



# SANTA ROSA DROUGHT RESPONSE

March 10, 2022 | Drought Town Hall

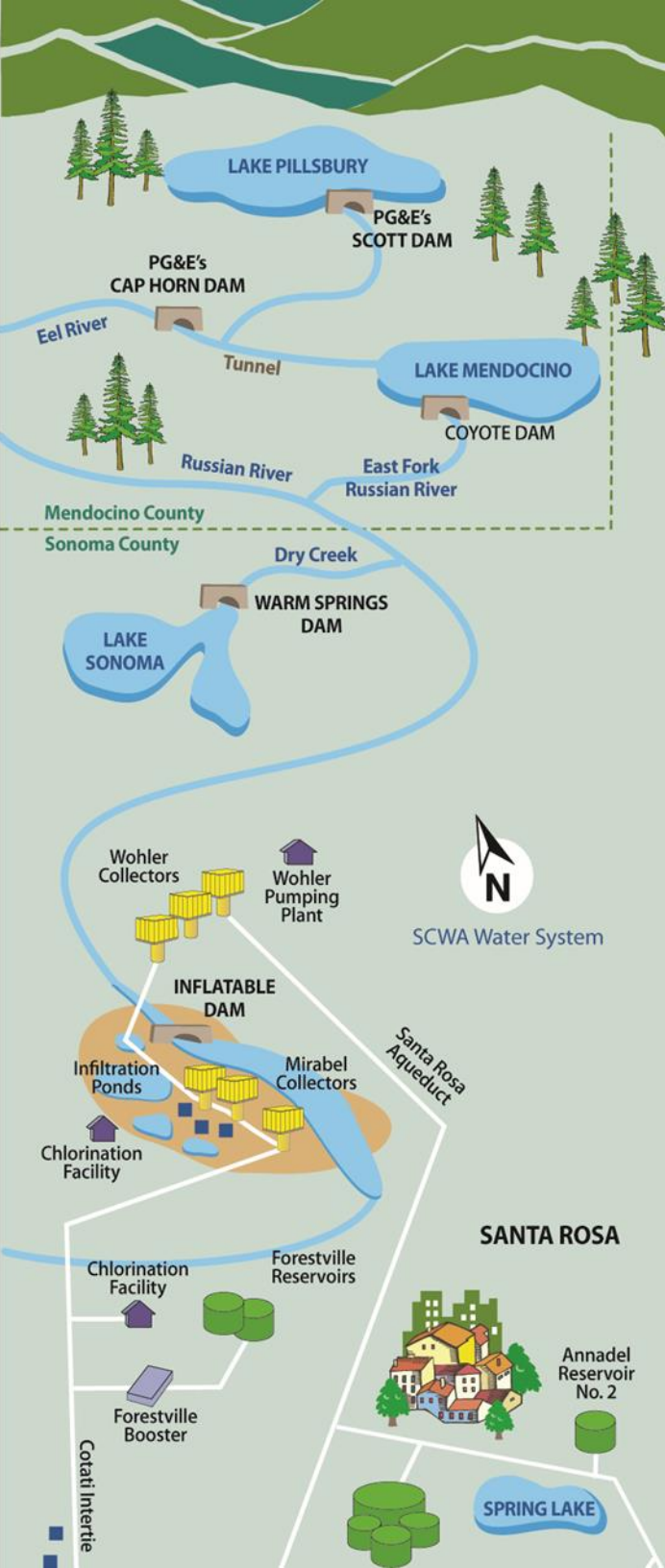
Jennifer Burke | Director or Santa Rosa Water

DROUGHT  
IS HERE **SAVE  
WATER**



# About Us

- Provide water and sewer service to 175,000 customers in Santa Rosa
- Deliver 6 billion gallons of water each year
- Maintain over 1,200 miles of water and sewer pipe
- Provide regional wastewater treatment for 213,000+ customers
- Treat and beneficially reuse 17 million gallons of recycled water per day



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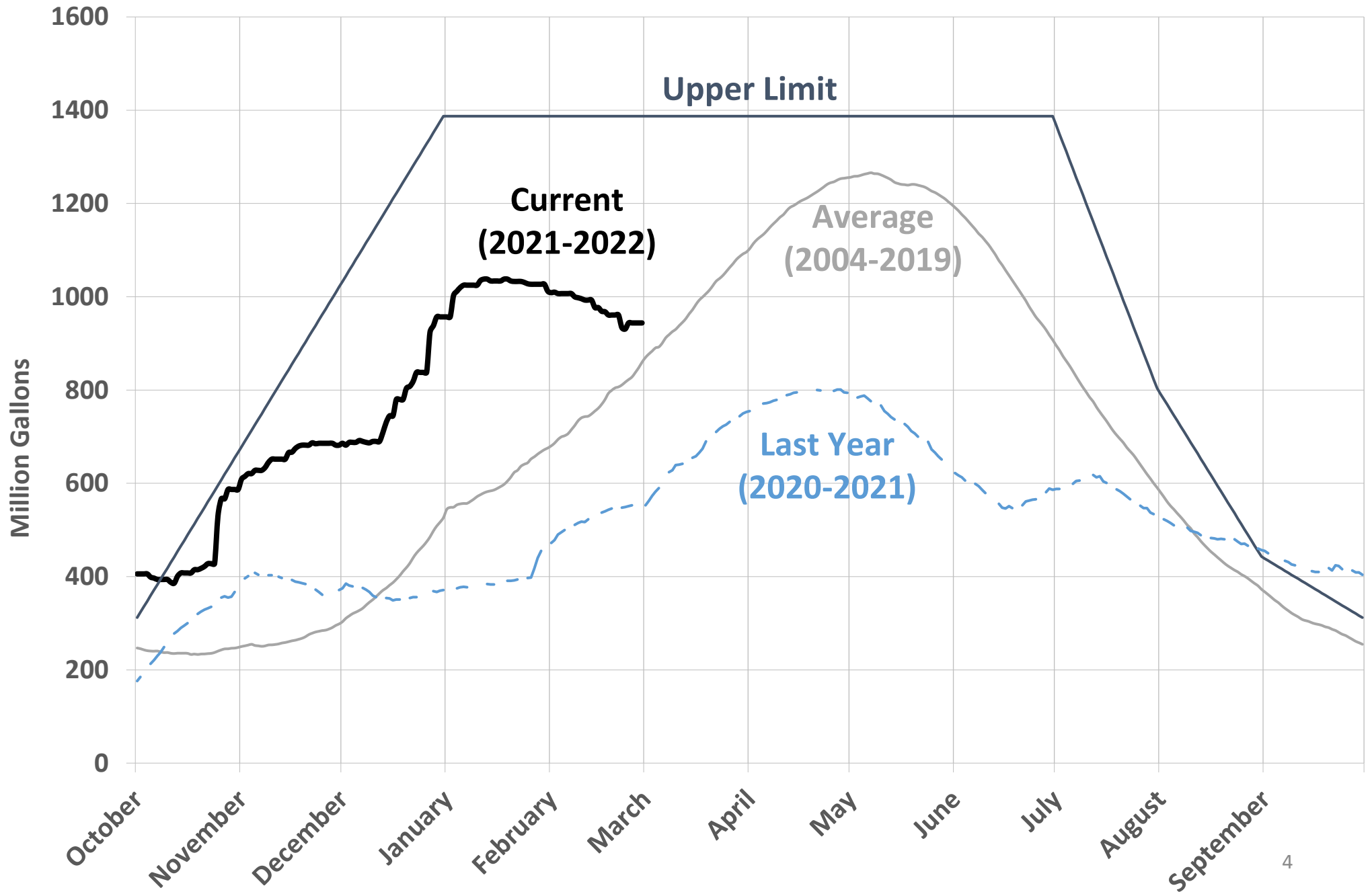
# Recycled Water

- Average of 6.6 BG Reused Annually
- Reuse Destinations
  - Geysers Recharge
  - Urban Irrigation
  - Agricultural Irrigation
  - Permitted Releases to Laguna

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# Recycled Water Storage



# Water Shortage Plan

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Effective June 29, 2021

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20% community-wide reduction and restriction on water-use

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Community call to action to adopt water-conserving behaviors

# Restrictions on Water Use

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Water waste prohibited

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Irrigation limited to 8 p.m. to 6 a.m.

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Shut-off nozzles required for all hoses

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Washing down hard surfaces is prohibited

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Pressure washing is prohibited, unless a variance is obtained

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Restaurants - only serve water upon request

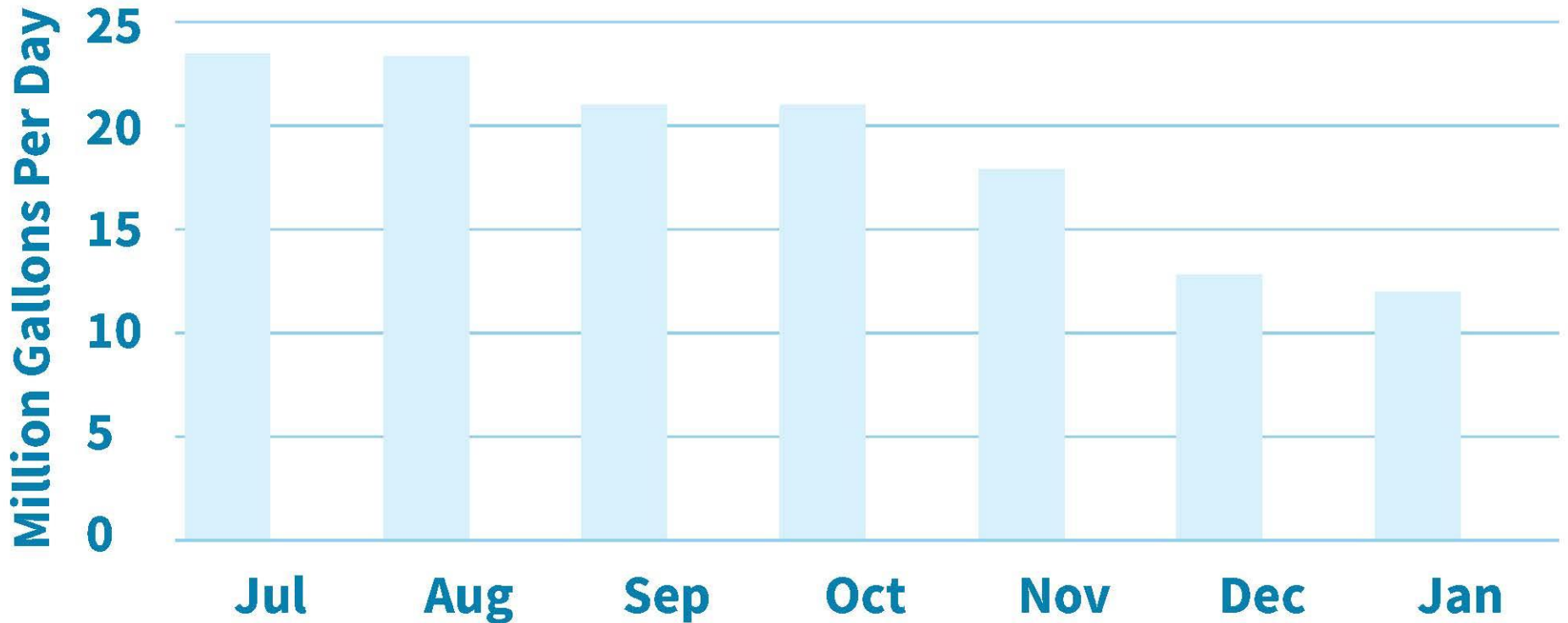
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Hotels/lodging - provide linens only upon request

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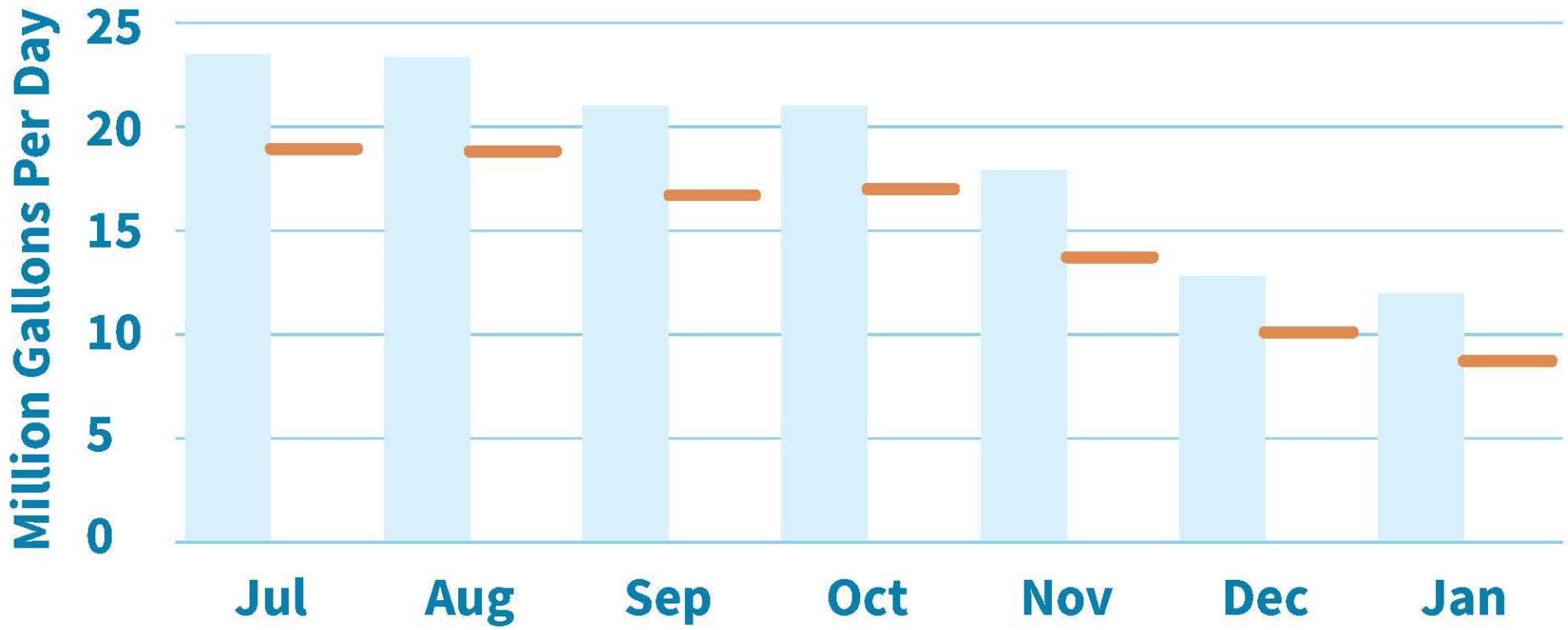
2020 WATER USE



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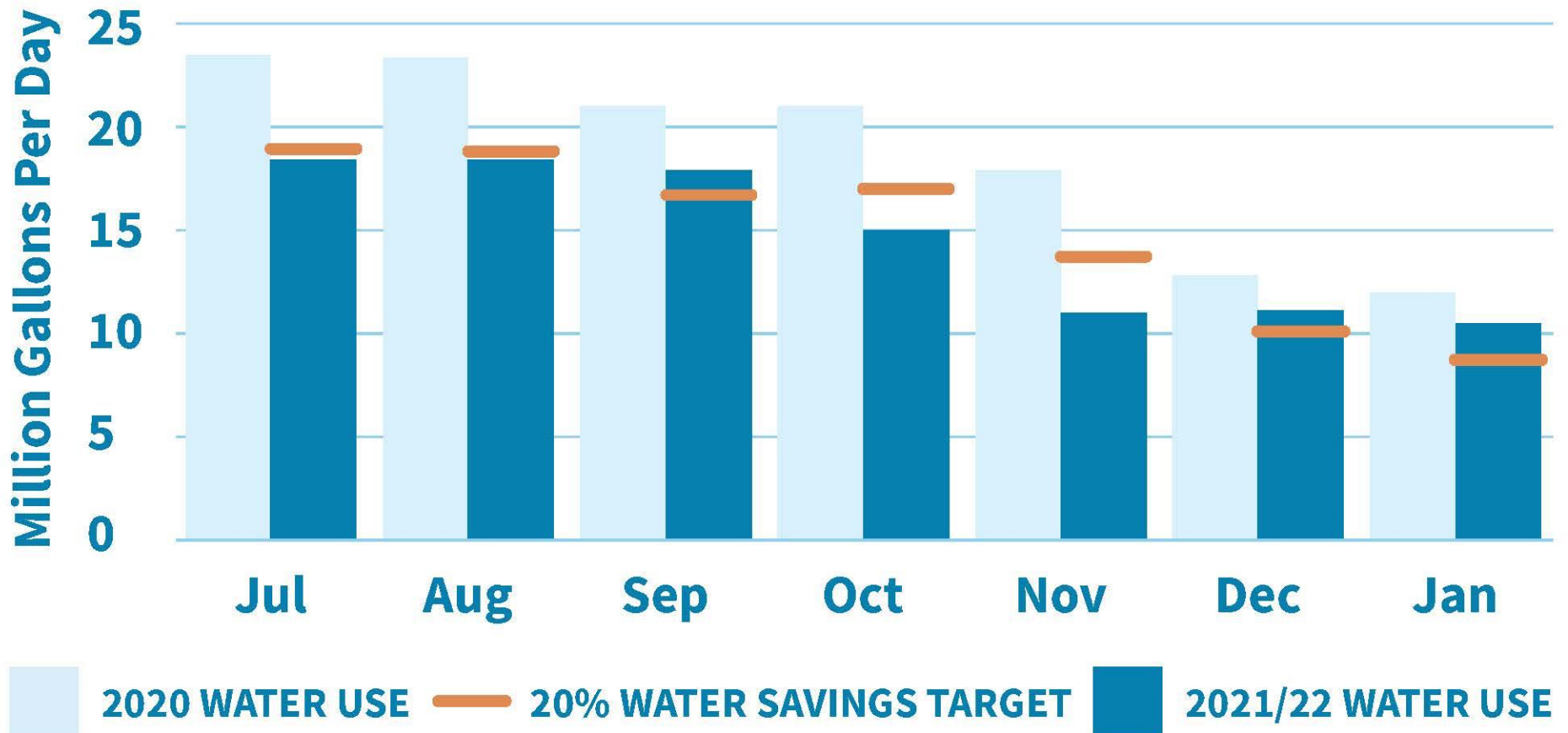
2020 WATER USE — 20% WATER SAVINGS TARGET



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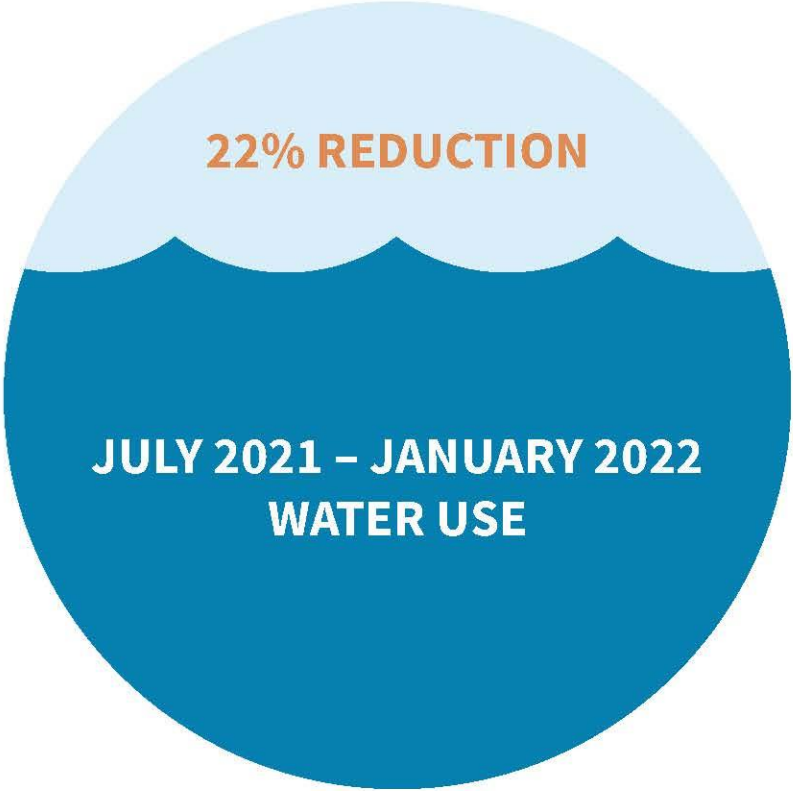


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# SANTA ROSA DROUGHT RESPONSE



2020 WATER USE



2021/22 WATER USE



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# Regional Call to Action



- Regional Multimedia Outreach Campaign
- Drought Drop By Events
- Saving Water Challenge
- Trusted Messenger Campaign
- Website Resources

## SAVING WATER CHALLENGE

**DROUGHT IS HERE. JOIN THE SAVING WATER CHALLENGE!**

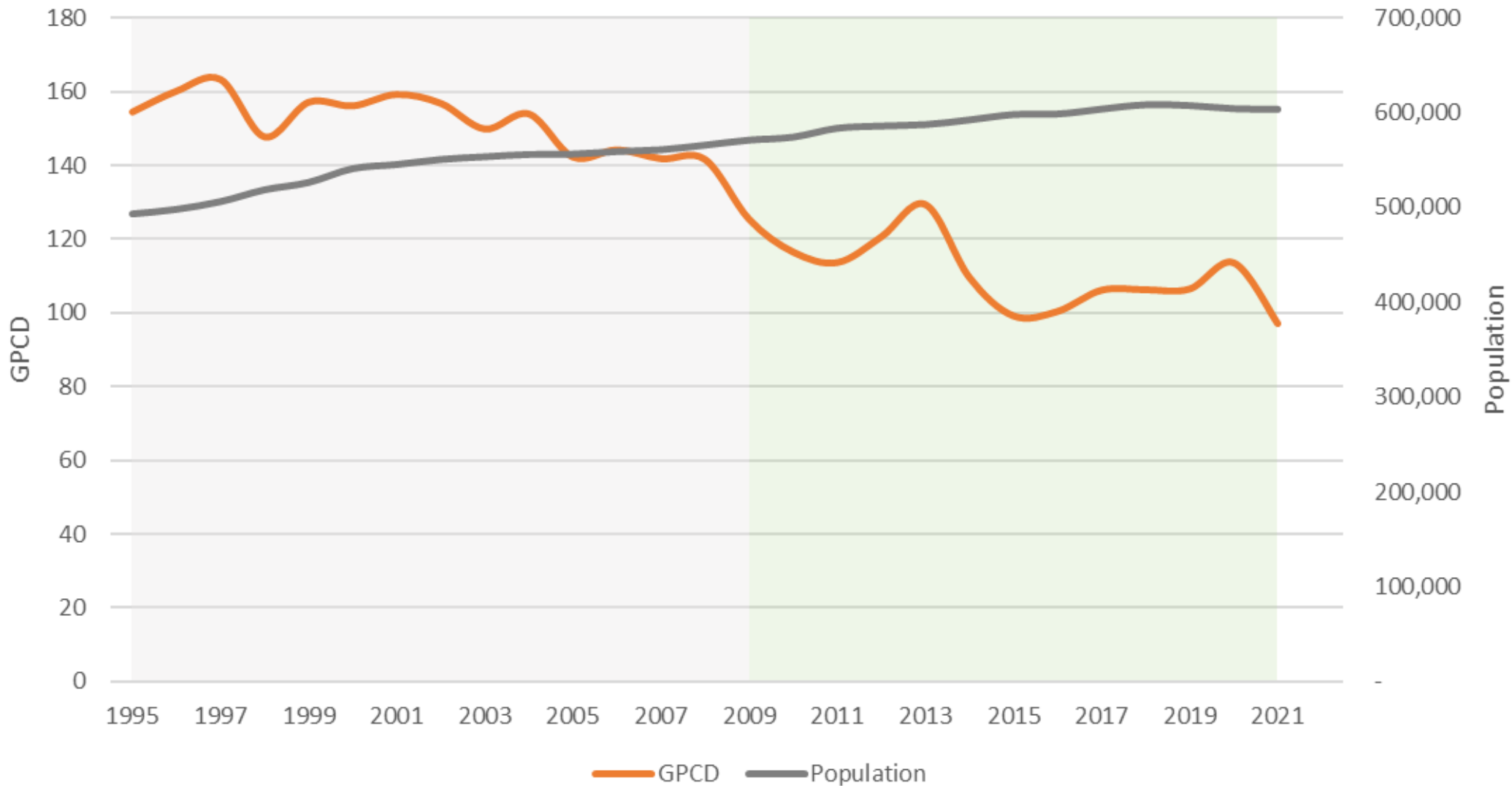


[SavingWaterPartnership.org](http://SavingWaterPartnership.org)





# Region Improves Water-Use Efficiency Long-term





# Find & Fix Leaks



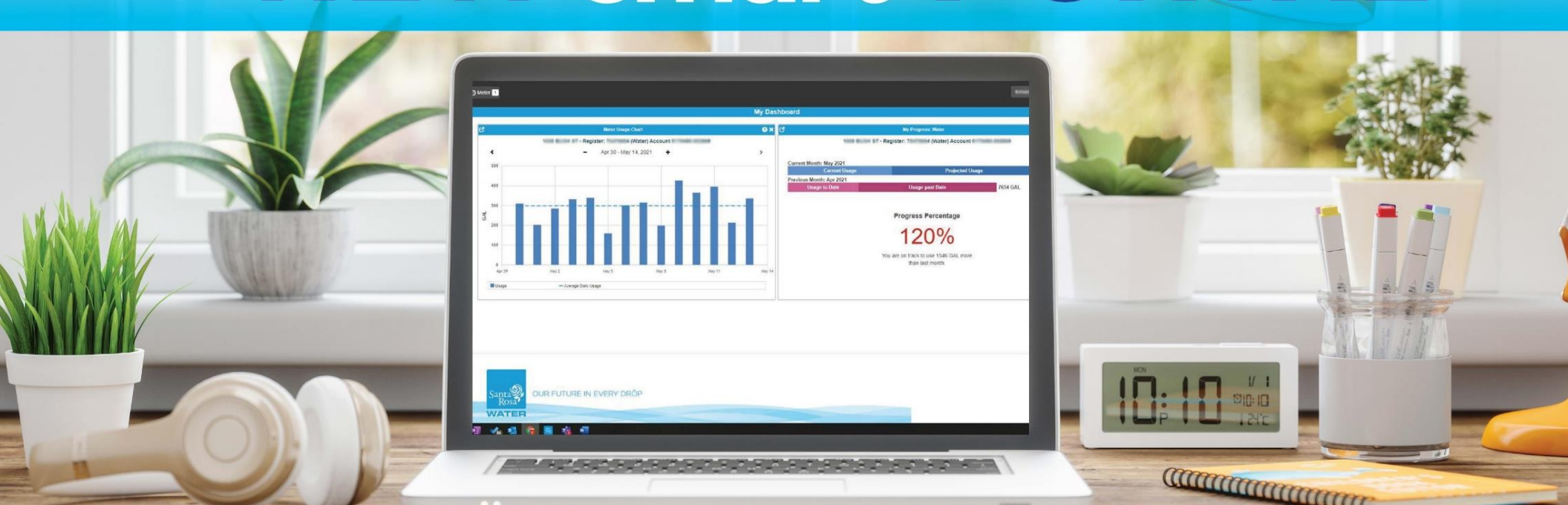
Take the 10-minute  
fix-a-leak week  
challenge!

[srcity.org/fixleaks](http://srcity.org/fixleaks)

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# NEW water smart PORTAL



- Track and analyze water use
- Create water-use notifications

[srcity.org/WaterSmartPortal](http://srcity.org/WaterSmartPortal)

# FREE WaterSmart Devices

- Dye tablets to check toilets for leaks
- High-efficiency showerheads
- High-efficiency faucet aerators
- Shutoff hose nozzles

[srcity.org/FreeDevices](http://srcity.org/FreeDevices)



# FREE WaterSmart Check Ups

REQUEST A WATERSMART CHECK-UP



[srcity.org/WaterSmartCheckUp](http://srcity.org/WaterSmartCheckUp)

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- Clothes Washer
- Recirculating Hot Water Pump
- Green Exchange (Cash for Grass)
- Irrigation Upgrade
- Rainwater Harvesting
- Graywater Reuse (Laundry to Landscape)
- Sustained Reduction
- Pool Cover Rebate (New)
- Pool Removal Rebate (New)

[srcity.org/Rebates](http://srcity.org/Rebates)



# Santa Rosa Water is here to help you save water!



Contact us:

- 707-543-3985
- WaterSmart@srcity.org

[srcity.org/SaveWater](https://srcity.org/SaveWater)

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