

**MEMORANDUM OF UNDERSTANDING  
BETWEEN THE CITY OF SANTA ROSA, CALIFORNIA AND  
WATERNOW ALLIANCE**

This Memorandum of Understanding (“MOU”) is made effective as of this \_\_\_\_\_ day of January, 2021, between the City of Santa Rosa (“City”), a municipal corporation located in Sonoma County, CA, and WaterNow Alliance (“WaterNow”), a project of the Trust for Conservation Innovation, a California nonprofit public benefit corporation, regarding development of Spanish Language Water Use Efficiency Program Enhancements (“Project”). The City and WaterNow are, at times, individually referred to as a “Party” and collectively referred to as the “Parties.”

**I. BACKGROUND AND PURPOSE**

The City of Santa Rosa, California (‘City’ or ‘Santa Rosa’) has a strong commitment to water use efficiency, with programs ranging from rebates to WaterSmart Home and Business Checkups. Approximately 32 percent of Santa Rosa residents identify as Latin American heritage, and many utilize Spanish as their primary language in the home. It is unclear whether water use efficiency programs have been appropriately marketed to and utilized by this important demographic. WaterNow Alliance (‘WaterNow’) will work with Santa Rosa to assess whether water use efficiency program activities have occurred at the same frequency and saturation levels in Latin American Spanish-speaking communities as in English-speaking communities. WaterNow will also work with Santa Rosa to identify best practices to enhance outreach and increase water use efficiency program uptake in the targeted communities.

Engaging Latin American and primarily Spanish-speaking communities will help Santa Rosa ensure equity within the city, enabling all of its residents to take advantage of water use efficiency programs and water and cost savings. This Project will also support the increasing urgency of conserving water in the face of climate change, as well as Santa Rosa’s efforts to comply with California legislation around water use (SB-x7-7, which mandates a 20 percent reduction in urban per capita water use by the end of 2020, and AB 1668 and SB 606, which establishes residential water use community-wide targets).

**II. RECITALS**

**WHEREAS**, the Parties have a common interest in promoting sustainable water solutions and water use efficiency in the City of Santa Rosa and throughout the United States; and

**WHEREAS**, the City of Santa Rosa faces growing urgency to conserve water in the face of climate change, and in order to achieve compliance with California legislation regarding water use; and

**WHEREAS**, the City of Santa Rosa seeks to better understand the uptake of water use efficiency programs among its Latin American Spanish-speaking community, in order to ensure equitable access to the benefits of these programs.

**III. RESPONSIBILITIES OF THE PARTIES.** A detailed work plan for this Project is set forth in the project brief incorporated by reference herein as Attachment A: “Spanish Language Water Use Efficiency Program Enhancements,” which outlines the Parties’ respective responsibilities under this MOU.

1. As detailed in Attachment A, WaterNow will, to the best of its ability, provide up to 250 hours of technical and program support over a 6 to 9-month period, free of charge, to the City of Santa Rosa to support its effort to understand and develop strategies for increasing the Latin American Spanish-speaking community’s engagement in its water use efficiency programs.
2. WaterNow will provide notice when the City has received 200 hours of such service and will not provide services in excess of the free 250 hours unless the parties mutually agree and execute a revised MOU establishing the terms for execution of such services.
3. As detailed in Attachment A, the City will provide the staff and time necessary to support, review, and provide timely feedback on all WaterNow deliverables.

**IV. PRINCIPAL CONTACTS.** Individuals listed below are authorized to act in their respective areas for matters related to this MOU.

Peter Martin, Deputy Director, Water Resources, Santa Rosa Water  
Claire Nordlie, Sustainability Coordinator, Santa Rosa Water

Cynthia Koehler, Executive Director, WaterNow Alliance  
Amy Weinfurter, Senior Water Resource Specialist, WaterNow Alliance  
Georgia Beesemyer, Project Manager, WaterNow Alliance

**V. TERMINATION AND MODIFICATION.** This MOU shall terminate 12 months after the effective date unless otherwise extended by mutual consent of the parties. Each party to this MOU may withdraw from it upon written notice to all other parties.

**VI. NO OBLIGATION OF FUNDS.** Nothing in this MOU shall obligate the Parties to any current or future expenditure of funds on any particular project or purpose, even if funds are available.

**VII. NO LEGAL RIGHTS OR OBLIGATIONS.** The Parties agree that this MOU does not constitute any legal admission or opinion as to the subject matter, nor does it create any legal rights, liabilities or obligations between the Parties or to third parties.

**VIII. ENTIRE AGREEMENT.** This MOU represents the entire understanding between the Parties and supersedes any prior agreements or understandings with respect to the subject of this MOU. No changes, amendments or alterations to this MOU will be effective until in writing and signed by the Parties.

The effective date of this MOU is the date set forth above.

WATERNOW ALLIANCE

By:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Cynthia Koehler, Executive Director, WaterNow

CITY OF SANTA ROSA

By:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Dan Galvin, Chair, Board of Public Utilities

# City of Santa Rosa, CA Project Brief

## Spanish Language Water Use Efficiency Program Enhancements

January 21, 2021

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### Background

The City of Santa Rosa, California ('City' or 'Santa Rosa') has a strong commitment to water use efficiency, with programs ranging from rebates to WaterSmart Home and Business Checkups. Approximately 32 percent of Santa Rosa residents identify as Latin American heritage, and many speak Spanish as their primary language in the home. It is unclear whether water use efficiency programs<sup>1</sup> have been appropriately marketed to and utilized by this important demographic. WaterNow Alliance ('WaterNow') will work with Santa Rosa to assess whether water use efficiency program activities have occurred at the same frequency and saturation levels in Latin American Spanish-speaking communities as in English-speaking communities. WaterNow will also work with Santa Rosa to identify best practices to enhance outreach and increase water use efficiency program uptake in the targeted communities.

Engaging Latin American and primarily Spanish-speaking communities will help Santa Rosa ensure equity within the city, enabling all of its residents to take advantage of water efficiency programs and water and cost savings. This project will also support the increasing urgency of conserving water in the face of climate change, as well as Santa Rosa's efforts to comply with California legislation around water use (SB-x7-7, which mandates a 20 percent reduction in urban per capita water use by the end of 2020,<sup>2</sup> and AB 1668 and SB 606, which establishes residential water use community-wide targets).<sup>3 4</sup>

### Project Outline

The project outline below describes how WaterNow proposes to partner with the City of Santa Rosa, to research water use efficiency program activities' frequency and saturation levels across Latin American Spanish-speaking communities, and to identify best practices to enhance outreach and increase water use efficiency program uptake in underserved communities. This initiative is part of WaterNow's Summer 2020 Project Accelerator, which will provide Santa Rosa with up to 250 hours of technical/program support over a 6 to 9-month period. Additional support, if requested by Santa Rosa, may be available on a fee-for-service basis.

### *Phase 1: Develop Baseline Understanding of Santa Rosa Water Efficiency Programs and Outreach Processes (October - November)*

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<sup>1</sup> City of Santa Rosa Water. WaterSmart Center. <https://srcity.org/820/WaterSmart-Center> (accessed October 2020).

<sup>2</sup> California Department of Water Resources. SB X7-7. <https://water.ca.gov/Programs/Water-Use-And-Efficiency/SB-X7-7>.

<sup>3</sup> California Legislative Information. (2018). Senate Bill No. 606, Water management planning. [https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=201720180SB606](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB606).

<sup>4</sup> California Legislative Information. (2018). Assembly Bill No. 1668, Water management planning. [https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=201720180AB1668](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180AB1668).

WaterNow will gain a detailed understanding of Santa Rosa's water use efficiency initiatives targeting single- and multi-family residential customers (which can include both owners and renters), focusing in particular on the following programs: (1) WaterSmart Home Checkup, (2) Cash for Grass rebate, (3) Irrigation Efficiency rebate, (4) Clothes Washer rebate, (5) Rainwater Harvesting rebate, (6) Graywater rebate, and (7) Recirculating Hot Water Pump rebate.<sup>5</sup>

#### Phase 1 Objectives:

- For WaterNow to obtain a better understanding of the City's current process of implementing Santa Rosa's water use efficiency initiatives, and how outreach to water customers is being conducted to promote participation in these initiatives.
- To document and clarify any past attempts to target water use efficiency outreach towards Latin American Spanish-speaking communities in Santa Rosa.

#### WaterNow Tasks:

- Conduct 2-3 informational interviews with key staff members supporting the implementation and outreach efforts around Santa Rosa's water use efficiency initiatives.
- Review available information about Santa Rosa's water use efficiency programs on the City's website and relevant planning documents (e.g., Urban Water Management Plan).

#### WaterNow Deliverables:

- A brief memorandum summarizing the implementation and outreach practices of Santa Rosa's water use efficiency programs, based on informational interviews with Santa Rosa staff and review of publicly available information.

#### Santa Rosa Tasks:

- Identify and provide contact information for the relevant staff that will be interviewed.
- Participate in the information interviews, if desired.
- Review and provide timely feedback on memorandum.

#### *Phase 2: Review and analyze data on customer participation in Santa Rosa water use efficiency programs (November - February)*

WaterNow will collect and analyze demographic data for the City of Santa Rosa, and combine this with available data from Santa Rosa's water use efficiency programs, to determine the coverage of Santa Rosa's water use efficiency programs among Latin American Spanish-speaking communities. WaterNow will also quantify the potential water savings if participation in water efficiency programs among Latin American Spanish-speaking communities increases. The partners will execute a Non-Disclosure Agreement (NDA) in order to share and protect the participant and customer account data used in this analysis.

Depending on the available data, and the estimated time required to prepare and analyze this data, WaterNow may prioritize the analysis of either Santa Rosa's WaterSmart Home Checkup program or Santa Rosa's six other water identified efficiency programs (Cash for Grass rebate, Irrigation Efficiency rebate, Clothes Washer rebate, Rainwater Harvesting rebate, Graywater

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<sup>5</sup> Detailed descriptions of each program are available at: [www.srcity.org/rebates](http://www.srcity.org/rebates).

rebate, and Recirculating Hot Water Pump rebate). If time allows, WaterNow will analyze all seven of these water use efficiency programs. WaterNow will work closely with Santa Rosa staff to identify the highest priority programs for analysis, given available capacity.

#### Phase 2 Objectives:

- To determine whether the City's water use efficiency program activities have occurred at the same frequency and saturation level across all communities in Santa Rosa.
- To identify the potential water savings if participation in water use efficiency program activities in Latin American Spanish-speaking communities in Santa Rosa increased to match participation levels in water use efficiency to levels seen among primarily English-speaking communities.

#### WaterNow Tasks:

- Support the development and execution of the NDA.
- Clean up and prepare data sets for analysis, determine priority water use efficiency programs to be included in analysis, and conduct analysis to identify program coverage in Latin American Spanish-speaking communities and the potential water savings from expanded program coverage in these communities.
- Conduct quantitative analysis and standardize the analysis for each program in Excel, and/or other programs such as ArcGIS.

#### WaterNow Deliverables:

- An executed NDA between WaterNow and Santa Rosa.
- Results of quantitative analysis standardized in Excel or other relevant programs, such as ArcGIS.
- A memorandum summarizing the results and trends identified by the quantitative analysis.

#### Santa Rosa Tasks:

- Support development and execution of the NDA.
- Share program data with WaterNow, clearly identifying data that is sensitive and subject to the NDA.
- Provide input on metrics for analysis, priority programs to be reviewed, and clarification, as needed, on the data sets.
- Review and provide timely feedback on the memorandum and on any additional Excel/ArcGIS outputs.

#### ***Phase 3: Research Existing Outreach to Spanish-speaking Communities Throughout the U.S. (November - January)***

WaterNow will conduct research to identify best practices, lessons learned, and potential outreach and engagement strategies from similar programs conducting outreach to Latin American Spanish-speaking communities. WaterNow will also reach out to organizations working with the target community within Santa Rosa, to gather their suggestions for engaging with and increasing participation in Santa Rosa's water use efficiency programs among the City's Latin American Spanish-speaking communities.

### Phase 3 Objectives:

- To identify best practices to enhance outreach and increase water use efficiency program uptake in Latin American Spanish-speaking communities in Santa Rosa.

### WaterNow Tasks:

- WaterNow will create a list of 6-8 U.S. programs focused on engaging Latin-American Spanish-speaking communities in local water use efficiency initiatives, and conduct more detailed informational interviews with 3-4 program administrators to learn about their outreach program implementation strategies, any identified best practices, lessons learned, and successes.
- WaterNow will identify 2-4 organizations engaging with the target community within the City of Santa Rosa, and conduct informational interviews with these organizations to gather their strategies and advice for engaging these communities, to inform Santa Rosa's outreach strategies for its water use efficiency programs.

### WaterNow Deliverables:

- A memorandum summarizing: (1) WaterNow's informational interview with water utilities engaging Latin American Spanish-speaking communities and (2) the results of WaterNow's informational interviews with Santa Rosa community organizations engaging the city's Latin American Spanish-speaking communities.

### Santa Rosa Tasks:

- Participate in informational interviews, if desired.
- Share any suggested Santa Rosa community organizations for inclusion in the informational interviews.
- Review and provide timely feedback on memorandum.

### ***Phase 4: Gather direct feedback on water efficiency programs in Santa Rosa from Latin American Spanish-speaking community members (December - February)***

Based on consultations with Santa Rosa and feedback from local community groups, WaterNow will develop a survey for current and past participants in Santa Rosa's water use efficiency programs and/or potential respondents identified through partnerships with local community organizations.

### Phase 4 Objectives:

- To better understand Santa Rosa's Latin American Spanish-speaking communities' awareness levels regarding water efficiency programs, residents' preferences for outreach content and mediums, and residents' motivations and obstacles to participating in water use efficiency programs.

### WaterNow Tasks:

- Conduct a survey to gather additional information about target community members' existing awareness of water use efficiency programs; their motivations for participating in water use efficiency programs; and their preferences for outreach about opportunities to participate in water use efficiency programs. Survey participants may include: current

or past participants in Santa Rosa's water use efficiency programs and/or potential respondents identified through partnerships with local community organizations.

**WaterNow Deliverables:**

- A memorandum summarizing the results of the survey of Santa Rosa Latin American Spanish-speaking community residents.

**Santa Rosa Tasks:**

- Provide support for translating survey materials and outreach into Spanish.
- Provide timely feedback on survey questions, if desired.

***Phase 5: Develop summary of project findings and recommendations (February - March)***

WaterNow will develop a report that summarizes the key findings from Phases 1-4, and shares recommendations for increasing Latin American Spanish-speaking community members' participation in Santa Rosa's water use efficiency programs, that could be shared with the Board of Public Utilities and the wider community.

**Phase 5 Objectives:**

- To summarize the results of Phases 1-4, and outline key findings and recommendations for Santa Rosa to engage the target community and increase these community members' participation in its water use efficiency programs.

**WaterNow Tasks:**

- Draft, revise, and finalize the project deliverable, with input from the Santa Rosa team.

**WaterNow Deliverables:**

- A public-facing report will summarize the results of the previous project phases to outline recommendations for Santa Rosa to engage and increase the participation of target community members in its water use efficiency programs.

**Santa Rosa Tasks:**

- Review and provide timely feedback on the final project deliverable.