

# Reaching Out During Drought

May 19, 2016



# 2014 - 2015 Outreach



- Community meetings
- Automated calls
- Multilingual billboards and bus shelter ads
- Fix-a-Leak week partnerships with 41 local hardware stores.
- Bimonthly newsletter
- 200+ events and workshops to support conservation
- Redesigned website, online water calculator, social media





# 2014 - 2015 Outreach



## Critical water shortage

EBMUD declared a Stage 4 critical drought and set a community-wide goal to reduce water use 20% compared to 2013. To achieve these savings, EBMUD adopted new water use rules that affect all customers and must supplement normal water supplies with water from additional sources.

Pase al reverso para ver información sobre la sequía en español  
請翻面查看中文的乾旱資訊

### Mandatory outdoor watering rules now in effect:

- Strict limits on frequency: no more than two non-consecutive days per week with no runoff.
- Strict limits on times: only before 9 a.m. or after 6 p.m.
- No watering allowed within 48 hours of measurable rainfall.
- No watering of ornamental turf on public street medians allowed.
- No washing of driveways and sidewalks; except as needed for health and safety.
- Use only hoses with shutoff nozzles to wash vehicles.
- Turn off fountains or decorative water features unless the water is recirculated.

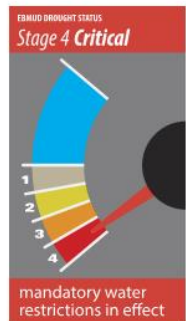


Home / Water and drought / Drought

This year, EBMUD declared a **Stage 4 critical drought** and set a community-wide goal to reduce water use 20 percent compared to 2013.

EBMUD customers are on track to meet our goal. We thank our customers for making water conservation a way of life in the East Bay and we ask that you keep it up!

Since conservation alone is not enough, EBMUD must supplement normal water supplies with water from additional sources. Currently, EBMUD's reservoirs combined are less than half full. Drought-related changes to our water supply operations may cause changes to the taste and smell of your tap



Watering twice a week will keep most gardens

# Satisfied.

Cut back on outdoor water use today.

We're in a drought! Hetch Hetchy water – too good to waste.  
[sfwater.org/conservation](http://sfwater.org/conservation)



San Francisco  
Water Power Sewer  
Division of the Department of Public Works



Shaking the handle won't fix the leak even if you

# Jiggle it.

Repairing home plumbing leaks – saves thousands of gallons per month.

We're in a drought! Hetch Hetchy water – too good to waste.  
[sfwater.org/conservation](http://sfwater.org/conservation)



San Francisco  
Water Power Sewer  
Division of the Department of Public Works



Turn off the tap when soaping your

# Dirty hands.

Don't let the tap run – save 2 gallons per minute.

We're in a drought! Hetch Hetchy water – too good to waste.  
[sfwater.org/conservation](http://sfwater.org/conservation)



San Francisco  
Water Power Sewer  
Division of the Department of Public Works



When showering, make it a

# Quickie.

Shorten showers – save 2.5 gallons per minute.

We're in a drought! Hetch Hetchy water – too good to waste.  
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San Francisco  
Water Power Sewer  
Division of the Department of Public Works



Replace your old toilet and get paid for

# Doing it.

Apply for rebates of \$125 or more.

We're in a drought! Hetch Hetchy water – too good to waste.  
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San Francisco  
Water Power Sewer  
Division of the Department of Public Works



¡Estamos en una sequía!  
El agua de Hetch Hetchy -  
no se debe desperdiciar.  
[sfwater.org/conservation](http://sfwater.org/conservation)



San Francisco  
Water Power Sewer  
San Francisco Public Utilities Commission

Regando dos veces a la semana  
mantendrá jardines

## Satisfechos.

Reduzca el uso del agua  
al aire libre hoy.



¡Estamos en una sequía!  
El agua de Hetch Hetchy -  
no se debe desperdiciar.  
[sfwater.org/conservation](http://sfwater.org/conservation)

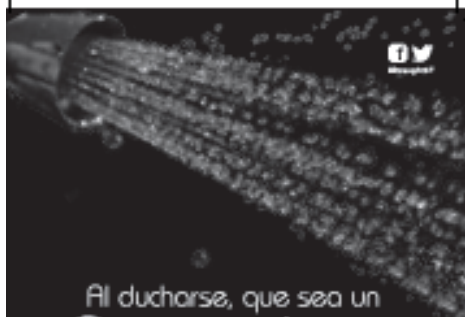


San Francisco  
Water Power Sewer  
San Francisco Public Utilities Commission

Reemplace su inodoro  
viejo y gane por

## Hacerlo.

Solicitar reembolsos de \$125 o más.



## Al ducharse, que sea un Rapidito.

Tome duchas cortas - ahorra 2.5 galones por minuto.

¡Estamos en una sequía!  
El agua de Hetch Hetchy -  
no se debe desperdiciar.  
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San Francisco  
Water Power Sewer  
San Francisco Public Utilities Commission

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San Francisco  
Water Power Sewer  
San Francisco Public Utilities Commission

Cierre el grifo cuando  
enjabonando sus

## Manos Sucias.

No deje correr el agua del grifo -  
ahorra 2 galones por minuto.





# 輕而易舉

洗手時避免讓水流不停, 立刻每分鐘省水2加侖。



我們現在嚴重缺水! 不要浪費  
每一滴珍貴的潔淨自來水。  
[sfwater.org/conservation](http://sfwater.org/conservation)



每週澆水2次花草就

# 滿足

戶外省水從今天作起。



我們現在嚴重缺水! 不要浪費  
每一滴珍貴的潔淨自來水。  
[sfwater.org/conservation](http://sfwater.org/conservation)



# 一舉兩得

更換新省水馬桶賺取\$125以上回扣,  
每次沖水立刻節水2加侖。



我們現在嚴重缺水! 不要浪費  
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[sfwater.org/conservation](http://sfwater.org/conservation)



San Francisco  
Water Power Sewer  
Department of Public Works, Office of the Director



# 快速洗澡

縮短洗澡時間, 立刻每分鐘省水2.5加侖。



我們現在嚴重缺水! 不要浪費  
每一滴珍貴的潔淨自來水。  
[sfwater.org/conservation](http://sfwater.org/conservation)



San Francisco  
Water Power Sewer  
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[sfwater.org/DROUGHT](http://sfwater.org/DROUGHT)



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Water Power Sewer  
San Francisco Public Utilities Commission

# NOZZLE YOUR HOSE

Limit outdoor watering. It's a DROUGHT.



[sfwater.org/DROUGHT](http://sfwater.org/DROUGHT)



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Water Power Sewer  
San Francisco Public Utilities Commission

# QUICK & EASY

Replace leaky toilet parts. It's a DROUGHT.



# SHORT & STEAMY

Shorten your showers. It's a DROUGHT.

[sfwater.org/DROUGHT](http://sfwater.org/DROUGHT)



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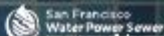
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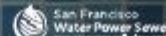


# CORTA Y CALIENTE

Acorta tus duchas. Hay sequía.



[sfwater.org/DROUGHT](http://sfwater.org/DROUGHT)



# RÁPIDO Y FÁCIL

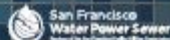
Repara los inodoros que pierden agua.  
Hay sequía.



# CORTA Y CALIENTE

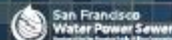
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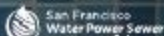
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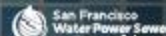


# 洗快點

正值旱災。請縮短洗澡時間。



[sfwater.org/DROUGHT](http://sfwater.org/DROUGHT)



# 快捷又簡單

正值旱災。請立刻修理漏水馬桶。



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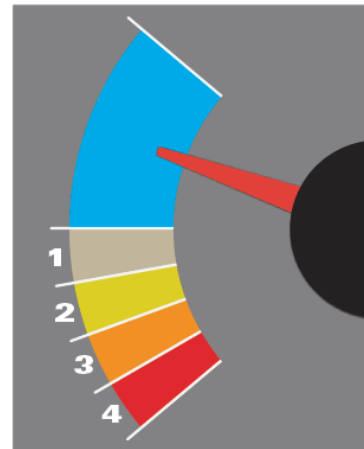


# Messaging Ahead



- Healthy water supplies, keep using water wisely.
- Focus on long-term drought and infrastructure planning and LASTLY...

## EBMUD DROUGHT STATUS *Normal*



## Stages of Drought

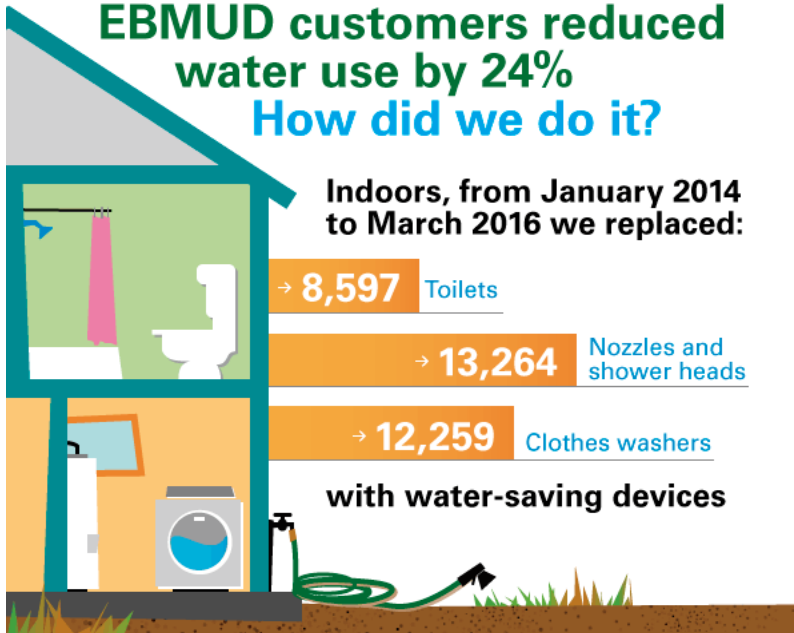
<b>Current Stage</b>	<b>Stage 0: Normal</b> Projected Total System Storage: 500,000 acre feet or more Demand Reduction: Wise water use Additional Supplies Needed: None Rates and Charges: Normal rates
	<b>Stage 1: Moderate</b> Projected Total System Storage: 500,000–450,000 acre feet Demand Reduction: Voluntary 0–15% Additional Supplies Needed: None Rates and Charges: Normal rates
	<b>Stage 2: Significant</b> Projected Total System Storage: 450,000–390,000 acre feet Demand Reduction: Voluntary 0–15% Additional Supplies Needed: Up to 35,000 acre feet Rates and Charges: Normal rates + temporary surcharge up to 8%
	<b>Stage 3: Severe</b> Projected Total System Storage: 390,000–325,000 acre feet Demand Reduction: Mandatory up to 15% Additional Supplies Needed: 35,000–65,000 acre feet Rates and Charges: Normal rates + temporary surcharge up to 20% Excessive use penalty in effect
	<b>Stage 4: Critical</b> Projected Total System Storage: 325,000 acre feet or less Demand Reduction: Mandatory 15% or more Additional Supplies Needed: Greater than 65,000 acre feet Rates and Charges: Normal rates + temporary surcharge up to +25% Excessive use penalty in effect



# Messaging Ahead



## EBMUD customers reduced water use by 24% How did we do it?



EBMUD @ebmud · May 12

Thank you. Gracias. Merci beaucoup for saving [#water](#). [@EBMUD](#) customers cut back water use 24% compared to 2013.

# THANK YOU

EBMUD CUSTOMERS CUT BACK WATER USE  
24 PERCENT COMPARED TO 2013.

We met our goal and then some!