



**ANNUAL REPORT
2015-2016**

ABOUT THE PARTNERSHIP

The Sonoma-Marín Saving Water Partnership (Partnership) represents 11 water utilities in Sonoma and Marin counties that have joined together to provide regional solutions for water use efficiency.

The utilities include the Cities of Santa Rosa, Rohnert Park, Petaluma, Sonoma, Cotati; North Marin, Valley of the Moon and Marin Municipal Water Districts; Town of Windsor, California American Water - Larkfield District and Sonoma County Water Agency (Partners). Each of the Partners have water conservation programs that can assist customers in reducing their water use.

The Partnership was formed to identify and recommend implementation of water use efficiency projects, and maximize the cost-effectiveness of water use efficiency programs in our region.

The Partners are committed to remain members in good standing of the California Urban Water Conservation Council (CUWCC) and implement the Best Management Practices (BMPs) for water conservation.



OUR SERVICE AREA

More than 600,000 residents in Sonoma and Marin counties rely on the water delivered from the Russian River by the Sonoma County Water Agency (Water Agency) to the nine cities and districts in the Partnership. Supplementing the water provided by the Water Agency are local supplies including recycled water, groundwater from underground aquifers and surface water reservoirs.

Recreation, agriculture and wildlife, including threatened and endangered steelhead, coho and Chinook salmon also rely on these same natural resources in order to thrive.

Realizing the importance of protecting and preserving water resources for future generations, the members of the Partnership have taken a proactive role in helping fund, maintain and implement an array of water supply, water use efficiency and fishery recovery programs.



THANK YOU FOR DOING YOUR PART! THERE'S NEVER ENOUGH TO WASTE!



This year the California Drought continued for a fifth consecutive year and Governor Jerry Brown directed the State Water Resources Control Board to continue outdoor water use restrictions and reduce overall water use in California. Even though our region experienced about average rainfall and locally was spared from Statewide drought effects, the Sonoma Marin Water Saving Partnership cumulatively met the State requirements by reducing water production 24%.

The Partnership's collaborative water conservation public outreach effort continued with a simple message: "Thank You for Doing Your Part! There's Never Enough to Waste!" Radio, television, print and online media urged water users to conserve. The area retail water providers continued their water conservation efforts with additional Drought Drive Ups, Do It Yourself campaigns, recycled water residential fill stations and unveiled an innovative "Take it from the Tap" campaign to encourage drinking local tap water.

For the fourth year in a row the Partnership received awards from the U.S. Environmental Protection Agency. In 2016 the EPA WaterSense "Partner of the Year" recognition as a professional certifying organization for promoting water efficient irrigation practices through implementation of the Qualified Water Efficient Landscaper Program (QWEL) and "Excellence Award" for promoting WaterSense labeled products were presented to the Partnership at the WaterSmart Innovations Conference. QWEL educates landscape professionals and their customers on the benefits of sound landscape design, management and irrigation practices. The WaterSense labeled products were distributed at Drought Drive Up events and the Sonoma County Fair Water Smart Home booth. The Partnership garnered two of sixteen awards issued by the EPA nationally.

The Partnership was formed in late 2010 and recognizes that establishing common regional water conservation projects may cost effectively conserve more water than would otherwise be conserved by individual agencies. This regional approach is based on meeting water conservation regulatory requirements by offering financial incentives to conserve and by educating water users about where drinking water comes from and how to use it most efficiently. The Partnership, through its many water efficiency programs, educational seminars and outreach campaigns, is working every day of the year to educate our communities about the importance of conserving water resources and curbing water-wasting behaviors. This year California American Water (Larkfield District) joined the Partnership and future expansion is anticipated.

Regional water use during Fiscal Year 2015/16 remains down significantly from prior years as mandatory outdoor water use restrictions continue. The Partnership offers educational resources, programs and incentives to aid our communities in meeting water use efficiency requirements in the future as we work together in response to variable water year conditions and maintain supplies for beneficial use and instream needs.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Healy".

Michael Healy, Chair
Water Advisory Committee


A handwritten signature in black ink, appearing to read "Efrén Carrillo".

Efrén Carrillo, Chair
Sonoma County Water Agency

PARTNERSHIP ACHIEVEMENTS BY THE NUMBERS

RESIDENTIAL PROGRAMS




68,645
GALLONS OF RAINWATER
HARVESTED

900 
HIGH-EFFICIENCY CLOTHES
WASHER REBATES

98 HOT WATER RECIRCULATION
SYSTEM REBATES



17 LAUNDRY TO
LANDSCAPE
GRAYWATER
SYSTEMS

3,099
WATER SMART HOME
EVALUATIONS



4,966
RESIDENTIAL TOILET
REPLACEMENTS



LANDSCAPE PROGRAMS

1,495
WATER WASTE ENFORCEMENTS

121
POOL COVER
REBATES


225
GARDEN SENSE
CONSULTATIONS

70
QWEL & SQWEL
GRADS


ECO FRIENDLY GARDEN TOUR
1,800 ATTENDEES
33 SITES 

553
IRRIGATION
STATIONS
RETROFITTED
WITH SMART
CONTROLLERS

4 BIOSWALES, DRIP
IRRIGATION & LOW WATER
USE GARDEN DESIGN
CLASSES HELD

1,470
REBATES GIVEN FOR LAWN REMOVAL
VIA CASH FOR GRASS/ MULCH MADNESS

1,331,844
SQUARE FEET OF LAWN REMOVED
VIA CASH FOR GRASS/ MULCH MADNESS

90
LANDSCAPE
PLANS
REVIEWED



11
RAINWATER
HARVESTING
CLASSES



120
LANDSCAPE
UPGRADE
REBATES



11
SHEET
MULCHING
CLASSES

FISCAL YEAR 2015/2016



57 INDOOR
SURVEYS
COMPLETED



COMMERCIAL PROGRAMS



14

COMMERCIAL
LAUNDRY FIXTURES &
SYSTEMS REBATED



10

CII HIGH EFFICIENCY
TOILETS AND URINALS
RETROFITTED

8,101

STUDENTS
RECEIVED DIRECT
INSTRUCTION



K-12 EDUCATION PROGRAMS

CURRICULUM MATERIALS
DISTRIBUTED TO

30,609 STUDENTS



62

HIGH SCHOOL
VIDEO
CONTEST
PARTICIPANTS



3,764

ENTRIES IN THE
WATER AWARENESS
POSTER CONTEST

10,682

ASSEMBLY
PROGRAM
ATTENDEES

375

PARENT
CHAPERONES
ATTENDED
FIELD TRIPS



STUDENTS REACHED AT
COMMUNITY OUTREACH EVENTS

5,000



64

TEACHER'S
ATTENDED
WORKSHOPS

PARTNERSHIP HIGHLIGHTS

NEW WATER EDUCATION BUILDING

In August of 2015, years of planning and tremendous support from the Partnership culminated in the completion of The Westside Water Education Center. Nestled near a redwood grove along the Russian River, the Water Education Center provides a permanent home to the Water Education Program. The Education Center hosts thousands of elementary, high school and college students, serves as a meeting place for teacher workshops and public meetings, and is the starting place for public tours of our water supply system. Paired with collector six and the new fish viewing gallery along the Russian River, the Water Education Center allows students and adults to understand the source of our drinking water, our connection to endangered salmon and the importance of conservation and stewardship within the Russian River watershed.



PROGRAM EXPENDITURES

(In thousands of dollars)

	FY 15-16	Minimum
California American Water Larkfield District	\$30	NA
City of Cotati	\$69	\$18
Marin Municipal Water District	\$600	\$206
North Marin Water District	\$380	\$217
City of Petaluma	\$716	\$260
City of Rohnert Park	\$88	\$102
City of Santa Rosa	\$1346	\$555
City of Sonoma	\$124	\$59
Valley of the Moon Water District	\$313	\$70
Town of Windsor	\$238	\$13
Sonoma County Water Agency	\$2284	NA
Regional Total	\$5443	\$1500

Minimum is established in the MOU regarding the Sonoma-Marin Saving Water Partnership.

AWARD WINNING PROGRAMS

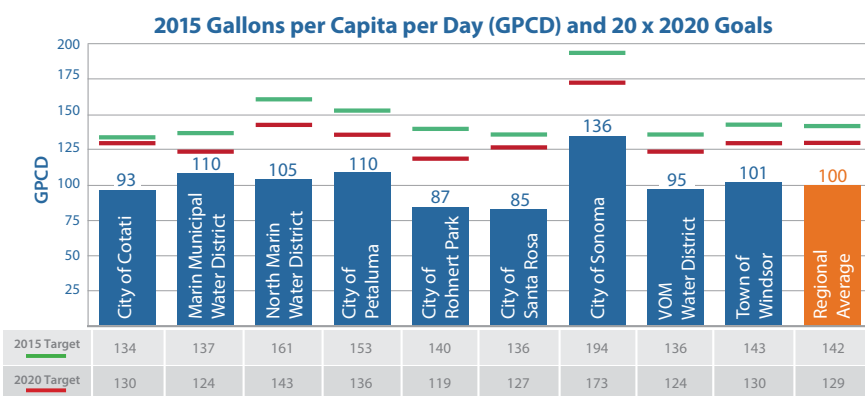
The Partnership is excited to have received recognition for two of the programs that are offered to promote efficient water use in the landscape. For the second consecutive year the Partnership received a WaterSense Partner of the Year Award from the U.S. Environmental Protection Agency (EPA) for its work in educating landscape professionals through its WaterSense labeled Qualified Water Efficient Landscaper (QWEL) program in irrigation system auditing.

The Garden Sense program achieved first place in the 'Community Service' category of the International Master Gardener 2015 Search for Excellence Award. The Garden Sense program is offered in collaboration with the Master Gardeners of Sonoma County and provides residents with a free on-site landscape consultation. Consultations cover topics including lawn conversion, site appropriate low water use plants, conversion of sprinklers to drip irrigation, assessment of existing irrigation, and sustainable garden practices. From July 2014 to June 2015 Garden Sense consultants visited 275 sites throughout Sonoma County.

20 X 2020 GOALS

In 2009, SBx7-7 established a statewide goal, known as 20 x 2020, to reduce per capita water use 20% by the year 2020 with an interim goal of a 10% reduction by 2015. The chart below displays 2015 per capita water use in each Partner service area and the region as a whole. The 2015 and 2020 goals are indicated by the green and red lines, respectively.

While the chart shows that all Partners are currently meeting the 2020 targets, we recognize that water use efficiency must continue. Many factors can affect water use patterns as has been seen in recent years. It is important to continue the work on water use efficiency to maintain the savings already achieved and make sure the region captures all the benefits of future water savings.



TAKE IT FROM THE TAP!

The Partnership developed and implemented a robust “Take it From the Tap!” (TAP!) multimedia campaign to raise awareness about our local water system, address concerns about water quality, create behavior change in consumers to choose tap water over bottled water and reduce impacts on the environment. The campaign ran from May 2016 through August 2016 and included both print and digital advertisements (ads, video, billboards, radio), as well as, a companion social media campaign to reach a broad regional demographic.



In addition to the creation of campaign collateral, a variety of resources were developed, such as a website (TakeltFromTheTap.org), partner toolkit, classroom curriculum, water quality FAQs and a reusable water bottle with TAP! messaging which are given out in classrooms and at community events. These resources will be continually utilized by the partners to provide TAP! education on an on-going basis and are available to the public on the new website.

As a result, it is estimated that the campaign was viewed/heard over 8 million times throughout the region.



TRANSFORMING LANDSCAPES THROUGH COMMUNITY PARTNERSHIPS

In October of 2015 the Sonoma County Water Agency contracted Daily Acts and Conservation Corps North Bay to execute an eight week pilot program to replace lawns in the cities of Rohnert Park and Cotati including the installation of 3 model sites. The crew of 8 young adults were participating in the Summer Youth Ecology Corps Program. A total of 30 residential lawns were sheet mulched, accounting for 43,050 sq ft of turf in the 30 days the crews were active

ANNUAL MULTI-MEDIA PUBLIC EDUCATION CAMPAIGN

Building on the success of the 2014 and 2015 “There’s a drought on. Turn the water off” campaign, the Partnership continued the theme with a new message, “Thank you for doing your part. There’s never enough to waste.” The campaign was disseminated throughout the region via radio and print in English and Spanish.

Additionally, the Partnership had a large presence at the Sonoma County Fair, displaying its “Water Efficient House” in the Grace Pavillion. The interactive house provides tips for saving water inside and outside the home. About 260,000 visited the County Fair this year.



City of Cotati
(707) 665-3631
www.ci.cotati.ca.us



**MARIN MUNICIPAL
WATER DISTRICT**
Marin Municipal Water District
(415) 945-1520
www.marinwater.org



City of Petaluma
(707) 778-4507
cityofpetaluma.net/wrcd



**NORTH MARIN
WATER DISTRICT**
North Marin Water District
(415) 761-8933
www.nmwd.com



City of Rohnert Park
(707) 588-3300
www.rpcity.org



Sonoma County Water Agency
(707) 547-1933
sonomacountywater.org



**City of
Santa Rosa**
Utilities Department
City of Santa Rosa
(707) 543-3985
www.srcity.org/wue



Town of Windsor
(707) 838-1004
townofwindsor.com



City of Sonoma
(707) 933-2237
www.sonomacity.org



Valley of the Moon
Water District
(707) 996-1037
www.vomwd.com



**CALIFORNIA
AMERICAN WATER**
California American Water
Larkfield District
(707) 542-8329
calamwater.com



WWW.SAVINGWATERPARTNERSHIP.ORG