

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

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Provision 17 -February 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 February 2015 GPCD tracking.

Water Retailer	GPCD February	GPCD Baseline	GPCD Relative to Baseline
Cotati	74	103	-28%
Marin Municipal	86	100	-15%
North Marin	80	91	-13%
Petaluma	86	103	-17%

Rohnert Park	75	105	-28%
Santa Rosa	69	90	-24%
Sonoma	100	121	-18%
Valley of the Moon	70	93	-25%
Windsor	68	78	-12%
Forestville	79	99	-20%
Healdsburg	90	131	-31%
CalAm - Larkfield	82	119	-31%
<b>Regional Average</b>	<b>80</b>	<b>103</b>	<b>-22%</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 through February 28, 2015.

Water Retailer	GPCD Annual Aggregate to Date	GPCD Baseline	GPCD Relative to Baseline
Cotati	101	148	-32%
Marin Municipal	111	138	-20%
North Marin	121	163	-26%
Petaluma	116	165	-30%
Rohnert Park	92	141	-35%
Santa Rosa	90	132	-32%
Sonoma	148	200	-26%
Valley of the Moon	99	139	-29%
Windsor	100	144	-31%
Forestville	124	174	-29%
Healdsburg	119	195	-39%
CalAm - Larkfield	110	182	-39%
<b>Regional Average</b>	<b>122</b>	<b>158</b>	<b>-22%</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 February 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. Participants continue to sign up online. The Cash for Grass Turf Removal Program has seen limited participation with

only a few online inquiries. Marketing has been increased to gain additional participation in these program.

### **3.2 City of Cotati**

Cotati continued 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 February, the City of Healdsburg obtained an 18% reduction in 2015 vs 2013 water usage and continued to offer turf removal rebate. Healdsburg participated in the Sonoma County Water Agency's High Efficiency Fixture Direct-Install Program and signed a contract with Cartvertising to advertise water conservation on 80% of the shopping carts at the Healdsburg Safeway. The advertising will begin in April and last for six months.

### **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 February 2015, Marin Municipal Water District continued to promote conservation through efforts started in previous months and respond to reported water waste.

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

In the month of February, North Marin Water District continued rebating lawn replacement projects and conducting home water surveys. 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 continues to promote conservation through efforts started in previous months and respond to reported water waste.

### **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 continues to run 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.

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