

RESOLUTION NO. 28514

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA INCREASING APPROPRIATIONS OF \$75,000 TO KEY 55562, "DROUGHT RESPONSE," FROM THE UNAPPROPRIATED BALANCE IN FUND 1611, "WATER OPERATIONS," FOR RELATED OUTREACH MATERIALS

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%; and

WHEREAS, on February 11, 2014, the Council of the City of Santa Rosa adopted Resolution No. 28427 requesting Santa Rosa customers reduce water use by 20% through voluntary conservation and appropriated \$75,000 from the unappropriated balance in fund 1611, "Water Operations," for drought outreach and education; 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."; and

WHEREAS, the City of Santa Rosa's Water-Use Efficiency Team launched 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 City of Santa Rosa Utility customers have achieved reductions in water use of 19.7% in April and 19.5% in May in comparison to the same time last year; and

WHEREAS, additional outreach is needed during the irrigation season to promote outdoor water use efficiency and elimination of water waste; and

WHEREAS, the City of Santa Rosa's Water-Use Efficiency Team outdoor water use campaign will include water waste patrols, continued participation in community events, a heightened outreach campaign encouraging our customers to irrigate their landscape efficiently by using the weekly water recommendations provided by the Water-Use Efficiency Program, and additional outreach encouraging customers to participate in our Green Exchange rebate program; and

WHEREAS, on July 8, 2014, the Board of Public Utilities Budget Subcommittee reviewed the Utilities Department request for additional funding and concurred with the recommendation that the Council authorize the Chief Financial Officer to increase appropriations to expenditure key 55562, "Drought Response," by \$75,000 from the unappropriated balance in fund 1611, "Water Operations," for continued drought outreach.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa authorizes the Chief Financial Officer to increase appropriations to expenditure key 55562, "Drought Response," by \$75,000, the source of funds being unappropriated balance in fund 1611, "Water Operations."

IN COUNCIL DULY PASSED this 15th day of July, 2014.

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

NOES: (0)

ABSENT: (1) Council Member Ours

ABSTAIN: (0)