

CITY OF SANTA ROSA
BOARD OF PUBLIC UTILITIES

TO: BOARD OF PUBLIC UTILITIES
FROM: CLAIRE NORDLIE, SUSTAINABILITY COORDINATOR
WATER DEPARTMENT

SUBJECT: APPROVAL OF A MEMORANDUM OF UNDERSTANDING WITH
THE WATERNOW ALLIANCE FOR NO-COST PROFESSIONAL
SERVICES ASSISTANCE WITH SPANISH LANGUAGE WATER
USE EFFICIENCY PROGRAM ENHANCEMENTS

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the Water Department that the Board of Public Utilities, by motion, approve the Memorandum of Understanding for the Spanish Language Water Use Efficiency Program Enhancements Project assistance between WaterNow Alliance and the City of Santa Rosa, and authorize the Chair to sign the agreement.

EXECUTIVE SUMMARY

WaterNow Alliance has conditionally awarded the City of Santa Rosa up to 250 hours of technical and program support over 6 to 9 months to research water use efficiency program activities' frequency and saturation levels across Latin American Spanish-speaking communities in Santa Rosa, and to identify best practices to enhance outreach and increase water use efficiency program uptake in underserved communities.

BACKGROUND

The City of Santa Rosa was awarded 250 hours of technical support from WaterNow Alliance's Project Accelerator program to conduct research into water use efficiency program frequency and saturation in the City. WaterNow Alliance is a forum for local water leaders who champion sustainable water strategies, and their Project Accelerator program provides a competitive process to receive free technical assistance benefiting from their experience. Santa Rosa will be one of 15 other projects nationally since 2017 to receive the Project Accelerator technical support.

APPROVAL OF A MEMORANDUM OF UNDERSTANDING WITH THE WATERNOW
ALLIANCE FOR NO-COST PROFESSIONAL SERVICES ASSISTANCE WITH
SPANISH LANGUAGE WATER USE EFFICIENCY PROGRAM ENHANCEMENTS
PAGE 2 OF 3

In the first project phase, WaterNow Alliance will collect and analyze demographic data for the City of Santa Rosa and combine this with available data from Santa Rosa's water use efficiency programs to determine the coverage of Santa Rosa's water use efficiency programs among Latin American Spanish-speaking communities. A Non-Disclosure Agreement has been reviewed and approved by Legal Counsel. In the next phases, WaterNow will conduct research including a customer survey to identify best practices, lessons learned, and potential outreach and engagement strategies from similar programs conducting outreach to Latin American Spanish-speaking communities. A final report will summarize key findings and share recommendations for increasing Latin American Spanish-speaking community members' participation in Santa Rosa's Water Use Efficiency programs.

PRIOR BOARD OF PUBLIC UTILITIES REVIEW

None.

ANALYSIS

This funding agreement allows Santa Rosa to access up to 250 hours of technical and program support from WaterNow Alliance, a value of \$25,000. This grant will allow Santa Rosa Water to reduce overall costs to ratepayers by encouraging water efficiency.

FISCAL IMPACT

None at this time.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On January 12, 2021, the Board of Public Utilities Contract Review Subcommittee reviewed and recommended approval of the Memorandum of Understanding and accompanying scope of work for the project.

APPROVAL OF A MEMORANDUM OF UNDERSTANDING WITH THE WATERNOW
ALLIANCE FOR NO-COST PROFESSIONAL SERVICES ASSISTANCE WITH
SPANISH LANGUAGE WATER USE EFFICIENCY PROGRAM ENHANCEMENTS
PAGE 3 OF 3

ATTACHMENTS

- Attachment 1 – Memorandum of Understanding – Spanish Language Water Use Efficiency Program Enhancements

CONTACT

Claire Nordlie
Sustainability Coordinator
cnordlie@srcity.org
707-543-3985