



2019

WATER EFFICIENCY REPORT

City Of Sacramento Department of Utilities
Water Conservation





A MESSAGE FROM OUR DIRECTOR WILLIAM O. BUSATH



I am pleased to share with you the outstanding progress that the City of Sacramento Department of Utilities has made, with the help of our customers, towards our sustainability and conservation goals in the past year.

One of the goals in the Department of Utilities Strategic Plan 2020-2025, is to plan for current and future generations by protecting, preserving, and enhancing water resources, the environment, and the community. The efforts highlighted in this document show just some of the ways that we have already taken steps towards doing this.

We are particularly proud of the programs we have put in place that provide our customers access to conservation tools and of our hardworking team that helps residents identify ways they can continue to save water. We are also proud to say that we are on the path to meeting the target of using less than 20% of our baseline water use (1996-2005) by 2020 and will work hard for the rest of the year to meet this target.

Sacramento will continue to lead the way in 2020 and beyond. Thank you to our community for being part of our success.

AWARDS

The Water Conservation Team received multiple awards in 2019, recognizing our success.

EPA's 2019 WaterSense Excellence Award

Our indoor and outdoor rebate programs, turf conversion incentives and assistance programs were recognized as outstanding programs helping customers achieve water-saving goals.

Alliance for Water Efficiency – Gold

Thanks to effective conservation planning, dedicated staff, public education, and landscape efficiency programs, our programs were verified on the Alliance for Water Efficiency's Leaderboard.

OUR VISION

- Sustainably meet future water needs through cost-effective water conservation and water use efficiency
- Reduce ratepayer costs for the treatment and delivery of water and the treatment of wastewater
- Achieve 20 percent GPCD water use reduction statewide by 2020 and meet state and federal mandates
- Demonstrate environmental stewardship and foster wise, innovative, responsible and efficient practices
- Support the health of rivers and groundwater integral to the region's quality of life.



KEY PARTNERSHIPS

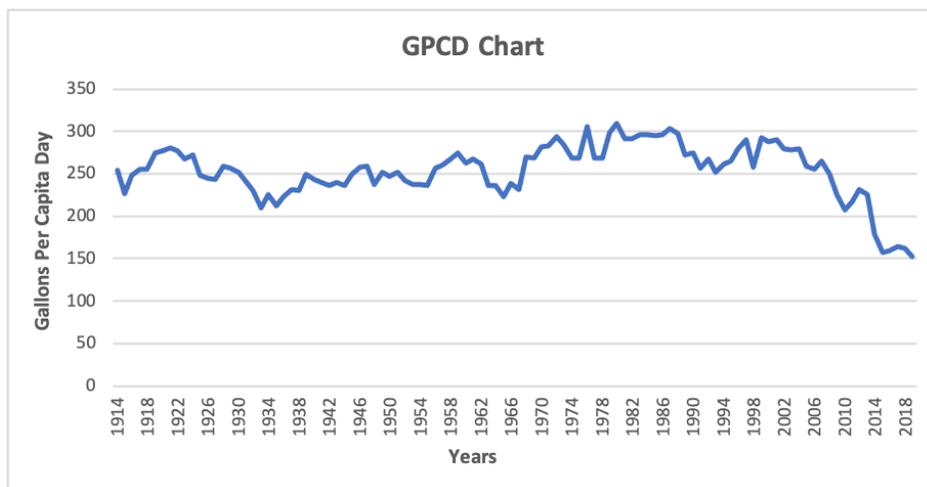
The Water Conservation Team developed key partnerships to strengthen citywide water efficiency efforts. We would like to thank our partners for helping us keep Sacramento water wise.



2019 ACHIEVEMENTS

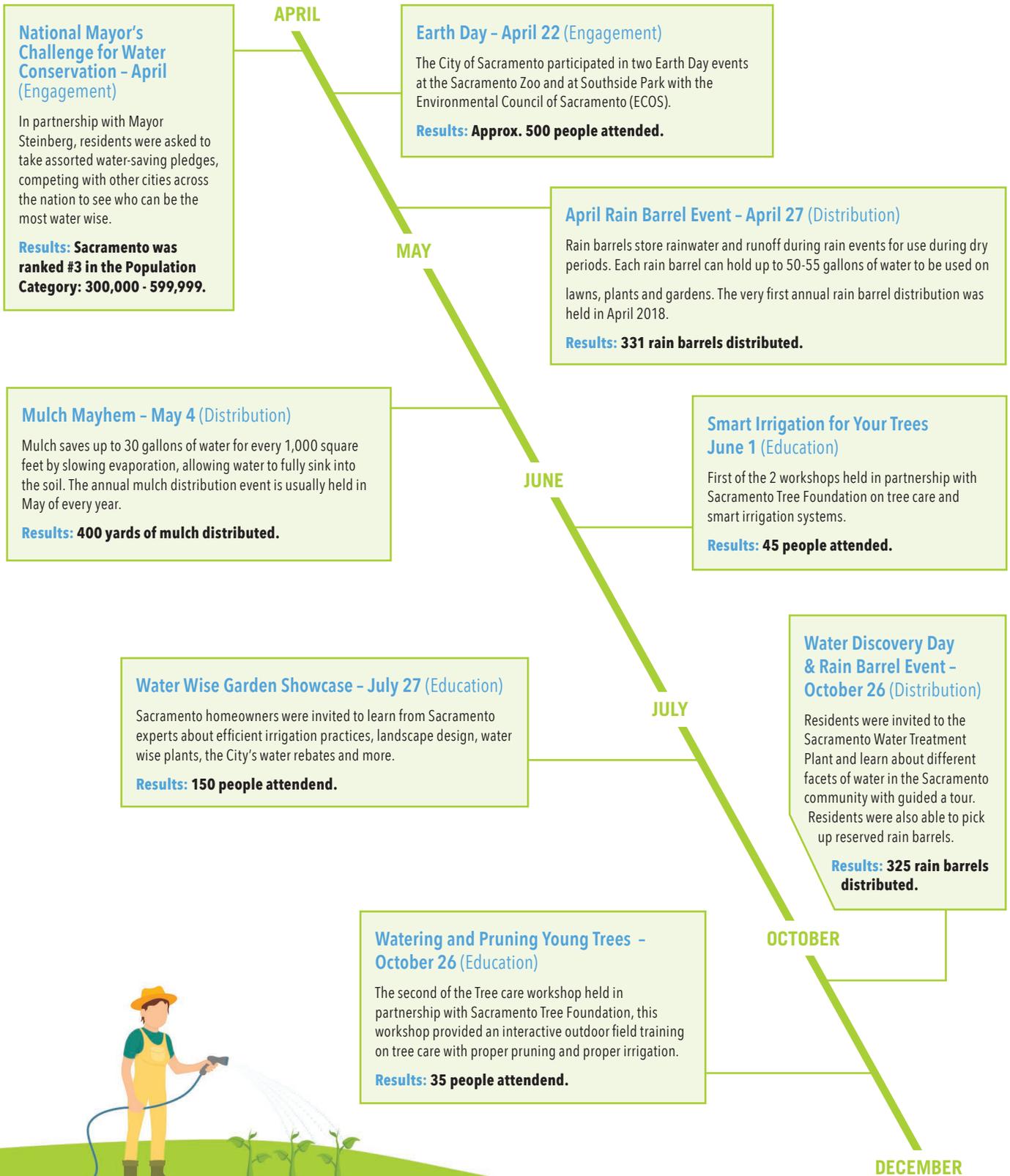
As of 2009, the City of Sacramento is required by state law to use less than 223 gallons of water per capita day (GPCD) by 2020, per California's Water Conservations Act (SB-X7-7). As of 2019, the City is significantly exceeding this goal, with an all-time low of 152 GPCD.

The City's success in reaching the GPCD goal is attributed to the strategic outreach tactics, the expansion of assistance services and the innovative incentive models that met the needs of the City residents as well as the participation and support of residents and businesses in becoming efficient with their water use.



HELPING RESIDENTS KEEP SACRAMENTO WATER WISE

In 2019, the Water Conservation Team participated in and led numerous community educational and engagement events. The below timeline highlights the events and results of each event to help Sacramento residents increase their water efficiency efforts at home.



The Water Conservation Team developed the following campaigns over the past three years to inform and educate Sacramento residents about City water efficiency efforts and ways they can improve water efficiency. Each campaign uses a variety of English and Spanish media channels like radio, print, outdoor ads and more. Some major publications include Capital Public Radio, Total Traffic and Weather Network, Telemundo, and Inside Publications. Budget allocation for media campaigns were 85% English speaking and 15% Spanish speaking audiences.

Break Up with Your Lawn – Second Year

September 30 – October 20, 2019

Lawns require 60% of household water use. Residents can significantly reduce their water use by converting their thirsty lawn to a water wise landscape. This campaign highlights that water wise landscapes are low maintenance compared to lawns.

Results: 4,149,524 impressions



Made Possible By – Third Year

April 8 – May 19, 2019

Studies show that residents consider low water use landscapes unattractive. This campaign highlights the beauty of water wise plants to make conversion more attractive.

Results: 27,223,503 impressions | 400,837 Spanish digital impressions



1 Day Per Week – Third Year

May 1 – June 23, 2019

City ordinance requires the residents to follow the 1 Day Per week fall/winter watering schedule. The campaign highlights when the water schedule change begins, what days residents/businesses can water during the warmer months, and the exemptions to this schedule.

Results: 27,223,503 impressions



2 Day Per Week – Second Year

February 25 – March 10, 2019

This outreach campaign asks residents to follow the permanent 2 day per week spring/summer watering schedule. The campaign highlights when the water schedule change begins, what days residents/businesses can water during the warmer months, and that there are exemptions to this schedule.

Results: 1,143,660 impressions | 236,592 Spanish digital impressions



Sac Water Wise – Second Year

May 1 – June 23, 2019

This campaign highlights that residents can be Sac Water Wise and still water as needed using efficient watering behaviors like using a shutoff hose nozzle, hand watering potted plants and edible gardens and watering trees deeply.

Results: 27,223,503 impressions | 312,575 Spanish digital impressions



WATER WISE COMMUNITY PROGRAMS

Residents can save water with the help of City rebates, which reduce the cost of water efficiency upgrades to homes and landscapes. Since its launch in 2008, the Water Conservations Team's rebate program has grown to include indoor and outdoor rebates.

High-Efficiency Toilets

- **10,487** rebates awarded since program began in 2008

Water Wise House Calls

- **7,083** since program began in 2008

High-Efficiency Washing Machines

- **2,774** since program began in 2009

Turf Conversion Projects

- **384** projects completed since program began in the spring of 2014
- Since the programs start, residents have replaced over **1/2 million** square feet of turfgrass

WATER WISE SERVICES FOR ALL RESIDENTS

Sacramento residents can participate in assistance programs and services to help them become more water efficient.

ASSISTANCE PROGRAMS



Water Wise House Calls - 656 House Calls

Water Conservation staff help customers identify ways to save water inside and outside their home. In 2019, letters were mailed to single-family customers with high water usage to promote Water Wise House Calls and available rebates.



Leak Investigations - 2,583 Cases

The City's smart meters allows us to identify potential leaks and send notifications to customers. In 2019, Leak Detection Letters were mailed to 14,844 single-family homes, duplexes, triplexes and irrigation accounts with a suspected leak. Of these high-water users, 2,583 cases required a team member to visit homes for a leak investigation.



Water Waste Assistance - 1,097 Reports

Customers are encouraged to call 311 to report cases of water misuse in an effort to protect our community water use. The City received 1,097 reports of water waste in 2019 – a much lower number than the 1,400 average (previous non drought years).



2019 COMMUNITY PROGRAM RESULTS



Rain Barrels

656 distributed.



Irrigation Upgrades

1,037 upgrades completed.



High-Efficiency Toilet

1,789 rebates were given to residents.



High-Efficiency Washing Machine

227 rebates awarded.



Turf Conversion

95 projects completed.



Smart Controllers

568 rebates awarded.

The Water Conservation Team works hard to ensure that customers receive helpful service and tips as part of the water efficient rebate program:

"I am highly impressed with the irrigation upgrade program and look forward to doing more projects with the City of Sacramento in the near future."

~ **Christine Wong**

ENGAGEMENT ACTIVITIES



Leak-Free Sacramento Program

Leak-Free Sacramento is a program focused on disadvantaged communities that promotes leak awareness and water and energy efficiency; and provides support for the cost of repairs and upgrades. Participants must qualify as a low-income, single family residential homeowner in a disadvantaged community.

“It’s thanks to the Leak-Free program that I have running water again. The program also installed a new high-efficiency toilet and other water-saving measures.”

~ Charis Hill



Garden Conversion Program

The Garden Conversion program helps residents remove their chain link fence, remove their water thirsty lawn and switch to a river-friendly landscape. Participant must qualify as a low-income, single family residential homeowner in a disadvantaged community. The pilot project was completed in 2019.

ABOUT THE TEAM

“The Department of Utilities Water Conservation team works to help customers participate in our many water efficiency programs. We educate, provide informational resources, offer rebates and services all designed to help your home or business use water wisely. Combined, our staff have over 75 years’ experience in water conservation.”

