

MEMORANDUM

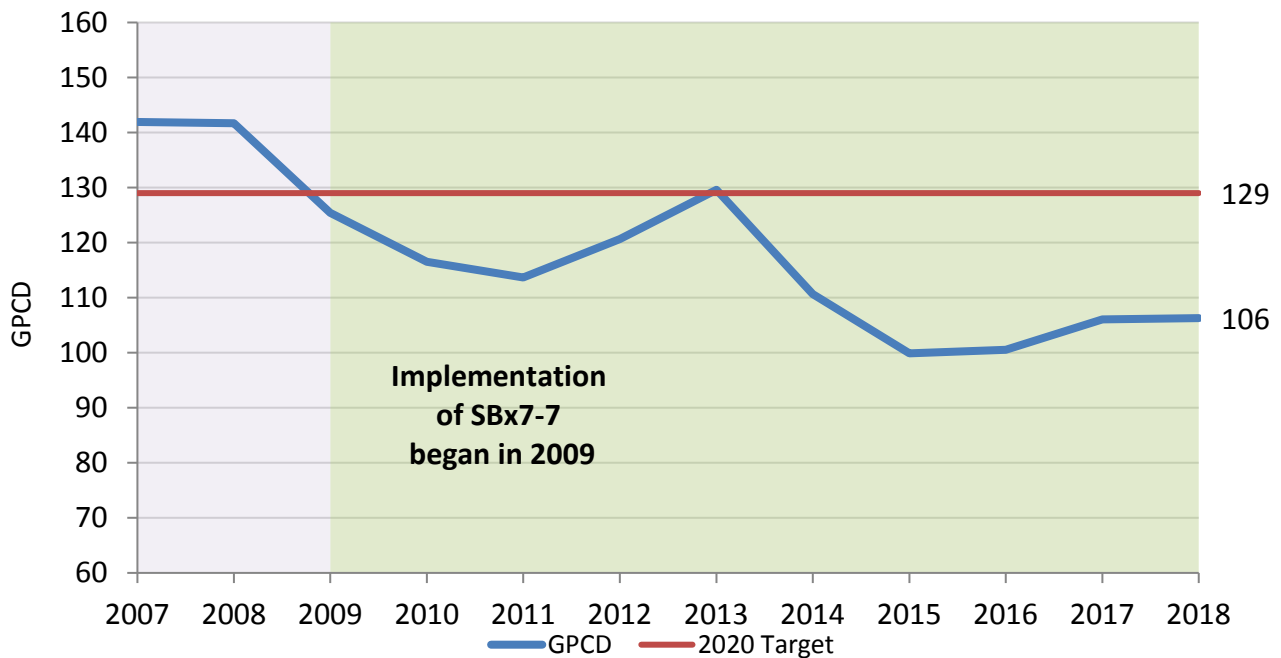
To: Drew McIntyre, Technical Advisory Committee Chair
From: Carrie Pollard, Water Use Efficiency Manager, Sonoma Water
Subject: 2018 Gallon per Capita per Day (GPCD)

April 11, 2019

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.

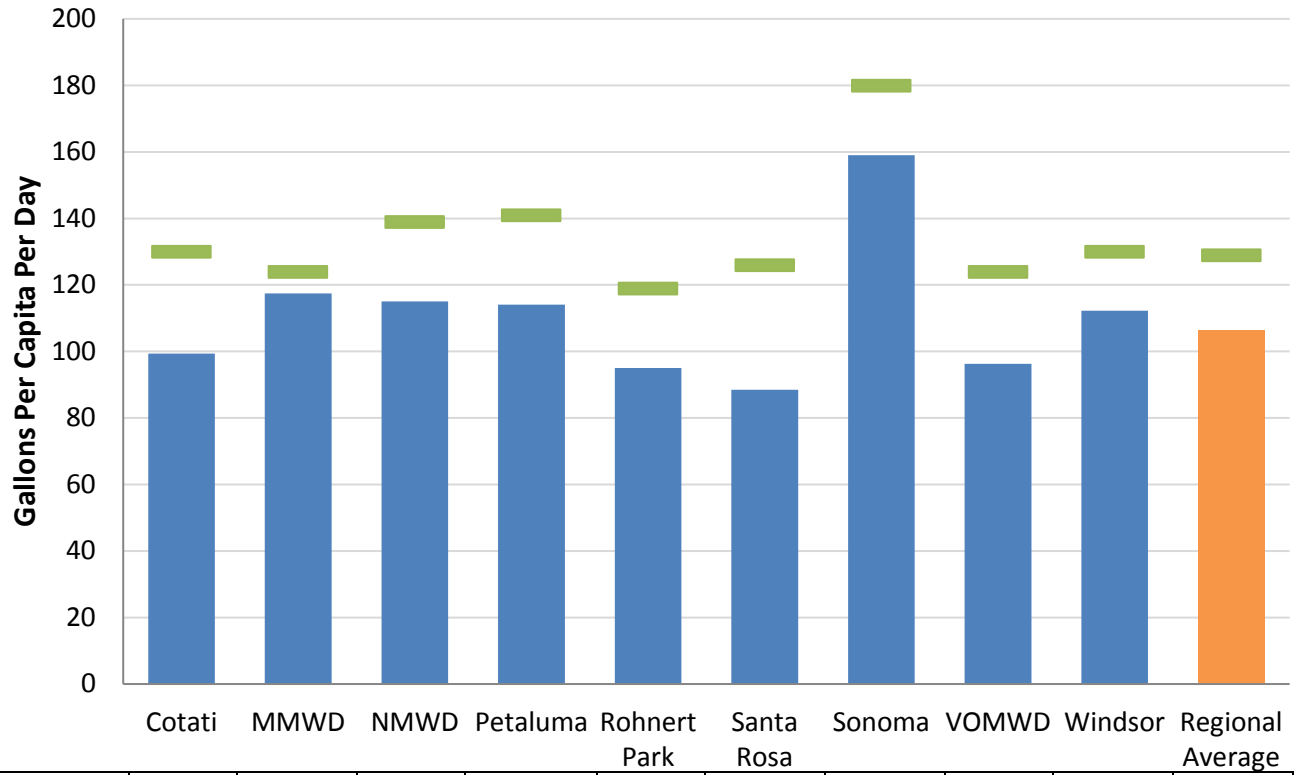
Graph 1 below demonstrates the long term progress our region has made towards incorporating water use efficiency as a social norm to our customers. Since 2007 there has been a 25% reduction in per capita water use while experiencing an 8.5% increase in population.

Graph 1: Regional Gallons per Capita per Day



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 2018 per capita water use 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.

Graph 2: 2018 GPCD by Water Contractor and Region Alliance



2018 GPCD	99	117	115	114	95	88	159	96	112	106
2020 Target	130	124	143	136	119	127	173	124	130	129