

Urban Water Management Plan and Water Shortage Contingency Plan

February 11, 2021

Board of Public Utilities

Water Conservation Subcommittee

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Senior Water Resources Planner



OUR FUTURE IN EVERY DRÖP

wäter
smart

CA Urban Water Management Planning Act

Who: Urban water retailers (at least 3,000 connections or 3,000 acre-feet per year)

What: Assess long-term water supply adequacy and reliability

Why: Ensure water supply reliability
Comply with State law
Maintain eligibility for grants and drought assistance

When: Signed in 1983, update plan every five years

Next due July 1, 2026



Santa Rosa's UWMP

Chapter 1 – Introduction

Chapter 2 – Plan Preparation

Chapter 3 – System Description

Chapter 4 – Water Use Characterization

Chapter 5 - Compliance with Conservation Target

Chapter 6 – Water Supplies

Chapter 7 – Water Service Reliability and Drought Risk Assessment

Chapter 8 – Water Shortage & Contingency Planning

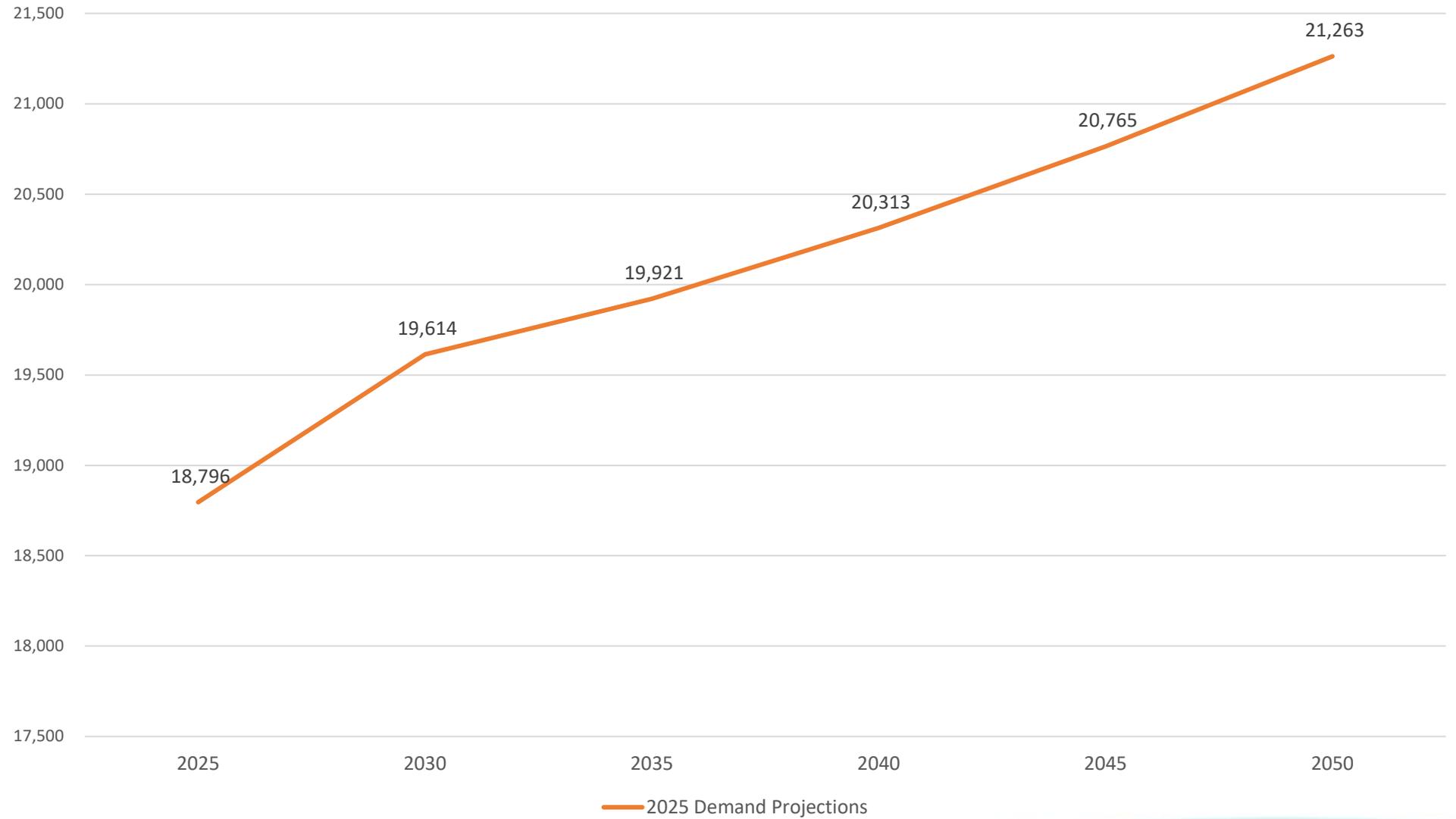
Chapter 9 – Demand Management Measures

Chapter 10 – Plan Adoption, Submittal, & Implementation

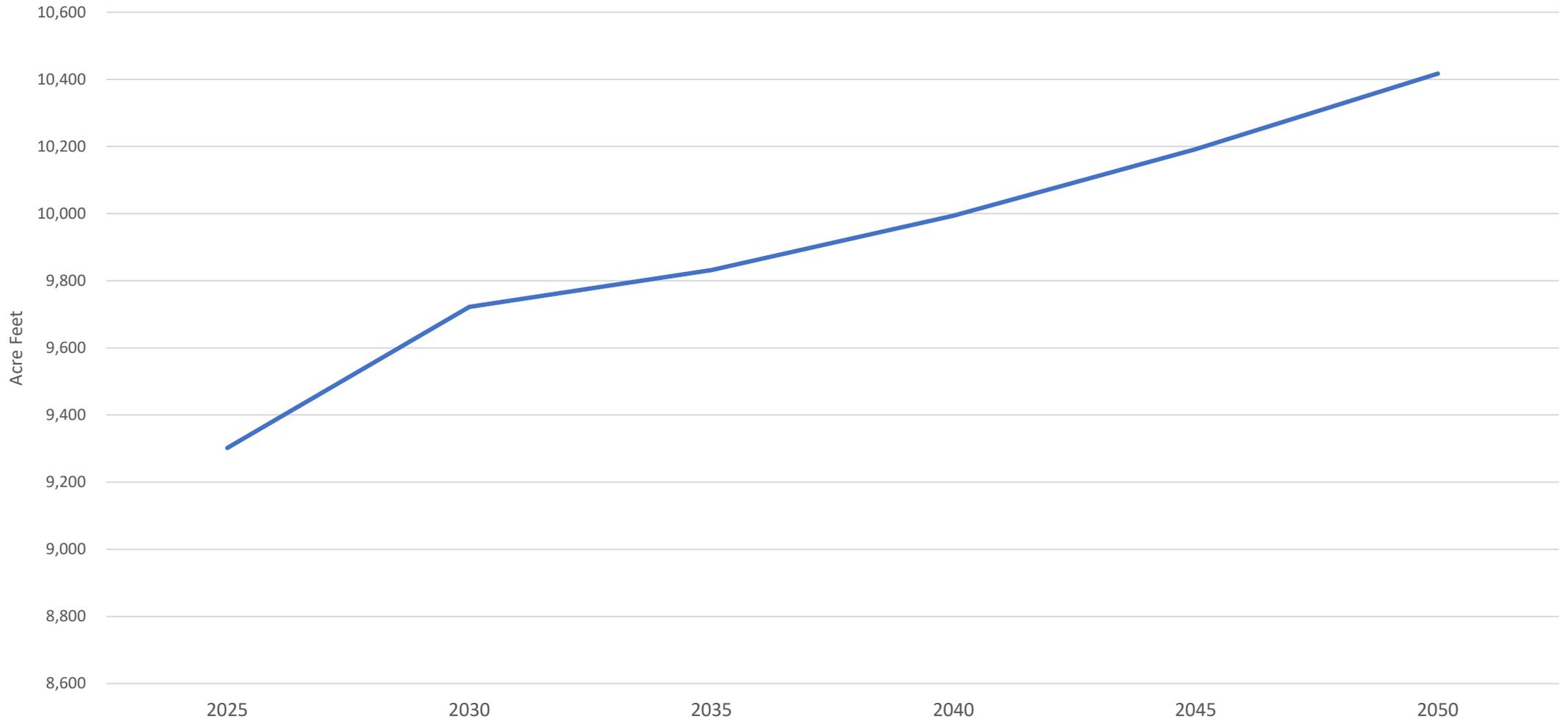
How is Water Demand Projected?

- Demand is based on:
 - Baseline potable water demand
 - Growth projections (weather, economy, regulations, population, employment)
 - Past water use
 - New known planned developments
 - Water loss
 - Annual water loss audit including unbilled authorized use, real water loss, apparent loss
 - Urban recycled water demand
 - Past demand
 - User capacity
 - System design and capacity
 - Passive water conservation savings (subtracted from demand)
 - Plumbing standards
 - Natural replacement of fixtures over time
 - Capped to be conservative at 2020 estimates

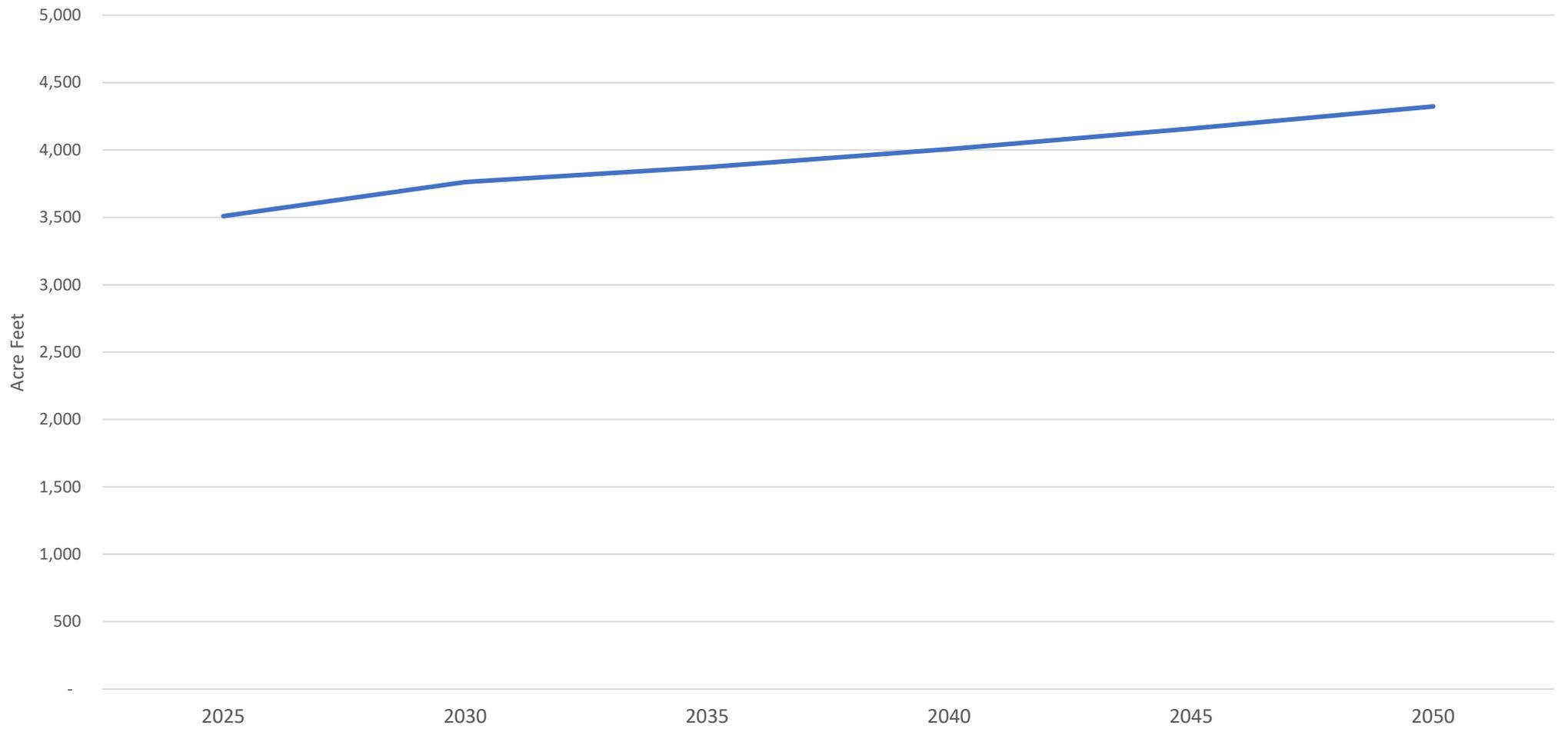
2025 to 2050 Demand Projections



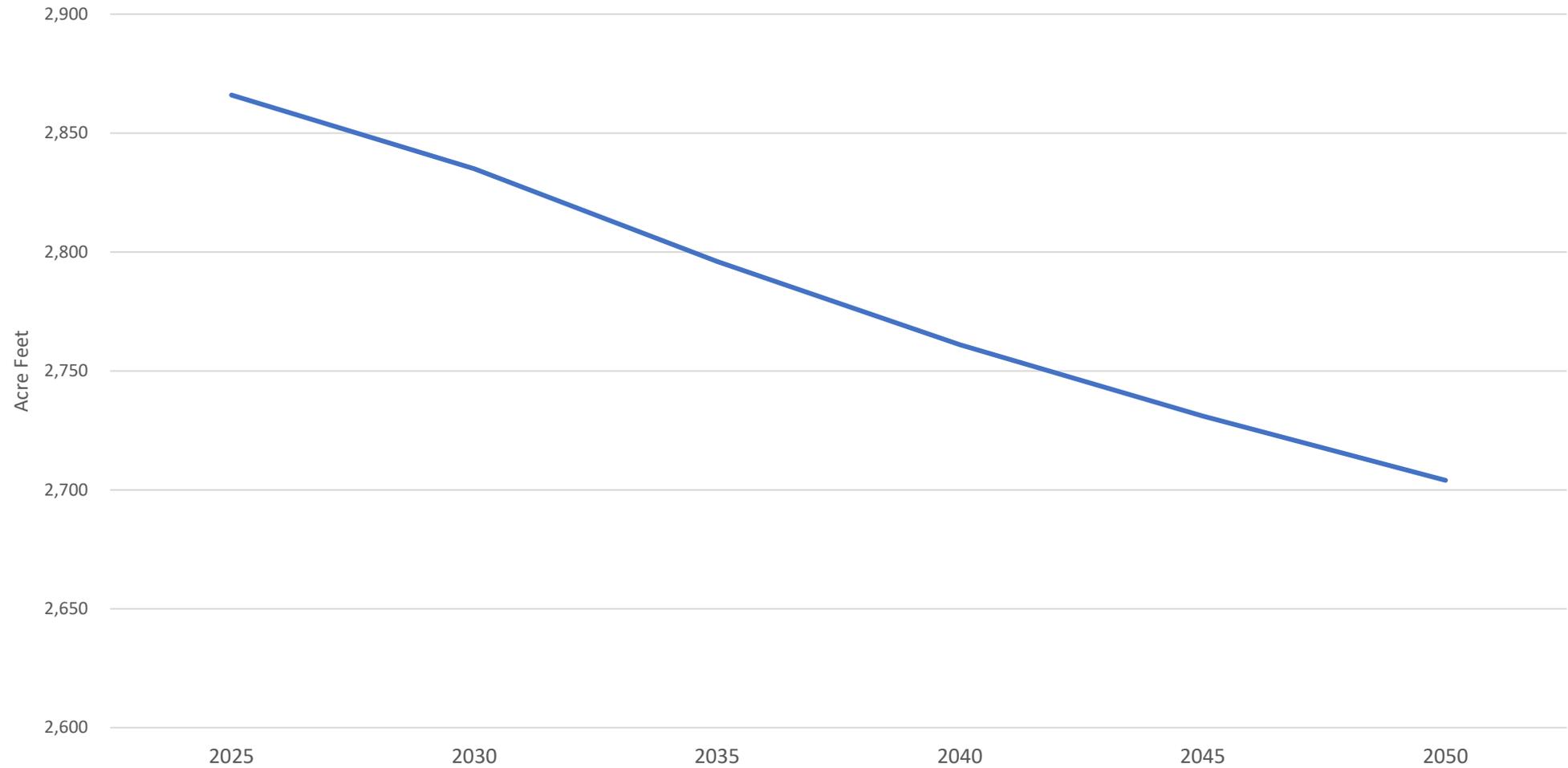
Projected Single Family Water Demand 5-year Increments 2025 - 2050



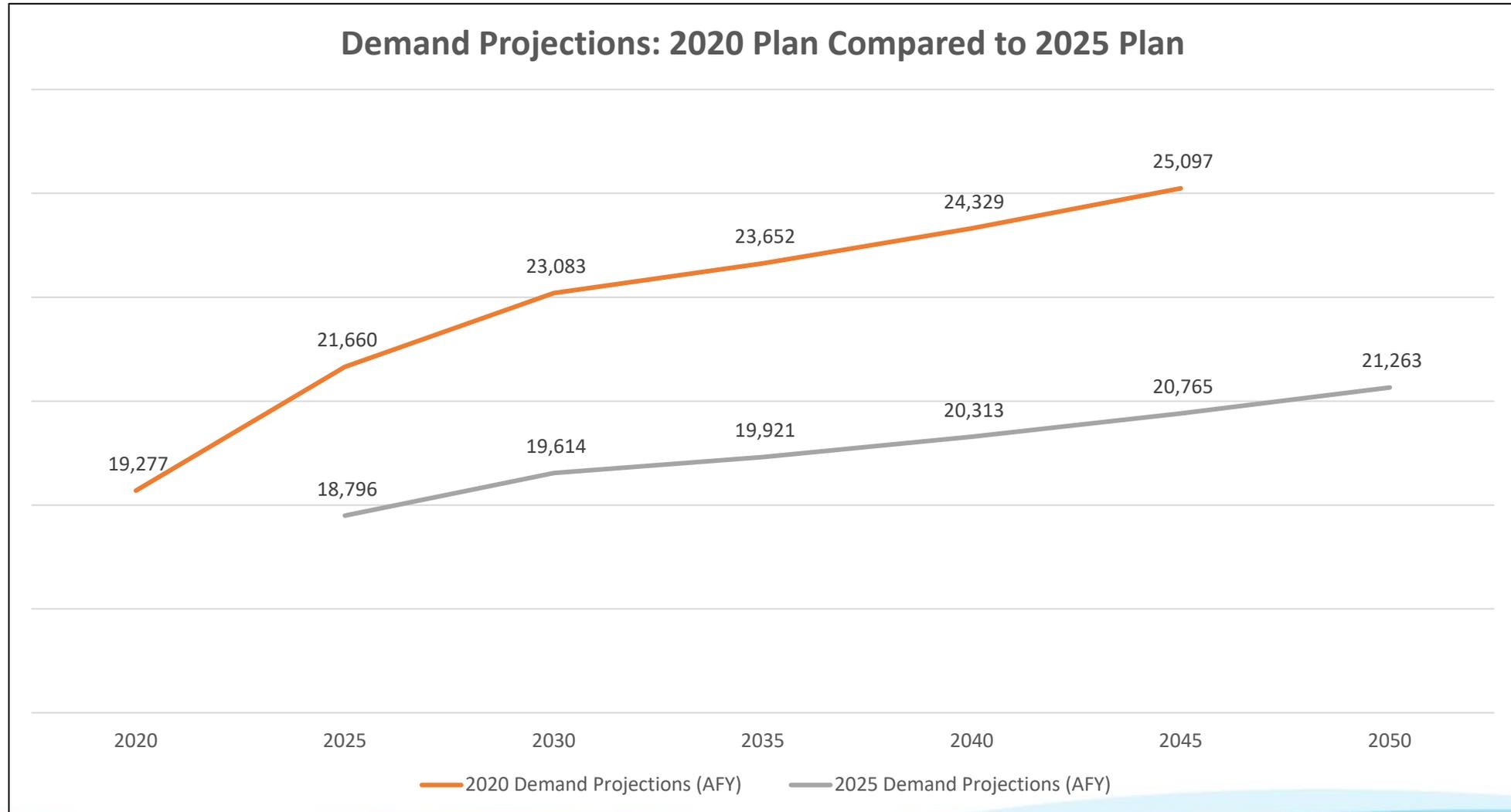
Projected Multi-Family Water Demand 5-year Increments 2025 - 2050



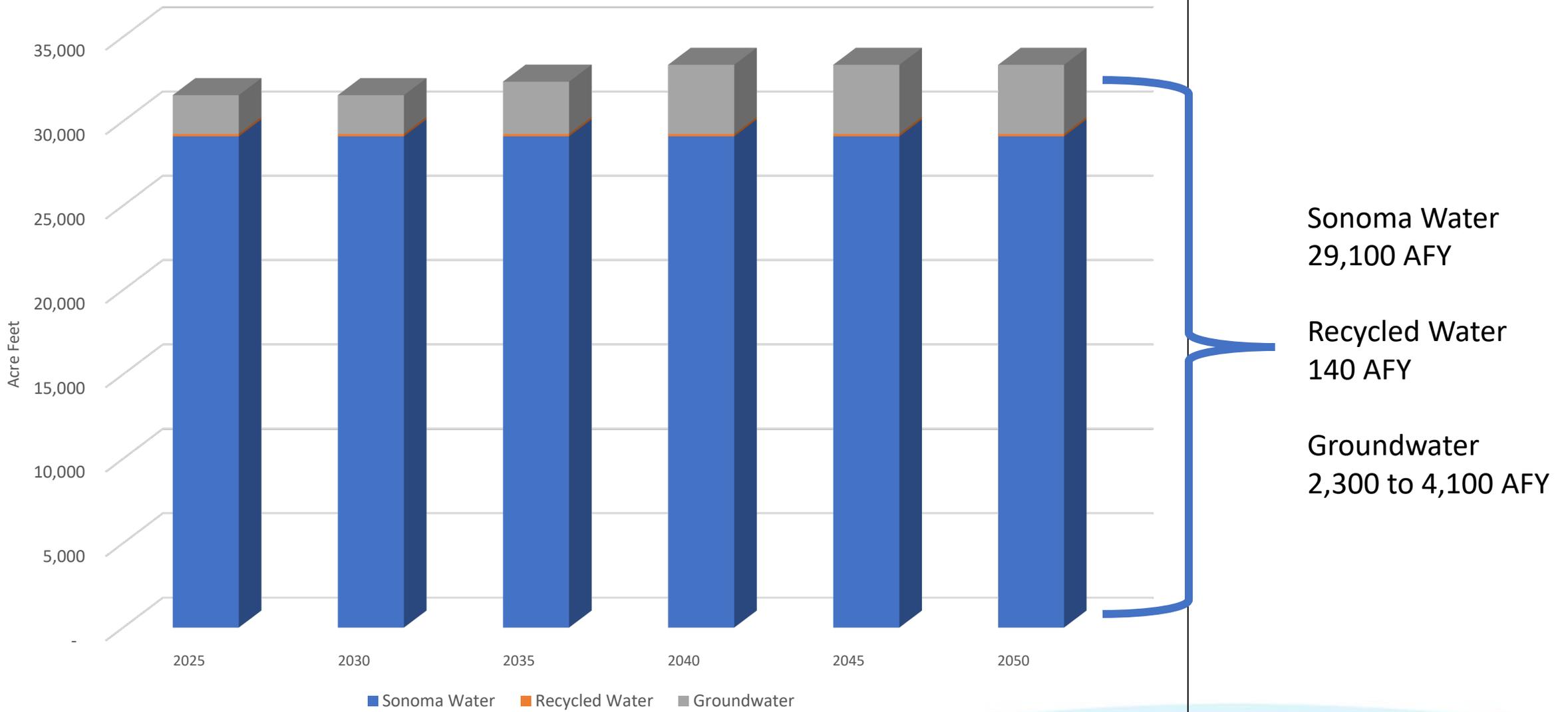
Projected Commercial, Industrial, Institutional Water Demand 5-year Increments 2025 - 2050



Demand Projections Comparison



Projected Water Supplies (2025 to 2050)

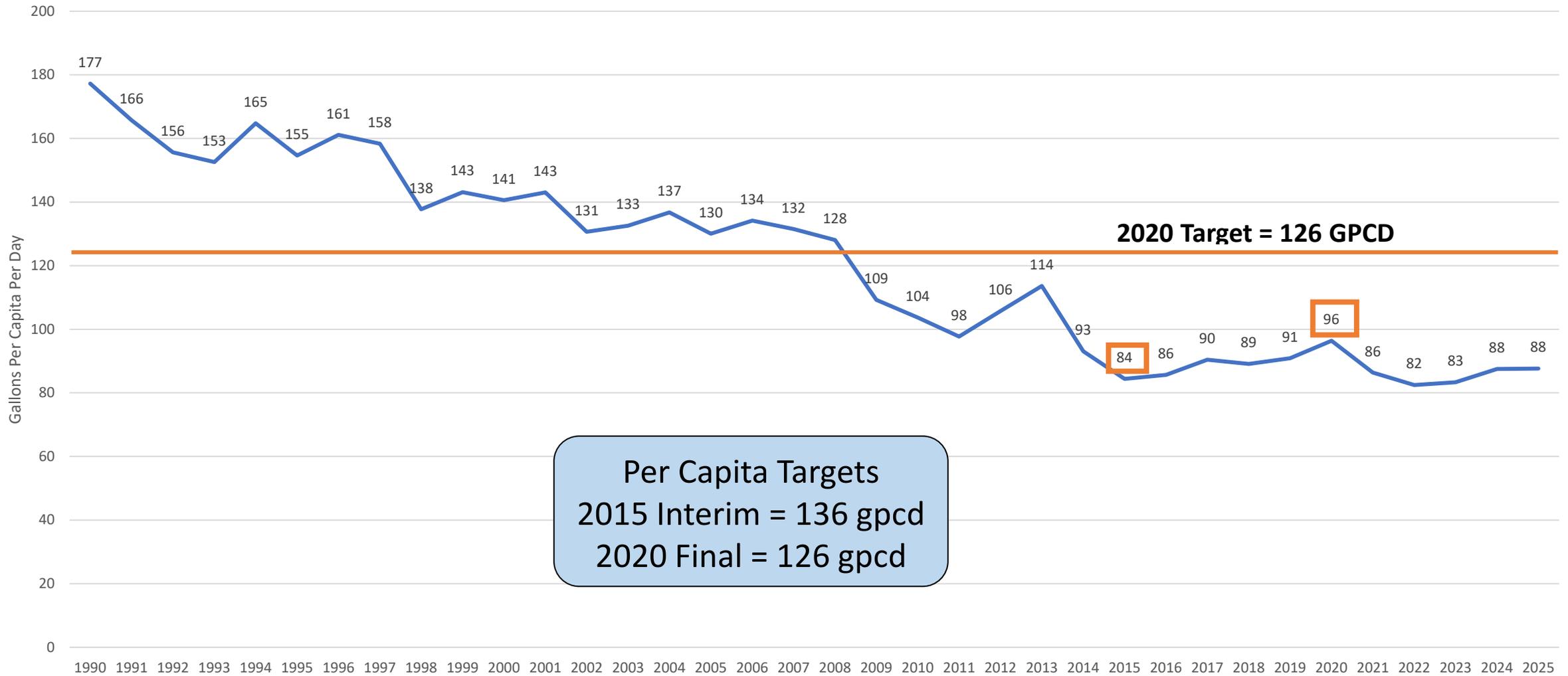


2026 – 2030: Drought Risk Assessment (Dry Conditions)

Year	Supply (AFY)	Demand (AFY)
2026	22,390	17,801
2027		18,289
2028		18,777
2029		19,266
2030		19,754



Compliance with SB X7-7 Targets



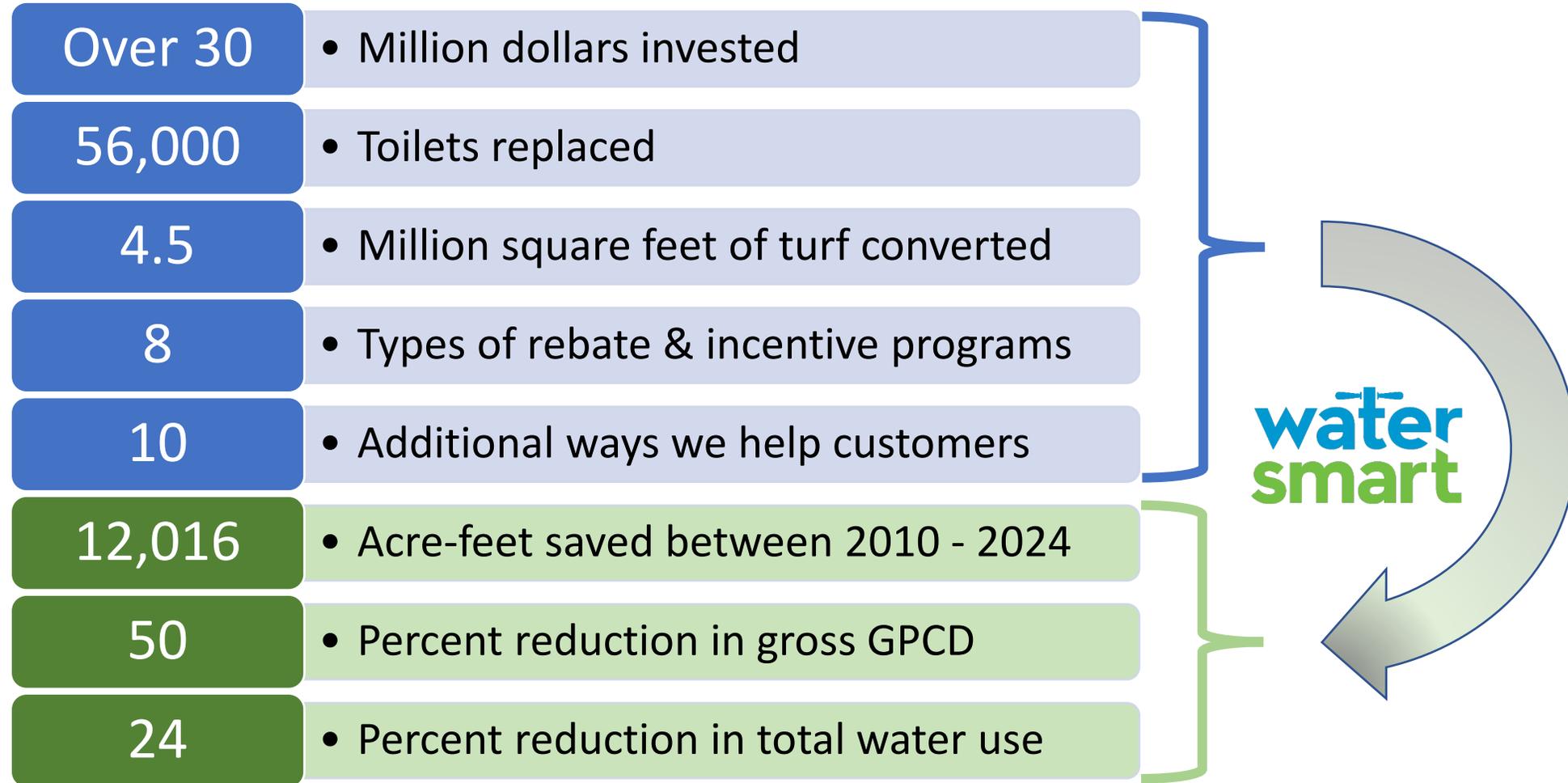
Demand Management Measures

- Water Waste Ordinance
- Advanced Metering Infrastructure
- Conservation pricing
- Public outreach & education
- Minimizing water loss
- Water conservation program coordination and staffing support

The logo for 'water smart' is displayed within a large, light blue circular graphic that has a splatter-like, water-like texture. The word 'water' is written in a bold, blue, lowercase sans-serif font, and the word 'smart' is written in a bold, green, lowercase sans-serif font directly below it.

water
smart

35 years of conservation staff and programs



Water Shortage Contingency Plan

- Purpose:
 - Documents how City will respond to water shortage scenarios
 - Establishes protocols for triggering water shortages
 - Documents demand reduction strategies
 - Documents fees associated with water shortages (if directed by Council)
 - Excess use penalty – Stages 5 – 8. Penalty associated with excess use above allocation.
 - Water shortage charge – Stages 2 – 8. Encourages customers to reduce water use and helps City recover a portion of the cost of the revenue from the shortage. If customer reduces use to shortage target, bill will not increase.
 - Appeal and exemption process documented

Water Shortage Stages

Shortage Stage	Percent Reduction	Notes
1	Up to 10 percent	Voluntary.
2	11 – 15 percent	Mandatory.
3	16 – 20 percent	Mandatory.
4	21 – 25 percent	Mandatory.
5	26 – 30 percent	Mandatory. Water allocations.
6	31 – 40 percent	Mandatory. Water allocations.
7	41 – 50 percent	Mandatory. Water allocations.
8	Over 50 percent	Mandatory. Water allocations.

No changes to stages from 2020 adopted UWMP.

Customer Support + Outreach During Water Shortages



- Bill inserts, and envelope messaging
- Letters and postcards
- Social media
- Media releases
- Updated website content
- City Connections e-newsletter
- Ad buys: radio, print, digital, social media
- Presentations to governing bodies and policy makers, local community groups
- Attendance at local events, fairs, festivals etc
- Partnering with community groups such as chambers of commerce, Latino Service Providers etc
- Direct outreach to reach target markets, such as high water using customers, property managers, mobile home parks, landscape professionals, restaurants etc

UWMP and WSCP Public Participation



srcity.org/UWMP



Planning for the future ...



The City of Santa Rosa is preparing our 2020 Urban Water Management Plan (UWMP) and 2020 Water Shortage Contingency Plan (WSCP).

The UWMP details our community's current and future water supplies and water demands through year 2045.

The WSCP provides our response plan for mild to severe water shortages.

Both documents will be available for public comment for 30 days, beginning approximately May 8, 2021. A public hearing is tentatively scheduled for the June 8, 2021 City Council meeting.

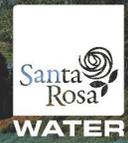
For additional information, including how you can participate in the process, please visit ...

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Planificación para el futuro ...



La Ciudad de Santa Rosa está preparando su Plan de Manejo de Agua Urbana (UWMP por sus siglas en inglés) y el Plan de Contingencia por Escasez de Agua (WSCP por sus siglas en inglés) para el año 2020.

El UWMP detalla los suministros de agua actuales y futuros de nuestra comunidad y las demandas de agua hasta el año 2045.

El Plan de Contingencia por Escasez de Agua (WSCP) proporciona nuestro plan de respuesta en caso de escasez de agua desde leve a grave.

Ambos documentos estarán disponibles para el comentario público durante 30 días, comenzando aproximadamente el 8 de mayo de 2021. Una audiencia pública está programada tentativamente para la reunión del Consejo de la Ciudad del 8 de junio de 2021.

Para obtener información adicional, incluyendo cómo puede participar en el proceso, por favor visite ...

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NUESTRO FUTURO EN CADA GÖTA

QUESTIONS?