

## MEMORANDUM

To: Water Advisory Committee  
From: Chris DeGabriele, Chair, Technical Advisory Committee   
Subject: Establishing a Regional Alliance to Comply with SBx7-7, the Water Conservation Act of 2009  
T:\GMSWAI\2011\WAC memo 0511.doc

April 28, 2011

At the March 7, 2011 WAC meeting, the WAC considered approving a request for regional compliance with SBx7-7, the Water Conservation Act of 2009, which sets a goal of achieving a 20% statewide reduction in urban per capita water use at year 2020. The WAC directed the TAC to return to the May WAC meeting and recommended that a short-term regional approach to meet SBx7-7 requirements in the 2010 Urban Water Management Plan be approved utilizing the Sonoma-Marín Saving Water Partnership (S-MSWP).

At the April 4 TAC meeting, the TAC approved a letter agreement to establish a regional alliance and requested each TAC member to receive authority from their decision-making bodies to enter into the letter agreement. That Letter Agreement (Attachment 1) identifies that the parties will

1. Use option 1 in setting the target;
2. Directs the parties to review and reanalyze the Regional Alliance and target as part of the preparation of the 2015 Urban Water Management Plan; and
3. Annually report to the WAC, in conjunction with the S-MSWP report, on individual and regional compliance with the targets.

Additionally, the Letter Agreement identifies that the parties agree to participate in discussions regarding regional water supply planning. The Letter Agreement enables parties to withdraw from the Regional Alliance at any time without penalty by providing written notice to all other parties. Should a party withdraw, the regional target will be recalculated among the remaining participants.

Currently, all water contractors' per capita water demand is below the 2020 SBx7-7 target on an individual basis. North Marin, Sonoma and Windsor predict that water demand will rebound in the future and the per capita target will not be met by 2020 (see charts – Attachments 2). Attachment 3 explains, from North Marin, Sonoma and Windsor, why this is likely. Additionally, the water conservation matrix indicating each party's water conservation measures is included (Attachment 4) to provide confidence to the WAC that ongoing water conservation programs will be maintained consistent with funding requirements stipulated in the S-MSWP. A letter informing DWR that a regional alliance has been formed is enclosed as Attachment 5 for the WAC's consideration.

### Recommendation:

WAC authorize sending the letter to DWR identifying formation of a regional alliance to comply with SBx7-7, the Water Conservation Act of 2009.

Letter Agreement  
Between and Among  
Cities of Santa Rosa, Rohnert Park, Sonoma, Cotati, Petaluma, Town of Windsor  
And  
North Marin Water District, Marin Municipal Water District  
and Valley of the Moon Water District  
For  
Establishing a Regional Alliance to Comply with  
SB x7-7 the Water Conservation Act of 2009

Recitals

A. The Water Conservation Act of 2009 (SB x7-7) set a goal of achieving a 20% reduction in statewide urban per capita water use by the year 2020 and requires urban water retailers to set a 2020 urban per capita water use target. SB x7-7 provides that urban water retailers may plan, comply and report on a regional basis, individual basis or both.

B. The Parties to this Letter Agreement (Cities of Santa Rosa, Rohnert Park, Sonoma, Cotati, Petaluma, Town of Windsor and North Marin, Marin Municipal and Valley of the Moon Water Districts) are eligible to form a "Regional Alliance" pursuant to the *Department of Water Resources Methodologies for Calculating Baseline and Compliance Urban Per Capita Water Use* (DWR Methodologies) because the Parties receive water from a common water wholesale water supplier, the Sonoma County Water Agency (Agency). The Parties desire to establish a Regional Alliance for purposes of complying with SB x7-7.

C. The Parties and the Agency are signatories to the Sonoma-Marin Saving Water Partnership Memorandum of Understanding (S-MSWP MOU) that provides for the identification and implementation of regional water conservation programs and tasks as directed by the Water Advisory Committee (WAC). The S-MSWP MOU requires financial and reporting commitments for implementation of water conservation programs.

## Agreement for Regional Alliance Target Setting and Reporting

### 1. Regional Alliance Formation and Target Setting

Pursuant to the DWR Methodologies, the Parties hereby form a Regional Alliance and agree to send a letter to the Department of Water Resources (DWR) prior to July 1, 2011 informing DWR that a Regional Alliance has been formed. The Parties agree that the Regional Alliance Target will be established using Option 1 (as Option 1 is described in the DWR Methodologies) and that each Party will include the Regional Alliance Target in its individual 2010 Urban Water Management Plan.

### 2. Regional Alliance Review

No later than December 31, 2015, the Parties agree to review and re-analyze the Regional Alliance and Regional Alliance Target as part of the preparation of the 2015 Urban Water Management Plan.

### 3. Regional Alliance Reporting

The Parties agree to prepare Regional Alliance Reports pursuant to the DWR Methodologies including but not limited to the following information: baseline gross water use and service area population, individual 2015 and 2020 water use targets for each Party and for the Regional Alliance, compliance year gross water use and service area population, and adjustments to gross water use in compliance year. The information will be provided by each Party and reported in the annual S-MSWP report in addition to the information required in the annual report, as outlined in the S-MSWP MOU.

### 4. Regional Water Supply Planning

The Parties agree to participate in discussions regarding regional water supply planning.

### 5. Regional Alliance Dissolution

The Parties agree that each Party can withdraw from the Regional Alliance at any time without penalty by giving written notice to all other Parties. If a Party withdraws from the Regional Alliance, the Parties agree that the Regional Target will be recalculated among remaining participating Parties as set forth in the DWR Methodologies and in Section 2 above.

6. Miscellaneous

This Letter Agreement shall be between and among those Parties that have executed this Letter Agreement by May 1, 2011. If all Parties have not executed this Letter Agreement by said date, the Parties who have executed this Letter Agreement by May 1, 2011, agree that the Regional Target will be recalculated among participating Parties as set forth in the DWR Methodologies and in Section 2 above.

7. Letter Agreement Authorization

This Letter Agreement may be signed in counterparts. By signing below, each signatory states that he or she is authorized to sign this Letter Agreement on behalf of the Party for which he or she is signing.

Miles Ferris 4/20/11  
Name: Miles Ferris Date  
City of Santa Rosa

\_\_\_\_\_  
Name: \_\_\_\_\_ Date  
City of Rohnert Park

\_\_\_\_\_  
Name: \_\_\_\_\_ Date  
City of Sonoma

\_\_\_\_\_  
Name: \_\_\_\_\_ Date  
City of Cotati

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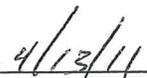
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\_\_\_\_\_  
Name: \_\_\_\_\_  
City of Santa Rosa

\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Name: Gabriel A. Gonzalez  
City of Rohnert Park

  
\_\_\_\_\_  
Date  
Per Rohnert Park City Council  
Resolution No. 2011-30 adopted on  
April 12, 2011

\_\_\_\_\_  
Name: \_\_\_\_\_  
City of Sonoma

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
City of Cotati

\_\_\_\_\_  
Date

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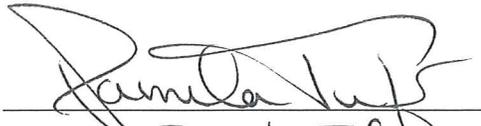
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\_\_\_\_\_  
Name: \_\_\_\_\_ Date \_\_\_\_\_  
City of Santa Rosa

\_\_\_\_\_  
Name: \_\_\_\_\_ Date \_\_\_\_\_  
City of Rohnert Park

  
\_\_\_\_\_  
Name: Milenka Bates Date 4/19/2011  
City of Sonoma

\_\_\_\_\_  
Name: \_\_\_\_\_ Date \_\_\_\_\_  
City of Cotati

  
Name: PAMELA Tuft

City of Petaluma

4-11-11

Date

\_\_\_\_\_  
Name: \_\_\_\_\_

Town of Windsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_

North Marin Water District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_

Marin Municipal Water District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_

Valley of the Moon Water District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
City of Petaluma

\_\_\_\_\_  
Date

*J. Matthew Mullan*  
\_\_\_\_\_  
Name: J. Matthew Mullan  
Town of Windsor

4-12-11  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
North Marin Water District

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Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
Marin Municipal Water District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
Valley of the Moon Water District

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Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
City of Petaluma

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
Town of Windsor

\_\_\_\_\_  
Date

*Chris DeGabriele*  
\_\_\_\_\_  
Name: *Chris DeGabriele*  
North Marin Water District

*4/26/2011*  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
Marin Municipal Water District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
Valley of the Moon Water District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
City of Petaluma

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
Town of Windsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
North Marin Water District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name: \_\_\_\_\_  
Marin Municipal Water District

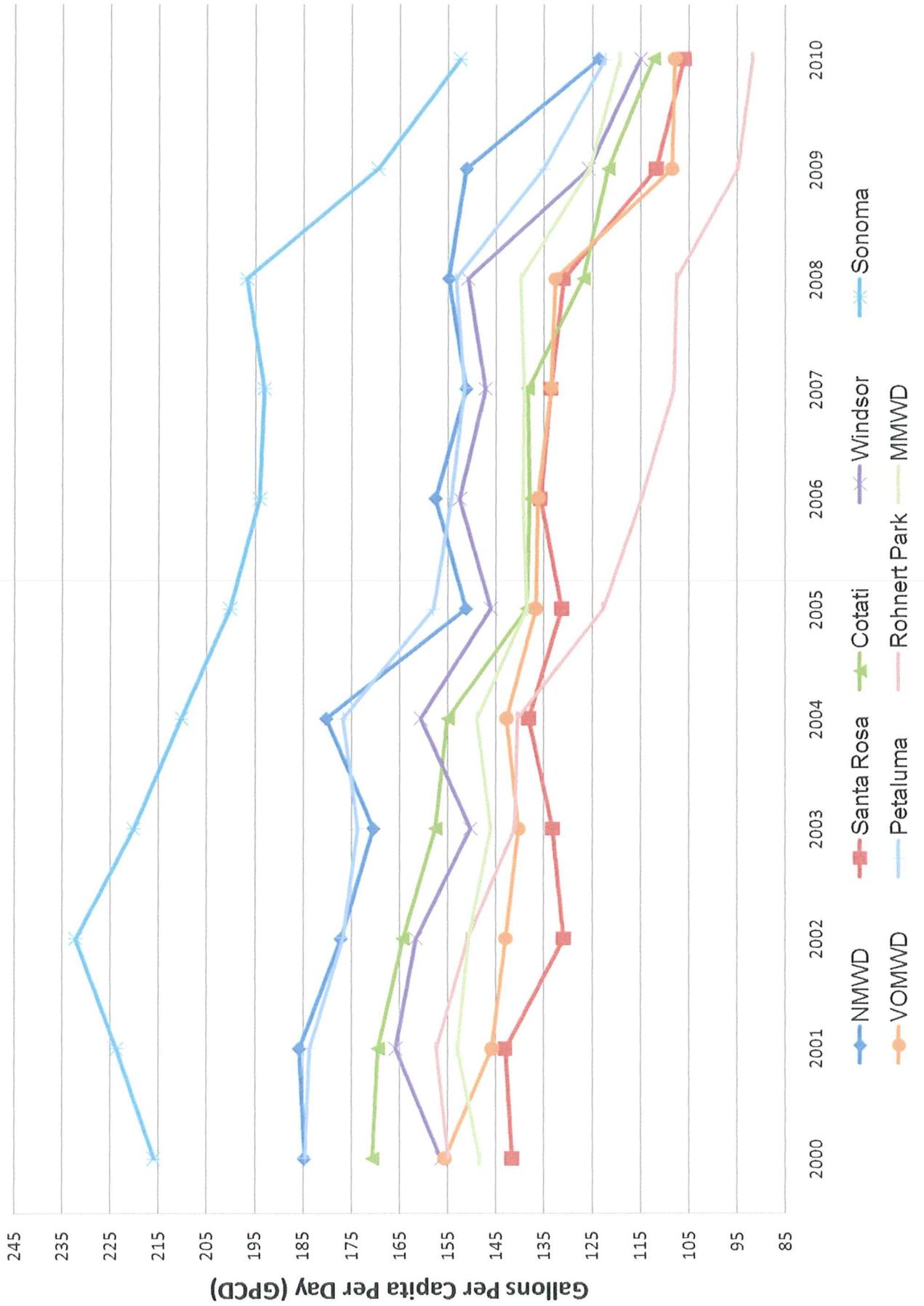
\_\_\_\_\_  
Date

*Krishna Kumar*  
Name: KRISHNA KUMAR  
Valley of the Moon Water District

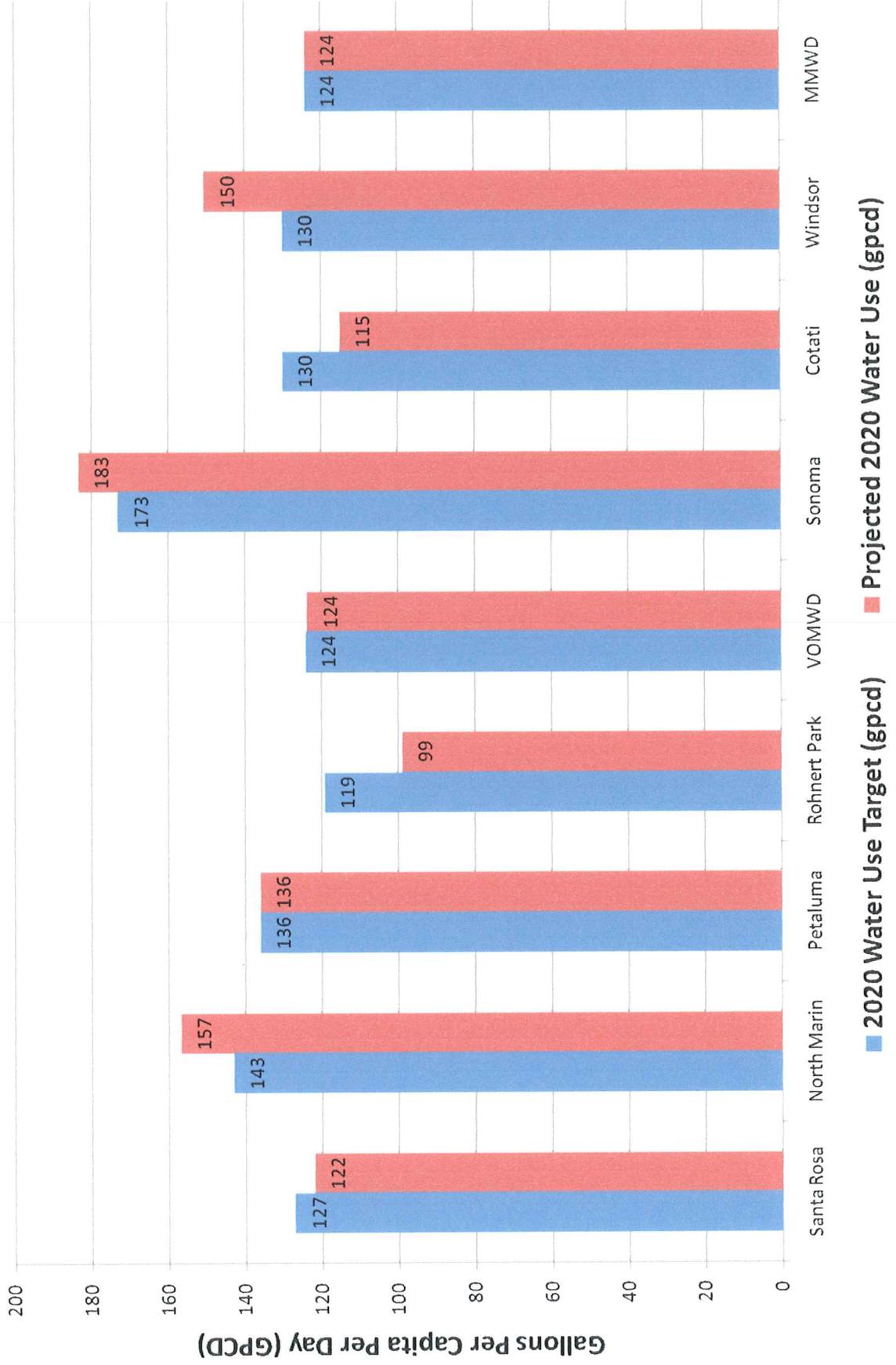
April 11, 2011  
Date

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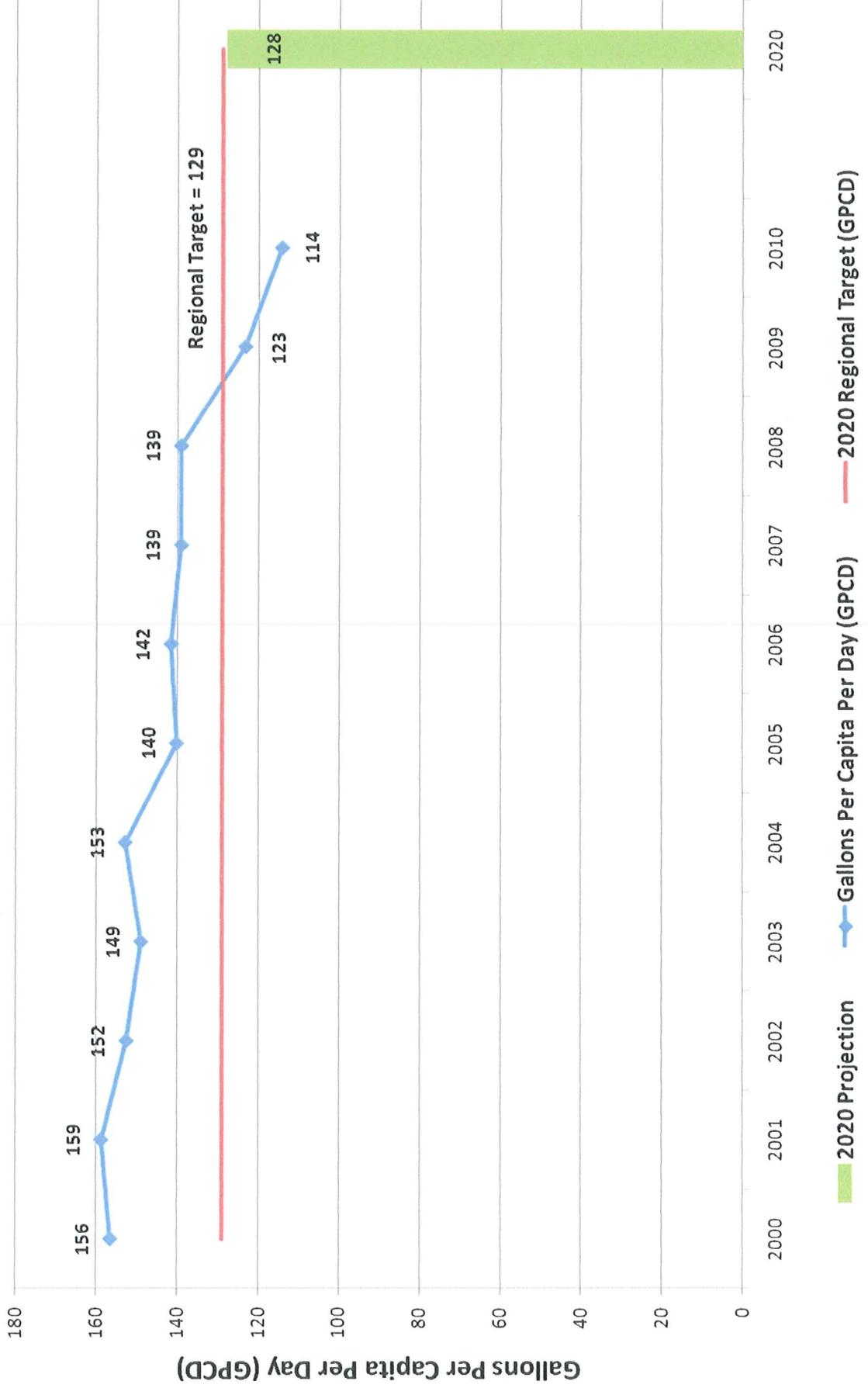
# SCWA Contractors and MMWD 2000 - 2010 Annual GPCD



# SCWA Contractors and MMWD 2020 Target and Projected 2020 Water Use (GPCD)



# SCWA Contractors and MMWWD Regional GPCD 2000- 2010 and 2020 GPCD Regional Target and Compliance Projection



## Explanation Why NMWD/Sonoma/Windsor Projected 2020 GPCD Will Exceed Target

### North Marin Water District

Although current GPCD levels are below the 2020 goal, water use is expected to rebound from the past few years of drought impacted demand (with strict water waste enforcement) along with future increases in development of non-residential customers. North Marin is experiencing rapid growth in the water intensive bio-pharmaceutical manufacturing sector. North Marin also suspects that GPCD water use might be higher than other Water Contractors due to larger housing lot sizes and corresponding landscape area. In Novato, the wastewater charges are invoiced to the customers separately by the Novato Sanitary District via the tax bill which operates those systems, compared to other entities in the region that may bill for both water and sewer on the same bill. Staff feels that the overall impact of a combined water and sewer utility bill may cause customers to use water more efficiently.

NMWD is currently in the detailed design stage to expand Recycled water use and we expect to start construction this summer. Additional water conservation programs may need to be added, and or/proposed water conservation incentive levels may need to be increased to push a higher level of projected water conservation program participation, especially in the areas of irrigated turf removal.

### City of Sonoma

Sonoma's climate is hotter than the rest of Sonoma County and is closer to weather in Napa County. Outside of the recent economic downturn the past couple years, the City is seeing an increase in tourism and second home populations both of which do not add to the permanent population for Sonoma (which means it doesn't count towards GPCD calculations). It is projected that when the economy returns to "normal," the water demand will also be projected to increase as a result of that demand.

### Windsor

The projected 2020 GPCD is expected to exceed the target because of the effect of the Windsor outside service area that is part of the Windsor Water District. The District includes the Town, the county areas of Shiloh and Mayacama Estates and the Airport Business Center. The Town's service area covers about 7.5 square miles and the outside service area covers about 6 square miles. In calculating per capita water usage, we are required to include the entire service area. The population within the Town is 26,955 and for the outside county service areas is 934.

When using a per capita measure for water usage, the outside service area is significantly skews our per capita reporting.

As a comparison, the average per capita water usage in the outside service area at the airport was 4,893 GPCD over the past 6 years. This demonstrates how an area with little supporting population can substantially skew and misrepresent what a residential community has achieved. The SBx7-7 methodologies have not yet accounted for industrial, economic and employment based areas and, as such, those water purveyors that have these areas to serve are penalized. There is an industrial process water exclusion provision that is under consideration by the state, but will not be finalized until the end of the year.

If we're able to report on just the Town's usage, we would be well within compliance.

We have been working with the airport business area to improve irrigation practices and are studying a recycled water system for the airport area with the SCWA to offset potable demands.

Table 1. Water Conservation Programs of Agency Retail Contractors

	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
Low Flow Showerheads	Free up to 1	Free with survey	Free	Free	Free	Free	Free	Free	Free
Low Flow Aerators	Free up to 3	Free	Free	Free	Free	Free	Free	Free	Free
Self-Closing Hose Nozzles			Free	Free	Free	Free	Free	Free	Free
High Efficiency Toilet (HET = 1.28 gpf or less) Program	Free Direct Install program. HET required for all new buildings and remodels.	Program Suspended	\$150 Rebate or Free Giveaway for Residential, \$200 for Commercial	\$150 Rebate for Residential, \$260 for Commercial	\$150 Rebate Residential and Commercial		\$150 Rebate for Residential and Commercial	\$150 Rebate for Residential and Commercial	\$50 Rebate for upgrading from 1.6 gpf, \$150 Rebate for upgrading 3.5 gpf, \$150 for Commercial
Urinal Replacement Programs: Replace 1.0 gpf or greater with 1/8 gpf or less		Program Suspended	\$200 Rebate	\$260 Rebate	\$150 Rebate	\$450 Rebate			\$300 Rebate
High Efficiency Appliance Requirement		Yes	All new construction must be equipped with High Efficiency Clothes and Dish Washers along with HETs, 1.5 gpm sink aerators, and 2.0 gpm showerheads	All new construction must have HETs, HEWs efficient faucet aerators (1.5 gpm) and efficient shower heads (2.0 gpm)					
Clothes Washer Rebate	\$75 for Residential only.	Program Suspended	\$75 for Residential, Case by Case for Commercial	\$125 for Residential, \$500 for Commercial	\$75 for Residential, \$220 for Commercial	\$75 for Residential, \$350 for Commercial	\$75 for Residential	\$75 for Residential only	\$125 Residential only
Water Use Surveys (Indoor/Outdoor), Residential and Commercial	Free	Free	Free	Free		Free	Free	Free	Free
Commercial Water Efficient Ice Machine Rebate				Qualifies under CII Incentive program		\$200 per 1000 gal/mo saved up to the cost of equipment			
Sustained Reduction Rebate				CII incentive program provides rebate equal to water savings achieved by particular equipment or technology. For example, if equipment results in a 30% water savings, City will rebate 30% of the equipment cost.		\$200 per 1000 gal/mo saved up to the cost of equipment			water only accts; \$4.50/1000 gal /yr saved, water & sewer accts; \$11.40/1000 gal/yr saved up to 50% of the cost of equipment
Best Available Technologies				Qualifies under CII Incentive program		Yes			

	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
Rainwater Harvesting Rebate		Technical Assistance Program	Pilot starting in 2010 (\$0.25/gal of storage)	Qualifies under CII Incentive program		\$0.25/gal of storage			
Turf Watering Recommendations: Obtain current information on precipitation rates, evapotranspiration rates and irrigation		Yes - 415-945-1525 or <a href="http://www.marinwater.org">www.marinwater.org</a>	Yes	<a href="http://cityofpetaluma.net/wrcd/customized-watering-schedule.html">http://cityofpetaluma.net/wrcd/customized-watering-schedule.html</a>	<a href="http://www.rpcity.org">www.rpcity.org</a>	<a href="http://www.srcity.org/turftime">www.srcity.org/turftime</a> or Turf-Time 707-543-3466	Free	Free	Free
Landscape Standards for New Development	Yes	Yes	Yes	Yes	Yes	Yes			Yes
Rain Sensor Rebate		Free with survey	Yes (included in the Efficient Irrigation Rebate)	Rain sensors are required for new and renovated construction. Existing accounts may receive rebate under CII incentive program		Yes	\$50 if QWEL installed or \$50.00 maximum if self installed	\$50 if QWEL installed or 100% of cost if self installed, up to \$50	Part of Water Efficient Landscape Program
Efficient Irrigation Rebate Provider pays for a percentage of equipment required to make system more efficient		Program Suspended	50% rebate hardware that increases the efficiency of an irrigation systems (Residential up to \$200 and Commercial and Large Landscape up to \$2000)	Qualifies under CII Incentive program.	Program Suspended	Up to \$350 residential / Up to \$3500 commercial	50% - 100% rebate hardware that increases the efficiency of an irrigation system	50% - 100% rebate hardware that increases the efficiency of an irrigation system	Water Efficient Landscape program. Residential up to \$350, mixed-use up to \$650, commercial up to \$2500
SMART Controller Rebate: For installation of a weather based controller		Program Suspended	Yes - \$25 per active station up to \$1,000	Yes - up to \$900.	Program Suspended	Part of Green Exchange Program			Part of Water Efficient Landscape Program
Water Budget: Watering amount based on weather and landscape square footage. Financial incentives = Tier 2		Residential water budgets are set at a standard base. CII and irrigation accounts were revised in 1986 and are in the process of being updated.	Yes	100% of City's dedicated irrigation accounts have been issued water budgets.	Program Suspended	Yes - tied to rates for irrigation accounts	No	Yes	Yes
Service Split Incentive: Non-residential customers may apply for a rebate to split a mixed use meter into two separate meters (indoor and dedicated irrigation)		Program Suspended	Case by Case	As part of City's CII incentive program, customer may receive rebate for splitting service.	Program Suspended	100% reimbursement for much of the cost associated with installing a separate meter for irrigation water use.			Case by case

	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
<b>Water Smart Landscape Conversions /Cash for Grass: Upgrade existing turf to water smart landscaping and receive a rebate for grass and water features that are converted to water wise landscapes.</b>	\$1.00/sq ft for Residential and 50% of the actual cost of the retrofit up to \$1.00/sqft for Commercial and Multi-Family participants	Program Suspended	\$1.00/sq ft up to a maximum determined on a case by case basis for large landscapes and up to \$1000 for Single Family Residential	In May, 2010 the City launched its new <b>Mulch Madness</b> Program. The program offers customers free mulch and card board (with delivery), a drip irrigation conversion kit, and 5 free native plants to any customer who qualifies to sheet mulch unwanted turf areas. <a href="#">Click here</a> for program details.		Part of "Green Exchange Program" \$0.50 per sq ft up to \$250 Residential and up to \$2500 Large Landscape	\$0.75 per sq ft Limit of \$1000 for residence; \$150 available for drip irrigation and mulch. A limit of \$3000 for Commercial, \$300 available for drip and mulch	\$0.50 per sq ft Limit of \$400 for residence, additional \$150 for drip and mulch	\$0.50/ sq ft up to \$350 residential, \$650 mixed use, \$2,500 commercial. Part of Water Efficient Landscape Program. Visit website for details. <a href="http://www.townofwindsor.com">www.townofwindsor.com</a>
<b>Seminars/Workshops: conserve water through irrigation, plant selection, in home conservation, new technologies such as SMART controllers.</b>	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes
<b>Adoption of Water Efficient Landscape Ordinance</b>	Yes	Yes	Yes	Yes-		Yes	Yes	Yes	Yes
<b>Water Waste Ordinance</b>	Yes	Yes	Yes	Part of Water Conservation Regulations Ordinance.	Yes	Yes	Yes	Yes	Yes
<b>Water Management Contracts: Water Conservation language for landscape maintenance contracts</b>		Yes		Yes-When account exceeds water budget, City works with property owner to get back on budget and recommends water management language be part of landscape maintenance contract.		Pilot starting 09/10			
<b>Water Management Rebate and Certification</b>		Certification		Certified Water Conserving Residence (CWCRC) Program - City works with realtors to have home sellers get home certified as Water Conserving Residence.		\$1.53 per 1,000 gallons below budget			
<b>Graywater Rebate</b>			\$75 per qualifying fixture retrofit	Yes. Qualifies under CII Incentive program.		\$75 per qualifying fixture retrofit			
<b>Sub-Metering Requirement</b>	Yes, for new construction.	Yes		Yes. City requires all new MFR and CII (with multiple tenants) accounts to be sub-metered.	Yes				
<b>DIY Home Audit Kit</b>		Yes. Distributed by Marin Master Gardeners and free for our customers.				Free			Free; pick up at utility billing office.

**DRAFT**

April 28, 2011

California Department of Water Resources  
Division of Statewide Integrated Water Management  
Water Use and Efficiency Branch  
Attn: Manucher Alemi Chief  
PO Box 942836  
Sacramento, CA 94236

Dear Mr. Alemi

A regional alliance has 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. The regional alliance has been 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. Data pertaining to the regional alliance can be collected through the individual cities and water districts urban water management plans to be submitted by July 1, 2011.

Should you have any questions regards the regional alliance, please contact me.

Sincerely,

Chris DeGabriele  
General Manager  
North Marin Water District

Chair, Technical Advisory Committee  
to the Water Contractors receiving  
wholesale supply from SCWA

cc: Miles Ferris, City of Santa Rosa  
Darrin Jenkins, City of Rohnert Park  
Milenka Bates, City of Sonoma  
Damien O'Bid, City of Cotati  
Richard Burt, Town of Windsor  
Krishna Kumar, Valley of the Moon Water District  
Paul Helliker, Marin Municipal Water District

CD/rr

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**ATTACHMENT 5**