

Recommendation for 20% Community-wide Voluntary Water Conservation Request

Board of Public Utilities

May 6, 2021

Peter Martin – Deputy Director Water Resources



Regional Water Supply Outlook (drought)

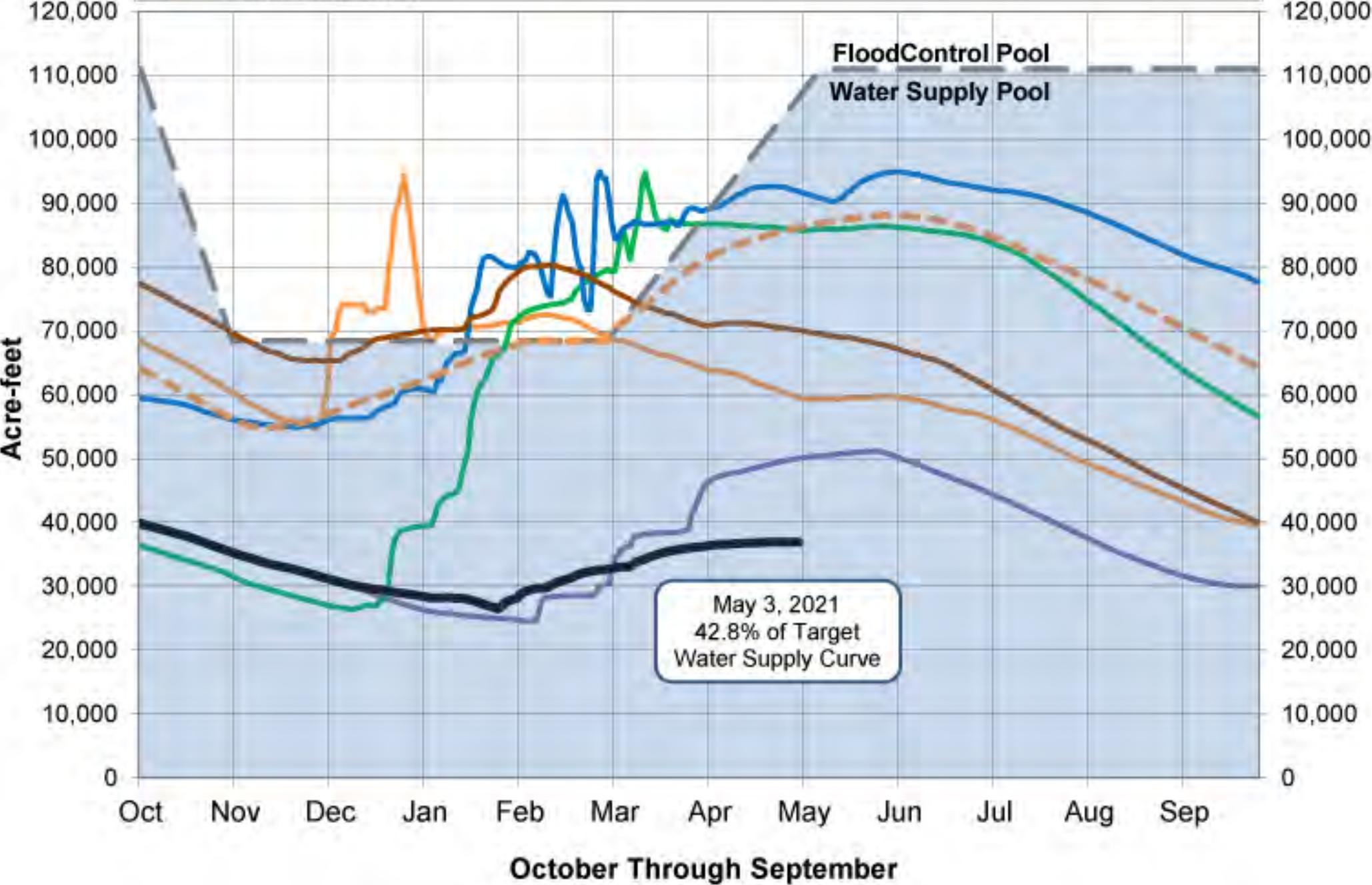
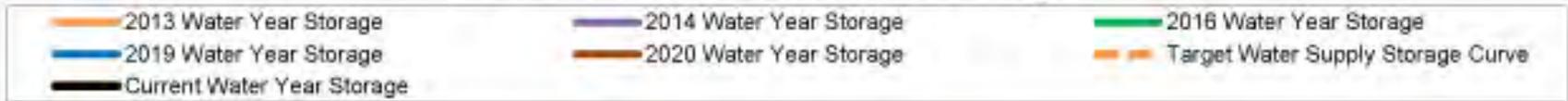
Second consecutive critically dry-year, Sonoma Water's regional storage is at historical lows for this time of year

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

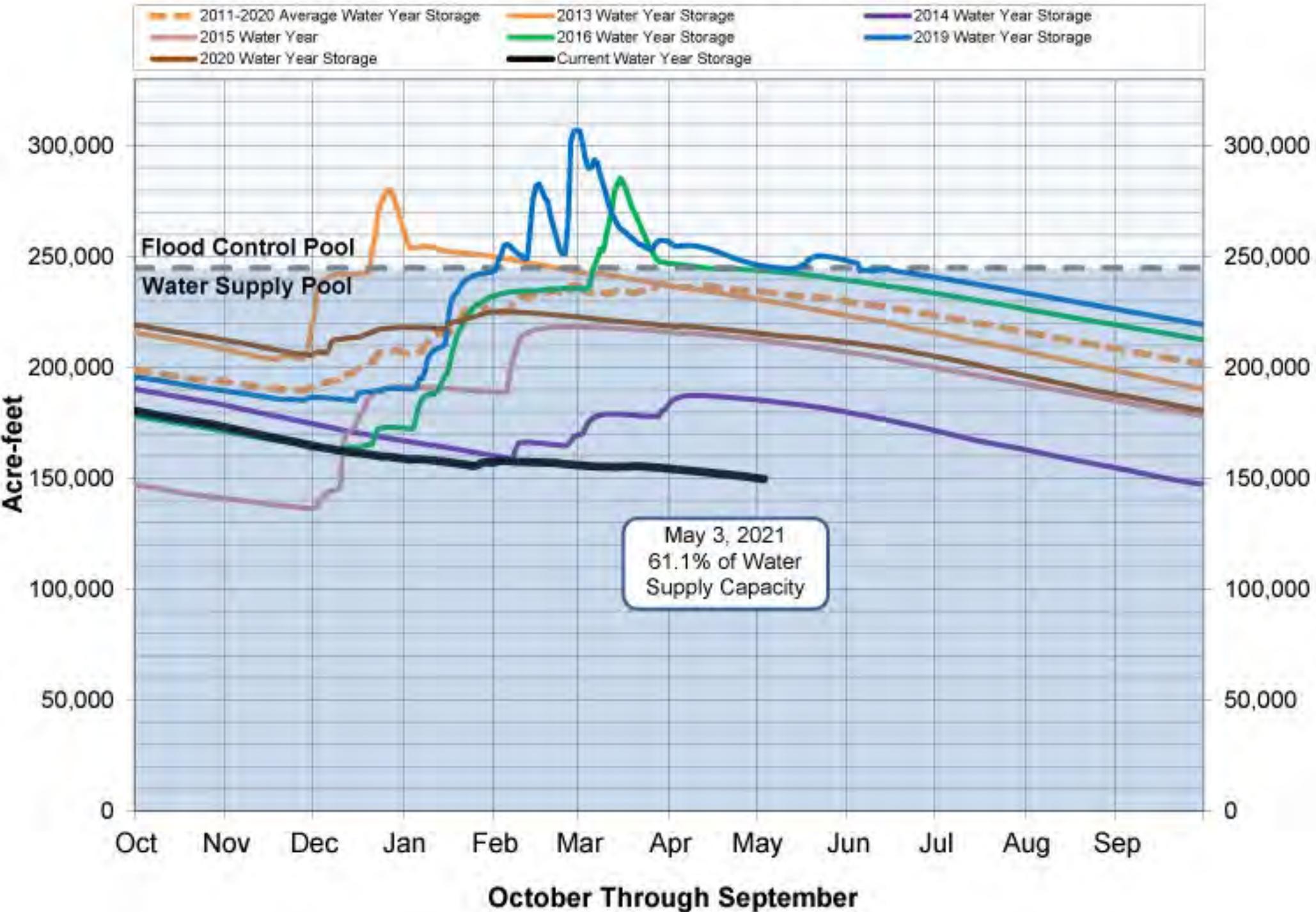
Sonoma Water will file a TUCP with the State asking for reduced releases from Lake Sonoma into the Lower Russian River

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

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



Water Advisory Committee Action

On May 3, 2021, the Water Advisory Committee (WAC) 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 Temporary Allocation of Water Deliveries

On May 3, 2021, the WAC Unanimously Approved Temporary Allocation of Water

- **July-October:** an *equal* reduction percentage for 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 new Allocation Methodology for future years

Regional Water Supply Measures & Next Steps

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

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

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

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 allocation of water deliveries



Santa Rosa Water Staff will return to BPU and City Council in June or July with a recommendation for MANDATORY Stage of our Water Shortage Plan



Planning Ahead

- Water Shortage Contingency Plan
 - Response Plan for drought or emergency shortage
- Setting Targets & Communicating Goals
 - Outreach and actions to respond
 - Adaptive and consistent messaging depending on conditions
- Close coordination with our Regional Partners

2021 Drought Conservation Targets

May 2021

- Recommending Voluntary 20% Community-wide reduction in water use

June/July 2021

- Allocations from Sonoma Water
- Implementation of Stage of our Shortage Plan



OUR FUTURE IN EVERY DRÖP

Regional 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



DROUGHT IS HERE
SAVE WATER

• Switch to water-saving plants
• Use mulch to retain soil moisture

SONOMA - MARIN
SAVING WATER
PARTNERSHIP

water smart plant

SavingWaterPartnership.org

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 County
- “Water Waste Patrols” begin in May
- Increased visibility of campaign and resources for our community to achieve savings now
- FREE WaterSmart tips, tools and resources



Indoor Rebates

- Efficient Clothes Washer (\$50-100)
- Free WaterSmart Devices
 - Showerheads, aerators, toilet flappers
- Recirculating Hot Water Pumps (\$100)

Outdoor Rebates

- Irrigation Efficiency Upgrades (up to \$100)
- Cash for Grass (\$0.75/SF)
- Rainwater Harvesting (\$0.25 per gallon storage)
- Greywater Reuse (\$75 per fixture/\$200 per 1000 gal)



- 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

Water Conservation Subcommittee

- Met on May 4th
- Recommended that the Board of Public Utilities adopt a resolution recommending the City Council request a community wide 20% voluntary reduction in water use

Recommendation

It is recommended by Santa Rosa Water staff that the Board of Public Utilities, by resolution, recommend that the City Council adopt a resolution requesting water customers reduce their water use by 20% through voluntary conservation measures



We are here to help!

Santa Rosa Water Use Efficiency
srcity.org/WaterSmart

(707) 543-3985