



Connections

Water Shortage Continues — Conservation Efforts Successful So Far. Keep Up the Great Work.

The City of Santa Rosa Water Conservation Program would like to thank our Utilities customers and the Santa Rosa community for the great response, to date, to the City Council's adoption of a Stage 1 Water Shortage earlier this year. So far this spring, total monthly water use continues to be lower this year than compared to the same period last year. Compared to the same month in 2008, total water use in March was 17.3% less, total water use in April was 23.5% less, and total water use in May was 25% less. As we enter into the peak of the irrigation season, the City would like to remind our customers that a Stage 1 Water Shortage is still in place and encourage our customers to continue implementing water conservation measures.



Visit the Water Conservation booth where staff are available to answer your questions at various Wednesday Night Markets.

Stage 1 Water Shortage In Place

Over the last two years, our region has received significantly lower than

average rainfall. In addition, reductions in the amount of water that is diverted from the Eel River to Lake Mendocino have had a significant effect on the water supply level. To ensure there is enough water available for Sonoma and Marin counties, as well as endangered fish species that live in the Russian River, the Sonoma County Water Agency — from which the City of Santa Rosa purchases approximately 90% of our water supply — has declared a water shortage and provided monthly allocations to all of its customers this summer.

On February 24, 2009, the Santa Rosa City Council declared a water shortage emergency and adopted Stage 1 of the City's adopted Urban Water Shortage Contingency Plan (Shortage Plan), asking customers to voluntarily reduce water use to achieve a community-wide reduction of 15%. As part of Stage 1, all customers are asked to reduce their water use by eliminating all water waste and by improving their water use efficiency. Stage 1 does not change current water rates nor does it implement consumption limits for customers. However, Stage 1 does prohibit using a hose without a hose-end nozzle, washing sidewalks, patios and other hard surfaces, and requires restaurants to initiate a "water on request" program.

To ensure that the City meets the monthly water allocations provided by the Water Agency, our community needs

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Outdoor Water Conservation Programs

As we enter the peak of the irrigation season, the City of Santa Rosa Water Conservation Program would like to remind people of the importance of continuing to use water as efficiently as possible. One way to do this is by reducing irrigation water use. By irrigating efficiently, you not only save money on your water bill, but you also improve the health and appearance of your landscape.

The Water Conservation Program offers many incentive and assistance programs that can help reduce your outdoor water use. The Green Exchange Rebate Program provides residential customers rebates of up to \$350 for improving the efficiency of their irrigation hardware and up to \$250 for replacing up to 500 square feet of turf with low water-use alternatives. To participate, schedule an irrigation audit pre-inspection by calling the Water Conservation Hotline at (707) 543-3985.

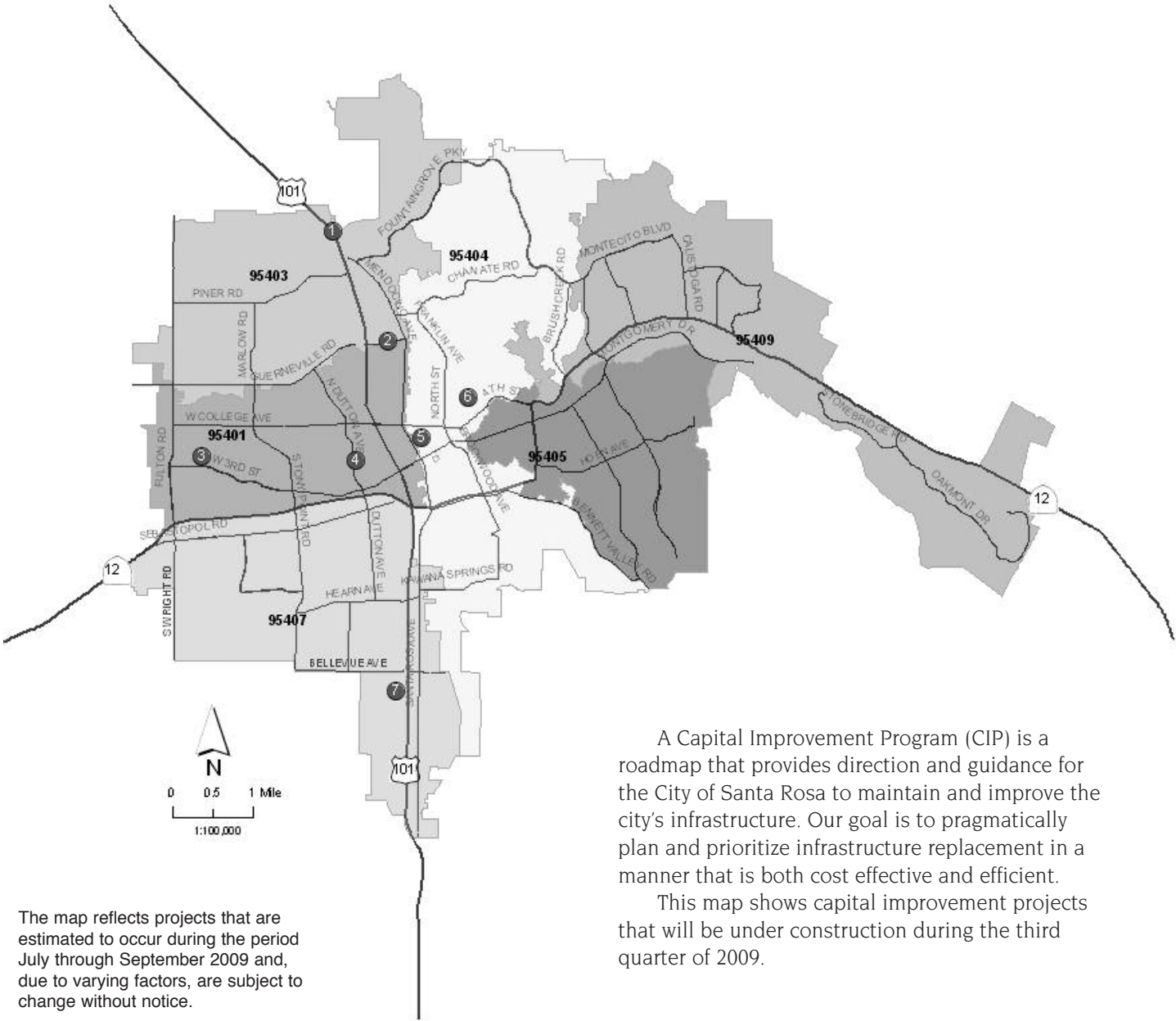
During the pre-inspection audit, Water Conservation staff will review your irrigation system and/or the area of turf that you wish to remove, and provide a list of efficiency improvements for your site that qualify for the rebate. Once your project is approved, you can begin

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Water and Sewer Capital Improvement Projects in Construction — July through September 2009



The map reflects projects that are estimated to occur during the period July through September 2009 and, due to varying factors, are subject to change without notice.

The data represented has been generated from Utilities CIP Planning and Technology sources.

A Capital Improvement Program (CIP) is a roadmap that provides direction and guidance for the City of Santa Rosa to maintain and improve the city's infrastructure. Our goal is to pragmatically plan and prioritize infrastructure replacement in a manner that is both cost effective and efficient.

This map shows capital improvement projects that will be under construction during the third quarter of 2009.

#	Project Description
1	Cleveland Avenue Sewer and Water Main Improvements
2	Steele Lane Sewer and Water Improvements
3	A Place To Play Irrigation Pump Station
4	Dutton to Coulter and Coulter Neighborhood Sewer and Water Replacement
5	7th Street Sewer and Water Replacement
6	Spring Street Sewer and Water Improvements
7	Moorland Ave — Bellevue to West Robles Ave Water Service Relocations

making improvements. Upon completion, you must schedule a post-inspection within 120 days of your project approval date.



Replacing turf with low water-use plants is a great way to conserve water.

The Rainwater Harvesting Rebate program provides a rebate for capturing and using rainwater on your landscape. The program offers a rebate of \$0.25 per gallon of storage with a minimum of 100 gallons of storage required. Applicable permits, appropriate backflow protection, and pre- and post-inspections are required. To participate, call the Water Conservation Hotline at (707) 543-3985 to schedule a pre-inspection site visit.

In addition to these rebate programs, the Water Conservation Program offers many incentive programs and services that can help improve your water-use efficiency.

The Turf-Time information line provides weekly lawn and drip watering recommendations based on plant watering needs and Santa Rosa weather conditions. Call Turf-Time at (707) 543-3466 or visit www.srcity.org/turftime.

You can also pick up free shut-off hose nozzles from our office located at 69 Stony Circle. Additionally, the Water Conservation Program provides free home “Check-Ups,” where expert staff will come to your home, review your current water uses, and make recommendations for improving your water-use efficiency indoors and outdoors. For more information or to participate in any of our many programs, please call the Water Conservation Hotline at (707) 543-3985 or visit www.srcity.org/wc.

to continue to meet the requirements of the Stage 1 Water Shortage and achieve a 15% reduction in water use this summer compared to previous years’ water usage. If reductions are not achieved, additional stages of the City’s Shortage Plan may need to be implemented.

Shortage Plan Consumption Limits

If Stages 2, 3 or 4 of the City’s Shortage Plan need to be adopted, customer consumption limits will be implemented. To achieve the reduction goals of Stages 2, 3, or 4, priorities for water use have been established, from highest to lowest, as follows: health and safety; commercial, industrial and government; existing landscaping; and new demand. Based on these priorities, different consumption limits have been established for each customer account type.

Residential consumption limits are based on per person water use plus a small amount for irrigation. Basing residential consumption limits on a per person basis is the fairest way to allocate water; it ensures that previous water conservation has been taken into consideration, and it does not penalize those that are already implementing water conservation activities. The water-use consumption limits for residential accounts for each of the four water rationing stages are as shown below.

Commercial, industrial, health care and safety consumption limits are

based on prior year demand. Dedicated irrigation account consumption limits are based on plant type and evapotranspiration data. The water use consumption limits for commercial and dedicated irrigation accounts for each of the four water rationing stages are as shown at bottom of page.

Water Shortage Information and Assistance

Staff members from the City’s Water Conservation Program and Utility Billing Division are available to answer any questions you may have about the current water shortage, your water allocation, or the City’s Shortage Plan. In addition, the Water Conservation Program offers many programs and incentives that may assist you in reducing your water use (see *Outdoor Water Conservation Programs* on page 1).

For questions about the number of residents on file for your water account or about your water bill, please contact Utility Billing at (707) 543-3150. For water conservation assistance, please call the Water Conservation Hotline at (707) 543-3985. Offices are open Monday through Thursday from 7:30 AM to 5:30 PM and every other Friday from 8 AM to 5 PM. Additional information is also available on our web site at www.srcity.org/watershortage. Thank you to all of our customers for your continued efforts to use water efficiently and conserve our precious water resource!

Account Type	Residential Water Use Consumption Limits (*gpcd = gallons per capita per day)			
	Stage 1	Stage 2	Stage 3	Stage 4
Single Family Residential	Voluntary 15%	65 gpcd* Plus 2,500 gal/mo May – Oct	57 gpcd* Plus 2,000 gal/mo May – Oct	50 gpcd*
Multi-Family Residential	Voluntary 15%	65 gpcd* Plus Moderate Landscape Allotment May – Oct	57 gpcd* Plus Minimum Landscape Allotment May – Oct	50 gpcd*

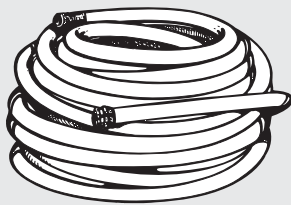
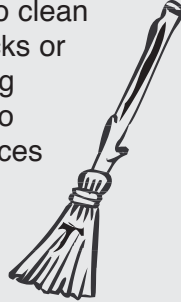
Account Type	Commercial and Irrigation Water Use Consumption Limits			
	Stage 1	Stage 2	Stage 3	Stage 4
Commercial / Industrial	Voluntary 15%	85% of previous 12 months’ use	80% of previous 12 months’ use	70% of previous 12 months’ use
Health Care / Safety	Voluntary 15%	95% of previous 12 months’ use	90% of previous 12 months’ use	85% of previous 12 months’ use
Dedicated Irrigation	Voluntary 15%	80% of net evapo- transpiration demand	50% of net evapo- transpiration demand	Minimal amount for mature trees/shrubs

How You Can Save Water

To assist water customers in reducing their water use and improving their water use efficiency, the Water Conservation Program developed the following list of the Top Ten ways to immediately reduce water use:

Top Ten Water Conservation Tips

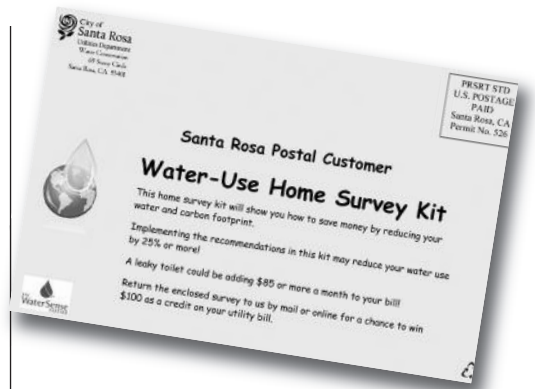
1. Reduce irrigation by 20% through the use of our Turf-Time information. Call Turf-Time at (707) 543-3466 or visit www.srcity.org/turftime for weekly lawn watering requirements and weekly drip watering recommendations. Turf-Time is updated on a weekly basis, and watering requirements are based on actual plant needs and current weather conditions.
2. Find and repair leaks now.
3. Inspect and tune-up your irrigation system monthly.
4. Irrigate between midnight and 6:00 AM to reduce water loss from evaporation and wind.
5. Use a broom to clean driveways, decks or patios. Washing sidewalks, patio and hard surfaces is prohibited during our Stage 1 Water Shortage.
6. Take your car to a car wash that recycles water.
7. Cover pools and hot-tubs to reduce evaporation.
8. Use front-loading washing machines. Contact the Water Conservation Program at (707) 543-3985 for information on rebates offered for the purchase of qualifying front-loading washing machines.
9. Run the dishwasher and clothes washer with full loads only.
10. Prevent and report water waste.



(clip and save)

The Water Conservation Program also offers incentive programs and services that can help you improve your water-use efficiency. To help reduce indoor water use, the Water Conservation Program provides FREE high-efficiency showerheads and faucet aerators, and provides rebates for replacing your washing machine with qualifying high-efficiency washing machines. The Water Conservation Program also offers rebates for replacing high-flow toilets, which are toilets that flush at 3.5 gallons per flush or more, with high-efficiency toilets, which are toilets that flush at 1.28 gallons per flush or less. For information on outdoor rebate programs, please see *Outdoor Water Conservation Programs* on page 1.

In addition to rebates and incentives, the Water Conservation Program provides FREE Water-Use Home Survey kits, which assist customers in identifying and eliminating water waste and improving water use efficiency, and Residential "Check-Ups," where expert staff will come to your home, review your current water uses, and make recommendations for improving your water use efficiency. For more information on current incentives or to request assistance in reducing your water use, please contact the Water Conservation Hotline at (707) 543-3985 or visit www.srcity.org/wc.



2009 Water-Use Home Survey Kit — Chance to Win \$100

Don't forget to complete the Water-Use Home Survey Kit for a chance to win \$100. All Santa Rosa Utilities customers received a Kit by mail during the month of May. The Kit walks you through determining the efficiency of your water-using appliances and helps you measure how much water your household can save on a monthly basis. You will also find information on how to improve the water efficiency of your home. Return the completed survey to: Water Conservation, 69 Stony Circle, Santa Rosa, CA 95401 or visit [www.](http://www.srcity.org/wc)



www.srcity.org/wc and fill out the survey online. The \$100 winner will be randomly drawn from all completed surveys returned by mail or submitted online by August 31.

Web Resources

Visit these web sites to learn more about issues mentioned in this Update.

Water Shortage Information:

www.SRCity.org/watershortage

Water Conservation:

www.SRCity.org/WC

Turf Time:

www.SRCity.org/turftime

Water Calculator:

www.SRCity.org/watercalculator

MySpace:

www.myspace.com/SRwater

Twitter:

twitter.com/SantaRosaWater