



*City of Santa Rosa*  
*City of Rohnert Park*  
*City of Petaluma*  
*City of Sonoma*  
*City of Cotati*  
*North Marin Water District*  
*Valley of the Moon Water District*  
*Marin Municipal Water District*  
*Town of Windsor*  
*Sonoma County Water Agency*



# ANNUAL REPORT 2016-2017



# ABOUT THE PARTNERSHIP

The Sonoma-Marin Saving Water Partnership (Partnership) represents 10 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, 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 and support its transition to the California Water Efficiency Partnership.



## 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.

# THERE'S NEVER ENOUGH TO WASTE!

The 2016-2017 winter season resulted in above average rain and snowfall throughout most of the state ending California's five-year drought. Consequently, on April 7, 2017 Governor Jerry Brown ended the drought state of emergency and directed state agencies to implement a framework for long-term efficient water use. Even though our region experienced above average rainfall, the Sonoma Marin Water Saving Partnership cumulatively reduced water production by 21% compared to the State's 2013 benchmark year.

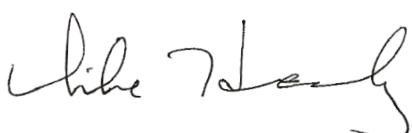
The Partnership's collaborative water conservation public outreach effort continued with a simple message: "There's Never Enough to Waste!" Radio, television, print and online media encouraged water users to remain diligent in using water efficiently. The area retail water providers continued their water conservation efforts as well as encouraged customers to make conservation a way of life.

For the fifth year in a row the Partnership received awards from the U.S. Environmental Protection Agency (EPA). In 2017 the EPA awarded the Partnership its first "Sustained Excellence Award" for its expanded irrigation-professional training opportunities to community college students and working with other partners on outdoor water efficiency education through the Qualified Water Efficient Landscaper (QWEL) program. The Partnership also received a 2017 "Excellence Award" for its education and outreach efforts. The Partnership was awarded two of 20 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.

Regional water use during Fiscal Year 2016-2017 remains down significantly from prior years as a result of continued water conservation efforts by all Partnership agencies. 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,



Michael Healy, Chair  
Water Advisory Committee



Shirlee Zane, Chair  
Sonoma County Water Agency

# PARTNERSHIP ACHIEVEMENTS BY THE NUMBERS

## RESIDENTIAL PROGRAMS

**52**

HOT WATER  
RECIRCULATION  
SYSTEM REBATES



**4,301**

RESIDENTIAL  
TOILET  
REPLACEMENTS

**11**

LAUNDRY TO LANDSCAPE  
GRAYWATER SYSTEMS



**11,223**

GALLONS OF RAINWATER HARVESTING  
CAPACITY ADDED

**712**

HIGH-EFFICIENCY CLOTHES  
WASHER REBATES



## LANDSCAPE PROGRAMS

**411,701**

SQUARE FEET OF LAWN  
REMOVED VIA CASH FOR GRASS/  
MULCH MADNESS

ECO FRIENDLY GARDEN TOUR

**1,635** ATTENDEES

**24** SITES



**123**

GARDEN SENSE  
CONSULTATIONS

**47**

LANDSCAPE  
UPGRADE REBATES

**38**

POOL COVER REBATES



**4**

SHEET MULCHING  
CLASSES

**87**

IRRIGATION STATIONS  
RETROFITTED WITH  
SMART CONTROLLERS

**365**

WATER WASTE  
ENFORCEMENTS

**6**

RAINWATER  
HARVESTING  
WORKSHOPS

**140**

LANDSCAPE PLANS  
REVIEWED

**48**

QWEL & SQWEL GRADS



**10**

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

**346**

REBATES GIVEN FOR LAWN REMOVAL  
VIA CASH FOR GRASS/ MULCH MADNESS



FISCAL YEAR 2016-2017

## COMMERCIAL PROGRAMS



**115**  
INDOOR SURVEYS  
COMPLETED



**45**

COMMERCIAL HIGH EFFICIENCY  
TOILETS AND URINALS  
RETROFITTED

**656,976**

GALLONS SAVED THROUGH SUSTAINED REDUCTION

## K-12 EDUCATION PROGRAMS

**90**

HIGH SCHOOL  
VIDEO CONTEST  
PARTICIPANTS



CURRICULUM MATERIALS  
DISTRIBUTED TO  
**27,370**  
STUDENTS

**10,264**

STUDENTS RECEIVED  
DIRECT INSTRUCTION

**871**

ENTRIES IN THE WATER AWARENESS  
POSTER CONTEST

**17,084**

ASSEMBLY PROGRAM ATTENDEES



**9,041**

STUDENTS REACHED  
AT COMMUNITY  
OUTREACH EVENTS



**375**

PARENT CHAPERONES  
ATTENDED FIELD TRIPS

**58**

TEACHERS ATTENDED  
WORKSHOPS

# PARTNERSHIP HIGHLIGHTS



## FISH LADDER VIEWING GALLERY OPENS

The Water Agency operates an inflatable dam located on the Russian River near Forestville to increase water production capacity during peak demand months. In September 2016, the construction of a new, modern fish ladder to bypass the dam was completed, allowing fish and other aquatic animals to safely swim past the inflatable dam. The new fish ladder also offered an opportunity to develop a viewing gallery. The viewing gallery serves as a window into the Russian River, allowing Water Agency fish biologists to count endangered salmon and creating a unique opportunity for the public on guided tours to catch a glimpse of aquatic wildlife. During the 2016-17 school year, 2,300 students visited the gallery as part of the Water Agency's award-winning water education program. During this field program, students learn about the Russian River and how it provides habitat for endangered salmon as well as drinking water for our community.

## WATER SMART PLANT CARDS

The Partnership's popular plant cards were revised with new plants and the new "Water Smart Plant" labeling campaign for identifying climate appropriate plants at local nurseries. Each deck of cards feature 50 different low water use plants organized into six categories: trees, shrubs, perennials, grasses, groundcovers and vines. The cards are a component of the Partnership's outreach initiative to educate the public on outdoor water use and are available through the Partners and at outreach events.



## PROGRAM EXPENDITURES

(In thousands of dollars)

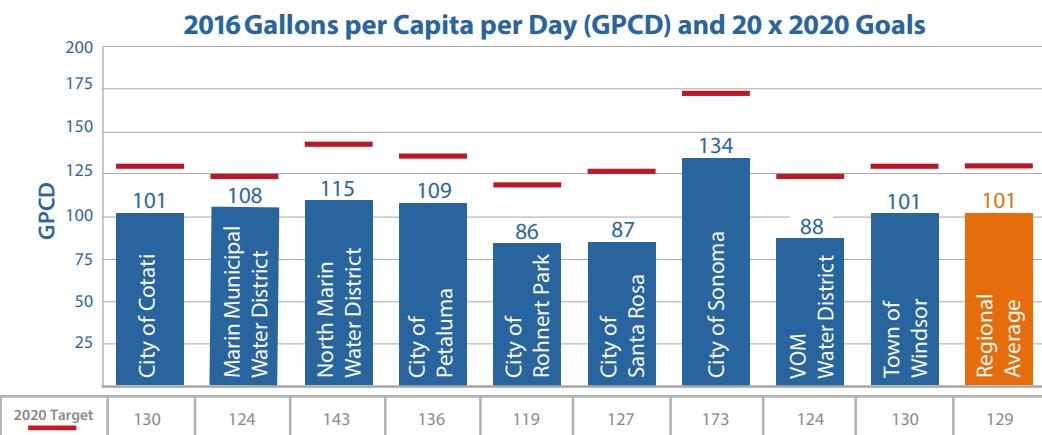
	FY 16-17	Minimum
City of Cotati	\$55	\$18
Marin Municipal Water District	\$1858	\$206
North Marin Water District	\$540	\$217
City of Petaluma	\$657	\$260
City of Rohnert Park	\$16	\$102
City of Santa Rosa	\$3421	\$555
City of Sonoma	\$129	\$59
Valley of the Moon Water District	\$85	\$70
Town of Windsor	\$199	\$13
Sonoma County Water Agency	\$2085	NA
<b>Regional Total</b>	<b>\$9045</b>	<b>\$1500</b>

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

## 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. The chart below displays 2016 per capita water use in each Partner service area and the region as a whole. The 2020 goals are indicated by the red lines.

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.



## ANNUAL MULTI-MEDIA PUBLIC EDUCATION CAMPAIGN

Building on the success of past public outreach campaigns, the Partnership continued in 2018 with the message, "Water efficiency is...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 Pavilion. The interactive house provides tips for saving water inside and outside the home as well as rebate information for each of the Partners' service areas. About 223,000 people visited the County Fair this year.



### AWARD STREAK CONTINUES

The Partnership was awarded two 2017 U.S. EPA WaterSense Awards continuing an award streak that began in 2013. Each year, 20 WaterSense Awards are given nationally to industry leaders who support WaterSense in its mission to promote water use efficiency. The Partnership received its first ever 2017 Sustained Excellence award for its Qualified Water Efficient Landscape Program and received the 2017 Excellence Award for Outreach and Education.

For more about WaterSense, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).





City of Cotati  
(707) 665-3631  
[www.ci.cotati.ca.us](http://www.ci.cotati.ca.us)



MARIN MUNICIPAL  
WATER DISTRICT

Marin Municipal Water District  
(415) 945-1520  
[www.marinwater.org](http://www.marinwater.org)



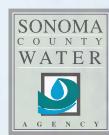
City of Petaluma  
(707) 778-4507  
[cityofpetaluma.net/wrcd](http://cityofpetaluma.net/wrcd)



North Marin Water District  
(415) 761-8933  
[www.nmwd.com](http://www.nmwd.com)



City of Rohnert Park  
(707) 588-3300  
[www.rpcity.org](http://www.rpcity.org)



Sonoma County Water Agency  
(707) 547-1933  
[sonomacountywater.org](http://sonomacountywater.org)



City of Santa Rosa  
(707) 543-3985  
[srcity.org/water](http://srcity.org/water)



Town of Windsor  
(707) 838-1004  
[townofwindsor.com](http://townofwindsor.com)



City of Sonoma  
(707) 933-2237  
[www.sonomacity.org](http://www.sonomacity.org)



Valley of the Moon  
Water District  
(707) 996-1037  
[www.vomwd.com](http://www.vomwd.com)



**[WWW.SAVINGWATERPARTNERSHIP.ORG](http://WWW.SAVINGWATERPARTNERSHIP.ORG)**