

2025 Urban Water Management Plan and 2025 Water Shortage Contingency Plan

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Board of Public Utilities

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Santa Rosa Water



OUR FUTURE IN EVERY DRÖP

CA Urban Water Management Planning Act

Who: Urban water retailers (at least 3,000 connections or 3,000 acre-feet per year)

What: Assess long-term water supply adequacy and reliability

Why: Ensure water supply reliability
Comply with State law
Maintain eligibility for grants

When: Signed in 1983, update plan every five years

Next due July 1, 2026



What the UWMP & WSCP are:

Created on a template
provided by the State

Broad future forecasts for
supply and demand

Updated every five years
based on newest available
data

What the UWMP & WSCP are not:

Highly customizable

A plan for specific water
supply projects

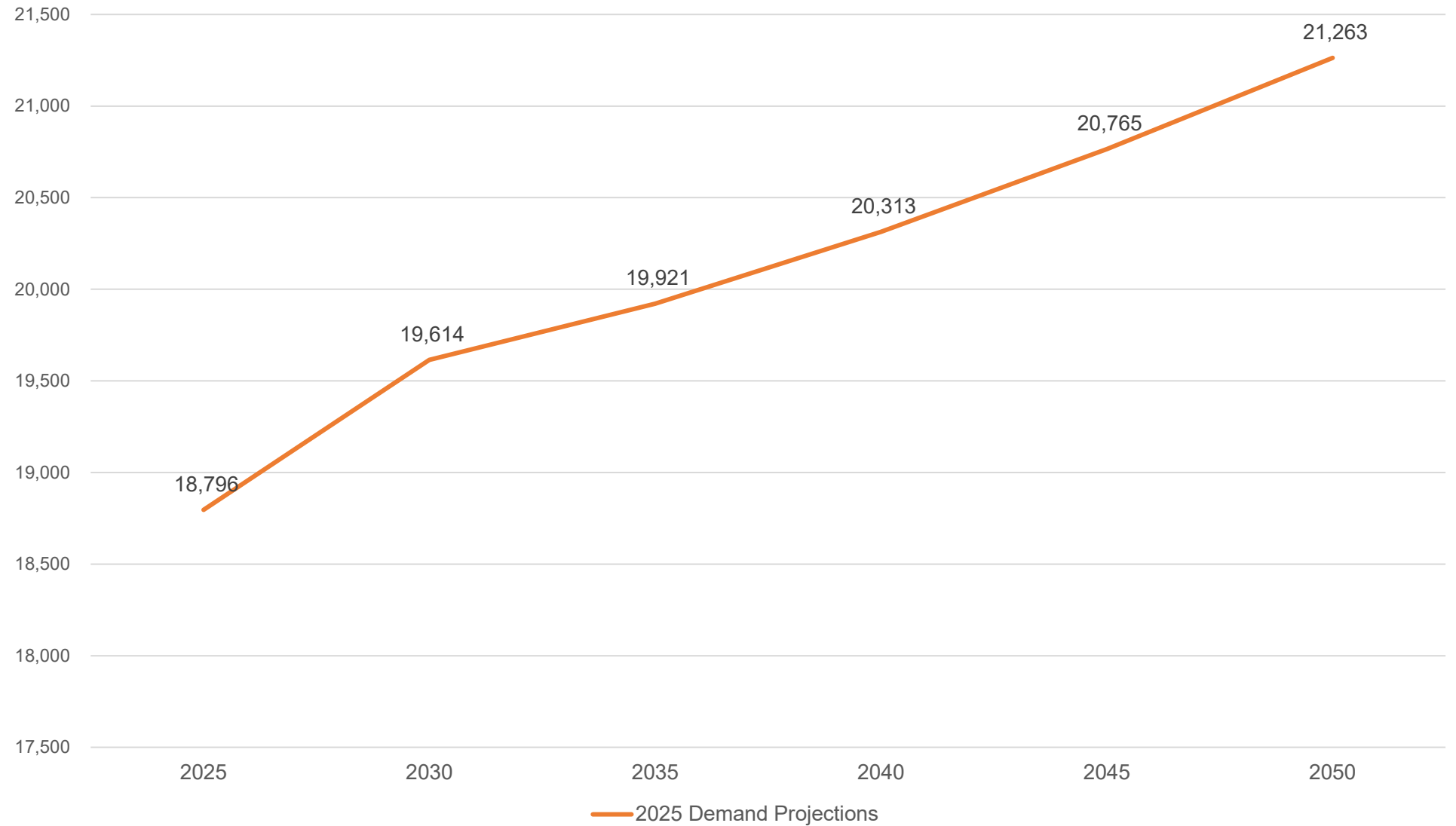
UWMP

- ✓ **Chapter 1** – Introduction
- ✓ **Chapter 2** – Plan Preparation
- ✓ **Chapter 3** – System Description
- ✓ **Chapter 4** – Water Use Characterization
- ✓ **Chapter 5** – Compliance with Conservation Target
- ✓ **Chapter 6** – Water Supplies
- ✓ **Chapter 7** – Water Service Reliability
- ✓ **Chapter 8** – Water Shortage & Contingency Planning
- ✓ **Chapter 9** – Demand Management Measures
- ✓ **Chapter 10** – Plan Adoption, Submittal

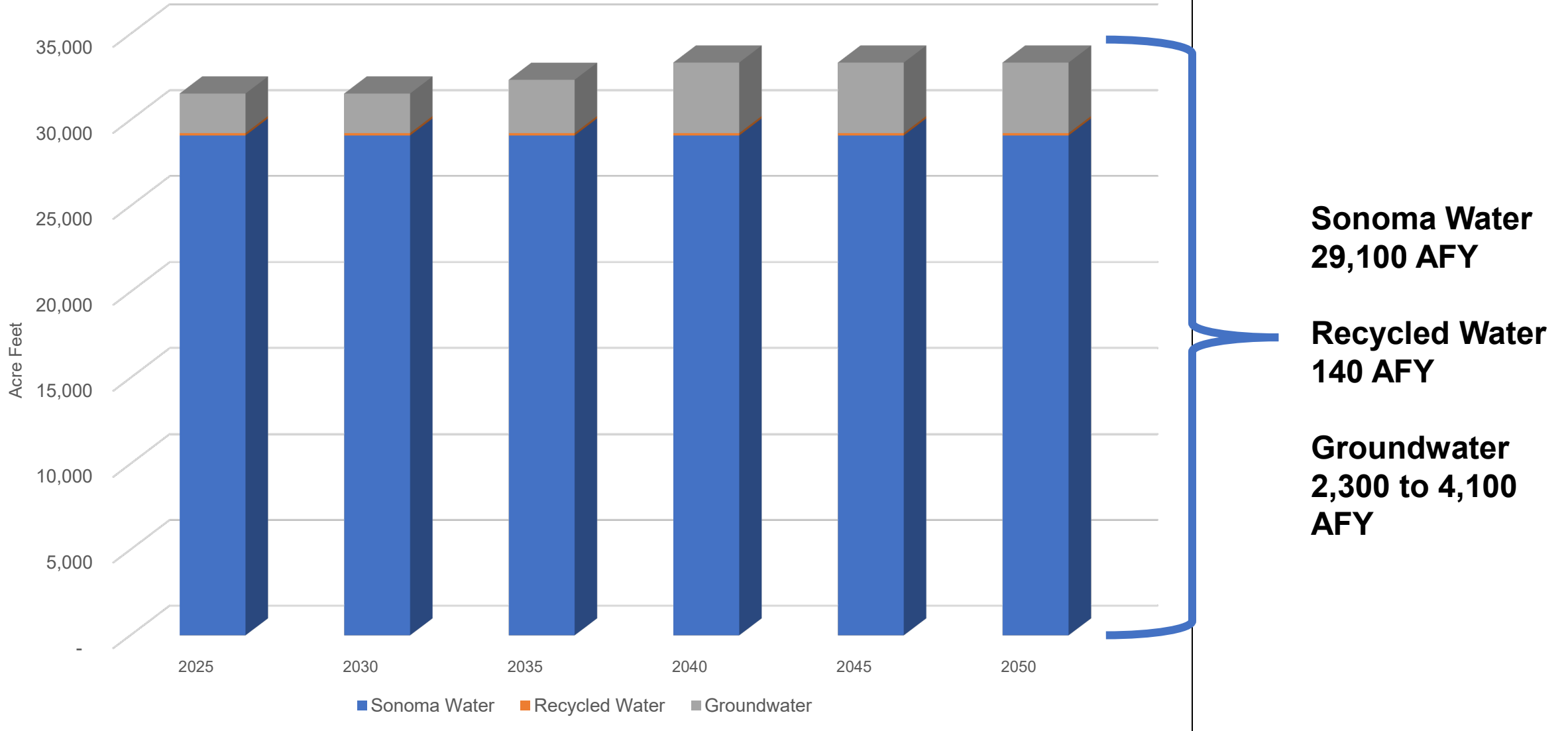
How is Water Demand Projected?

- Baseline potable water demand
 - Growth projections (climate, economy, population, employment)
 - Past water use
 - New planned developments
- Water loss
 - Unbilled authorized use, real water loss, apparent loss
- Urban recycled water demand
- Passive water conservation savings (subtracted from demand)
 - Plumbing standards
 - Natural replacement of fixtures over time

2025 to 2050 Demand Projections



Projected Water Supplies (2025 to 2050)



Water Supply Compared to Demand 2025 - 2050

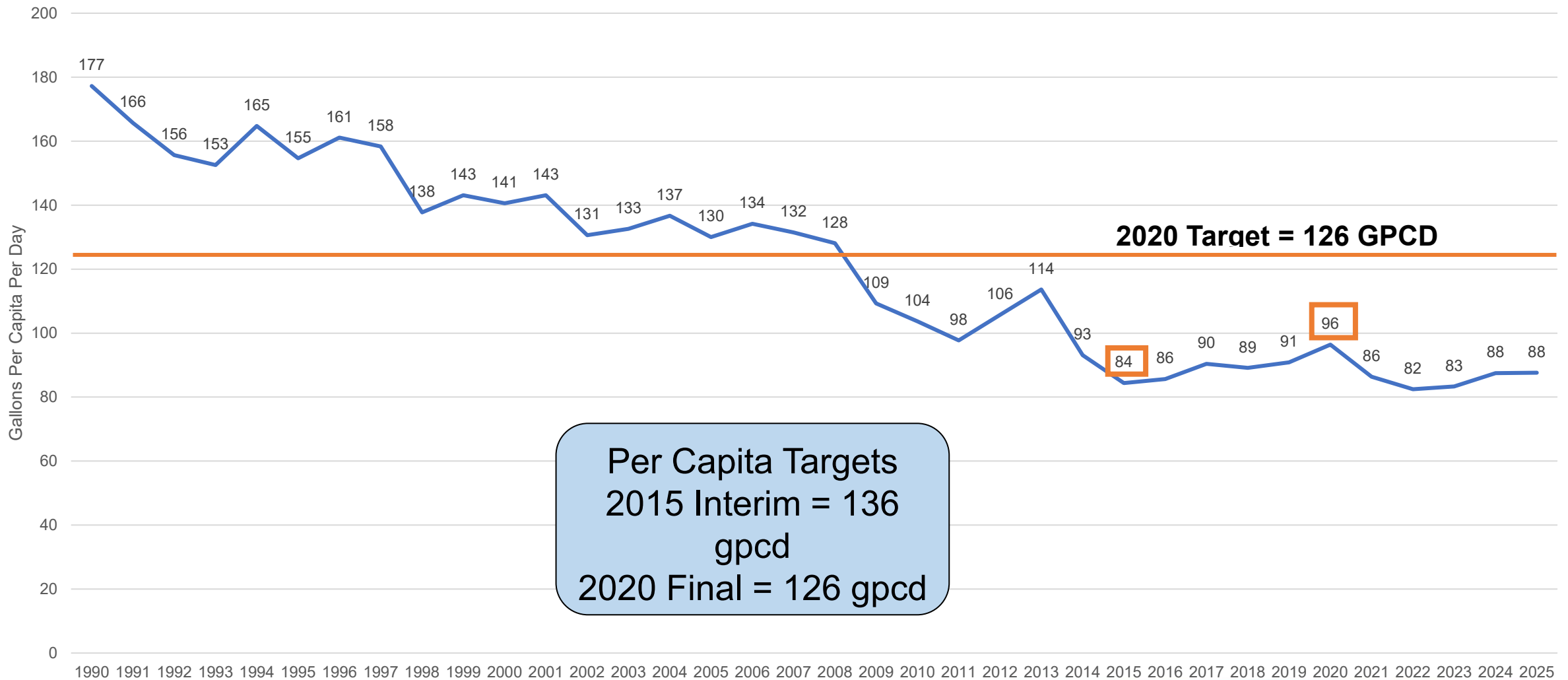


2026 – 2030: Drought Risk Assessment

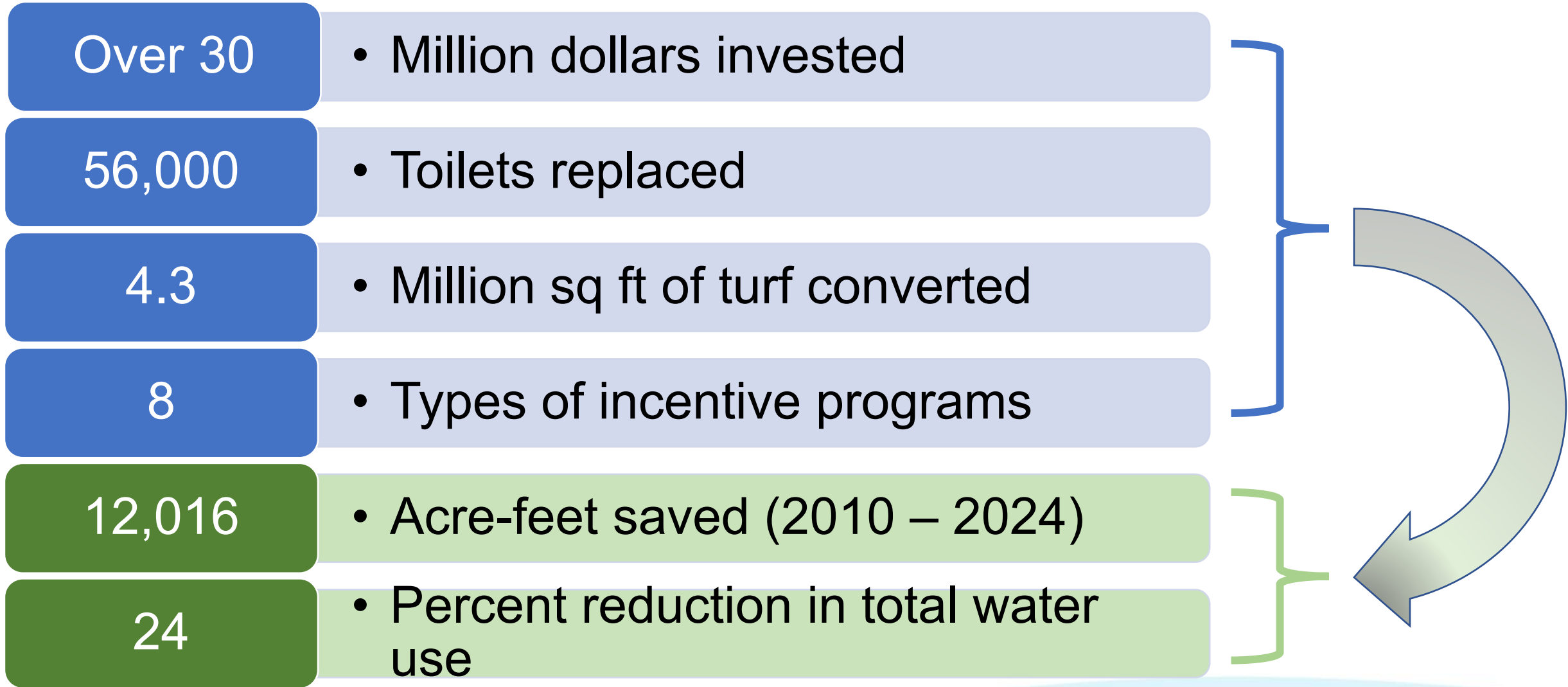
| Year | Supply (AFY) | Demand (AFY) |
|------|--------------|--------------|
| 2026 | 17,801 | 17,801 |
| 2027 | 18,289 | 18,289 |
| 2028 | 18,777 | 18,777 |
| 2029 | 19,266 | 19,266 |
| 2030 | 19,754 | 19,754 |



Compliance with SB X7-7 Targets



35 Years of Water Use Efficiency



Water Shortage Contingency Plan

- Documents how City will respond to water shortage scenarios
- Establishes protocols for triggering water shortages
- Documents demand reduction strategies
- Documents fees associated with water shortages
 - Excess use penalty – Stages 5 – 8. Penalty associated with excess use above allocation.
 - Water shortage charge – Stages 2 – 8. Encourages customers to reduce water use and helps City recover a portion of the cost of the revenue from the shortage. If customer reduces use to shortage target, bill will not increase.
 - Appeal and exemption process included.

Water Shortage Stages

| Shortage Stage | Percent Reduction | Notes |
|----------------|-------------------|-------------------------------|
| 1 | Up to 10 percent | Voluntary. |
| 2 | 11 – 15 percent | Mandatory. |
| 3 | 16 – 20 percent | Mandatory. |
| 4 | 21 – 25 percent | Mandatory. |
| 5 | 26 – 30 percent | Mandatory. Water allocations. |
| 6 | 31 – 40 percent | Mandatory. Water allocations. |
| 7 | 41 – 50 percent | Mandatory. Water allocations. |
| 8 | Over 50 percent | Mandatory. Water allocations. |

No changes to stages from 2020 adopted UWMP.

Water Shortage Charge

No change from 2020 UWMP

- Enacted by Council vote

Increased commodity rate

- Encourages conservation
- Protects financial condition of Utility

Additional strategies

- Using reserves
- Delaying capital projects

Optional Water Shortage Charge (WSC)

| Stage | Reduction Target | Water Shortage Charge |
|-------|------------------|---------------------------|
| 1 | 10% | no WSC |
| 2 | 15% | 5% of customer use rate |
| 3 | 20% | 7.5% of customer use rate |
| 4 | 25% | 10% of customer use rate |
| 5 | 30% | 15% of customer use rate |
| 6 | 40% | 25% of customer use rate |
| 7 | 50% | 35% of customer use rate |
| 8 | >50% | 45% of customer use rate |

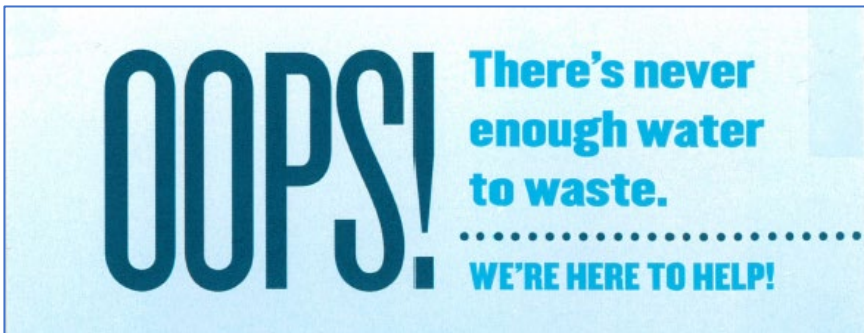
Excess Use Penalty

- Entirely avoidable by all customers
- Includes 1,999 gallon “buffer” prior to penalty
- Appeals process available

Table 5-2. Excess Use Penalty (EUP) Structure for Stages 5 - 8

| Excess Use Over Allocation in thousand-gallon units (TGALs) | Penalty per TGAL | | | |
|---|------------------|---------|---------|---------|
| | Stage 5 | Stage 6 | Stage 7 | Stage 8 |
| 2 to 10 | \$ 5.00 | \$10.00 | \$20.00 | \$40.00 |
| Over 10 | \$10.00 | \$20.00 | \$40.00 | \$80.00 |

Compliance & Enforcement



Progressive approach

- Alert customer to violation

- Offer technical assistance

- If needed, issue warning(s)

- If needed, apply penalty

Outreach During Water Shortages



- Bill inserts, and envelope messaging
- Letters and postcards
- Social media
- Media releases
- Updated website content
- City Connections e-newsletter
- Ad buys: radio, print, digital, social media
- Presentations to governing bodies and policy makers, local community groups
- Attendance at local events, fairs, festivals etc
- Partnering with community groups such as chambers of commerce, Latino Service Providers etc
- Direct outreach to reach target markets, such as high water using customers, property managers, mobile home parks, landscape professionals, restaurants etc

UWMP and WSCP Public Participation



srcity.org/UWMP

Recommendation

It is recommended by Santa Rosa Water that the Board of Public Utilities, by resolution, recommend that City Council adopt the 2025 Urban Water Management Plan and the 2025 Water Shortage Contingency Plan.

QUESTIONS?



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