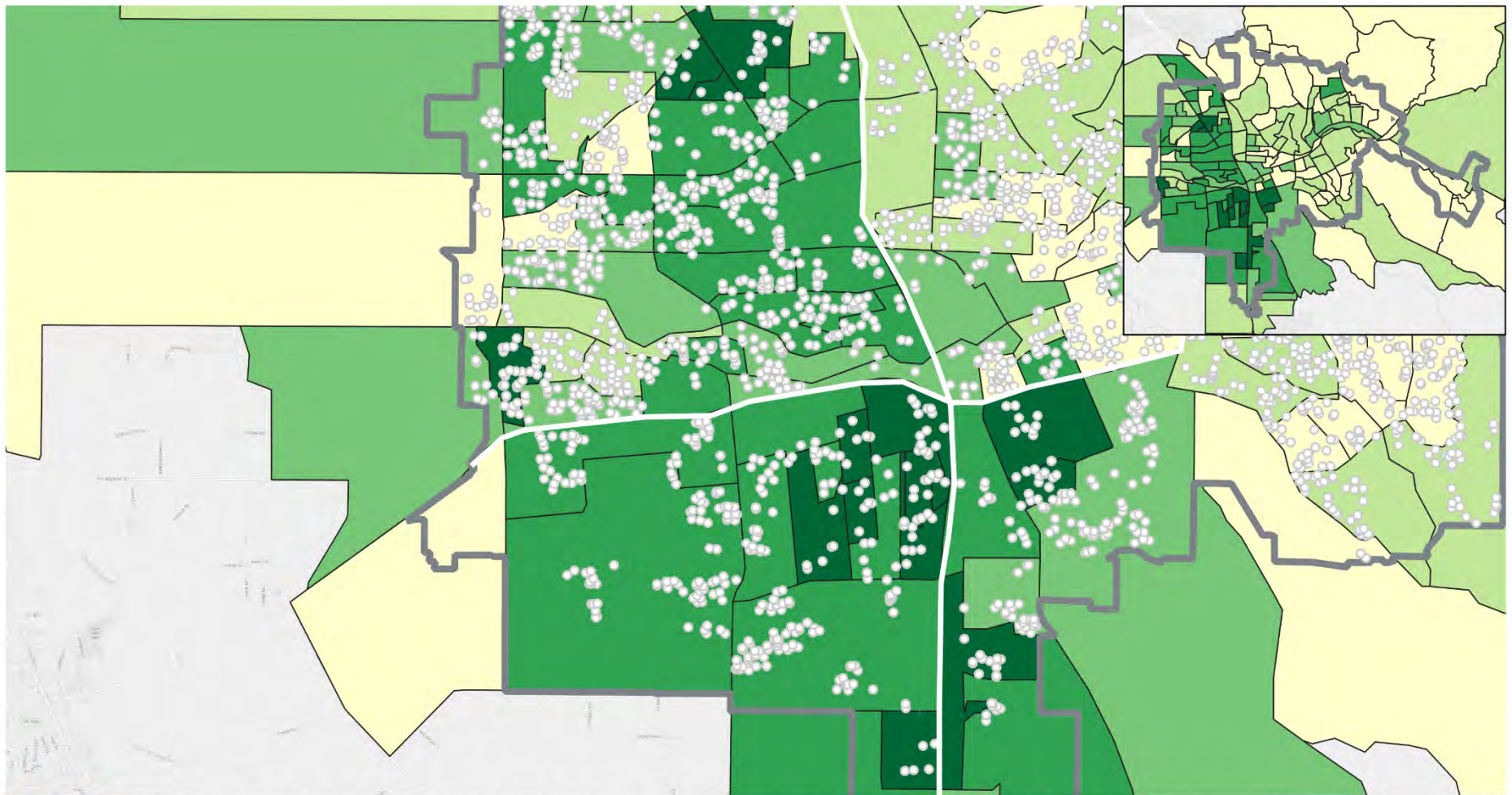
Sources: (1) Santa Rosa Water; (2) Esri Basemap



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Santa Rosa WUE Participation and Demographic Indicators





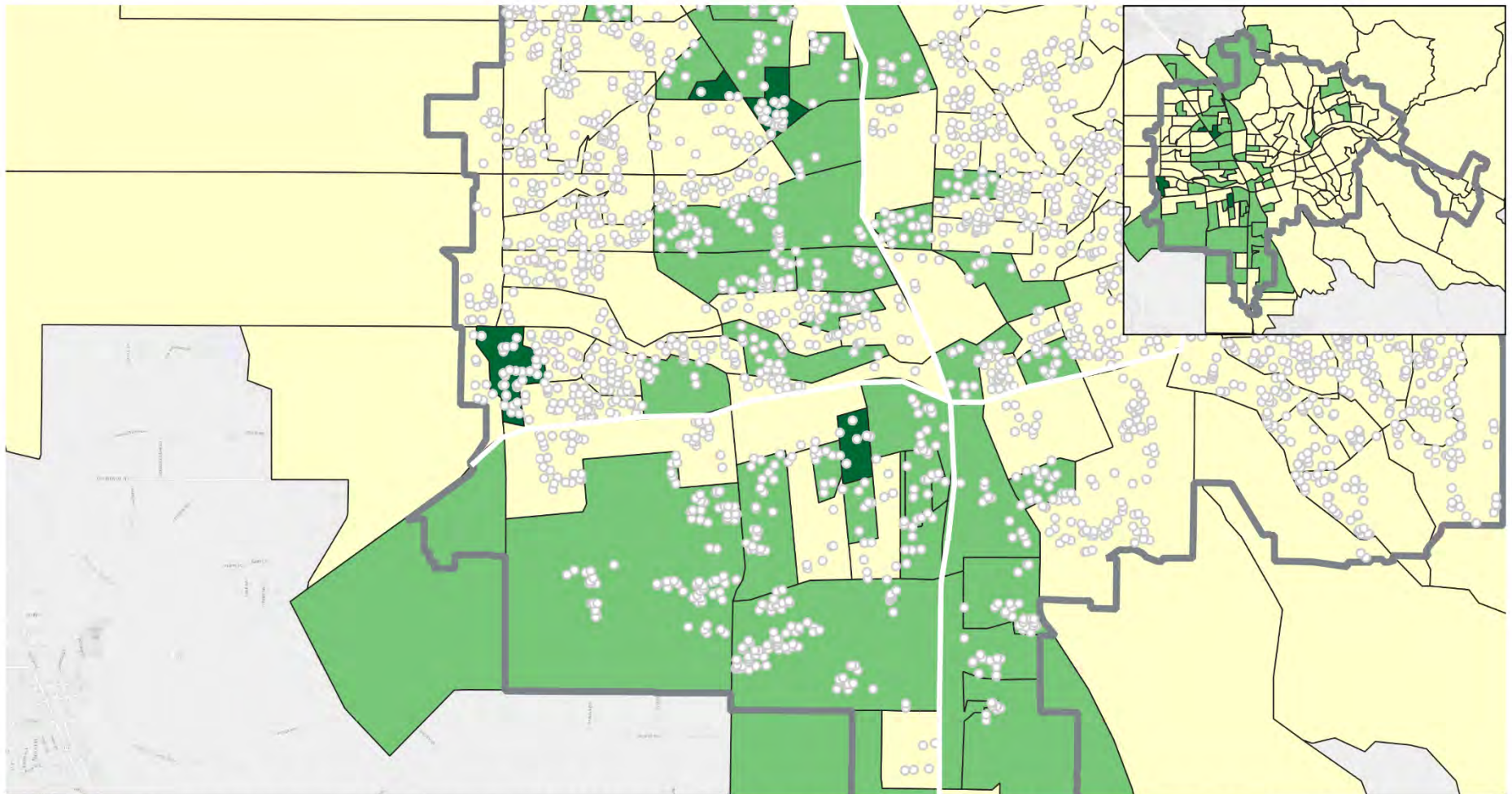
Water Use Efficiency Program Participation & Hispanic or Latino Population by Origin

- Highways CA 12 and US 101
- Participants
 - ▬ Service Area
 - ▭ US Census Block Groups
- Hispanic or Latino by Origin
- 0 - 10%
 - 10 - 23%
 - 23 - 39%
 - 39 - 59%
 - 59 - 93%

Includes the following programs: CII + MFR Cash for Grass Rebate Green Exchange, CII + MFR High Efficiency Clothes Washer Rebate, SFR Cash for Grass Rebate Green Exchange, SFR WaterSmart Checkup (Indoor & Outdoor), from 2013-2021.

Sources: (1) Santa Rosa Water; (2) Esri Basemap; (3) US Census Bureau. (2019). 2015-2019 American Community Survey 5-Year Estimates. Hispanic or Latino Origin. [https:// data.census.gov/cedsci/](https://data.census.gov/cedsci/).

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Water Use Efficiency Program Participation & Spanish-Speaking Population with Limited English

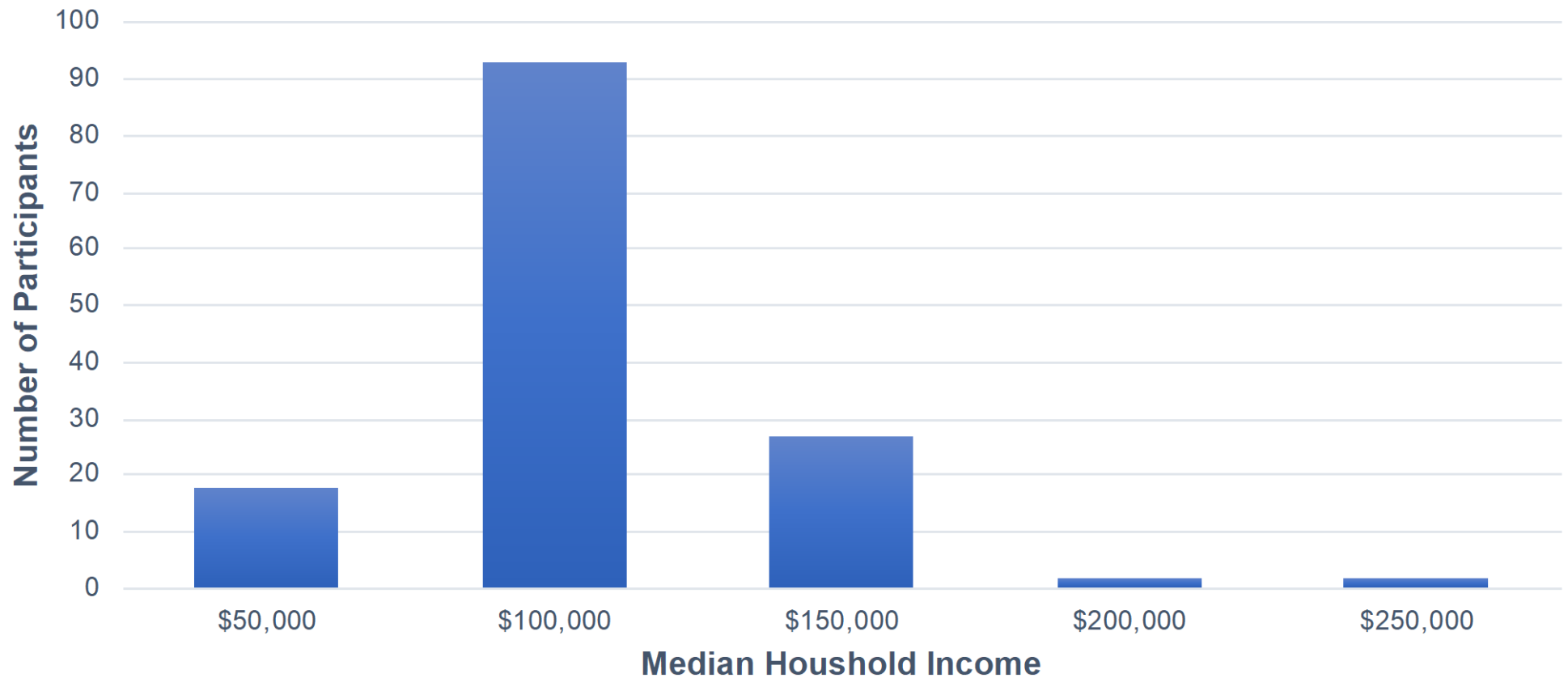
- Highways CA 12 and US 101
- Participants
 - ▬ Service Area
 - ▭ US Census Block Groups
- Spanish-Speaking & Limited English
- 0 - 5%
 - 5 - 21%
 - 21 - 44%

Includes the following programs: CII + MFR Cash for Grass Rebate Green Exchange, CII + MFR High Efficiency Clothes Washer Rebate, SFR Cash for Grass Rebate Green Exchange, SFR WaterSmart Checkup (Indoor & Outdoor), from 2013-2021.

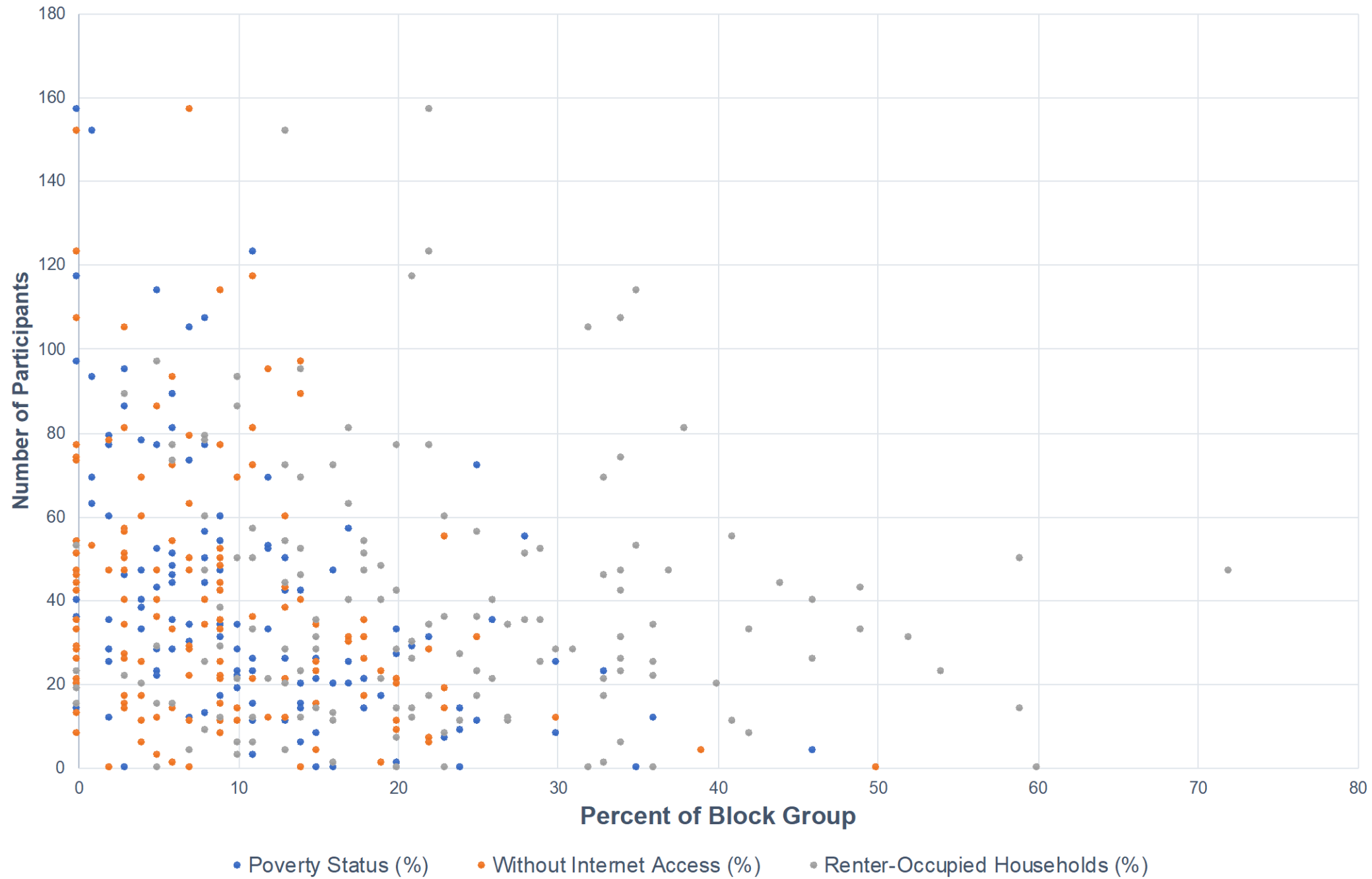
Sources: (1) Santa Rosa Water; (2) Esri Basemap; (3) US Census Bureau. (2019). 2015-2019 American Community Survey 5-Year Estimates. Household Language by Household Limited English Speaking Status. <https://data.census.gov/cedsci/>.

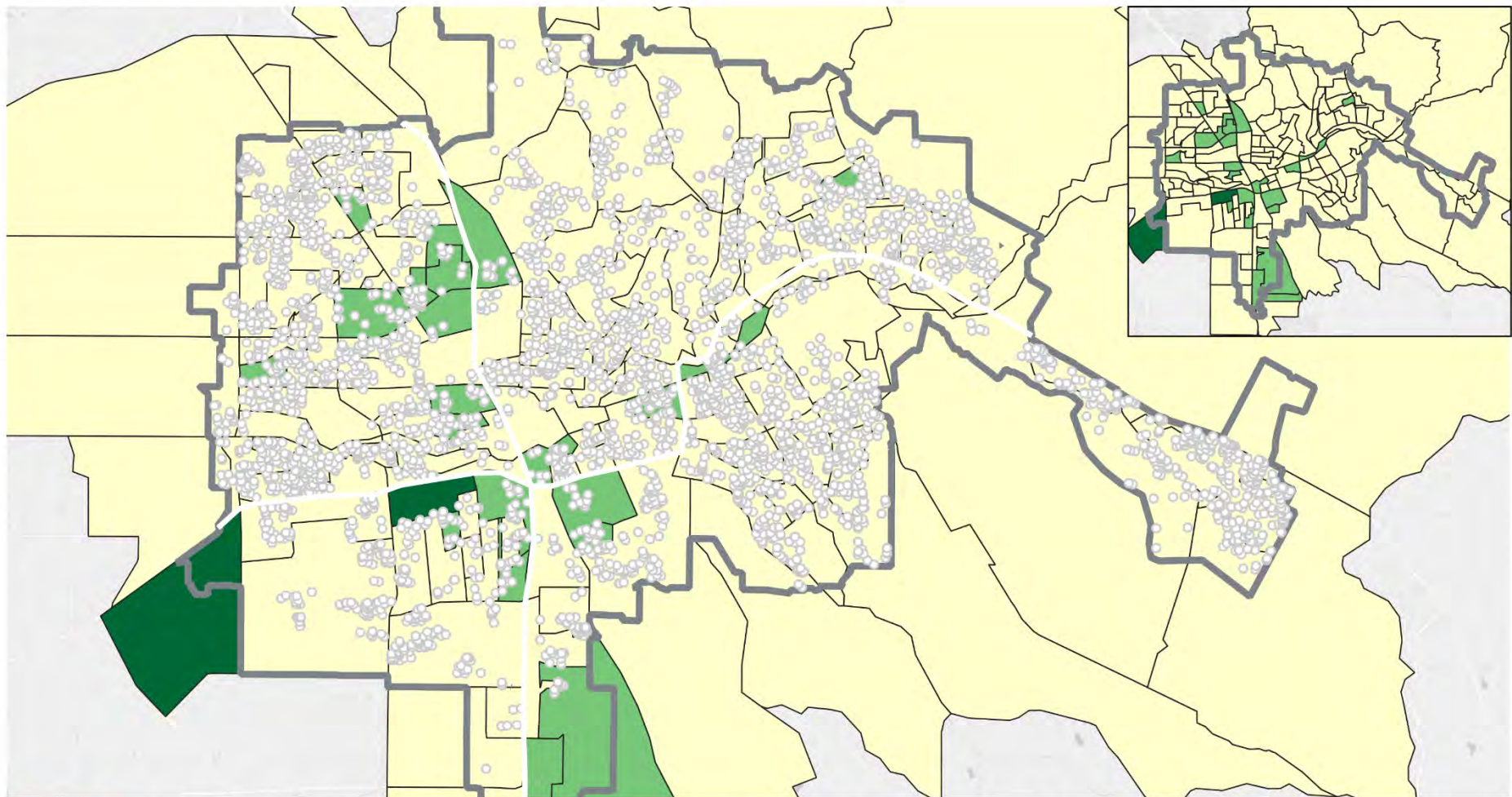
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Santa Rosa WUE Participation and Median Household Income



Santa Rosa WUE Participation and Demographic Indicators





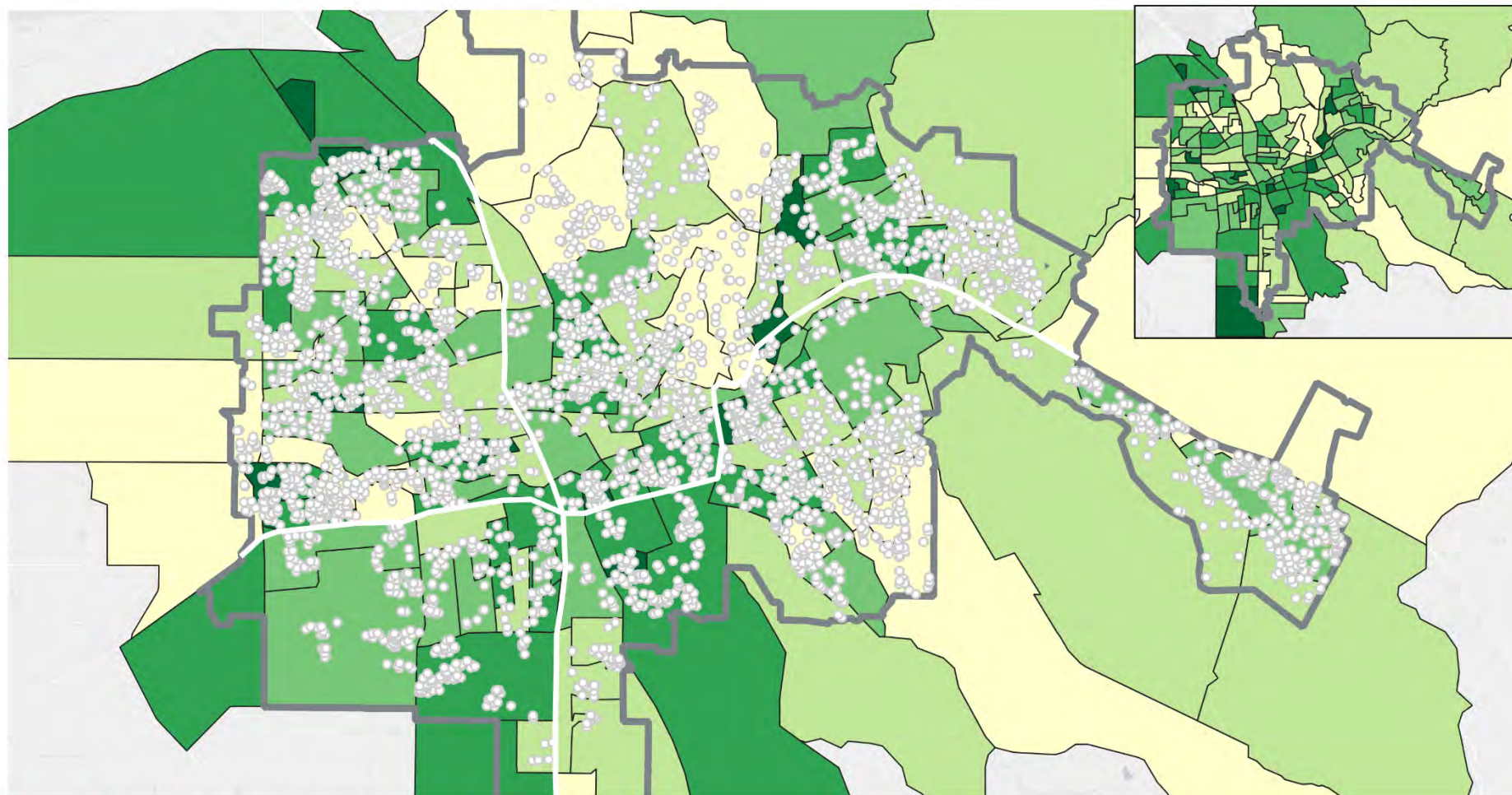
Water Use Efficiency Program Participation & Households Without Internet Access

- Highways CA 12 and US 101
- Participants
- ▬ Service Area
- ▭ US Census Block Groups
- Households Without Internet
- 0 - 17%
- 17 - 33%
- 33 - 50%

Includes the following programs: CII + MFR Cash for Grass Rebate Green Exchange, CII + MFR High Efficiency Clothes Washer Rebate, SFR Cash for Grass Rebate Green Exchange, SFR WaterSmart Checkup (Indoor & Outdoor), from 2013-2021.

Sources: (1) Santa Rosa Water; (2) Esri Basemap; (3) US Census Bureau. (2019). 2015-2019 American Community Survey 5-Year Estimates. Internet Subscription in Household. <https://data.census.gov/cedsci/>.

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Water Use Efficiency Program Participation & Percentage of Renter-Occupied Housing

- Highways CA 12 and US 101
- Participants
 - ▬ Service Area
 - ▬ US Census Block Groups
- Renter-Occupied Housing**
- 0 - 9 %
 - 9 - 18 %
 - 18 - 29 %
 - 29 - 44 %
 - 44 - 72 %

Includes the following programs: CII + MFR Cash for Grass Rebate Green Exchange, CII + MFR High Efficiency Clothes Washer Rebate, SFR Cash for Grass Rebate Green Exchange, SFR WaterSmart Checkup (Indoor & Outdoor), from 2013-2021.

Sources: (1) Santa Rosa Water; (2) Esri Basemap; (3) US Census Bureau. (2019). 2015-2019 American Community Survey 5-Year Estimates. Total Population in Occupied Housing by Tenure by Units in Structure. <https://data.census.gov/cedsci/>.

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