



Type:	Water Use Efficiency		
Title:	Think Twice		
Description:	Establishes a set of activities to support the District's long-term sustainable water supply planning efforts and its Water Shortage Contingency Plan		
Review Date:	04/14/22	Initial Date:	05/14/15
Review Cycle:	1 Year	Effective Date:	06/01/22

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

- Water Savings Challenge
 - o Call for 15% less usage each month: June through September
 - o Eligible customers invited to participate in the raffle
 - o Raffle prizes from local vendors drawn monthly
- 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 and Think Twice 2022

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). Include the Turf's Up 2 x Lawn Replacement rebate and a new rebate for water use monitoring devices.

3. Restrictions & Prohibitions

- Institute two times per week watering schedule
- 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)

5. SVWD Pop-up Station

Activate the POP-UP Station with dual purpose:

- Recycled Water fill station

- Outreach and customer support services:
 - Providing (flavorful and cold) drinking water to go
 - Promoting Water Savings Challenge
 - Encouraging WaterSmart Deeper Engagement
 - Offering information about the Rebate Program with focus on Turf's Up 2X
 - Making free devices available (for customers)