

## Sonoma Water – 2020 Temporary Urgency Change Petition Radio Ads

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### Ad 1

It's been a dry year – the third driest on record in Sonoma County.

The less water we use, the more water we keep in our reservoirs and the Russian River. And more water means happy salmon in the fall during migration. Salmon like cold water. By saving water now, less water is released from reservoirs like Lake Mendocino for consumption. Instead, that cold water can be preserved and used in the fall when endangered salmon need it to swim up the Russian River to spawn.

Here are some easy water saving tips:

- Use a broom, not a hose, to clean your driveway, deck or patio.
- Water your landscape between midnight and 6:00 a.m. to reduce water loss from evaporation and wind.
- Remove high water use landscapes and replace with efficient low water use plants. Check with your local retailer for rebates.

Sonoma Water thanks you for your continued water saving efforts. And so do the salmon!

Learn more at [www.sonomawater.org](http://www.sonomawater.org).

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### Ad 2

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Sonoma County residents are water saving super stars! Our community continues to meet state conservation goals and has lowered water use from 130 gallons per person per day in 2013, to 107 in 2019. That is well below the state's conservation target of 129 gallons per person per day. Let's keep our star rising and continue to save water every day.

Here are some water saving tips to help:

- Replacing inefficient appliances, fixtures and irrigation can save water and money. Check with your local water retailer for rebates.
- Don't let water run while shaving, brushing teeth or rinsing dishes.
- When you are washing your hands, don't let the water run while you lather.

Sonoma Water thanks you for your continued water saving efforts.

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### Ad 3

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Lake Mendocino is in Ukiah but is a critical part of Sonoma County's water supply system. Water released from Lake Mendocino into the Russian River provides the water needed to help meet regional needs, but it also provides the cold water needed for endangered salmon in the Russian River to successfully migrate and spawn in the fall. The less water we use now, the more water is preserved for endangered salmon in the fall.

Here are some water saving tips:

- Cover pools and hot tubs to reduce evaporation.
- Don't be a gutter flooder. Reduce sprinkler run-time.

Sonoma Water thanks you for your continued water saving efforts.

Learn more at [www.sonomawater.org](http://www.sonomawater.org).