

Proposed 20% Voluntary Water Conservation Request and Implementation Plan

Water Conservation Subcommittee
May 4, 2021

Peter Martin – Deputy Director Water Resources



Water Year Rainfall Totals 2021 vs. 2020

Location	Rainfall Oct 1, 2020– April 28, 2021	Percentage of Normal*
Ukiah	13.48"	39%
Santa Rosa	12.86"	38%

Location	Rainfall Oct 1, 2019 – April 28, 2020	Percentage of Normal*
Ukiah	13.38"	38%
Santa Rosa	18.06"	53%

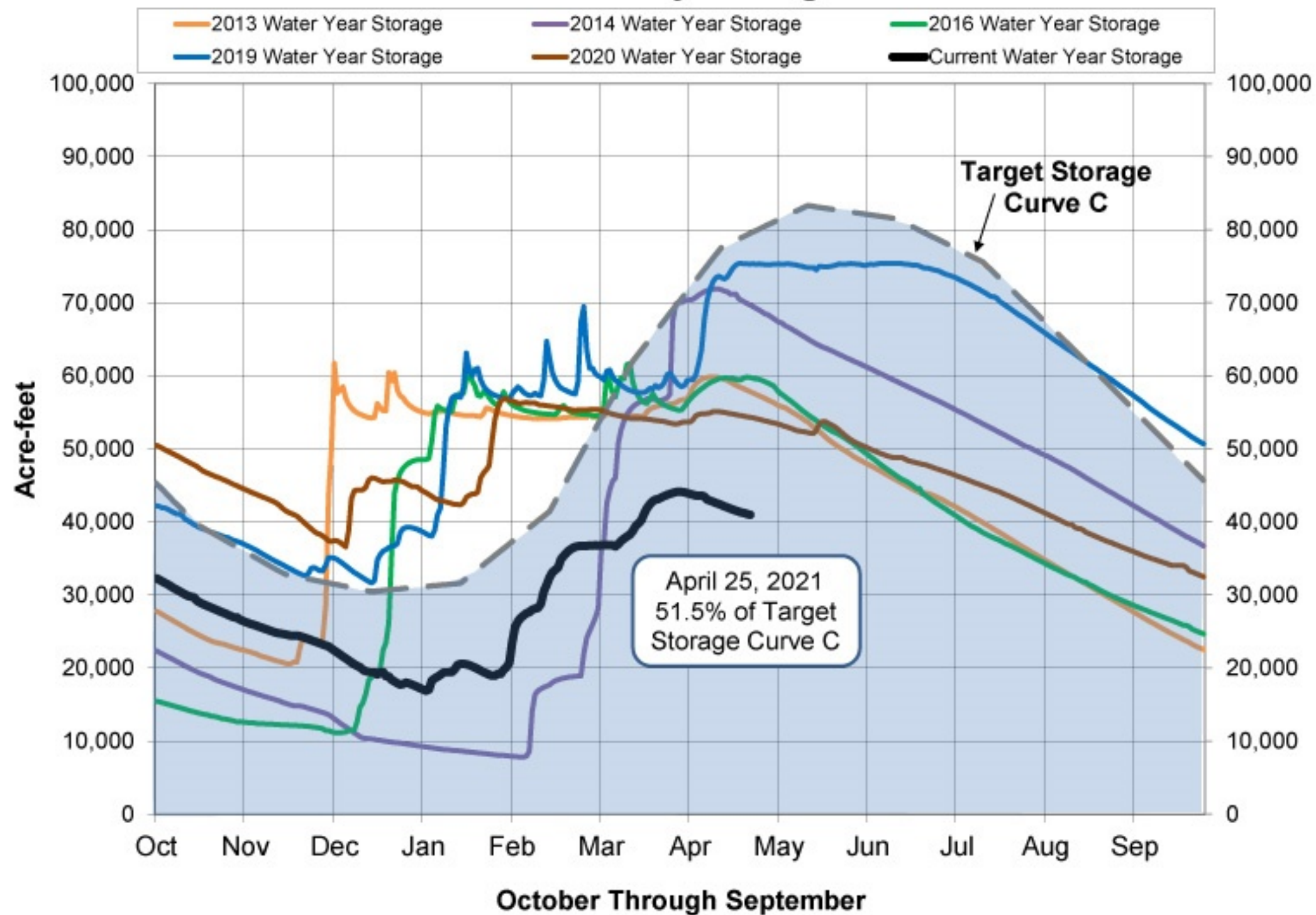


***Third Driest Year on
Record (127 years)***

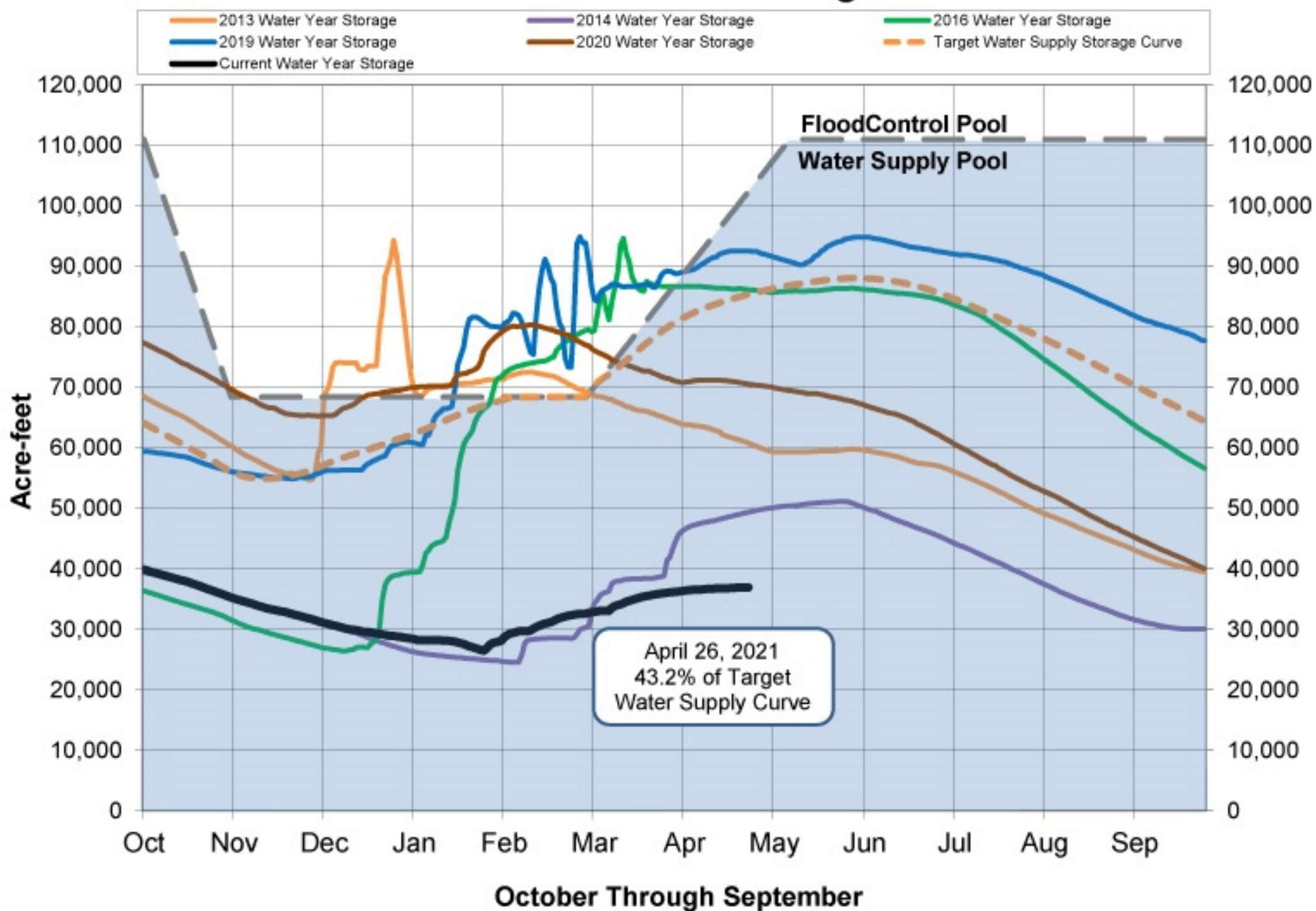
Source: CA-NV River Forecast Center

*Percentage of Normal based on 1981-2010 Averages

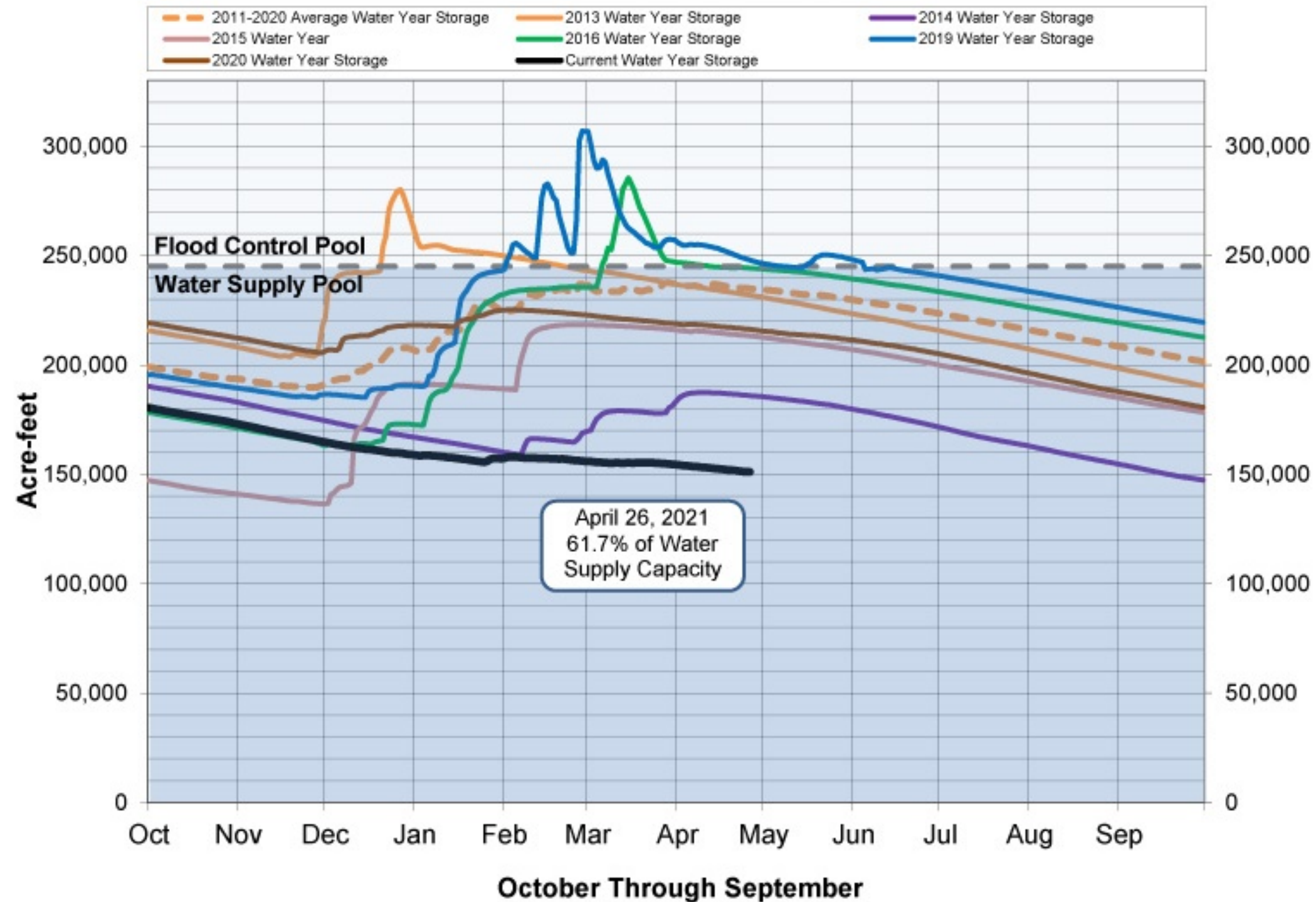
Lake Pillsbury Storage



Lake Mendocino Storage



Lake Sonoma Storage



Governor's Emergency Proclamation



Source: Press Democrat 4/21/2021

April 21, 2021

- *“This ‘new normal’ gives urgency to building drought resilience in regions across the state and preparing for what may be a prolonged drought at our doorstep”*
- Requests coordination for additional state resources
- Prioritizes and streamline state assistance to affected area

County of Sonoma Drought Emergency Proclamation

- April 27, 2021
- *“There is no water to waste”*
- *“Immediate water savings are needed from all members of our community, including urban, commercial, industrial and agriculture.”*
- Requests State and Federal Disaster Relief
- Covers entire area of Sonoma County, including all cities, special districts



Regional Water Supply Outlook (drought)

Second consecutive critically dry-year, Sonoma Water's regional storage is at historical lows for this time of year

Sonoma Water has done everything they can to actively manage and preserve storage in Lake Mendocino

Sonoma Water is filing a TUCP with the state asking for reduced releases from Lake Sonoma into the Lower Russian River

Request will also include a recommendation for a reduction in diversions, meaning contractors like SRW will need to reduce water use

Water Advisory Committee Action

At the May 3, 2021 Meeting, the Water Advisory Committee adopted a resolution:

- Requesting all water users increase water use efficiency by fixing leaks and eliminating water waste to help protect and preserve reliable drinking water supplies stored in Lake Mendocino and Lake Sonoma; and
- Urging water customers to reduce water use by 20%

Water Shortage Allocation Methodology

Adopted by Board of Directors in 2006

- “Restructured Agreement” Section 3.5
- Establishes priority of customers and allocations
- Contractors are subject to liquidated damages/penalties for exceeding allocation
- Restructured Agreement also allows for WAC to unanimously adopt an alternate method for allocating water

Allocation methodology:

- Based on “reasonable requirements” for contractors
- Rewards and encourages water conservation
- Avoids cutbacks based on historic consumption
- Recognizes demand hardening

Summer 2021 Proposed Shortage Allocation Methodology

May 3, 2021 WAC Proposal

- **July-October:** an *equal* reduction percentage for each monthly allocation to all contractors
- Performance is to be determined cumulatively at the end of the four-month delivery restrictions
- Liquidated Damages calculated based on the four-month allocation and not on individual monthly allocations to provide more flexibility
- TAC subcommittee will continue to meet to establish revised Allocation Methodology beyond four months

Santa Rosa Water Conservation Activities



- New webpage is a “One stop shop” for information on drought for SRW customers
- Latest information on conditions and conservation requests/restrictions
- Helpful info & FAQs
- Links to tips and Water Use Efficiency Programs
- Report Water Waste

srcity.org/drought

SMSWP Summer Drought Campaign

“Drought is Here. Save Water.”

- Aggressive new campaign with the goal of helping customers to achieve 20% savings in their home or businesses
- Multi-media, radio, digital and print advertising planned (bilingual)
- Will see high-visibility signage and advertising in Santa Rosa



DRAFT – 5/3/2021

Santa Rosa Water Activities

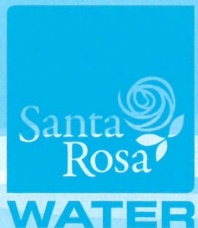
OOPS!

There's never
enough water
to waste.

WE'RE HERE TO HELP!

- ☐ Unattended open hose or a hose missing a shut-off nozzle
- ☐ Excessive irrigation and water running off on sidewalk and gutter
- ☐ Broken irrigation head or line
- ☐ Washing down sidewalks or hard surfaces
- ☐ Plumbing leaks
- ☐ Irrigating between 6am and 8pm
- ☐ Other _____

Date: _____ Time: _____



Questions? Contact Santa Rosa's
Water-Use Efficiency Team:

watersmart@srcity.org

707.543.3985

Thank You!

- Bringing back “drought drive-ups” throughout the City
- “Water Waste Patrols” begin in May
- Increased visibility of campaign and resources for our community to achieve savings now



Earth Day 2021

- Focused on WaterSmart habits, neighborhood creeks cleanup, creek trails, and kid's activities
- 300 WaterSmart kits given out to the public on April 22 event at A Place to Play Park
- Other virtual activities hosted on Earth Day webpage

Rebates Outreach

- Bill Inserts
- City Connections Newsletter
- Social Media and advertisements
- Public workshops for outdoor landscapes to be held this summer
- Landscape Templates / DIY info on WaterSmart webpage
- Water Awareness Month – Radio Ad



Recommended Resolution Requesting Community Wide Voluntary 20% Conservation

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- Urging water customers to reduce water use by 20%

Recommended Approach:

Regional Water Supply Measures & Next Steps

Implement Voluntary 20% Community-wide conservation request for Sonoma Water contractors



Santa Rosa Water staff are working with Sonoma Water and the Contractors to finalize Water Shortage Allocation Methodology



The SWRCB will respond to Sonoma Water's Temporary Urgency Change Petition and likely include requirements for reduced diversions

Recommended Approach:

Regional Water Supply Measures & Next Steps

The SWRCB will respond to Sonoma Water's Temporary Urgency Change Petition and likely include requirements for reduced diversions



Staff will prepare for implementation of our Water Shortage Contingency Plan according to potential demand reduction scenarios from Sonoma Water's operation conditions



Santa Rosa Water Staff will return with a MANDATORY Water Use Conservation recommendation in June or July (hearing)

Summary Staff Request: Water Conservation Subcommittee

- Seeking recommendation to the BPU and City Council from the Water Conservation Subcommittee for implementation of a voluntary 20% conservation request