



CALIFORNIA
AMERICAN WATER

Keeping Drought Communications Fresh

California Water Association

Spring Conference

May 19, 2016

Traditional communication techniques - Mail



**CALIFORNIA
AMERICAN WATER**
511 Forest Lodge Road, Suite 100
Pacific Grove, CA 93950

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Newspaper and Magazine Ads



Our Ventura County District water system is one of the few that isn't achieving the statewide conservation goal.

California American Water is here to help. Use these tips to get you started this spring.

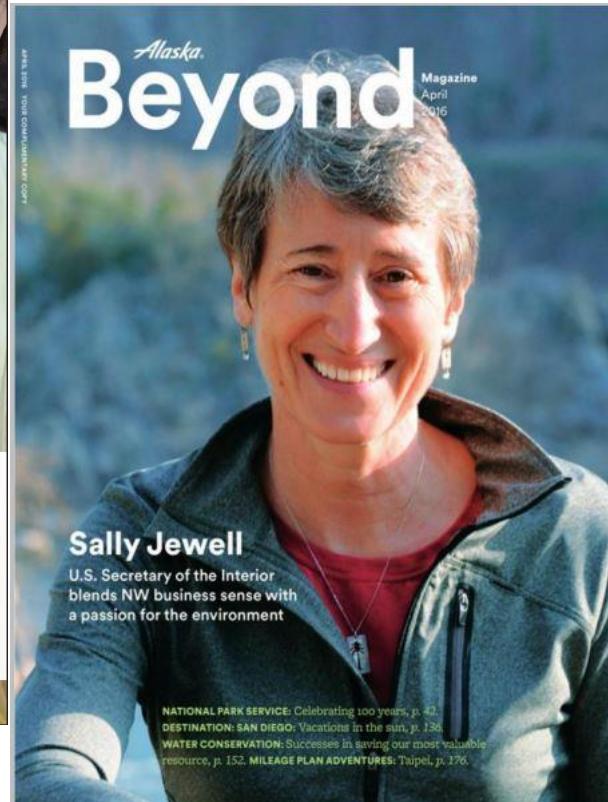
For Your Lawn:

- Set your lawn mower to a higher height setting. Longer grass keeps the soil moist.
- Aerate your soil at least once a year to help water penetrate deeper into soil.

For Your Plants and Trees:

- Install drip irrigation so water only goes where it is needed.
- Use mulch and compost to help retain water so irrigation is needed less often.

For more tips and information, visit ConserveTogether.com



Thank You for Doing Your Part

Your water conservation has helped keep parks open during the drought. Through your cooperation, local parks have been able to keep their grasses green and safe for your recreational use.

For more conservation information, please call **(916) 568-4201** or visit www.californiaamwater.com.



Innovative communication techniques - Email



ConserveTogether.com Drought Updates Rebates & More

It Was Great Meeting You

Thanks for stopping by our California American Water conservation booth at the Ralphs grocery store the weekend of April 9 & 10. We appreciate your interest in learning more about how to save water since we're still one of the few communities in California not meeting our state-ordered conservation goal. By providing your email address, we will send you occasional emails providing helpful water-saving information and other water-related updates. You can unsubscribe at any time by clicking "unsubscribe from this list" at the bottom of this or any email.



Get FREE Expert Advice

California American Water offers free Water Wise House Calls, where a conservation specialist will visit your home to evaluate current water use and create a personalized plan to help you save water indoors and out. The visit will last anywhere from 20 minutes to one hour. To schedule your free visit, call (805) 498-1266 x2809.

[Learn More →](#)

 CALIFORNIA AMERICAN WATER

New Water Rules

1. No watering during or for 48 hours after rain.
2. No washing down sidewalks and driveways.
3. No runoff onto sidewalks and driveways.
4. Hoses must have an automatic shut-off nozzle when washing vehicles.
5. Fountains must recirculate water or use recycled water.
6. Restaurants: only serve water to customers on request.
7. Hotels and motels: provide guests with the option to not have towels or linens laundered daily; prominently display notice of this option.

For a complete list, visit our [Drought Update page](#).

Save Water Outdoors with Free Devices & Money-Back Rebates

More than half of water is used outdoors. Cut your outdoor water use with help from water-saving devices and upgrades. California American Water provides **FREE** devices and money-back rebates that will help you save water during this historic drought.



Money-Back Rebates:

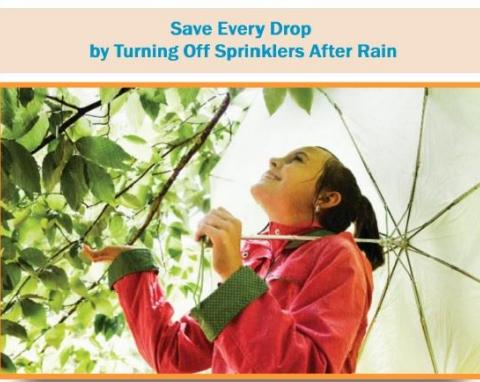
Purchase one of the following water-saving devices, and you can save water and get a money-back rebate*:

- Weather-Based Irrigation Controller: up to \$80 back
- Soil Moisture Sensor System: up to \$80 back
- Rotating Sprinkler Nozzle: up to \$4 per nozzle (min. of 15)
- Rain Barrels: up to \$75 each (max. of 4)
- Pool Covers: up to \$50 for manual; \$200 for mechanical

FREE Devices:

Small changes can make big changes, too. These free devices can also help you save water outdoors:

- Automatic Hose Nozzle
- Moisture Meter



Save Every Drop by Turning Off Sprinklers After Rain

We're happy to hear rain is in the forecast, but the drought continues. Let's work together to save every drop we get. The State Water Resources Control Board's drought regulations ban outdoor watering for 48 hours after measurable rain. Please adjust your irrigation controllers accordingly and refrain from hand watering for 48 hours after any rain.

If you need help adjusting your irrigation system, click [here](#) to find the operating manual for most brands and models of irrigation systems.

For more information about the drought and to learn about our conservation rebates, programs and devices, visit our [site](#).

Online ads

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Our water system is one of the few in California that isn't achieving the statewide conservation goal. Changes in outdoor water use can equal big savings.



Conserve is Better Together

CONSERVETOGETHER.COM

[Learn More](#)

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Easy Ways to Make Your Yard Drought-Friendly [LEARN MORE](#)

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We're here to make life easier. Learn how to conserve and reduce costs.


LIANA BAYAKHMEDOV
 Administrative Assistant
 Sacramento District


HECTOR TORRES
 Meter Operator
 Sacramento District


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www.californiaamwater.com

Save Water, Money & Time

At California American Water, providing you with high-quality water service is our number one priority. You're not just our customers, but also our neighbors, friends, and family.

WWW.AMWATER.COM

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Our experts are here to help you conserve.



HECTOR TORRES
 Meter Operator
 Sacramento District


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Worried about water use?

We're here to help you hunt down leaks, provide water-wise gardening tips, and show you the many ways to save water. Schedule an appointment today by calling 916-568-4201.

WWW.AMWATER.COM

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Customer walk and talks



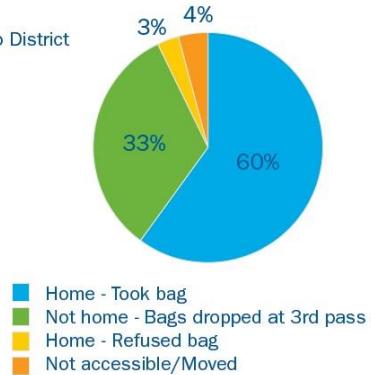
2,334 People Contacted



3,615 Bags Dropped



| | |
|-------------------------|----------|
| CAW Sacramento District | Red line |
| Walk Area | Yellow |
| Area 1 | 1,004 |
| Area 2 | 1,203 |
| Area 3 | 531 |
| Area 4 | 419 |
| Area 5 | 753 |



Customer Outreach



Mulch Madness



Toilet Giveaway



Customer Comments

"I'm just fed up with these liberal politicians. This state is such a mess. We have serious problems and these morons just can't stop with their liberal agenda. There is no global warming, we don't need a bullet train (that really isn't a bullet train), this state is being overrun by illegals, etc... it goes on and on. I'm so pissed I think I'm going to move somewhere people haven't lost all common sense. This state is a perfect example of why this country is going to hell.

Anyway, how is the ground water situation?"



- on "Let's Keep Conserving"

“I think your response was clearly ridiculous. Rebates are a hassle and you know it. You hope most people don't apply for the rebate or they don't cross a T or dot an I so their rebate can be denied. It's like the grass rebate. Everyone I know is still waiting for a check. The big guys have been paid but the rest wait. Don't respond. You can eat the rain barrels.”

- on their refusal to apply for the \$75 rain barrel rebates

“This is ridiculous. If you were really serious about providing drought relief steps, you'd offer delivery of mulch and barrels. Just more corporate window dressing.”



- on Mulch Madness event and CAW's lack of delivery service

“How about we start with you guys!!! City of TO, CalTrans and LA dept. of water power? You guys always put it on the public, you guys should set the example !! LA city just dumped hundreds of thousands gallons of water down the street a couple weeks ago, CalTrans continues to water freeway slopes during the middle of the day. Water conservation should start with local government operations.”

- on the 25% water use reduction

Questions?

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www.californiaammwater.com