

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

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Provision 17 -September Status Update



**October 15, 2014**

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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 September 2014 GPCD tracking.

Water Retailer	GPCD September	GPCD Baseline	GPCD Relative to Baseline
Cotati	110	210	-48%
Marin Municipal	145	183	-21%
North Marin	150	245	-39%
Petaluma	144	236	-39%

Rohnert Park	113	192	-41%
Santa Rosa	125	181	-31%
Sonoma	218	294	-26%
Valley of the Moon	137	193	-29%
Windsor	124	221	-44%
Forestville	193	264	-27%
Healdsburg	164	279	-41%
CalAm - Larkfield	136	258	-47%
<b>Regional Average</b>	<b>147</b>	<b>230</b>	<b>-36%</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 2014 production to date.

<b>Water Retailer</b>	<b>GPCD Annual Aggregate to Date</b>	<b>GPCD Baseline</b>	<b>GPCD Relative to Baseline</b>
Cotati	109	166	-34%
Marin Municipal	120	151	-20%
North Marin	133	183	-27%
Petaluma	133	186	-29%
Rohnert Park	100	156	-36%
Santa Rosa	100	148	-32%
Sonoma	171	223	-23%
Valley of the Moon	111	154	-28%
Windsor	112	166	-33%
Forestville	141	199	-29%
Healdsburg	129	218	-41%
CalAm - Larkfield	127	202	-37%
<b>Regional Average</b>	<b>124</b>	<b>239</b>	<b>-48%</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 September 2014.

#### 3.1 Water Agency

The Water Agency and each of the Water Retailers continue to participate in the regional media campaign - "There's a Drought On. Turn the Water Off." The media campaign includes newspaper and radio ads, before the movie ads, dedicated website, and local cable channel video. Below is a summary of the media activities for the month of September.

- 29 English print ads in 18 local publications

- 3 Spanish print ads in 3 local publications
- Over 50 - 60 second commercials played on 5 local English radio stations
- Over 40 - 60 second commercials played on 3 local Spanish radio stations
- 3 radio English billboards
- 48 English radio web ads
- 3 radio Spanish billboards
- 1 spadea ad

The Sonoma Mendocino Immediate Drought Relief Project continues to progress. The Project was recommended for full funding by DWR in late September and upon final approval of the grant the Project will launch. Many participating agencies have begun to offer the turf rebate through the Cash for Grass program to reduce demands while awaiting the grant funding. The High Efficiency Fixture Direct Install Program is on schedule. The top priority is finalizing the plumbing installer contracts and procurement of the plumbing fixtures.

### 3.2 City of Cotati

During the month of September the City of Cotati continued to promote conservation through efforts started in previous months.

### 3.3 Forestville Water District

During the past month, Forestville Water District has contacted their customers through direct mailings as well as through their website and bulletin board. 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 September the City of Healdsburg has increased the number of permits issued for the Trucking Recycled Water Program and Healdsburg has experienced an increase in usage of the trucking program for construction projects. A total of ten conservation enforcement letters were issued and Healdsburg is continuing to enforce water waste. Two public outreach events, Foss Creek Cleanup and the Healdsburg Business Expo, provided the opportunity to promote water conservation. At the events, staff handed out water conservation supplies and materials as well as educated the public on the current drought conditions and ways to conserve.

### 3.5 California-American Water - Larkfield

In September Cal-Am Water sent all customers a mailer detailing the four SWRCB prohibited uses of water and advertising conservation programs. An advertisement was placed in the Windsor Times and an application was filed with the CPUC to move to mandatory rationing to achieve 20 percent conservation. There has been a high volume of requests for turf rebate programs and lots of customers are requesting conservation devices like showerheads and garden hose nozzles.

### 3.6 Marin Municipal Water District

Marin Municipal Water District staff continued to enforce the water waste ordinance and had a total 85 properties that were reported for water waste.

### 3.7 North Marin Water District

North Marin Water District staff continued to aggressively enforce water waste and non-essential use prohibitions in effect in the month of September. North Marin has seen the highest participation levels in two key incentive programs, the Cash for Grass turf rebate and the Water Smart Home Surveys. A total of 15 Cash for Grass projects were rebated and 58 Water Smart Home Surveys were performed in the month of September.

### 3.8 City of Petaluma

The City of Petaluma enacted mandatory water use restrictions in accordance with SWRCB and increased water waste patrols. Direct mailers were sent to all customers outlining mandated water use restrictions and a message explaining water use restrictions was included on all water bills utilizing inserted bill stuffers. The website was updated with mandated water use restrictions. Petaluma field staff received training on dealing with water waste. The local high school, Casa Grande, was converted to reclaimed water for irrigation.

### 3.9 City of Rohnert Park

The City of Rohnert Park continues to provide drought awareness lawn signs and respond to reported water waste. The Founders Day Festival on September 22 and 23, offered an opportunity to staff a public information booth with drought information and water conserving “giveaways” including faucet aerators, shut-off nozzles for hoses and shower timers.

### 3.10 City of Santa Rosa

The City of Santa Rosa has implemented Stage 1 – Mandatory which requires a 20% community-wide reduction in water use. Santa Rosa has implemented weekly water watch patrols and also provides options for the community to report water waste and Stage 1 Mandatory violations online, via a hotline and using a MySantaRosa app. The Santa Rosa Water Use Efficiency staff and field crews have been trained and can door tag any home or business for a violation. Their progressive enforcement program that starts with information and education and can ultimately lead to turning off the customer’s water.

Santa Rosa is providing information to the community through bill inserts, bill face messages, social media, dedicated website, radio and newspaper ads. A new direct install toilet incentive program has been launched. Santa Rosa offers numerous rebates and incentive programs, including free home and commercial audits and the Green Exchange Rebate that has increased from \$0.50 to \$1.00 per square foot of turf removed.

### 3.11 City of Sonoma

In September, the City of Sonoma continued to enforce Stage 2 mandatory conservation, including limiting turf irrigation to 2 days per week. Sonoma City Council approved a Prop 218 Notice that proposed steepened tiers in water rates to promote water conservation. Sonoma remains dedicated to minimizing utility side water waste and they have performed additional water system leak detection throughout their service area. In September, 120 leak notification letters were sent out to water accounts that registered continuous meter flow.

### 3.12 Town of Windsor

During September the Town of Windsor continued to promote the 20% mandatory reduction with a focus on reducing water waste. Windsor has aggressively promoted 3 days a week watering restrictions through lawn signs, electronic billboards, and use of movable electronic road signs.

### 3.13 Valley of the Moon Water District

Valley of the Moon Water District continued to promote conservation through efforts started in previous months.