



# DSRSD CONSERVATION UPDATE

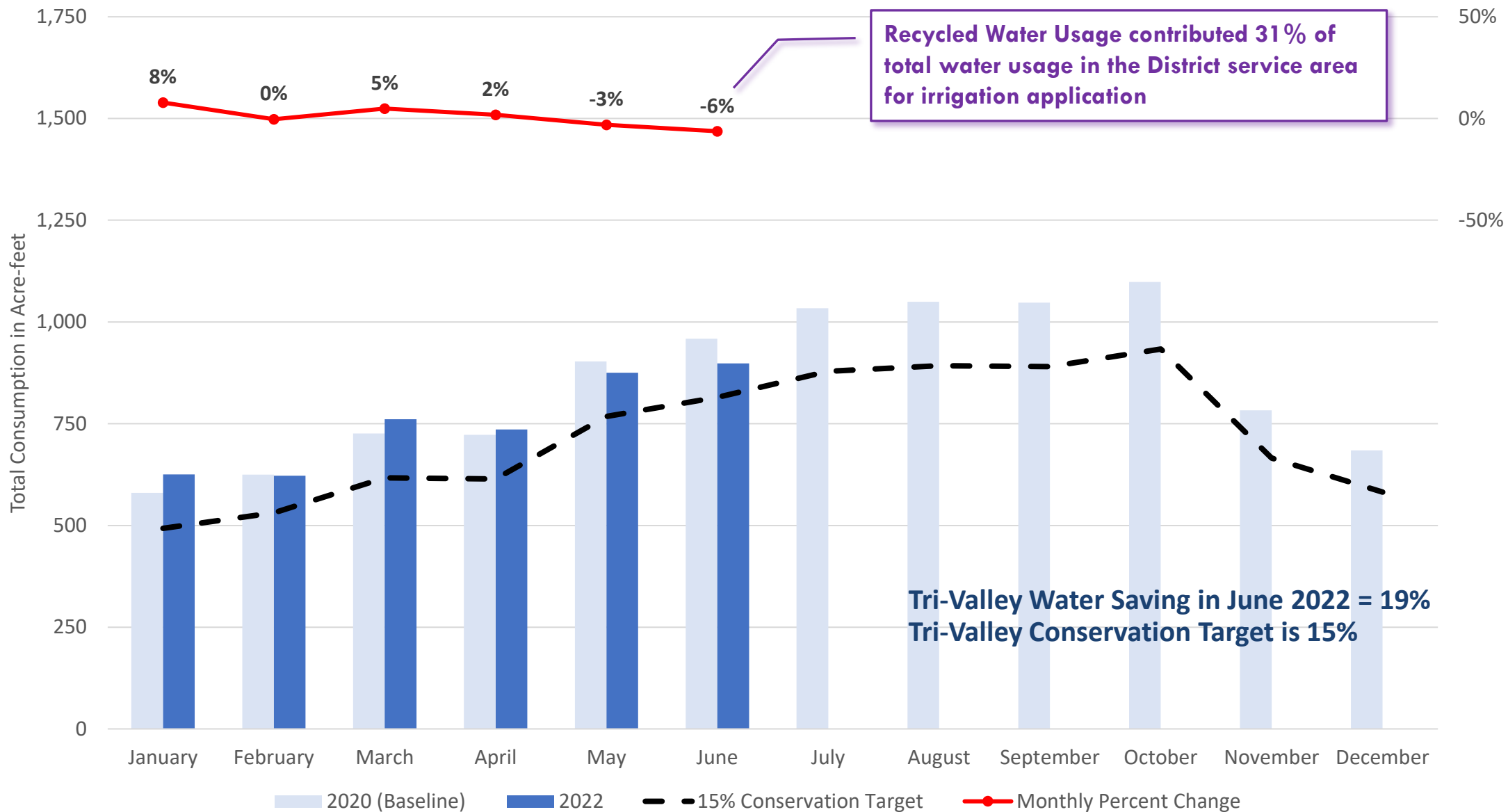
*Irene Suroso*

Senior Engineer

July 2022

Lime Saddle - Lake Oroville, 07-06-2022

# WATER USE AND CONSERVATION TARGET



# PRINTS AND SOCIAL MEDIA OUTREACH



## Outreach by Mail

- Postcard AquaHawk registration and drought rules
- June water bill insert on outdoor irrigation + HOA rules

## Social Media/Newsletter/News Release/Newspaper Ads

- Pipeline newsletter to 13,000 customers with a featured article on best home irrigation practices
- Joint news release on nonfunctional turf irrigation ban with articles featured in Pleasanton Weekly/DanvilleSanRamon.com and Dublin Patch
- Pleasanton Weekly Website Drought Campaign Ads
- Published quarter-page prints ads on Thursday, Friday and Sundays in East Bay Times
- Promoted conservation devices which led to more than 100 requests for giveaway
- Boosted posts on conservation updates, outdoor water use rules, and car washes

## Other

- Presented conservation update at San Ramon's City Council Meeting by District's Assistant General Manager
- Developed drought talking points and FAQs for staff

# JUNE WATER USE REPORT

✓ Met accumulated conservation target

✗ Failed to meet accumulated conservation target

2022 Target Line (based on a 15% reduction from 2020)

- ❖ Monthly
- ❖ Accumulated

- Mailed to 23,506 accounts
- 65.9% of accounts used less water in June 2022 compared to June 2020
- 42% met 2022 accumulated conservation target

**Dublin San Ramon Services District**  
 7051 Dublin Blvd.  
 Dublin, CA 94568  
 (925) 828-8524  
 CustomerService@dpsrd.com

Create an Online Account  
 Dublin San Ramon Services District offers a FREE customer portal to monitor your water use, set alerts, and receive notifications via text message, e-mail, or phone call.  
 Register at the following URL:  
<https://dpsrd.aquahawk.us>  
 Service Address:

**Water Use Report**  
 Report Period: 01/01/2022 - 06/30/2022  
 Dublin San Ramon Services District's goal is to reduce water use by 15% from water used in 2020. Your 2022 target reflects this goal.  
 Year-to-Date  
 Accumulated Use: 69,164 gallons  
 Conservation Target: 72,473 gallons  
 (The "Year-to-Date" values show the total use from Jan 1, 2022, through Jun 30, 2022)

You used 3,308 gallons less than your Year-to-Date 2022 target.

June 2022 Use: 11,407 gallons  
 June Conservation Target: 14,980 gallons

Water Savings Rebates & Programs  
 DSRSD offers several programs to reduce your water usage.  
[www.dpsrd.com/rebates](http://www.dpsrd.com/rebates)  
 Rebates: Save water and money

Comparison to Similar Home Use in June

Your Water Use	11,407
Target Water Use	14,980
Similar Home Use	12,640

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**Water Use Report**  
 Report Period: 01/01/2022 - 06/30/2022  
 Dublin San Ramon Services District's goal is to reduce water use by 15% from water used in 2020. Your 2022 target reflects this goal.  
 Year-to-Date  
 Accumulated Use: 39,040 gallons  
 Conservation Target: 26,775 gallons  
 (The "Year-to-Date" values show the total use from Jan 1, 2022, through Jun 30, 2022)

You used 12,265 gallons more than your Year-to-Date 2022 target.

June 2022 Use: 6,403 gallons  
 June Conservation Target: 3,312 gallons

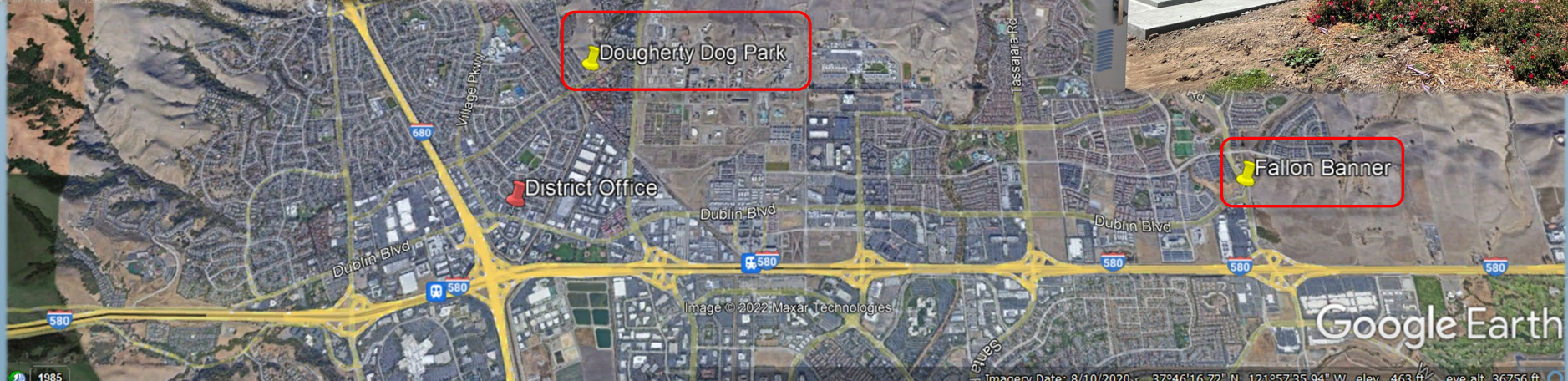
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Comparison to Similar Home Use in June

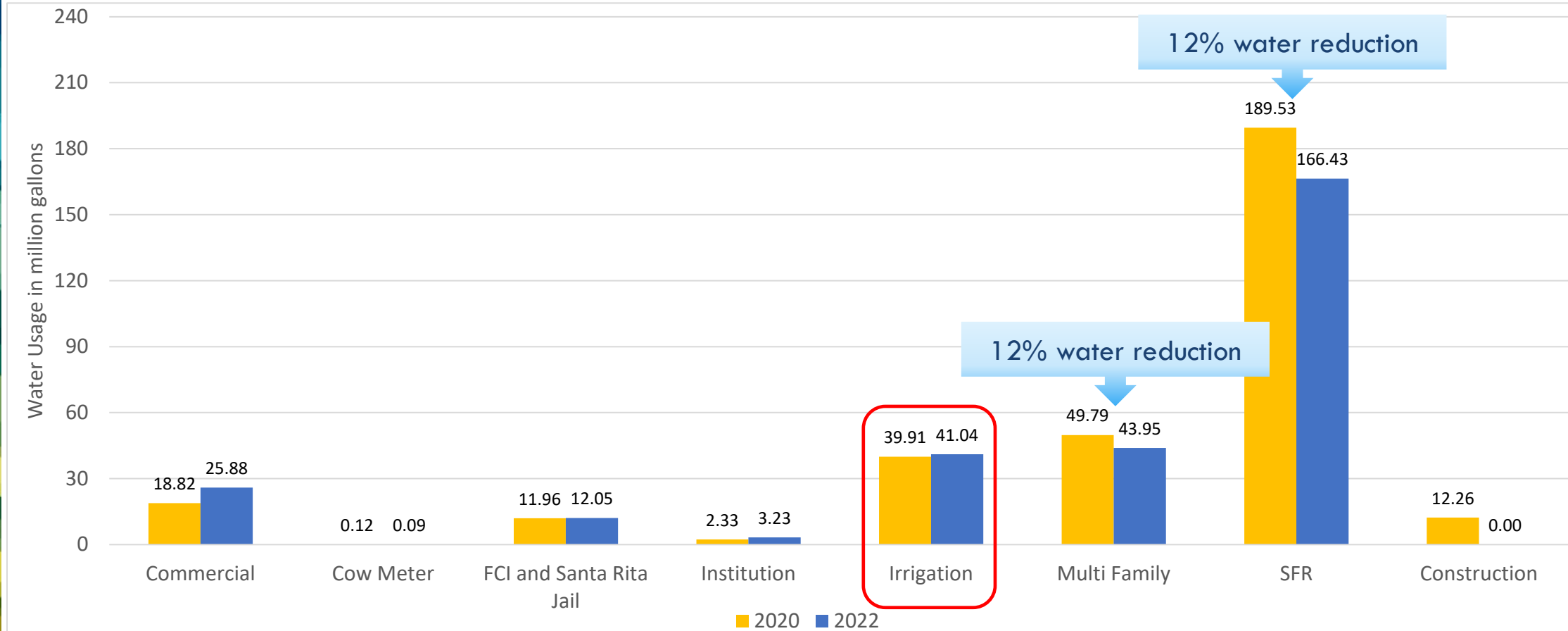
Your Water Use	6,403
Target Water Use	3,312
Similar Home Use	4,843

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# ADDITIONAL DROUGHT BANNERS



# POTABLE WATER USE BY CUSTOMER TYPES



Mailed 138 non-compliance letters to Irrigation Customers (Commercial – HOA and Institution)

- ✓ More than 60%, 274 out of 405 meters
- ✓ Directed customers to make a correction and comply within 15 business days from June 29, 2022
- ✓ Enforcement measures if corrections are not made – notice of violation and penalty fees ranging from \$250 to \$1,000

## NEXT STEP

July

- Review irrigation accounts for 3-days watering rule
- Identify high usage in residential accounts – compare usage in the past 3 years summer months

August

- Digital marketing campaign focusing on District service area
- Send postcards to top 1% high usage residential accounts

On-Going

- Monthly Water Use Report
- Campaign collaboration with Pleasanton and Livermore on Wheels Bus Ads



# Q & A

