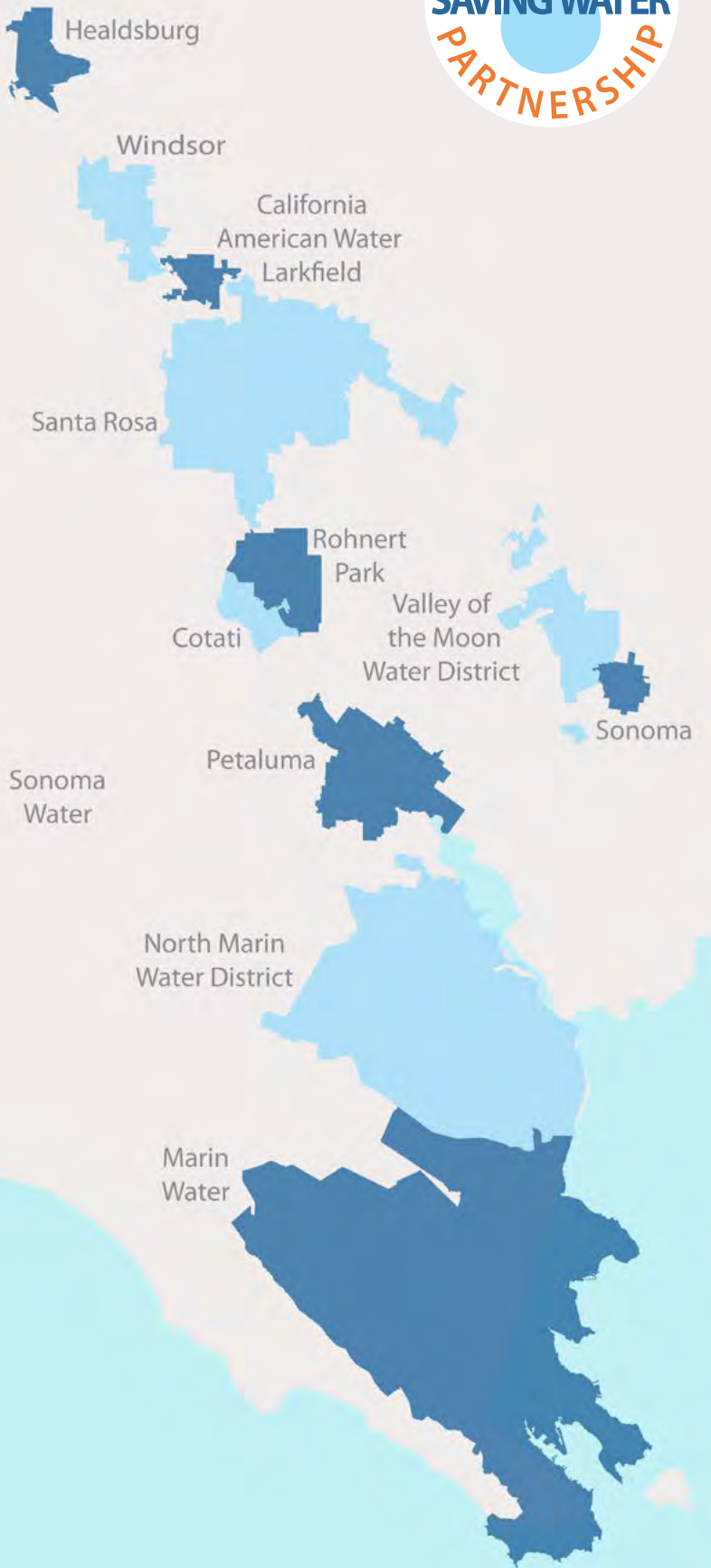




FY=19/20
ANNUAL
REPORT



ABOUT THE PARTNERSHIP

The Sonoma-Marín Saving Water Partnership (Partnership) represents 12 water utilities in Sonoma and Marin counties that have joined together to provide regional solutions for water use efficiency.

The utilities include the cities of Santa Rosa, Rohnert Park, Petaluma, Sonoma, Cotati and Healdsburg; North Marin and Valley of the Moon Water Districts; Town of Windsor, Marin Water and California American Water - Larkfield and Sonoma Water (Partners). Each of the Partners have water conservation programs that can assist customers in reducing their water use.

The Partnership was formed to identify and recommend implementation of water use efficiency projects, and maximize the cost-effectiveness of water-use efficiency programs in our region.

The Partners are committed to remaining members in good standing of the California Water Efficiency Partnership.

OUR SERVICE AREA

More than 600,000 residents in Sonoma and Marin counties rely on the water delivered from the Russian River by Sonoma Water to nine of the cities and districts in the Partnership. The water provided by Sonoma Water is supplemented by local supplies including recycled water, groundwater from underground aquifers and surface water reservoirs.

Recreation, agriculture and wildlife, including threatened and endangered steelhead, coho and Chinook salmon, also rely on these same natural resources in order to thrive.

Realizing the importance of protecting and preserving water resources for future generations, the members of the Partnership have taken a proactive role in helping fund, maintain and implement an array of water supply, water-use efficiency and fishery recovery programs.

SAVING WATER ENSURES WATER FOR WHAT YOU LOVE!

With near record low rainfall, a global pandemic, and wildfires, this year has presented many challenges. These events reinforce the importance of water and the need to value it as a vital resource we all rely upon each day. This value should include a frequent reflection on how you use water and making any changes needed to eliminate wasteful practices. The Partners are committed to helping customers make water conservation a California way of life to ensure our communities continue to thrive as we adapt to a changing climate.

The Partnership's summer public outreach effort, Saving Water Ensures Water For What You Love, focused on outdoor water use to address low rainfall, using targeted marketing in print, broadcast radio, digital multi-media and social media platforms in both English and Spanish.

To address the effects of coronavirus Shelter-In-Place Orders on in-person programming, the Partnership has responded by moving its annual Eco Friendly Garden Tour online with over 6,800 participants. The regional Water and Energy Education Program is making online resources for teachers available and hosting live lessons via Zoom. Several Partners are also adapting their Water Smart Home Survey programs to reduce direct contact by providing self-assessment solutions.

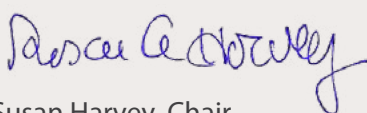
Regional water use during Fiscal Year 2019-2020 remains down significantly from prior years due to continued water conservation efforts by all Partnership agencies. The Partnership is significantly below the State's required 20 percent reduction in gallons per capita per day (GPCD) water use by 2020. As detailed in this report, the Partnership's current regional GPCD of 107 represents a 37 percent reduction in per capita water use, well ahead of the 20 percent regional reduction target of 129 GPCD. We will continue our efforts in advance of new water-use objectives for the individual Partnership members to be established by the State in 2023 under the 2018 bills signed into law - SB 606 (Hertzberg) and AB 1668 (Friedman).

The U.S. Environmental Protection Agency (EPA) again recognized the Partnership's efforts in water use efficiency with two of the 29 awards given nationally this year. For 2020, the EPA awarded the Partnership its fourth WaterSense "Sustained Excellence Award" for its Qualified Water Efficient Landscaper (QWEL) program - an irrigation-professional certification and training program. The Partnership also received its third WaterSense "Excellence Award" for efforts in promoting water efficient products.

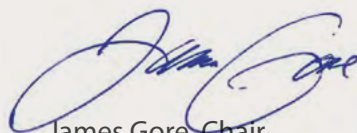
The Partnership was formed in 2010 and recognizes that establishing common regional water conservation projects can cost-effectively conserve more water than would otherwise be conserved by individual agencies. This regional approach is based on meeting water conservation regulatory requirements by offering financial incentives to conserve and by educating water users about where drinking water comes from and how to use it most efficiently. In May, 2018, the Partnership approved the First Amended Memorandum of Understanding to extend the term of the MOU for another 10 years and has since added two new members, California American Water-Larkfield (January 2019) followed by the City of Healdsburg (August 2019).

The Partnership, through its many water-use efficiency programs, educational seminars and outreach campaigns, is working every day of the year to remind our communities about the importance of conserving our water resources and curbing water-wasting behaviors.

Sincerely,



Susan Harvey, Chair
Water Advisory Committee



James Gore, Chair
Sonoma Water

PARTNERSHIP ACHIEVEMENTS BY THE NUMBERS



LANDSCAPE PROGRAMS

184

IRRIGATION STATIONS
RETROFITTED WITH SMART
CONTROLLERS

177,859

SQUARE FEET OF LAWN
REMOVED VIA CASH FOR
GRASS / MULCH MADNESS

78

REBATES GIVEN FOR LAWN
REMOVAL VIA CASH FOR
GRASS / MULCH MADNESS

78

LANDSCAPE PLANS
REVIEWED

3

RAINWATER HARVESTING
WORKSHOPS

47

LOW WATER USE GARDEN
DESIGN CLASSES

432

WATER WASTE
ENFORCEMENTS

4

SHEET MULCHING
WORKSHOPS

2

DRIP IRRIGATION
CLASSES

25

LANDSCAPE UPGRADE
REBATES



ECO FRIENDLY GARDEN TOUR ONLINE

6,800+

UNIQUE PAGE
VIEWS

28

GARDENS

91

MARIN GARDEN WALK
CONSULTATIONS

RESIDENTIAL PROGRAMS

19

HOT WATER RECIRCULATION
SYSTEM REBATES

1,267

WATER SMART
HOME EVALUATIONS

190

DIY TOOLKIT CHECKOUTS
FROM THE LIBRARY

137

HIGH-EFFICIENCY
CLOTHES WASHER REBATES

3,863

GALLONS OF
RAINWATER HARVESTING
CAPACITY ADDED

545

RESIDENTIAL TOILET
REPLACEMENTS

COMMERCIAL PROGRAMS

13.5M

GALLONS SAVED
THROUGH SUSTAINED
REDUCTION

27

INDOOR SURVEYS
COMPLETED

10

COMMERCIAL HIGH
EFFICIENCY URINALS
RETROFITTED

3

COMMERCIAL HIGH
EFFICIENCY TOILETS
RETROFITTED

K-12 EDUCATION PROGRAMS

8,030

STUDENTS RECEIVED
DIRECT INSTRUCTION

3rd Grade - Water/Energy Nexus,
Storm Drain Pollution:

3,201 students

4th Grade - Be Part of the
Climate Change Solution:

848 students

5th Grade - Water Transmission
System, Water Quality, Salmon:

2,094 students

28,416

PIECES OF CURRICULUM
MATERIALS DISTRIBUTED
TO STUDENTS

139

TEACHERS RAISED
STEELHEAD IN THEIR
CLASSROOMS

120

PARENT CHAPERONES
ATTENDED FIELD TRIPS

3,094

STUDENTS PARTICIPATED
IN THE WATER AWARENESS
POSTER CONTEST

6,347

ASSEMBLY PROGRAM
ATTENDEES

15,000

STUDENTS REACHED
AT COMMUNITY
OUTREACH EVENTS



55

QWEL PROS CERTIFIED



FEATURED AT
15
NURSERIES



80

CONSULTATIONS

PARTNERSHIP HIGHLIGHTS



PROGRAMS ADAPT AMIDST PANDEMIC

2020 Eco-Friendly Garden Tour Moves Online

With just one month to transition, the Eco-Friendly Garden Tour (Tour) celebrated its 10th anniversary streaming over the internet into over 6,800 homes. The Partnership and garden hosts quickly pulled together videos, slideshows and photo tours showcasing the inspiring gardens in Sonoma and Marin counties that highlight Russian River- and Bay-Friendly Landscaping best practices and gardens maintained by Qualified Water Efficient Landscape (QWEL) certified landscapers. The Tour featured 28 gardens in Santa Rosa, Cotati, Petaluma, Novato, San Rafael, and Fairfax. Partners for the 2020 Tour included the Milo Baker Chapter of the California Native Plant Society, Daily Acts and the Laguna Foundation.

The silver lining to this great effort is that the on-demand online tour continues to attract visitors expanding its reach beyond the annual one-day event. Take the Tour at savingwaterpartnership.org/eco-friendly-garden-tour/

Water and Energy Education Goes the Distance

For most of the year, field and classroom programs about our local water and energy resources were carried out successfully. As schools closed and transitioned to learning from home, new online resources were developed to support teachers as they completed the school year. Looking towards the coming year, lessons will be offered live via Zoom, or in a downloadable format for teachers to assign to students to complete at their own pace. Whether in person or through distance learning, our goal is to continue to foster the connection between water, energy, and the natural environment through science and stewardship.

Teachers can find the lessons on the Water and Energy Education website at sonomawater.org/education

RECOGNITION FOR CONTINUED EXCELLENCE

For four consecutive years, the Partnership has been awarded two U.S. EPA WaterSense Awards. For 2020, 29 WaterSense Awards were given nationally to industry leaders that support WaterSense in its mission to promote water-use efficiency.

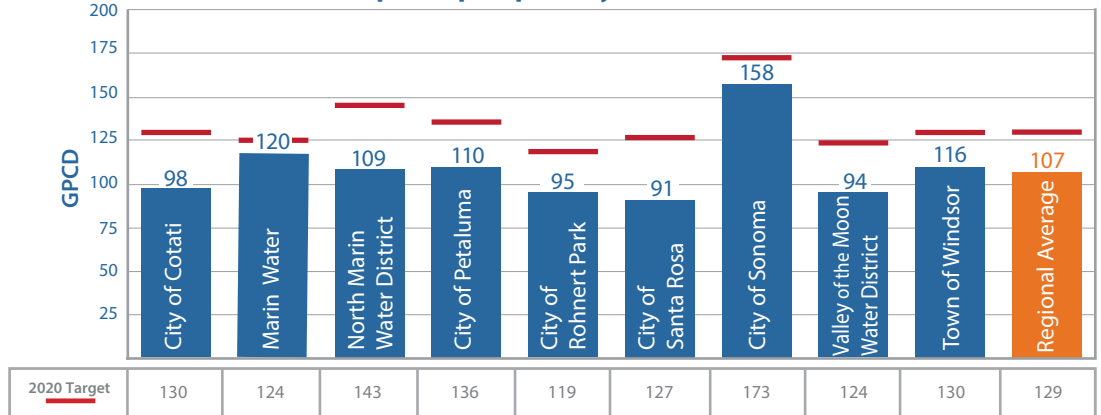
The Partnership received its fourth *Sustained Excellence Award* for its Qualified Water Efficient Landscape Program and its third *Excellence Award in Promoting WaterSense Labeled Products*.



20 X 2020 GOALS

In 2009, SBx7-7 established a statewide goal, known as 20 x 2020, to reduce per capita water use 20% by the year 2020. The legislated option to form a Regional Alliance for attainment of the reduction goal was undertaken by the founding Partners in 2010.

2019 Gallons per Capita per Day (GPCD) and 20 x 2020 Goals



The chart to the right displays 2019 per capita water use of the founding Partners' service areas, as well as the regional average for these Partners participating in the Regional Alliance. The 2020 goals are indicated by the red lines.

While the chart shows that all of the founding Partners are currently meeting the 2020 targets, we recognize that water-use efficiency must continue. Many factors can affect water-use patterns as has been seen in recent years. It is important to continue the work on water-use efficiency to maintain the savings already achieved and make sure the region captures all the benefits of future water savings.



ANNUAL OUTREACH CAMPAIGN

For the 2020 Summer outreach campaign, the Partnership developed messaging around "Saving Water Ensures Water for What You Love" with ties to gardening, recreation and the environment. A combination of bi-lingual print, digital and social media ads, as well as radio ads were developed in addition to continued use of the series of short 30-second videos developed in late 2019.

GARDEN SENSE WINS SWAT AWARD

The Irrigation Association's Smart Water Application Technology (SWAT) program awarded the Partnership's Garden Sense program the **2020 SWAT Outstanding Public Engagement Award**. Garden Sense is a collaboration between the Partnership and the Master Gardener Program of Sonoma County to provide free gardening advice. To learn more visit sonomamg.ucanr.edu

PROGRAM EXPENDITURES

(In thousands of dollars)

	FY 19-20	Minimum
City of Cotati	\$61	\$18
Marin Water	\$953	\$512
North Marin Water District	\$348	\$168
City of Petaluma	\$721	\$172
City of Rohnert Park	\$131	\$94
City of Santa Rosa	\$676	\$374
City of Sonoma	\$102	\$40
Valley of the Moon Water District	\$72	\$53
Town of Windsor	\$196	\$69
Sonoma Water	\$2110	NA
Regional Total	\$5579	\$1500

Minimums are established for founding members in the MOU Regarding Sonoma-Marín Saving Water Partnership.



savingwaterpartnership.org



Town of Windsor
707-838-1004
townofwindsor.com



City of Sonoma
707-933-2237
sonomacity.org



City of Rohnert Park
707-588-3300
rpcity.org



**NORTH MARIN
WATER DISTRICT**
North Marin Water District
415-761-8933
nmwd.com



**MARIN
WATER**
Marin Water
415-945-1520
marinwater.org



Valley of the Moon
Water District
707-996-1037
vomwd.com



City of Petaluma
707-778-4507
cityofpetaluma.org/water-conservation



City of Santa Rosa
707-543-3985
srcity.org/water



City of Cotati
707-665-3631
ci.cotati.ca.us



**CALIFORNIA
AMERICAN WATER**

California American Water
Larkfield
707-542-8329
calamwater.com



City of Healdsburg
707-431-3122
smartlivinghealdsburg.org



**Sonoma
Water**

Sonoma Water
707-547-1933
sonomawater.org

