

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



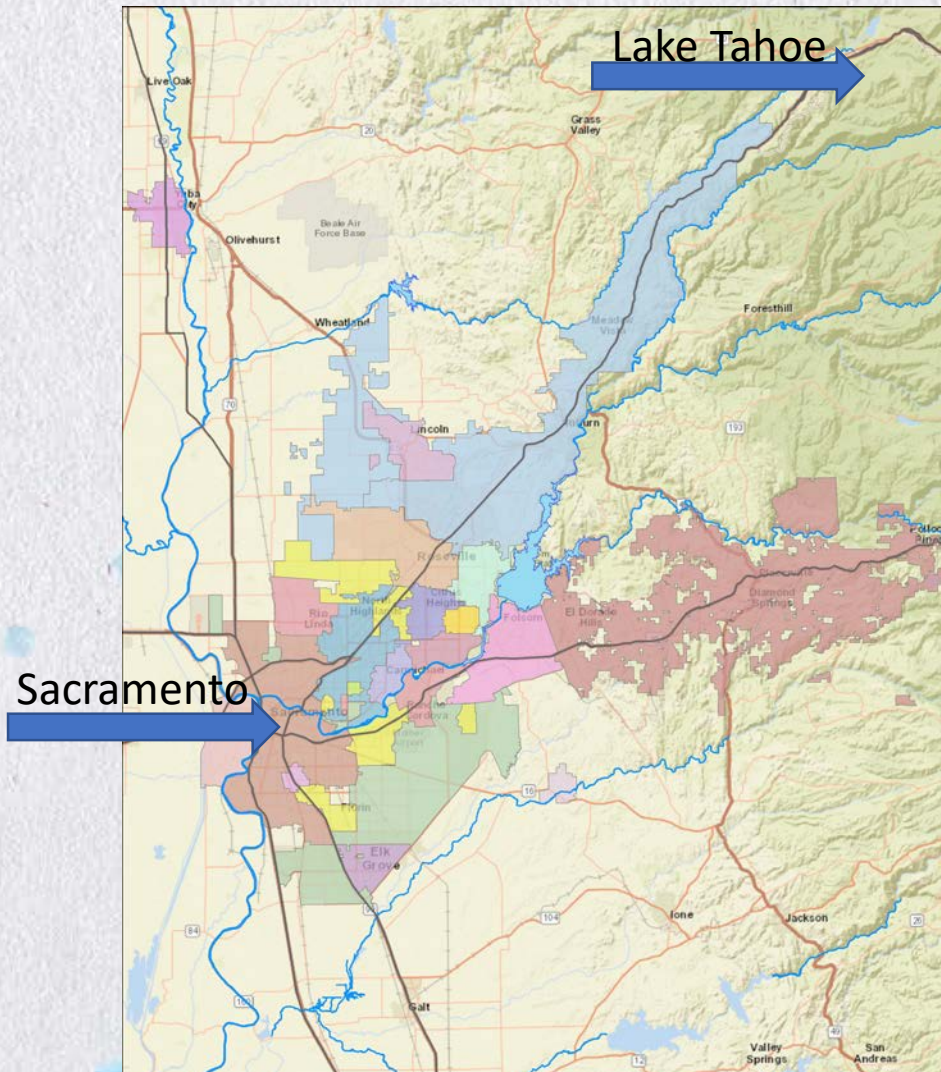


Tackling the Problem of Landscape Overwatering

Water Smart Innovations 2018

ABOUT THE...

Regional Water Authority



"To serve and represent regional water supply interests and assist RWA members with protecting and enhancing the reliability, availability, affordability, and quality of water resources"

- 21 water providers
- 2 million people
- Counties of:
 - Sacramento
 - Placer
 - El Dorado
- Cities of:
 - West Sacramento
 - Yuba City



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The Challenge

- Significant part of the public not interested in replacing lawn
- “Menu” approach offers lots of options but more fragmented message
- Most household water use occurs outdoors
- 30% is wasted due to overwatering and evaporation

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Approach and Messaging

- Target outdoor water use reductions
- Change from “menu” approach to singular focus
- One primary call to action and a deeper dive
- Two-year campaign
- Tackle the overwatering problem



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Primary Call to Action

Check Before You Water

*Check soil moisture with a meter or screwdriver before
turning on sprinklers*



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Focus Group Research

- Two focus groups held February 8, 2018
- 21 residential customers from throughout the Sacramento region, ages 25-64
- Our goals were to more fully understand:
 - Current landscape watering practices
 - Problems with landscape watering and care (that water providers could help resolve)
 - What people perceive to be water waste
 - If people are willing to check before they water
 - Feedback on potential creative concepts



FOCUS GROUP FINDINGS

Question...

**What are the main
frustrations people
have when it comes
to yard care?**

FOCUS GROUP FINDINGS

The Answer is...

Cost (to maintain and irrigate), time (to care for yard), uncertainty (about how to maintain a healthy yard that uses water efficiently)

FOCUS GROUP FINDINGS

Question...

**Where do people go for
information about
landscaping?**

FOCUS GROUP FINDINGS

The Answer is...

**Internet, local gardening
expert/radio host,
local nursery**

FOCUS GROUP FINDINGS

Question...

**How do people know
when to water
their yard?**

FOCUS GROUP FINDINGS

The Answer is...

**“You can just tell by
looking at your
grass and vegetation
if it is dry”**

FOCUS GROUP FINDINGS

Question...

**Are people willing to
check the soil before
they water?**

FOCUS GROUP FINDINGS

The Answer is...

**“I’m going to
try it because
it’s just so fun”**

Focus Group Research Results

- Goal = healthy landscape (not necessarily saving water)
- Think more water used indoors—but why?
- Familiar with tree species
- Prefer “efficiency” over “conservation”
- Familiar with overspray and runoff
- Unfamiliar with cycle and soak
- Prefer Weather-Based Sprinkler Timer (the word “smart” implies a Wi-Fi application)
- Want to be “educated not shamed”

Overwatering?



Find tips on how much water
your yard really needs at
BeWaterSmart.info





CHECK THE SOIL AND SAVE

A MOISTURE METER TELLS YOU
IF YOUR YARD NEEDS WATER
LEARN MORE AT BEWATERSMART.INFO



Overwatering?

Check the soil before you water.



Year 1: Ramp Up Activities

- Conduct research
- Develop creative
- “How to” video series
- Ads on Facebook, Google, Cap Radio, Total Traffic and Weather
- Radio PSAs
- Tools for water providers
- River Cats partnership
- Nursery partnerships
- Media outreach
- E-blasts



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“How To” Video Series

A close-up photograph of a person's hand gently touching a patch of vibrant green grass. The hand is positioned on the right side of the frame, with fingers slightly spread. The grass is dense and appears healthy. Overlaid on the center of the image is the text 'HOW TO KNOW IF YOUR YARD NEEDS WATER...' in a white, bold, sans-serif font. The text is arranged in two lines, with 'HOW TO KNOW IF YOUR' on the top line and 'YARD NEEDS WATER...' on the bottom line. The background of the entire slide is white, with a thin orange vertical line on the far left edge.

HOW TO KNOW IF YOUR
YARD NEEDS WATER...

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Tools for Water Providers

- Key messages
- Infographics for social media
- Tool Kit on drop box
- Examples of how to incorporate materials into their outreach
- Campaign images
- Photo gallery
- Template newsletter/website text
- Bill insert template
- Editorial calendar and social media posts



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Feature stories in Sacramento Bee and ACWA News

Feeling drought fatigue? How to get back to saving water and money



How do you get people excited – again – about saving water? That's the challenge California water providers face in an almost-normal year.

ds water by looks and weather alone, we're asking
ewdriver or hand shovel first, before turning on



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Preliminary Results



Media Outreach
104 requests



44 days

Online Advertising
660 requests



29 days

BE WATER SMART

Preliminary Results

Check & Save Static Ad (3 months)

- Clicks: 2,524
- Reach: 117,937
- Impressions: 262,890
- Cost per click: as low as \$0.48

Check & Save Video Ad (3 months)

- Views: 1,980 of 100%,
2,177 of 95% and 3,761 of 50%
- Clicks: 696
- Reach: 54,243
- Impressions: 130,723
- Cost per click: as low as \$0.88




The image shows a screenshot of a Facebook post from the page 'Be Water Smart'. The post is sponsored and features a static advertisement. The ad image shows a hand holding a green, frog-shaped soil moisture meter, inserting it into the ground next to a lawn. The text 'CHECK THE SOIL AND SAVE' is overlaid on the right side of the image. Below the image, the text reads 'Get A Free Moisture Meter' followed by a paragraph: 'Most of the water we use goes toward our yards and 30 percent of it is lost to overwatering and evaporation. Checking before you water will give you healthier plants and make sure every drop counts.' At the bottom of the ad is the website 'BEWATERSMART.INFO' and a 'Learn More' button. The Facebook interface includes a 'Like Page' button at the top right and 'Like', 'Comment', and 'Share' buttons at the bottom of the post.

Be Water Smart
Sponsored · 🌐

👍 Like Page

Trying to figure out how much water your yard needs can be a mystery. Visit BeWaterSmart.info to get a free moisture meter and take the guesswork out of knowing when to turn on the sprinklers.



Get A Free Moisture Meter

Most of the water we use goes toward our yards and 30 percent of it is lost to overwatering and evaporation. Checking before you water will give you healthier plants and make sure every drop counts.

BEWATERSMART.INFO [Learn More](#)

👍 Like 💬 Comment ➦ Share



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BE WATER SMART

Preliminary Results

Promoted by water providers



We're Connected | The Role of Backflow Prevention Devices in Our Water System
One of the ways SSWD maintains the delivery of high-



Water Use | How We Use Water Will Astound You

There's a common misconception that most of the water we use at home goes toward household activities like showering, washing dishes and clothes or flushing the toilet, but in fact most household water is used outside on our landscapes.

Hot, dry summers and triple-digit temperatures have a huge impact on our water use in the Sacramento region. An average household uses about 250 gallons of water per day with the majority going toward watering lawns and yards. And, studies show about 30 percent of water used outdoors is wasted because of overwatering and evaporation.

Make sure to check before you water by testing the moisture level in the soil. You can get a free moisture meter at the SSWD Administrative offices (while supplies last) or simply use an eight-inch screwdriver. Push the screwdriver into the ground. If it can go easily in three inches beneath the soil you don't need to water.

Creek Week Photo Booth Was a Hit

At April's Creek Week Celebration, SSWD's booth was a popular attraction. We handed out WaterSense-labeled aerators, hose shut-off nozzles, shower timers and moisture meters. Lots of our customers stopped by to have their photo taken and show how they are H2O Heroes.



CARMICHAEL WATER DISTRICT
Serving the Community of Carmichael, California Since 1976

[ABOUT US](#) [OUR WATER](#) [FOR](#)

CURRENT WATER CONDITIONS

WATER EFFICIENCY SURVEY

WATERING SCHEDULE

RESOURCES & TIPS

WATER SAVING TIPS

LANDSCAPE

STUDENT RESOURCES

Click on the posts below to learn more about various water saving tips. Continue to visit our website for updates and new helpful posts.

More tips can be found on the menu to the left such as water saving tips, landscape, and student resources.



Check Before You Water: Looks Can Be Deceiving

May 10, 2018

Trying to figure out how much water your yard needs can be a mystery. You might think you can tell just by looking at your plants or by the weather reports, but the best and most accurate way is to...

SACRAMENTO SUBURBAN WATER DISTRICT



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Preliminary Results

- Media exposure—print and radio
- Moisture meters are a hit—requests online and at events
- Online engagement
- Neighboring water providers requesting to use creative
- Downside: Meters are not super accurate and don't last long
- Screwdriver—our next gateway



Questions?

Thank You!

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