

Water Supply Update and Drought Response

City Council Meeting

August 31, 2021

Jennifer Burke – Water Director

*Peter Martin – Deputy Director
Water Resources*

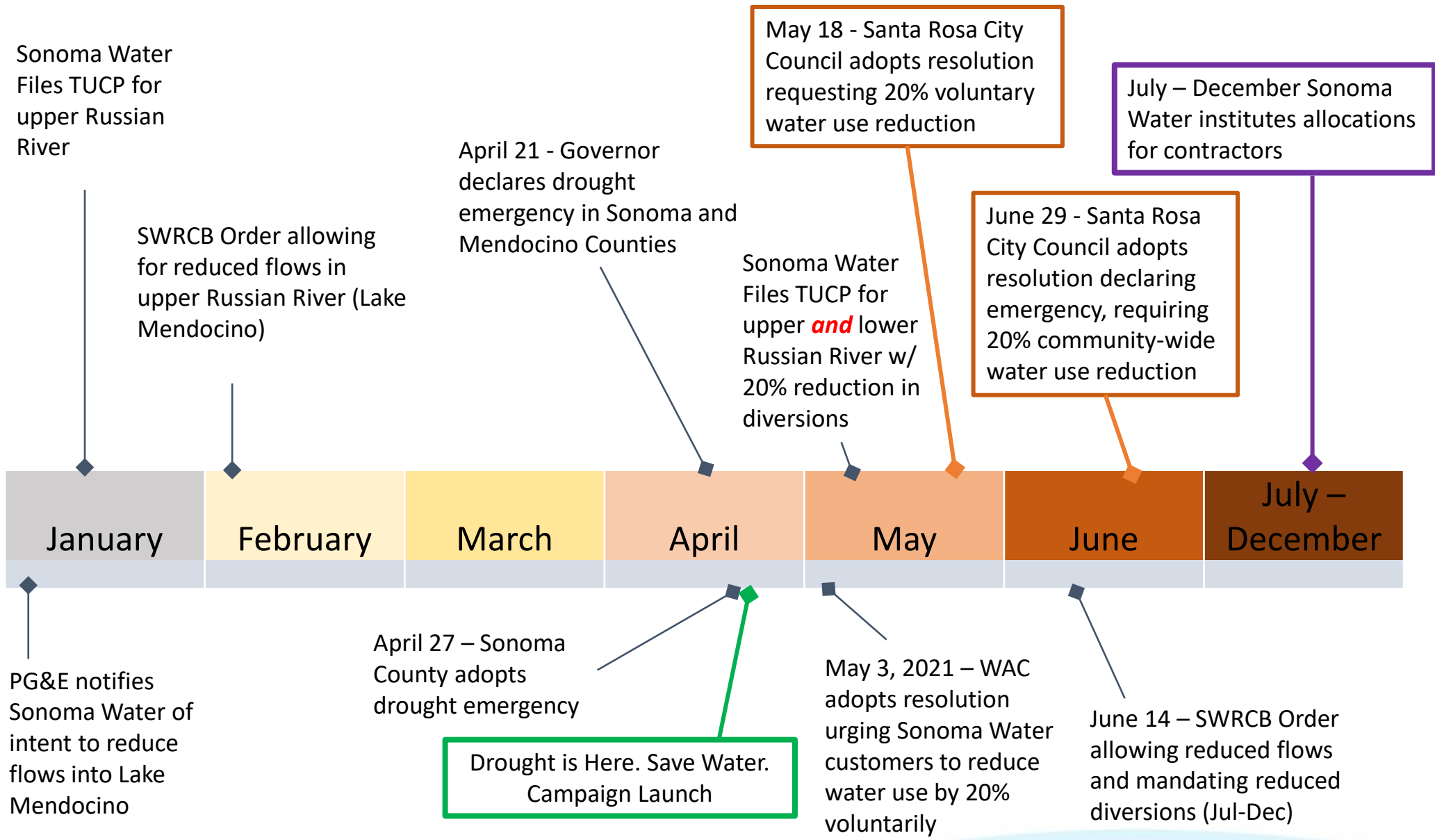


Russian River Water Supply

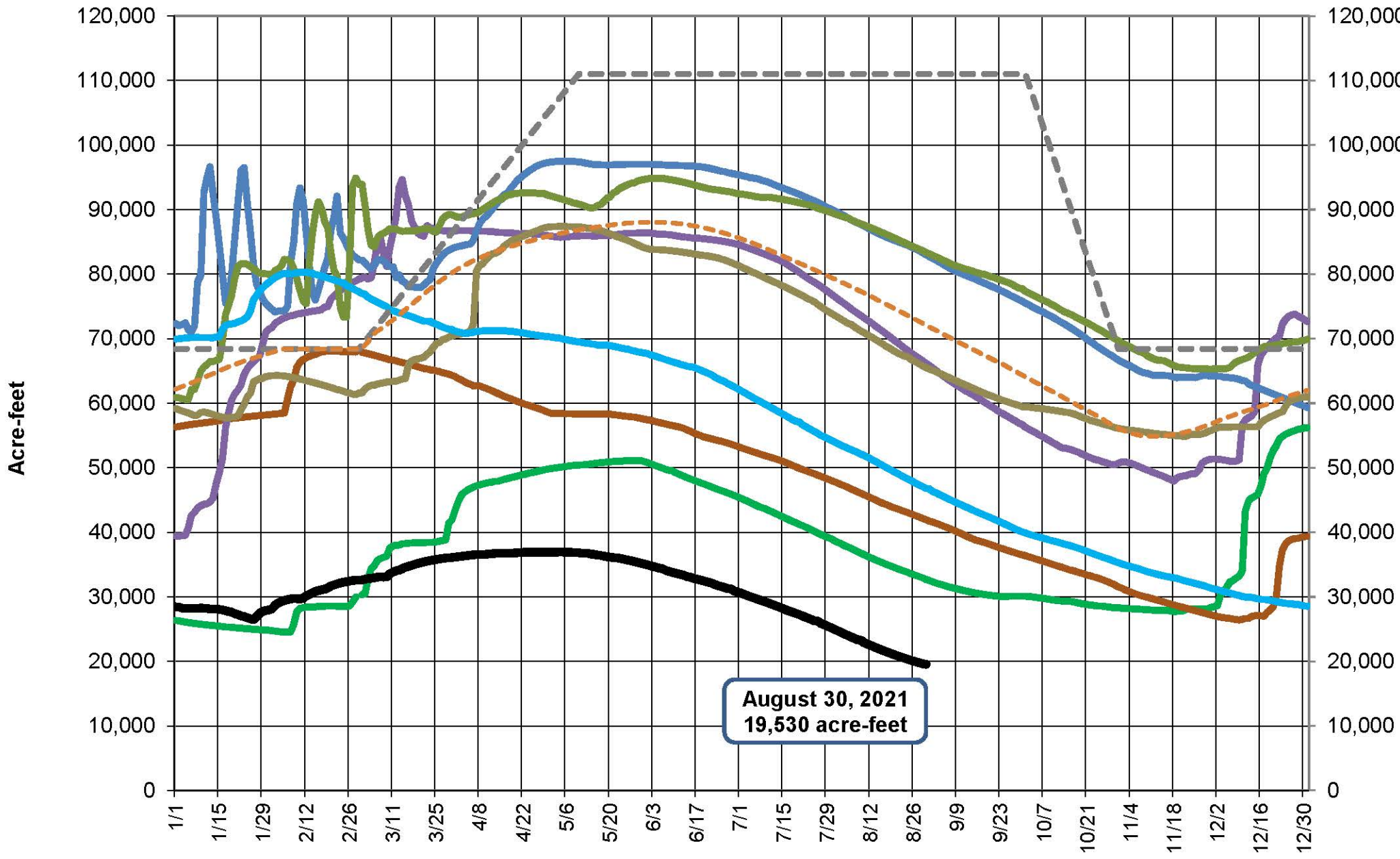
- Santa Rosa receives about 94% of our water supply from Sonoma Water
- Sonoma Water operates two reservoirs, Lake Mendocino (1959) and Lake Sonoma (1984)
- Sonoma Water transmits supplies from Lake Sonoma to cities and contractors in the region, including Santa Rosa, via sub-surface collector wells and aqueduct system
- Lake Sonoma holds an estimated four-year water supply for contractors
- Both reservoirs are currently at their lowest levels for this time of year in their history of operation



Regional Drought Response Timeline 2021

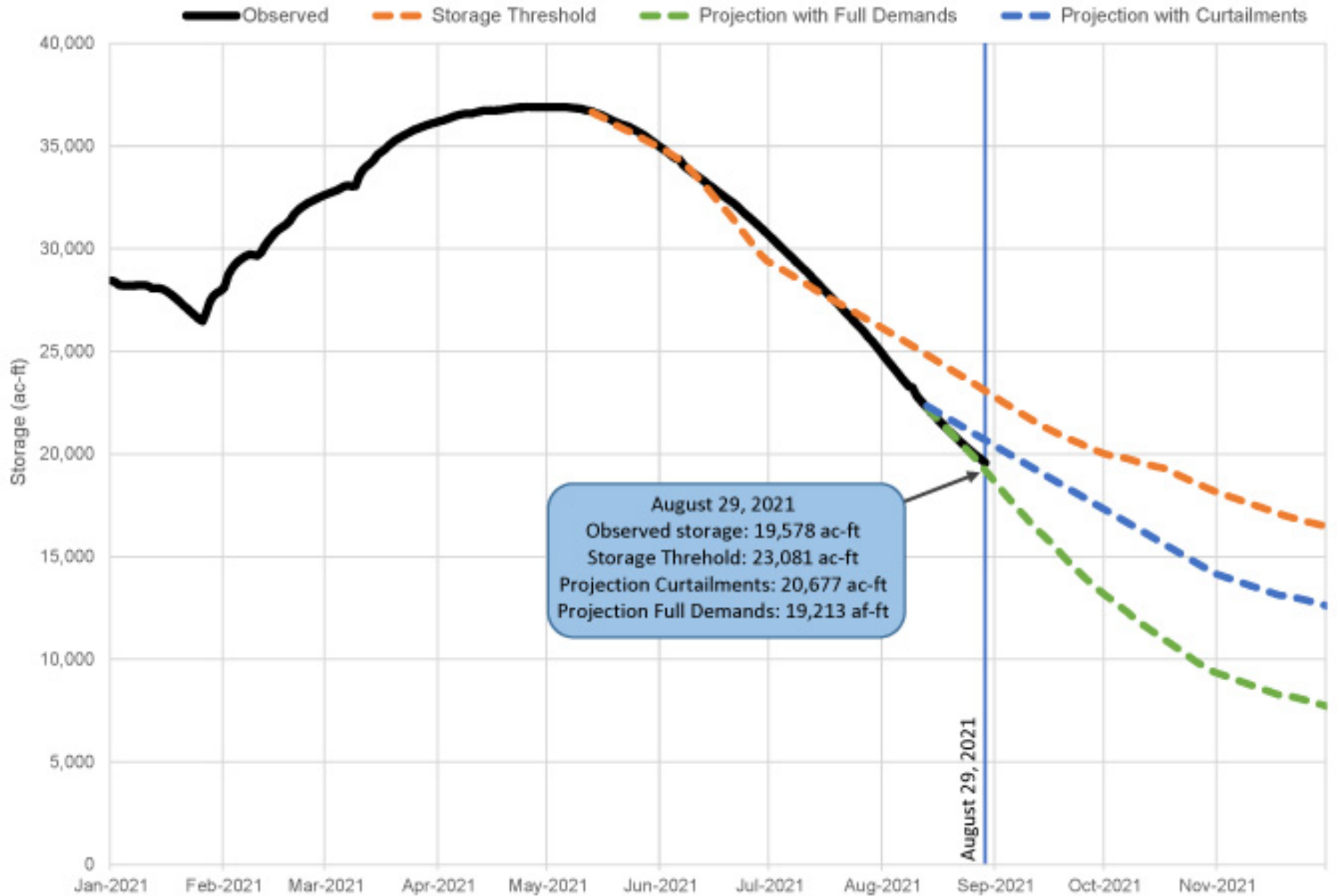


Lake Mendocino Storage

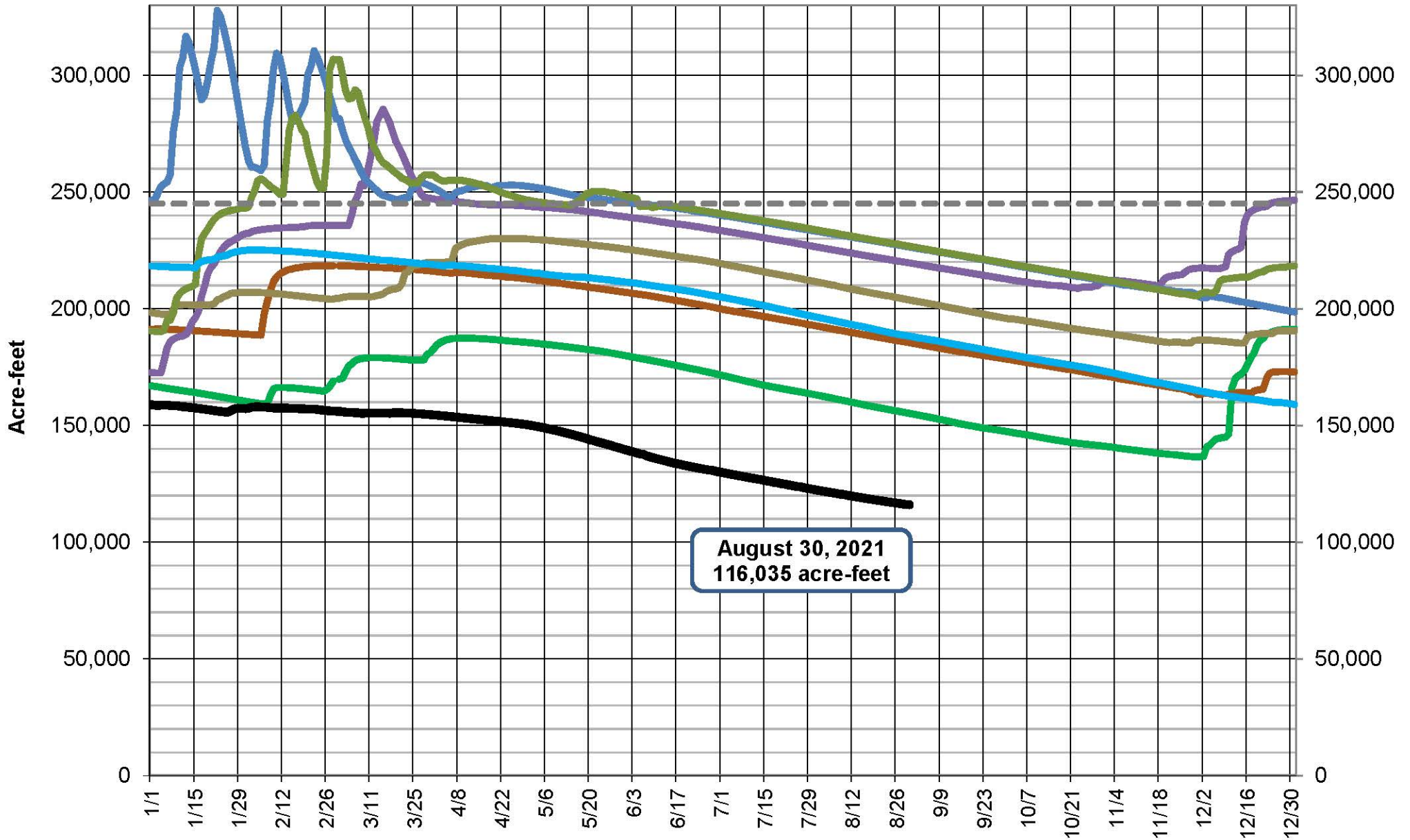
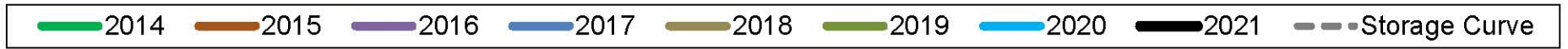


August 30, 2021
19,530 acre-feet

Lake Mendocino Storage and Projection



Lake Sonoma Storage



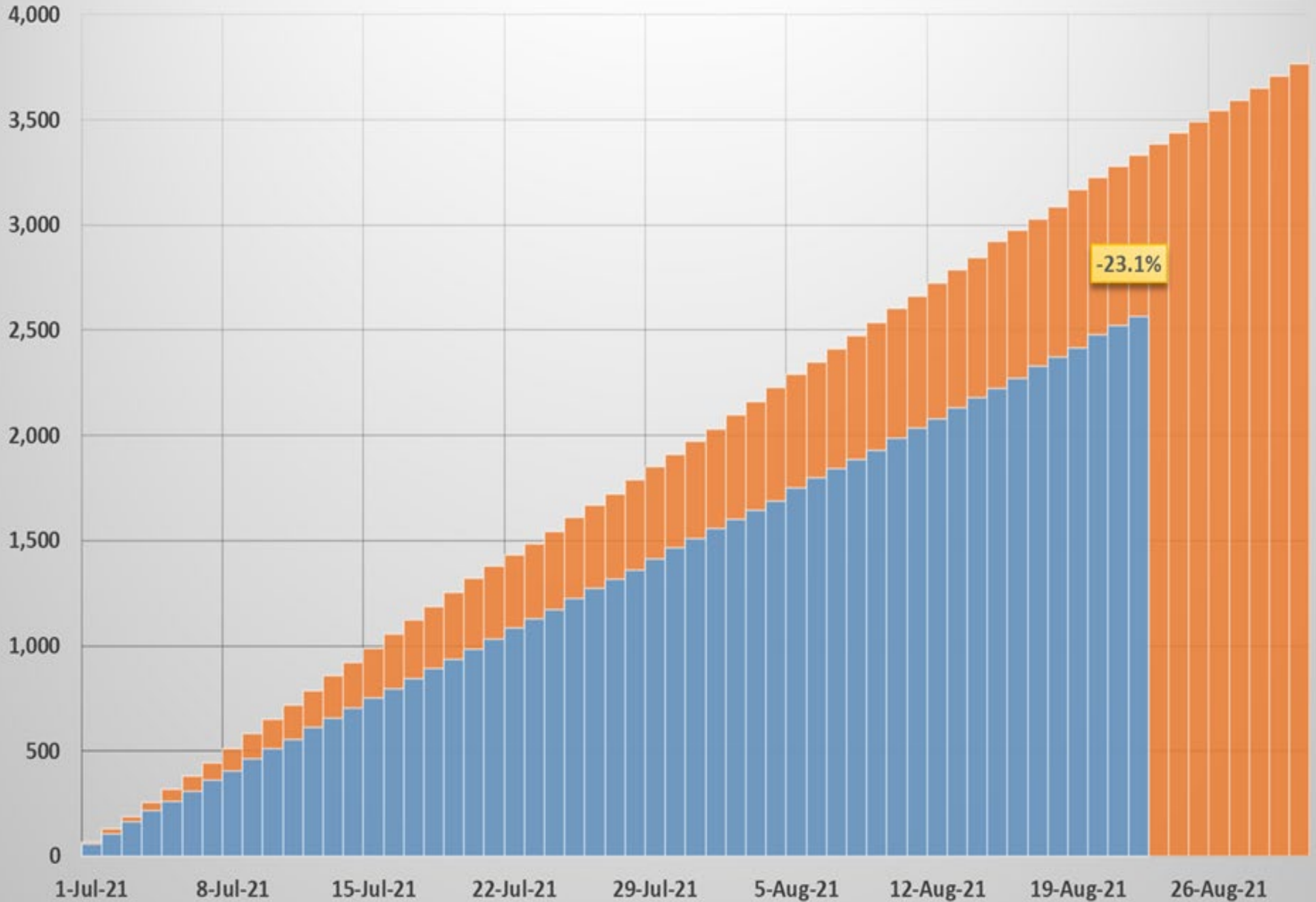
August 30, 2021
116,035 acre-feet

Sonoma Water Allocations

- Section 3.5 of the Restructured Agreement for Water Supply outlines how water will be allocated during a water supply shortage and also provides that the Water Advisory Committee (WAC) can, by unanimous vote, determine an alternate allocation methodology
- May 3, 2021, the WAC unanimously adopted a temporary allocation of water deliveries for this summer (July-October)
- June 14, 2021, State Water Board Order requiring Sonoma Water reduce diversions from Russian River by 20% compared to 2020
- Sonoma Water issued allocations to all contractors
- Monthly allocation for Santa Rosa is up to 20% less compared to 2020

Cumulative Sonoma Water Russian River Diversions (Million Gallons)

2020 Diversions 2021 Diversions



Drought Response

June 29, 2021 - Santa Rosa City Council:

- Declared a drought emergency
- Adopted Stage 3 of the City's Water Shortage Contingency Plan
- Directed staff to implement the water conservation program as defined by Stage 3 to realize a mandatory community-wide water use reduction of 20%
- Authorized the utilization of Water Enterprise Catastrophic Reserve funds, if necessary



Stage 3 Prohibitions

Water Waste Ordinance

- always in effect
- Prohibits leaks/breaks in water system
- Prohibits Overspray and runoff

Stage 3 –Prohibitions

- Irrigation limited to 8:00 PM to 6:00 AM
- Shut-off nozzles for hoses required
- No washing hard surfaces (unless required for public health)
- Restaurants only serve water upon request
- Hotels and Lodging linens upon request messaging
- No pressure washing with potable water



Implementation and Enforcement of Prohibitions

- Immediate Outreach to customers
- Water Waste Patrols
- Water Waste Reporting Form
- Automatic Metering Infrastructure
- Variances for certain health, safety, construction activities

Recently
increased!

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 (\$1.50/SF)
- Rainwater Harvesting (\$0.25 per gallon storage)
- Greywater Reuse (\$75 per fixture/\$200 per 1000 gal)

Drought Changes to Green Exchange Program

- Increased Green Exchange rebate from \$0.75 to \$1.50 per square foot
- Will be supported by existing program funds

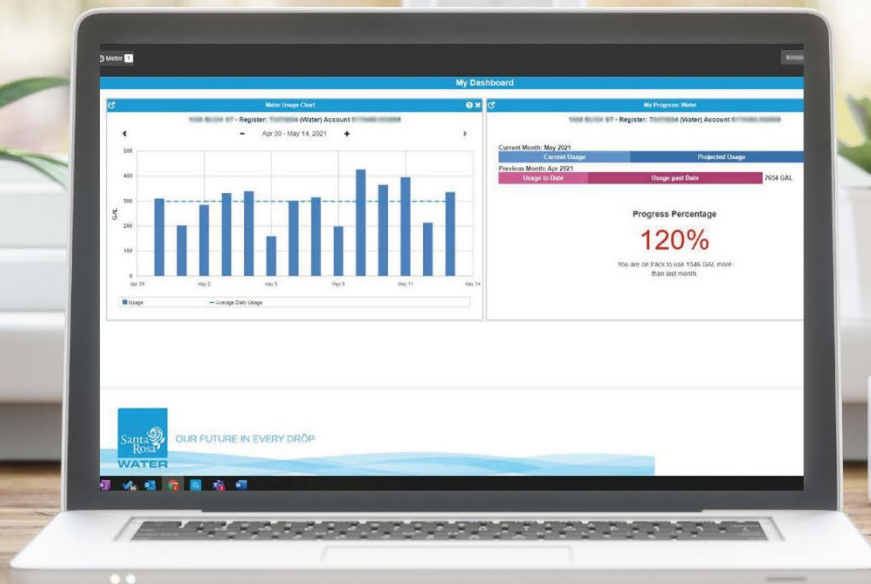


Drought Changes to Green Exchange Program



- Allowing brown lawn with an irrigation pattern in 2020
- Planting in Fall and associated extension if needed

NEW water smart PORTAL



A new drought-busting tool customized just for you!

Do you know how much water you use, when you use it, and the best ways for you to save?

Santa Rosa Water's brand NEW WaterSmart Portal is here to help you track and analyze your water use online. To register your account, all you need is your customer number, account number, and last billed amount from your Water Bill.

- Track Hourly, Daily, Weekly, and Monthly Water Use
- Create Customized Notifications for High Usage
- Access Water Saving Tips, Tools, and Rebates

Sign up today!



srcity.org/WaterSmartPortal

Regional Drought Campaign

- **“Drought is Here. Save Water.”**
- Awareness campaign has been live for several months
- Multi-media, radio, digital and print advertising (bilingual)
- High-visibility signage and advertising in Santa Rosa
- Water Saving Challenge



Drought Drop-by: August 21st

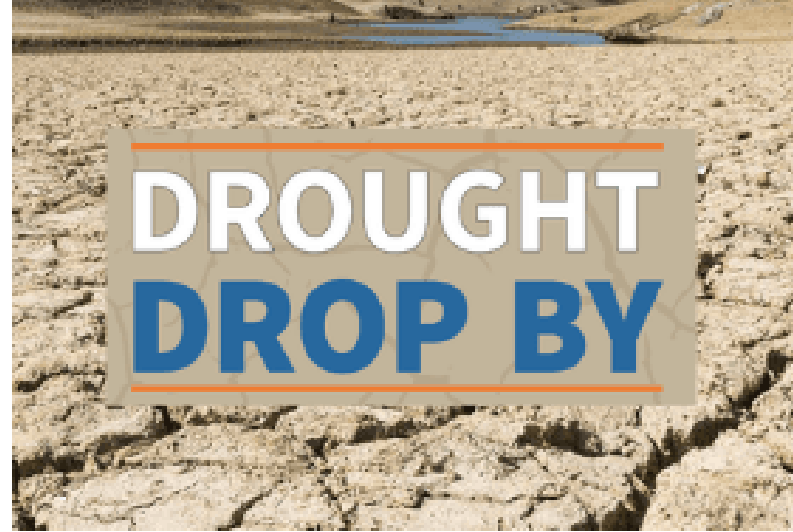
Region-wide event: 13 locations in Marin,
Mendocino and Sonoma Counties

Two locations in Santa Rosa

- *Coddington Mall*
- *Nagasawa Park*

Santa Rosa Water staff distributed ~1300 kits

- *High Efficiency showerhead*
- *hose-end nozzle*
- *Faucet aerator*
- *biodegradable kitchen sponge*
- *Toilet dye test tablets*
- *Reuse bucket and more*





Customer Outreach – August 2021

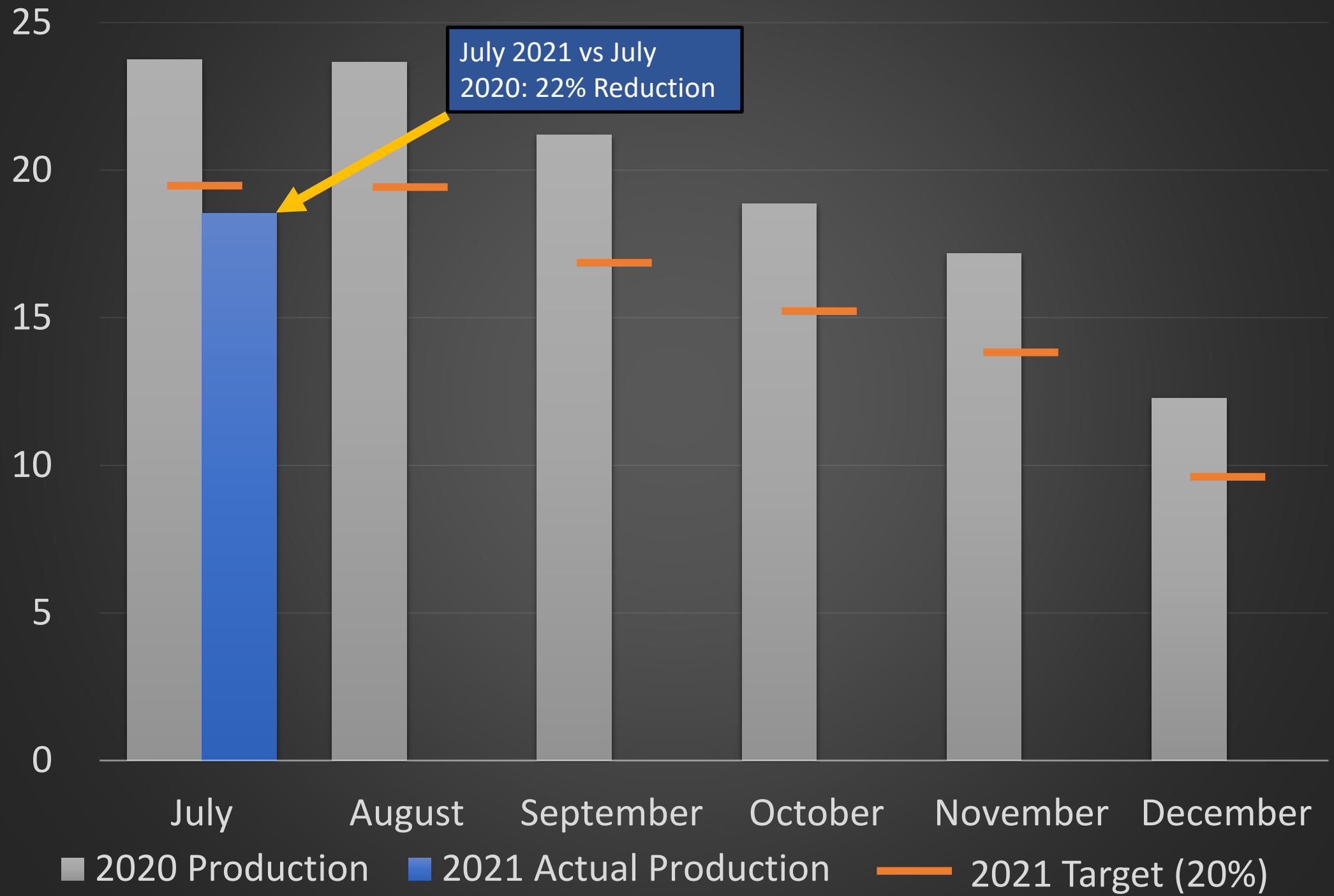
- New Radio Spot –Drought Drop-by info
- Bill Insert - Cash for Grass
- “Super Saver” Campaign
- TAP! Program Outreach (schools)
- “Trusted Messenger” Videos - SMSWP
- Targeted outreach letters to specific customers: HOAs, Large Landscapes
- “Lawn Gone: Sheet Mulching 101” Workshop (September 7th)



Trusted Messenger Video – Amy's Kitchen

Santa Rosa Water Production – MGD

2020 Actual, 2021 Target (20%), & 2021 actual comparison



Planning Ahead

- Regional Coordination
 - Meeting twice per month
- Updating Water Shortage Allocation Methodology
- Regional Resiliency Study
- Planning for another dry winter
 - Preparing for implementation of additional stages of our Shortage Plan if needed
 - Demand Offset Policy
- Routine Updates to BPU and Council



Santa Rosa Water is here to help you save!

For WaterSmart Resources, visit:

srcity.org/WaterSmart

For the latest drought updates, visit:

srcity.org/SaveWater

