

2020 – 2021 Dry Year Response Update

Board of Public Utilities, Water Conservation Subcommittee

January 25, 2021

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OUR FUTURE IN EVERY DRÖP

Water Year Rainfall Totals to Date

Location	Rainfall Oct 1 – January 13, 2020	Percentage of Normal*
Ukiah	5.90"	33%
Santa Rosa	5.77"	33%

Source: CA-NV River Forecast Center

*Percentage of Normal based on 1981-2010 Averages



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Temporary Urgency Change Petition

- ***Strategy - Preserve Lake Mendocino Storage***
 - Meet water demands
 - Releases for fall run of fish in Russian River
- ***Sonoma Water filed a TUCP in January 2021***
 - Propose proactive measures now
 - Would adjust hydrologic index and corresponding instream flow requirements based on Lake Mendocino storage levels
 - Hopeful that State Water Board will respond by February 1

Santa Rosa Water is Ready

“It’s a Dry Year...Do Your Part to be WaterSmart”

- BPU and Council Updates
- Bill Inserts, City Connections Newsletter, Social Media, Bill Snipe and Bill Messaging
- Wine Country Radio Spots
- Targeted outreach to customers / internal staff
- Additional marketing prepared for launch

Monitoring & Coordination with Regional Partners

- Adaptive messaging depending on conditions



OUR FUTURE IN EVERY DRÖP

Santa Rosa Winter Outreach Campaign

“It’s a Dry Year...Do Your Part to be WaterSmart”



Santa Rosa Winter Outreach Campaign



Three **FREE** and Easy Ways to be **WaterSmart!**

1 Turn **OFF** your
irrigation
system

2 Request a
DIY WaterSmart
check-up kit

3 Save with
FREE WaterSmart
devices

For WaterSmart devices and expert advice, visit **srcity.org/watersmart** or call **707-543-3985**



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PREPRINTED ART

PLEASE RECYCLE THIS ENVELOPE

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Program Changes

- **COVID health emergency changed Water Use Efficiency programs and offerings**
- **WaterSmart Home Checkup Kits**
 - ~260 kits distributed since May 2020
 - ~170 devices distributed since May 2020
 - 100% positive feedback received from customers
- **Virtual offerings**
 - Indoor appointments
 - Targeted outreach to customers
 - Responded to over 300 cases of continuous water use

WaterSmart Check-up



Due to health concerns, Santa Rosa Water has suspended indoor check-ups until further notice. However all customers may request a free WaterSmart kit by emailing watersmart@srcity.org or calling 707-543-3985. This do-it-yourself WaterSmart Home Survey kit contains:



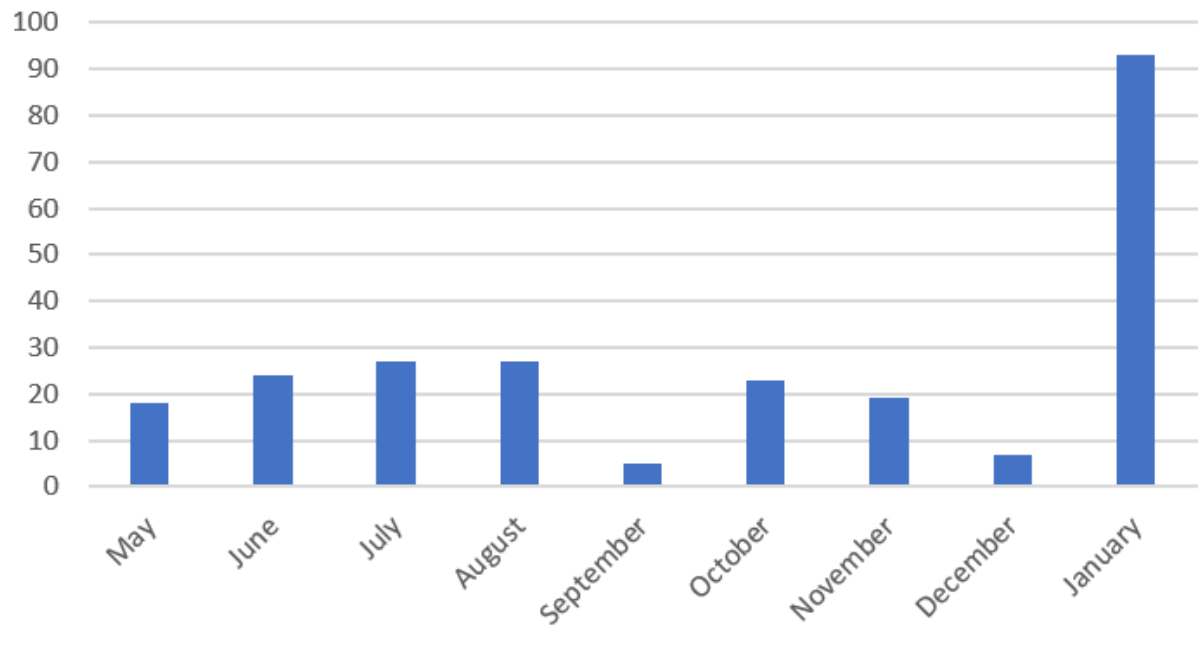
**REQUEST A
WATERSMART
CHECK-UP**

FREE WaterSmart kit Includes:

- Instructions on how to use the WaterSmart kit
- WaterSmart Home Survey form to document your check
- A flow bag for determining the flow rates of your fixtures, such as aerators and shower heads
- Dye tabs to test your toilets for leaks
- Literature on how to find and fix leaks as well as other Water Use Efficiency rebates and programs

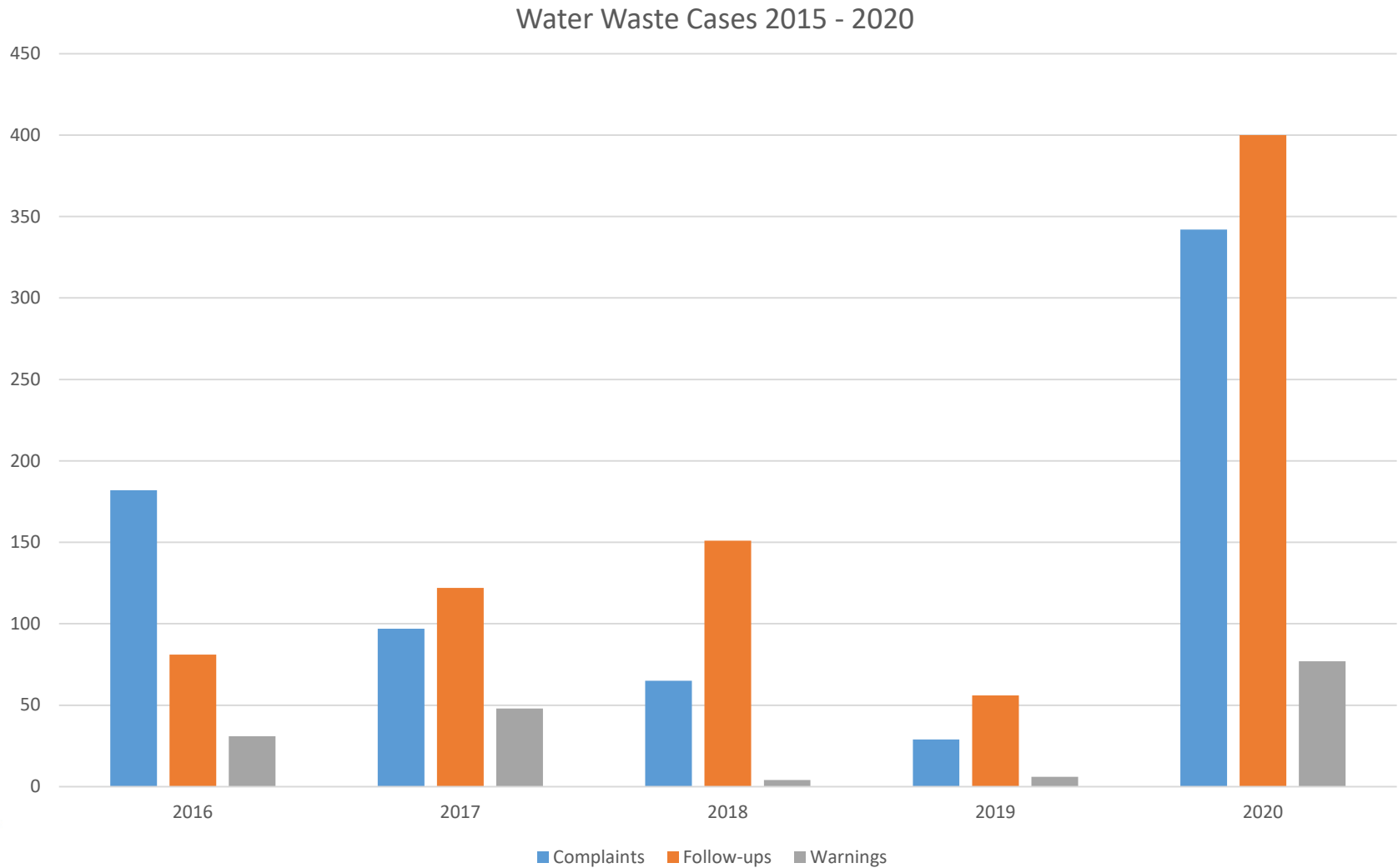
FREE outdoor, in-person, socially distant Check-up

WaterSmart Kits Distributed from May 2020 - January 2021



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Water Waste Cases



Sonoma-Marin Saving Water Partnership

Regional Awareness Campaign

“It’s a Dry Year. Save Water With Us.”

- Water saving tips
- Direct public to rebates



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SMSWP Outreach Messaging

**It's a dry year.
Save water with us.**

**Save water now by replacing
inefficient toilets with new
high-efficiency models.**

Top performing models use just
0.8 gallons per flush.

For more water saving tips visit
SavingWaterPartnership.org



**It's a dry year.
Save water with us.**

**Save water now by turning off
your irrigation system.**

Plants need much less water during
the winter. Manually water only when
the soil below the surface is dry.

For more water saving tips visit
SavingWaterPartnership.org



Questions?



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