



# Annual Report

FY 2021/2022





## ABOUT THE PARTNERSHIP

The Sonoma-Marín Saving Water Partnership (Partnership) represents 13 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, Healdsburg, and Cloverdale; North Marin and Valley of the Moon Water Districts; Town of Windsor, Marin Water and California American Water - Larkfield 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 remaining 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 nine of the cities and districts in the Partnership. The water provided by Sonoma Water is supplemented by 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.



## DROUGHT IS STILL HERE

The 2022 water year started with much needed record rainfall in October 2021, but it was not enough to break the grip of the drought. With below average rainfall through the rest of the rainy season, the drought continued into its third year, necessitating an ongoing message to the community to save water.

Building on the success of the 2021 “Drought is Here” outreach campaign, the Partnership reminded residents and businesses that the “Drought is Still Here” through the winter, spring, and summer months. Focused on easy to implement water saving strategies and the elimination of wasteful practices, the Partnership’s campaign had a continual presence on local news media websites and print publications, on broadcast radio, and on online streaming media sites.

For a personal touch, the Partnership met with residents at more than two dozen “Saving Water Summer Pop-Up” events at home improvement stores, local farmers markets, summer concerts, and other community events from July through September. Pop-up visitors were able to speak one-on-one with Partnership members staff to learn about ways to save water and pickup free water conservation tools, including low flow showerheads and buckets for catch and reuse of warm-up and rinse water.

Our community continues to respond favorably to the Partnership’s call to conserve water. Water diversions from the Russian River were reduced by over 30 percent as compared to 2020, exceeding the 20 percent reduction required by a State Water Board Order for the period July through October 2022. It’s clear our community understands the value of water and recognizes the shared responsibility for reducing water use during times of drought. It’s also clear that by working together our water supplies are more resilient in the face of climate change impacts.

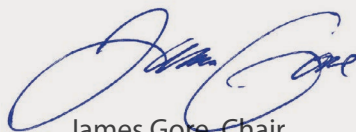
As a testament to the good work being done, the U.S. Environmental Protection Agency (EPA) awarded the Partnership the 2022 WaterSense Promotional Partner of the Year Award for its efforts in promoting water use efficiency through the 2021 Drought Drop By events, and was additionally awarded one of twelve 2022 WaterSense Sustained Excellence Awards for its Qualified Water Efficient Landscaper (QWEL) program – an irrigation-professional certification and training program. This is the sixth EPA WaterSense Sustained Excellence Award for QWEL.

With predictions that our future will be drier than our past, the response and collective actions of our community during this ongoing drought are reassuring as we continue to take steps to make water conservation a California way of life.

Sincerely,



Michael Healy, Chair  
Water Advisory Committee



James Gore, Chair  
Sonoma Water Board of Directors

# PARTNERSHIP ACHIEVEMENTS

## OUTDOOR WATER USE PROGRAMS

322

IRRIGATION SYSTEMS  
RETROFITTED WITH SMART  
CONTROLLERS

921,843

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

929

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

150

LANDSCAPE PLANS  
REVIEWED

3

RAINWATER HARVESTING  
WORKSHOPS

16

LOW WATER USE GARDEN  
DESIGN CLASSES

6,950

WATER WASTE  
ENFORCEMENTS

3

SHEET MULCHING  
WORKSHOPS

3

DRIP IRRIGATION  
CLASSES

74

IRRIGATION SYSTEM  
EFFICIENCY UPGRADE  
REBATES

355

POOL COVER  
REBATES

ECO-FRIENDLY GARDEN TOUR ONLINE

5,203

UNIQUE PAGE  
VIEWS

62,881

GALLONS OF RAINWATER  
HARVESTING CAPACITY  
ADDED

6

LAUNDRY TO  
LANDSCAPE WORKSHOPS

11

GARDENS



47

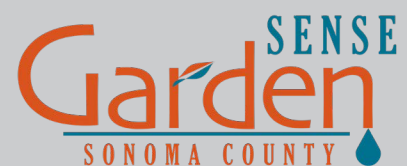
QWEL PROS CERTIFIED



FEATURED AT

33

NURSERIES



302

CONSULTATIONS



# BY THE NUMBERS

## RESIDENTIAL INDOOR WATER USE PROGRAMS

195

HOT WATER RECIRCULATION  
SYSTEM REBATES

1,362

WATER SMART  
HOME EVALUATIONS

650

WATER SMART HOME SELF  
EVALUATION KITS

376

HIGH-EFFICIENCY  
CLOTHES WASHER REBATES

45

LAUNDRY TO LANDSCAPE  
GRAYWATER SYSTEMS

683

RESIDENTIAL TOILET  
REPLACEMENTS

## COMMERCIAL PROGRAMS

48

INDOOR SURVEYS  
COMPLETED

0

COMMERCIAL HIGH  
EFFICIENCY URINALS  
RETROFITTED

179

COMMERCIAL HIGH  
EFFICIENCY TOILETS  
RETROFITTED

## K-12 EDUCATION PROGRAMS

3,466

STUDENTS RECEIVED DIRECT  
INSTRUCTION

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

**1,482** students

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

**1,984** students

29,908

STUDENTS IN **1,164**  
CLASSES RECEIVED  
SCHOOL SUPPLIES FROM  
THE PROGRAM

9,181

STUDENTS ATTENDED  
VIRTUAL ASSEMBLIES  
WITH ZUNZUN

36

STUDENTS PARTICIPATED  
IN THE WATER AWARENESS  
VIDEO CONTEST

30

VIDEOS WERE ENTERED IN  
THE WATER AWARENESS  
VIDEO CONTEST



# PARTNERSHIP HIGHLIGHTS



## Year-Round Outreach in Response to Drought

In response to the drought, the Partnership has increased outreach from a summer only campaign to a year-round effort to keep the community engaged and informed about our water supply. The Partnership continued messaging through fall and winter reminding residents to turn off their irrigation systems and to conserve water indoors.

In May of 2022, the outreach campaign moved to an updated message that the "Drought is STILL Here, Save Water." The Partnership continued with bilingual social media, print and digital ads with seasonally appropriate tips and recommendations to save water and improve water use efficiency.

## Saving Water Summer Pop-Up Events

The Partnership hosted a series of Saving Water Summer Pop Up events from July through September to meet with the community at home improvement stores, farmers markets, nurseries, summer concerts, and other community events to pass out water saving tools and advice.

More than two dozens pop-ups allowed the Partnership to engage with over 2,300 residents.





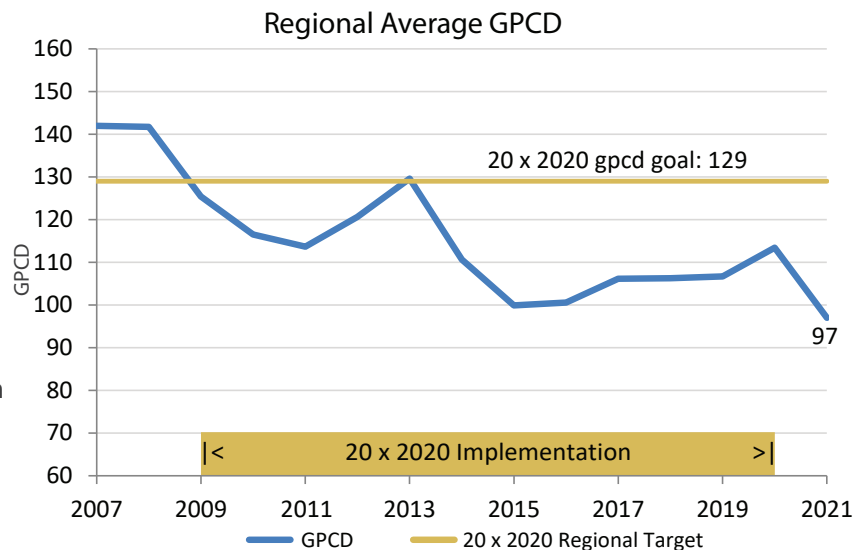
## WATER USE EFFICIENCY GOALS

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 Partnership exceeded the goal with a regional average of 113 gallons per capita (gpcd) in 2020.

In 2021, the Partnership's regional average decreased to 97 gpcd, partly due to the ongoing drought.

Over the last two years the State has undertaken work to develop a new water conservation framework, called Making Water Conservation a California Way of Life. This new framework was set in motion in 2018 by the passage of SB 606 and AB 1668 and includes updated Urban Water Use Objectives for retail water agencies to achieve.

Although these new objectives are not yet fully adopted, the laws are clear in setting new standards for water agencies that go beyond the targets in 2020. As such, we must continue our efforts to become more efficient to ensure that future goals are attainable.



## DROUGHT OUTREACH AND QWEL RECOGNIZED WITH EPA AWARDS

The U.S. Environmental Protection Agency (EPA) has recognized the Sonoma-Marin Saving Water Partnership's 2021 outreach activities with its **2022 Partner of the Year Award**. In response to the drought, the Partnership's "Drought Drop-By" events educated residents on the water shortage, encouraged residents to conserve water and provided them with the tools to do so, distributing more than 10,000 drought kits with water-saving devices, including WaterSense labeled showerheads and faucet aerators.



The EPA also award the Partnership's Qualified Water Efficient Landscaper program (QWEL) with its its sixth consecutive Sustained Excellence Award. QWEL is a WaterSense labeled professional landscape certification program that emphasizes a wholistic approach to landscaping and landscape irrigation practices.

## PROGRAM EXPENDITURES

(In thousands of dollars)

	FY 21-22	Minimum
California American Water	\$39	\$21
City of Cloverdale	\$519	\$39
City of Cotati	\$26	\$18
City of Healdsburg	\$844	\$35
Marin Water	\$3,008	\$512
North Marin Water District	\$450	\$168
City of Petaluma	\$915	\$172
City of Rohnert Park	\$78	\$94
City of Santa Rosa	\$1,100	\$374
City of Sonoma	\$110	\$40
Valley of the Moon Water District	\$95	\$53
Town of Windsor	\$240	\$69
Sonoma Water	\$3,005	NA
Regional Total	\$10,440	\$1,595

Minimums are established for Partners in the MOU.







[savingwaterpartnership.org](http://savingwaterpartnership.org)

**We've been**



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



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



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



**NORTH MARIN  
WATER DISTRICT**

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



**MARIN  
WATER**

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



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



City of Petaluma  
707-778-4507  
[cityofpetaluma.org/water-conservation](http://cityofpetaluma.org/water-conservation)



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



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



**CALIFORNIA  
AMERICAN WATER**

California American Water  
Larkfield  
707-542-8329  
[calamwater.com](http://calamwater.com)



City of Healdsburg  
707-431-3122  
[smartlivinghealdsburg.org](http://smartlivinghealdsburg.org)



**CITY OF  
CLOVERDALE**

City of Cloverdale  
707-894-2521  
[cloverdale.net](http://cloverdale.net)



**Sonoma  
Water**

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