



ANNUAL REPORT
FISCAL YEAR 2014-2015

SONOMA - MARIN
SAVING WATER
PARTNERSHIP

About the Partnership

The Sonoma-Marín 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 (CUWCC) and implement the Best Management Practices (BMPs) for water conservation.



There's Never Enough to Waste! Turn the Water Off!

This year the California Drought continued for a fourth consecutive year and Governor Jerry Brown directed the State Water Resources Control Board to mandate outdoor water use restrictions and reduce overall water use in California from June 2015 through February 2016 by 25% compared to the same period in 2013. Even though our region experienced more rainfall than the prior year the Sonoma Marin Water Saving Partnership continued its' collaborative water use efficiency public outreach effort with a simple message: "There's Never Enough to Waste! Turn the Water Off!" Radio, television, print and online media urged water users to conserve. The area retail water providers stepped up their water conservation efforts with additional Drought Drive-Ups, Do-It-Yourself campaigns, recycled water residential fill stations and cooperation with local businesses.

For the third year in a row the Partnership received an award from the U.S. Environmental Protection Agency (EPA). The 2015 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) was 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 award was one of only seven 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 their 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 2014/15 remains to be significantly from prior years as mandatory outdoor water use restrictions continue in effect. 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 blue ink, reading "Dennis Rodoni".

Dennis Rodoni, Chair
Water Advisory Committee

A handwritten signature in black ink, reading "David Rabbitt".

David Rabbitt, Chair
Sonoma County Water Agency

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.



Partnership Achievements by the Numbers

Fiscal Year 2014/2015



3,737 Residential Toilets Replaced

104 Pool Cover Rebates

2,412 Water Smart Home Evaluations

1,106 Landscape Upgrade Rebates

47,860 Gallons of Rainwater Harvesting Rebated

11 Commercial Laundry Machines Replaced

3 Rainwater Harvesting Classes

19 Sheet Mulching Classes

5 Laundry-to-Landscape Graywater Rebates

1,513 Residential Clothes Washer Rebates

460 Commercial Toilet/Urinal Rebates

117 Hot Water Recirculating Pump Rebates

100 Indoor Commercial Surveys

369,241 Gallons Saved through Sustained Reduction Programs

1,054,651 sqft of Lawn Removed with Lawn Removal Rebates

600,150 Dollars of Grant Funding Awarded

72 Landscape Professionals Trained

1,099 Smart Controller Replacements

9 Permitted Graywater Installations

24 Eco Friendly Garden Tour Sites

684 Eco Friendly Garden Tour Attendees

36 Green Business Certifications

5 Greywater Installation Workshops

10,928 Students Experienced Zun-Zun

274 Garden Sense Consultations

1,183 Classrooms Received Curriculum Materials

1,775 Students Participated in Middle and High School Water Ed Program

70 Teachers Attended Water Ed Trainings

14 Entries in the Middle School Write with Might Program

1,404 Water Awareness Poster Contest Entries

29 High School Video Contest Entries

69 Meters Tracking Leaks Through the Barnacle Pilot

14,000 Kids Received Scoop News

110 ESL Students had a Water Focused Lesson

356 Adult Chaperones Attended Water Ed Field Trips

32,636 Students Received Curriculum Materials

4,256 Students Received in Classroom Instruction

2,564 Students Participated in Field Study Programs



ANNUAL MULTI-MEDIA PUBLIC EDUCATION CAMPAIGN

Building on the success of the 2014 “There’s a drought on. Turn the water off” campaign, the Partnership continued “The official...” theme with a new message, “There’s never enough to waste. Turn the water off.” The response to the campaigns have been overwhelmingly positive as the region entered the fourth year of drought.

The Partnership also held four “Drought Drive-Up” events to distribute drought tool kits in partnership with local businesses to promote water use efficiency. The kits included buckets for collecting and reusing bath and shower water, high-efficiency shower heads and faucet aerators, and dye tablets to test toilets for leaks. A total of 2,500 kits were distributed.



PROGRAM EXPENDITURES

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 14-15	\$20	\$1,175	\$461	\$576	\$16	\$1,294	\$116	\$366	\$411	\$2,020	\$6,440
Minimum	\$18	\$206	\$217	\$260	\$102	\$555	\$59	\$70	\$13	NA	\$1,500

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

2015 TEMPORARY URGENCY CHANGE PETITION and GOVENOR’S DECLARATION

On April 1, 2015, Governor Brown issued the fourth in a series of Executive Orders on actions necessary to address California’s severe drought conditions, which directed the State Water Resources Control Board to implement mandatory water reductions in urban areas to reduce potable urban water usage by 25 percent statewide. On May 5, 2015, the State Water Board adopted an emergency conservation regulation in accordance with the Governor’s directive. The provisions of the emergency regulation went into effect on May 18, 2015.

On May 1, 2015, the amount of water released from Lake Mendocino into the Russian River was reduced in order to preserve water supplies during the ongoing drought. The State Water Resources Control Board issued a Temporary Urgency Change Order allowing the Sonoma County Water Agency to reduce Russian River flows starting May 1 through October 27, 2015. This action, along with the reduction in demands due to the Governor’s mandate, has ensured local water supplies have been adequate.

Partnership Highlights

BARNACLE PILOT PROGRAM

Sonoma County Water Agency launched a 12 month pilot program in November 2014 to track hourly water use at 69 single family, industrial, institutional and commercial facilities in Windsor, Santa Rosa, Petaluma, Sonoma and Novato. The Barnacle records water use hourly and uploads the information via cellular technology to a user-friendly website for the customer and the Water Agency to monitor. Through this program, several large leaks were detected and fixed. In a post-program study, 62% of applicants said that the Barnacle helped them save water.

PLANT SALE

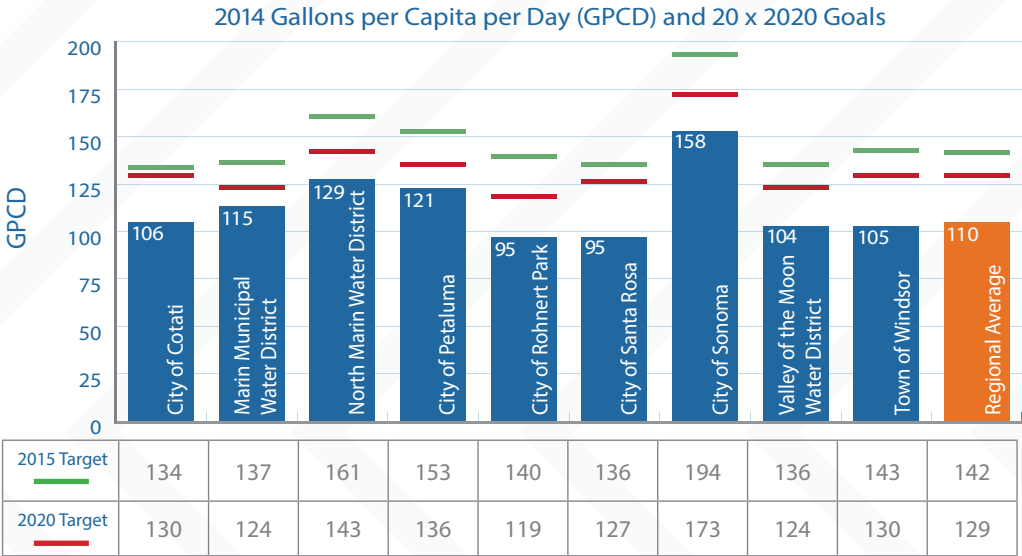
On May 30, 2015, The Home Depot in Santa Rosa and the Partnership hosted the Plant Sale and Water Smart Fair. The Sale included exhibitors such as the Master Gardeners, who offered advice to shoppers about low water use plants, and the City of Santa Rosa which outfitted their booth with a working replica of a rainwater harvesting system. There were also demonstrations of sheet mulching, information about compost, irrigation conversion and graywater systems. Low water use plant varieties were put on sale specifically for this event to encourage customers to purchase these plants. Kids activities were hosted throughout the 4 hour event including planting succulents and painting a small bug box.

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 2014 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.

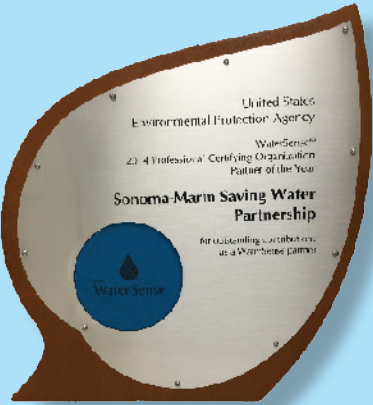
While the chart shows that all of the Partners are currently meeting their 2020 targets, we recognize that water use efficiency must continue. Many factors can affect water use patterns as seen in recent years. The rebound in the economy is one key factor that has caused an increase in water use. The overall longterm trend shows water demands have dropped as a result of many factors including the California drought, economy, changes in weather conditions, and active water use efficiency 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.



CAR WASH PROGRAM LAUNCH

The Sonoma County Green Business Program, which has certified 148 local businesses who have volunteered to operate in a more environmentally responsible way, has launched a new certification for car washes. The criteria was developed to prompt a reduction in water, energy use, waste and chemicals. The car wash criteria complies with specific gallon per minute standards on wash nozzles, education to customers about how to save water and leak detection practices. This new certification is especially critical because of California’s ongoing drought conditions as well as increased efforts to protect local waterways. For a list of certified car washes in Sonoma County, visit www.savingwaterpartnership.org/carwash



EPA PARTNER OF THE YEAR AWARD

The Partnership was recognized with a 2014 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) professional certification program in irrigation system auditing.

The QWEL professional certification program presents an affordable proactive local approach to reducing landscape water demand. QWEL provides graduates with knowledge in water efficient and sustainable landscape practices including water management and preservation of other valuable resources. QWEL has issued over 1200 certifications to date and is offered by 12 organizations throughout the U.S. In 2014, 200 landscape professionals became QWEL certified.



SONOMA - MARIN SAVING WATER PARTNERSHIP



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
(707) 543-3985
www.srcity.org/wue



**TOWN OF
WINDSOR**
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

www.savingwaterpartnership.org

