



# California Water Service

May 19, 2016

Quality. Service. Value.

**Beating Drought Fatigue: Keeping  
Drought Communications Fresh**

# Where we were...



Dear California Water Service (Cal Water) customer:

Beginning in June, Cal Water's "Schedule 141: Water Shortage Contingency Plan" is expected to become effective, implementing water use penalties and water budgets for our customers. If you've been following our recent communications, you may know that Cal Water was required to submit proposals to the California Public Utilities Commission (Commission) to achieve specific water use reductions set by the State Water Resources Control Board for each community in California. At the end of April, we updated our Water Shortage Contingency Plan (Turf Rule 141) to align our own water use restrictions with the Board's prohibited uses of water. We also presented a four-stage plan (Turf Schedule 141), and requested activation of Stage Two (in Advice Letter 2169) to enforce mandatory water use restrictions and water budgets through penalties and surcharges.

These reductions and water use restrictions are necessary to meet Governor Jerry Brown's executive order to reduce urban water use during this historic drought. This pamphlet provides more information on what Cal Water customers need to know about the water use reduction requirements, restrictions, and water budgets.

Use water wisely. It's essential.

#### Prohibited Uses of Water:

- Applying water to outdoor landscapes that causes runoff onto adjacent property, including lawns, patios and patios, walkways, parking lots, or structures.
- Using a hose to wash motor vehicles unless the hose is fitted with a shut-off nozzle or device that causes it to close dispensing water immediately when not in use.
- Applying water to driveways and sidewalks.
- Applying water in a fountain or other decorative water feature, except where the water is part of a recirculating system.
- Applying water to outdoor landscapes during and within 48 hours after measurable rainfall.
- Using available water to irrigate outside of new construction without drip or microspray systems.
- Using potable water on street medians.
- Filling or refilling ornamental lakes or ponds except to sustain existing aquatic life.

Some cities or counties may have adopted, or may do so in the future, additional restrictions on water use and/or outdoor irrigation that may be more restrictive than Cal Water's. Please be sure you are aware of and abide by any such restrictions, in the event of a conflict between those restrictions and Cal Water's restrictions, those adopted by cities and counties shall govern.

#### Water Budgets:

Water budgets have been given individualized "water budgets," which is the amount of water they may use each month without exceeding the drought landscape.

Water budgets are based on the water use of each customer's landscape. Because the Dominguez system is required to reduce water use by 20%, each customer's budget will be less than the amount of water used in that month in 2015. The amount of water available for each customer will be based on the monthly water bill and is available for each customer's use.

For your June 2016 water budget and for all other water budgets, you will receive a letter in the mail with your account number, then enter your account number on the website, and you will receive your account number. You will also receive a letter with your account number. If you need assistance, please call our local customer center or the Dominguez Call Center.

#### Water Budget Appeals:

- If specified criteria are met, a customer can file an appeal to have his or her water budget increased. Reasons appeals may be considered include:
  - Water use necessary for health and safety
  - Business or economic needs
  - Significant long-term savings achieved since 2011
  - Average monthly water use in 2014 that is at least 50% lower than district average
  - Large animal care (e.g., horse)

#### Ways to Start Saving Now:

- Turn off the tap while brushing your teeth, shaving, washing your face, and emptying a pot.
- When hand-washing dishes, fill one basin with wash water and the other with rinse water instead of filling the water run.
- Soak pots and pans while you prepare them to clean.
- Install water-saving faucet aerators and high-efficiency shower heads, both available at the charge online at [www.calwater.com](http://www.calwater.com).
- Reduce standard loads, dishwashers, and washing machines with high-efficiency models.
- Use plants native to our climate in your garden.
- Check your irrigation timer to ensure it is adjusted for rain, and your sprinkler heads to ensure none are broken.
- Use mulch around shrubs and plants to help reduce evaporation, limit weed growth, moderate soil temperature, and prevent erosion.

#### How Cal Water can help:

Cal Water has a range of residential and commercial programs available to help our customers reduce their water use. These include:

#### Residential:

- High-efficiency toilet rebate
- High-efficiency clothes washer rebate
- Smart Irrigation Controller rebate
- Free sprinkler nozzles
- Water use efficiency evaluation program
- Turf replacement rebate (available June 2016)
- High-efficiency toilet delivery program (available summer 2016)
- Home water use reports (available summer 2016)

#### Commercial:

- High-efficiency toilet rebate
- High-efficiency urinal rebate
- High-efficiency clothes washer rebate
- Smart Irrigation Controller rebate
- Rotating nozzle rebate
- Spray body with integrated pressure regulation and check valve rebate
- Free sprinkler nozzles
- Turf replacement rebate (available June 2016)

More information on all of these programs can be found at [www.calwater.com/conservation](http://www.calwater.com/conservation)

#### Outdoor Irrigation Restrictions:

In accordance with Schedule 141, Cal Water will enforce the following outdoor irrigation schedule:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Odd Street Addresses			✓		✓		✓
Even Street Addresses	✓			✓		✓	
No Street Addresses			✓		✓		✓

No watering between 8 a.m. and 6 p.m. Turfwater customers may only water two of the three days per week. Example: Even-numbered 2-day watering and odd-numbered 2-day watering.

Violation of any of these water use restrictions may be subject to enforcement measures, including a fine of up to \$100 for each day the violation occurs, installation of flow restrictors, or discontinuance of water service.

Water use in Cal Water service areas can be reported online at [www.calwater.com/wateruse](http://www.calwater.com/wateruse). Hand, word, and electronic reports are accepted. Enforcement actions will be taken for violations involving both bills or reports.

#### Cal Water's Drought Call Center

For your monthly water budget or historical water use, billing questions, and information on water use restrictions and conservation programs, please visit [www.calwater.com](http://www.calwater.com) or contact your local Cal Water Customer Center for assistance.

If you need assistance with appeals, water use reports, or other drought-related issues, contact our Drought Call Center toll-free at (844) 726-8575.

Home water use reports (available summer 2016)

More information on all of these programs can be found at [www.calwater.com/conservation](http://www.calwater.com/conservation).

**NEW! TURF REPLACEMENT REBATE PROGRAM:** Cal Water is pleased to introduce our turf replacement rebate program. This program provides a \$1 rebate per square foot of turf that is removed and replaced with low-water-use landscaping. This rebate applies to turf replaced between January 1 and December 31, 2015, in water shortage levels as declared, with the exception of artificial turf, not eligible. All projects beginning June 1 must receive preapproval. For more information or to apply for the rebate, visit [www.calwater.com/turf](http://www.calwater.com/turf).



California Water Service  
Rancho Dominguez District  
2632 W. 27th Street  
Torrance, CA 90505

CH20 257-9400  
[www.calwater.com](http://www.calwater.com)  
[info@calwater.com](mailto:info@calwater.com)



## Managing Your Water Use During the Drought

What Cal Water's Dominguez system customers need to know about water use restrictions, water budgets, and conservation

Esta información contiene información importante. Tradúscalo a habla con alguien que lo entienda bien.

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## Water Use Restrictions, Water Budgets, and How Cal Water Can Help

How State mandates affect Cal Water customers

In response to Governor Brown's executive order mandating a 20% reduction in urban water use statewide, the State Water Resources Control Board and California Public Utilities Commission have adopted water use restrictions and reduction requirements for all communities in California. To meet these requirements, Cal Water filed "Schedule 141: Water Shortage Contingency Plan," which provides for water use penalties, water budgets, and enforcement measures.

Do not use water in a fountain or other decorative water feature, except where the water is part of a recirculating system. Do not apply water to outdoor landscapes during and within 48 hours after measurable rainfall.

Do not fill or refill ornamental lakes or ponds except to sustain existing aquatic life.

Do not use water in a fountain or other decorative water feature, except where the water is part of a recirculating system.

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## California Water Service customers met the State's water-use reduction target in June!

Thank you, Bakersfield customers, for meeting the State's water-use reduction requirement of 32% for this system in June. In fact, you were so diligent in your conservation efforts that, together, we achieved a 32% reduction over June 2015.

Please, keep up the great work, as we must continue to achieve the State's target through February 2016. We thank you again for your efforts and helping to ensure we have a reliable water supply, both during the drought and for generations to come.

And remember, you can get your water use history, water budgets, and more information about the drought and conservation programs 24/7 at: [www.calwater.com/drought](http://www.calwater.com/drought)



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## The drought, water use restrictions, conservation, and you.

Join Cal Water at a Community Meeting to Learn How Regulations Affect Dominguez System Customers

DATE: Tuesday, May 12, 2016  
TIME: 6 p.m.  
LOCATION: Cal Water Customer Center  
2632 West 27th Street  
Torrance, CA 90505

For more information on all of these programs can be found at [www.calwater.com/conservation](http://www.calwater.com/conservation)



# From reductions to recognition...







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## Conserve Water and You Could Receive a \$500 Bill Credit

Save water on your bill, and California Water Service will automatically enter you into a drawing to win a conservation credit on your bill.

**California Water Service (Cal Water) Visalia customers who are going above and beyond their water-use reduction requirement now have a chance to win a \$500 bill credit.**

Customers who save at least the 32% state-mandated reduction on bills dated September 23 and October 22, 2015 (consumption period is the month prior to your bill date), will be automatically entered into the drawing. The drawing will be held on November 2, and 10 winners will each receive a \$500 conservation credit on their account.

### Program details:

- This program is open to all customers in Cal Water's Visalia District, except employees or immediate family members.
- Customers must have been continuously receiving water utility service at the same location since May 2013 in order to track water use reductions.
- Customers who use 32-40 percent below their water use for the same period in 2013 will receive one entry into the drawing; customers whose reduction is 41-49 percent will receive two entries; and customers whose reduction is 50 percent or more will receive three entries into the drawing.

For more information and full terms and conditions, visit [www.calwater.com/VISdrawing](http://www.calwater.com/VISdrawing)



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## Conserve Water and You Could Win a \$50 Gift Card

**California Water Service (Cal Water) customers who are going above and beyond their water-use reduction requirement now have a chance to win a \$50 gift card.**

Cal Water appreciates the hard work our customers have done to meet state-mandated water-use reductions in your district. So, customers who met their water budget on their bills from December 2015 through February 2016 (consumption period is the month prior to your bill date) will be automatically entered into monthly drawings.

### PROGRAM DETAILS:

- Drawings will be held in December, January, and February, and 25 winners in your district each month will each receive a \$50 gift card.
- This program is open to all Cal Water customers, except employees and their immediate family members.
- Customers must have a water budget to be eligible. For full terms and conditions, visit [www.calwater.com/reward](http://www.calwater.com/reward).



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## KAPTAIN KITCHEN



## KAPTAIN KITCHEN



**Alter Ego:** Cliff Clayton

**Superpowers:** Super strength, laser vision, extrasensory pipe leak prevention

**Arch Nemesis:** Dr. Drainbot

**Bio:** Truth. Justice. High-efficiency sink faucets. After overcoming his water-wasting past, former California civilian Cliff Clayton has since picked up the mantle of Kaptain Kitchen to champion smarter and sustainable ways to conserve water in the kitchen. Whether it's by patching up leaky pipes with laser vision or simply giving his dishes a dry scrub before washing, Kaptain Kitchen is both the H2O Hero we need and deserve.

**The Kaptain's Tip:** "When washing dishes by hand, don't let the water run. Use one basin for wash water and the other for rinse water!"




## GARDEN GURU



## GARDEN GURU



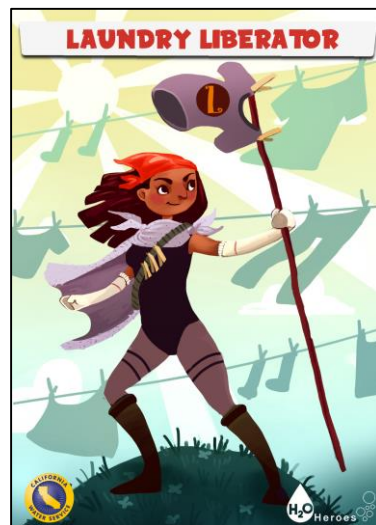
**Alter Ego:** Alicia Sanderson

**Superpowers:** Green thumb, hyperabsorption

**Arch Nemesis:** Sprinkler-Tron 20XX

**Bio:** In tune with the power of the natural world, the Garden Guru decided at a young age to devote her efforts to water-efficient gardening and horticultural care and education. A botany student by day, the Garden Guru moonlights as a lawn and garden care vigilante, educating homeowners and garden keepers on how to create beautiful landscapes while using water efficiently

**The Guru's Tip:** "Study up on the plant life you're maintaining! Different varieties of foliage require different amounts of watering. You don't want to drown your cacti! Also, consider installing low-water use plants!"

## LAUNDRY LIBERATOR



## LAUNDRY LIBERATOR



**Alter Ego:** Sandra Fitzroy

**Superpowers:** Heat vision, the "Clean Beam"

**Arch Nemesis:** The Spin Cycle-lops

**Bio:** In a world where laundry is confined to high-use washers and dryers, the Laundry Liberator emerged from humble beginnings to free our whites, darks and denim from wasteful washing. Since breaking onto the superhero scene, the Laundry Liberator has since been brought on as a consultant by many top laundry experts on how to reduce water usage and the development of the perfect detergent scent.

**The Laundry Liberator's Tip:** "When doing laundry, match the water level to the size of the load. If you can't set the level, run only full loads!"




## BATHROOM BRAWLER



## BATHROOM BRAWLER



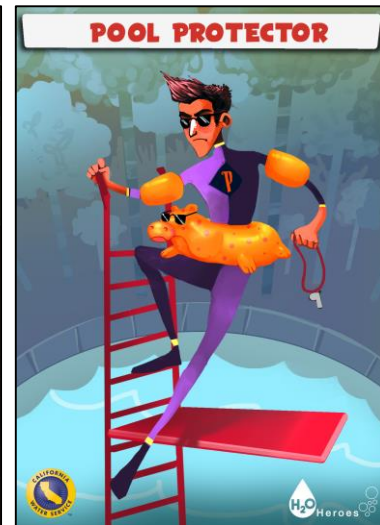
**Alter Ego:** Martin Diaz

**Superpowers:** Super strength, low-flow telekinesis

**Arch Nemesis:** The Phantom Flusher

**Bio:** Wham! Boom! Kapow! The Bathroom Brawler is dedicated to all walks of bathroom conservation. When the Brawler is around, you'd better believe that no toilets and sinks are left running. Toilet terrors and shower singers, beware: You're in for a clobbering, or a stern, but fair, talking to.


**The Bathroom Brawler's Tip:** "I'm a big supporter of proper hygiene, but make sure you time your showers to roughly five minutes. Shortening your shower by even one minute will save up to 150 gallons-per-month!"

## POOL PROTECTOR



## POOL PROTECTOR



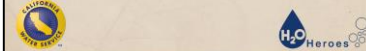
**Alter Ego:** Dev Rao

**Superpowers:** Supersonic whistle, pool cover force field

**Arch Nemesis:** The HorsePlay Gang

**Bio:** Do you hear that supersonic whistle? That's the Pool Police! With a moral compass and conservation-first attitude as strong as his front crawl, Dev Rao is an aquatic marvel who knows as well as the rest of us that nothing beats a hot day like a refreshing dip in the pool. When he's not lifeguarding at his community pool, the Pool Police is making sure pools across the region are using and losing as little water as possible

**The Pool Protector's Tip:** "Make sure your swimming pools, fountains, and ponds are equipped with recirculating pumps!"







- 117,531 reached
- 4,105 likes
- 307 comments
- 318 shares



# Targeted outreach from every angle...







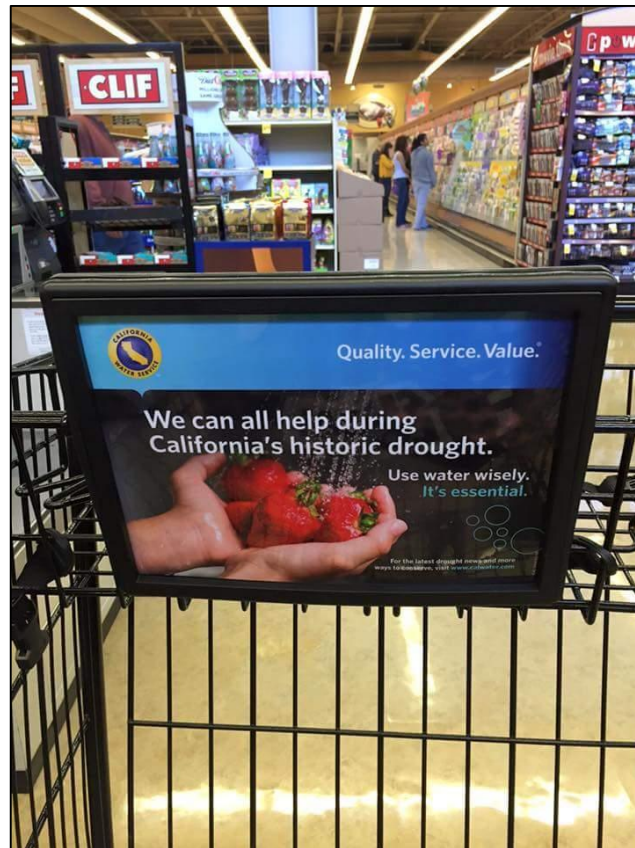


# Plus...

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- Flat-rate customers (postcards)
- CII customers (letters, social media)
- High-use and high-surcharge customers (letters)
- School district superintendents (letters)
- Media education (system tour)
- Monthly updates to community leaders (email)
- Lowered reductions and surcharge courtesy tier for metered customers (direct mail, online/social, segment at GRC PPHs)









# But Some Things Don't Change

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- Still taking a customer-first approach and seeking to educate customers on State-mandated restrictions and plans going forward
- Still have a (now even wider) range of conservation rebates, programs, tools and want to work with customers to reduce water use



# Moving Forward

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- Analyzing data for self-certification option
- Expecting minimum standard to maintain gains and have consistent message for strengthened long-term standards
- Transitioning from short-term State mandate to long-term sustainability
- Will communicate with customers, elected officials, media, employees



**Yvonne Kingman**  
ykingman@calwater.com



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