

RESOLUTION NO. 28427

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA REQUESTING CUSTOMERS REDUCE WATER USE BY 20% THROUGH VOLUNTARY CONSERVATION AND INCREASING APPROPRIATIONS OF \$75,000 FROM THE UTILITIES WATER RESERVES FOR RELATED OUTREACH MATERIALS

WHEREAS, California is experiencing record low rainfall and extremely dry conditions throughout the State; and

WHEREAS, the Governor of the State of California, on January 17, 2014, declared a state-wide drought emergency and Californians to voluntarily reduce water use by 20%; and

WHEREAS, the Water Advisory Committee (WAC) to the Sonoma County Water Agency, on February 3, 2014, adopted a resolution requesting residents to increase water-use efficiency by fixing leaks and eliminating unnecessary outdoor irrigation and to voluntarily reduce water use by 20% per the Governor's declaration; and

WHEREAS, the City of Santa Rosa has had a long standing commitment to water conservation, achieving sustainable savings of over 1.5 billion gallons per year; and

WHEREAS, the City of Santa Rosa is a partner in the Sonoma-Marín Saving Water Partnership which has embarked upon a regional water efficiency outreach campaign entitled "There's a Drought On. Turn the Water Off." The campaign is designed to increase water awareness and reduce water use; and

WHEREAS, the City of Santa Rosa Water-Use Efficiency Program has developed a series of water-use efficiency recommendations to reduce water use through voluntary conservation measures targeting elimination of water waste and increased water-use efficiency; and

WHEREAS, the City of Santa Rosa Water-Use Efficiency Team is prepared to launch a comprehensive outreach campaign that will include: truck magnets, bus posters, postcards, individualized letters to customers, messaging on envelopes, banners, call hold messaging, and business and residential toolkits, among other things; and

WHEREAS, on February 6, 2014, the Board of Public Utilities passed a resolution recommending that Council authorize the Chief Financial Officer to increase appropriations to expenditure key 55562, "Drought Response" by \$75,000 from the Utilities Water Reserves for related outreach materials.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa requests that all potable water customers of the City of Santa Rosa use water efficiently, eliminate water waste, and reduce less essential uses of water to achieve a 20% reduction in water use through voluntary conservation.

BE IT FURTHER RESOLVED that the Council authorizes the Chief Financial Officer to increase appropriations to expenditure key 55562, "Drought Response" by \$75,000, the source of funds being Utilities Water Reserves.

IN COUNCIL DULY PASSED this 11th day of February, 2014.

AYES: (6) Mayor Bartley, Vice Mayor Swinth, Council Members Carlstrom, Combs, Ours, Wysocky

NOES: (0)

ABSENT: (1)

ABSTAIN: (0)