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.
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.

**April**
- **April Rain Barrel Event – April 27 (Distribution)**
  - Rain barrels store rainwater and runoff during rain events for use during dry periods. Each rain barrel can hold up to 50-55 gallons of water to be used on lawns, plants, and gardens.
  - Results: 331 rain barrels distributed.

**May**
- **Mulch Mayhem – May 4 (Distribution)**
  - Mulch saves up to 30 gallons of water for every 1,000 square feet by slowing evaporation, allowing water to fully sink into the soil. The annual mulch distribution event is usually held in May of every year.
  - Results: 400 yards of mulch distributed.

**June**
- **Water Wise Garden Showcase – July 27 (Education)**
  - Sacramento homeowners were invited to learn from Sacramento experts about efficient irrigation practices, landscape design, waterwise plants, the City's water rebates and more.
  - Results: 150 people attended.

**July**
- **Water Discovery Day & Rain Barrel Event – October 26 (Distribution)**
  - Residents were invited to the Sacramento Water Treatment Plant and learn about different facets of water in the Sacramento community with guided tours.
  - Results: 325 rain barrels distributed.

**October**
- **Watering and Pruning Young Trees – October 26 (Education)**
  - The second of the Tree care workshop held in partnership with Sacramento Tree Foundation, this workshop provided an interactive outdoor field training on tree care with proper pruning and proper irrigation.
  - Results: 35 people attended.
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.

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 allow 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).

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 - 7,083 since program began in 2008

Leak Investigations - 2,583 since program began in 2008

Water Waste Assistance - 1,097 since program began in 2008

High-Efficiency Toilets - 10,487 since program began in 2008

High-Efficiency Washing Machines - 2,774 since program began in 2009

Turf Conversion Projects - 384 since program began in 2014
Since the program began, residents have replaced over 1/2 million square feet of turfgrass.
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.”