



Dublin San Ramon  
Services District

Water, wastewater, recycled water



# CONSERVATION UPDATE

*Irene Suroso*

Senior Engineer

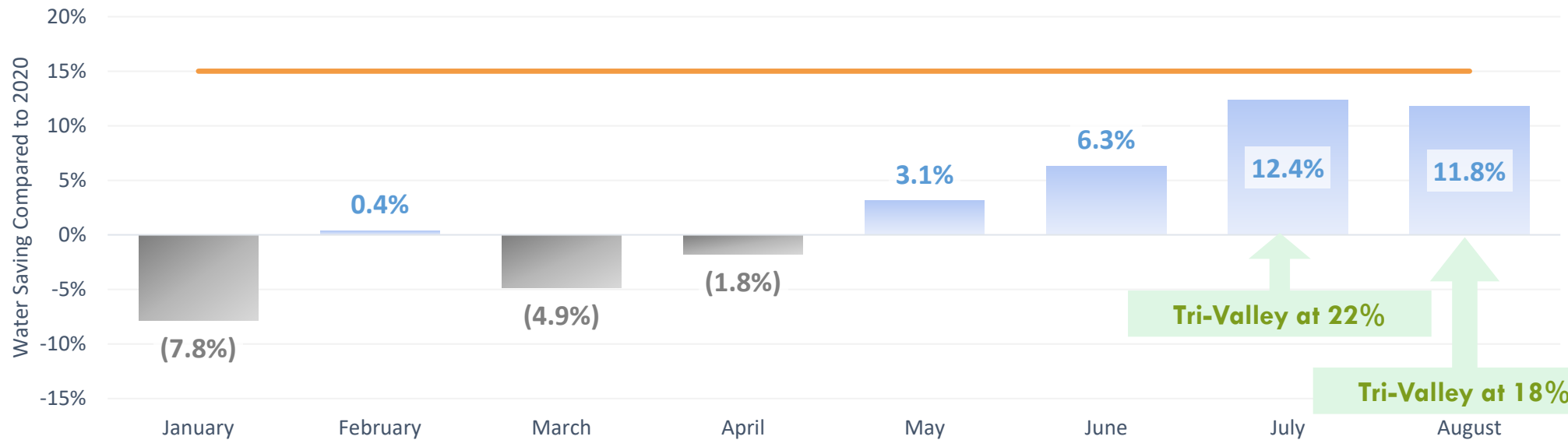
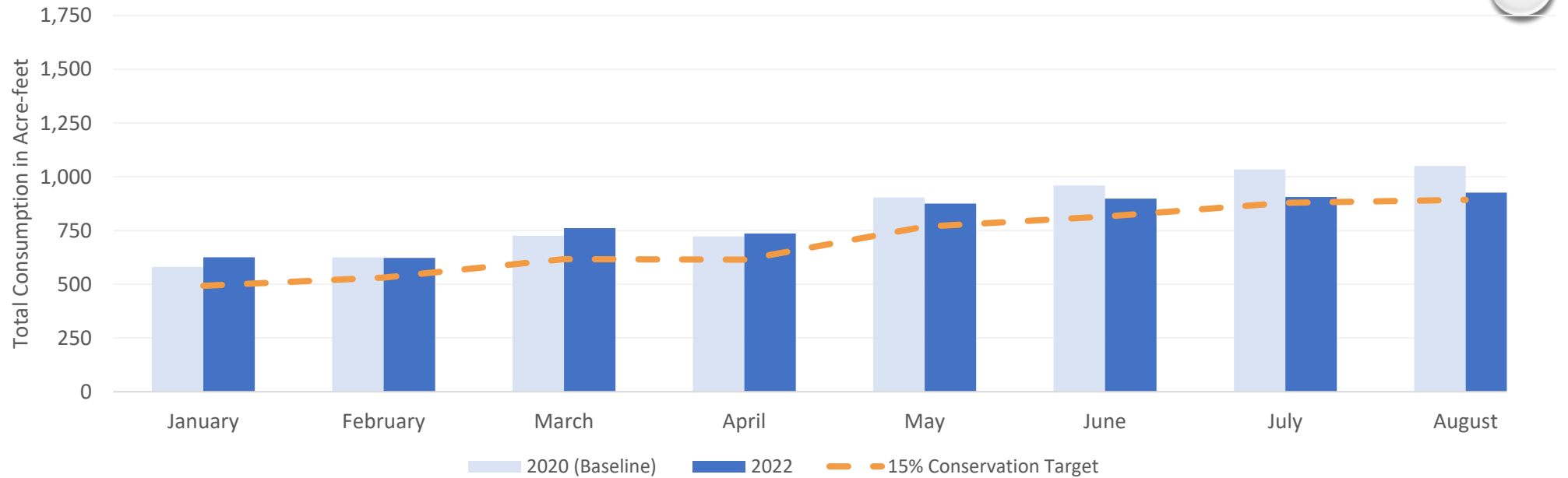
Presentation to the Board of Directors

September 20, 2022

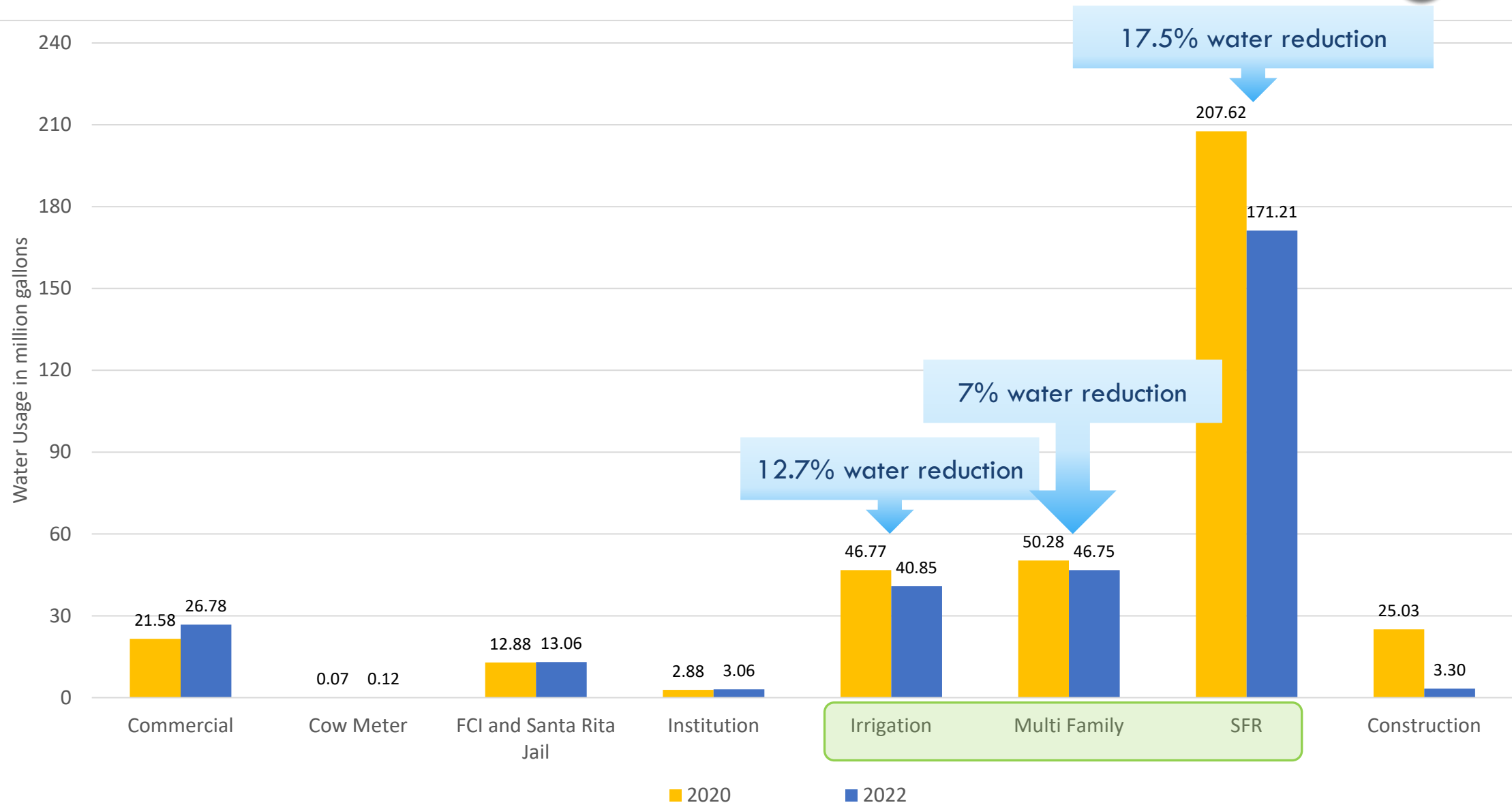
*San Luis Reservoir at 27% capacity*

*September 14, 2022*

# WATER USE AND CONSERVATION RESULTS

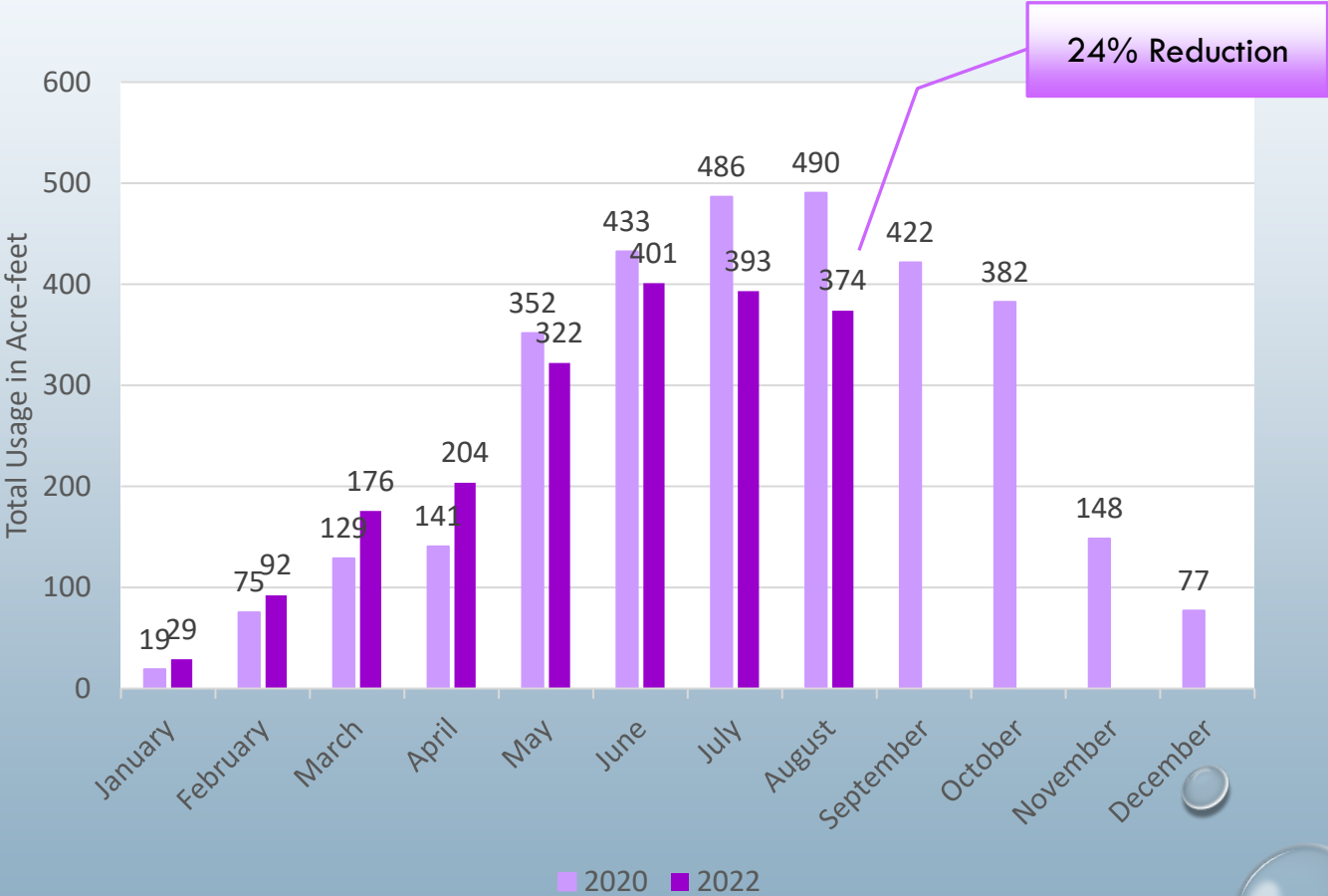
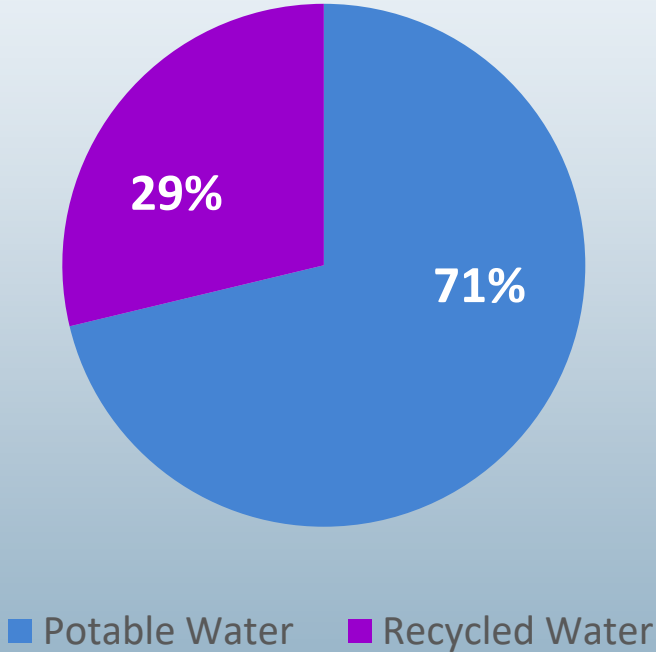


# POTABLE WATER USE BY CUSTOMER TYPES



# RECYCLED WATER PROGRAM

DSRSD August 2022 Consumption



# DROUGHT ADVERTISEMENT

## Partnership with Livermore and Pleasanton

Wheels Bus Advertisement  
on the back of  
18 Tri-Valley buses

Movie theater ads at  
Regal Cinema in Dublin  
and Vine Cinema in  
Livermore (started on  
August 12<sup>th</sup>  
for four weeks)

## Partnership with EBMUD

Digital Kiosk Message  
at San Ramon  
City Center  
(run through October)

## DSRSD

Digital marketing  
campaign with  
AlphaMedia's graphic and  
video through smartphones,  
computer and connected  
TV platforms (July-August)

# DROUGHT OUTREACH

- Promoted and participated in the commercial irrigation controllers' webinar with Zone 7 and retailers on August 4<sup>th</sup>
- Issued August *Pipeline* newsletter featured
  - ✓ Water-saving tips
  - ✓ Smart irrigation controllers
  - ✓ DSRSD Demonstration Garden
  - ✓ Lawn conversions and rebates
  - ✓ Upcoming Zone 7 Lawn-to-Garden party event



# DROUGHT OUTREACH



Social media posts on Facebook, Nextdoor, and Twitter



DSRSD website homepage slide

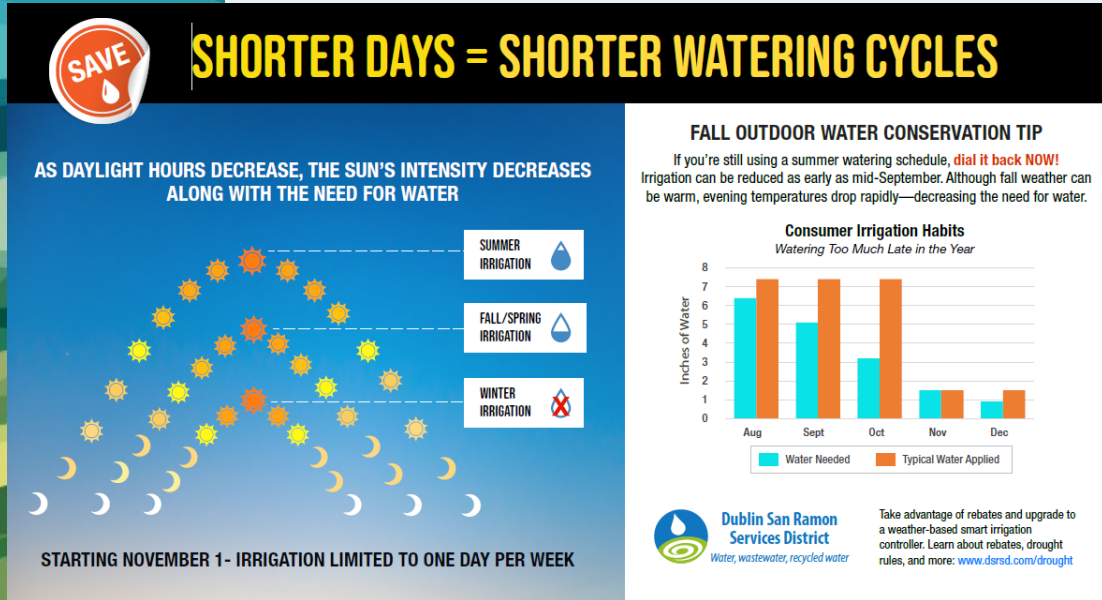


Save Our Water regional Bay Area media event

# NEXT


- Mail postcards to customers


- Changing irrigation schedule due to shortened daylight in the fall and cooler weather
- Reminder of one day per week irrigation regulation starting on November 1<sup>st</sup> (per DSRSD's Stage 2 drought emergency ordinance adopted by the Board)




**SAVE** | **SHORTER DAYS = SHORTER WATERING CYCLES**

AS DAYLIGHT HOURS DECREASE, THE SUN'S INTENSITY DECREASES ALONG WITH THE NEED FOR WATER

**SUMMER IRRIGATION** 

**FALL/SPRING IRRIGATION** 

**WINTER IRRIGATION** 

STARTING NOVEMBER 1- IRRIGATION LIMITED TO ONE DAY PER WEEK

**FALL OUTDOOR WATER CONSERVATION TIP**  
If you're still using a summer watering schedule, **dial it back NOW!** Irrigation can be reduced as early as mid-September. Although fall weather can be warm, evening temperatures drop rapidly—decreasing the need for water.

**Consumer Irrigation Habits**  
*Watering Too Much Late in the Year*

| Month | Water Needed (Inches) | Typical Water Applied (Inches) |
|-------|-----------------------|--------------------------------|
| Aug   | 6.5                   | 7.5                            |
| Sept  | 5.5                   | 7.5                            |
| Oct   | 3.5                   | 7.5                            |
| Nov   | 1.5                   | 1.5                            |
| Dec   | 1.0                   | 1.5                            |

**Dublin San Ramon Services District**  
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Take advantage of rebates and upgrade to a weather-based smart irrigation controller. Learn about rebates, drought rules, and more: [www.dsrdsd.com/drought](http://www.dsrdsd.com/drought)