

Water Use Efficiency in Drought Update

September 14, 2021

Claire Nordlie,
Sustainability Coordinator



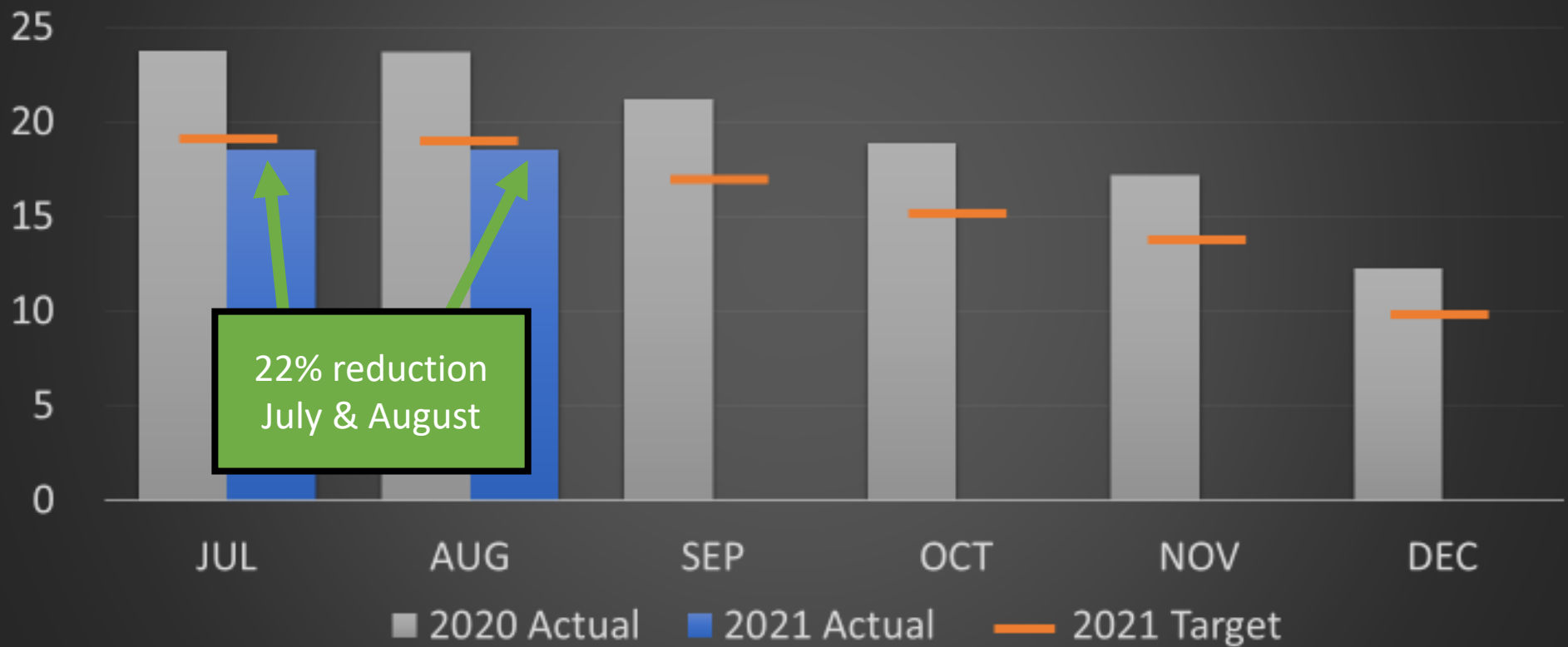
OUR FUTURE IN EVERY DRÖP

Water Shortage Contingency Plan

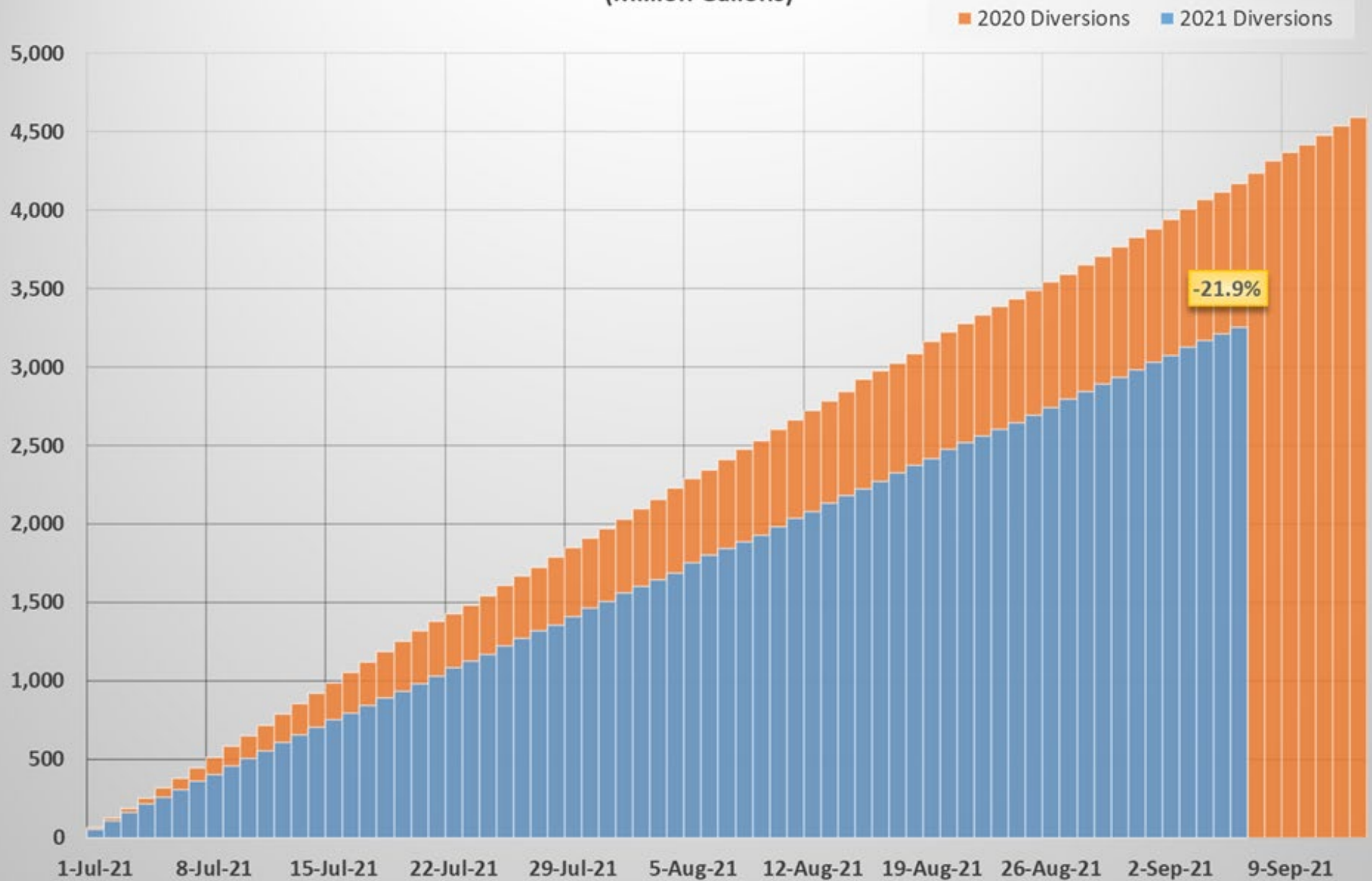
Stages and Reduction Targets

Supply Shortage	Shortage Stage	Reduction Target	Program Type
Up to 10%	Stage 1	10%	Voluntary
11 – 15%	Stage 2	15%	Mandatory
16 – 20%	Stage 3	20%	Mandatory
21 – 25%	Stage 4	25%	Mandatory
26 – 30%	Stage 5	30%	Mandatory
31 – 40%	Stage 6	40%	Mandatory
41 – 50%	Stage 7	50%	Mandatory
Over 50%	Stage 8	Over 50%	Mandatory

Santa Rosa Water Production – Million Gallons 2020 Actual, 2021 Actual, & 2021 Target



Cumulative Sonoma Water Russian River Diversions (Million Gallons)



Stage 3 Prohibitions - Enforcement

Water Waste Ordinance

- Always in effect
- Prohibits leaks/breaks in water system
- Prohibits overspray and runoff

Response: Since January 2021, follow-up on 511 reports of water waste, 200% increase since last year



Stage 3 Prohibitions - Enforcement

Specific Prohibitions

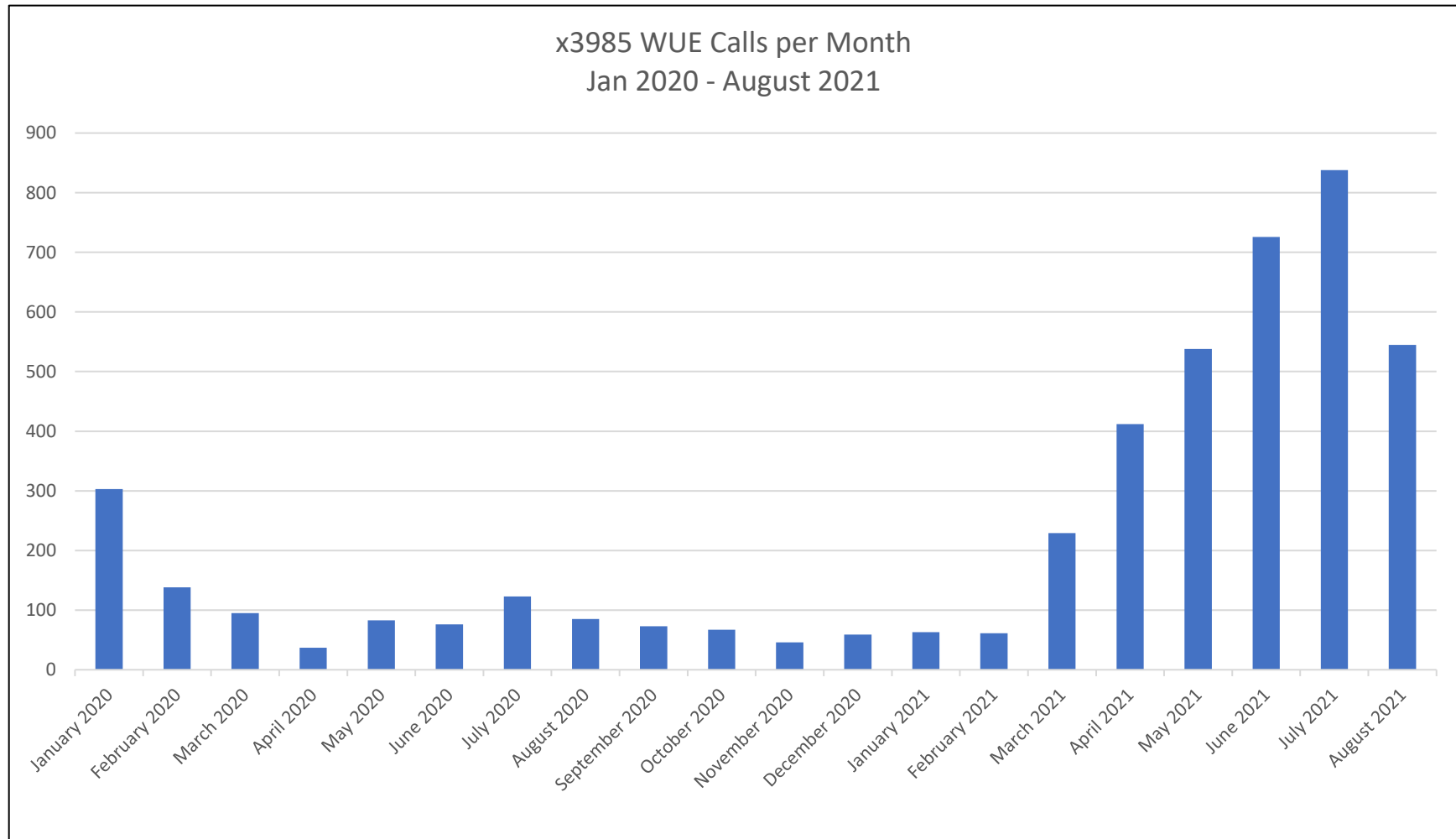
- Irrigation limited to 8:00 PM to 6:00 AM
- Shut-off nozzles for hoses required
- No washing hard surfaces (unless required for public health)
- Restaurants only serve water upon request
- Hotels and lodging linens upon request messaging
- No pressure washing with potable water

Response

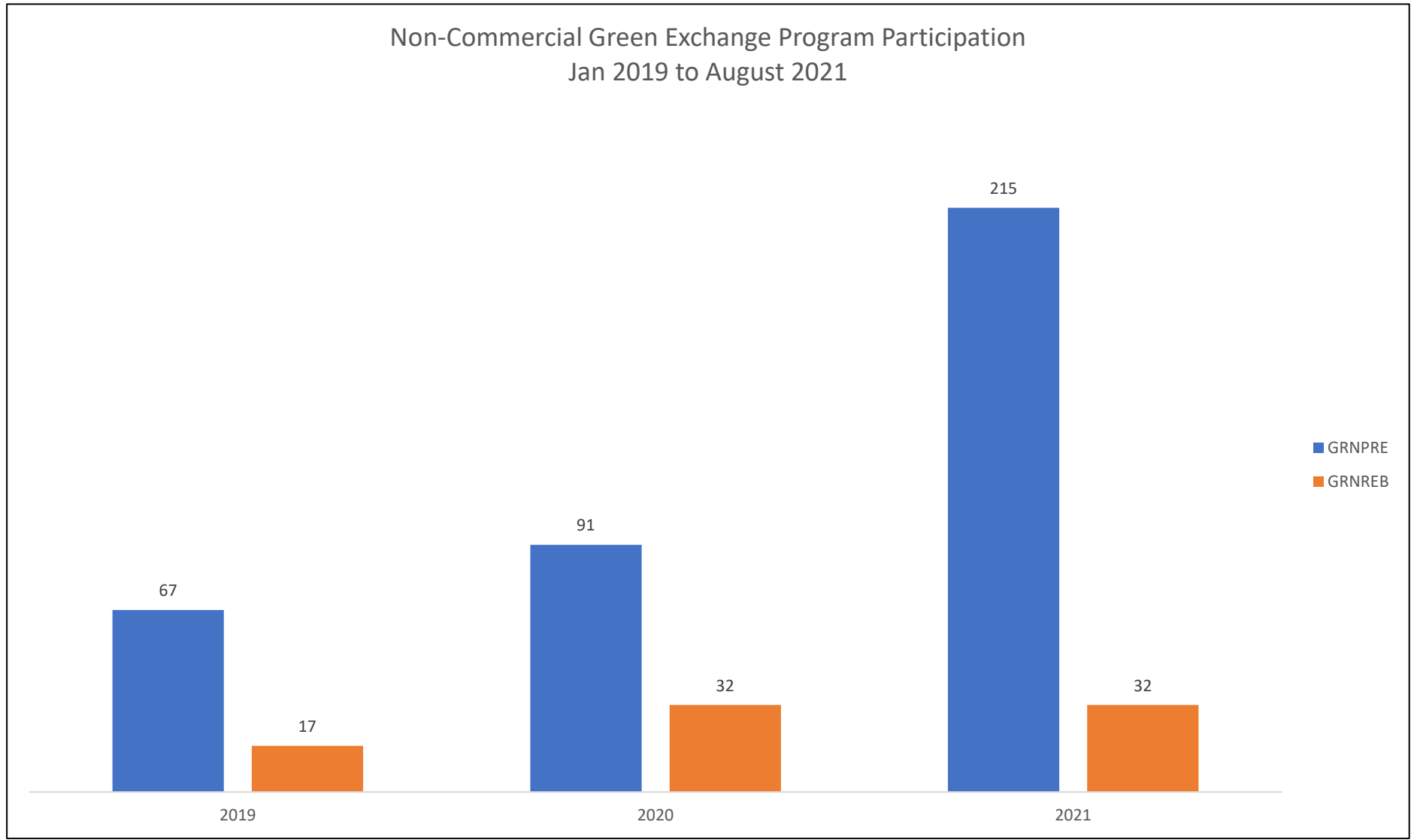
- Letters, other follow-up to non-compliant businesses and
- Prominent messaging/marketing materials
- Free water saving devices



Call Volume Data



Green Exchange Participation

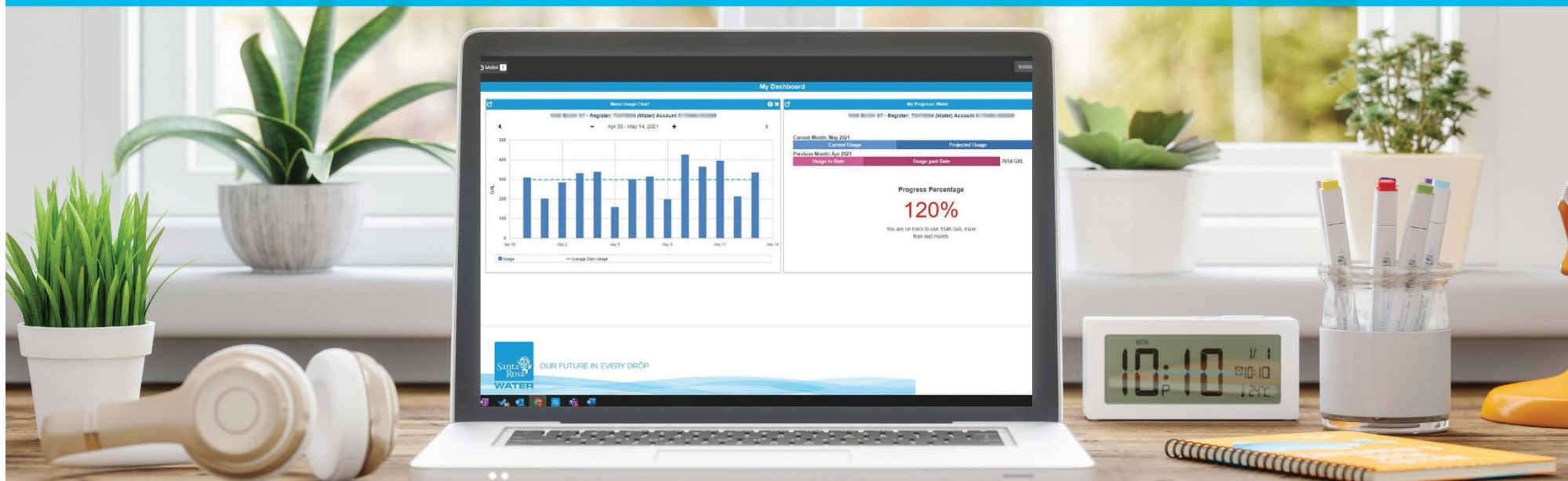


Digital Water Use Efficiency Measures Implementation



OUR FUTURE IN EVERY DRÖP

NEW water smart PORTAL



A new drought-busting tool customized just for you!

Do you know how much water you use, when you use it, and the best ways for you to save?

Santa Rosa Water's brand NEW WaterSmart Portal is here to help you track and analyze your water use online. To register your account, all you need is your customer number, account number, and last billed amount from your Water Bill.

- Track Hourly, Daily, Weekly, and Monthly Water Use
- Create Customized Notifications for High Usage
- Access Water Saving Tips, Tools, and Rebates

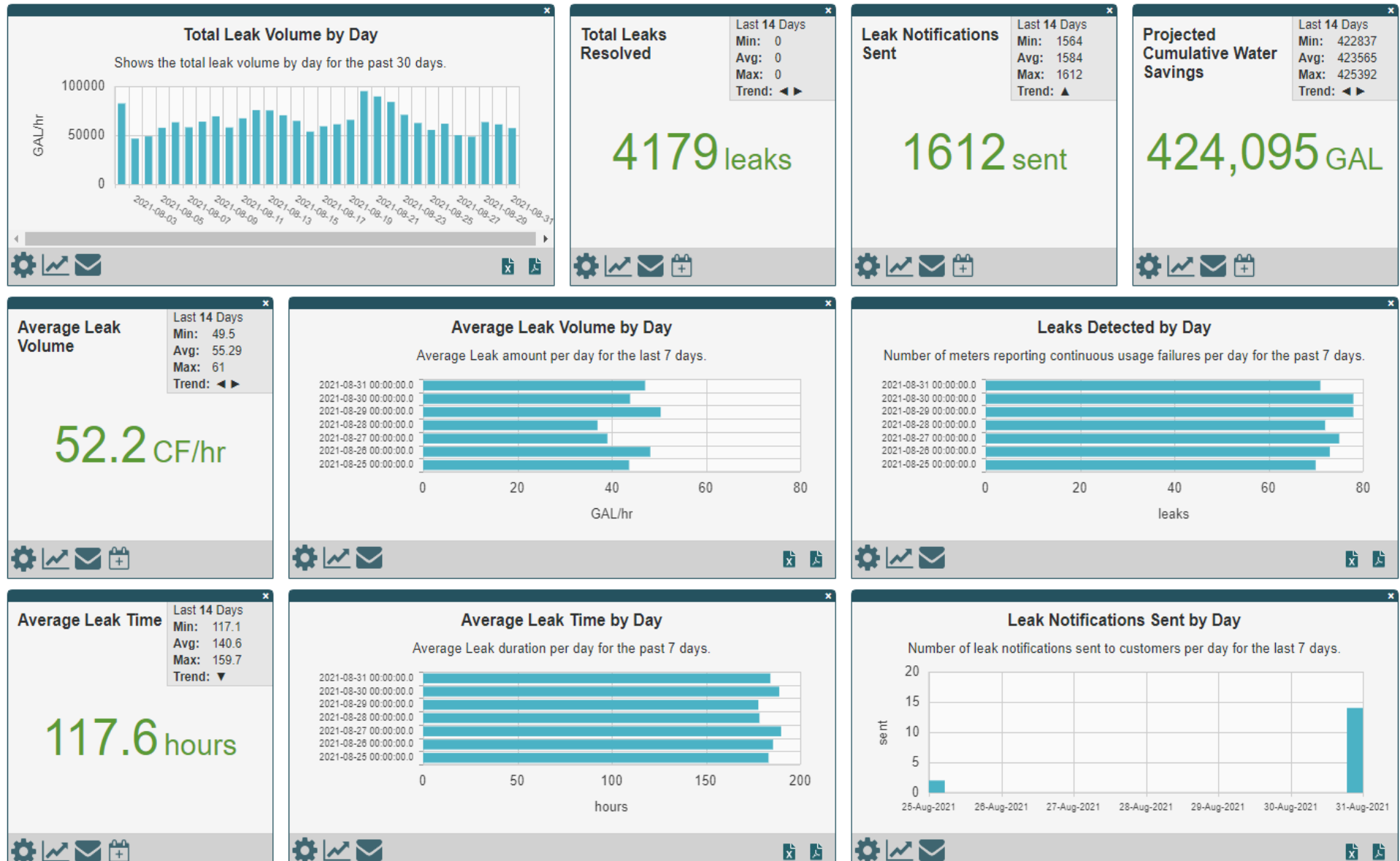
Sign up today!

srcity.org/WaterSmartPortal



Continuous Use Dashboard

Single-Family Residential Leak Detection Dashboard



Oldest

View As Of:

00:00

◀◀

◀

||

▶

▶▶

4X

8X

Latest

Leak Detection Report

This report lists meters that have failed the continuous usage (leak) VEE routine. This report may take some time to run.

- Search Filter

Start Date	<input type="text" value="20210830"/>	Meter Group	<input type="text" value=""/>
End Date	<input type="text" value="20210902"/>	Location Group	<input type="text" value="Single Family Residential"/>
AMI ID	<input type="text" value=""/>	Hourly Leak Between	<input type="text" value=""/> and <input type="text" value=""/>
Commodity Type	<input type="text" value=""/>	Last 24 Hour Leak Between	<input type="text" value=""/> and <input type="text" value=""/>
Location Class	<input type="text" value=""/>	Total Leak Amount Between	<input type="text" value=""/> and <input type="text" value=""/>
Meter Type	<input type="text" value=""/>	Leak Hours Between	<input type="text" value=""/> and <input type="text" value=""/>

Submit



























Excel PDF Schedule Add Markers Column Filters

106 rows found

<input type="checkbox"/>	Meter ID	Location No	Meter Type	Location Class	Meter Name	Leak Start Date	Leak Hours	Leak Amount (/hr)	Last 24 Hours Leak Amount (/hr)	Total Minimum Leak Amount	UOM	View
<input type="checkbox"/>						2021-08-15 02:00	429	21	30	9009 GAL		
<input type="checkbox"/>						2021-08-08 22:00	518	22	84	11396 GAL		
<input type="checkbox"/>						2021-08-19 09:00	314	21	25	6594 GAL		
<input type="checkbox"/>						2021-08-28 09:00	110	38	38	4180 GAL		
<input type="checkbox"/>						2021-08-31 01:00	46	22	22	1012 GAL		
<input type="checkbox"/>						2021-08-20 22:00	289	21	60	6069 GAL		
<input type="checkbox"/>						2021-08-27 16:00	74	80	218	5920 GAL		
<input type="checkbox"/>						2021-08-28 19:00	75	29	30	2175 GAL		
<input type="checkbox"/>						2021-08-28 08:00	52	79	118	4108 GAL		
<input type="checkbox"/>						2021-07-23 17:00	966	21	48	20286 GAL		
<input type="checkbox"/>						2021-08-30 13:00	58	30	32	1740 GAL		
<input type="checkbox"/>						2021-08-30 12:00	30	27	155	810 GAL		
<input type="checkbox"/>						2021-08-30 20:00	25	51	51	1275 GAL		
<input type="checkbox"/>						2021-08-23 05:00	234	21	34	4914 GAL		
<input type="checkbox"/>						2021-08-20 02:00	309	25	29	7725 GAL		
<input type="checkbox"/>						2021-08-28 03:00	84	25	57	2100 GAL		
<input type="checkbox"/>						2021-08-28 15:00	45	21	22	945 GAL		
<input type="checkbox"/>						2021-08-28 12:00	44	66	134	2904 GAL		
<input type="checkbox"/>						2021-08-29 10:00	31	80	124	2480 GAL		
<input type="checkbox"/>						2021-08-27 03:00	140	23	28	3220 GAL		
<input type="checkbox"/>						2021-08-24 23:00	192	21	33	4032 GAL		
<input type="checkbox"/>						2021-08-26 03:00	124	106	117	13144 GAL		
<input type="checkbox"/>						2021-08-29 10:00	35	25	116	875 GAL		
<input type="checkbox"/>						2021-08-29 04:00	91	97	100	8827 GAL		
<input type="checkbox"/>						2021-08-30 01:00	70	22	23	1540 GAL		
<input type="checkbox"/>						2021-08-30 07:00	64	66	66	4224 GAL		

Blocked to restrict name and address of customer

106 rows found

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2021-08-15 02:00	429	21	30	9009	GAL	
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2021-08-30 07:00	64	66	66	4224	GAL	

High Water Use Letter

City of Santa Rosa
Santa Rosa Water
69 Stony Circle
Santa Rosa, CA 95401
watersmart@srcity.org 707-543-3985



June 23, 2021



RE: High Water Use

Dear Customer,

Santa Rosa Water noticed high water usage at [REDACTED]. High water usage, usage of over 1,000 gallons in a single hour, was identified between 6/1/21-6/15/21 (on 6/12/2021, 1164 gallons). There are numerous reasons for high water use, but in many instances, this is the sign of a break or leaks in your irrigation system.

Per the City's Water Waste Ordinance, customers are responsible for timely repairs resulting from breaks and leaks. To preserve our precious water supply, especially during this time of drought, it is critical that everyone due their part to eliminate water waste and adopt water conserving behaviors.

Santa Rosa Water is here to help you save. Please contact us at (707) 543-3985 to schedule a free WaterSmart Checkup where a Water Resource Specialist will review your irrigation system as well as complete a thorough water efficiency inspection. For tips, tools, and resources for saving water, visit srcity.org/WaterSmart.

Sincerely,

Heather Aviles
Water Resources Representative

City of Santa Rosa
Santa Rosa Water
69 Stony Circle
Santa Rosa, CA 95401
watersmart@srcity.org 707-543-3985



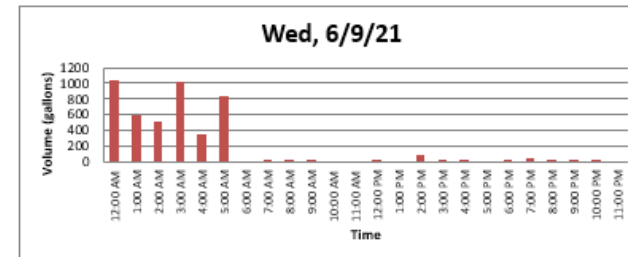
September 2, 2021



RE: High Water Use

Dear Customer,

Santa Rosa Water noticed high water usage [REDACTED]. High water usage, usage of over 1,000 gallons in a single hour, was identified between 6/1/2021-6/15/2021. There are numerous reasons for high water use, but in many instances, this is the sign of a break or leaks in your irrigation system. Please see below for your hourly usage on 6/9/2021 (maximum: 1040 gallons in one hour):



Per the City's Water Waste Ordinance, customers are responsible for timely repairs resulting from breaks and leaks. To preserve our precious water supply, especially during this time of drought, it is critical that everyone due their part to eliminate water waste and adopt water conserving behaviors.

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Sincerely,

Heather Aviles
Water Resources Representative

High Water Use Outreach

June 2021

- 84 letters sent – 1,000 gallons in an hour threshold
- 75% reduced their water use after contact
- 22% called for a WUE Audit Appointment
- 15% appeared to have a leak

Fall and Winter Outreach Campaign



Fall and Winter Outreach

Focus on “Irrigation Off”

- Bill insert
- City Connections
- Radio ads
- Targeted outreach to dedicated irrigation meters

Focus on real life water savers

- Voice of the community video series
- Super Savers highlighted



OUR FUTURE IN EVERY DROP



- Next event: October 9th at Colgan Creek Park and Youth Community Park, 8am - noon
- Estimated 3,000 “drought kits” provided to residents in 3 events hosted in Santa Rosa



Ongoing Outreach

- Drought Website – srcity.org/SaveWater
- Social media, radio, digital and print ads
- Direct mail, bill envelopes and inserts
- Employee education
- High visibility signage



Grants and Funding Opportunities

- Funding Opportunities:
 - Bureau of Reclamation WaterSmart Grant
 - Drought Resiliency
 - Water Use Efficiency
 - Energy Efficiency
 - Environmental Water Resources
 - Prop 1, Round 2



Potential Rebates

Pool & Spa
Removal Rebate

Pool Cover
Rebate





**Santa Rosa Water is here
to help you save!**

For WaterSmart Resources, visit:
srcity.org/WaterSmart

For the latest drought updates,
visit:
srcity.org/drought