


# Water Conservation Program

Spring/Summer Conservation and Drought Messaging







# Drought Focused Conservation Messaging



**Handy Spring Watering Guidelines**  
*Hang 'em on the fridge or tape inside your irrigation controller!*

Want more info? Search for "Irrigation Guide" at [505Outside.com](http://505Outside.com)!

**WATER BY THE SEASONS: SPRING**  
MARCH - MAY

DRIP IRRIGATION – TREES & SHRUBS	HOSE WATERING – TREES & SHRUBS	SPRAY – LAWN	HIGH EFFICIENCY MICRO ROTORS – LAWN
 minutes per cycle 80-100 times a month 2	 minutes per cycle 55 times a month 2	 minutes per cycle 7-10 times a month 8	 minutes per cycle 40-50 times a month 8

- Water Conservation Program focus is conserving water outdoors
- Three-pronged approach:
  - Education
  - Incentives
  - Enforcement



**GRADUATE TO A “SMART” CONTROLLER!**

REBATES AVAILABLE: [abcwua.org](http://abcwua.org)



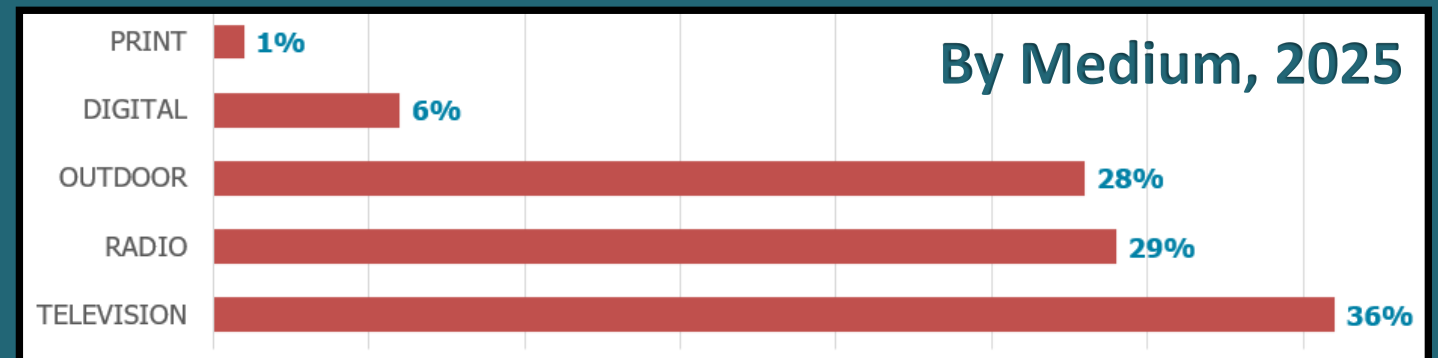
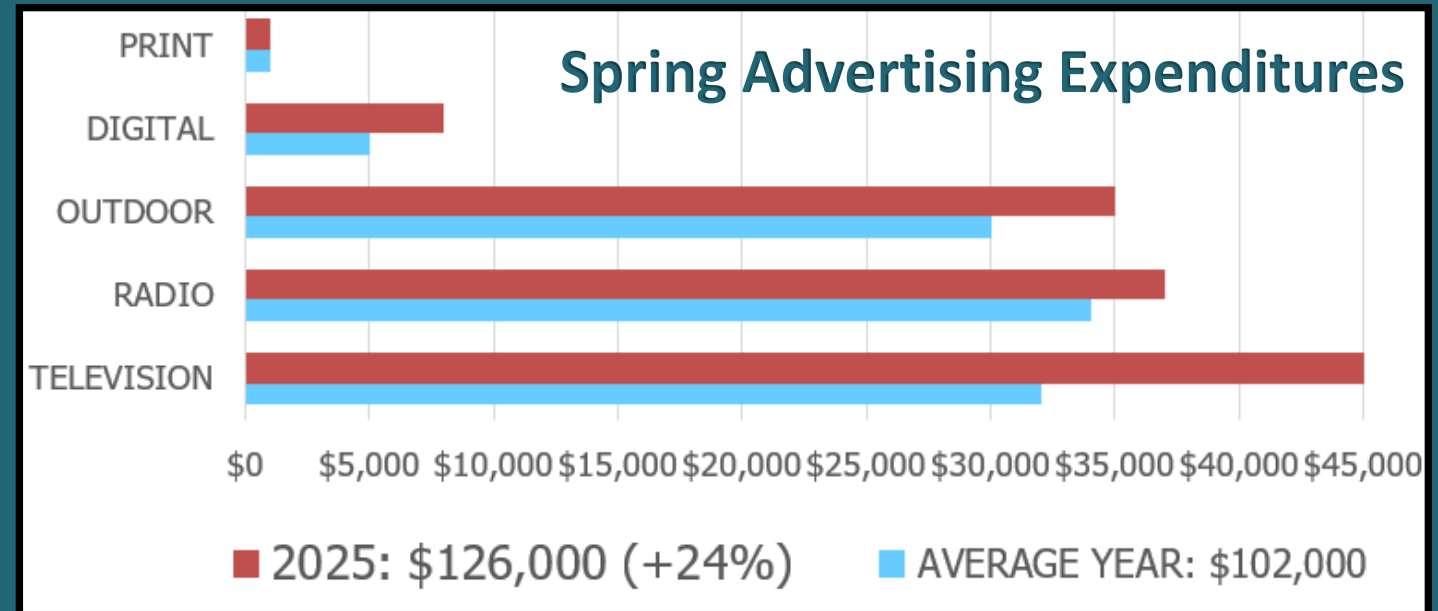


# Weather the Drought Campaign



## Implementing 'Drought Stage 0' water conservation efforts:

- Increasing public outreach including duration, quantity, frequency, reach, and budget
- Promotional materials that include drought enhancements and focus on drought reminders
- Increase public outreach that emphasizes education and voluntary conservation

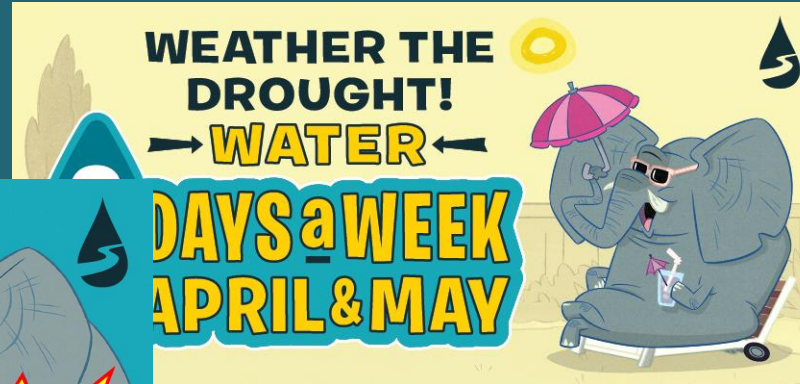


# Spring/Summer 2025 Conservation Messaging

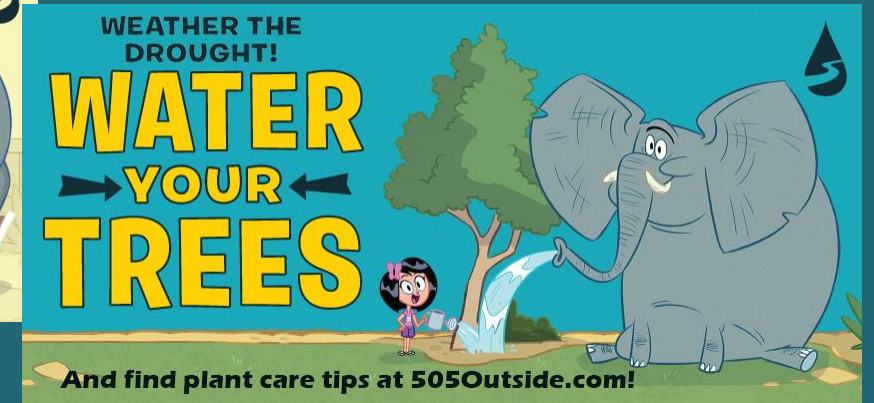
## TIME OF DAY REMINDER



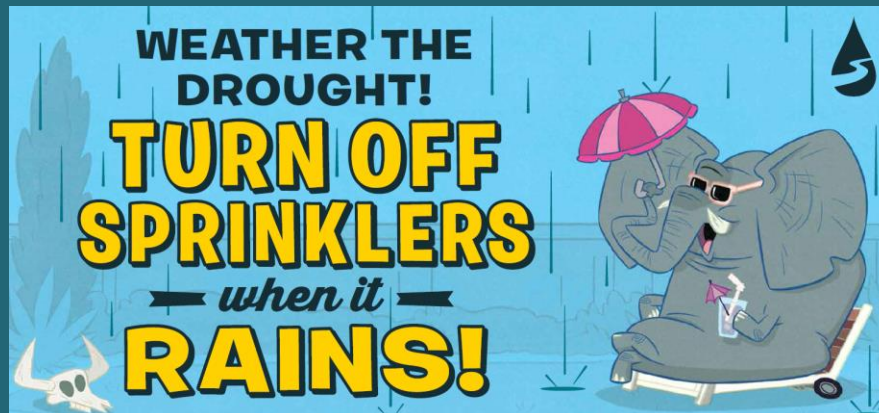
## WATERING ADVICE



## TREE CARE



## RAIN REMINDER



## WATER WASTE



# Lawn to xeriscape transformation rebate promotion

- Lawn to xeriscape transformation rebate – 33% increase
- 500-word column recently featured in local weekly newspapers and online publications describing the lawn to xeriscape rebate detailing the qualifications, requirements and process
- 505 Outside monthly newsletter articles promoting the rebate, how to take advantage of it, and numerous free resources such as landscape design templates.



# Data Driven Approach to Enforcement and Outreach



- Sending letters to customers that appear from AMI data to be watering with sprinklers within the restricted times
- Pursuing a data driven approach for following up on water waste complaints and patrols – focused on excessive users and problematic trunk lines
- Goal of sending 1,000 letters and emails per month to residential customers that are within the top 5% of water users

# Questions?

