



April 8, 2021

MEMORANDUM

VIA EMAIL

Attn: Drew McIntyre
General Manager, Technical Advisory Committee Chair
North Marin Water District
P.O. Box 146
Novato, CA 94948

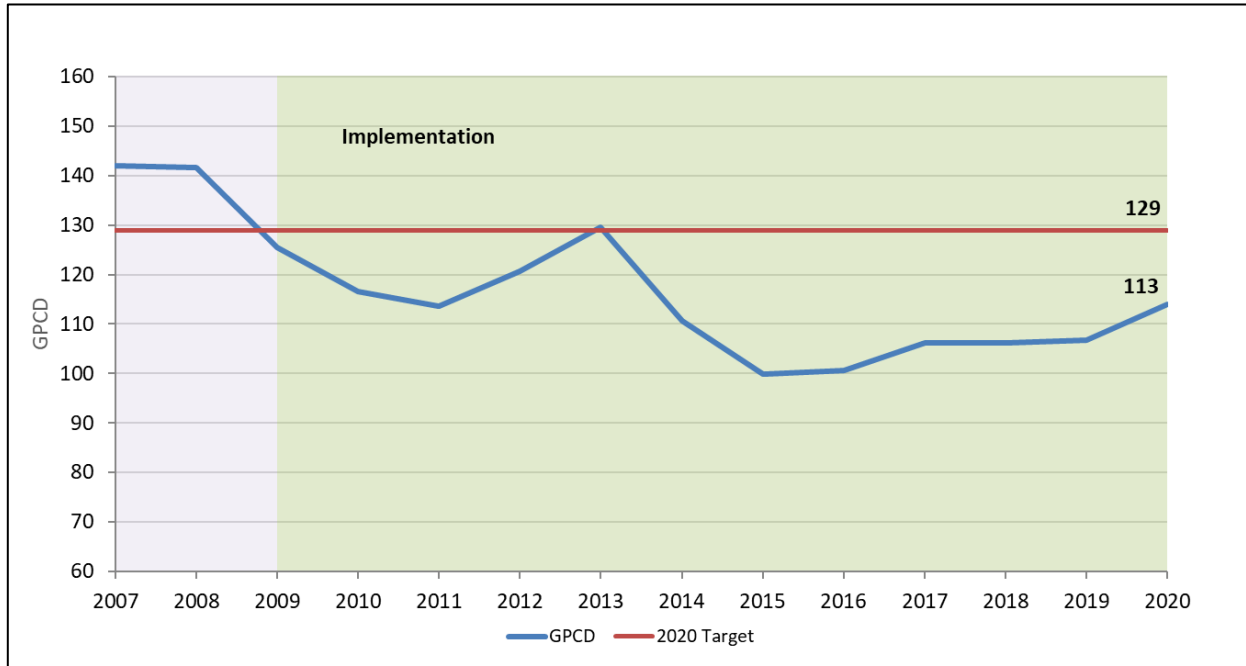
RE: Sonoma-Marín Regional Alliance 2020 GPCD for SBx7-7

Dear Chair McIntyre:

In 2010, the Sonoma-Marín Saving Water Partnership (SMSWP) established a regional commitment to work collaboratively on the implementation of appropriate water use efficiency programs. The Department of Water Resources was then subsequently notified that a North Marin-Sonoma Regional Alliance had been formed between and among the cities of Santa Rosa, Rohnert Park, Sonoma, Cotati, Petaluma, Town of Windsor and North Marin, Marin Municipal and Valley of the Moon Water Districts to comply with Senate Bill X7-7, the Water Conservation Act of 2009. Senate Bill X7-7 (SBx7-7) calls for a 20% reduction in gallon per capita per day (GPCD) water use by the year 2020. The regional alliance was formed pursuant to the Department of Water Resources *Methodologies for Calculating Baseline and Compliance Urban Per Capita Water Use* (DWR Methodology) because the parties receive water from a common wholesale water supplier, the Sonoma County Water Agency (Sonoma Water).

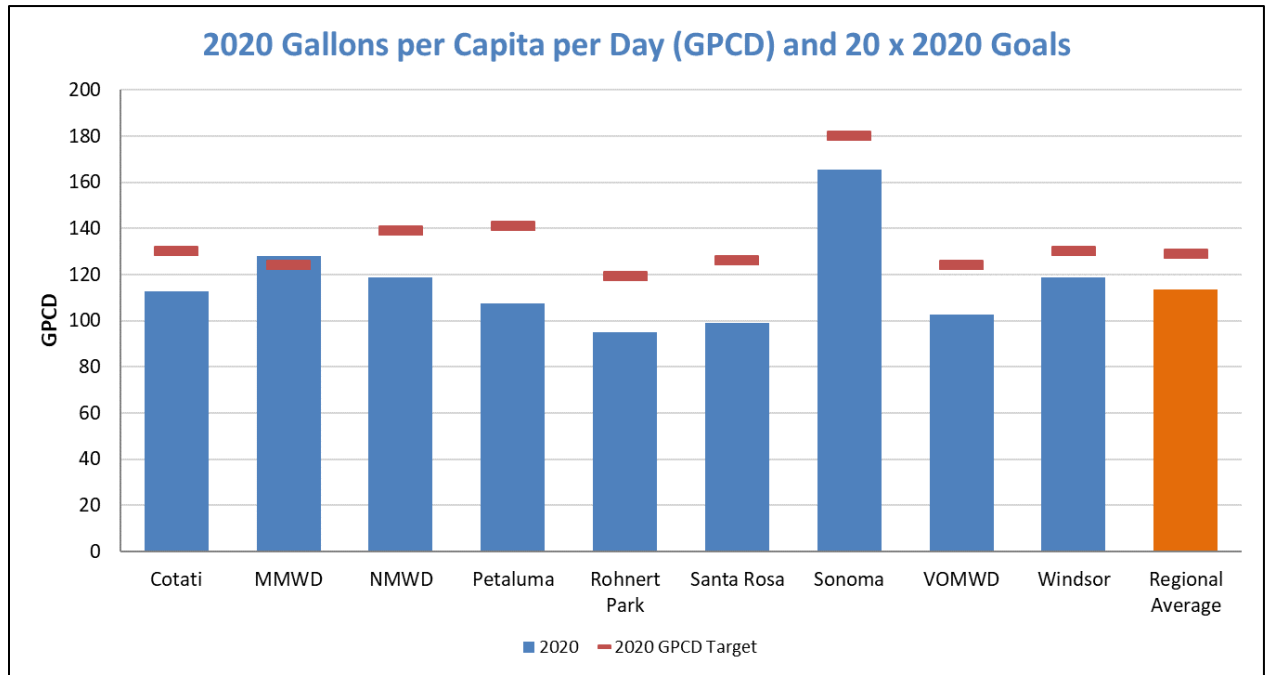
Graph 1 below demonstrates the long term progress our region has made towards incorporating water use efficiency as a social norm to our customers. Starting from a weighted average regional baseline GPCD of 156, which was established in accordance with the DWR Methodology, the regional alliance was required to achieve a 20% reduction, or 129 GPCD by 2020. As shown, the SMSWP regional alliance has achieved a 28% reduction in per capita water use while experiencing a 5.8% increase in population over the implementation period.

Graph 1: Regional Gallons per Capita per Day



The Partnership is the agreed upon mechanism used for tracking each water contractor's individual progress towards SBx7-7 compliance on an annual basis. This data is collected and utilized to calculate the regional status. Graph 2 below shows the reported 2020 per capita water use and the 2020 SBx7-7 GPCD Target for each water contractor and the region as a whole. There are many factors that contribute to the range of per capita water use in our region including climate, tourism, water intensive industries and socioeconomic factors.

Graph 2: 2020 GPCD by Water Contractor and Region Alliance



	Cotati	MMWD	NMWD	Petaluma	Rohnert Park	Santa Rosa	Sonoma	VOMWD	Windsor	Regional Average
2020 GPCD	113	128	119	107	95	99	166	103	119	113
2020 Target	130	124	143	136	119	127	173	124	130	129

If you have any questions about this memorandum, please do not hesitate to contact me at paul.piazza@scwa.ca.gov.

Sincerely,

Paul Piazza
Principal Programs Specialist
Sonoma Water