

# **2016 Operating Board Update:**

## **Implementing Year 4 of the 2013-2018 Saving Water Partnership Conservation Program**

Presented by

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Chair of the Conservation Technical Forum

&

Jessica Guthrie, Northshore Utility District  
Vice-Chair of the Conservation Technical Forum

# Presentation Outline

- Purpose & focus
- Reminder of role of Conservation Technical Forum (CTF) and relationship to Operating Board
- Reminder of planning process
- Updates on individual programs

# Purpose & Focus

- Provide an update on 2016 YTD activities
  - 2015 SWP Annual Report provided
- Focus presentation on:
  - Areas Operating Board indicated should be emphasized
  - New activities

# Conservation Technical Forum

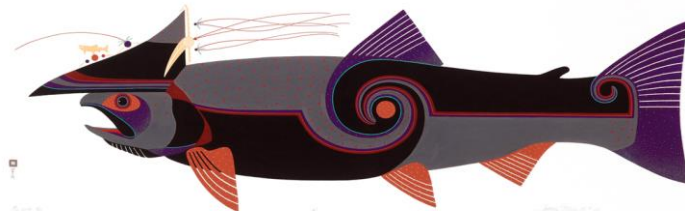
- Who's involved – Staff from each member utility meet quarterly
- Relationship to Operating Board
  - Operating Board sets the policy for the program (*the “what”*)
  - CTF provides input and reviews the program elements (*the “how”*)
- CTF has three working groups
  - Youth & Community Education
  - Communications
  - Landscape Education
- Working group participants include:
  - Cedar River W&SD
  - City of Renton
  - North City WD
  - Northshore Utility District
  - Olympic View W&SD
  - Seattle Public Utilities (SPU)
  - Water District 90
  - Woodinville WD

# Planning Process

Regional Program is key component in meeting WUE Goal

- **Water Use Efficiency Goal:** Set through the Operating Board in 2012 (for 2013-2018)
- **Areas of Emphasis:** Determined by the Operating Board
- **2013-2018 Strategies and Actions:** Developed by the CTF
- **Next Round of Goal-Setting:** Begins in 2017

*Conservation prepares the region for potential water supply challenges, helps customers use water wisely, and preserves the ethic of stewarding natural resources.*



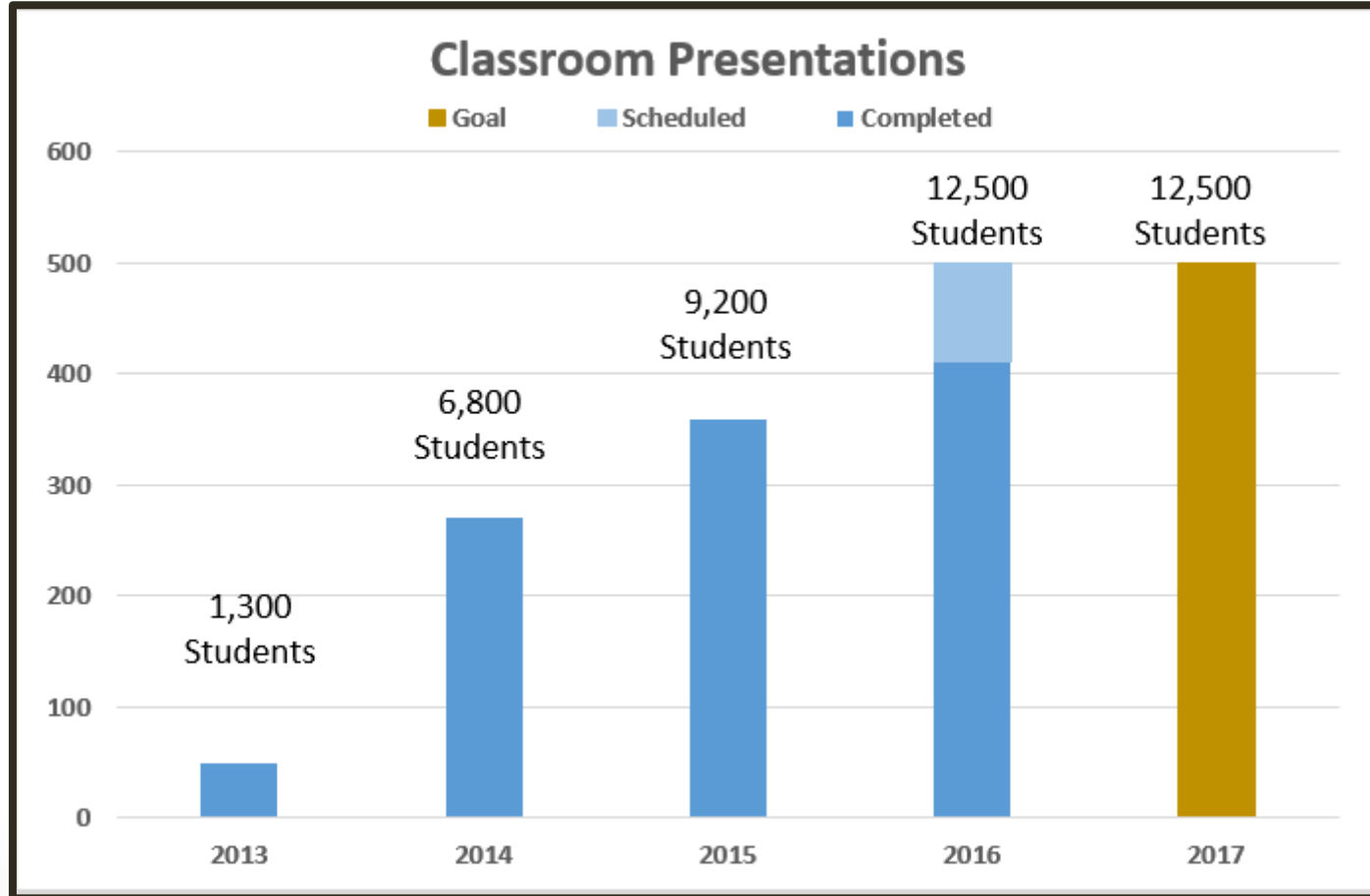
**Preserving the Customer Conservation Ethic**

# Youth Education

- Full-scale program expanded again in 2016 (began in 2013)
- Carried out by Nature Vision; local non-profit
- 2016 year to date
  - 500 presentations; 12,380 students
  - 75 schools; ALL SWP members



# Youth Education



# In-Classroom Presentations

Grade:	K	1	2	3	4	5	6	7	8	9	10	11	12
<b>Program:</b>													
Water Cycle – Terrariums													
Water Cycles Round!													
Waterwise Gardening													
Drip Irrigation													
Watershed Ecosystems													
Water Conservation													
Water Supply													
Salmon Cycle													
Water Use Exploration													
Fix That Leak!													
Leaky Faucets and Rates of Flow													
Watch the Flow, Above & Below													
Watershed <b>Field</b> Experience													
Aquatic Insects Dip <b>Field</b> Experience													
Healthy Water, Healthy Soil													
Healthy Water, Healthy Ecosystems													



# Teacher Feedback

*My students loved this presentation. They had a great time making their terrariums and learning all about the water cycle. The Nature Vision presentations are my favorite guest speakers all year.*

*- Kimberly Reiprich, Kokanee Elementary*

*My class and I loved the presentation - especially the hands on part where the students got to work in small groups and locate the aquatic insects in their tubs! I also loved the way the presenter would say, "Scientists, scientists," and the class would answer, "Yes! Yes!" when she needed their attention. We all learned a lot!*

*- Tara Barth, Wellington Elementary*

# Community Education

- 2016 Staffed or supported 15 community festivals
- Used the Water Refilling Station at 8 of those events
  - Inspired by Woodinville and North City WD efforts in 2013
  - Allows festival goers to refill their water bottles with tap water
  - Tap Water Msg: It's high quality, a great value, and worth conserving
  - Great response from customers!



# 2016 Community Festivals

- Sustainamania Event – City of Bothell
- Earth Day Event - City of Duvall
- Summer Celebration - City of Mercer Island
- Healthy Kids Fair & STEM Fair - North City WD
- Briarwood and Maplewood Festivals - WD 90
- Customer Appreciation Festival - WD 125
- Celebrate Woodinville - Woodinville WD
- Pista Sa Nayon & Seattle Parkway Festival - SPU





# Customer Feedback

*The water refilling station provides a great opportunity for us to interact with our customers at the water conservation booth we put on every year at Bothell's Sustainamania event. Customers enjoy learning about where our water comes from and then getting a chance to taste it for themselves. Every year it's a big hit for families and visitors who need a refreshing water bottle refill.*

*- Peter Pearson, City of Bothell*



# Communication w/ Customers

## Comprehensive Website

- People are searching for information and finding what they need
- Targeted campaigns have impact

The screenshot shows the homepage of the Saving Water Partnership website. The header features a logo with a water drop and waves, the text "Saving Water Partnership Seattle and participating water utilities", and navigation links for "About Us" and "Contact Us". A search bar is also present. The main navigation menu includes "Home", "Lawn & Garden", "Indoors", "Businesses", "Resources", "Students & Teachers", and "Rebates".

**who we are**

The Saving Water Partnership is a group of local water utilities in Seattle and King County working together to help customers save water and money.

The information on this website will help you save water at your home, in your yard and garden, and at your business or organization.

**Saving Water Helps Salmon and People**

When you conserve water, you're saving money on your water bill and keeping more water in the rivers and streams for salmon. Here are some ways to save:

- [Build healthy soil](#) – use 1-4 inches of mulch to help the soil hold water longer, so you can water less often.
- [Wash full loads](#) of laundry to save water, energy and your time.

It's especially important to save water in the summer and fall months, when stream flows are lowest. We're

**Free Fall Classes**

Check out our fall [Savvy Gardener](#) and local nursery classes on sustainable gardening topics.

**gardening videos**

- [Mulch](#)
- [Natural Lawn Care](#)
- [Use a soaker hose correctly](#)
- [Plant in Fall](#)

**online tools**

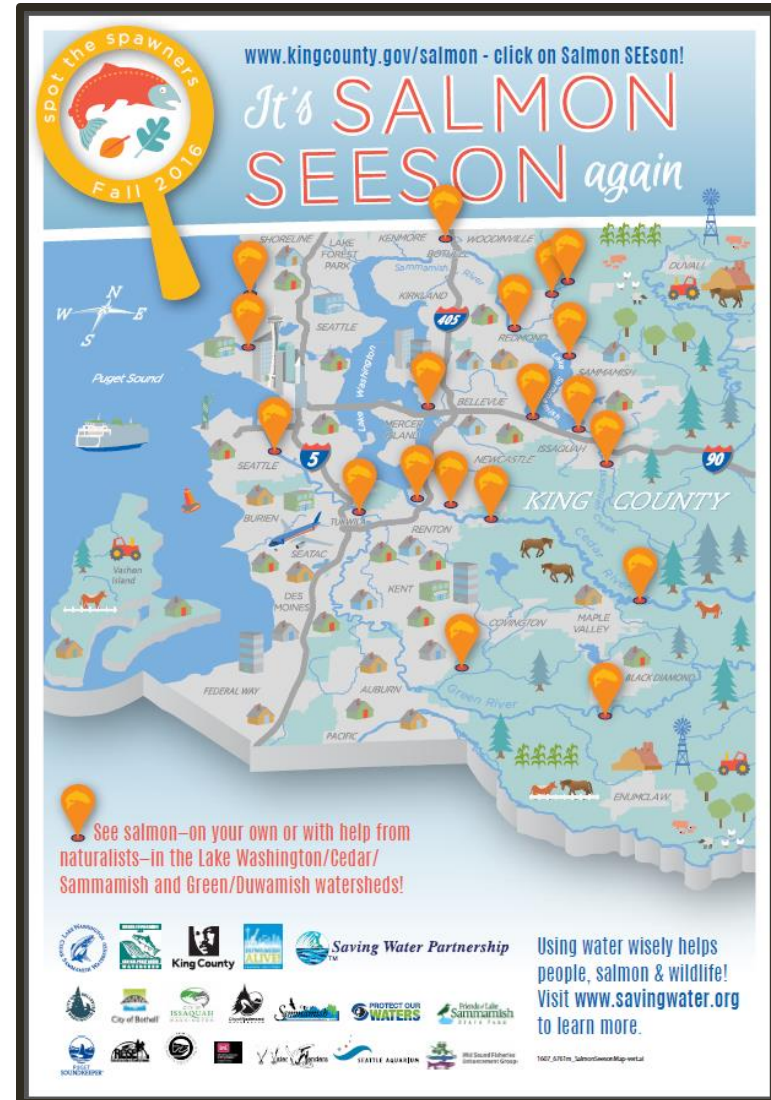
- [Sprinkler calculator](#)
- [Water budget calculator](#)
- [Compost calculator](#)

**participating utilities**

- [View Partner Map](#)
- [Cedar River Water and Sewer District](#)
- [City of Bothell](#)
- [City of Duvall](#)

# Communication w/ Customers (cont.)

- **Salmon Messaging:**
  - Partnering with King County / WRIA 8 “Salmon SEEson” campaign for 4<sup>th</sup> year
  - Encourages people to go see salmon spawning in local rivers
  - Reminds people that saving water helps people, salmon, and wildlife
  - Helps fulfill resource agency & tribal agreements





# Communication Support for Members

- **New Mini-Marketing Kits**
  - Ready-to-go newsletter articles, social media posts, and images
  - Emailed to CTF bi-monthly
  - Content is coordinated with regional website
- **New Image Bank**
  - Sharepoint file sharing site full of images
  - CTF has access



# Mini-Marketing Kit

## September Focus: Salmon; Water Less in the Fall

### [Facebook](#)

#### **Post #1: Save Water for Salmon**

It's Salmon SEEson! Conserving water not only saves you money, it helps ensure an ample supply of water for fish and their habitat—including spawning habitat for Sockeye Salmon (pictured). Learn more at <http://www.govlink.org/watersheds/8/action/salmon-season>



#### **Post #2: Water Less in the Fall**

As the days become cooler you can water less often. When you do water, water deeply to soak all the roots. If it's raining, you don't need to water at all. Have an automatic irrigation system? You may be eligible to receive a \$100 rebate for replacing your existing irrigation timer with a WaterSense labeled timer that uses water according to the weather. Visit <http://www.savingwater.org/Rebates> for details.






# Communication Support for Members

- **Language Line**
  - Instant language interpretation available to all wholesale customers

**QUICK REFERENCE GUIDE**



**SAVING WATER PARTNERSHIP**

Keep this Quick Reference Guide (QRG) nearby for easy reference to effectively utilize Language Line® Over-the-phone Interpretation Service.

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**WHEN RECEIVING A CALL:**

1. Use Conference Hold to place the limited English speaker on hold.
2. Dial: **1-866-874-3972**
3. Enter on your telephone keypad or provide the representative:
  - 6-digit Client ID: **577143**
  - Press 1 for Spanish
  - Press 2 for all other languages and speak the name of the language you need at the prompt.

An Interpreter will be connected to the call.

4. Brief the Interpreter. Summarize what you wish to accomplish and give any special instructions.
5. ADD THE limited-ENGLISH SPEAKER to the line.
6. Say "End of Call" to the Interpreter when the call is completed.

**www.LanguageLine.com**

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# Checking in with Customers

- **Annual Survey:** Online survey of customer attitudes
  - 1<sup>st</sup> year (2015) – 180 responses - 94% of respondents agree or strongly agree that using water wisely is important
  - 2<sup>nd</sup> year (2016) – 120 responses - 95% of respondents agree or strongly agree that using water wisely is important
- **Program Participant Surveys:** Online surveys to gauge motivation for participation, satisfaction with equipment, and satisfaction with program process
  - Most customers are very satisfied with their new fixtures and SWP programs.
- **King County Survey:** Participated in King County Environmental Behavior Survey



# Landscape Education

- Hosted 16 Savvy Gardener classes in 2016
- Added a new teacher and classes specifically for families
- Will survey sample of attendees to determine how many are changing behavior
- Continued distributing and updating landscape brochures



# Savvy Classes

## Topics

- Water-Wise Gardening
- Drip Irrigation Basics for the Home Gardener
- Right Plant, Right Place
- Proven Tips & Techniques for First Time Gardeners
- Incredible Edibles

## Class Locations

- North City WD
- Northshore UD
- Water District 90
- Woodinville WD
- 21 Acres

# Customer Efficiency Upgrades

- Available to all sectors: SF, MF, NR
- Single Family and Multifamily – Toilets and Irrigation
- Non-Residential – Restrooms, Kitchens, Laundry, Cooling Towers, Medical, Industrial Processes





# Customer Efficiency Upgrades (cont.)

- New single family irrigation timer incentive
- Targeted outreach to commercial customers continues
- Continued good response from hotels in wholesale area



# Resources

- For Customers
  - Conservation Hotline: 206-684-SAVE (7283)
  - Technical assistance for irrigation and commercial projects
  - Take-home items
  - Garden Hotline: 206-633-0224
- For Partner Utilities
  - Water Use Efficiency Rule reporting
  - SWP annual report
  - On-site outreach visits by SPU staff



# Individual Participation Report

## Soos Creek Water & Sewer District

*Participation in 2015 Saving Water Partnership Water Conservation Program*

### Financial Incentive Programs

#### Single Family Toilet Rebate - Premium 1.1 gpf (or less) \$75 (Increased to \$100 in Nov-Dec)

Row #	Date Complete	Customer Name	Service Address	# of Fixtures Replaced
1	5/22/2015	Alan Brands	20618 95th Av S Kent WA 98031	2
2	7/17/2015	Edward Shemeta	9405 S 205th Pl Kent WA 98031	1
<b>Subtotal</b>				<b>3</b>

#### Multifamily Toilet Rebate - Premium 1.1 gpf (or less) \$150 (Increased to \$200 in Nov-Dec)

Row #	Date Complete	Customer Name	Service Address	# of Fixtures Replaced	Facility Name
1	6/23/2015	Brooks Fenton, Owner	16818 108th Av SE Renton, WA 98055	62	Benton Estates
<b>Subtotal</b>				<b>62</b>	

### Education Programs

#### Youth Education - Classroom Presentations

Row #	Date	Class Name	Location	Attendance	Grade
1	1/7/2015	Watershed Dynamics: Enviroscapes	Panther Lake Elementary - Kent	28	5
2	1/7/2015	Watershed Dynamics: Enviroscapes	Panther Lake Elementary - Kent	28	5
3	1/7/2015	Watershed Dynamics: Enviroscapes	Panther Lake Elementary - Kent	28	5
4	1/8/2015	Healthy Water Healthy Soil 6-8	Panther Lake Elementary - Kent	27	6
5	1/8/2015	Healthy Water Healthy Soil 6-8	Panther Lake Elementary - Kent	28	6
6	1/8/2015	Healthy Water Healthy Soil 6-8	Panther Lake Elementary - Kent	28	6
7	1/9/2015	Healthy Water Healthy Soil 6-8	Panther Lake Elementary - Kent	28	6



# 2017 Emphasis

- Youth and Community Education
  - 500 classroom presentations reaching 12,500 students in 100 schools
  - Scoping new 5-year contract with Nature Vision
- Communications
  - Continue annual regional customer research
  - Continue program satisfaction customer research
  - Enhance communication – upgrade website; new graphics; translation for non-English speakers
- Landscape Education
  - Use GIS and parcel size data combined w/ consumption to target programs to high summer water users
  - Offer irrigation training to landscape professionals in spring 2017
  - Promote Smart Irrigation Month

# Thanks and Questions



*Conservation prepares the region for potential water supply challenges, helps customers use water wisely, and preserves the ethic of stewarding natural resources.*