

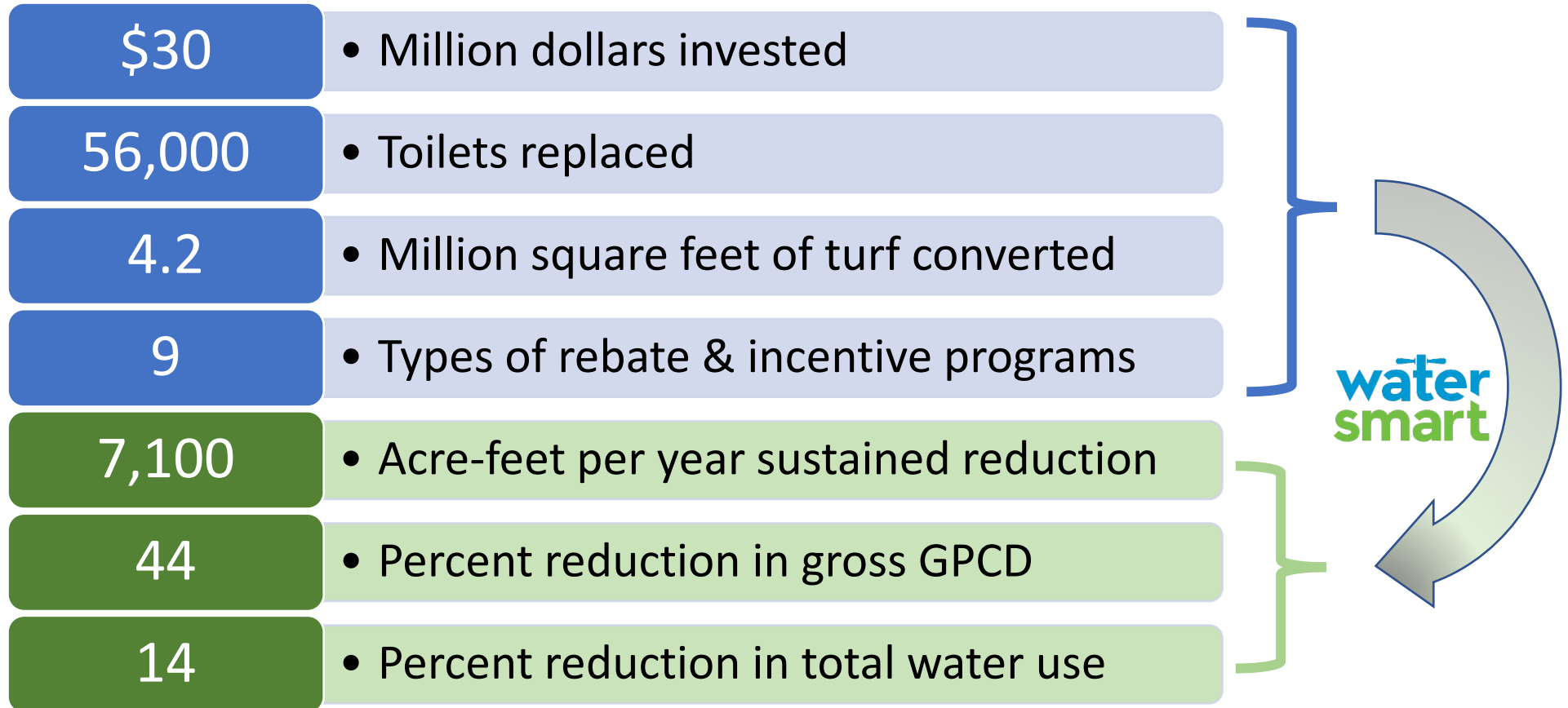
Water Use Efficiency Program Updates



April 17, 2024
Water Conservation Subcommittee

Stacie Hatfield, Water Use Efficiency Coordinator

30 years of water conservation





Indoor Rebates

- Clothes Washer (\$50)
- Free WaterSmart Devices
 - Showerheads, aerators, toilet flappers, hose nozzle
- High Efficiency Toilet Rebate (\$50-\$75)
- Sustained Reduction Rebate (\$400 per 1,000 gallons)

Commercial Specific Rebates

Indoor

- High Efficiency Commercial Clothes Washer (up to \$350)
- High Efficiency Urinal Rebate Program (up to \$450)



Outdoor Rebates

- Irrigation Efficiency Upgrades (up to \$300)
- Cash for Grass (\$1.00/SF up to \$1,000 SF)
- Rainwater Harvesting (\$0.25 per gallon storage)
- Greywater Reuse (\$100 per fixture)
- Pool Cover Rebate (\$50)
- Pool Removal Rebate (\$0.75/sq ft, up to \$750)

Commercial Specific

- Irrigation Efficiency Upgrades (up to \$1,000)
- Cash for Grass (\$1.00/SF up to \$10,000 SF)
- Service Split Incentive
 - Adding an irrigation meter
- Pool Removal Rebate (\$0.75/sq ft, up to \$7,500)

Other Regional Outdoor Programs



- GardenSense Program
- WaterSmart Plant Picker
- Eco-Friendly Garden Tour
- Water Waste Report Form
- WaterSmart Landscape Design Templates
- WaterSmart Garden Maintenance Guide
- WaterSmart Plant Label
- DIY Toolkit
- Irrigation Scheduling Tool

WUE Audits - 2023

- Residential Outdoor – 116
- Residential Indoor – 108
- Commercial Indoor – 32
- Commercial Outdoor - 22



Dye Tab Challenge

Part of Fix-A-Leak Week

In partnership with Sonoma County Water Agency

- 253 dye tabs mailed
- 32 Entries
- 5 Leaks Reported
- 10 requests for more information on saving water
- 5 requests on replacing a toilet
- 6 requests for replacement toilet parts



For dye tab pickup locations, visit gWaterPartnership.org



Cash for Grass Program History

4,000,000 sq ft removed

4x more sq ft removed compared to other similarly sized agencies

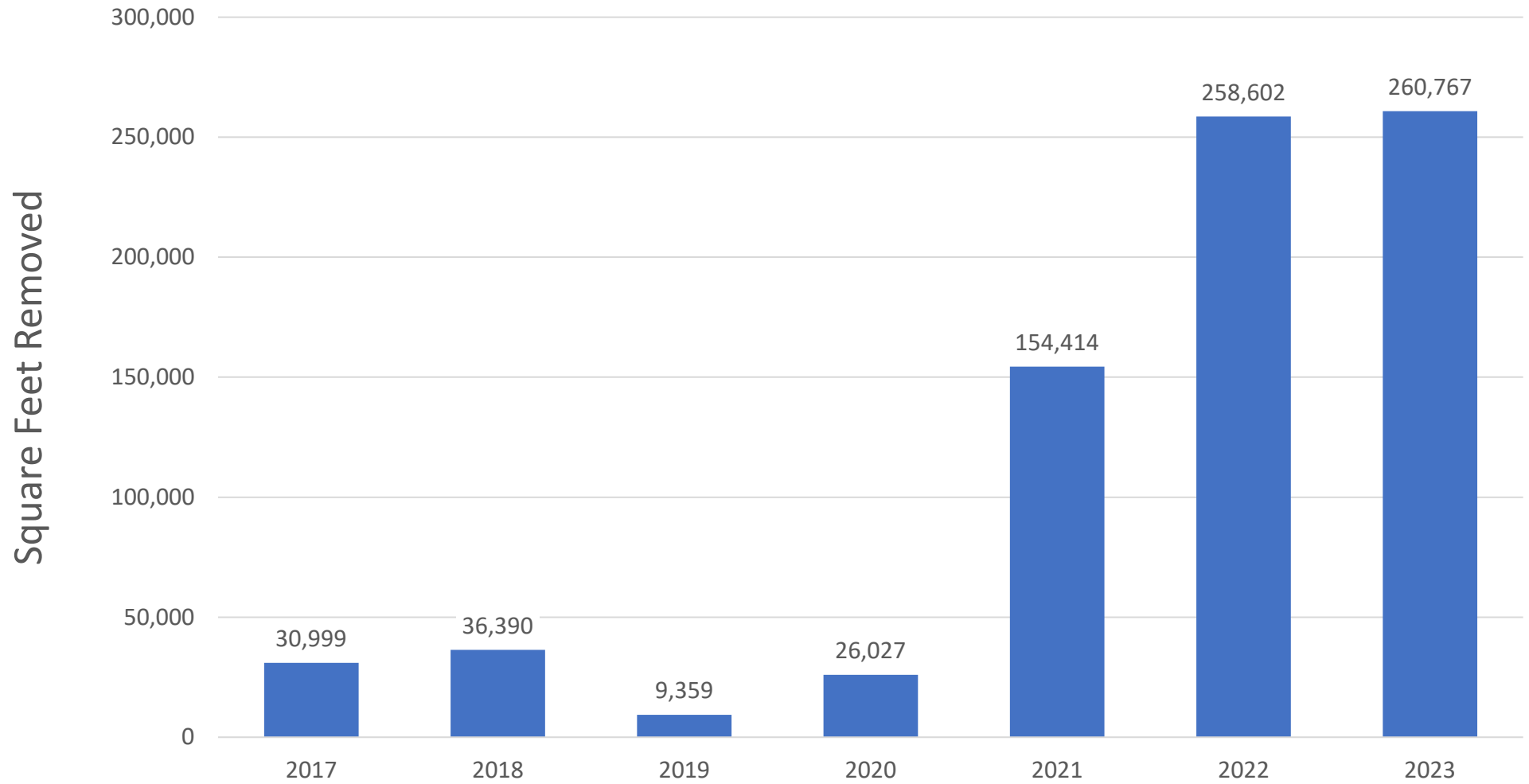
\$2,000,000 rebates issued

3,900 sites participated

1,200,000,000 gallons saved over life of program



Lawn Removed



AMI Program Success through WUE

- Between January 2020 to April 2023
 - 2,136 leaks detected
 - About 500 to 700 leaks detected annually (about 1% of service area)
 - Average leak amount per hour = 49 gallons
 - Average leak hours = 322 hours (13.4 days)
 - Water saved through advanced (prior to bill) notification = 2,184,000 gallons

NEW **water smart** PORTAL

Sign up for the WaterSmart Portal, a helpful water use tool on our website.

www.srcity.org/watersmartportal

Gain access to:

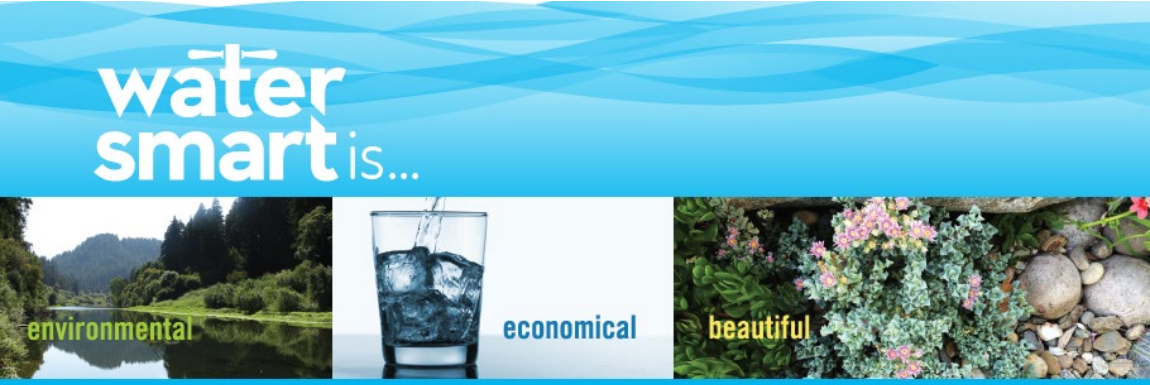
1. Hourly, daily, weekly and monthly water usage data.
2. Water saving tips, tools, resources and rebate info.

Create customized notifications for high water use. This is an **easy way to be alerted about a leak, or any notable changes in water usage.**

Total customers registered for the portal - 7559

Customer Outreach

- Welcome Postcards – 4253
- Calls from customers – 3192
- Presentations
 - Santa Rosa Garden Club
 - Water Conservation Showcase
 - AWWA Winter Workshop
 - Spring Lake Village




The graphic features a blue wavy background at the top with the text "water smart is...". Below this are three panels: "environmental" with a river scene, "economical" with a glass of water, and "beautiful" with a garden scene.

Welcome to the Neighborhood!

Santa Rosa Water is here to help you be WaterSmart. Here are some of our favorite water-saving tips and tools.

- 1. Use Your Water Bill and WaterSmart Portal**
Review your water bill monthly to check for unusually high use and access your WaterSmart Portal to track your water use, create high-use notifications, and learn about water-saving tips and tools.
- 2. Fix Leaks**
Fix leaks in plumbing and irrigation equipment promptly to save water and money.
- 3. Cash in on WaterSmart Retrofits**
Take advantage of our rebates. We provide incentives to help you transform your yard into a beautiful low water use landscape, improve irrigation efficiency, harvest rainwater, reuse greywater, and more.
- 4. Schedule a FREE WaterSmart Home Audit**
A trained Santa Rosa Water efficiency technician will provide you with water-saving tools and make customized recommendations.

To schedule an audit or just ask a question contact our Water Use Efficiency Team:
srcity.org/WaterSmart
WaterSmart@srcity.org
707.543.3985



Events

- St. Patricks 5K
- Earth Day
- Eco Friendly Garden Tour
- WaterSmart Expo
- Creek Week
- Sonoma County Business Showcase
- LandPaths Harvest Festival
- Halloween at Howarth
- Senior Expo



Workshops

- Water Smart Gardening Workshop
- Water-wise Gardens & Landscapes
- Tree Care During Drought
- Raingardens & Swales
- Retain the Rain
- Programming your Irrigation Controller
- Insect Investigation



FREE WORKSHOP
Water Smart Insect Investigation
A Bilingual Program for All Ages!
Saturday, May 18th 10:00 AM - 12:00 PM
Bayer Farm, 1550 West Ave, Santa Rosa
Register today at srcity.org/workshops

Santa Rosa WATER LandPaths Daily Acts

The poster features a close-up photograph of a ladybug on a purple flower. The text is arranged in a clean, modern layout with a blue header and footer. Logos for Santa Rosa Water, LandPaths, and Daily Acts are positioned at the bottom.



FREE WEBINAR
**Retain the Rain:
Rain Gardens and Swales**
Tuesday, October 15th 5:30pm PDT - 7:00pm PDT
Register today at srcity.org/workshops

Santa Rosa WATER Daily Acts

The poster shows a photograph of a well-maintained rain garden with various plants and rocks. The text is overlaid on a white background with a blue header and footer. Logos for Santa Rosa Water and Daily Acts are at the bottom.



FREE IN-PERSON WORKSHOP
Programming Your Irrigation Controller
Saturday, April 20th 1:00 PM - 3:00 PM
Sustainable Education Garden: 100 Santa Rosa Ave
Register today at srcity.org/workshops

Santa Rosa WATER Daily Acts

The poster features a photograph of a woman smiling while adjusting a dial on an irrigation controller. The text is overlaid on a white background with a blue header and footer. Logos for Santa Rosa Water and Daily Acts are at the bottom.

Santa Rosa Water is here to help you save!

For WaterSmart Resources, visit:

srcity.org/WaterSmart
watersmart@srcity.org

[Rebate Info](#)

srcity.org/rebates





Questions?