



SCOTTS VALLEY  
WATER DISTRICT

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# Program

<b>Type:</b>	Water Use Efficiency		
<b>Title:</b>	Think Twice		
<b>Description:</b>	Establishes a set of activities to support the District's long-term sustainable water supply planning efforts and its Water Shortage Contingency Plan		
<b>Review Date:</b>	05/09/24	<b>Initial Date:</b>	05/14/15
<b>Review Cycle:</b>	1 Year	<b>Effective Date:</b>	07/01/24

The program outlines a multi-pronged approach that increases awareness about water use, promotes water efficient behaviors, and continuously reduces water waste.

Program Components:

## 1. Education & Outreach

- Optimize WaterSmart data and features for catching and stopping leaks early
- Create community "billboards" for awareness building
- Use social and local media placements to promote efficient water use

## 2. Rebates

Offer rebates on a variety of activities and equipment and free devices, which enhance water use efficiencies, that are available to District's customers in good standing (see Rebate Program). Continue promoting Turf's Up \$2/Sq. Ft. Lawn Replacement rebate.

## 3. Restrictions & Prohibitions

- Institute two times per week watering schedule
- Implement and enforce State ban on irrigation of non-functional turf
- Mandatory pool covers
- Promote requirements for restaurants to serve water only per request and hotels to offer an option to reuse bedding

## 4. Water Waste Policy

Implement and enforce District Policy on Water Waste (P500-15-1)