

Investing Now to Secure Our Water Future

ACWA 2024 Fall Conference

December 5, 2024

Jennifer Burke, Water Director, Santa Rosa Water



- Provide water and sewer service to 175k customers in Santa Rosa
- Provide regional wastewater treatment for 213,000+ customers
- Maintain over 1,200 miles of water and sewer pipe
- Storm water and flood control
- Annual budget—\$150 million
- Staff of 250





Our
water
story:

Supply

Deliver

Treat

Reuse

Protect

Current Rate Schedule

	Water Rate Adjustments	WW Rate Adjustments
July 2021	2.0%	2.0%
July 2022	3.0%	2.0%
July 2023	3.0%	2.0%
July 2024	4.0%	2.0%

The Challenges

- Increasing costs
- New and more stringent regulations
- Climate change and extreme weather
- Rapidly aging infrastructure



Replacing Aging Infrastructure

- Santa Rosa Water was established in 1947.
- A majority of the City's water and sewer system was built in the 1960s and '70s.
- Most of our public water system is 50+ years old.



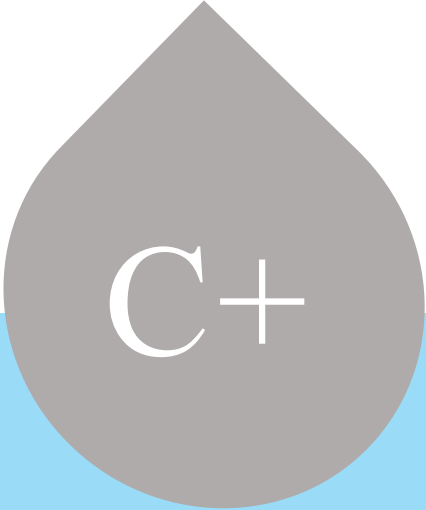
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Santa Rosa's 2022 Water Infrastructure Report Card



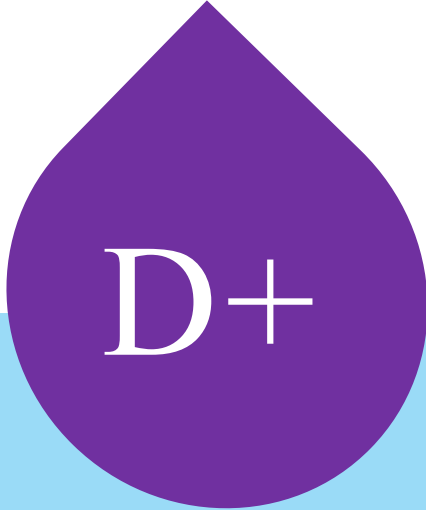
B

Water



C+

Sewer

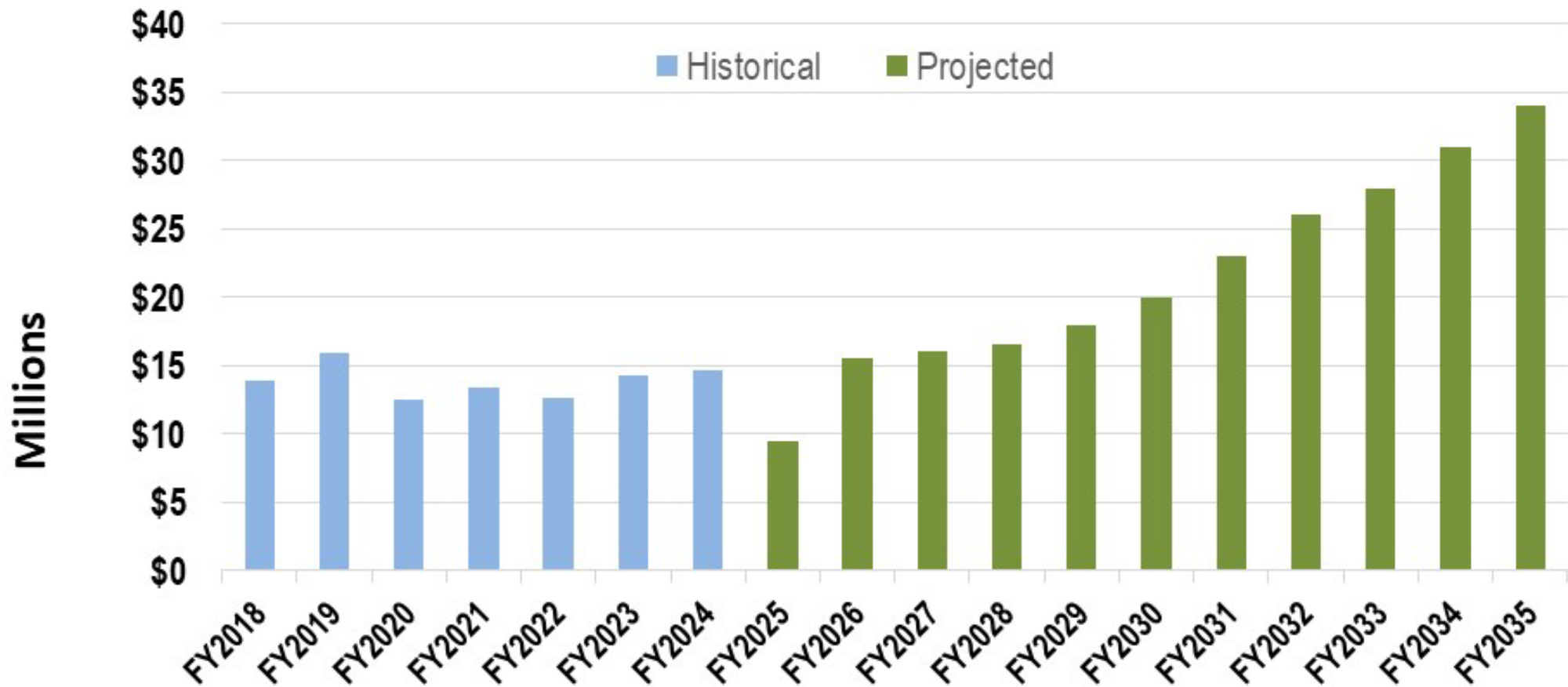


D+

Water Reuse

Water Capital Appropriations

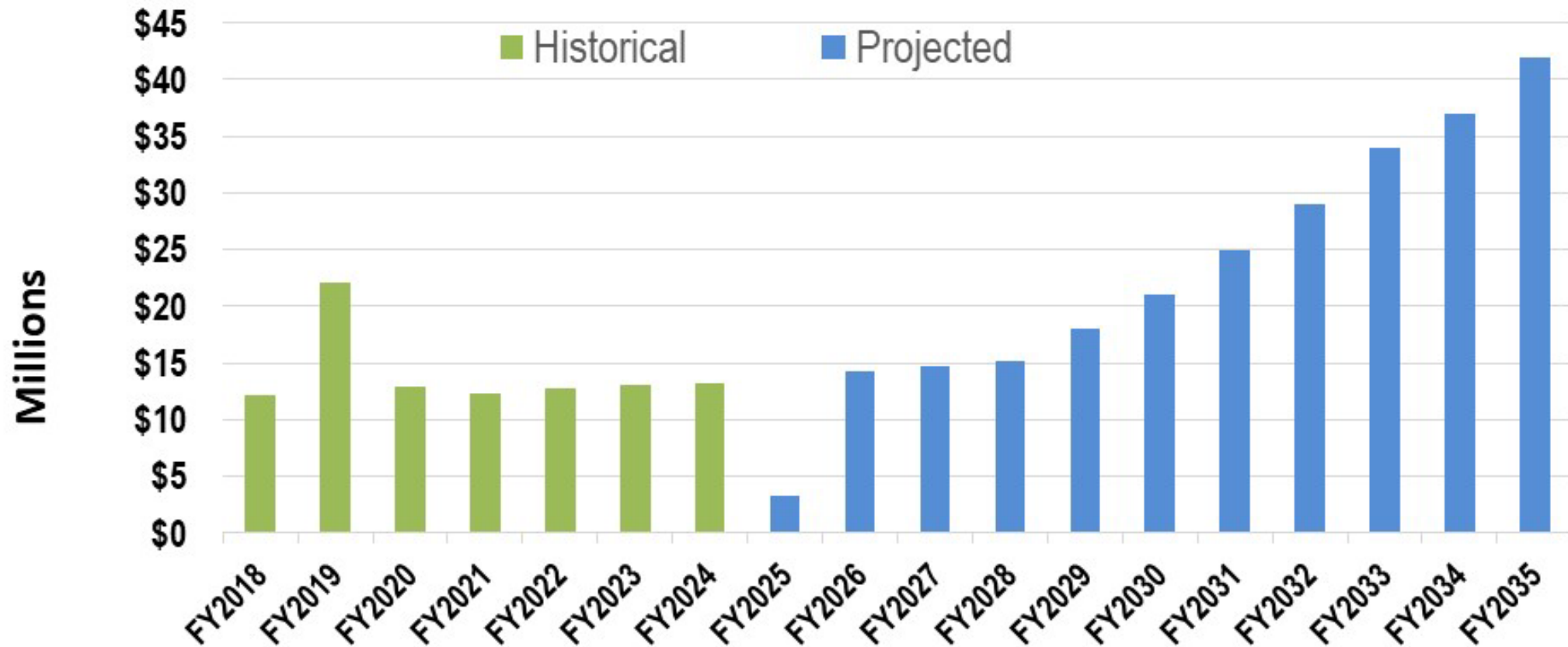
Goal: Increase annual capital appropriations* from current levels (average \$13.8 million per year) to \$34 million per year by FY2034/35.



* Commensurate increases to capital spending will be required

Local Wastewater Capital Appropriations

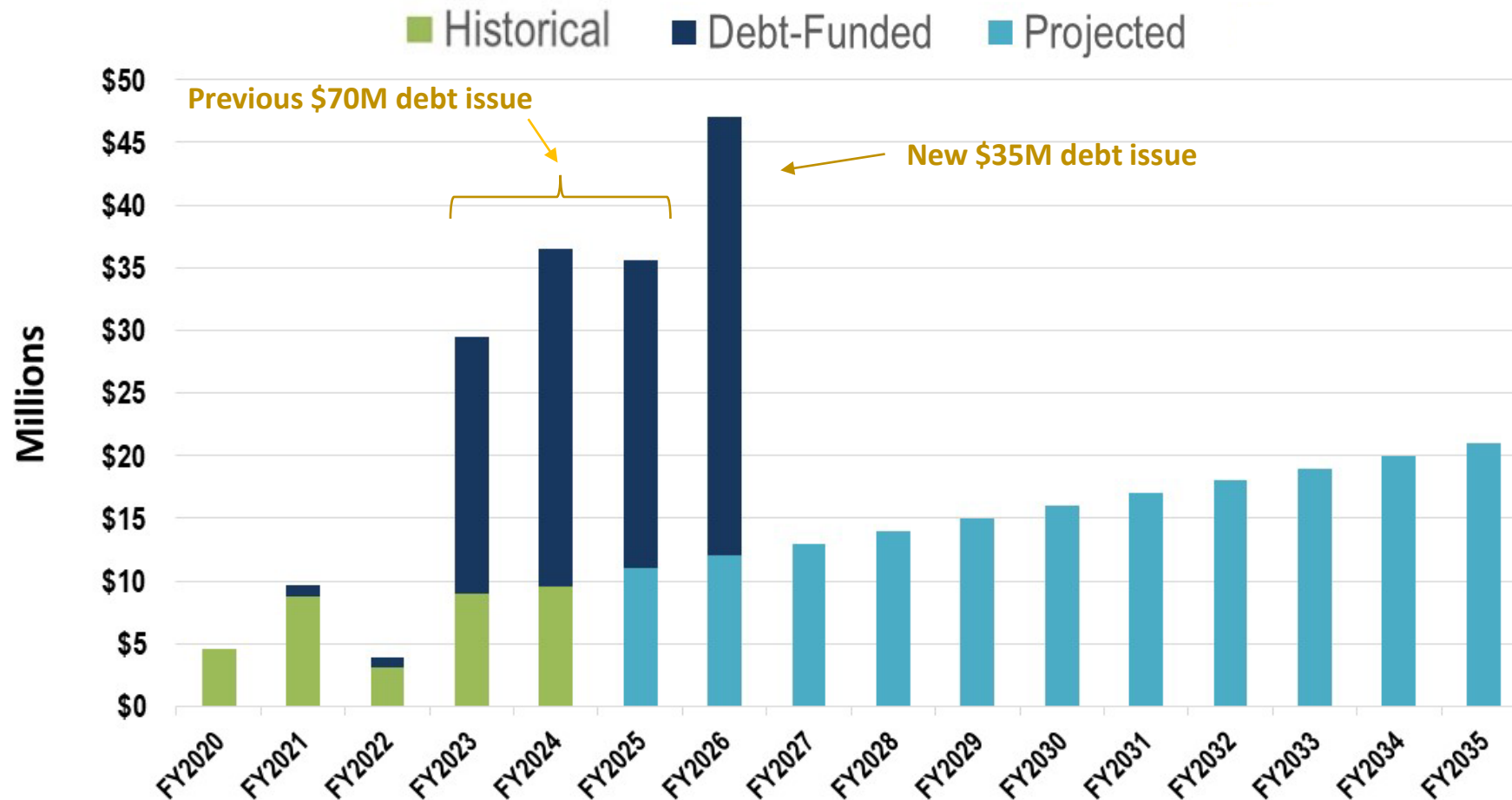
Goal: Increase annual capital appropriations* from current levels (average \$14.2 million per year) to \$42 million per year by 2034/35.



* Commensurate increases to capital spending will be required

Regional Capital Appropriations

Goal: Increase annual cash-funding by \$1 million per year from current levels (about \$11 million per year) to \$21 million per year by FY2034/35.



Proposed 5 Year Rate Schedule

	Baseline Water Rate Adjustments ²	Wastewater Rates Adjustment	Change in a Typical Single Family Utility Bill ³
July 2025 ¹	8.0%	5.0%	7.0%
July 2026	7.0%	5.0%	5.8%
July 2027	7.0%	5.0%	5.8%
July 2028	7.0%	5.0%	5.8%
July 2029	7.0%	5.0%	5.8%

¹ While the overall rate revenue adjustment for FY 2025/26 are reflected in the table above, actual changes to individual customers' utility bills may vary in FY 2025/26 due to adjustments to the rate structure.

² The final adjustment to Water rates will be dictated by the pass-through of Sonoma Water wholesale water costs.

³ Typical single family bill includes a 5/8" water meter, 7,000 gallons of monthly water use, and 4,500 gallons of wastewater.

Value of Water Campaign

Key Message:

- Investing Now to Secure Our Water Future

Outreach Plan:

- Two phase multi-media campaign
 - May – Nov. 2024: Value of Water Service and the Need to Invest
 - Dec. – July 2025: Proposed Water Rates, Prop 218 Noticing, and Adopted Rate Schedule



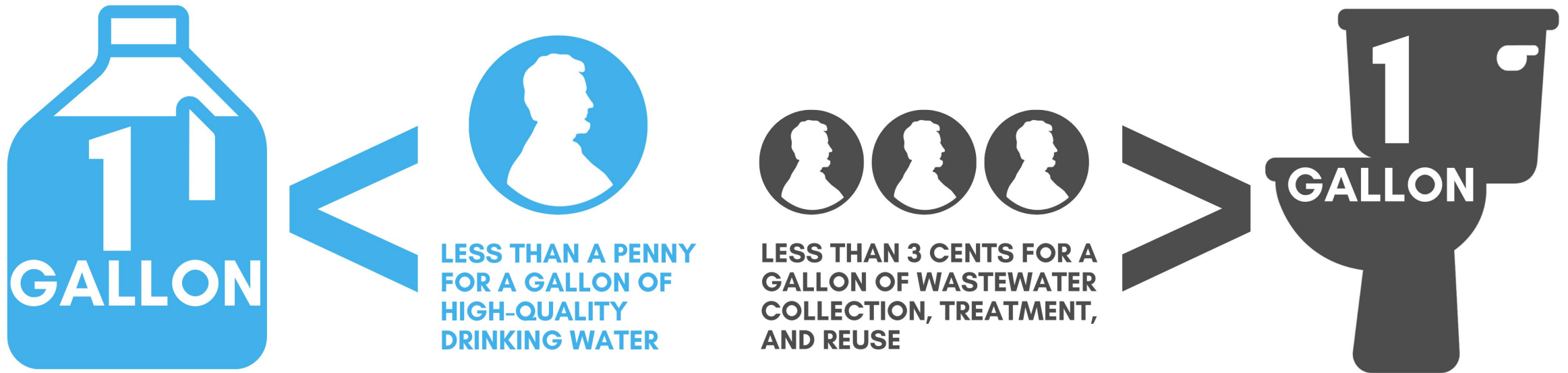
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Value of Water Campaign

- Using the power of digital advertising and partnerships to boost engagement.
- srcity.org/ValueOfWater
- City Connections eNewsletter
- QuenchCA Campaign
- Water Bill Messaging
- Digital, Print, and Radio
- Social Media
 - Facebook.com/SRWWater
 - @SantaRosaWater



Cost of Service



Always On

Santa Rosa runs on water, and the Santa Rosa Water team is here to make sure your water is **#AlwaysOn when you need it!** To keep water flowing now and into the future, the Santa Rosa Water team is investing in the resiliency and reliability of our community's water system.



santarosawater

...



 Liked by sonoma_water and 19 others

santarosawater Did you know that when you pay your water and sewer bill each month, your dollars go directly to providing essential services and are invested in... more

June 28

Delivering Reliable Service

Investing Now to Secure Our Future



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7 likes

santarosawater You know what's pretty neat? Ultra-violet disinfection.

In November of 2022, Santa Rosa Water broke ground on the \$68 million ultra-violet (UV) disinfection replacement project. This project is an investment in our community's ability to safely recycle and reuse water, paid for by water rates and fees.

Customer Outreach

- SRCity.org/WaterRates
- City Connections eNewsletter
- Water bills
- Social media
- Print, digital, and radio advertising
- Public meetings and community events
- Internal Outreach
 - Presentations, Talking Points, FAQs



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Help for Managing Water Bills



Customer Service
707-543-3150



WaterSmart Portal
SRCity.org/WaterSmartPortal

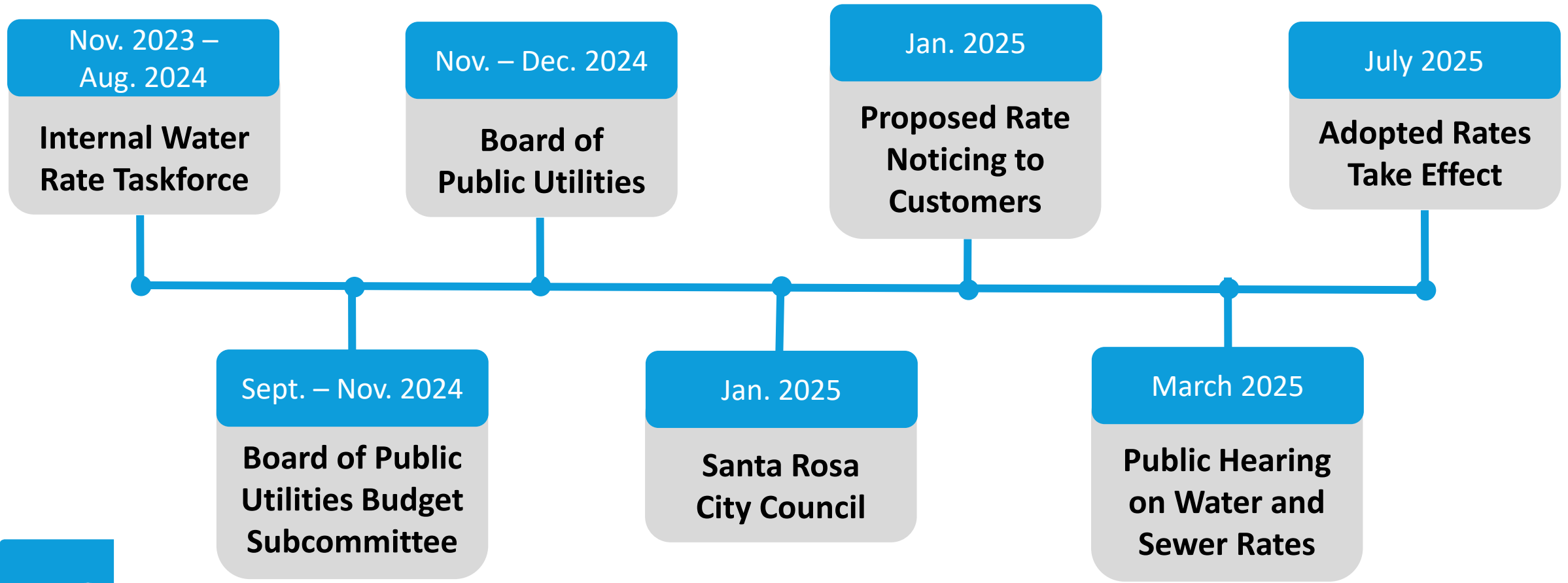


WaterSmart Programs
SRCity.org/WaterSmart



Help2Others
Water Bill Assistance
SRCity.org/H2O

Proposing Water Rates for 2025-29





Questions?
[SRCity.org/ ValueOfWater](http://SRCity.org/ValueOfWater)

