

MOU with WaterNow Alliance for Spanish Language Water Use Efficiency Program Enhancements

Board of Public Utilities
January 21, 2021



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WaterNow Alliance

- 501 (c)3 nonprofit organization
- Fiscally sponsored by many nationwide companies/organizations



“We identify and overcome barriers and provide tools and resources for our members to build local support for policies and programs that advance sustainable water management.”

waternow.org



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Technical Assistance

- WaterNow Alliance's Project Accelerator award
 - Hands-on support to accelerate sustainable water projects
 - Awarded annually to public water agencies
 - One of only 15 entities nationally to receive award
- Technical Assistance
 - 250 hours, valued at \$25,000



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Spanish Language WUE Enhancements Purpose

- Research water use efficiency program frequency and saturation levels across Latin American Spanish-speaking communities in Santa Rosa
- Identify best practices to enhance outreach and increase water use efficiency uptake in underserved communities

Project Phases

1. Develop baseline understanding of internal WUE programs and outreach strategies to Spanish-speaking community
2. Analyze customer participation data in WUE programs using internal, Census and other demographic data
- 3 and 4. Research existing outreach to Spanish-speaking communities in Santa Rosa and gather feedback on WUE programs
5. Develop report for Santa Rosa Water



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Project Accelerator Goals

- Technical assistance will assist Santa Rosa Water with:
 - Creating equity in our community
 - Identifying options for increasing water use efficiency implementation
 - Supporting internal programs and staff by providing value added services for no cost



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Memorandum of Understanding

- Outlines the responsibilities of the parties
 - 250 hours of technical services at no-cost to Santa Rosa Water
 - Scope of Work
 - 6 to 9 month project timeline
- Santa Rosa Water must execute the Memorandum of Understanding (MOU) to participate in the WaterNow Alliance Project Accelerator Program



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Recommendation

- On 1/12/2021, the Contract Review Subcommittee reviewed and recommended approval
- 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.



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