

RESOLUTION NO. 28710

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA AUTHORIZING THE CHIEF FINANCIAL OFFICER TO INCREASE APPROPRIATIONS OF \$75,000 FOR DROUGHT RESPONSE FROM THE UNAPPROPRIATED BALANCE IN THE WATER UTILITY OPERATIONS FUND, FOR DROUGHT OUTREACH

WHEREAS, California is continuing to experience extremely dry conditions and the Governor of the State of California, on January 17, 2014, declared a state-wide drought emergency and requested Californians to voluntarily reduce water use by 20 percent; and

WHEREAS, On April 25, 2014, the Governor issued an Executive Order directing local water suppliers to redouble efforts to implement water conservation activities; and

WHEREAS, on August 5, 2014, the Council of the City of Santa Rosa adopted Resolution No. 28536 adopting Stage 1 – Mandatory of the City’s Urban Water Shortage Contingency Plan and requiring Santa Rosa customers reduce community-wide water use by 20%; and

WHEREAS, on April 1, 2015, the Governor issued an Executive Order directing the State Water Board to impose restrictions to achieve an aggregate statewide 25% reduction in urban water use through February 28, 2016; and

WHEREAS, on May 5, 2015, the State Water Board adopted an emergency conservation regulation in accordance with the Governor’s April 1, 2015 Executive Order; and

WHEREAS, the State Water Board emergency conservation regulation assigned a 16% water conservation standard to Santa Rosa for the months of June 2015 through February 2016 compared to the same months in 2013; and

WHEREAS, Santa Rosa Water is a partner in the Sonoma-Marín Saving Water Partnership which has embarked upon a regional water efficiency outreach campaign entitled “There’s Never Enough To Waste. Turn the Water Off.”; and

WHEREAS, the City’s Water-Use Efficiency Team has implemented a comprehensive outreach campaign to complement the Sonoma-Marín Saving Water Partnership outreach campaign, which includes 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, the outreach campaign is proving to be successful as Santa Rosa Water customers have achieved reductions in water use of 28% for the months of June through August in comparison to the same time in 2013; and

WHEREAS, additional outreach is needed to promote water use efficiency and elimination of water waste; and

WHEREAS, on October 15, 2015, the Board of Public Utilities adopted a resolution recommending that the Council of the City of Santa Rosa adopt a resolution authorizing the Chief Financial Officer to increase appropriations of \$75,000 for drought response from the unappropriated balance in the Water Utility Operations Fund for drought outreach.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa authorizes the Chief Financial Officer to increase appropriations in JL Key 55562 by \$75,000 for drought outreach by \$75,000, the source of funds being unappropriated balance in the Water Utility Operations Fund.

IN COUNCIL DULY PASSED this 10th day of November, 2015.

AYES: (7) Mayor Sawyer, Vice Mayor, Coursey, Council Members Carlstrom, Combs, Olivares, Schwedhelm, Wysocky

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)