

MEMORANDUM

To: Chris DeGabriele, Technical Advisory Committee Chair

January 26, 2016

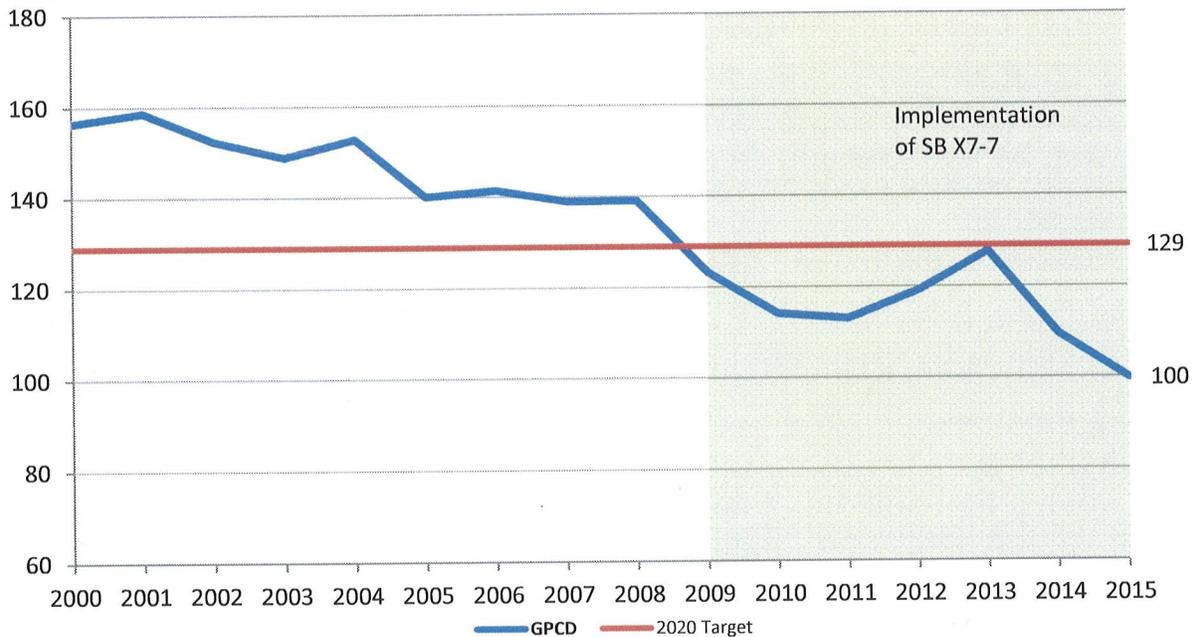
From: Carrie Pollard, Principal Program Specialist, Sonoma County Water Agency

Subject: 2015 Gallon per Capita per Day (GPCD)

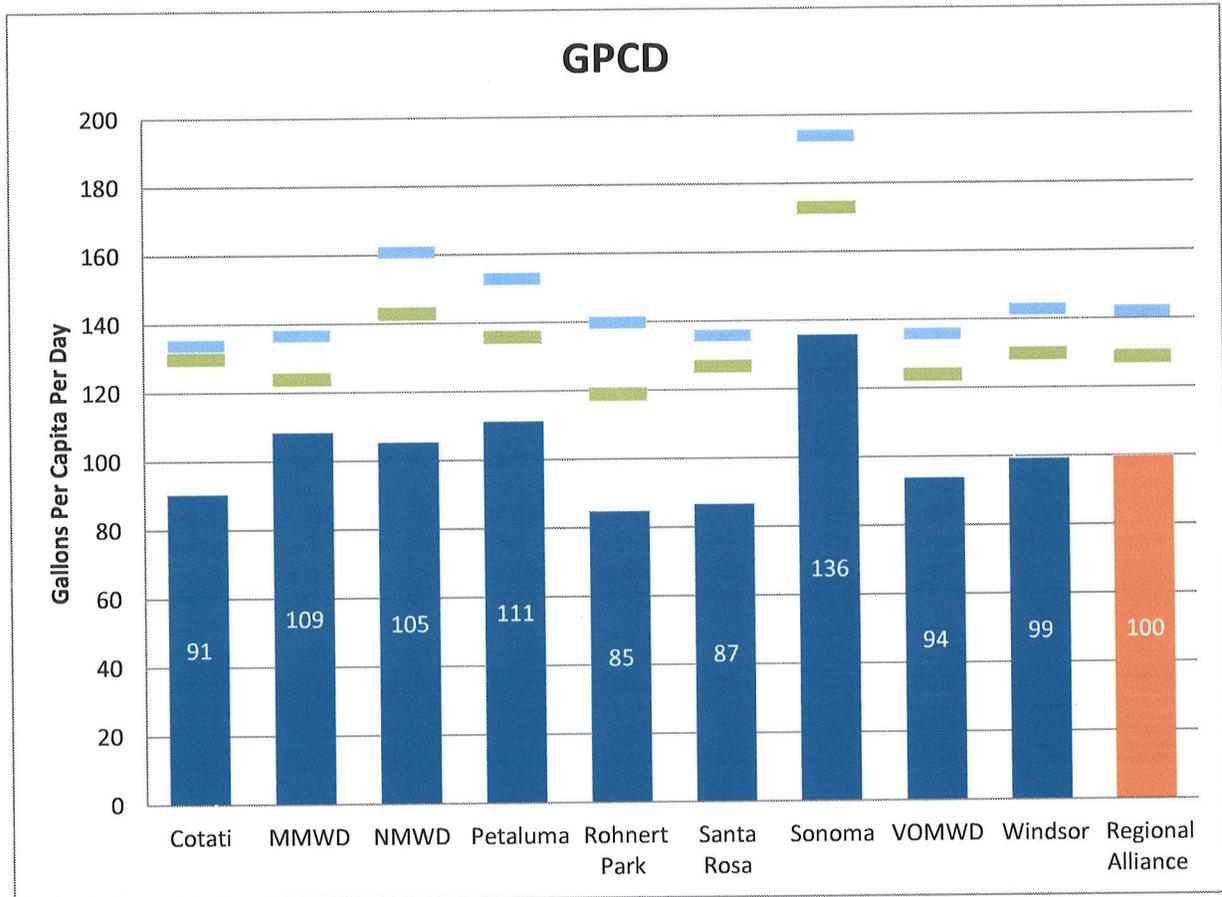
In 2010, the Sonoma-Marin Saving Water Partnership established a regional commitment to work collaboratively on the implementation of appropriate water use efficiency programs. The Department of Water Resources was then subsequently notified that a regional alliance had been formed between and among 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 SBx7-7, the Water Conservation Act of 2009. SBx7-7 calls for a 20% reduction in 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 because the parties receive water from a common water wholesale supplier, the Sonoma County Water Agency.

Graph 1 below demonstrates the long term progress our region has made towards incorporating water use efficiency as a social norm to our customers. Since 2000 there has been a 36% reduction in per capita water use while experiencing a 10% increase in population. In addition it shows the dramatic response when a mandatory conservation call to action is made, as exhibited over the last few years.

Graph 1: Regional GPCD 2000-2015



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 2015 per capita water use, the year 2015 SBx7-7 Target and the year 2020 SBx7-7 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.



2015 GPCD	91	109	105	111	85	87	136	94	99	100
2015 Target	134	137	161	153	140	136	194	136	143	142
2020 Target	130	124	143	136	119	127	173	124	130	129