



**(ANNUAL REPORT)**  
FISCAL YEAR 2011/2012



## A Team Effort

Every day we wake up and turn on the tap to draw water and begin our daily routine. It's a marvel that fresh water appears instantly and this marvel is a testament to the men and women of the Sonoma County Water Agency and area retail water providers working together to ensure a safe, reliable water supply is available for residents of Sonoma and Marin counties. Whether the water is naturally filtered from the Russian River, local groundwater sources or treated surface water from local lakes, the coordinated effort to extract, treat and deliver water to area residents is often taken for granted. Conservation of precious water resources is critical as we strive to make water available for our communities while preserving our natural resources.

The Sonoma-Marin Saving Water Partnership (Partnership) was formed in late 2010. The Partnership 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.

The time and energy invested in the Partnership is paying off. The 2011/2012 winter and spring saw limited rainfall and dry year conditions in our service area. Nevertheless, water use in the Sonoma-Marin region remained at significantly reduced levels compared to prior years resulting in no need for extreme water use restrictions. The Partnership will continue to offer educational resources, programs and incentives to aid our communities in meeting water use efficiency requirements in the future, responding to variable water year conditions and maintaining supplies for beneficial use and instream needs.

Sincerely,



Susan Gorin, Chair  
Water Advisory Committee  
Council Member  
City of Santa Rosa



Efrén Carrillo  
Director, Sonoma County Water Agency  
Supervisor, County of Sonoma



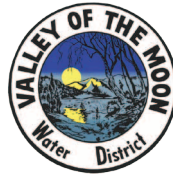
# About the Partnership

The Sonoma-Marín Saving Water Partnership (Partnership) represents 10 water utilities in Sonoma and Marin counties who 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 you in reducing your 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.

Wildlife, including threatened and endangered species, such as steelhead, coho salmon and Chinook salmon, recreational interests, and agricultural crops, 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.

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# Partnership Achievements by the Numbers

Fiscal Year 2011/2012

**57** graywater systems were installed.



**37** students graduated from the Qualified Water Efficient Landscaper (QWEL) and Spanish QWEL programs.

**23,696,000** gallons of water per year are being saved by local businesses through sustained reduction programs where rebates are provided for implementing process changes and equipment upgrades resulting in measurable water use efficiencies.

**5,801** students received direct instruction, 2,426 in the classroom only program and 3,375 in the classroom and Field Study program.

**1,757** rebates were issued to residents for replacing their old, inefficient toilets with new, EPA WaterSense labeled high-efficiency toilets that flush at 1.28 gallons per flush or less.



**23,050** gallons of rainwater storage capacity have been rebated through rainwater harvesting rebate programs.

**340,607** square feet of lawn were removed through turf conversion programs — enough to cover nearly six professional football fields.

**3,375** students participated in the Field Study Program where the 5th grade students performed water related experiments along the banks of the Russian River and learned about the riparian ecosystem.

**332** parents volunteered to their child's class during their visit to the Water Agency's Russian River Field Study Site near Forestville. 332 parents participated along with the students, allowing the Field Study Program to reach more adults as well as children.





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Asian River  
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**202** landscapes  
were upgraded  
through our rebate  
programs.



**444** high school students went on  
technical tours of the Water Agency's  
Mirabel and Wohler water transmission  
facilities. Students learned about the  
water system and explored career  
opportunities in the field of water.



**10,104** students experienced "The  
Musical Watershed" performed by the ZunZun  
performing arts group in 35 shows at 25  
different elementary schools.

**317** rebates were  
issued to businesses  
for installing high-  
efficiency toilets.



**2,155** high-efficiency clothes washer  
rebates were issued. These EPA EnergyStar  
rated clothes washers use 40 to 60% less  
water than older, top loading models and  
they save energy from heating less water  
and wringing out more water before the  
clothes go into the dryer.

**3,031** Water Smart Home evaluations were  
performed. These in-home water efficiency  
assessments are performed by trained technicians  
to find opportunities for improvements, identify  
leaks, and inform homeowners about their indoor  
and outdoor water use.

**511** businesses  
participated in our  
water use survey  
programs.



# Partnership Highlights

**680** guests visited the 18 gardens that participated in the First Annual Eco Friendly Garden Tour.

**19,722** students in 911 different classrooms received curriculum materials provided by the Water Education Program.

## ANNUAL MULTI-MEDIA PUBLIC EDUCATION CAMPAIGN

The annual public education campaign continued this year to increase awareness about water efficiency rebates available through the Partnership. The campaign featured local residents from throughout the North Bay region who have participated in rebate programs.

Advertisements were placed in local and regional newspapers, in local movie theaters, on various media websites and a radio campaign was also developed.

## PROGRAM EXPENDITURES

Partners have pledged to fund water use efficiency programs. The baseline funding is established in the MOU and is based on historic water deliveries through the Water Agency's water transmission system, ensuring that programs will always be available to help residents use our water resources efficiently.

Minimum funding levels are presented in the orange bar in the table below. Current expenditures and those of the previous two fiscal years are included.

For the Town of Windsor, additional required funding paid through a direct diversion water conservation sub-charge is not included with their MOU minimum.

These additional funds are designated for the Town's water use efficiency programs and is included in their annual program expenditures.

The Water Agency's Water Use Efficiency Program is funded by the water contractors through the Water Conservation Sub-Charge as part of the Water Agency wholesale water rates. The amount of money deposited in the fund is calculated based on the estimate of the total costs for all regional Water Conservation Projects for each fiscal year.

The Sonoma-Marin Saving Water Partnership does not specify a minimum amount that should be utilized for regional programs.

Program Expenditures (in thousands of dollars)

	City of Cotati	Marin Municipal Water District	North Marin Water District	City of Petaluma	City of Rohnert Park	City of Santa Rosa	City of Sonoma	Valley of the Moon Water District	Town of Windsor	Sonoma County Water Agency	Regional Total
FY 09-10	\$74	\$2,500	\$479	\$528	\$13	\$1,883	\$168	\$239	\$235	\$1,583	\$7,701
FY 10-11	\$107	\$1,900	\$383	\$657	\$17	\$1,221	\$137	\$120	\$158	\$1,573	\$6,220
FY 11-12	\$115	\$1,900	\$270	\$638	\$21	\$909	\$117	\$75	\$243	\$1,505	\$5,794
Minimum	\$25	\$177	\$241	\$242	\$120	\$557	\$55	\$72	\$10	NA	\$1,500

## 2011 TEMPORARY URGENCY CHANGE PETITION

On April 18, 2011, the Water Agency submitted a Temporary Urgency Change Petition to the State Water Resources Control Board (SWRCB) requesting to modify the minimum in-stream flow requirements for the Russian River and preserve water in Lake Mendocino for late release to benefit returning Chinook salmon.

On June 1, 2011 the SWRCB responded with an Order approving the request. The Order contained two terms that pertained to water use efficiency: the SBx7-7 targets and 2011 gallons per capita per day (GPCD) status for each Partner (Provision 12) and assigned water budgets to dedicated irrigation customers designed to achieve a Maximum Applied Water Allowance (MAWA) of 60% reference evapotranspiration (ET<sub>o</sub>) (Provision 13).

The purpose of the SBx7-7 report was to update the SWRCB on the long term per capita water use goals for our region and document the 2011 measurement. The report detailed GPCD for each of the Partners and as a region, which is identical to the chart on Page 7. This report was submitted to the SWRCB on March 28, 2012.

The MAWA provision required each Partner to develop and notify their dedicated irrigation customers of a site specific water budget. This site specific water budget was then compared to the site's actual water use to determine if the site adhered to the water budget. The average MAWA achieved by the Partners from May to November 2011 was 53% ET<sub>o</sub>. This Report was submitted to the SWRCB on March 28, 2012.



## 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 2011 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

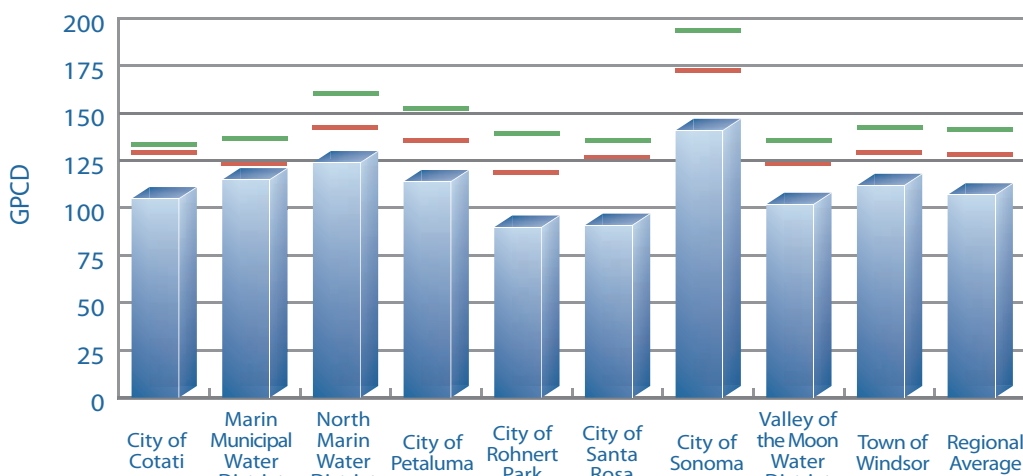
must continue. Many factors can affect water use patterns as has been seen in recent years. This downward trend is a result of many factors including the California drought, slow economy, changes in weather conditions, and active water conservation programs.

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.

**2,304** actions were inspired by the 350 Home & Garden Challenge.

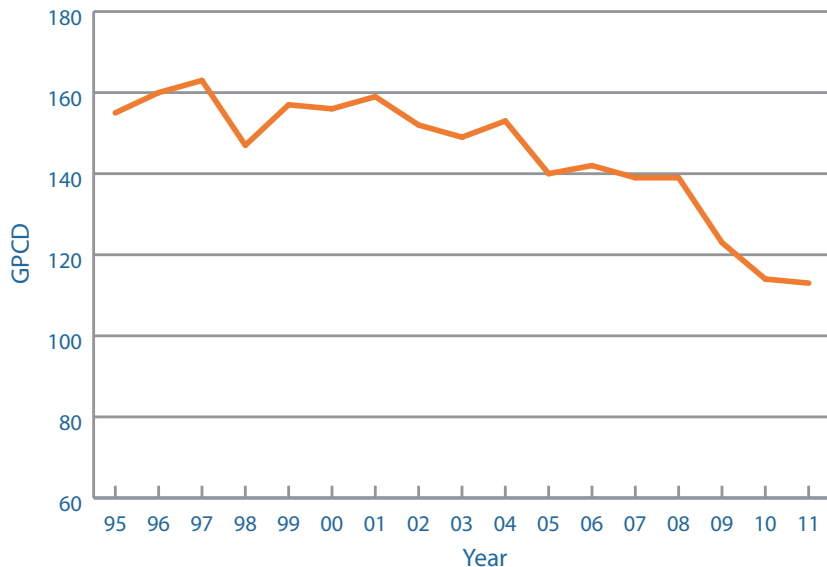
**211** people attended Rainwater Harvesting classes.

2011 GPCD and 20 x 2020 Goals



2011 Actual	111	121	130	120	96	97	147	108	118	113
2015 Target	134	137	161	153	140	136	194	136	143	142
2020 Target	130	124	143	136	119	127	173	124	130	129

Regional Gallons per Capita per Day (GPCD) Usage



## WATER USE EFFICIENCY HELPS MEET FEDERAL MANDATE

The National Marine Fisheries Service Biological Opinion (BO) determined that the summertime flows in the Russian River established under State Water Board regulations are too high for young coho and steelhead. The BO requires that the Water Agency reduce minimum water flow rates in the Russian River and Dry Creek during the summer months. Water use efficiency programs will help ensure the Agency meets these reduced flow requirements while continuing to provide reliable drinking water supplies.



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

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



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



North Marin  
Water District  
(415) 897-4133 x8412  
[www.nmwd.com](http://www.nmwd.com)



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

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

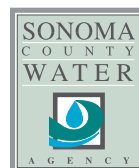


City of Petaluma  
(707) 778-4507  
[cityofpetaluma.net/wrcd](http://cityofpetaluma.net/wrcd)

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



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



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

SONOMA-MARIN **SAVING WATER** PARTNERSHIP  
[www.savingwaterpartnership.org](http://www.savingwaterpartnership.org)



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