



**ANNUAL  
REPORT  
2017-2018**





## 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 Water (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 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 Sonoma Water to the nine cities and districts in the Partnership. Supplementing the water provided by Sonoma Water 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 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.

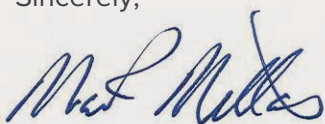
On May 31, 2018, Governor Brown signed two bills, SB 606 (Hertzberg) and AB 1668 (Friedman) to make California more resilient to impacts of future droughts. This legislation creates new efficiency standards for indoor water use, outdoor irrigation use and water loss. By 2023, the state will establish new water use objectives for the individual Partnership members. In the meantime, the Partnership continues to be efficient in their water use and cumulatively reduced water use by 15% when compared to the State's 2013 benchmark year.

For the fifth year in a row the Partnership received awards from the U.S. Environmental Protection Agency (EPA). In 2018 the EPA awarded the Partnership its second "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 2018 "Excellence Award" for its commitment to promoting WaterSense labeled products to both residents and businesses. The Partnership was awarded two of 21 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 the Partnership approved the First Amended Memorandum of Understanding that will be in effective for another 10-years. On note, the First Amended MOU includes a streamlining process for adding new members.

Regional water use during Fiscal Year 2017-2018 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,



Mark Millan, Chair  
Water Advisory Committee



James Gore, Chair  
Sonoma County Water Agency

## RESIDENTIAL PROGRAMS

### REBATES

**25** HOT WATER  
RECIRCULATION SYSTEM  
REBATES

**244** HIGH-EFFICIENCY  
CLOTHES WASHER REBATES

**1,081**  
RESIDENTIAL TOILET  
REPLACEMENTS

**2,309**  
WATER SMART  
HOME EVALUATIONS

**3,222** GALLONS OF RAINWATER   
HARVESTING CAPACITY ADDED



DIY TOOLKITS WERE  
CHECKED OUT OF THE  
LIBRARY **255** TIMES

## K-12 EDUCATION PROGRAMS

### REACHED

**11,296**  
STUDENTS RECEIVED  
DIRECT INSTRUCTION

3rd Grade - Water/Energy Nexus,  
Storm Drain Pollution:

**2,836** students

4th Grade - Be Part of the Climate  
Change Solution:

**1,378** students

5th Grade – Water Transmission  
System, Water Quality, Salmon:

**3,918** students

**8,200**  
STUDENTS REACHED  
AT COMMUNITY  
OUTREACH EVENTS

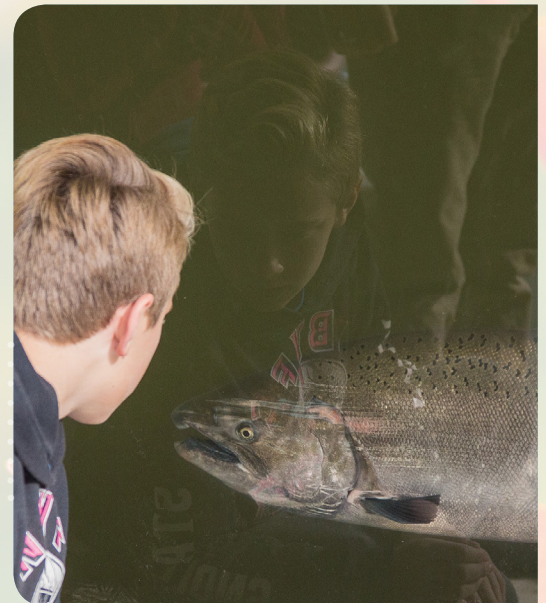
CURRICULUM MATERIALS  
DISTRIBUTED TO

**32,203**  
STUDENTS

**8,464**  
ASSEMBLY PROGRAM  
ATTENDEES

**380**  
PARENT CHAPERONES  
ATTENDED FIELD TRIPS

**81**  
TEACHERS ATTENDED  
WORKSHOPS



### CONTESTS

**3,631** STUDENTS  
PARTICIPATED IN THE  
WATER AWARENESS POSTER  
CONTEST

**62** HIGH SCHOOL  
VIDEO CONTEST PARTICIPANTS



## COMMERCIAL PROGRAMS



**548,863**

GALLONS SAVED  
THROUGH SUSTAINED  
REDUCTION

**36**

INDOOR SURVEYS  
COMPLETED

### RETROFITS

**38**

COMMERCIAL  
HIGH EFFICIENCY  
TOILETS RETROFITTED

## LANDSCAPE PROGRAMS



**125,539**

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

ECO FRIENDLY GARDEN TOUR

**1,900**

ATTENDEES

**18**

SITES

### CLASSES

**1**

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

**6**

LOW WATER USE  
GARDEN DESIGN CLASSES

**4**

DRIP IRRIGATION  
CLASSES

**42**

QWEL GRADS CERTIFIED



**149**

IRRIGATION STATIONS  
RETROFITTED WITH  
SMART CONTROLLERS

**159**

LANDSCAPE PLANS  
REVIEWED

**351**

WATER WASTE  
ENFORCEMENTS

### REBATES

**218**

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

**25**

LANDSCAPE  
UPGRADE REBATES

**18**

POOL COVER  
REBATES

**80**

GARDEN SENSE  
CONSULTATIONS





# PARTNERSHIP HIGHLIGHTS



## ECO-FRIENDLY GARDEN TOUR EXPANDS TO MARIN

The Partnership worked with its southernmost member, Marin Municipal Water District, to expand the 2018 Eco-Friendly Garden Tour to include gardens in southern Marin County. The 2018 Tour included four gardens in the southern Marin County area with MMWD staff playing a key role with local knowledge and experience. One of the Marin gardens is featured on the report cover.

In Sonoma County, the tour included the new Sustainable Education Garden at City of Santa Rosa's City Hall. Its landscape has been transformed into a beautiful and functional demonstration garden with rainwater harvesting and a community gathering area. Santa Rosa Water staff offered two hands-on irrigation controller programming workshops and tours of the new garden. The California Native Plant Society and Daily Acts collaborated with the Partnership to include educational events, demonstrations and plant sales at various gardens on the tour.

## PARTNERSHIP AMENDS MOU

The Sonoma-Marin Saving Water Partnership executed the First Amended Memorandum of Understanding, signed by its members in June 2018. The MOU continues the Partnership's commitment to water use efficiency that started in 2010 when the Partnership was formed.

The major changes to the new MOU include the following:

- 1 updating the statewide water use efficiency organization to the California Water Efficiency Partnership;
- 2 determining the annual minimum expenditures to be based on total average annual potable water supplied by each Partner, historically, only on Sonoma Water deliveries were used for this calculation; and
- 3 streamlining the process for adding new signatories to allow expansion of the Partnership in the region.

## PROGRAM EXPENDITURES

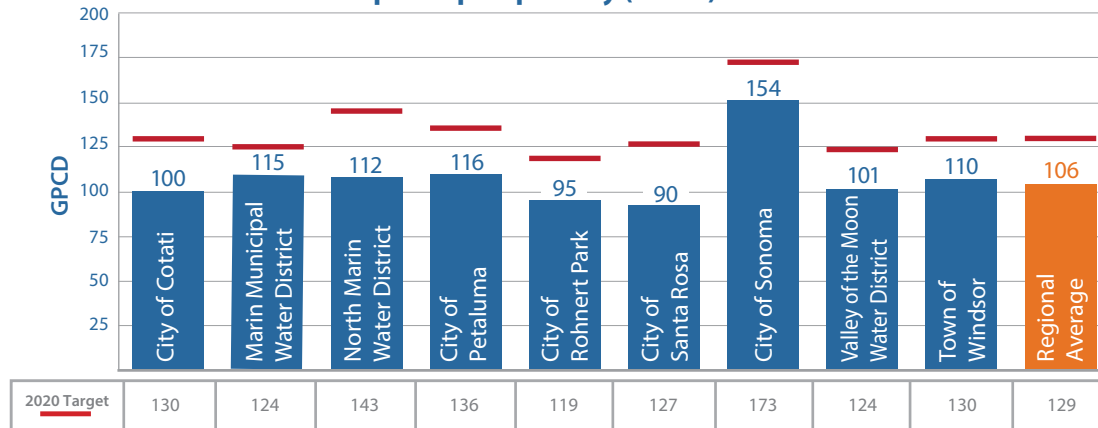
(In thousands of dollars)

	FY 17-18	Minimum
City of Cotati	\$46	\$18
Marin Municipal Water District	\$2381	\$206
North Marin Water District	\$522	\$217
City of Petaluma	\$709	\$260
City of Rohnert Park	\$32	\$102
City of Santa Rosa	\$639	\$555
City of Sonoma	\$196	\$59
Valley of the Moon Water District	\$126	\$70
Town of Windsor	\$252	\$13
Sonoma County Water Agency	\$2137	NA
<b>Regional Total</b>	<b>\$7040</b>	<b>\$1500</b>

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

## 20 X 2020 GOALS

2017 Gallons per Capita per Day (GPCD) and 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 above displays 2017 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.

## PARTNERSHIP DEVELOPS LANDSCAPE DESIGN TEMPLATES TO ASSIST IN FIRE REBUILD



In October 2017 the Sonoma Complex Fires burned 110,000 acres along with more than 5,300 homes and businesses. To support those who have lost their homes in the fires, the Partnership has developed eight scalable landscape design templates for the fire rebuild. These free, front yard designs are scalable to fit landscaped areas up to 2,500 square

feet, ready-to-permit, and in compliance with local Water Efficient Landscape Ordinances. The Partnership held community input sessions and attended several community events to gather input in developing the templates. The templates were posted to the Partnership website and made available for download on May 30, 2018.



## BACK TO BACK DUAL AWARDS

For the second year in a row, the Partnership has been awarded two U.S. EPA WaterSense Awards. In 2018, 21 WaterSense Awards were given nationally to industry leaders who support WaterSense in its mission to promote water use efficiency. The Partnership received its second Sustained Excellence Award for its Qualified Water Efficient Landscape Program. The Partnership also received the Excellence Award in Promoting WaterSense labeled products. At least one WaterSense award has been received by the Partnership each year since 2013.







**NORTH MARIN  
WATER DISTRICT**

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



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



**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/wrccd](http://cityofpetaluma.net/wrccd)



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



**Sonoma  
Water**

Sonoma Water  
(707) 547-1933  
[sonomawater.org](http://sonomawater.org)



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



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



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



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



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