

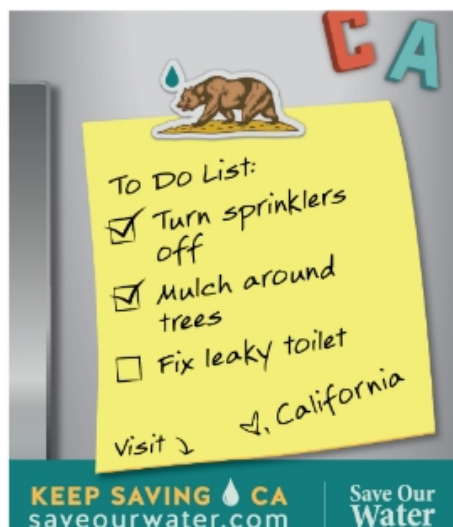
# Dealing With Drought

May 14, 2015

Customers, Conservation and Rates

CWA

## Know Your Audience



### Acknowledge "Drought Fatigue"

#### Good News

- 89% are willing to make significant changes to save water
- 78% have heard conservation messages
- 82% feel it is important to conserve water

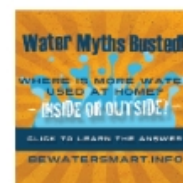
#### The Other News

- 36% already "significantly" reduced water use or are doing everything they can
- 3% weren't "very" willing to reduce water use because they've already done so
- #1 reason for not conserving more is they think they've already made significant reductions

--ACWA Statewide Poll Feb. 2015

## Address Significant Knowledge Gaps

*RWA Survey in Sacramento region*



#### Two Essential Facts People Don't Understand:

- Most household water use occurs OUTDOORS
- How much water their household uses per day

## Use the Most Effective Calls to Action

*RWA Survey in Sacramento region*



#### Outdoors

- Reduce sprinklers by 2 minutes
- Plant low-water use plants
- Add 2 to 3 inches of mulch

#### Indoors

- Limit showers to 5 minutes
- Turn off water when brushing teeth/shaving
- Check for leaks and fix them fast

## Develop a Regional Information Hub

*BeWaterSmart.info*



## Lean On Third-Party Credibility

- Conservation is a state mandate
- The State Water Board set conservation targets
- The CPUC directed water utilities to develop conservation rate structures
- Tiered pricing is a best practice



"The Water Board shall direct urban water suppliers to develop rate structures and other pricing mechanisms..."  
--Gov. Jerry Brown

"Water pricing—particularly tiered rates...—are important to promoting urban conservation."  
--PPIC

## Focus on the Sweet Spot

*Who's most likely to conserve?*



## Gear Up for the Demonstration Game

*Outreach for "Show" As Well As "Know"*

- Direct mail postcard or letter now
- Billboards
- Print advertising
- Document everything



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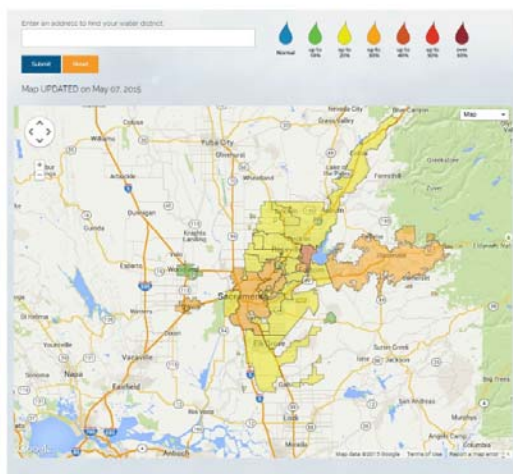
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