

# Resolution Requesting 20% Community-wide Voluntary Water Use Reduction

City Council Meeting

May 18, 2021

*Jennifer Burke – Water Director*

*Peter Martin – Deputy Director Water Resources*



OUR FUTURE IN EVERY DRÖP

# Russian River Water Supply

- Diversion, storage and minimum instream flows governed by Decision 1610
- 2<sup>nd</sup> consecutive dry year (2019-2021)
- February 2021 – Sonoma Water petitioned for reduced minimum instream flows in Upper Watershed



# Winter Outreach Messaging



**It's A Dry Year.  
Save Water With Us.**



**It's A Dry Year.  
Save Water With Us.**

- Find and fix leaks
- Perform a toilet dye test
- Check outdoor irrigation

**More Water-Saving Tips:  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)**

The graphic features a list of water-saving tips on a green background. To the right is a close-up of a leaking faucet with water dripping. Below the list is an orange banner with a circular logo for the Sonoma-Marin Saving Water Partnership and the text "More Water-Saving Tips: SavingWaterPartnership.org".

# Rainfall to Date

## Current Water Supply Levels

### SANTA ROSA RAINFALL

Percent of Average  
Rainfall to Date as  
of May 14, 2021:

40%



■ Rainfall to date:  
**12.86"**

■ 30-year Annual  
Average:  
**36"**

### UKIAH RAINFALL

Percent of Average  
Rainfall to Date as  
of May 14, 2021:

40%



■ Rainfall to date:  
**13.48"**

■ 30-year Annual Average:  
**37"**



Drought is Here. Save water.

Visit us at [www.sonomawater.org](http://www.sonomawater.org) to learn more.



# Governor's Emergency Proclamation



Source: Press Democrat 4/21/2021

April 21, 2021

- *“This ‘new normal’ gives urgency to building drought resilience in regions across the state and preparing for what may be a prolonged drought at our doorstep”*
- Requests coordination for additional state resources
- Prioritizes and streamline state assistance to affected area

# County of Sonoma Drought Emergency Proclamation

- April 27, 2021
- *“There is no water to waste”*
- *“Immediate water savings are needed from all members of our community, including urban, commercial, industrial and agriculture.”*
- Requests State and Federal Disaster Relief
- Covers entire area of Sonoma County, including all cities and special districts



# Regional Water Supply Outlook (drought)

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Second consecutive critically dry-year, Sonoma Water's regional storage is at historical lows for this time of year

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Sonoma Water has done everything they can to actively manage and preserve storage in Lake Mendocino

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Sonoma Water filed another TUCP with the State asking for lower instream flow requirements in the Lower Russian River which will result in reduced releases from Lake Sonoma

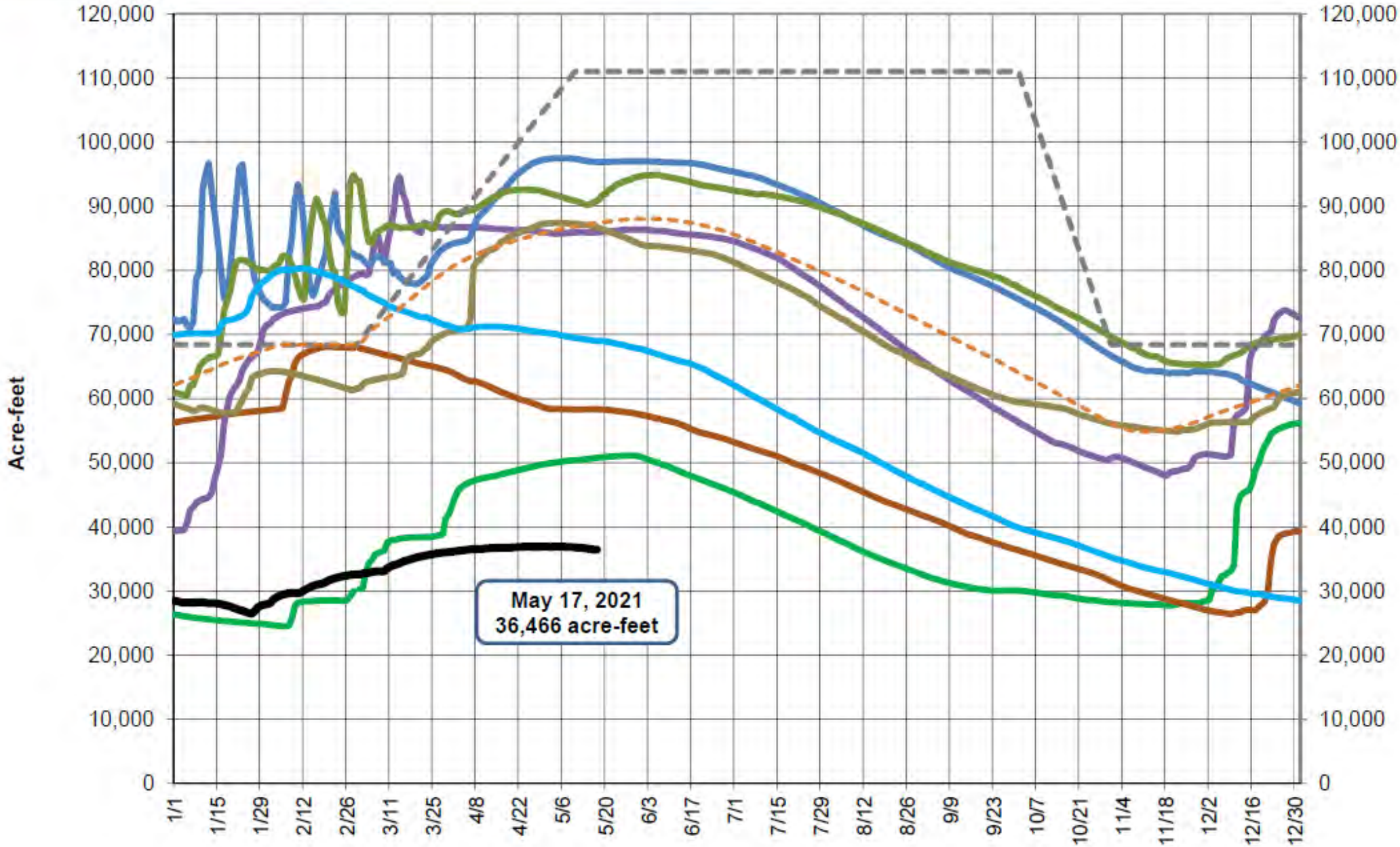
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TUCP also included commitment to reduce diversions from the Russian River by 20%, meaning contractors like SRW will need to reduce water use



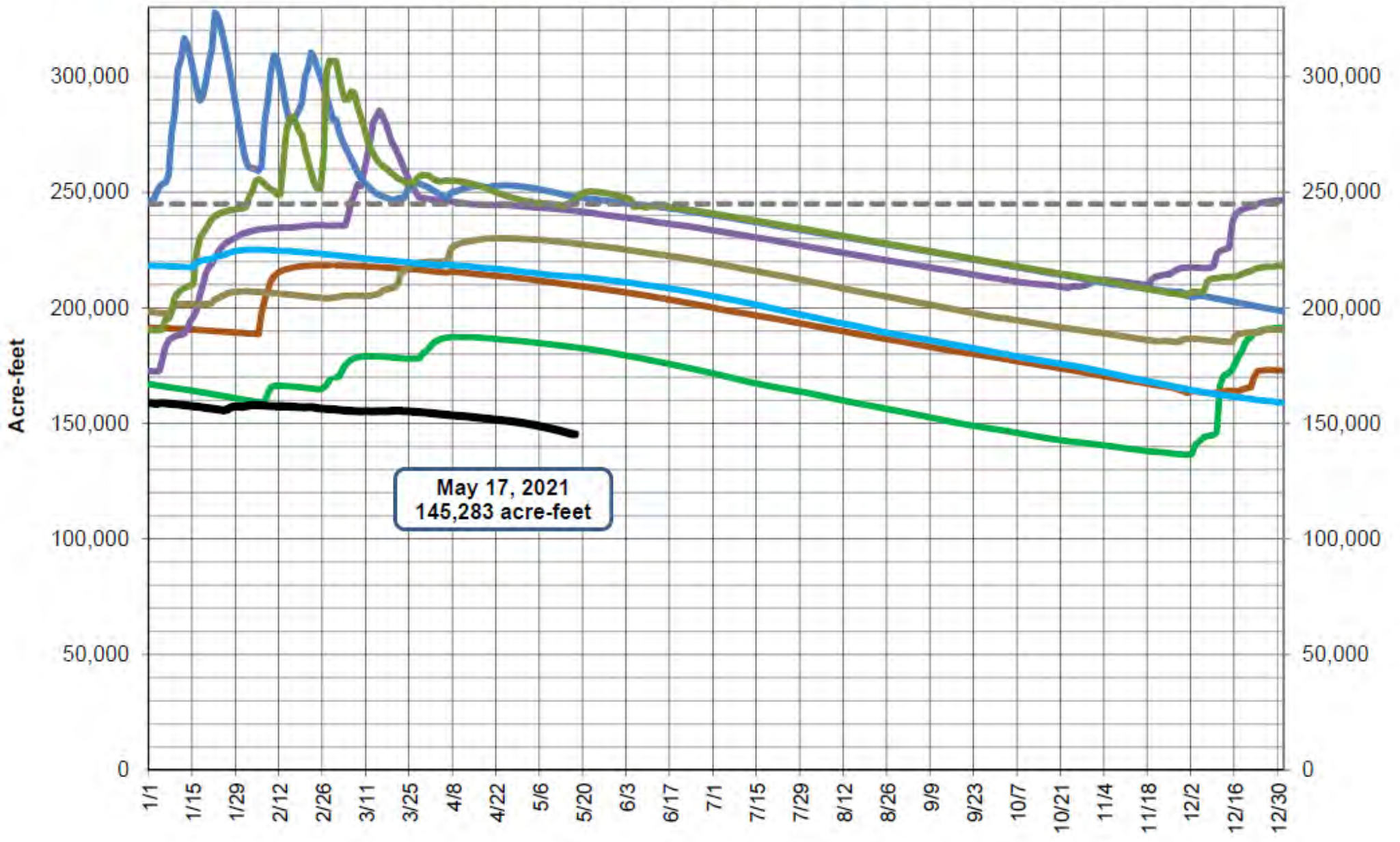
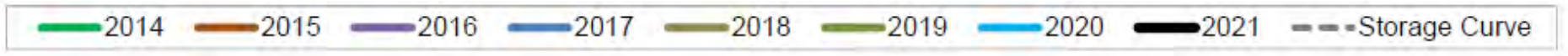
# Lake Mendocino Storage

2014 2015 2016 2017 2018 2019 2020 2021 Storage Curve Target Water Supply Storage Curve





# Lake Sonoma Storage



# Water Advisory Committee Action

***At the May 3, 2021 Meeting, the Water Advisory Committee adopted a resolution:***

- Requesting all water users increase water use efficiency by fixing leaks and eliminating water waste to help protect and preserve reliable drinking water supplies stored in Lake Mendocino and Lake Sonoma; and
- Urging water customers to reduce water use by 20%

# Summer Drought Campaign

- **“Drought is Here. Save Water.”**
- Aggressive new campaign with the goal of helping customers to achieve 20% savings in their home or businesses
- Multi-media, radio, digital and print advertising planned (bilingual)
- Will see high-visibility signage and advertising in Santa Rosa







- New webpage is a “One stop shop” for information on drought for SRW customers
- Latest information on conditions and conservation requests/restrictions
- Helpful info & FAQs
- Links to tips and Water Use Efficiency Programs
- Report Water Waste

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

# Ongoing Outreach Activities

- ✓ Internal Outreach
- ✓ Radio & Social Media
- ✓ Digital Advertisements
- ✓ Continued coordination with Regional Partners
- ✓ Banners / Signage
- ✓ Bill Inserts and Envelopes



# OOPS!

**There's never  
enough water  
to waste.**

**WE'RE HERE TO HELP!**

- Unattended open hose or a hose missing a shut-off nozzle
- Excessive irrigation and water running off on sidewalk and gutter
- Broken irrigation head or line
- Washing down sidewalks or hard surfaces
- Plumbing leaks
- Irrigating between 6am and 8pm
- Other \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_



Questions? Contact Santa Rosa's  
Water-Use Efficiency Team:

**watersmart@srcity.org**

**707.543.3985**

Thank You!

- “Drought drop-by” event
  - June 12<sup>th</sup> from 9AM – 1PM
  - Sonoma County Fairgrounds
- “Water Waste Patrols” began in May
- Increased visibility of campaign and resources for our community to achieve savings now
- Coordinating City-wide on drought response



A photograph of a garden scene with large, light-colored rocks, green grasses, and purple flowers, serving as a background for the top half of the slide.

## **Let's Garden for the Good Bugs**

- Saturday, May 22<sup>nd</sup>, 10-11am

## **Drip Irrigation Basics**

- Tuesday, July 6<sup>th</sup>, 5:30-7pm (Spanish version)
- Tuesday, July 13<sup>th</sup>, 5:30-7pm

## **“Lawn Gone” Sheet Mulching**

- Tuesday, September 7<sup>th</sup>, 5:30-7pm

## **Rainwater Collection**

- Tuesday, November 9<sup>th</sup>, 5:30-7pm



# Providing Resources

WaterSmart tips, tools, and resources, including:

- FREE DIY home check-up kit
- FREE water-saving device
- FREE outdoor, in-person, check-up
- Rebates
- & More

visit: [srcity.org/watersmart](http://srcity.org/watersmart)

email: [watersmart@srcity.org](mailto:watersmart@srcity.org),

call: 707-543-3985



## Indoor Rebates

- Efficient Clothes Washer (\$50-100)
- Free WaterSmart Devices
  - Showerheads, aerators, toilet flappers
- Recirculating Hot Water Pumps (\$100)

## Outdoor Rebates

- Irrigation Efficiency Upgrades (up to \$100)
- Cash for Grass (\$0.75/SF)
- Rainwater Harvesting (\$0.25 per gallon storage)
- Greywater Reuse (\$75 per fixture/\$200 per 1000 gal)



# Regional Water Supply Measures & Next Steps

Implement Voluntary 20% Community-wide conservation request for Sonoma Water contractors

Santa Rosa Water staff are working with Sonoma Water and the Contractors to update Water Shortage Allocation Methodology

The SWRCB will respond to Sonoma Water's Temporary Urgency Change Petition and likely include requirements for reduced diversions

Staff will prepare for implementation of our Water Shortage Contingency Plan according to potential demand reduction scenarios from Sonoma Water's operation conditions

Santa Rosa Water Staff will return with a MANDATORY Water Use Conservation recommendation in June or July

# Staff Recommendation

It is recommended by the Board of Public Utilities and Santa Rosa Water that Council, by resolution, request water customers reduce their water use by 20% through voluntary conservation measures

# 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)

