

## City of Santa Rosa – Water Shortage Activities – Aug/September 2009

On February 24<sup>th</sup>, the Santa Rosa City Council adopted Stage 1 of our Urban Water Shortage Contingency Plan (UWSCP). As part of the adoption of Stage 1 the City has completed the following activities:

- Updated our dedicated website for water shortage information – [www.srcity.org/watershortage](http://www.srcity.org/watershortage). Provided updated information about the water shortage on our social networking websites, including facebook, myspace, and twitter.
- Continued to provide “Doing Our Part to Conserve” lawn signs to customers to put in their yards if they are participating in the City’s Green Exchange Rebate Program and/or choosing to not water their turf. 233,315 square feet of turf has been removed through the Green Exchange Rebate Program in 2009.
- Continued to provide Home Water Use Survey Kits, which included a step-by-step guide for customers on how to do an indoor and outdoor audit, upon request. Kits included flow bags, toilet tabs and information on the water supply status.
- Developed bill inserts on our Green Exchange Rebate Program and Water Wise Gardening Series and sent out in August and September utility bills respectively. Continued the monthly message on the bill regarding the shortage.
- Continued to send the City’s new account letter, including information on the water shortage, on all of the City’s water conservation programs as well as information on our water use efficiency calculator ([www.srcity.org/watercalculator](http://www.srcity.org/watercalculator)). Sent approximately 700 letters per month in August and September.
- Provided presentations and updates on water shortage and water conservation activities to the Santa Rosa City Council in August and September, to our Board of Public Utilities in August and September, to city employees at department meetings and staff meetings.
- Participated in various events including downtown markets in August, the City’s Green Vendor Fair in September, and sent out marketing information and began preparing for 3 residential water wise gardening classes which will be held in October 2009.
- Continued our water watch patrol which ran daily in the early morning, identifying water waste violations. Approximately 40 water waste incidents are identified and door tagged per week. 352 water waste letters have been sent since June.
- Continued to offer all water conservation incentive and rebate programs, including our High Efficiency Toilet program, residential and commercial audits, our high efficiency washing machine rebate programs, our green exchange

rebate program, educational and marketing information, and staffing our water conservation hotline.