

DSRSD WATER CONSERVATION UPDATE

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June 2022

Lake Oroville, May 25, 2022

AGENDA

- State Update
- Conservation and Drought Outreach
- Water Use and Conservation Target Update
- Next Step
- Q & A

STATE UPDATE

Second Water Conservation Emergency Regulation went into effect on June 10, 2022

Prohibition on watering non-functional (ornamental) turf with potable water in commercial, institutional and industrial (CII)

All urban water suppliers must implement all demand reductions outlined in Level 2 of their WSCP

All urban water suppliers are required to submit the Annual Water Supply and Demand Assessment for FY23 (July 2022 to June 2023)

- June 1st – Preliminary assessment
- July 1st – Final assessment
- FY23 Assessment Result indicates District Overall Drought Condition at Level 2 for FY2023

PRINTS AND SOCIAL MEDIA OUTREACH



Outreach by Mail

- 4x6" postcard on severe drought to all customers, 3 days per week watering, URL to water conservation web section
- Reminder letter to 150 potable irrigation water customers on a dedicated meter for 3 days per week watering
- May/June bill insert outdoor irrigation + HOA rules
- Table tent for a restaurant on serving water upon request message

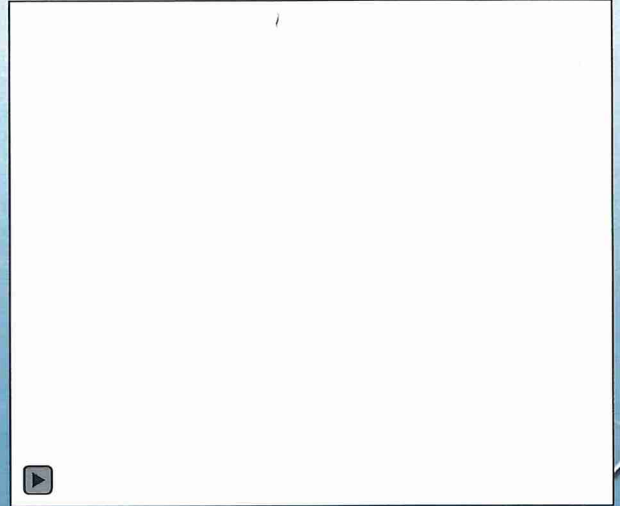
Social Media/Newsletter

- Pipeline newsletter to 13,000 customers with a featured article on outdoor water use rules
- Website homepage "spotlight" box on Drought Watch
- Social media posts on Zone 7 drought alert video and graphic, National Water Flower Day (drought-tolerant plants), May conservation results
- Water Conservation/BACWWE ad in Dublin High Athletic program for 500 recipients
- Conservation strategies for businesses and restaurants through Chamber of Commerce Newsletter



JOINT-EFFORT WITH TRI-VALLEY PARTNERS ON RADIO OUTREACH

- KKIQ 101.7 FM RADIO ADS STARTED MAY 20
 - Two ads airing 60 times a week

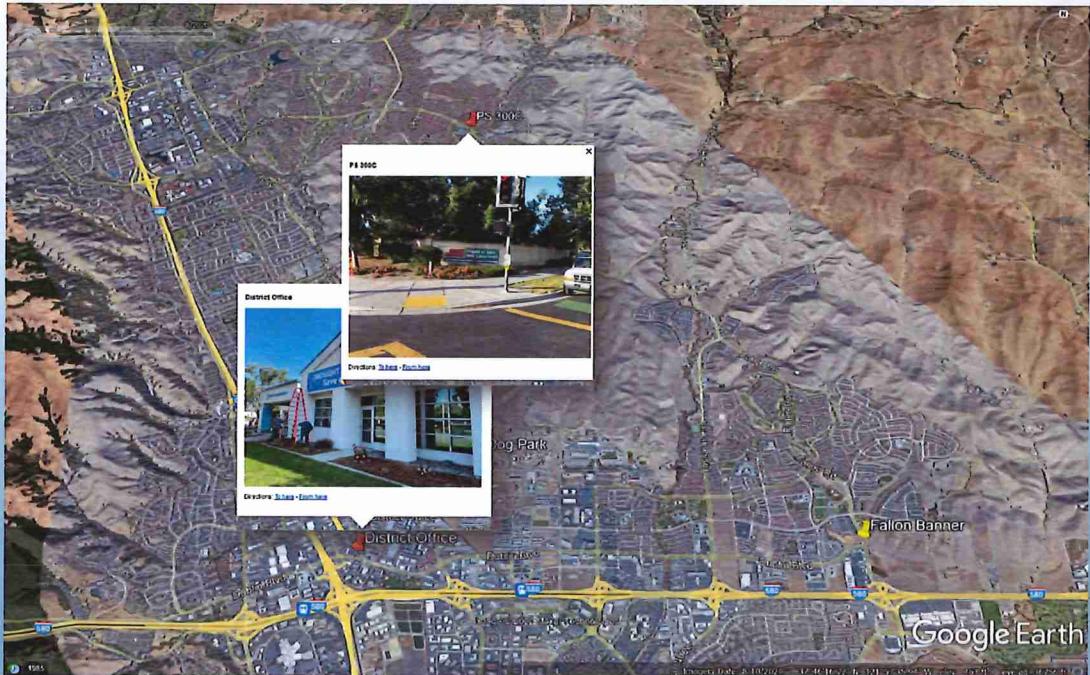


JOINT EFFORT WITH TRI-VALLEY PARTNERS ON NEWSPAPER ADS

- The Independent
 - Weekly half-page print ad – started on May 26 for six weeks
 - Website leaderboard banner ad from May 23rd to July 25th
- Pleasanton Weekly
 - Weekly half-page print ad – started on May 27 for six weeks
 - Website rectangle ad – went “live” in June
- East Bay Times
 - Quarter-page print ad (Thursday, Friday, and Sunday) started on June 5th for six weeks



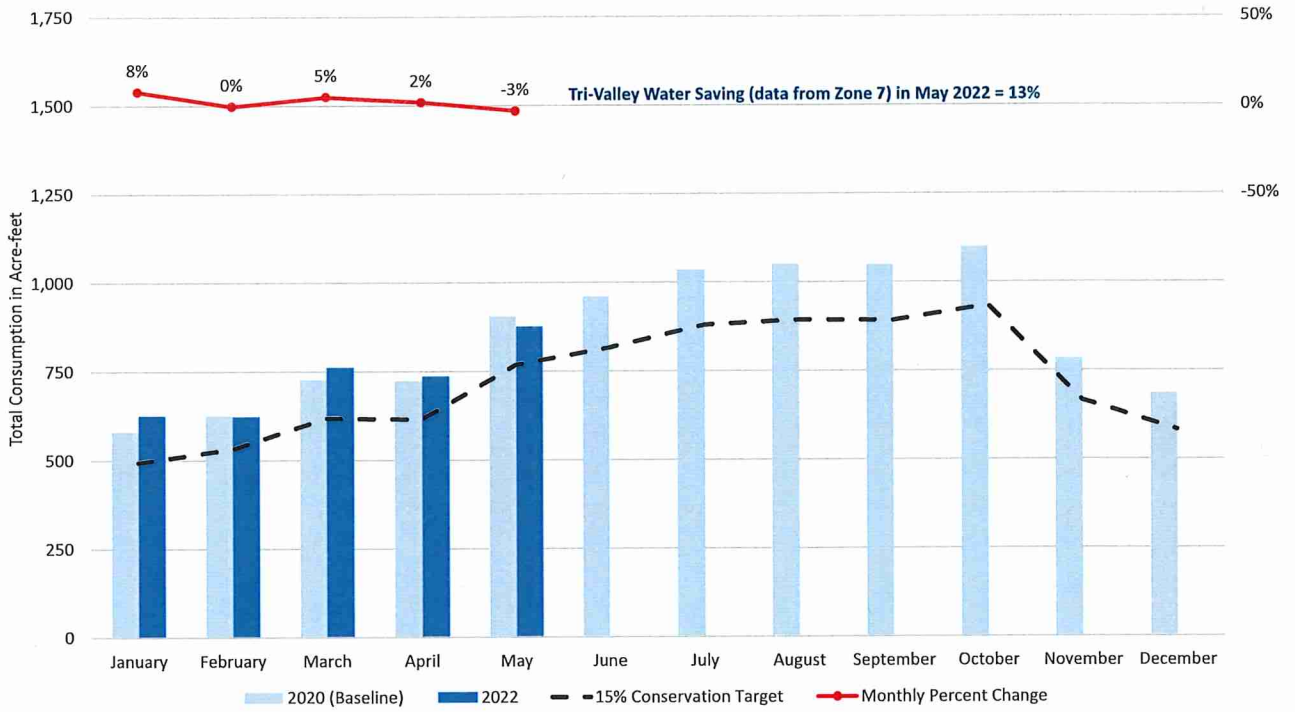
DROUGHT BANNER



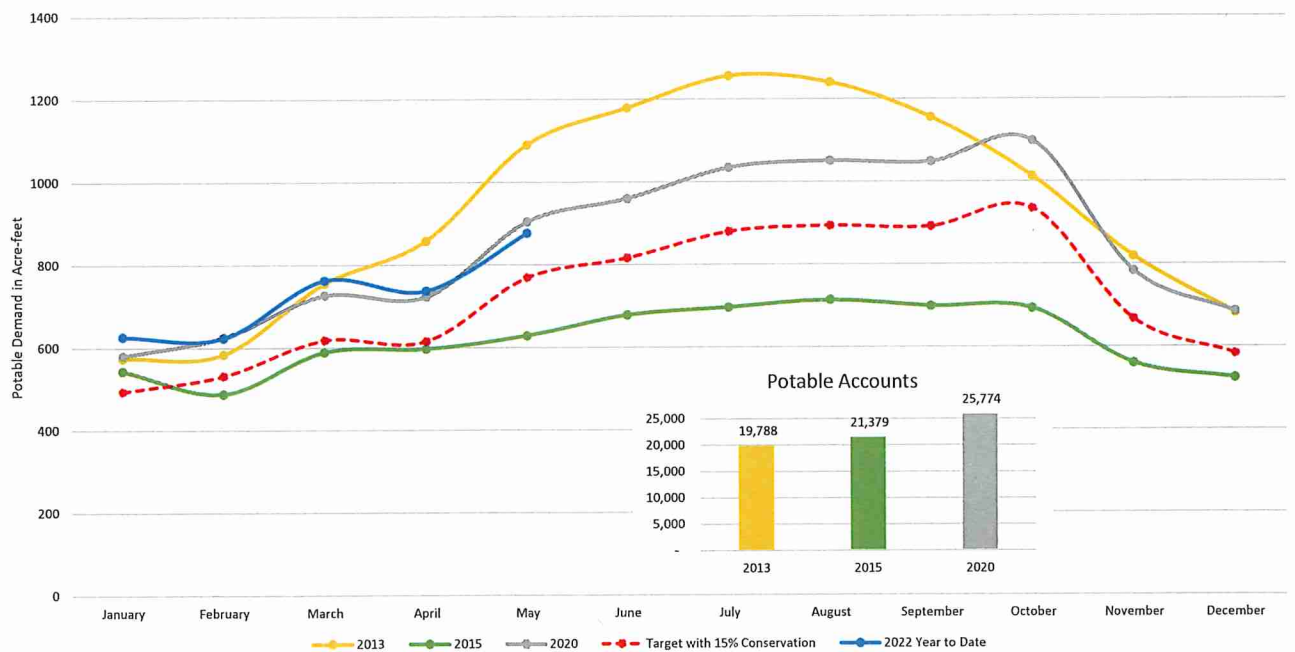
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WATER USE AND CONSERVATION TARGET

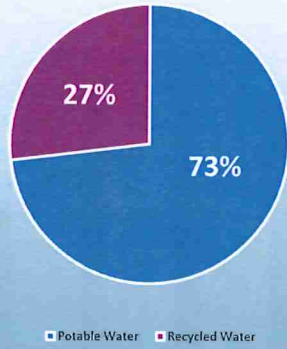


MONTHLY POTABLE DEMANDS



RECYCLED WATER PROGRAM

DSRSD May 2022 Consumption



• About 345 Recycled Water Sites



Landscape Irrigation

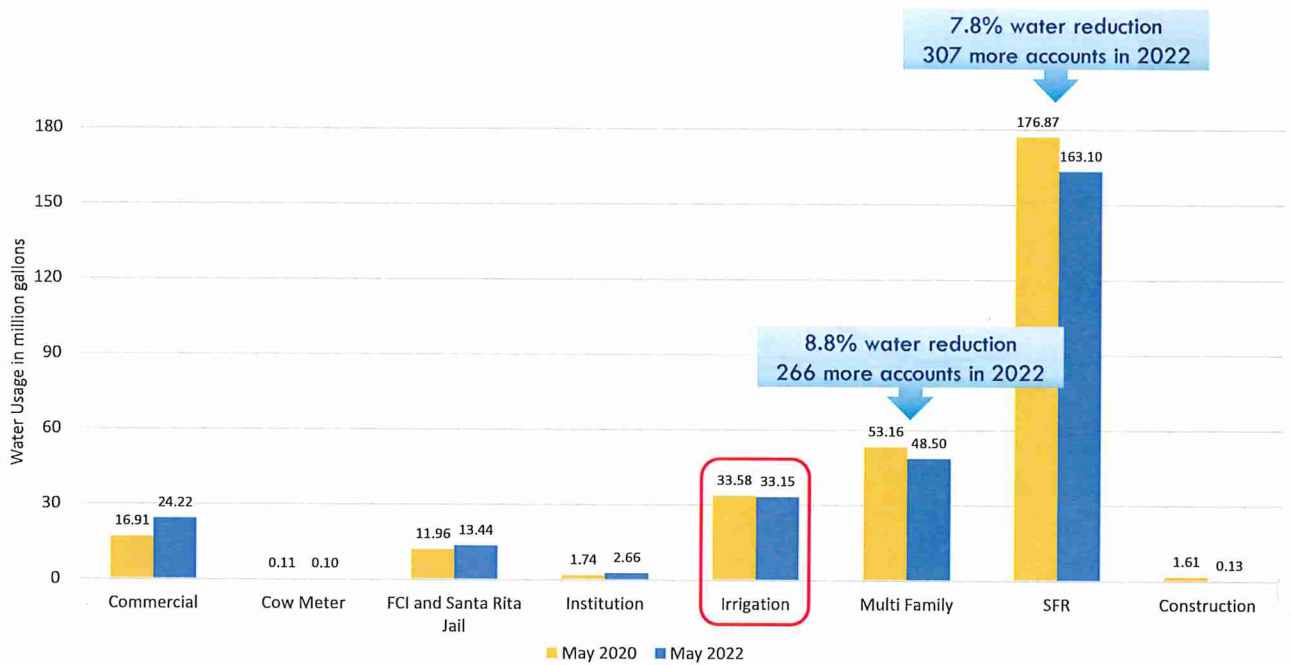
- Commercial/Other Greenbelts
- Golf Course
- HOA
- Park and Open Space
- School
- Street and Median Greenbelt



Industrial

- Commercial/Car Wash
- Temporary Construction Meter
- Commercial Fill Station

POTABLE WATER USE BY CUSTOMER TYPES



DEDICATED OUTDOOR IRRIGATION METER USAGE



Dedicated Irrigation Customers are HOA (common area), Commercial/retail, Industrial, Institutional (bank, government)

	Total Dedicated Irrigation Meter	Total Irrigation Accounts Violating Irrigation Schedule				Total Account in Violation of 3 days per week Irrigation
		4 days	5 days	6 days	7 days	
Jan-22	391	20	18	17	61	116
Feb-22	392	25	32	40	103	200
Mar-22	393	37	33	49	99	218
Apr-22	394	38	31	58	100	227
May-22	402	38	35	60	144	278

66% of Potable Irrigation Accounts showed more than 3 days per week of irrigation

NEXT STEP

June	June/July	On-Going
<ul style="list-style-type: none"> Post additional drought banners at Fallon Road and Amador Valley Boulevard Review and identify irrigation customers who irrigate more than 3 days per week, and send out a warning letter 	<ul style="list-style-type: none"> Mail AquaHawk monthly conservation report 	<ul style="list-style-type: none"> Continue collaborating with Zone 7 and partner agencies on the drought campaign



Q & A