

**BMP Elements that are Subjects of RWA Water Efficiency Program
Calendar Year 2004**

**Regional Water Authority Water Efficiency Program
2004 Activities to Satisfy Water Forum Best Management Practices (BMPs) for
Urban Water Conservation**

This report describes the Regional Water Authority (RWA) Water Efficiency Program (WEP) activities during calendar year 2004 that assist participating water suppliers in meeting the requirements of Best Management Practices (BMP) for Urban Water Conservation included in the Water Forum Agreement.

Some combinations for WEP activities completely satisfy all the elements required by a BMP. Where other WEP activities satisfy some elements of a BMP, water suppliers are responsible for satisfying the remaining elements of these BMPs. The July 2004 Water Forum - RWA table identified which WEP activities should satisfy which BMP elements and which BMP elements (such as: identify customers that are commercial, or industrial ; or identify customers with more 1 or more acres of irrigated landscape) are the responsibility of water suppliers.

Different water suppliers participate in different WEP activities. The Water Efficiency Program participation consists of two categories. Category 1 is the basic subscription program providing region-wide water efficiency activities such as school education, public outreach and other BMPs utilizing widespread marketing to the benefit of many water suppliers. Category 2 are specifically designed subscription programs offering additional water efficiency services, beyond Category 1 services, to separately participating water suppliers. Participation in Category 1 and / or Category 2 Programs is voluntary.

The RWA Water Efficiency Program aims to completely satisfy the requirements of BMP 7 and BMP 8. BMP 6 and 12 will be satisfied by joint activities of the WFSE (Water Forum Successor Effort) and RWA.

The RWA Water Efficiency Program specifically targets BMPs 3, 5, 9, and 16 to assist water purveyors but does not completely meet all the elements of these BMPs.

BMP 4 “Meter Retrofit”, BMP 11 “Conservation Pricing for Metered Accounts”, BMP 14 “Water Conservation Coordinator” and “Citizen Involvement Program” have been outside the domain of RWA as these BMPs are specific to individual purveyors.

The body of this report details for each BMP, the specific BMP elements and specific WEP activities responding to those elements. The report notes when the activity was implemented and which category of water suppliers benefited.

The number of impressions for broadcast and other outreach events is provided in Attachment A from our public outreach consultant, Lucy & Company.

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The following table indicates which water suppliers participate in which of the WEP projects.

RWA Water Efficiency Program Project Participants 2004-05

Water Efficiency Program Projects	2004-05 WEP Cat 1	2004-05 Rinse & Save Pre Rinse Spray Valves	2002 Prop 13 Landscape Irrigation Equipment Grant	2003 Prop 13 Landscape Irrigation Equipment Grant	2002 Prop 13 LEAK Detection & Repair grant	Toilet Replacement with SRCSD	Landscape Audits	Commercial & Industrial Audits
BMP Number	1, 2, 5, 6, 7, 8, 9, 12, 13	9	5	5	3	16	5	9
Water Supplier	Cat. 1	RWA WEP Category 2 Projects						
California-American Water Co.	Y	Y					Y	
Carmichael Water District			Y					
Citrus Heights Water District	Y		Y	Y		Y		
Del Paso Manor Water District		Y						
City of Folsom	Y		Y	Y	Y	Y		
City of Lincoln	Y	Y		Y				
City of Roseville	Y			Y			Y	
City of Sacramento	Y	Y	Y	Y		Y		
El Dorado Irrigation District				Y				
Elk Grove Water Services	Y	Y	Y					
Fair Oaks Water District	Y	Y	Y	Y		Y		
Fruitridge Vista Water Co.								
Orange Vale Water Company	Y	Y	Y					
Placer County Water Agency	Y	Y	Y	Y	Y			
Rancho Murrieta CSD								
Rio Linda/Elverta WD	Y	Y	Y				Y	
Sacramento Suburban WD	Y	Y				Y		
San Juan Water District	Y	Y	Y	Y		Y		
Southern California Water Co.	Y	Y				Y		
Sacramento County WA	Y	Y		Y		Y		

**BMP Elements that are Subjects of RWA Water Efficiency Program
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BMP 1: Interior and Exterior Water Audits and Incentive Programs for Single-Family, Multi-Family Residential and Institutional Customers.

BMP Element	Month	RWA WEP Activity	Water Suppliers Benefited
Have trained water auditors on staff or available	April	Develop practice exams and provide intense 1 day Conservation Exam training.	Category 1
Provide multi-lingual interior and exterior audit materials		NA	
Make seasonal irrigation information available	All year All year November	<ul style="list-style-type: none"> • Operate and maintain the Fair Oaks CIMIS station to provide ET data through DWR internet system. • In cooperation with San Juan Water District operate telephone “Hot Line” with current ET data from the Fair Oaks CIMIS Station. Telephone number is 916/725-1713. • Radio broadcast paid advertising for three weeks on KXJZ and KXPR reminding homeowners and landscape managers to “Water with the Weather” by turning off sprinklers during rainy season. For the broadcast schedule, please see Attachment A. 	Category 1
Identify the top 20 percent of customers by metered water use and customer type		NA	
Offer water use reviews	May	<ul style="list-style-type: none"> • Advertise in seven newspapers advocating customers to contact local water suppliers for irrigation assistance. • Two weeks paid participation in Sacramento River Watershed Campaign on News10 TV advocating zero landscape runoff and contact local water suppliers for irrigation assistance. 	Category 1
Provide seasonal irrigation schedules by hydrozone and/or station			
Provide incentives to achieve 12 percent annual participation of targeted 20 percent of customers. Incentives could include billing adjustments, rebates, plumbing system repairs or improvements		NA	

**BMP Elements that are Subjects of RWA Water Efficiency Program
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BMP 2 Plumbing Retrofit of Existing Residential Accounts

BMP Element	Month	RWA WEP Activity	Water Suppliers Benefited
Offer to all customers, retrofit kits which include, but are not limited to, high quality low-flow showerheads, faucet aerators and toilet leak detection tablets.		NA	
Offer toilet leak test kits to all change of account customers who visit the purveyor office.		NA	
Distribute "Welcome Wagon" information	December	Provide "Rules of Thumb for Water Wise Gardening" to Water Suppliers for distribution to new customers.	Category 1
Work with local hardware/home stores to offer free water conservation information and toilet leak test kits at the check-out counters.	All year	Point of Purchase water efficiency appliance stickers applied to clothes washers in stores in cooperation with SMUD.	Category 1
Investigate partnership programs with local energy utilities to provide water conservation audits, materials and devices.	All year Summer March	<ul style="list-style-type: none"> • Point of Purchase water efficiency appliance stickers applied to clothes washers in stores in cooperation with SMUD. • In cooperation with SMUD produce and mail bill inserts promoting: water & energy efficiency appliances and timely irrigation practices • Explore Energy Star cooperative effort with PG&E to promote water and energy efficient appliances. 	Category 1

**BMP Elements that are Subjects of RWA Water Efficiency Program
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BMP 3 Distribution System Water Audits, Leak Detection and Repair

BMP Element	Month	RWA WEP Activity	Water Suppliers Benefited
UNMETERED SIGNATORIES			
annually updated "system map"		NA	
Installation of devices to identify area with greater than 10% losses	All year	Administer Prop 13 Leak Detection and Repair Grant. Project scheduled to install flow monitoring equipment during winter 2004-05.	PCWA Folsom
Meter calibration and replacement program for all production and distribution meters		NA	
Ongoing leak detection & repair program focused on high probability leak areas	All year	Administer Prop 13 Leak Detection and Repair Grant. Project includes leak detection and repair on high probability areas scheduled 2005-2006.	Folsom
A complete system-wide leak detection program, repeated no less often than every ten years;		NA	
METERED SIGNATORIES			
annual system water audit,		NA	
annually updated "system map"		NA	
Meter calibration and replacement program		NA	
Ongoing leak detection & repair program focused on high probability leak areas	All year	Administer Prop 13 Leak Detection and Repair Grant. Project includes leak detection and repair on high probability areas scheduled 2005-2006.	PCWA
A complete system wide leak detection program, repeated: when the system water audit determines losses to be greater than 10%;		NA	

BMP 4 Meter Retrofit

This BMP is not a subject of RWA's Water Efficiency Program

**BMP Elements that are Subjects of RWA Water Efficiency Program
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**BMP 5 Large Landscape Water Audits and Incentives for Commercial,
Industrial, Institutional (CII), and Irrigation Accounts**

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Identify irrigation and commercial/industrial/institutional accounts with landscapes greater than 1 acre and record info in customer database	December	RWA provides consultant services to assist water suppliers to identify large irrigation customers	Category 2
Have certified and/or trained landscape water auditors on staff or available through cooperative agreements.	Spring through Autumn	RWA contracts with two consultants to provide landscape irrigation audit services for category 2 water suppliers.	Category 2
Prepare and distribute multi-lingual irrigation system materials, seasonal climate-appropriate information on irrigation scheduling and offer training for customers and landscape workers.	January - April	<ul style="list-style-type: none"> • February 2004 – sponsored Irrigation Association courses locally on Irrigation Scheduling and Irrigation System Troubleshooting • April 2004 – Workshop for AWWA Water Conservation Coordinator Level I certification preparation • Promoted “California Friendly Landscape” Seminars at San Juan Water District’s WEL garden • Provide “Rules of Thumb for Water Wise Gardening” to water suppliers for distribution to customers • Provide “Rules of Thumb for Water Wise Gardening” to homeowners landscape class attendees; • Cosponsor 2004 Eco-Landscape Symposium, • Present 3 spring Integrated Landscape Workshops for homeowners • Cosponsor Landscape Irrigation Auditor Workshop with ITRC & IA • Cosponsor three Irrigation Association Professional Workshops. 	Category 1
Develop seasonal climate-appropriate information to determine irrigation schedules, and provide that information to the customers with one acre or larger landscapes.	All year	<ul style="list-style-type: none"> • Provide “Rules of Thumb for Water Wise Gardening” to water suppliers; • RWA website provide ET information for various sized landscapes; • Continue to support CIMIS information by telephone. 	Category 1
Begin installation of climate appropriate water efficient landscaping at landscaped purveyor facilities		NA	
Directly contact all Irrigation accounts and CII accounts with one acre and larger landscapes and offer them landscape water-use reviews	May	<ul style="list-style-type: none"> • Advertise in seven newspapers advising customers to contact local water suppliers for irrigation assistance. 	Category 1

**BMP Elements that are Subjects of RWA Water Efficiency Program
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Offer landscape water-use reviews to all customers	May	<ul style="list-style-type: none"> • Advertise in seven newspapers advising customers to contact local water suppliers for irrigation assistance. • Two weeks paid participation in Sacramento River Watershed Campaign on News10 TV advocating zero landscape runoff and contact local water suppliers for irrigation assistance. 	Category 1
Survey past program participants to determine if audit recommendations were implemented.	All year	RWA maintains record of customers participating in RWA projects	Category 2
Offer program participants with separate irrigation meters information showing the relationship between actual consumption and their ET-based water demand.	All year	RWA Landscape Irrigation Efficiency Incentive Grant project allows grant funds to be used to obtain sub meters.	Category 2
Provide audits conducted by certified landscape water auditors.	All year	RWA contracts with two consultants to provide landscape irrigation audit services for category 2 water suppliers. Water Supplier may contract with RWA to obtain these services	No requests received from water suppliers to use audit services.
Provide audits that consist of a system review, to identify necessary irrigation system repairs, and, once repairs have been completed, a water-use review including measurement of landscaped area.	All year	RWA contracts with two consultants to provide landscape irrigation audit services for category 2 water suppliers. Water Supplier may contract with RWA to obtain these services	No requests received from water suppliers to use audit services.
Provide program participants with seasonal irrigation schedules by hydrozone and/or station.	All year	<ul style="list-style-type: none"> • RWA contracts with two consultants to provide landscape irrigation audit services for category 2 water suppliers. Water Supplier may contract with RWA to obtain these services • Provide “Rules of Thumb for Water Wise Gardening” to water suppliers for distribution to customers 	Water suppliers contact consultants directly to use their audit services.
Provide program participants with regular reminders to adjust irrigation timer settings.	November	Radio broadcast paid advertising for three weeks on KXJZ and KXPR reminding homeowners and landscape managers to “Water with the Weather” by turning off sprinklers during rainy season.	Category 1
Provide incentives, such as the following, to achieve at least 12% annual participation of targeted customers:	All year	Administer Prop. 13 grant projects for fifteen water suppliers to provide \$1 million landscape incentives	Category 2

BMP 6 Landscape Water Conservation Requirements for New and Existing Commercial, Industrial, Institutional and Multifamily Developments

RWA has supported this BMP by the Water Efficiency Manager actively participating in meetings of the Water Forum Successor Effort Task Force to review the implementation of measures in compliance with “AB325, the Model Landscape Watering Ordinance” and recommend and support corrective action.

**BMP Elements that are Subjects of RWA Water Efficiency Program
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BMP 7 Public Information

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
A combination of a purveyor specific program in conjunction with full participation by the purveyor in the Public Outreach Program or other equivalent regional program, including measures such as:			
Paid and public service advertising for a water conservation campaign	May May November	<ul style="list-style-type: none"> • Advertise in seven newspapers advising customers to contact local water suppliers for irrigation assistance. • Two weeks paid participation in Sacramento River Watershed Campaign on News10 TV advocating zero landscape runoff and contact local water suppliers for irrigation assistance. • Radio broadcast paid advertising for three weeks on KXJZ and KXPR reminding homeowners and landscape managers to “Water with the Weather” by turning off sprinklers during rainy season. 	Category 1
Commercial consumer outreach	Spring	In partnership with retail nursery stores, provide irrigation education materials ("Rules of Thumb for Water Wise Gardens") to customers.	Category 1
Promotional materials	Spring	<ul style="list-style-type: none"> • Advertise in seven newspapers advocating customers to contact local water suppliers for irrigation assistance • Provide “Rules of Thumb for Water Wise Gardening” to water suppliers for distribution to customers 	
Community events and fairs	All Year October	<ul style="list-style-type: none"> • Supported local agency events by providing exhibit materials • RWA booth at Salmon Festival 	Category 1
Evapotranspiration data availability		<ul style="list-style-type: none"> • maintain ET telephone line with CIMIS information, • in cooperation with San Juan Water District operate telephone “Hot Line” with current ET data, • provide ETo average monthly water use chart on RWA web site, • "Rules of Thumb for Water Wise Gardens" contains average monthly data 	Category 1
A web site	All year	RWA website provides many water efficiency materials including: water supplier conservation coordinator contact information, landscape irrigation guidance, toilet replacement program, commercial and industrial water use information, and RWA publications.	Category 1

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Allied organizations outreach	Spring, summer autumn	<ul style="list-style-type: none"> • Provide cooperative efforts with UC Cooperative Extension at Fair Oaks Horticultural Garden. • Cosponsor Irrigation Association workshops • Cosponsor Eco-Landscape Symposium • Cooperative efforts with SMUD and SRCSD 	Category 1
Utility bill inserts	summer	<ul style="list-style-type: none"> • Inserts developed and mailed by Sacramento Regional County Sanitation District advocate toilet replacement program. • Inserts developed and printed by SMUD for water utility mailing promote efficient irrigation practices and efficient appliances. 	Category 1
Coordinating with other governmental agencies, industry groups and public interest groups	Spring, summer autumn	<ul style="list-style-type: none"> • Provide cooperative efforts with UC Cooperative Extension at Fair Oaks Horticultural Garden. • Cosponsor Irrigation Association workshops • Cosponsor Eco-Landscape Symposium • Cooperative efforts with SMUD and SRCSD 	Category 1

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BMP 8 School Education

BMP Element		RWA WEP Program Provides	Water Suppliers Benefited
Offer tours of purveyor facilities to elementary schools in the purveyor's service area.		NA	
Work with schools served by the purveyor to promote school audits, reduced water bills, and innovative funding for equipment upgrades.	March	In presentation to Resource Conservation managers of school districts, RWA described various grant projects and services available to schools from local water suppliers. Provided schools with lists of conservation coordinator contact information.	Category 1
Work with the school districts in the water purveyor's service area to provide educational materials promoting efficient water use to one or more grade levels on an annual basis.	Spring All year Autumn	<ul style="list-style-type: none"> • Continue Newspapers in Education program with Sacramento Bee reaching 5,600 students and including major newspaper advertisements. • Maintain water education elements in RWA website. • Newspaper Education materials • Sacramento County Partnership to co-fund joint water efficiency and stormwater management presentations to 15,000 students provided to schools free of charge 	Category 1
Work with school districts in the water purveyor's service area to offer instructional materials and assistance to all teachers of the targeted grade level in order to promote efficient water use.	Spring All Year Autumn	<ul style="list-style-type: none"> • Continue Newspapers in Education program with Sacramento Bee reaching 5,600 students and including major newspaper advertisements. • Maintain water education elements in RWA website. • Newspaper Education materials and Stormwater Management presentations to 15,000 students provided to schools free of charge 	Category 1

**BMP Elements that are Subjects of RWA Water Efficiency Program
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BMP 9 Commercial and Industrial (CI) Water Conservation

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Trained commercial/industrial water auditors on staff or available through cooperative agreements.	November	RFP issued to solicit consultant services for trained CII Auditors.	Category 2
The DWR Commercial / Industrial (CI) water-use materials available for CI customers.	All year November	<ul style="list-style-type: none"> • RWA has free copies of DWR "Water Efficiency Guide to Business Managers and Facility Engineers" available for distribution. • RFP issued to prepare brief water efficiency brochures for specific types of businesses. 	Category 1
Establish, if possible, cooperative CI audit programs with other utilities.	February	RWA water efficiency program is a cooperative effort with 20 water suppliers. RWA provided water efficiency training to businesses at SMUD.	Category 1
A list of available CI water-use consultants.	All year	RWA twice provided local water suppliers with list of BMP 9 consultants updated by CUWCC.	Category 1
Identify the top 10% of commercial water users and top 10% or industrial water users, not previously audited, and directly contact them or the appropriate customer's representative and offer them water-use reviews (audits). Provide these customers with data on their current water-related costs (supply, waste water, energy, on-site treatment, etc.)	March November	<ul style="list-style-type: none"> • RWA completed a database development funded by DWR and populated the database with Dunn and Bradstreet data to assist with Water Supplier identification of CII customers. • RWA used an RFP process to solicit for consultant services for CII Audits. Consultant to be selected in early 2005. 	Category 1 Category 1
Offer CI water-use reviews to all CI customers	October-December	Rinse and Save Program offers water use surveys to food service businesses.	Category 2
Survey past program participants to determine if audit recommendations were implemented.	All year	RWA's CII database includes region wide business contact information and customer participation for future surveys and programs.	Category 1
Provide audits conducted by trained commercial/industrial water auditors.	October-December Begin in 2005	<ul style="list-style-type: none"> • Rinse and Save Program currently offers water use surveys to food service businesses. • RWA selecting trained audit consultant through RFP process. 	Category 2

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Provide incentives, such as the following, to achieve at least 20% annual participation of the targeted 10% of existing customers:	October-December All Year	<ul style="list-style-type: none"> • Phase 2 “Rinse and Save” offers free installation of spray valves to food service establishments. • 2004 Rinse and Save started late due to delayed due to mid-summer CPUC contract negotiations with CUWCC, followed by contractor training of field staff. • Toilet replacement project offers ULFTs rebates to business customers. 	Category 2
Contact past program participants for a follow-up audit		RWA’s CII database includes region wide business contact information and customer participation for future surveys and programs.	
Counties and cities will establish policies requiring water intensive commercial and industrial building permit applicants (new, modified or change-of-water-use) to conduct a water-use efficiency review and submit the findings in any required environmental documentation for the commercial or industrial project.		NA	
Promote the use of efficient water-use technologies by commercial and industrial customers by offering incentives related to the benefits gained by the water and sewer service providers.	October – December All year	Phase 2 “Rinse and Save” offers free installation of spray valves to food service establishments. Toilet replacement project offers rebates for ULFTs. SRCSD sponsored toilet replacement project offers ULFTs rebates to business customers.	Category 2
Coordinate with the city or county during the permitting of new, modified or change-of-water-use CI projects within the purveyor’s service area to ensure that the submitted findings are reviewed by the purveyor to identify incentive program opportunities.		NA	
Consider separate landscape water meter(s) when the combined service would require a 1½” or larger meter; and		NA	
Require efficient cooling systems, recirculating pumps for fountains and ponds, and water recycling systems for vehicle washing as a condition of service.		NA	

**BMP Elements that are Subjects of RWA Water Efficiency Program
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BMP 11 Conservation Pricing for Metered Accounts

This BMP is not a subject of RWA's Water Efficiency Program

BMP 12 Landscape Water Conservation for New/Existing Single Family Homes

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Information on climate-appropriate landscape design, plants and efficient irrigation equipment/management provided to change-of-customer accounts and, in cooperation with the Building Industry Association of Superior California, to new customers. The availability of this information will be publicized to all existing Single Family Homes in the purveyor's service area on an annual basis.		Provide to requesting builders and landscape contractors "Rules of Thumb for Water Wise Gardening"	Category 1
Landscape audit/water-use survey program actively marketed to all new homes and change-of-customer accounts:	May	<ul style="list-style-type: none"> • Advertise in seven newspapers advising customers to contact local water suppliers for irrigation assistance. 	Category 1
Annual pre-irrigation season notification to Single Family Homes served by the purveyor of purveyor-provided landscape assistance (audits/surveys, materials, special offers, etc.).	May	<ul style="list-style-type: none"> • Two weeks paid participation in Sacramento River Watershed Campaign on News10 TV advocating zero landscape runoff and contact local water suppliers for irrigation assistance. 	Category 1
In cooperation with the California Landscape Contractors Association, other purveyors, etc., will include: Participation in the development/maintenance of a local demonstration garden	All Year	RWA water efficiency website page shows locations of water efficient landscape demonstration gardens. RWA provides "Rules of Thumb for Water Efficient Gardening" to UC Master Gardeners Fair Oaks Horticultural Center	Category 1
Annual participation at local and regional landscape fairs and garden shows.	January	Promote water efficient landscape at Northern California Landscape Expo.	Category 1
Annual cooperative education and marketing campaigns with local nurseries.	Spring	RWA provides "Rules of Thumb for Water Wise Gardening," "Watering Tips for Beautiful Gardens" and "WEL Gardens in the Sacramento Region" to five nursery retailers.	Category 1

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Annual irrigation season landscape media campaign.	May and June	<ul style="list-style-type: none"> • Advertise in seven newspapers advising customers to contact local water suppliers for irrigation assistance. • Two weeks paid participation in Sacramento River Watershed Campaign on News10 TV advocating zero landscape runoff and contact local water suppliers for irrigation assistance • Inserts developed and printed by SMUD for water utility mailing promote efficient irrigation practices and efficient appliances. • Radio broadcast paid advertising for three weeks on KXJZ and KXPR reminding homeowners and landscape managers to “Water with the Weather” by turning off sprinklers during rainy season. 	Category 1
Annual post-irrigation season notification, to all customers, of the importance of timer resets/sprinkler shut-offs.	November	Radio broadcast paid advertising for three weeks on KXJZ and KXPR reminding homeowners and landscape managers to “Water with the Weather” by turning off sprinklers during rainy season.	Category 1
Establish a landscape task force with other local governments, water purveyors, the building and green industries and environmental / public interest groups to review the existing ordinance to determine if it is at least as effective as the Model Water Efficient Landscape Ordinance as pertains to single family homes, and to monitor, and revise, when applicable, the ordinance.	All year	RWA has supported this BMP by the Water Efficiency Manager actively participating in meetings of the Water Forum Successor Effort Task Force to review the implementation of measures in compliance with “AB325, the Model Landscape Watering Ordinance” and recommend and support corrective action.	Category 1

BMP 13 Water Waste Prohibition

This BMP is not a subject of RWA’s Water Efficiency Program. For technical assistance purposes, RWA maintains a file of local water waste ordinances.

BMP 14 Conservation Coordinator

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
At least one staff member of each purveyor will be an AWWA Certified Water Conservation Practitioner.	April	RWA developed practice exams and provided intense 1 day Conservation Exam training.	Category 1

**BMP Elements that are Subjects of RWA Water Efficiency Program
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BMP 16 Ultra-Low Flush Toilet Replacement Program for Nonresidential Customers

BMP Element	Month	RWA WEP Program Provides	Water Suppliers Benefited
Identify all non-residential customers, estimate the approximate number of non-ULF toilets at each account, and rank them by high, medium or low use	All Year	RWA purchased CUWCC estimates of the numbers of toilets in various Commercial sectors.	Category 2
If possible, established a cooperative district / sanitation district ULF rebate program.	All Year	RWA maintains a MOU with SRCSD for water suppliers in Sacramento County to augment toilet replacement rebates by \$50 per toilet.	Category 2
Offer ULF rebates to all non-residential accounts that do not yet have ULF toilets	All Year	<ul style="list-style-type: none"> • Sacramento County mailed bill inserts to 250,000 SRCSD customers. • RWA mailed letters to all plumbing contractors and supply houses advertising toilet rebate program and availability to residential and commercial customers. 	Category 2
Offer the necessary incentive to insure that at least 10% of nonresidential non-ULF toilets are replaced with ULF toilets each year, with a final installation target of 90% of all non-residential toilets being ULFs within ten years	All Year	<ul style="list-style-type: none"> • Surveys conducted during the 2003 Rinse and Save project report that approximately 50-60 percent of toilets in food service establishments are now ULFT. • RWA has scheduled advertising in the "Landlords Newsletter" to multifamily property managers promoting toilet rebates. 	Category 2
Consider larger rebates for the more expensive high-use flushometer-type ULF installations.	All Year	Combined water supplier and SRCSD rebates will commonly total \$125 per toilet	Category 2
Investigate opportunities for community based organizations (CBOs) to receive the training and financial incentives necessary for them to implement this BMP for their constituents.		NA	
Consider monitoring the change in water use at metered-accounts that install ULF toilets.		NA	

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Attachment A

Regional Water Authority Water Efficiency Program Public Outreach Impressions Report CY 2004 February 9, 2005

Newspaper Advertisements

A print advertisement was developed in early 2004 and was placed in five local publications in May 2004. The total readership for the publications totaled close to 500,000.

The advertisement ran in the following publications:

- ◆ *Auburn Journal*
- ◆ *Folsom Telegraph*
- ◆ *Granite Bay Press*
- ◆ *Grapevine Independent*
- ◆ *Laguna Citizen*
- ◆ *Lincoln News Messenger*
- ◆ *Sacramento Bee – California Life Section*

Events

- ◆ EcoLandscape Symposium – This event was attended by approximately 250 members of the public. <http://www.ecolandscapes.org/index.html> It was held in February 2004.

Brochures/flyers

Developed

- ◆ We'll help you create beautiful water-wise gardens – Lucy & Company produced flyers for distribution at events. Flyers were distributed by individual water purveyors.

Reprints

- ◆ Mr. Leaky booklet – Lucy & Company coordinated the printing of additional Mr. Leaky booklets, which were distributed by individual water purveyors.
- ◆ Toilet Rebate brochure – Lucy & Company coordinated the printing of additional toilet rebate brochures, which were distributed by individual water purveyors.

NIE/Be Water Wise Water Program

The Sacramento Bee contacted 260 teachers that had previously participated in the NIE program. Individual water purveyors sent out letters to additional teachers. The Sacramento Bee distributed 23,870 copies of the student supplement on April 26, 2004.

Media Release

A news release was sent to the Sacramento Bee Home & Garden section in October 2004. An article entitled, "Plan today for water meters of tomorrow" ran on October 9, 2004 reaching a readership of over 290,000.

Radio Announcements

In November and December of 2004, 86 radio spots ran on KXJZ and KXPR, both NPR affiliates. The radio spots reached listenership of over 405,000 with the Water Efficiency Program's "Slow the Flow in the Fall" message.