

# Water Supply Update

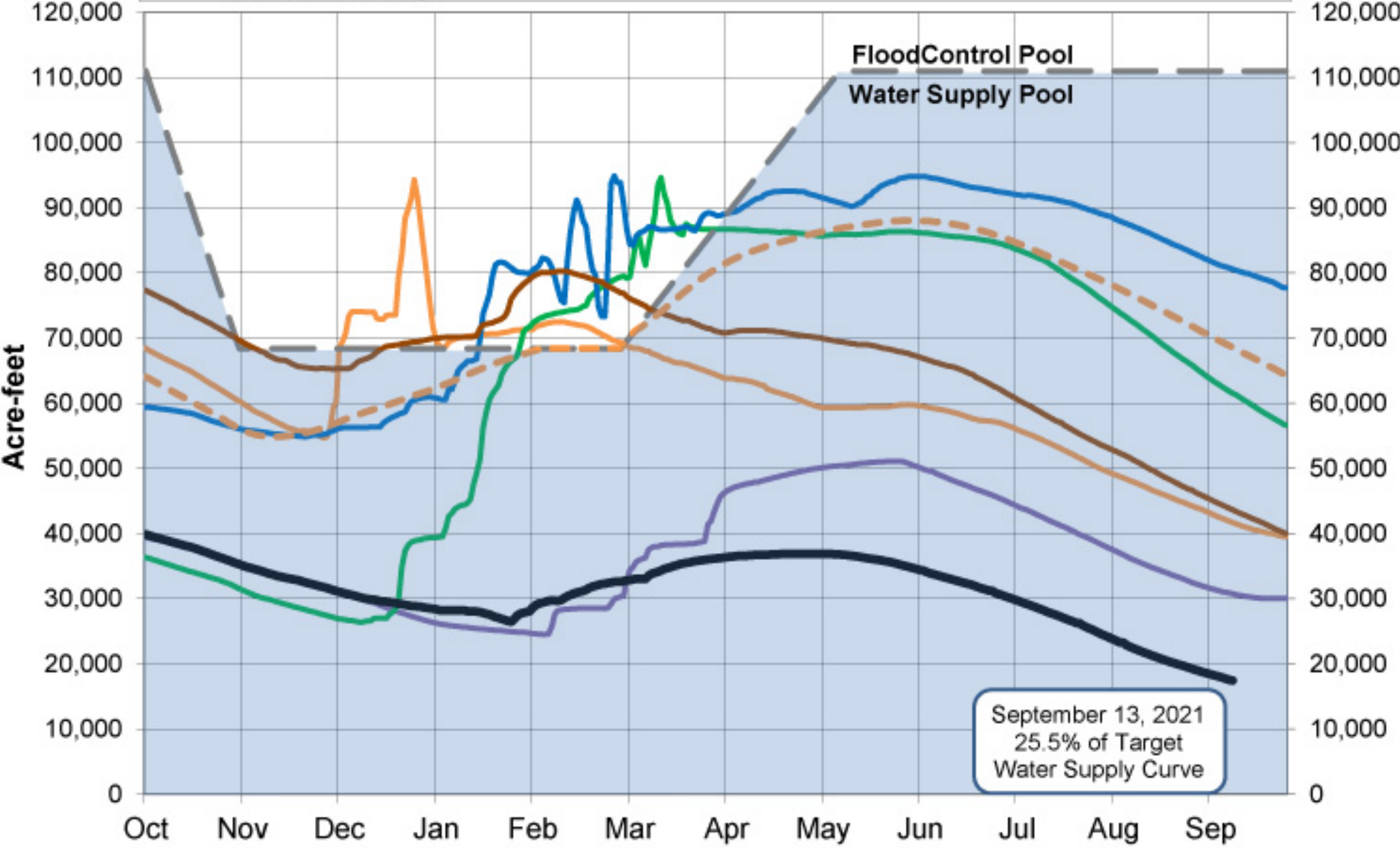
Board of Public Utilities Meeting

September 16, 2021

*Peter Martin – Deputy Director Water Resources*

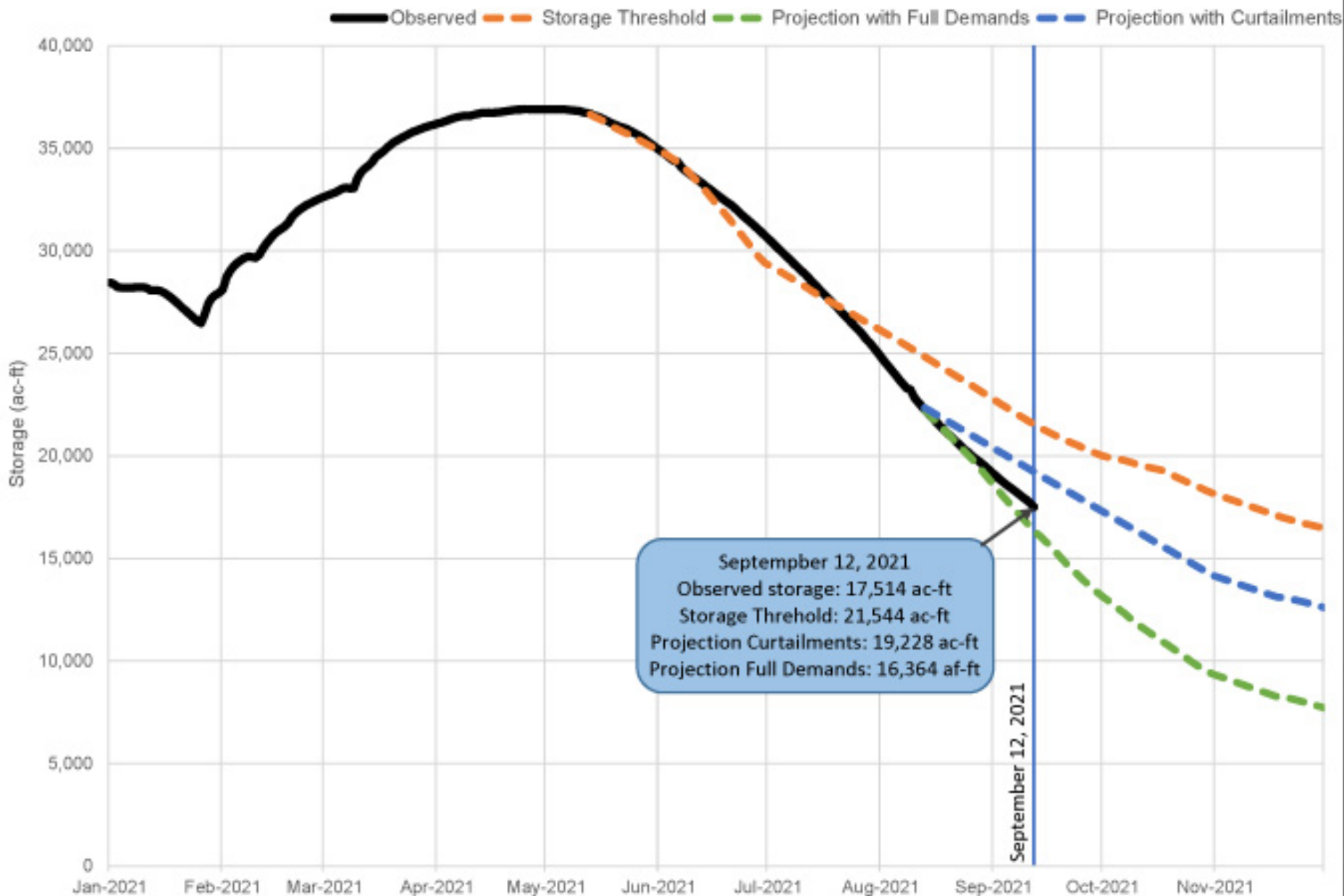


# Lake Mendocino Storage

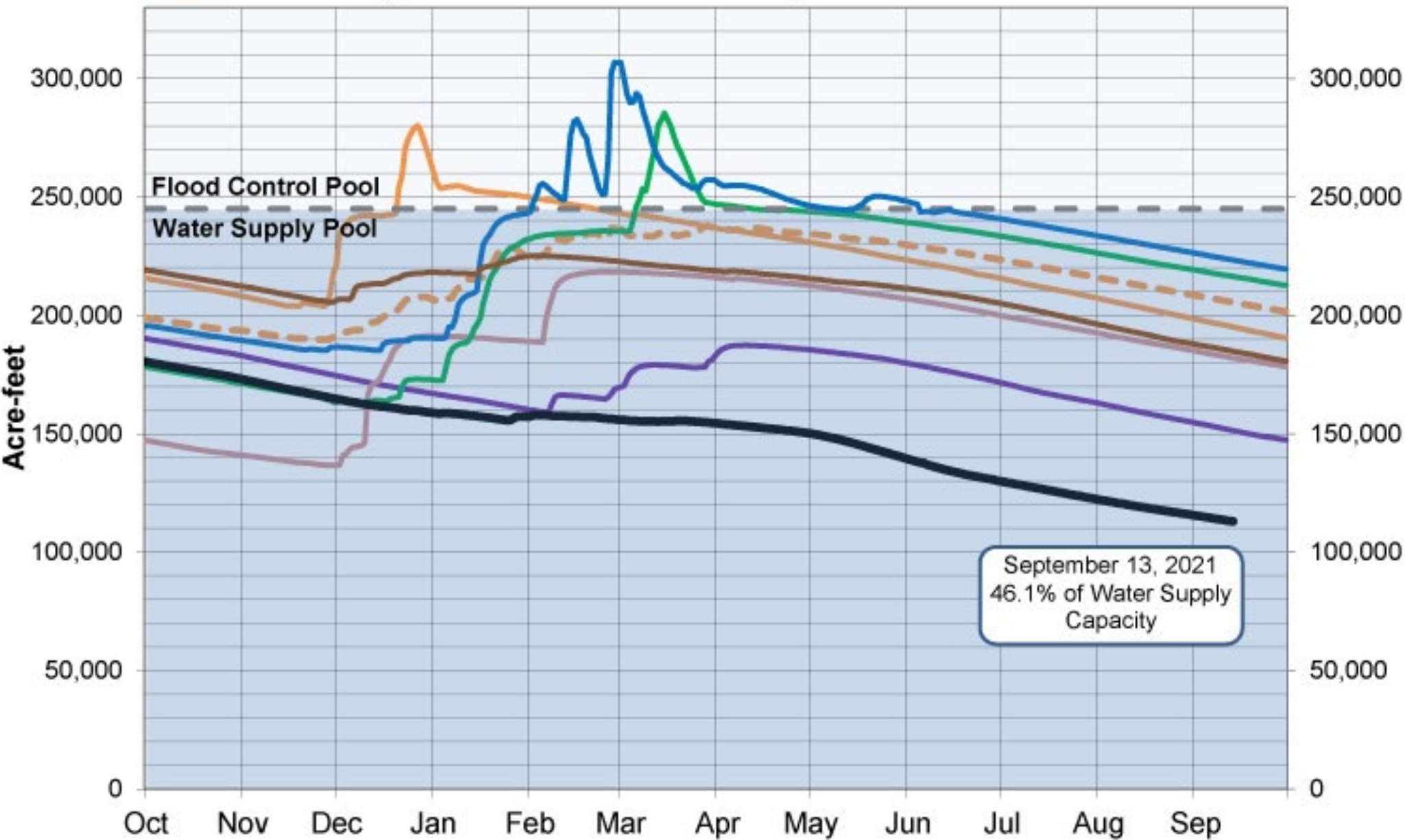
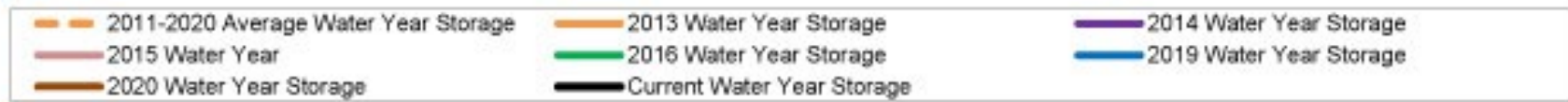


October Through September

# Lake Mendocino Storage and Projection



# Lake Sonoma Storage

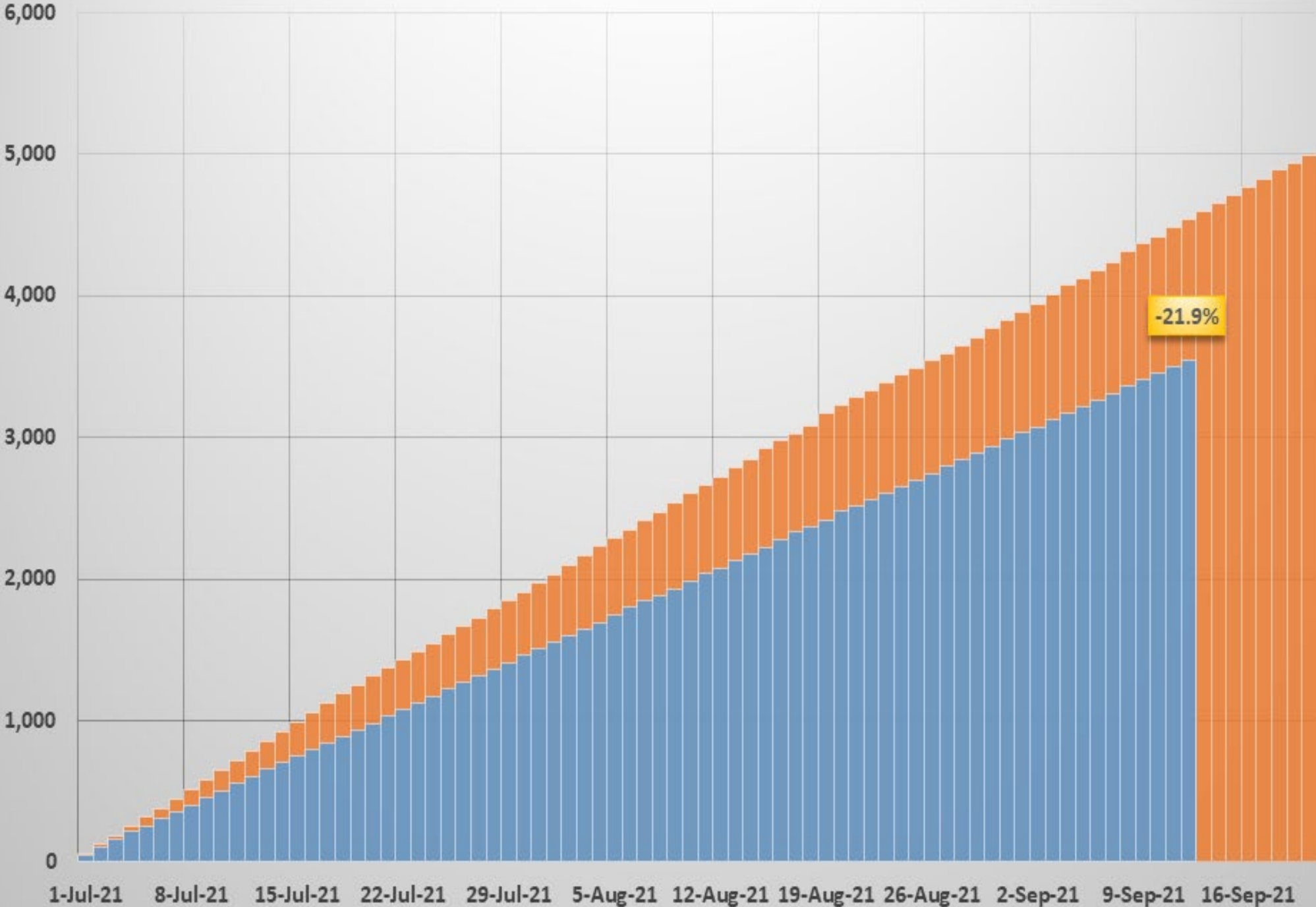


October Through September

September 13, 2021  
46.1% of Water Supply Capacity

# Cumulative Sonoma Water Russian River Diversions (Million Gallons)

2020 Diversions 2021 Diversions



## Outreach Mid– September to October 2021

- Refresh on Outreach Campaign & Design
  - New “Look & Feel”
  - Focus on transitioning to fall/winter irrigation patterns
  - Updates to Water Smart pages
- “Super Water Saver” Campaign
- “Trusted Messenger” Videos – SMSWP
- Online workshop “Fall is for Planting”

### Drought Drop-by October 9<sup>th</sup>

- Youth Community Park (1701 Fulton Rd, Santa Rosa, CA 95403)
- Colgan Creek Park (2036 Bedford Street, Santa Rosa, CA 95404)



# “Super Water Saver” Campaign



**SUPER  
WATER**   
**SAVER**  
**TED'S**



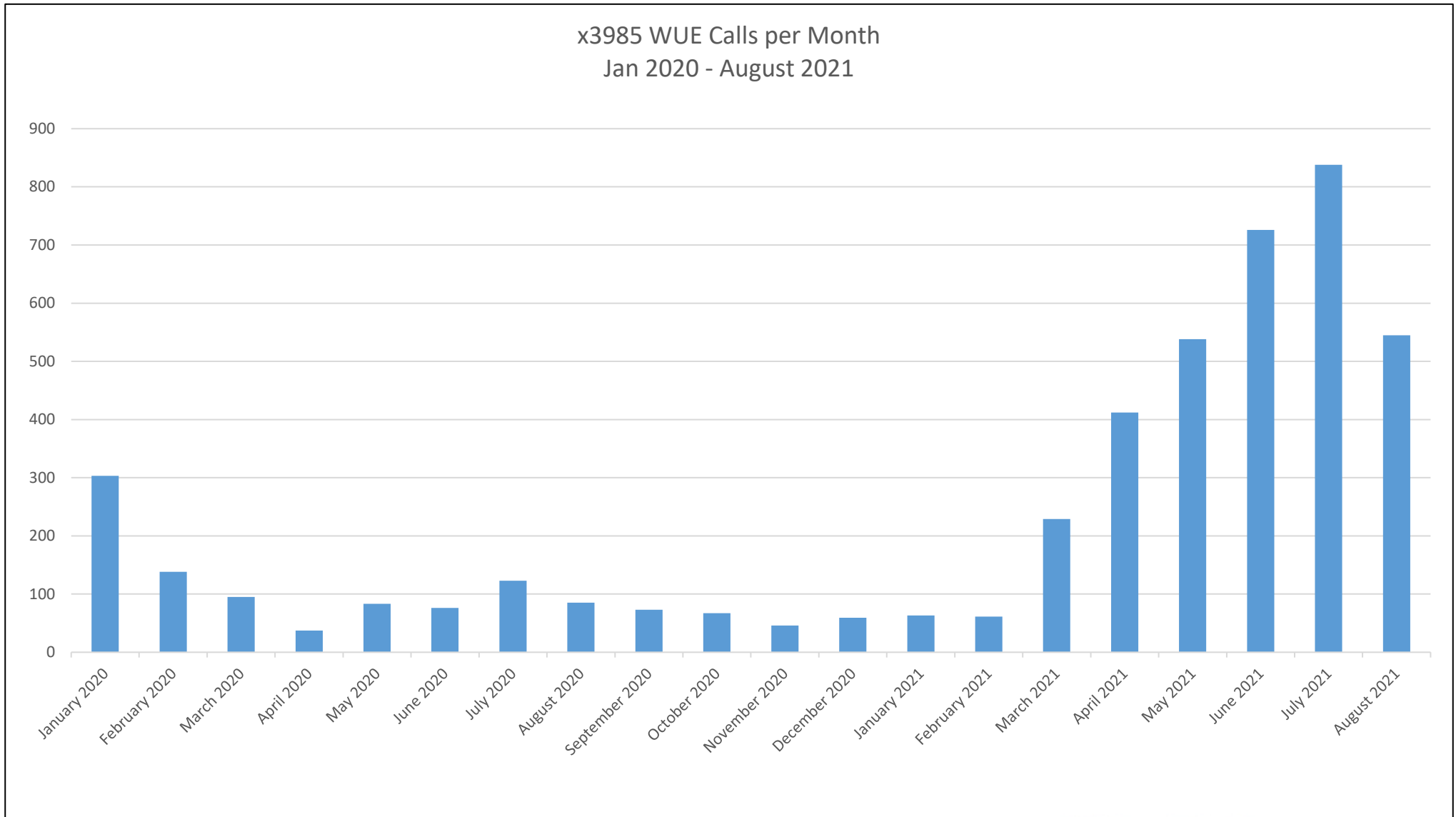
**#1 WATER  
SAVING TIP**

- Customers have been asked to share their story [srcity.org/SuperSaver](http://srcity.org/SuperSaver)
- Highlights Santa Rosa Water customers that are “Super Savers”
- Will include Water Saving Tips that can easily be implemented

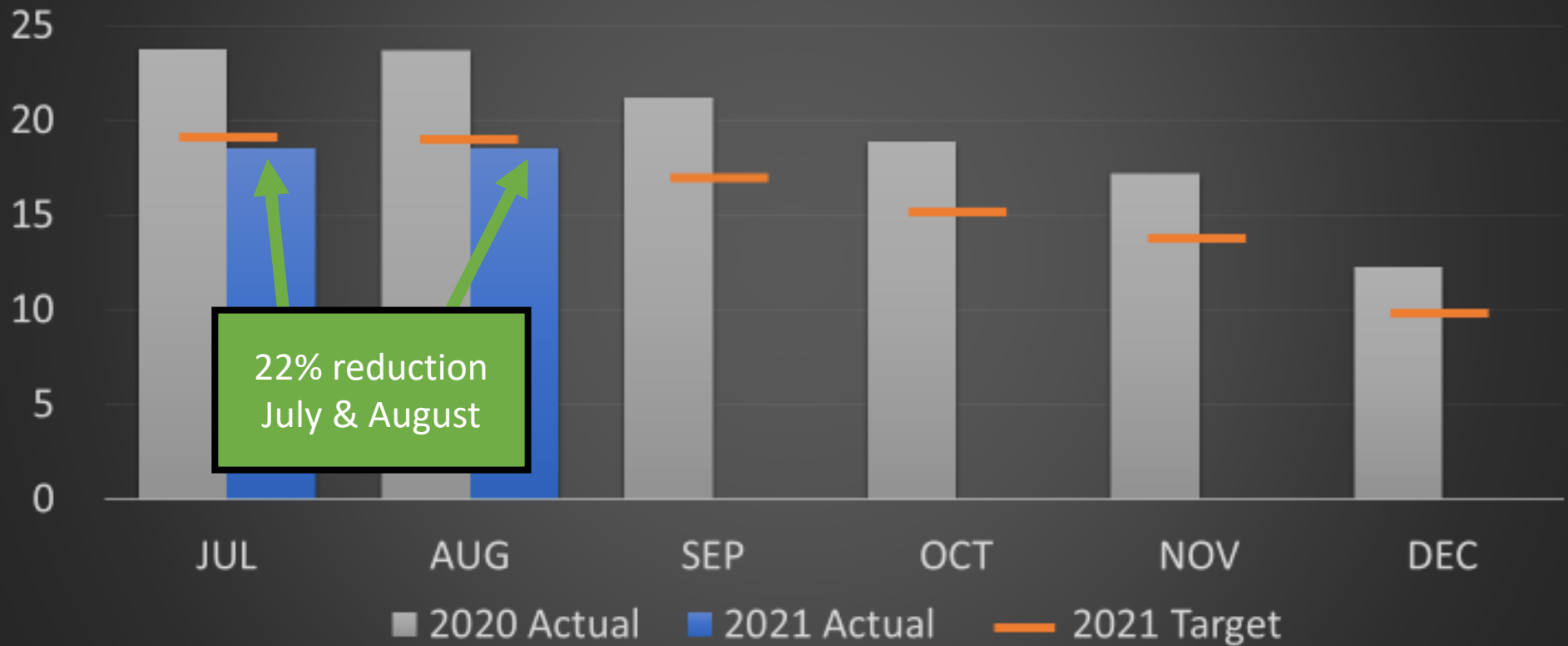
# Trusted Messenger Video – Amy's Kitchen



# WUE Call Volume Data



## Santa Rosa Water Production – Million Gallons 2020 Actual, 2021 Actual, & 2021 Target



# Santa Rosa Water is here to help you save!

For WaterSmart Resources, visit:

[srcity.org/WaterSmart](http://srcity.org/WaterSmart)

For the latest drought updates, visit:

[srcity.org/SaveWater](http://srcity.org/SaveWater)

