

# **WATER CONSERVATION OUTREACH**

**Public Outreach & Legislation Committee  
Meeting**

**April 18, 2024**

**Sustainability Manager Matt Dickens, MPA &  
Senior Public Affairs Specialist Laura Gallegos**



## Presented By:

**Sustainability Manager  
Matthew S. Dickens, MPA**



**Senior Public Affairs  
Specialist Laura  
Gallegos**



## CONTENT

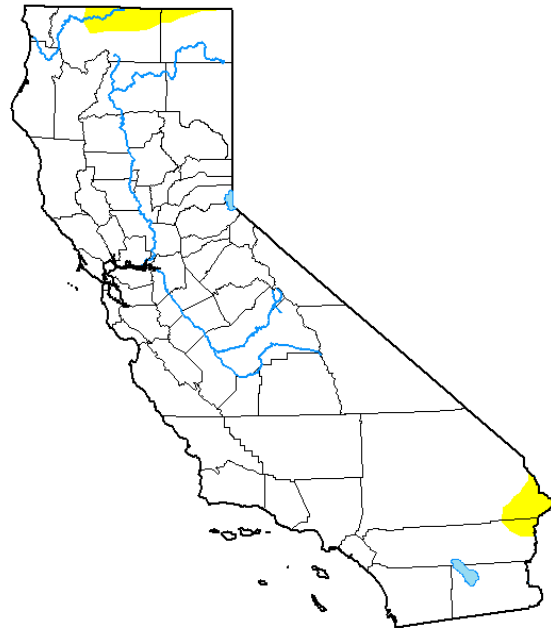
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- Current Water Supply Outlook
- Regulations in Effect
- Current Messaging
- Outreach Campaigns
- Conservation Performance
- Actions & Next Steps

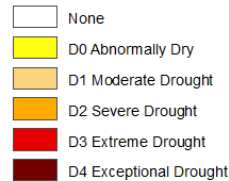
# CURRENT WATER SUPPLY OUTLOOK

U.S. Drought Monitor  
California

April 9, 2024  
(Released Thursday, Apr. 11, 2024)  
Valid 8 a.m. EDT



**Intensity:**



*The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. For more information on the Drought Monitor, go to <https://droughtmonitor.unl.edu/About.aspx>*

**Author:**


Brad Pugh  
CPC/NOAA



[droughtmonitor.unl.edu](https://droughtmonitor.unl.edu)

## March 22 SWP allocation increased to 30%

- Water Year type is Above Normal currently
- No recovery needed from dry year resources in 2024



# **REGULATORY UPDATES & WATER SHORTAGE CONTINGENCY PLAN**

**State & SCV Water**



# EMERGENCY REGULATIONS IN EFFECT

## 1. GOVERNOR/SWRCB EMERGENCY DECLARATIONS & RESOLUTIONS

- March 24, 2023 – California Executive Action
- May 26, 2023 – Emergency Action to Ban Decorative Grass Watering (1 Year Extension)

## 2. SCV WATER – WATER SHORTAGE CONTINGENCY PLAN/WATER CONSERVATION AND WATER SUPPLY SHORTAGE ORDINANCE

- June 11, 2023 – SCV Water Board Adopted Resolution Deactivating the Water Shortage Contingency Plan and Ordinance



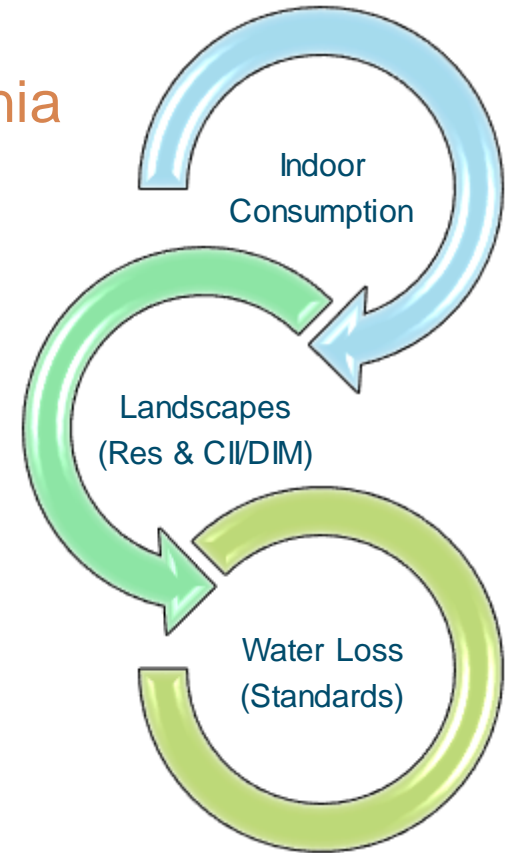
# LEGISLATIVE ACTION - AB 1668 AND SB 606

## WATER CONSERVATION LONG-TERM FRAMEWORK (2018)

- Establishes the next phase of water efficiency for the State of California
- Establishes Urban Water Use Objective (Beginning 2022)
- Annual Reporting (Beginning 2024)
- Enforcement (2027)

Establishes Urban Water Use Objectives & Performance Measures

Performance Measures for Commercial, Industrial, Institutional



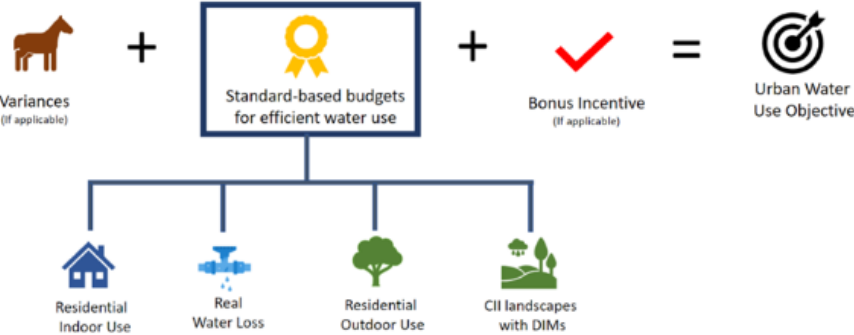
# STATE WATER RESOURCES CONTROL BOARD PROPOSED REGULATIONS (MARCH 2024)

1. General Water Use Objective Recommendations

2 CII Performance Requirements Recommendations

3. Reporting Requirements listed

How would objectives be calculated?



SWRCB Action Expected in Summer 2024

# SCV WATER LRP & FIRE SCAPING SCV -

## Garden Smarter Publication

## Lawn Replacement Program

### BE PREPARED FOR FIRE DANGER

Your landscape can help protect your home

We live in wildfire country. Even in suburban neighborhoods, windblown embers can threaten homes. That danger is intensified for houses built close to where development and wildland meet, known as the Wildland Urban Interface.

A properly designed and maintained landscape can help protect your home and improve its survivability. California law will soon have new requirements for landscaping and vegetation management in the WUI/fire hazard severity zones.

"In the past, there was a tendency to focus solely on brush clearance," explains Robert Walton of Los Angeles County Fire Department's Fuel Modification Unit. "It is equally important to emphasize home hardening [structural improvements that lessen the chance of structure ignition] in addition to landscape maintenance for defensible space."

It's not just the flames but the embers, which can travel up to 5 miles away from an active wildfire. Wind-blown embers generated during wildfires are the single biggest hazard wildfires pose to homes, says the Insurance Institute for Business and Home Safety.

Regular maintenance is very important and should be performed year round, especially on and immediately surrounding your structure. Don't let leaves or needles accumulate on your roof or in rain gutters. Trim trees away from structures so they don't overhang. Don't let vines climb up walls or woody shrubs grow below windows, eaves, decks, etc. Create an ember-resistant buffer 5 feet from structures by eliminating all flammable materials.

Traditional landscaping with closely packed plants, dense hedges or tall shrubs under trees can create paths for fire to spread quickly. Instead, surround your home with Defensible Space.

Defensible Space is achieved through a well-designed, well-maintained landscape and a properly hardened home. These practices provide a buffer between structures and the Wildland Urban Interface. Defensible Space can lessen the intensity of fire close to structures, providing a safe space for firefighters to defend the building.

"All plants can burn provided conditions are favorable," says Walton. "Instead, focus on breaking up both vertical and horizontal continuity of plants, what we call fuel ladders. Ideal plants are those that are high in moisture content, produce little litter, low in volatile resins [or] grow slowly and mature to sizes in scale with the properties in which they are planted."

Erin Johnson of the Theodore Payne Foundation has seen the dangers of wildfire firsthand. The 2017 La Tuna Fire came right up to the boundaries of the foundation's Sun Valley property. "It was very, very scary," she says. The foundation now has a fire-management demonstration garden with suggested plants, says Johnson. "It gives people a sense of grouping of plants and the kind of plants to use. There's no such thing as a fireproof plant, but there are plants with characteristics that are more resistant to catching fire."

FOR MORE INFORMATION, VISIT CAL FIRE'S DEFENSIBLE SPACE



**READY! SET! GO!**  
Download a copy of "Ready! Set! Go! Your Personal Wildfire Action Plan." It includes tips on how to harden your home and create Defensible Space.



### PROTECT YOUR HOME

Help protect your home from wildfire by creating Defensible Space. Think of the area around your home and other structures as zones and plant accordingly:

- **Ember/Ignition Resistant Zone (0 to 5 feet from structures):** Nothing combustible—no plants, no organic mulch, no patio furniture or stacked wood. Surround buildings with gravel, rock or hardscape.
- **Zone A (5 to 30 feet):** Low-growing (under 3 feet tall), well-

- spaced herbaceous or succulent plants. No hedges. Use woody plants sparingly.
- **Zone B (30 to 100 feet):** Keep plants well spaced including trees; canopies should not touch. Avoid creating "fuel ladders" where flames can climb; no large shrubs under trees.
- **Zone C (100 to 200 feet):** Reduce brush or other fire hazards. Keep landscape thinned and maintained, but not denuded.



- T&C Requirements – Customer required to comply with all Federal, State, and Local Requirements
- Sustainability Bonuses
- Native Plants, Sheet Mulching, Water Retention Features, Bee Hotels and Owl Boxes, Rain Barrels
- Irrigation Efficiency Rebates







# COMMUNICATIONS AND OUTREACH UPDATES



*Conservation*  
*is a California Way of Life*

## **CURRENT CAMPAIGN** **(JULY – CURRENT 2024)**

“Conservation a California Way of Life” (7/11 SCV Water Board deactivated WSCP and Ordinance)

### **Messaging**

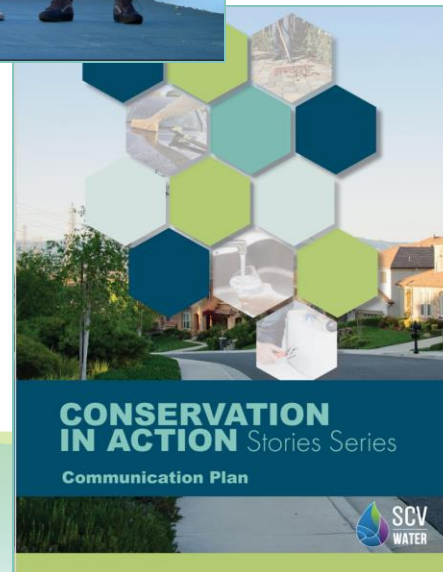
- No shortage stage. Transition to normal conservation operating levels.
- Assist customers with their water conservation goals.
- **Promote Water Conservation, Water Use Efficiency and Sustainable Water Use**
- SCV Water offers numerous rebate programs, check-ups, workshops, landscaping resources, and more.
- **Replenishing Our Water Supplies and Continued Conservation**
- We used 45% of our banked water during the drought.

# 2024 CAMPAIGNS

Conservation in Action  
(Water-Saving Story Series)



“Conservation is a CA Way of Life”  
(July – Current 2024)





# CURRENT EFFORTS

Commercial Customer Campaign:  
Water Champions – Great Leak Sweep



Promote Resources:

- Garden Smarter publication



# CURRENT EFFORTS

## Conservation Conversations (monthly community events)



**CONSERVATION CONVERSATIONS**

Visit our booth to learn about water conservation programs and resources available to SCV Water customers! Refreshments provided.

-  TIPS
-  RESOURCES
-  GIVEAWAYS



# CURRENT EFFORTS

## Lawn Replacement Program Promo



REIMAGINING  
WATER  
CONSERVATION  
ONE DROP  
AT A TIME

*SCV  
Water  
Rebates*

DroughtReadySCV.com



DroughtReadySCV.com

*Save more, water less*  
TAP INTO WATER SAVING  
REBATES NOW!



*Save more, water less*  
TAP INTO WATER SAVING REBATES NOW!



# PAID ADVERTISING

## IN-PROGRESS

- Print
  - Signal and Santa Clarita Magazine
- Digital
  - KHTS, Signal and Spectrum



SCV Water  
★ Favorites · February 2 ·

Invest in a rain barrel this winter and capture nature's gift for your garden and indoor plants. You'll grab a rebate of up to \$75 on each barrel, up to 2 per meter. Visit [yourscvwater.com/rebates](https://yourscvwater.com/rebates) for details.



CAPTURE NATURE'S GIFT FOR YOUR GARDEN AND PLANTS

*Conservation is a California Way of Life*

SAVE MORE, WATER LESS:  
DRIP IRRIGATION INCENTIVES AVAILABLE



SCV WATER

SCV Water  
★ Favorites · February 16 ·

Winter Home Maintenance Reminder: February continues bringing low temperatures to the SCV. Keep your space cozy and leak-free this month:

- Insulate Your Pipes: Ensure your pipes are properly insulated to prevent freezing during cold snaps.
- Check Pipes Regularly: Don't forget to inspect your plumbing regularly for any signs of broken pipes or leaks. Early detection can save you from bigger problems down the line.



SCV WATER

WINTER HOME MAINTENANCE REMINDER

KEEP YOUR SPACE COZY AND LEAK-FREE THIS MONTH

*Conservation is a California Way of Life*

# SOCIAL MEDIA



## SCV WATER

INVESTING IN WATER RELIABILITY  
IN THE SANTA CLARITA VALLEY

### WHY IS SCV WATER CONVERTING OUTDOOR IRRIGATION TO RECYCLED WATER?

Our customers come first, and we continue to plan and implement new strategies and invest in new technology to ensure a reliable water supply for years to come. There are several benefits to using recycled water outdoors:



**COST-EFFECTIVE:** SCV Water provides Recycled Water at a lower cost than potable water.



**RELIABLE:** Converting outdoor irrigation to recycled water frees up drinking water for our customers and ensures a resilient, drought-proof supply of water for our community.



**SAFE:** Meeting stringent state and federal water quality standards means recycled water is safe.

### HOW WILL COMMERCIAL CUSTOMERS BE NOTIFIED OF THESE CHANGES?

SCV Water's team is personally reaching out to each of our commercial irrigation customers who are part of our Purple PREP conversion and will provide detailed information on the program and its benefits.



### HOW WILL SCV WATER NOTIFY THE COMMUNITY OF THESE CHANGES?

We are committed to transparently communicating our ongoing recycled water program details to our community. Information on this topic is available on our website, e-newsletter, social media, and at community workshops.



#### MORE INFORMATION

[yourSCVwater.com/recycled-water](http://yourSCVwater.com/recycled-water)  
661-513-1216



Updated 3/29/2024

# UPCOMING EFFORTS

## Communications Plans for:

- Non-Functional Turf Messaging and Outreach
- Recycled Water



# **SCV WATER DEMAND PERFORMANCE**

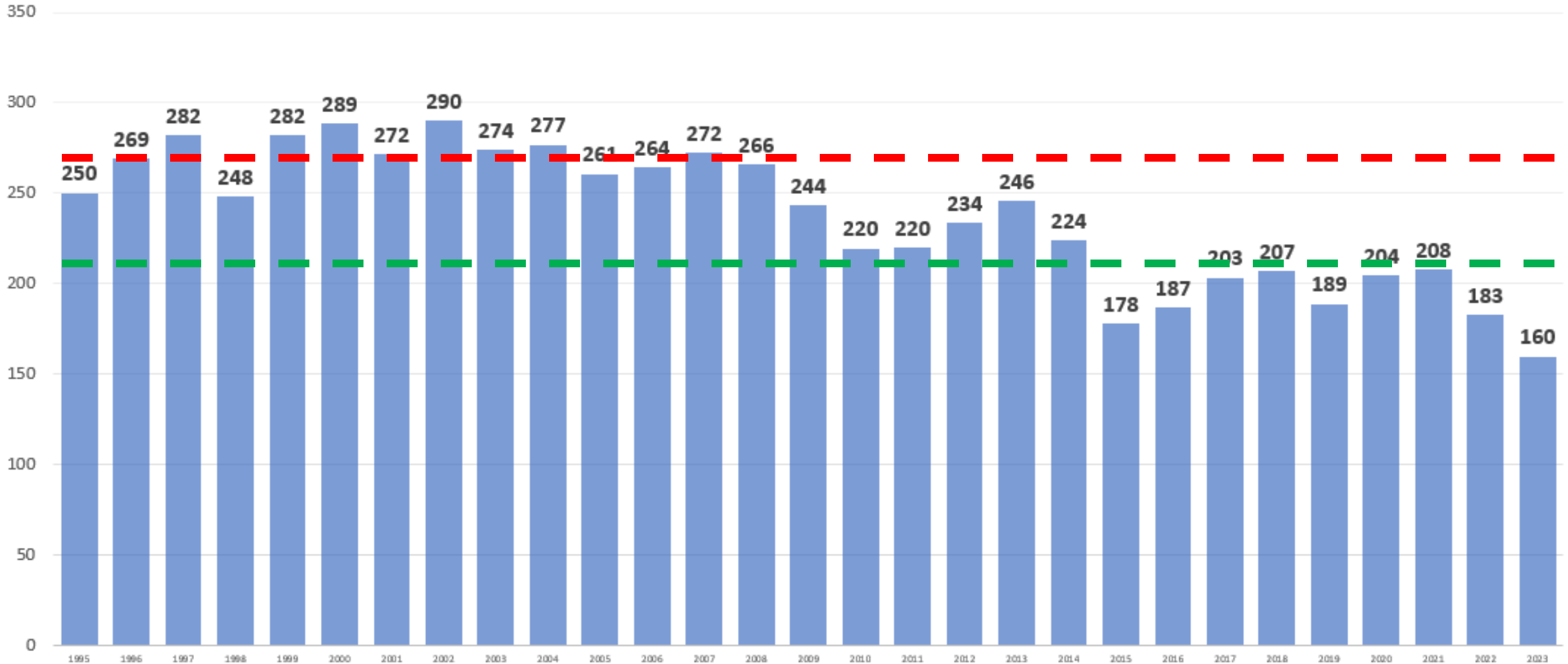
**Conservation and Water Use  
Efficiency Targets**



# GPCD PERFORMANCE (1995-2023)

SCVWA GALLONS PER CAPITA DAY  
1995-2023

Red = 272  
Green = 218

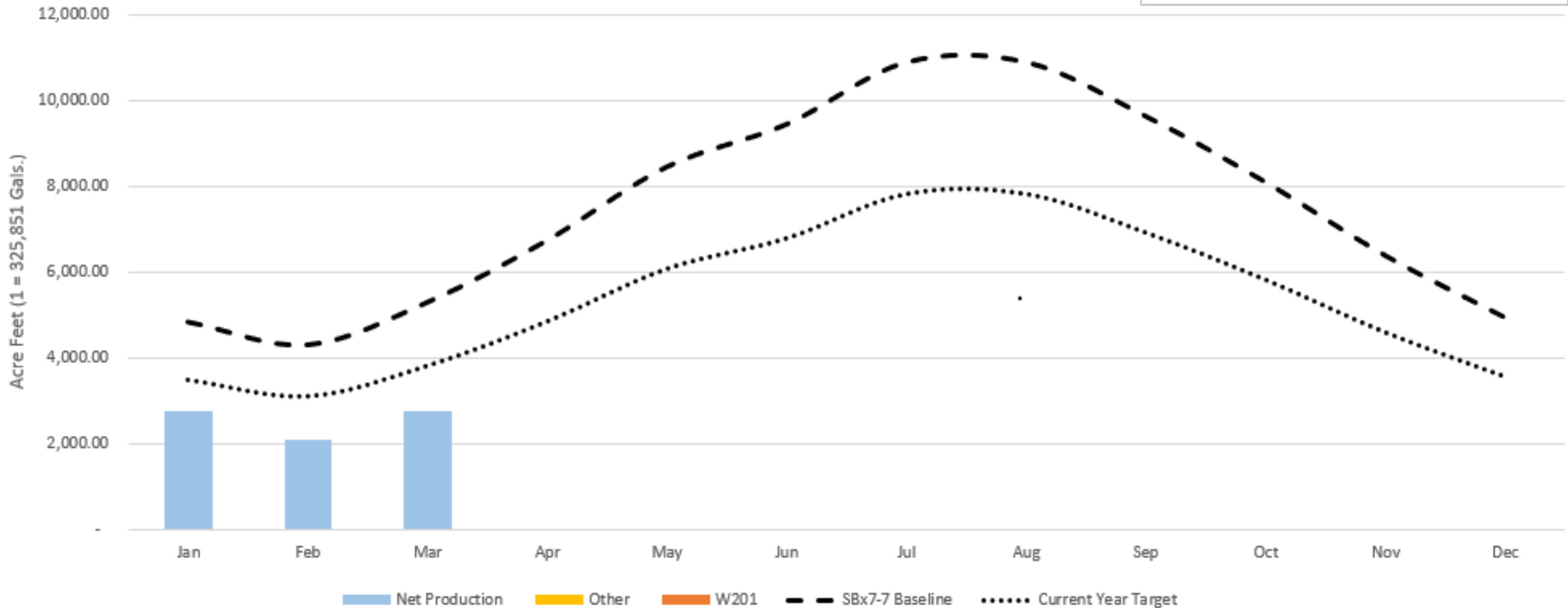


# 2024 CONSERVATION PERFORMANCE

## SCV Water

Interim Conservation Targets  
Actual Production v. GPCD Reduction Targets  
(Converted to Acre Feet)

2024 Production v. Targets (YTD)  
GPCD = -47.1 %  
Production = -2,766.11 AF



# ACTIONS & NEXT STEPS

## APRIL

- 1 Multifamily Apartment Project (Check-Ups + Toilet Rebates)
- Launch Water Use Efficiency Strategic Planning Initiative
- Continue Promotions & Video Series on Lawn Replacement
- Community Pop-Ups (Conservation Conversations)
- Cont. Water Champions – Great Leak Sweep

## MAY

- Cont. Water Use Efficiency Strategic Planning Initiative
- 1 Multifamily Apartment Projects (Check-Ups + Toilet Rebates)
- Irrigation Efficiency Program Promotions
- Cont. Water Champions – Great Leak Sweep



**TOGETHER,  
WE'RE MAKING...  
WATER  
CONSERVATION  
A...**

*California*

**WAY OF LIFE**

# QUESTIONS?

