



Water Conservation Pilot Program

DeDe Cordell, Communications Manager

Yuba Water Agency Mission Areas



Flood Risk Reduction



Sustainable Water Supply



Hydropower Generation



Fisheries Protection and
Enhancement



Recreation at
New Bullards Bar

Project Partners



NORTH YUBA
WATER
DISTRICT



Conservation Kits



Owned, Earned and Paid Media



Yuba Water, public providers team up for water conservation kits

Appeal Staff Report Mar 6, 2024



Yuba Water Agency is working together with local public water providers to offer water conservation kits to Yuba County residents, officials announced on Tuesday.

The Agency is providing up to \$50,000 to develop 1,500 conservation kits and is partnering with Olivehurst Public Utility District, Linda County Water District, Wheatland Water District and North Yuba Water District to distribute them to their residential customers. These kits are being provided under the local Water Conservation Pilot Program, which was unanimously approved by the Agency Board of Directors on Tuesday.

1 News

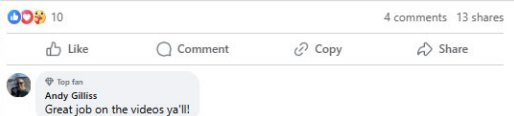
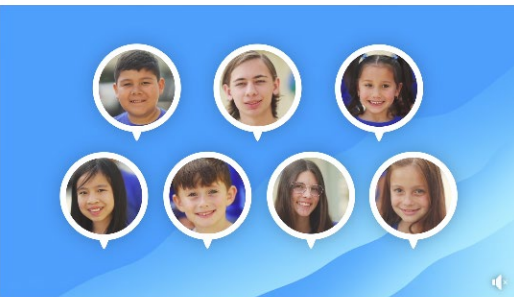
Posted on: March 5, 2024

Yuba Water teams up with local public water agencies on water conservation kits for residents

Yuba Water Agency is teaming up with several local public water providers to offer water conservation kits to Yuba County residents as part of a local Water Conservation Pilot Program. The agency's board of directors unanimously approved the program during today's meeting.

"Even though it's raining right now, and our local water supplies are in good shape, we can't count on that in the future," said Yuba Water General Manager Willie Whittlesey. "So, the more we do to make water conservation a way of life now, the more resilient our communities will be in the future."

Yuba Water is providing up to \$50,000 to develop 1,500 conservation kits and is partnering with Olivehurst Public Utility District, Linda County Water District, Wheatland Water District and North Yuba Water District to distribute them to their residential customers. The goal of the kits is to decrease water use and, ideally, water bills for Yuba County residents.



7

Remember, every drop counts...so let's work together and save up for those not-so-rainy days!



Video Production

Produced in
partnership with



Water Wednesday



Yuba Water Agency is with Linda County Water Dist and 3 others.

June 24 · 🌐

By now, you've hopefully heard that we've teamed up with several local water districts to offer Yuba County residents FREE water conservation kits to help save water and lower your utility bills this summer. 💧

Starting this week, follow along to catch our #WaterWednesday posts, where we'll showcase each item in the kit and explain how it works.

Have you gotten your kit yet? Visit our website to learn more: bit.ly/yuba-conserves



Yuba County, Supervisor Bradford and 14 others

2 comments 10 shares



Community Outreach



Budget Breakdown

- Conservation kits: \$39,300
- Video: \$7,600
- Radio ads in English (3 stations/3 months): \$9,000
- Radio ads in Spanish (3 stations/1 month): \$3,000
- Newspaper Advertising (2 months): \$2,200
- Graphic design of kits and print advertising: \$1,000
- T-shirts for video participants: \$160
- Boosted social media posts: \$400
- Printed flyers for door-to-door distribution: \$55

Total: \$62,715



Yuba Water Agency

Questions?



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