



California American Water – Sacramento
4701 Beloit Drive
Sacramento, CA 95838

COPY

ORIGINAL DOCUMENT
SONOMA COUNTY WATER AGENCY

To FLOREY + ROUTING

MAY 01 2009

April 30, 2009

Lynn Florey
Principal Water Programs Specialist
Sonoma County Water Agency
404 Aviation Blvd
Santa Rosa, CA 95406

File: 42-4.19&6.19-9 Correspondence Related to SWRCB
Order Approving Temporary Urgency Change in Permits
12947A, 12949, 12950 & 16596 (Order WR 2009-0027-DWR)

Re: California American Water Conservation Plan

Dear Ms. Florey,

We are in receipt of your letter dated April 17, 2009 and your follow-up email dated April 23, 2009 requesting California American Water (Cal Am) participation along with the Sonoma County Water Agency (Agency) in meeting the State Water Resources Control Board's Conservation Order (WR 2009-0027-DWR). More specifically, the Sonoma County Water Agency is requesting the following information:

1. A copy of Cal Am's water conservation plan to reach a water reduction goal of 25% in overall production as compared to the same period in 2004.
2. A report detailing the metered water deliveries in 2004 for the months of April, May, June, July, August, and September.
3. Measures that will be used to identify and prevent any wasteful use of water in the Larkfield district.
4. A detailed schedule with planned completion dates for key events.

Cal Am is fully committed to conservation efforts together with the Agency in meeting the extremely challenging goals set by the State Water Resources Control Board. Items Number 1 and 2, as requested above, will be sent under separate cover. Our reduction measures, schedules and plan consists of the following:

1. On February 7, 2009, Cal Am implemented a 3 tier rate structure for residential customers to encourage water conservation.
2. On March 30th, 2009, Cal Am enacted Voluntary Water Conservation measures in accordance with our Tariffs on file with the California Public Utility Commission. The details of the Voluntary Water Conservation measures and a press release announcing the implementation of Rule 14.1 is included as Attachment 1.

3. An active Public Outreach program has been initiated as follows:

- a. In April, a bill insert was produced to notify all customers to conserve water by requesting voluntary compliance.
 - b. On April 8th California American Water hosted a community meeting in **Y900** to discuss the new tiered rate structure and educate customers about the need for conservation
 - c. In July, a follow-up water conservation notice will be mailed to each customer emphasizing the continued need to conserve water.
 - d. Our web site www.calamwater.com has been updated to educate our customers of the recent water conservation efforts and how they can help.
 - e. Cal Am will increase Water Patrols in the Larkfield area to identify "water wasters". Water wasters will be notified by door hangers. A copy of a typical door hanger is included as Attachment 2.
4. Cal Am will be prepared to request from the California Public Utilities Commission mandatory water conservation tariffs over the summer, if required.

Cal Am is committed to a sustained water conservation program this year and in the coming years. If you have any questions or require additional information, please call me at (916) 568-4259 or Anthony Lindstrom at (707) 542-8329.

Sincerely,



Andy Soule
General Manager
Northern Division

2 Attachments, as

PRESS RELEASE



CALIFORNIA
AMERICAN WATER

April 6, 2009
For Immediate Release

Evan Jacobs
Office: (707) 495-6135
Evan.Jacobs@amwater.com

CALIFORNIA AMERICAN WATER ENACTS VOLUNTARY WATER CONSERVATION MEASURES FOR SONOMA COUNTY

Utility urging consumers to conserve and take advantage of conservation programs and rebates

SANTA ROSA, CA (April 6, 2009) – Due to the ongoing drought conditions in the state, California American Water has announced the implementation of a voluntary water conservation program aimed at reducing water usage for its Northern California operations. This program applies to customers within its Sonoma County service areas and encourages all consumers — residential, business and other classifications — to help reduce water use in the community by voluntarily ending non-essential or unauthorized water use. Customers are also being urged to take advantage of the company's conservation programs and rebates on water saving appliances.

California American Water's voluntary program is the first step in what could lead to mandatory water conservation measures if voluntary efforts are unsuccessful in stabilizing California's water supply. The measures were deemed necessary as the state heads into the critical summer months of what might be the most severe drought year in Californian recorded history, according to the Department of Water Resources.

“Given the likelihood of yet another troubled water supply year, California American Water wants to help its customers reduce water use and understand the importance of wise water use practices,” said California American Water's northern California interim general manager Steve Seidl. “Due to the critical state of the water supply in California, we are encouraging our customers to conserve right away, in advance of possible additional measures that may need to be implemented in the near future.”

(more)

The company issued the voluntary program in accordance with its Rule 14.1, which has been approved by the California Public Utilities Commission. The California Public Utilities Commission authorizes water utilities to implement a voluntary conservation program when the utility determines that water supplies may be insufficient to meet customer demands. California American Water encourages all consumers to voluntarily end “non-essential or unauthorized water uses” that include:

1. Use of water through any connection when the utility has notified the customer in writing to repair a broken or defective plumbing, sprinkler, watering or irrigation system and the customer has failed to make such repairs within five days after receipt of such notice.
2. Use of water which results in flooding or run-off in gutters, waterways, patios, driveway, or streets.
3. Use of water for washing aircraft, cars, buses, boats, trailers or other vehicles without a positive shut-off nozzle on the outlet end of the hose. Exceptions include washing vehicles at commercial or fleet vehicle washing facilities operated at fixed locations where equipment using water is properly maintained to avoid wasteful use.
4. Use of water through a hose for washing buildings, structures, sidewalks, walkways, driveways, patios, parking lots, tennis courts, or other hard-surfaced areas in a manner which results in excessive run-off or waste.
5. Use of water for watering streets with trucks, except for initial wash-down for construction purposes (if street sweeping is not feasible), or to protect the health and safety of the public.
6. Use of water for construction purposes, such as consolidation of backfill, dust control, or other uses unless no other source of water or other method can be used.
7. Use of water for more than minimal landscaping in connection with any new construction.
8. Use of water for outside plants, lawn, landscape, and turf areas more often than every other day, with even numbered addresses watering on even numbered days of the month and odd numbered addresses watering on the odd numbered days of

(more)

9. the month, except that this provision shall not apply to commercial nurseries, golf courses, and other water-dependent industries.
10. Use of water for watering outside plants and turf areas using a hand-held hose without a positive shut-off valve.
11. Use of water for decorative fountains or the filling or topping off of decorative lakes or ponds. Exceptions are made for those decorative fountains, lakes, or ponds which utilize recycled water.
12. Use of water for the filling or refilling of swimming pools.
13. Service of water by any restaurant except upon the request of the patron.

“If we all work together we can potentially avoid mandatory conservation measures or rationing and help ensure there is enough water for everyone, including families, schools and businesses,” Seidl said.

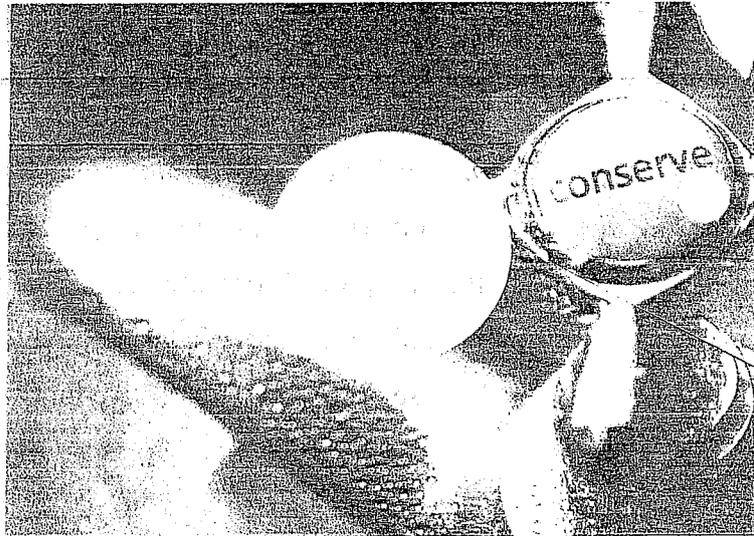
California American Water will make conservation kits available to all of its customers and will also conduct a series of public outreach campaigns, starting with bill messages to appear in every customer bill, alerting them of the voluntary conservation order.

Customers can visit the district office at 4701 Beloit Drive, Sacramento, CA 95838, call the conservation hotline at (916) 568-4201, or visit our website

www.californiaamwater.com for more information on conservation rebates for low-flow toilets and washing machines, free conservation kits with water saving devices including low flow showerheads and garden hose nozzles and information about our home Water Wise survey program.

California American Water, a wholly owned subsidiary of American Water (NYSE: AWK), provides high-quality and reliable water and/or wastewater services to more than 600,000 people. Founded in 1886, American Water is the largest investor-owned U.S. water and wastewater utility company. With headquarters in Voorhees, N.J., the company employs more than 7,000 dedicated professionals who provide drinking water, wastewater and other related services to approximately 15 million people in 32 states and Ontario, Canada. More information can be found by visiting www.amwater.com.

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Date: _____

Dear Customer: _____

We are leaving you a note because we noticed:

- Irrigation occurring during the hottest part of the day
- Excessive irrigation (water is spilling onto the sidewalk or curb)
- A possible leak in your plumbing or a leak/broken sprayhead in your irrigation system
- An unattended hose or water being used to wash the sidewalk, driveway or car
- Other: _____

Water is a valuable resource and we have a limited supply, everyone needs to do their part by using water wisely.

Please call us if you would like a follow-up visit to discuss ways to better conserve in your home and garden.

Thank you in advance for correcting this problem.

Your Field Service Representative



CALIFORNIA
AMERICAN WATER

Conserve

OUR WATER CONSERVATION HOTLINES ARE:

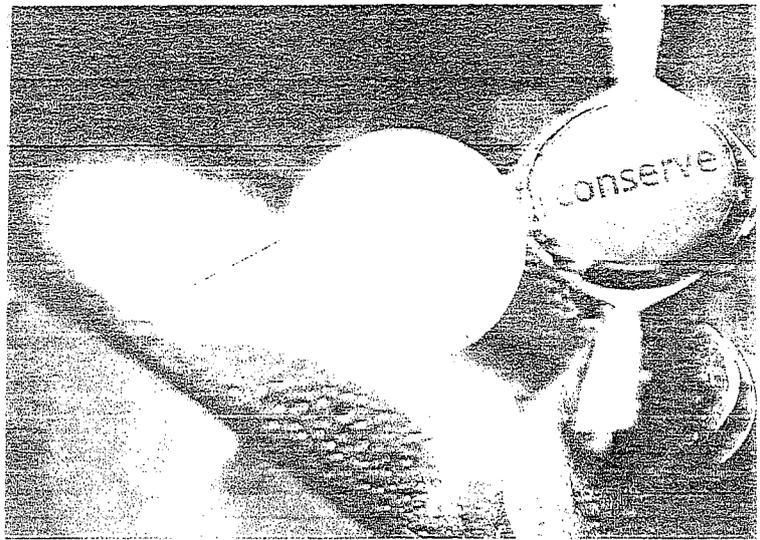
Sacramento: (916) 568-4201

Larkfield: (707) 542-1717

www.californiaamwater.com



Printed on recycled paper, each ton of recycled paper saves 7,000 gallons of water.



Fecha: _____

Estimado Cliente:

Le estamos dejando una nota porque hemos notado que hay:

- Riego durante las horas más calientes del día
- Irrigación excesiva (el agua corre a la calle o a la banqueta)
- Un posible escape de agua en la tubería o algo roto en el sistema de irrigación
- Una manguera desatendida o uso de agua para lavar el automóvil o el frente del garaje
- Otros: _____

El agua es un recurso valioso y tenemos una fuente limitada. Por consiguiente, todos tenemos que contribuir y poner de nuestra parte utilizando el agua con precaución.

Por favor llámenos si desea una visita para hablar sobre la mejor forma de conservar agua en su casa y su jardín.

Le agradecemos con anticipación la corrección de este problema.

Su Representante Local



CALIFORNIA
AMERICAN WATER

Conserve

**NUESTRAS LÍNEAS PARA LA CONSERVACIÓN
DEL AGUA SON:**

Sacramento: (916) 568-4201

Larkfield: (707) 542-1717

www.californiaamwater.com

Cal American Water

2004	Overall (MG)	CAW (MG)	SCWA (MG)
MAY	40.953	24.776	16.177
JUNE	58.106	29.474	28.632
JULY	47.802	22.786	25.016
AUGUST	46.579	21.324	25.255
SEPTEMBER	58.895	25.748	33.147
OCTOBER	34.266	19.457	14.809
TOTAL	286.601	143.565	143.036

