

Kincade Fire's Impacts to Regional Water Reuse Operations and Conservation Campaign

Santa Rosa City Council

December 17, 2019

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OUR FUTURE IN EVERY DRÖP



Geysers' pipeline beneficially reuses recycled water

- Recycled water is delivered via a 41-mile-long pipeline to Calpine's geothermal steamfields.
- The steamfields produce clean and renewable energy for 100,000 households in the North Bay.
- Approximately 15 million gallons of recycled water is delivered to the steamfield each day.

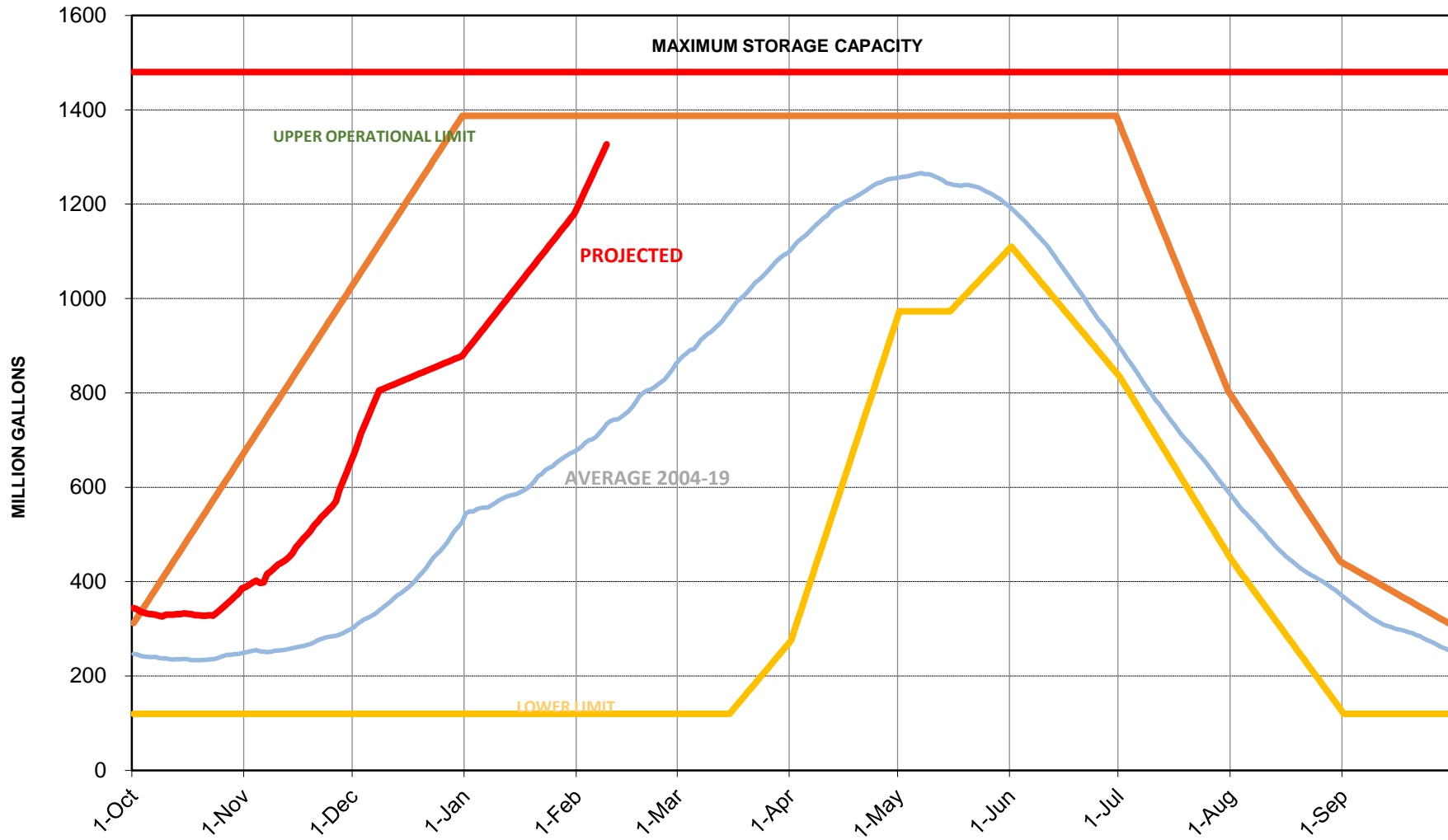


Kincade Fire Damaged Power Poles and Electrical Infrastructure

- Eight power poles were destroyed.
- Power could not be delivered to Geysers pump stations.
- Calpine worked diligently to restore power to the Geysers.



Recycled Water Storage Assuming Average Monthly Flows



Managing Recycled Water Supply and Demand

Coordination with
North Coast
Regional Water
Quality Control
Board

Indoor Winter
WaterSmart
Campaign Launch



Winter WaterSmart Campaign

Winter conservation campaign to reduce indoor use

- December 2019 through March 2020

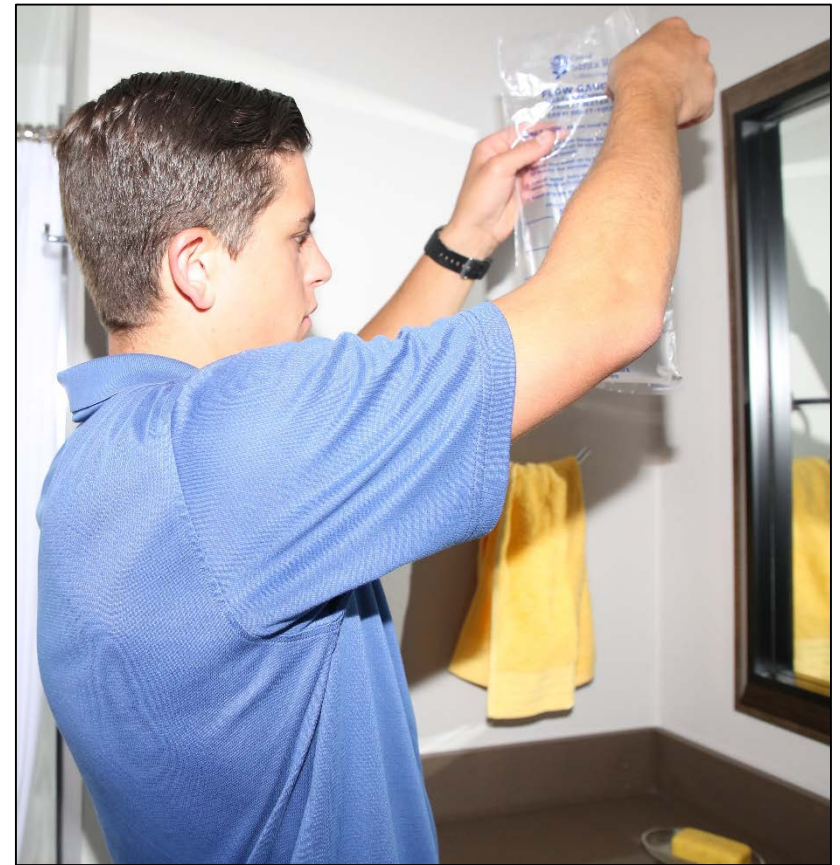
Target Audience

- Santa Rosa Water residential customers
- Regional Partners – Cotati, Rohnert Park, Sebastopol, and Sonoma County
- English & Spanish language



Key Messages

1. Schedule a WaterSmart Check-up
2. Find & fix leaks
3. Replace inefficient fixtures



Outreach

- srcity.org/WaterSmart
- Social media
- Bill messaging
- Radio
- Newsletters
- Press release
- Workshop

