



Initial Drought Water Conservation Actions

Board of Directors
February 16, 2021



Dry Year Water Use Reduction Program

- Alert Stage

- Storage less than 50,000 acre-feet on April 1
- Voluntary 10 percent reduction

- Mandatory Use Reduction

- Storage less than 40,000 acre-feet on April 1
- Mandatory 25 percent use reduction

- Emergency

- Storage less than 30,000 December 1
- Mandatory 50 percent use reduction



Initial Drought
Water Conservation
Actions

Estimated Financial Impacts of Initial Drought Actions

March - October 2021

- Expenditures: lost water revenue and unbudgeted expenditures
 - Lost revenue due to 20% reduction in water use: \$8M
 - Unbudgeted expenditures: \$4.5M
 - Increase Soulajule and Phoenix Pumping Cost
 - Increase Sonoma Water supply
 - Additional costs associated with outreach
- Revenue: District's Rate Stabilization Reserve
 - \$9.4M

Response Plan

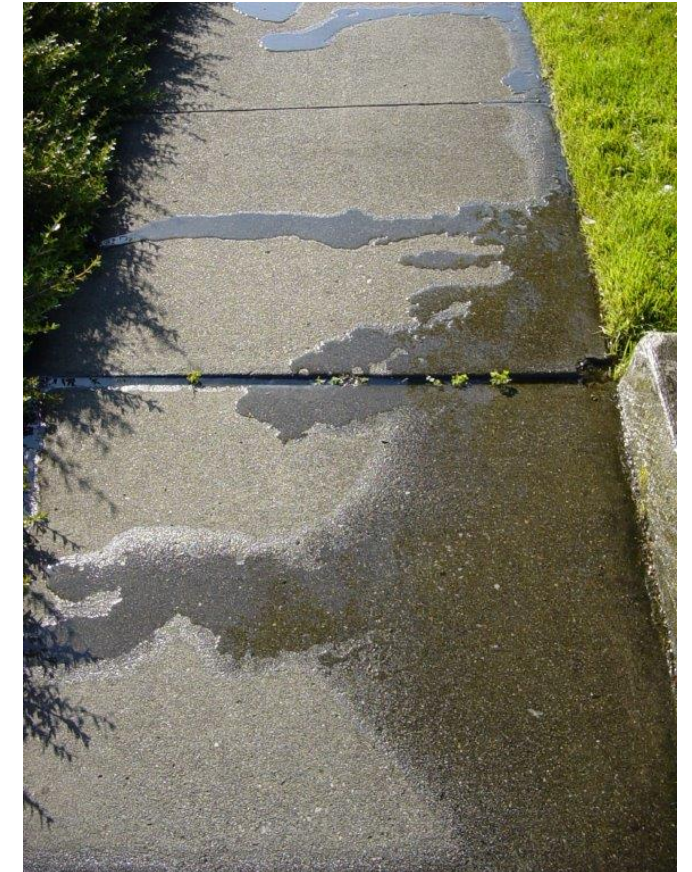
Overview of Response Plan

- Water Waste Prohibitions
- Request to Our Customers
- Implementation

Water Waste Prohibitions

Existing Landscaping Prohibitions

- Irrigation between the hours of 9:00am and 7:00pm
- Irrigating more than three days per week
- Irrigating public street medians
- Run off and overspray
- Irrigating within 48 hours of rainfall
- Using a garden hose without a shut-off nozzle



Additional Existing Prohibitions

▪ Gutter Flooding

- Excess runoff
- Hosing down hard surfaces

▪ Leak Repair

▪ Hospitality

- Lodging establishments must provide the option of not having towels and linen laundered daily.
- Drinking water served upon request only

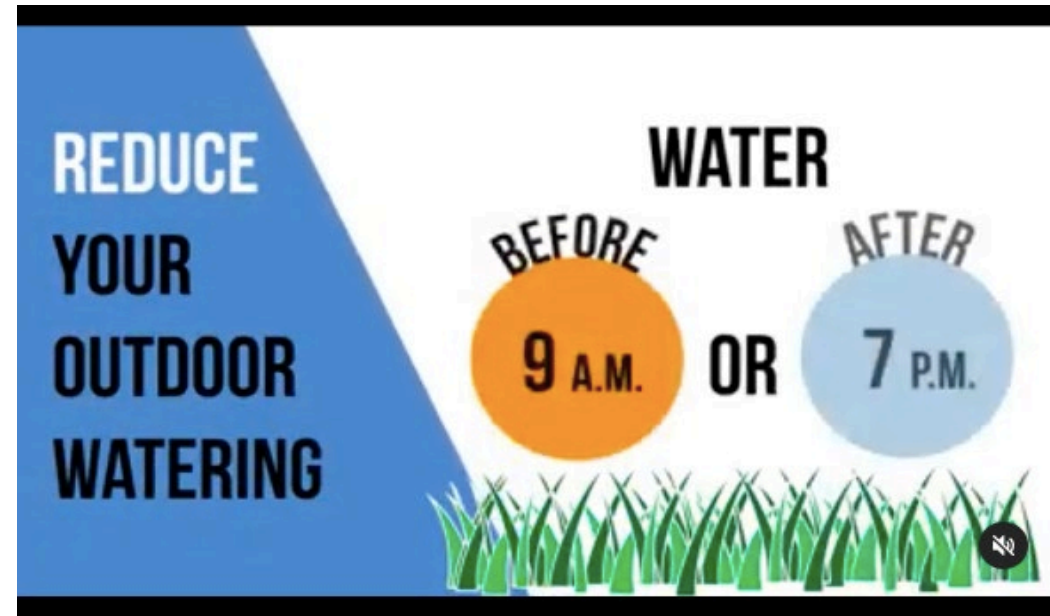
▪ Pools and Fountains

- Pool covers are required for new outdoor swimming pools.
- Non-recycling decorative water fountains



Water Waste Prohibitions Enforcement

- Educational campaign of prohibitions
 - Website
 - Social media
 - Door hangers
- Warnings issued for verified violations
- Escalation for repeat offenders
 - Penalties under development



Request to Our Customers

Request to Our Customers

Participate in the district's conservation programs

- Request a conservation assistance program audit
- Install water efficient faucet aerators and showerheads.
- Install a high-efficiency clothes washer
- Install a WaterSense labeled smart irrigation controller
- Convert lawns to a low water use landscape
- Install a graywater system to irrigate gardens

Request to Our Customers (con't)

Other water use reduction actions

- Check for leaks and repair them immediately.
- Turn off automatic sprinkler systems and water plants only as needed.
- Check your water meter and learn to read it and spot unusual usage and leaks.
- Add compost and mulch to gardens.
- Hold off on refilling decorative fountains, swimming pools and hot tubs until drought conditions end.
- Don't wash your car at home, take your car to a carwash that recycles water.
- Do not power wash buildings and homes.

Implementation

Initial Approaches to Implementation

- Notify media
- Education of water waste prohibitions
- Promote participation in water conservation programs
- Prepare and disseminate educational brochures, bills inserts, etc
 - Provide a list of simple things that can be done to save water
- Consider targeted advertising
- Engage community groups to promote and disseminate message
- Water waste reporting (website and phone)
- Explain other stages and forecast future actions to public

Sector Specific Outreach

Presentations

- Homeowner Associations
- Landscape contractors
- City/Town Council
- Hospitality Industry
- Community groups (Rotary, Chamber of Commerce, etc)

Targeted marketing

- Dedicated Irrigation Customers
- Highest water users
- San Quentin Prison
- AMI customers

Recommendation

Recommendation

Adopt the Resolution declaring Initial Drought Water Conservation Actions