

# Water Use Efficiency Program and Drought Outreach Update



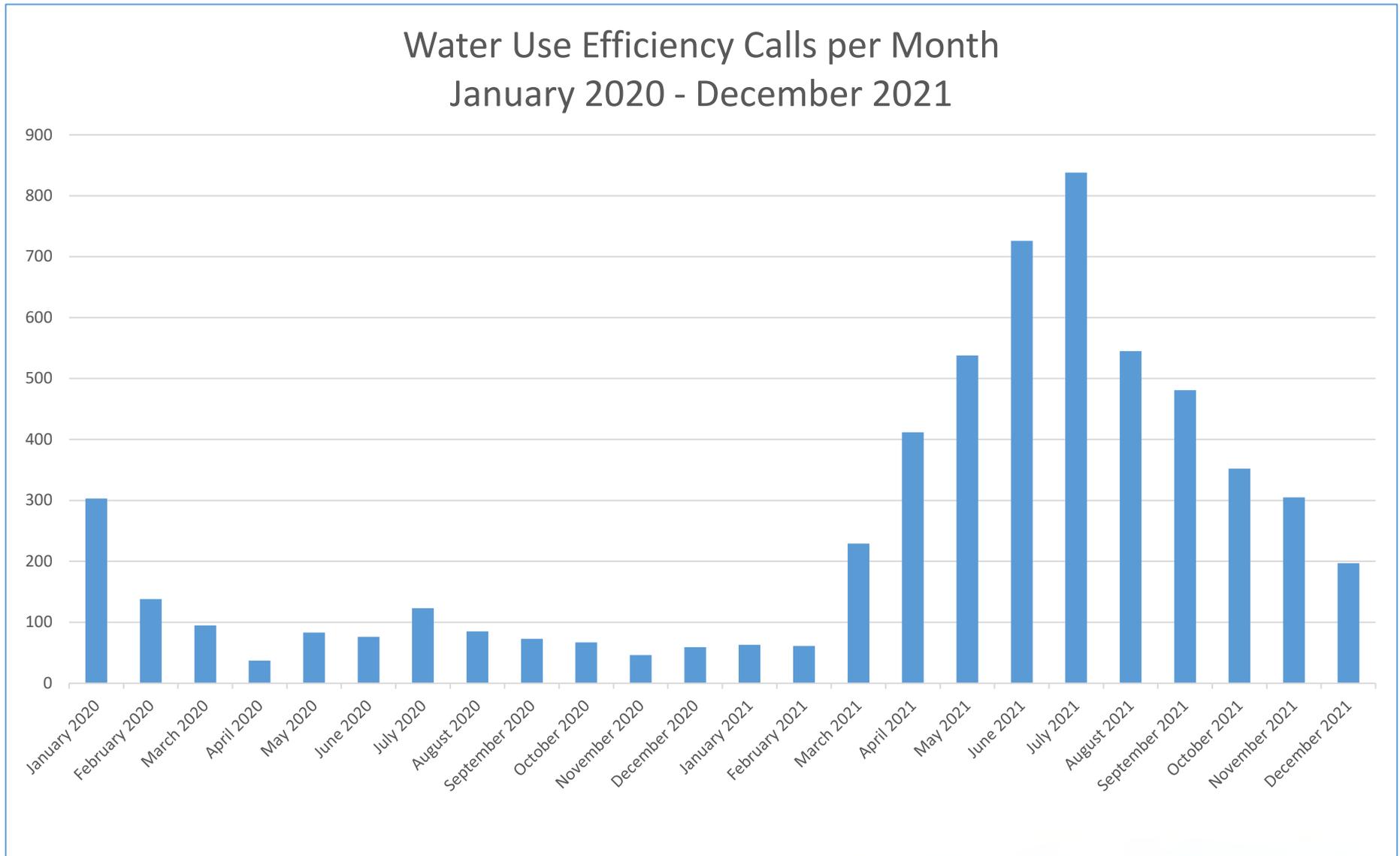
January 31, 2022  
Board of Public Utilities,  
Water Conservation Subcommittee

Claire Nordlie, Sustainability Coordinator

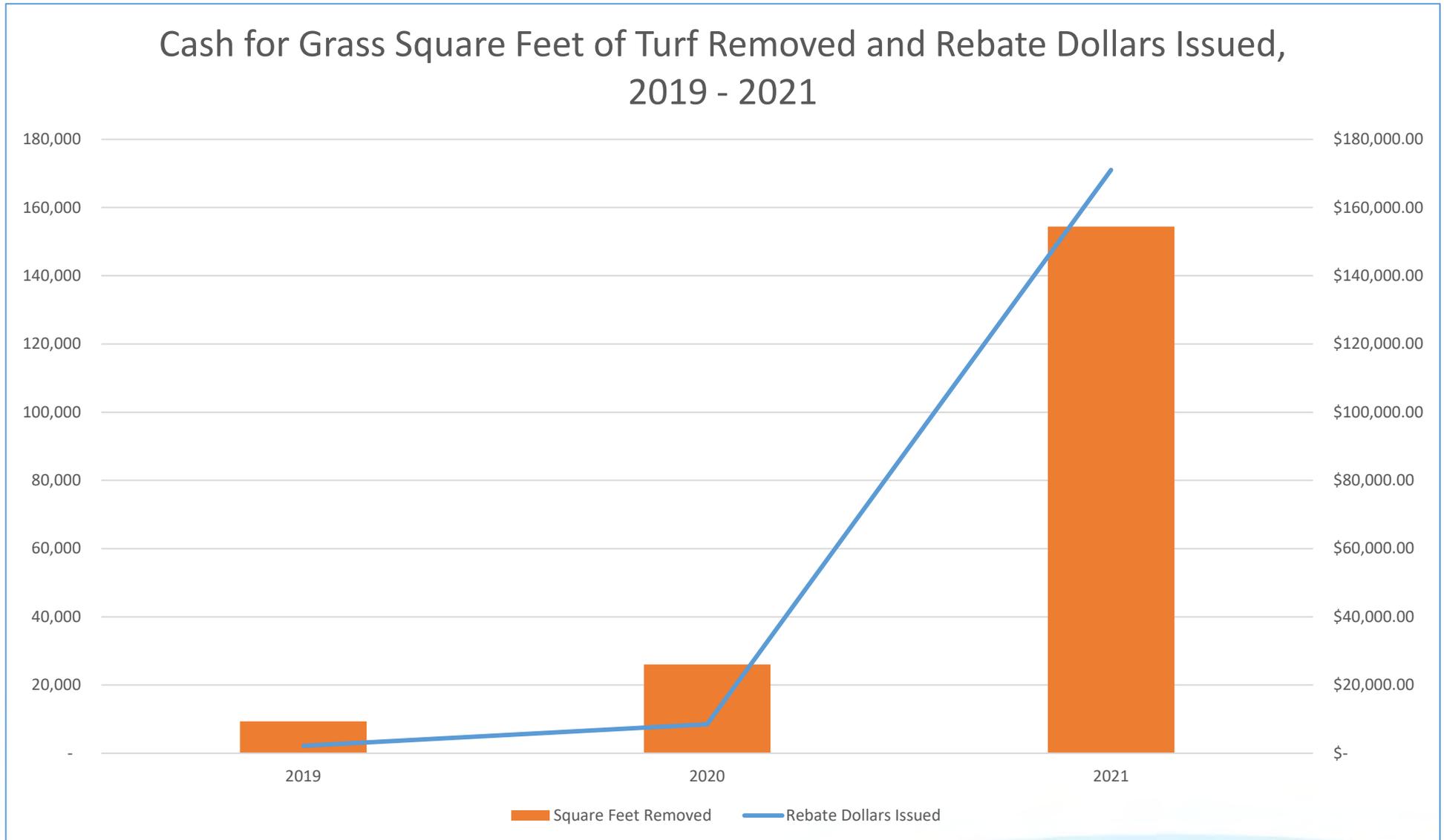


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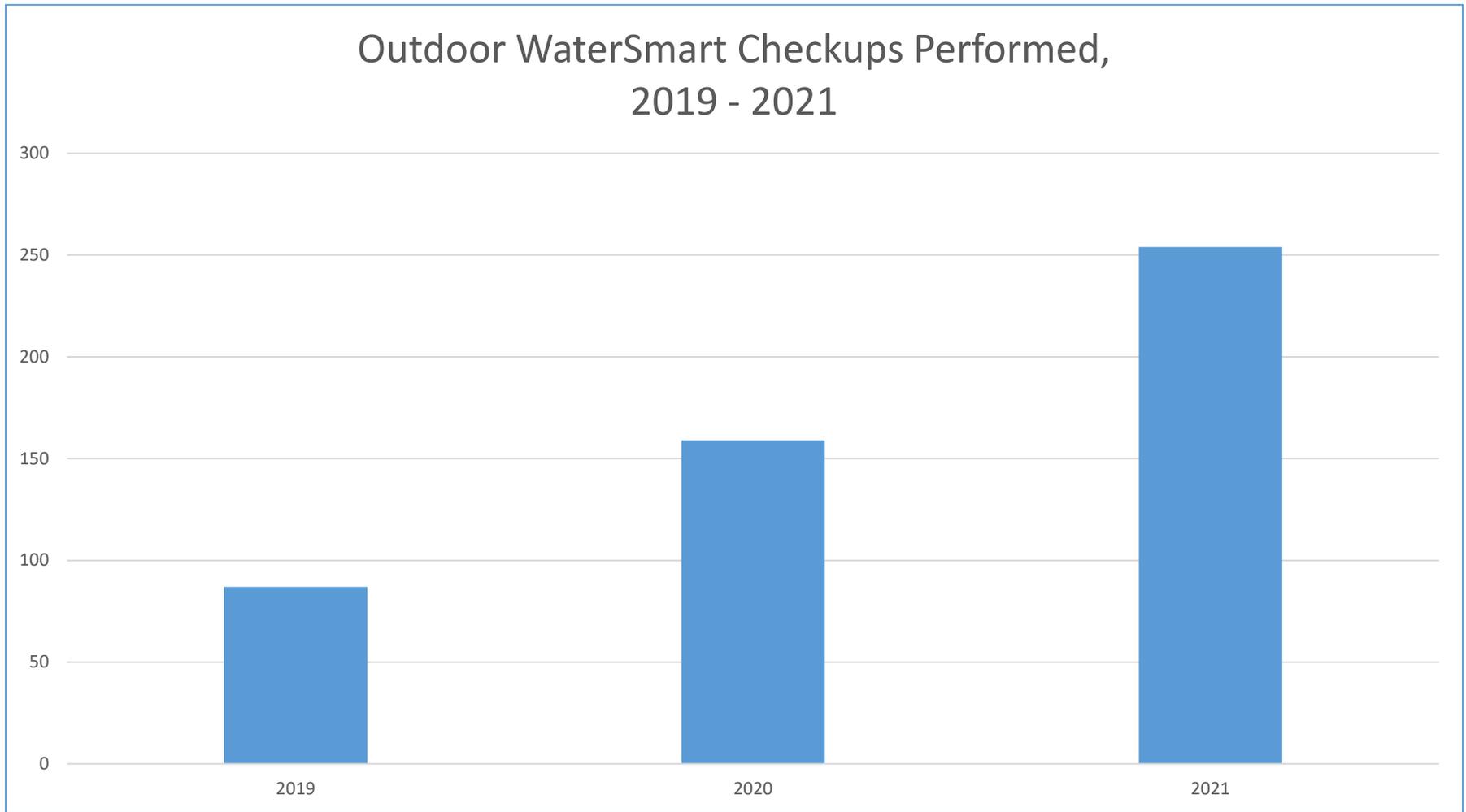
# Water Use Efficiency Calls

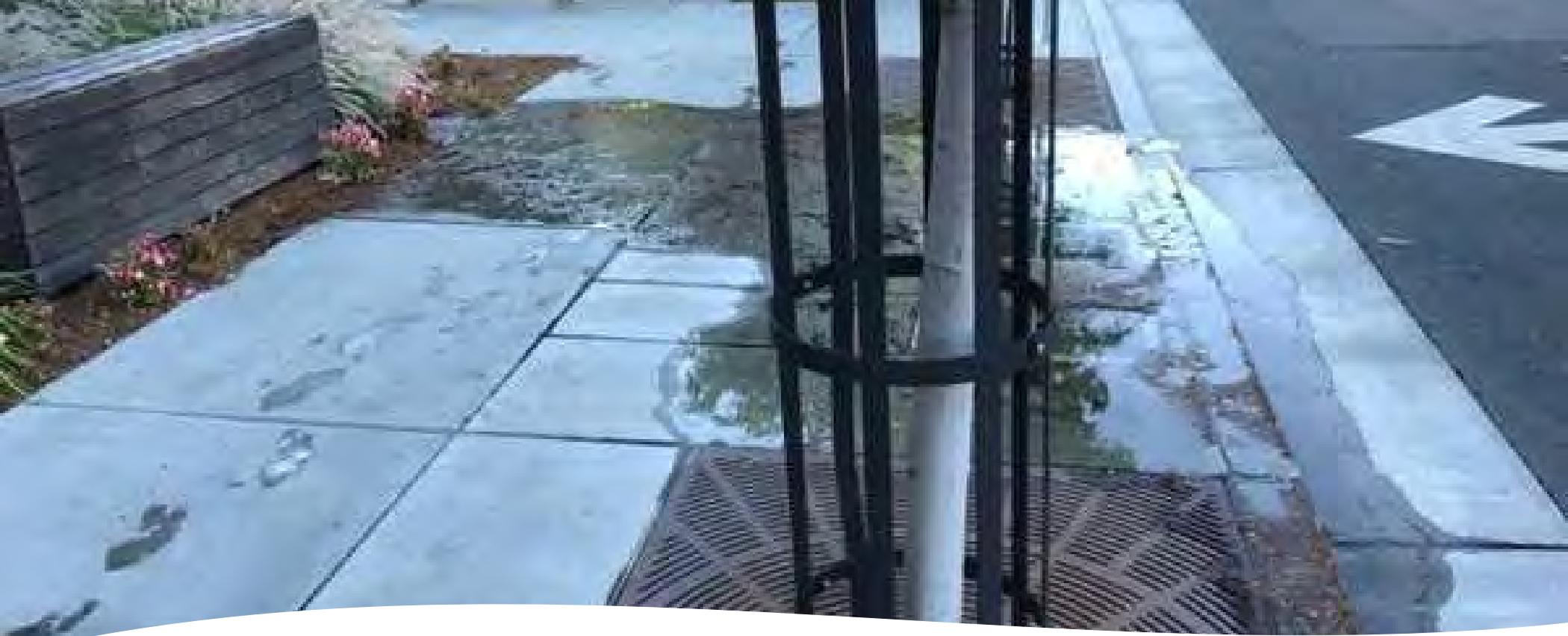


# Cash for Grass Participation



# Outdoor WaterSmart Checkups





# 2021 Water Waste Cases

- Received over 650 reports
- Followed up over 850 times on those reports
- Proceeded with water shutoff on one account

# Drought Drop By Events



# Looking forward to 2022

- Indoor WaterSmart Checkups resumed in November... then postponed in January
- More AMI targeted outreach
  - Irrigation Off Letters sent monthly
  - High Use Letters sent monthly
  - Continuous use outreach
  - Rebate Expiration Letters
- Workshops, in-person and virtual
- Testing data loggers for more granular data



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# 2022 Workshop Schedule

- WaterSmart Garden Maintenance
- **WaterSmart Insect Investigation**
- Drip Irrigation Basics
- Graywater Laundry to Landscape
- Lawn Gone
- **Reusing the Rain**



# Drought Outreach



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# 2022 Winter Campaign: Take Action to Save Water



# Delivering the Message

- Water Bills
- Wine Country Radio
- Targeted Google Ads
- Press Democrat
- City Connections eNewsletter
- Facebook/Instagram



# Connecting with Customers

- St. Patrick's Day 5k & Fix-a-Leak Week
- Earth Day 2022
- WaterSmart event
- Eco-Friendly Garden Tour



# Questions?

# Thank you.



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