Dealing With Drought

May 14, 2015

Customers, Conservation and Rates

CWA

Know Your Audience

Acknowledge "Drought Fatigue"

Good News
- 89% are willing to make significant changes to save water
- 78% have heard conservation messages
- 82% feel it is important to conserve water

The Other News
- 36% already “significantly” reduced water use or are doing everything they can
- 3% weren't “very” willing to reduce water use because they’ve already done so
- #1 reason for not conserving more is they think they’ve already made significant reductions

--ACWA Statewide Poll Feb. 2015

Address Significant Knowledge Gaps

RWA Survey in Sacramento region

Two Essential Facts People Don’t Understand:
- Most household water use occurs outdoors
- How much water their household uses per day

Use the Most Effective Call to Action

RWA Survey in Sacramento region

Outdoors:
- Reduce sprinklers by 2 minutes.
- Plant low-water use plants
- Add 2 to 3 inches of mulch

Indoors:
- Limit showers to 5 minutes
- Fix all drips
- Limit major water using devices
- Check for leaks and fix them fast

Focus on the Sweet Spot

Who’s Most Likely to Conserve?

Develop a Regional Information Hub

BeWaterSmart.info

Lean On Third-Party Credibility

- Conservation is a state mandate
- The State Water Board set conservation targets
- The CPUC directed water utilities to develop conservation rate structures
- Tiered pricing is a best practice

Gear Up for the Demonstration Game

Outreach for “Show” As Well As “Know”

- Direct mail postcard or letter now
- Billboards
- Print advertising
- Document everything

"The Water Board shall direct urban water suppliers to develop rate structures and other pricing mechanisms..."
--Gov. Jerry Brown

"Water pricing—particularly tiered rates—are important to promoting urban conservation.
--Rep.

Visit keepingsaving.ca/saveourwater.com

Save Our Water

Visit 1, California
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**Water Myths Busted!**

*Where is more water used at home? Inside or outside?*

Click to learn the answer

bewatersmart.info

Two Essential Facts People Don’t Understand:

- Most household water use occurs OUTDOORS
- How much water their household uses per day

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**Focus on the Sweet Spot**

*Who's most likely to conserve?*
Use the Most Effective Calls to Action

*RWA Survey in Sacramento region*

**Outdoors**
- Reduce sprinklers by 2 minutes
- Plant low-water use plants
- Add 2 to 3 inches of mulch

**Indoors**
- Limit showers to 5 minutes
- Turn off water when brushing teeth/shaving
- Check for leaks and fix them fast

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