State Water Resources Control Board
Order 06/01/2011

Provision 12 – GPCD Status Report

March 28, 2012

Prepared by

Sonoma County Water Agency
404 Aviation Blvd
Santa Rosa, CA 95403

1 Introduction

This report has been prepared by the Sonoma County Water Agency (Water Agency) to fulfill the requirements of Provision 12 of the State Water Resources Control Board (State Board) Order dated June 1, 2011 (Order).

Provision 12 of the Order directs the Water Agency to take the following actions:

> SCWA shall report each Water Contractor's SBx7-7 (Water Code § 10608-20) target and each Water Contractor's gallon per capita per day calculation for calendar year 2011. The report shall be submitted to the Deputy Director by March 31, 2012.

2 SBx7-7: Regional Alliance

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 Water Contractors (Cities of Santa Rosa, Rohnert Park, Sonoma, Cotati, Petaluma, Town of Windsor and North Marin, Marin Municipal and Valley of the Moon Water Districts) formed a "Regional Alliance" pursuant to the Department of Water Resources Methodologies for Calculating Baseline and Compliance Urban Per Capita Water Use (DWR Methodologies) on May 17, 2011.

Since the formation of the Regional Alliance, the Water Contractors have agreed to use the existing Sonoma-Marin Saving Water Partnership (Partnership) as the mechanism to track compliance. The 2010/2011 Annual Report for the Partnership is attached in Appendix A. The Annual Report will track program implementation, highlight program milestones, and reinforce the importance of protecting and preserving water resources for future generations.

Figure 1 on the following page displays 2011 per capita water use in each service area and the region as a whole. The 2015 and 2020 goals are indicated, respectively, by the blue and green lines in Figure 1 and in the data shown in Table 1 below it. While Figure 1 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. This downward trend is a result of many factors including the California drought, slow economy, changes in weather conditions, and water conservation 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.

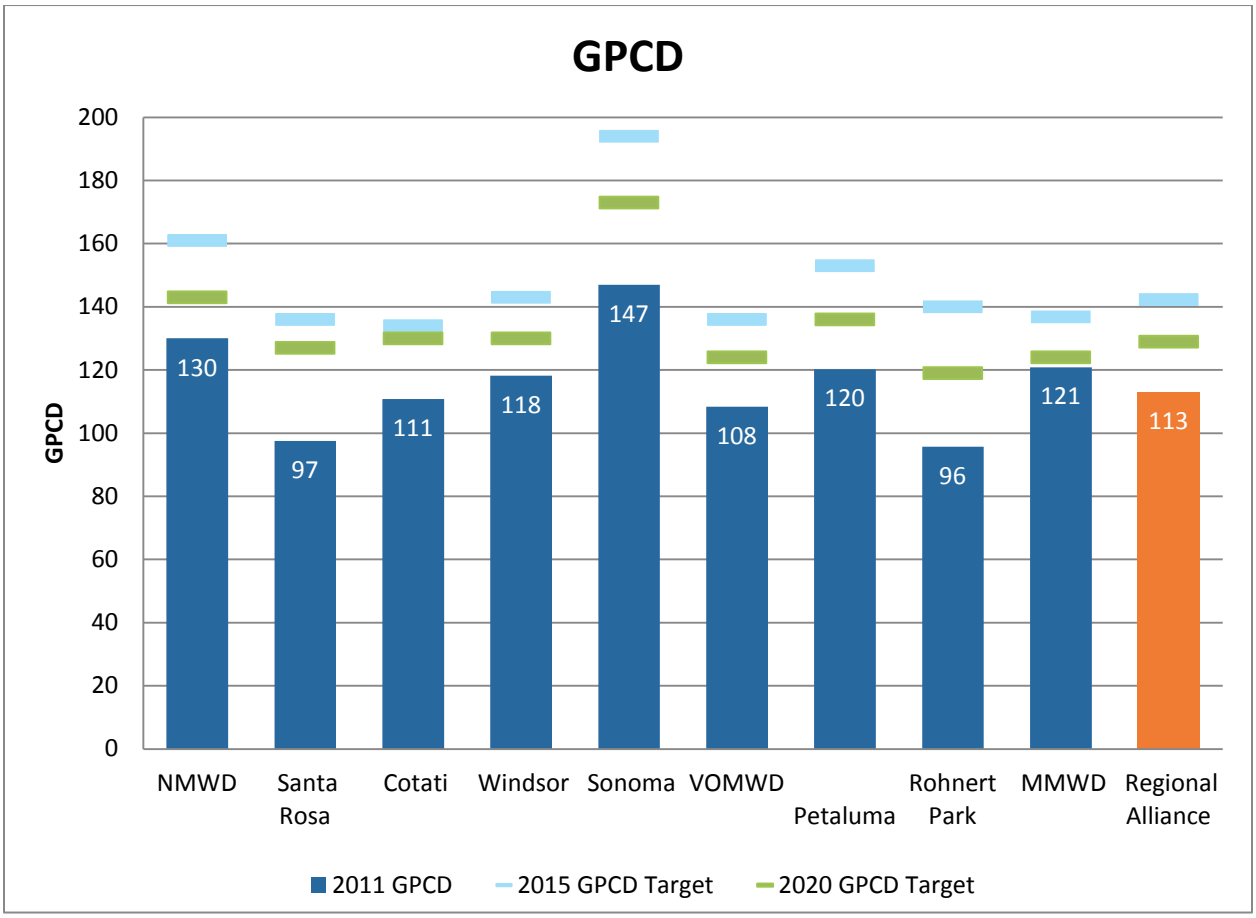


Figure 1. Per Capita Water Use

	NMWD	Santa Rosa	Cotati	Windsor	Sonoma	VOMWD	Petaluma	Rohnert Park	MMWD	Regional Alliance
2015 Target	161	136	134	143	194	136	153	140	137	142
2020 Target	143	127	130	130	173	124	136	119	124	129

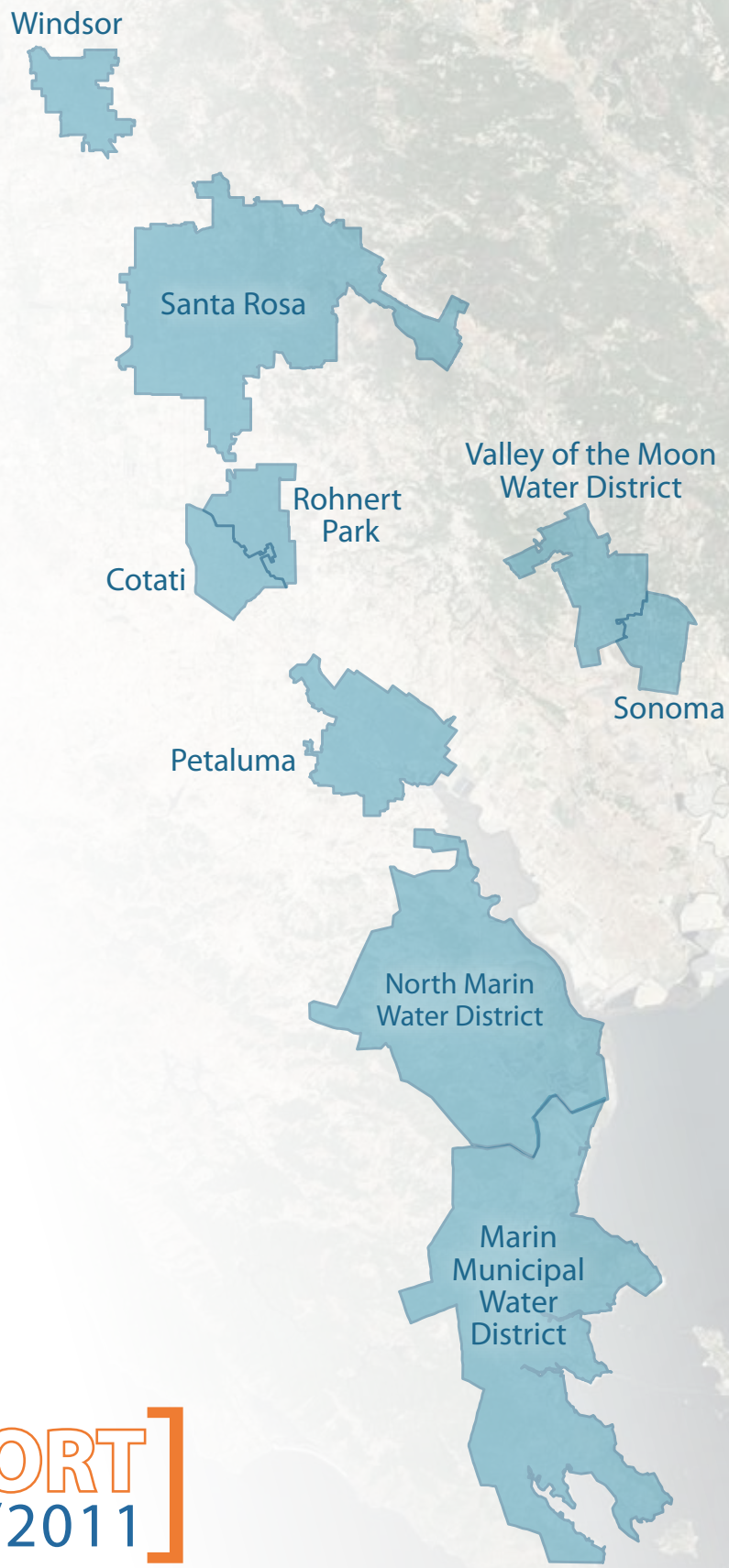
Table 1. 2015 and 2020 Target Goals

Appendix A

2010/2011 Annual Report for the Sonoma-Marin Saving Water Partnership

(begins on the following page)

SONOMA - MARIN
SAVING WATER
PARTNERSHIP



ANNUAL REPORT
FISCAL YEAR 2010/2011

A Team Effort

Every day we wake up and turn on the tap to draw water and begin our daily routines. It's a marvel that fresh water appears instantly and this marvel is a testament to the men and women of the Sonoma County Water Agency and area retail water providers working together to insure a safe, reliable water supply is available for the residents of Sonoma County and Marin County. Whether the water is naturally filtered from the Russian River, a local ground water source or treated surface water from local lakes, the coordinated effort to extract, treat and deliver water to area residents often goes unnoticed or is taken for granted. Conservation of these precious water resources is extremely important as we strive to make the water available for reasonable beneficial use and to preserve instream values to the maximum extent possible.

The Sonoma-Marin Saving Water Partnership (Partnership) was formed in late 2010 and recognizes that establishing common water conservation projects on a regional basis and applicable across the political and jurisdictional boundaries of Partnership members may be a means of cost effectively conserving more water than would otherwise be conserved on an individual agency-by-agency basis. To do this, the Partnership strives not only to meet water conservation regulatory requirements, but offers financial incentives to conserve and educates 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.

A tremendous amount of time and energy has been invested in the Partnership and that effort is starting to pay off. Water use in the Sonoma-Marin region during Fiscal Year 2010/11 declined significantly from prior years. The parties also agreed to establish a regional alliance to comply with SBx7-7, The Water Conservation Act of 2009, requiring a 20% reduction in per capita water consumption by 2020.

On March 30, 2011, Governor Jerry Brown officially proclaimed the 3-year California "drought to be at an end." As we enter this new "non drought" period, the Partnership will continue to offer educational resources, programs and incentives to aid our communities in meeting water use efficiency requirements.

Sincerely,

Susan Gorin, Chair
Water Advisory Committee
Council Member
City of Santa Rosa

Efren Carillo, Chair
Board of Directors
Sonoma County Water Agency

About the Partnership

The Sonoma-Marin Saving Water Partnership (Partnership) represents ten water utilities in Sonoma and Marin counties who 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 you in reducing your 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 as members in good standing of the California Urban Water Conservation Council (CUWCC) and implement the Best Management Practices (BMPs) for water conservation. The Partners will implement or use best efforts to secure the implementation of CUWCC water conservation requirements.

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 supply from the Water Agency are local supplies including recycled water, groundwater from underground aquifers and surface water reservoirs.

Wildlife, including threatened and endangered species, such as steelhead trout, coho salmon and Chinook salmon, recreational interests, and agricultural crops, 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, conservation and fishery recovery programs.

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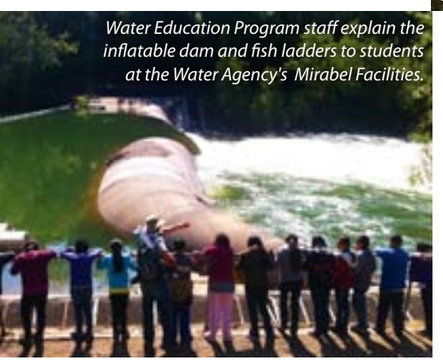
Partnership Achievements by the Numbers

Fiscal Year 2010/2011

4,119 students received direct instruction, 2,259 in the classroom only program and 1,860 in the classroom and Field Study program.

Ann's water leak was found with the help of Marin Municipal Water District's Conservation Assistance Program.

43 permitted graywater systems were installed.



Water Education Program staff explain the inflatable dam and fish ladders to students at the Water Agency's Mirabel Facilities.

3,149,136 gallons of water per year are being saved by local businesses through sustained reduction programs where rebates are provided for implementing process changes and equipment upgrades resulting in measurable water use efficiencies.

Mike used City of Sonoma's Cash for Grass program to help his client convert lawn to a drought tolerant outdoor event space.

1,877 rebates were issued to residents for replacing their old, inefficient toilets with new, EPA WaterSense labeled high-efficiency toilets that flush at 1.28 gallons per flush or less.

265 parents volunteered to chaperone their child's class during their field study visit to the Water Agency's Russian River Field Study Site near Forestville. The parents participated along with the students allowing the Field Study Program to reach adults as well as children.

373 students graduated from the Qualified Water Efficient Landscaper (QWEL) and Spanish QWEL programs.

719,300 square feet of lawn were removed through turf conversion programs — enough to cover more than twelve professional football fields.

Property manager Cindy Littrell cut $1,600 off her clients water bill through the City of Cotati's Cash for Grass program.

15,550 gallons of rainwater storage capacity have been rebated through rainwater harvesting rebate programs.

Grace and Carl - City of Santa Rosa Rainwater Harvesting Rebate participants.

126 businesses participated in our water use survey programs.

9,409 students experienced "The Musical Watershed" performed by the ZunZun performing arts group in 39 shows at 25 different elementary schools.

Mary and John removed their lawn and received a rebate through Valley of the Moon Water District's Cash for Grass program.

343 landscapes were upgraded through our rebate programs.

Dave upgraded his landscape with the Town of Windsor's Water Efficient Landscapes rebate.

373 rebates were issued to businesses for installing high-efficiency toilets.

Patti learned how to read her water meter and tune her irrigation system during a Water Smart Home Survey performed by North Marin Water District staff.

3,087 high-efficiency clothes washer rebates were issued. These EPA EnergyStar rated clothes washers use 40 to 60% less water than older, top loading models and they save energy from heating less water and wringing out more water before the clothes go into the dryer.

The Jones family sheet mulched over their front lawn with the help of City of Petaluma's Mulch Madness Program.

488 high school students went on technical tours of the Water Agency's Mirabel and Wohler water transmission facilities. Students learned about the water system and explored career opportunities in the field of water.

3,578 Water Smart Home evaluations were performed. These in-home water efficiency assessments are performed by trained technicians to find opportunities for improvements, identify leaks, and inform homeowners about their indoor and outdoor water use.

Fifth grade students in the Field Study Program examine live microinvertebrates samples collected from the Russian River through microscopes at the Water Agency's Field Study Facility.

1,860 students participated in the Field Study Program where the 5th grade students performed water related experiments along the banks of the Russian River and learned about the riparian ecosystem.

240 guests visited the 18 gardens that participated in the First Annual Eco Friendly Garden Tour.

125 businesses were certified through the Sonoma County Green Business Program sponsored by the Water Agency.

628 actions were inspired by the 350 Home & Garden Challenge.

10,000 people attended Rainwater Harvesting classes.

Partnership Highlights

PROGRAM EXPENDITURES

Partners have pledged to fund water use efficiency programs. The baseline funding is established in the MOU and is based on historic water deliveries through the Water Agency's water transmission system, ensuring that programs will always be available to help residents use our water resources efficiently.

Minimum funding levels are presented in the orange bar in the table below. Current expenditures and those of the previous two fiscal years are included.

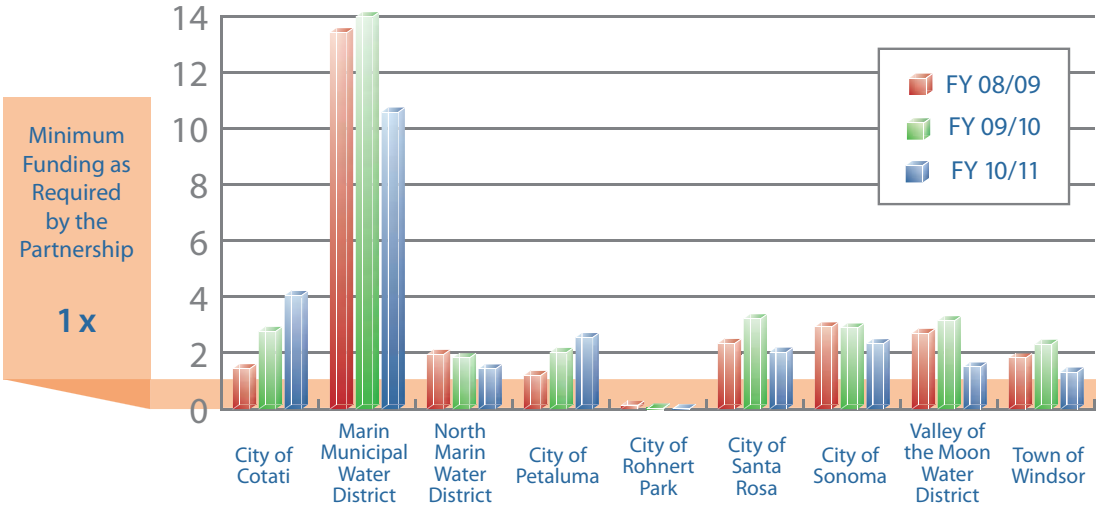
The Water Agency's Water Use Efficiency Program is funded by the water contractors through the Water Conservation Sub-Charge as part of the Water Agency wholesale water rates. The amount of money deposited in the fund is calculated based on the estimate of the total costs for all regional Water Conservation Projects for each fiscal year. The Sonoma-Marin Saving Water Partnership does not specify a minimum amount that should be utilized for regional programs.

In FY 08/09 the Water Agency provided direct assistance to the water contractors for their local programs which set expenditures at $2,704,000. For FY 09/10 and 10/11 expenditures were reduced to $1,583,000 and $1,573,000, respectively.

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 08-09	$40	$2,400	$507	$330	$34	$1,395	$170	$207	$228	$2,704	$8,017
FY 09-10	$74	$2,500	$479	$528	$13	$1,883	$168	$239	$235	$1,583	$7,701
FY 10-11	$107	$1,900	$383	$657	$17	$1,221	$137	$120	$158	$1,573	$6,220
Minimum	$25	$177	$241	$242	$120	$557	$55	$72	$10	NA	$1,500

Program Expenditures in Proportion to Partnership Requirements



The chart above depicts spending in proportion to the minimum funding level to aid comparisons between members. For the Town of Windsor, additional funding paid through a direct diversion sub-charge is included with their MOU minimum to better represent the Town's expenditures in relation to their Russian River water use.

EFFICIENT WATER USE SAVES RATEPAYER DOLLARS

Recent improvements in water use efficiency allowed the Water Agency to delay plans for added Russian River water diversions by more than ten years. This represents a substantial cost saving for the region. Further progress in water use efficiency will pay back by reducing the need for rate increases to fund facility expansion.

20 x 2020 GOALS

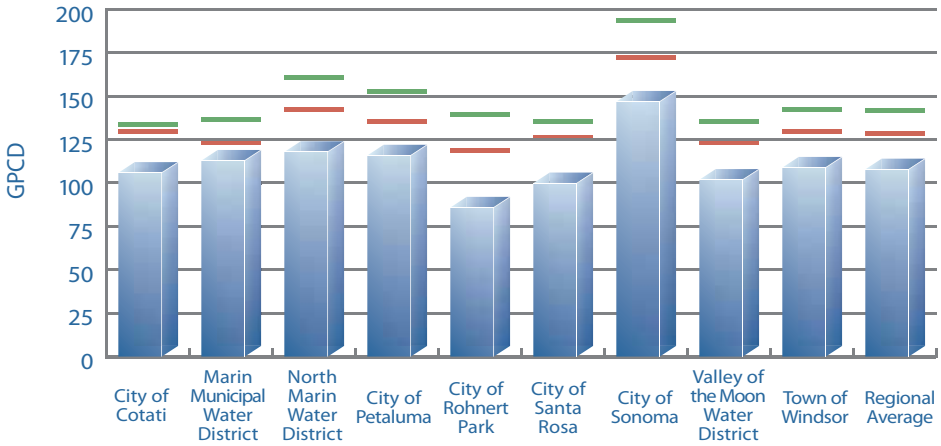
In 2009, SBx7-7 established a statewide goal, known as 20 x 2020, to reduce per capita water use 20% by the year 2020 with an interim goal of a 10% reduction by 2015.

The chart below displays 2010 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 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. This downward trend is a result of many factors including the California drought, slow economy, changes in weather conditions, and active water conservation 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.

2010 GPCD and 20 x 2020 Goals



	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	Regional Average
2010 Actual	112	119	124	119	92	106	153	108	115	114
2015 Target	134	137	161	153	140	136	194	136	143	142
2020 Target	130	124	143	136	119	127	173	124	130	129

ANNUAL MULTI-MEDIA PUBLIC EDUCATION CAMPAIGN

An annual public education campaign kicked-off this year to increase awareness about water efficiency rebates available through the Partnership. The campaign featured local residents from throughout the North Bay region who have participated in rebate programs (photos featured on pages 3 & 4).

Advertisements were placed in local and regional newspapers, in local movie theaters, on various media websites and a radio campaign was also developed.

14,616 students from 98 different schools received curriculum materials provided by Water Education Program.

2010 TEMPORARY URGENCY CHANGE PETITION

On April 4, 2010 the Water Agency submitted a Temporary Urgency Change Petition to the State Water Resources Control Board (SWRCB) requesting to modify the minimum in-stream flow requirements for the Russian River and preserve water in Lake Mendocino for late release to benefit returning Chinook salmon. On May 24, 2010 the SWRCB responded with an Order approving the request. The Order contained three terms that pertained to water use efficiency. These included Water Conservation Status Report (Provision 11), water savings update (Provision 12) and assigning water budgets to dedicated irrigation customers designed to achieve a Maximum Applied Water Allowance (MAWA) of 60% reference evapotranspiration (ETo) (Provision 13).

The purpose of the Water Conservation Status Report was to specify water conservation measures being implemented in the Water Agency's service area and other areas also served by Lake Mendocino from May through November 2010. The report detailed water conservation programs implemented and/or offered by the Partners, by the Water Agency for the benefit of the Partnership service area, by the Water Agency for its sanitation district customers, and by other Russian River water providers. This report was submitted to the SWRCB on December 17, 2010.

A water savings update was submitted on March 1, 2011 to fulfill Provision 12.

The MAWA provision required each Partner to develop and notify their dedicated irrigation customers of a site specific water budget. This site specific water budget was then compared to the site's actual water use to determine if the site adhered to the water budget. The average MAWA achieved by the Partners from May to October 2010 was 61% ETo. Although this figure exceeds the 60 percent goal stated in Provision 13, it is well below the requirements of the statewide Water Efficient Landscape Ordinance, which allows a MAWA of 80% for existing landscapes.

City of Santa Rosa
(707) 543-3985
www.srcity.org/wue

City of Cotati
(707) 665-3631
www.ci.cotati.ca.us

City of Rohnert Park
(707) 588-3300
www.rpcity.org

North Marin
Water District
(415) 897-4133 x8412
www.nmwd.com

Town of Windsor
(707) 838-1004
townofwindsor.com

Valley of the Moon
Water District
(707) 996-1037
www.vomwd.com

City of Petaluma
(707)778-4507
cityofpetaluma.net/wrcd

Marin Municipal
Water District
(415) 945-1520
www.marinwater.org

City of Sonoma
(707) 933-2237
www.sonomacity.org

Sonoma County Water Agency
(707) 547-1933
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www.savingwaterpartnership.org

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