

State Water Resources Control Board  
Order Dated 08/25/2014

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Provision 17 -January Status Update



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## 1 Introduction

Provision 17 of the Order directs the Sonoma County Water Agency (Water Agency) as follows:

“SCWA shall submit to the Deputy Director for Water Rights a written report within 15 days of the end of each month (monthly status update) that provides a summary of compliance with this term. The monthly status update shall, at a minimum, include a description of SCWA's actions to date to comply with the requirements of this term and the results of such actions, including but not limited to the amount of water demand reduction relative to baseline water demand. The data submitted for the amount of water demand reduction shall include both monthly and aggregate annual to date information and shall be compared to baseline water demand. When the monthly status update reflects that SCWA is not achieving the minimum water demand reduction of this term, SCWA shall also include additional actions SCWA has adopted and/or implemented to meet the demand reduction and identify the date when such additional actions will be fully implemented as part of the monthly status update.”

## 2 Water Demand Reduction Tracking

The Order provides the following description for determining the baseline water demands:

“The Plan shall define baseline water demand as appropriate for SCWA's situation based on considerations such as weather, economy, wholesale supplier allocations or other relevant information.”

The Water Agency has determined that the SBx7-7 methodology for calculating the baseline water demands would be appropriate. According to California Water Code Section 10608.12(b)(1) ‘Base daily per capita water use’ is defined as the following:

“The urban retail water supplier’s estimate of its average gross water use, reported in gallons per capita per day and calculated over a continuous 10-year period ending no earlier than December 31, 2004, and no later than December 31, 2010.”

The Water Agency and Water Retailers have selected a continuous 10-year period ending in December 31, 2006 to be used to determine the baseline water demands for each Water Retailer. The 10-year period selected accounts for the economic downturn and severe weather patterns that the region has experienced. The baseline accounts for varying economic conditions and weather patterns that constitute generally normal conditions for the region. It is also consistent with determining per capita water use targets as required by the Urban Water Management Planning Act. The Water Retailers baseline gallons per capita per day (GPCD) water demand will vary month to month to allow an accurate comparison to the 2014 water demands. The table below contains the January 2015 GPCD tracking.

Water Retailer	GPCD January	GPCD Baseline	GPCD Relative to Baseline
Cotati	67	100	-32%
Marin Municipal	88	96	-9%
North Marin	68	101	-32%
Petaluma	83	104	-20%
Rohnert Park	65	100	-35%

Santa Rosa	63	91	-31%
Sonoma	81	134	-40%
Valley of the Moon	71	97	-26%
Windsor	68	77	-11%
Forestville	81	104	-22%
Healdsburg	84	127	-33%
CalAm - Larkfield	85	119	-28%
<b>Regional Average</b>	<b>75</b>	<b>104</b>	<b>-28%</b>

The annual water demand of the Water Retailers is currently exceeding the 20% reduction goal. The table below provides a comparison of the annual baseline to date and the production to date during the term of the Order.

<b>Water Retailer</b>	<b>GPCD Annual Aggregate to Date</b>	<b>GPCD Baseline</b>	<b>GPCD Relative to Baseline</b>
Cotati	103	152	-32%
Marin Municipal	112	141	-20%
North Marin	124	169	-26%
Petaluma	118	169	-30%
Rohnert Park	93	144	-36%
Santa Rosa	92	135	-32%
Sonoma	152	206	-26%
Valley of the Moon	101	142	-29%
Windsor	102	149	-31%
Forestville	128	180	-29%
Healdsburg	121	200	-39%
CalAm - Larkfield	112	186	-40%
<b>Regional Average</b>	<b>116</b>	<b>167</b>	<b>-30%</b>

### 3 Actions

The Water Agency and the Water Retailers are committed to ensuring that current water supply conditions are a top priority in the community. At a minimum, the Water Retailers provide a Water Supply Condition Update at each respective governing board meetings. Below are some of the additional actions taken in January 2015.

#### 3.1 Water Agency

The Sonoma-Mendocino Immediate Drought Relief Project continues to progress. The High Efficiency Direct Install Program continued toilet, showerhead and faucet aerators installation in January. Participants continue to sign up online. The Cash for Grass Turf Removal Program has seen limited participation with only a few online inquiries.

### **3.2 City of Cotati**

The City of Cotati continued focused outreach through Cotati's WaterSmart program, which provides customized recommendations to all residential customers. In addition, Cotati continues to promote the various water conservation programs, including direct install low flow toilets, home water surveys, and turf retrofits.

### **3.3 Forestville Water District**

Forestville Water District continues to promote the mandatory water conservation measures that are in effect, and provide suggestions to reduce water consumption further. Forestville continues to offer water savings devices free of charge to customers which include faucet aerators, shower heads and toilet tank banks.

### **3.4 City of Healdsburg**

During the month of January, the City of Healdsburg obtained a 30% reduction in 2015 vs 2014 water usage and continued to offer turf removal rebate, providing one rebate for a total of 1,000 sq ft of turf removed. Healdsburg participated in the Sonoma County Water Agency's High Efficiency Fixture Direct-Install Program, installing 86 high efficiency toilets and continued to offer toilet rebates, providing rebates for installation of three high efficiency toilets.

### **3.5 California-American Water - Larkfield**

California-American Water ran a bill text message and made some improvements to their website including a water waste reporting feature on the home page.

### **3.6 Marin Municipal Water District**

During the month of January 2015, the Marin Municipal Water District reduced water use 18% in comparison to January 2014. In Calendar Year 2014, the District reduced water use by 4,000 acre-feet relative to 2013. Rolling 12-month water production through January 2015 is the lowest it has been in 22 years. Marin Municipal also continued enforcement of the water waste prohibition, continued support of a new water conservation rebate program which provides an incentive for customers to install pool covers, hot water recirculating pumps, water-conserving mulch, gray water systems, and rainwater cisterns. Marin Municipal continued providing on-site consultations with customers to locate leaks and conduct water conservation reviews. Marin Municipal also continued outreach program through ads in the Marin Independent Journal newspaper, website, and through customer newsletter "On the Waterfront" which is provided as a bill insert.

### **3.7 North Marin Water District**

In the month of January, North Marin Water District continued aggressive pursuit of Cash for Grass lawn replacement projects for a total of seventy-eight projects rebated since July 1, 2014 (a quadruple increase compared to the previous fiscal year). Also in January, North Marin Water District continued an active public awareness campaign regarding the drought and conservation program marketing and continued enforcement of the water waste and non-essential use prohibitions in effect.

### **3.8 City of Petaluma**

The City of Petaluma continued to enforce mandatory water use restrictions in accordance with the state mandate. A message explaining water use restrictions was included on all water bills utilizing inserted bill stuffers. Water conservation messages were posted on Petaluma's Facebook page, in the

local newspaper, and on the City vehicles. Petaluma staff continued to conduct indoor and outdoor water audits and respond to water waste complaints.

### **3.9 City of Rohnert Park**

The City of Rohnert Park continues to provide drought awareness lawn signs and respond to reported water waste.

### **3.10 City of Santa Rosa**

The City of Santa Rosa held two Rain Water Harvesting workshops in January and have been running water use efficiency advertisements on the radio. Santa Rosa has also been working on updating notifications through electronic billing and hold time messages to remind customers that the drought continues.

### **3.11 City of Sonoma**

City of Sonoma continued to promote conservation through efforts started in previous months.

### **3.12 Town of Windsor**

The Town of Windsor is continuing to conduct public outreach about the drought through its website, bill messages, flyers, and community events.

### **3.13 Valley of the Moon Water District**

In January Valley of the Moon Water District wrapped up a comprehensive rate analysis to add a fourth tier to the rate structure and adjust tier breakpoints to reflect lower demands. Actual adoption of rate structure to be considered at the June Board of Directors meeting.