City of Roseville Water Efficiency Programs

January 6, 2021
Agenda

Current Programs/Projects
Outreach & Marketing
Water Reduction & GPCD / R-GPCD
Lessons Learned
Future Efficiency & Public Outreach
Current Programs/Projects - Residential

Water Wise House Calls (Res)

2019 = 1144
2020 = 684

Cash for Grass – Turf removed

2019 = 116,723
2020 = 87,576
YTD = 2,044,367

Water Waste (high use, investigations, violations)

2019 = 3543
2020 = 2450
Current Programs/Projects - Residential

DIY

- Basic Drip Irrigation
- Irrigation 101; System Fundamentals
- Optimize Your Landscape Irrigation
- Green Gardener
Current Programs / Projects - Residential

Courtyard Garden Education Makeover Project

• Sustain The Gain
• Legislation
• Learning Venue
Utility Exploration Center

- Shared Initiative:
  - *Environmental Utilities*
  - *Roseville Electric Utility*
- Since 2008 – 640,000 program participants!
- Exhibits
- School Programs
- Outreach
- Workshops
- Annual Water Program Outreach: 22 programs reaching nearly 10,000
Current Programs/Projects - Commercial

In-House WELO Inspections and Enforcement

- 2019 Plan Checks = 346
- 2019 Field Inspections = 1082
- 2020 Plan Checks = 349
- 2020 Field Inspections = 1102

- Commercial Rebates – Large Landscape Upgrade
- Commercial Custom Program
- Night Patrol
Current Programs/Projects - Distribution

In-House Leak Detection

- 2020 -

Acoustic Leak Detection Program Results

With more than 600 miles of water mains and more than 47,000 service connections in Roseville's service area, locating leaks can sometimes be daunting. Non-emergency leaks could go years before they surface and requires proactive investigation by our water distribution staff. This program reduces water loss, create sufficient use of existing supplies and helps reduce untimely disruptions.

- Leaks found: 0 customer
  - 24 city
- Service lines surveyed: 7,602
- Miles surveyed: 59.55
- Hydrants surveyed: 555
- Valves surveyed: 1,538
- Water loss tracked: 525,600 gallons in potential savings
Marketing & Outreach

- Work with in-house public relations to create emotionally responsive outreach engagement plans.

- Understand audience and deliver messages where located.

- Use multi-layered approach to ensure you are reaching people in different ways with messages.
Marketing & Outreach

- Research
- Truck wraps
- Social media
- Ad campaigns
- Bill inserts
- Newsletter articles
- Events
Digital Campaign During COVID

- **Goals and objectives:** Bring awareness to Roseville residents about simple water efficiency tips.

- **KPI:** reach and impressions and website traffic.

- **Overview:** First flight of the campaign generated 566,933 impressions, 3,174 clicks, and 2,341 sessions.

- **Will resume second wave in spring 2021.**
Water Reduction & GPCD / R-GPCD

GPCD Compared to Population

GPCD Actuasls
Roseville Service Area Population

City of Roseville, California
## Water Reduction & R-GPCD (cont.)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cumulative Savings</th>
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<tbody>
<tr>
<td>2016</td>
<td>-25.20%</td>
</tr>
<tr>
<td>2017</td>
<td>-17.40%</td>
</tr>
<tr>
<td>2018</td>
<td>-17.10%</td>
</tr>
<tr>
<td>2019</td>
<td>-17.10%</td>
</tr>
<tr>
<td>2020</td>
<td>-8.60%</td>
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## Water Reduction & R-GPCD (cont.)

<table>
<thead>
<tr>
<th>Year</th>
<th>R-GPCD (Indoor Use)</th>
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<tbody>
<tr>
<td>2015/16</td>
<td>47.58</td>
</tr>
<tr>
<td>2016/17</td>
<td>52.27</td>
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<tr>
<td>2017/18</td>
<td>56.5</td>
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<tr>
<td>2018/19</td>
<td>63.97</td>
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<tr>
<td>2019/20</td>
<td>69.55</td>
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Lessons Learned

- Smart Weather Based Irrigation Controller
- Irrigation Efficiency Rebate
- Sustain The Gain
- Greener Garden Tours & Expos
- Commercial Water Budget Mapping
- Restaurant Rebate Program
Future Efficiency & Public Outreach

- Virtual Water Wise House Calls
- Water Wise House Calls – Next steps
- Commercial Water Budgets
- Expand In-House WELO Program
- Well Site Landscape Project
- Stay Up-To-Date With New Legislation