



STAFF REPORT

Meeting Type: Board of Directors
Title: Water Efficiency Outreach Activities Update
From: Adriane Mertens, Communications & Public Affairs Manager
Through: Ben Horenstein, General Manager
Meeting Date: March 3, 2026

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TYPE OF ITEM: Action X Information

RECOMMENDATION: Receive an update on current and planned activities to outreach to customers regarding various District Water Efficiency programs and incentives

SUMMARY: Staff will provide a presentation to update the Board on current and upcoming communications activities in support of the District’s Water Use Efficiency programs and Incentives, including several new targeted outreach campaigns strategies.

DISCUSSION: Staff continues to advance the District’s key initiatives, including promoting water use efficiency programs and making resources available to customers.

As outlined in Goal 2 of the District’s 2026 Annual Strategic Work Plan, staff is delivering data-driven targeted water efficiency outreach campaigns. The efforts focus on: 1) residential customers with lawns greater than 50 square feet; and 2) the 10 percent highest water using residential customers within the District service area, including tailored strategies for communities within this group that experience higher average summer water use compared to the service area overall.

Staff will provide a brief update on current and upcoming communications and outreach activities – including mailers and digital ads – designed to connect these audiences with the District’s water-saving programs and resources. Broader, District-wide outreach efforts – such as an upcoming bill insert featuring a customer success story highlighting the Cash for Grass Program – will also be highlighted, along with promotion of an upcoming Qualified Water Efficient Landscaper training that the District is hosting locally in March.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.