

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Breaking the Water–Use Efficiency/Rate Increase Link

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# Breaking the Link

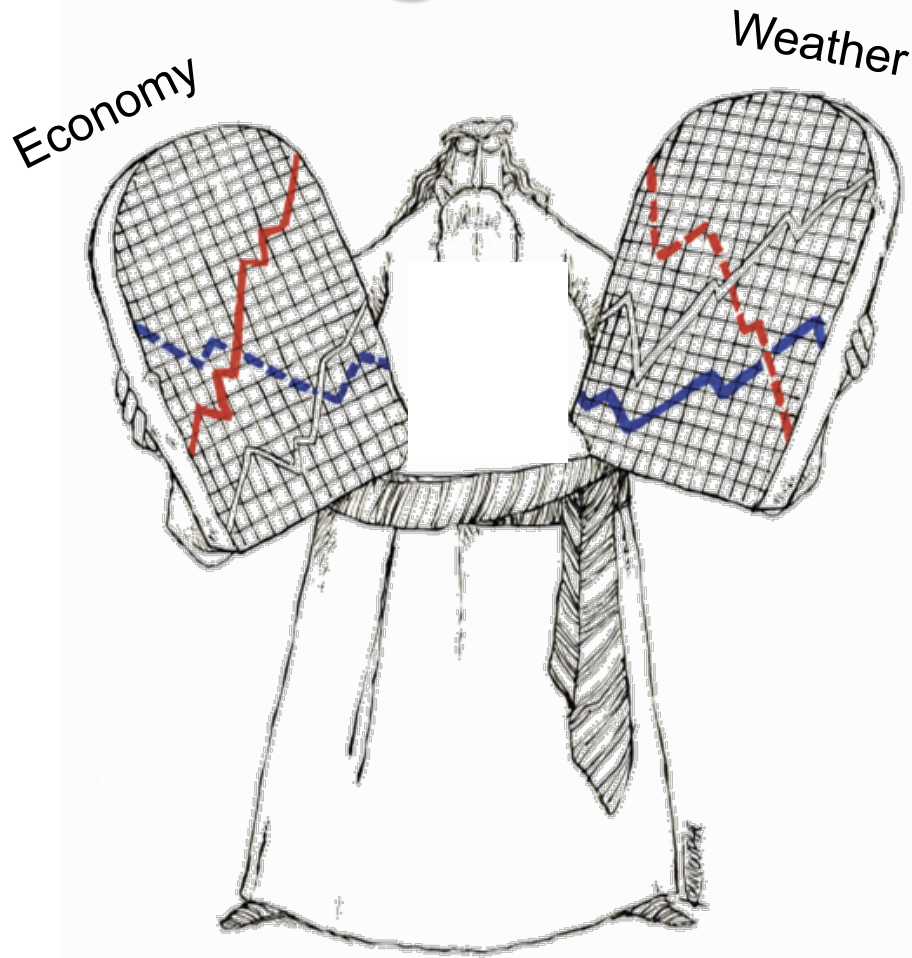
## City of Santa Rosa Case Study



“Residents of xyz have done so well at conserving water this year they can expect a reward of an up to 40 percent increase in their water rates next year as the city responds to a larger than expected drop in its water-sales revenue.”



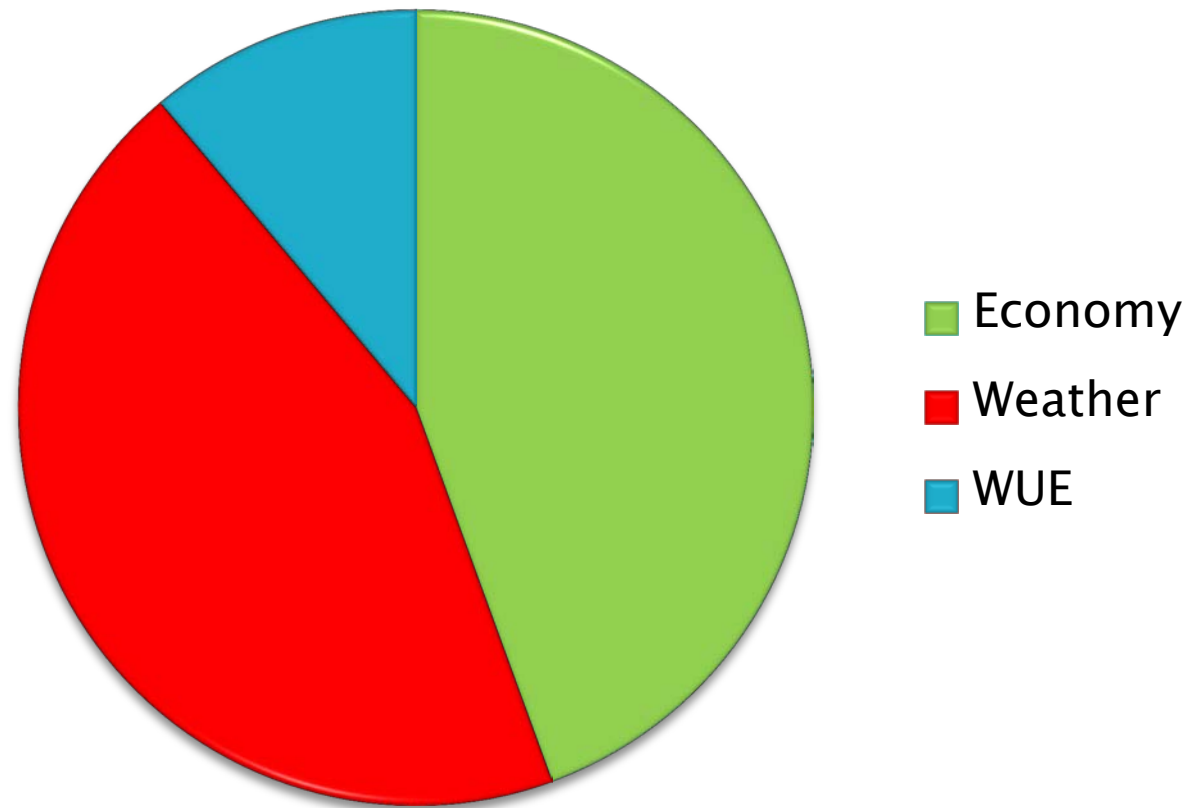
# Telling the Truth



**Water-Use  
Efficiency may  
cause short term  
rate increases but  
provides long term  
rate benefits**

# Recent Water–Use Reductions

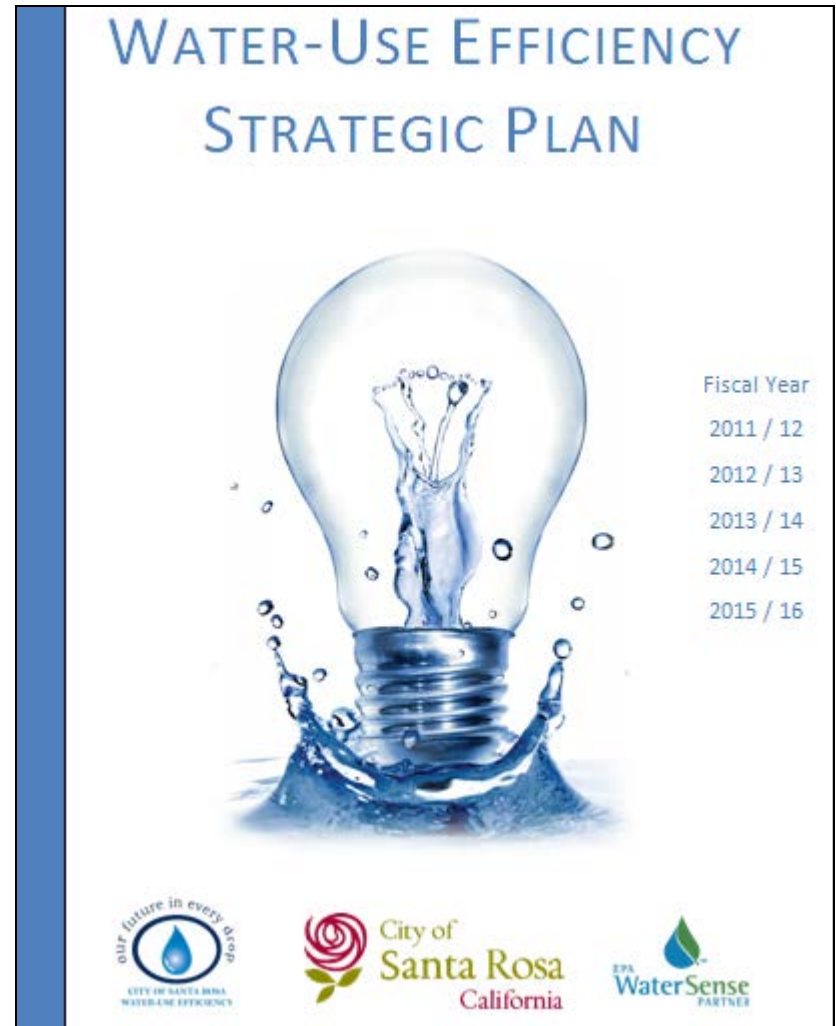
- ▶ Biggest impact has been economy & weather...





# Think Strategically

- ▶ Connection to Mission Statement
- ▶ Increase Operational Efficiencies
- ▶ Set Goals and Objectives
- ▶ Roadmap for the Future



# Utilities Mission

**Santa Rosa Utilities – Protecting public health by sustaining water and wastewater resources, infrastructure and the environment: *Our future in every drop.***



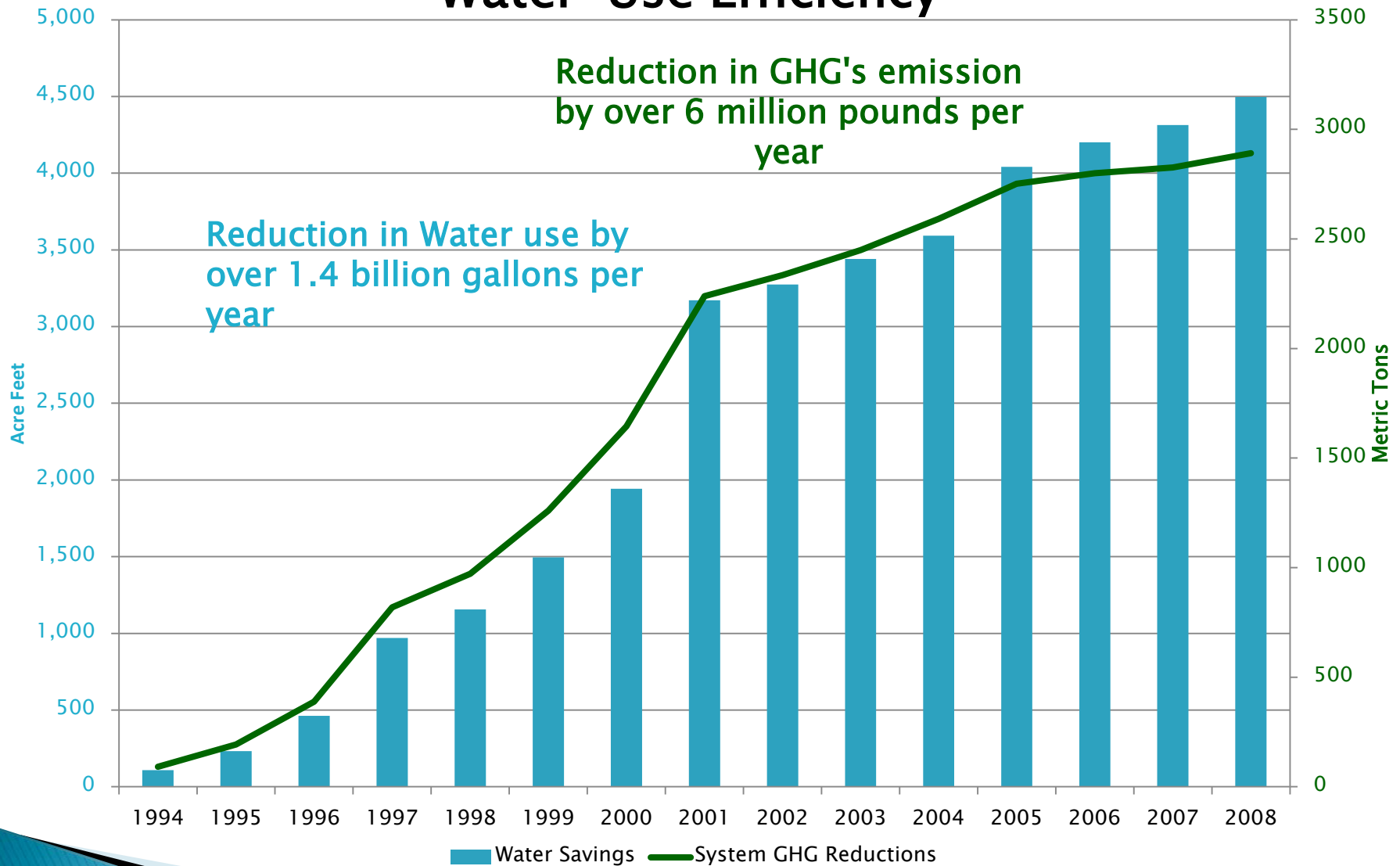


# Build on Successes



- ▶ 4,500+ acre feet of water savings
  - 1.5 billion gallons per year
  - 20% reduction in demand
- ▶ 50,000 toilets upgrades
- ▶ 1.8 million square feet of lawn removal
- ▶ GHG reductions
  - 6 million pounds from Utilities operations
  - 12 million pounds from end-use (customer)

# Utilities Water and GHG Reductions from Water-Use Efficiency



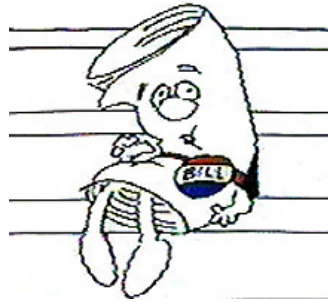
# WUE / Mission / Rate Payer Benefits

- ▶ Meet Regulatory Requirements
- ▶ Reduce Utilities Expenses
  - Less pumping, treatment, wastewater treatment etc.
- ▶ Deferred CIP
  - Treatment plant expansion / upgrades
  - Water supply projects
- ▶ Meet Future Demand



# WUE Related Regulations

- ▶ SBX7-7
- ▶ SB 407
- ▶ AB 1420
- ▶ AB 2717
- ▶ AB 1881
- ▶ AB 32
- ▶ SB 375
- ▶ Plumbing Code / Cal Green



- ▶ California Urban Water Conservation Council MOU
- ▶ SCWA Restructured Agreement for Water Supply
- ▶ Sonoma-Marin Water Saving Partnership

**Many agencies assign zero value to regulator compliance for WUE...this has to change!**

# Reduce Utilities Expenses

- ▶ Pumping and treating 1.5billion gallons less / year
- ▶ Reduced treatment plant flows by 800 million gallons / year
- ▶ **Cost \$900 / AF to treat water (\$2.25 million savings)**

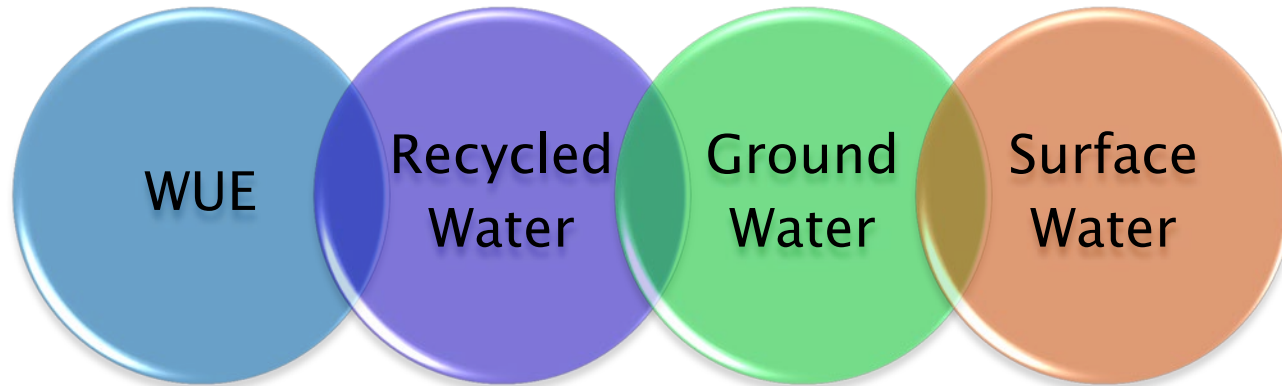
# Deferred CIP

- ▶ Treatment plant expansion / upgrades
  - Late 1990's wastewater treatment plant nearing capacity in near future
- ▶ Water supply projects
  - Early 2000's wholesale water constraints
  - "Source" of water
- ▶ **Annual debt service deferral of \$750,000 per \$10,000,000**

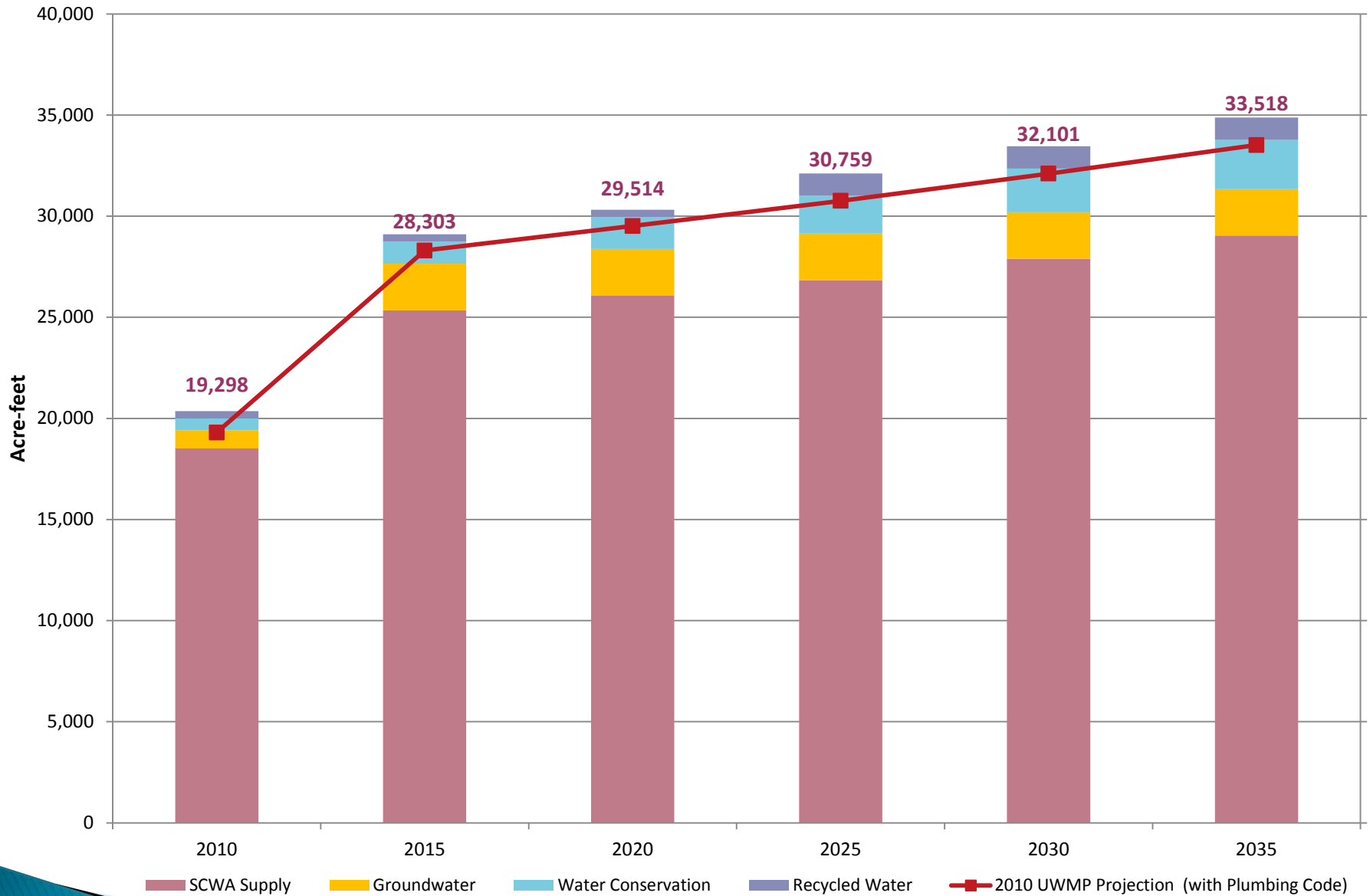


# Meet Future Demand

- ▶ What is the cheapest source?

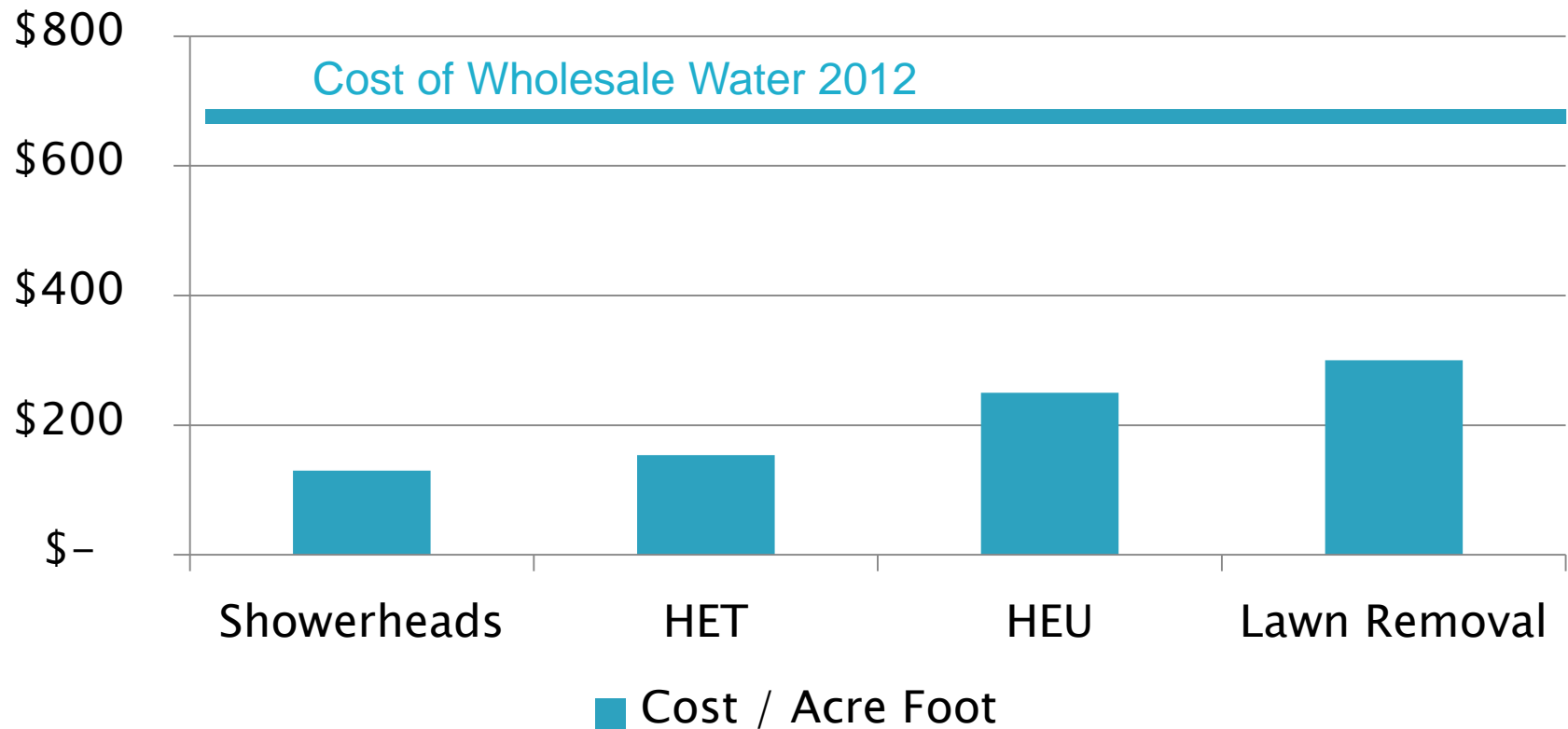


# City of Santa Rosa 2035 Demand and Supply



# WUE is Cost Effective

## Cost / Acre Foot



# Costs

# Benefits

Program Costs

Reduced Water Use  
(not including  
weather/economy)

# Costs

# Benefits

Program Costs

Reduced Water Use  
(not including  
weather/economy)

CIP Delay / Deferral  
(Millions / year)

Reduced Treatment,  
Pumping, Etc.  
(Millions / year)

Regulatory Compliance  
(Millions / year)



["Green Exchange"  
Rebate Program](#)

Receive a rebate for removing turf or improving the efficiency of your irrigation system.



[High-Efficiency Toilet  
Rebate Program](#)

Program ended June 30, 2010



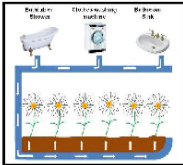
[High-Efficiency Clothes  
Washer Rebate](#)

Replace a top-loading clothes washer with a qualifying front-loading clothes washer and receive a rebate.



[Rainwater Harvesting Rebate](#)

Get a rebate for capturing rainwater and reusing it on your landscape.



[Graywater ReUse  
Rebate](#)

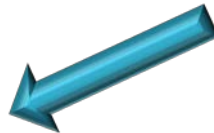
Reuse your graywater on your landscape and receive a rebate.



[Water Conservation  
Check-up Program](#)

This is a free onsite analysis of both indoor and outdoor water use.

- Urinal Programs
- Lawn Retrofits
- Irrigation Upgrades
- Clothes Washer Incentives
- High Use Audits
- Water Waste Program
- Workshops
- Etc.





# Communication Strategy

- ▶ Don't engage in illogical arguments
- ▶ Research the facts
- ▶ Education starts with your WUE Team
- ▶ Be ready for a long process
- ▶ Involve Senior Staff and Policy Makers

# Wrap-up

- ▶ WUE Team =
  - Cost effective source of water supply
  - Dependable long-term water supply
  - Safe water supply during droughts
  - Reduced Utilities operating costs
  - Cost savings for CIP projects



# Questions

