



Drought Outreach Messaging & TUCO Term 9 Reporting – July 12, 2021

Drought Outreach Messaging

Sonoma Water and the other Sonoma-Marín Saving Water Partnership (Partnership) member agencies held a successful Drought Drop By event on June 12, 2021 at sixteen locations in Marin, Sonoma, and Mendocino counties, giving out roughly 10,000 drought kits containing water saving devices for customers to install. The June 12 Drought Drop By event received positive media coverage in both television and print that helped bring greater awareness of the seriousness of the drought and the need for customers to take action to reduce water use. Two additional Drought Drop By events are in the planning stages, with planned dates for Saturday, August 21 and Saturday, October 9. Materials procurement is underway, with the dates to be finalized as soon as staff is assured that supply chain issues due to COVID have been resolved and the timely delivery of the goods to be distributed is assured.

Another regional drought outreach initiative launched July 1, 2021 in the form of a regional challenge event and will continue for the duration of July. Called the *Saving Water Challenge* (<https://www.savingwaterpartnership.org/challenge/>), customers are encouraged to participate and challenge themselves to save water through a series of 31 water saving tips, with customer entries from the Partnership's utilities eligible to win water saving prizes at the conclusion of the event. A press release, along with a months-long series of social media posts and additional paid advertising by the Partnership has begun to help publicize the challenge.

The Partnership is also continuing to work on other drought related initiatives, which includes a trusted messenger video project for later summer deployment, a regional webinar series focused on the applicability of greywater as a drought-proof water source, a marketing presence at the Sonoma County Fair's Summer Fun Fest, and finalizing work to launch the Partnership's updated website. The website will now feature a low water use plant database and an irrigation-scheduling tool with a percent reduction feature to adjust watering times to meet locally mandated irrigation reductions easier.

Lastly, the Partnership's summer advertising campaign, called *Drought is Here. Save Water.*, is ongoing. Yard signs featuring the campaign tag line arrived July 6, with distribution to the contractors planned in the next several days, so some additional saturation of the message will occur in the region by the end of this month.

July 12, 2021 TAC Meeting
Agenda Item # 4b

TUCO Term 9 Reporting

The fourth monthly TUCO Term 9 report was filed with the State Board on July 1, 2021. The report detailed the full range of program offerings of the Sonoma-Marín Saving Water Partnership, along with programmatic participation and water savings for the month of May 2021 as directed in the term. The report also detailed the Partnership's spring/summer drought outreach campaign efforts. Program metrics from the contractors will be requested by July 19 for inclusion in the next status report due to the State Board by August 1. Programmatic water savings for the term of the Order to date is estimated at 5.53 million gallons.

**FOR IMMEDIATE RELEASE**

June 30, 2021

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(Spanish below)

“Saving Water Challenge” offers prizes to encourage conservation during record-setting drought

Santa Rosa, CA – Water providers in the North Bay are offering prizes to encourage water customers to save water during a month-long “Saving Water Challenge” that starts on July 1 and is sponsored by the Sonoma-Marin Saving Water Partnership. A list of prizes – which includes High-efficiency clothes washer, High-efficiency toilet, Smart irrigation controller, Smart Home Water Monitor, Rainwater catchment system, and Gift certificate for a carwash at a carwash that recycles wash water – will be given out to water customers who visit savingwaterpartnership.org/challenge and pledge to save water.

“We’re facing an unprecedented drought in the Russian River watershed and this is a great way for residents to get involved and discover ways they can save water, right now,” said Cotati Mayor Susan Harvey, who chairs the Water Advisory Committee, which oversees the Sonoma-Marin Saving Water Partnership. “We want everyone to understand how serious this drought is and to meet the challenge of saving as much water as possible.”

The Russian River watershed is in a historic drought. The region has experienced the third driest water year on record over the last 127 years. Lake Sonoma and Lake Mendocino water supply levels have reached historically low levels. It is critical that aggressive water saving by our communities occurs now. The Water Advisory Committee (WAC) to the Sonoma County Water Agency (Sonoma Water) and the Sonoma County Board of Supervisors have adopted a resolution calling for 20% voluntary water conservation, and the state has directed Sonoma Water to reduce its diversions from the Russian River. Marin Water has adopted restrictions aimed at achieving 40% water use reductions.

Water customers can enter the Saving Water Challenge by visiting savingwaterpartnership.org/challenge and taking a pledge to save water, and view a list of prizes, which include:

- High-efficiency clothes washer
- High-efficiency toilet
- Smart irrigation controller

- Smart Home Water Monitor
- Rainwater catchment system
- Gift certificate for a carwash at a carwash that recycles wash water

For more details and to enter the Saving Water Challenge, visit savingwaterpartnership.org/challenge

Sonoma-Marin Saving Water Partnership represents 13 water utilities in Sonoma and Marin counties who have joined together to provide a regional approach to water use efficiency. The utilities are the Cities of Santa Rosa, Rohnert Park, Petaluma, Sonoma, Cotati, Healdsburg, Cloverdale; North Marin and Valley of the Moon Water Districts, Marin Water, Town of Windsor, California American Water - Larkfield and Sonoma Water. Visit us on the Web at www.savingwaterpartnership.org

El "Desafío para Ahorrar Agua" ofrece premios para animar el ahorro durante una sequía sin precedentes

Santa Rosa, CA - Los proveedores de agua en el norte de la bahía están ofreciendo premios para animar a usuarios a ahorrar durante el "Desafío para ahorrar agua" el cual comienza el 1 de julio, dura un mes, y está patrocinado por Sonoma-Marin Saving Water Partnership. Se entregará una lista de premios - que incluye, una lavadora de ropa de alta eficiencia, inodoro de alta eficiencia, controlador de riego inteligente, monitor de agua inteligente para el hogar, sistema de captación de agua de lluvia y certificado de regalo para un lavado de autos donde se recicla el agua del lavado - a los clientes de agua que visiten savingwaterpartnership.org/challenge y se comprometan a ahorrar agua.

"Nos enfrentamos a una sequía sin precedentes en la cuenca del río ruso y esta es una excelente manera para que los residentes se involucren y descubran formas para el ahorro de agua", dijo la alcaldesa de Cotati, Susan Harvey, silla del Comité Asesor del Agua que supervisa la Asociación para el ahorro de agua de Sonoma-Marin (Sonoma-Marin Saving Water Partnership.) "Queremos que todos comprendan la gravedad de esta sequía y que reten el desafío de ahorrar la mayor cantidad de agua posible".

La cuenca del río ruso está en una sequía histórica. La región ha experimentado el tercer año de agua más seco registrado en los últimos 127 años. Los niveles de suministro de agua del lago Sonoma y el lago Mendocino han alcanzado niveles históricamente bajos. Es fundamental que nuestras comunidades ahorren agua de forma agresiva ahora. El Comité Asesor del Agua (Water Advisory Committee, WAC) de la Agencia del Agua del Condado de Sonoma (Sonoma Water) y la Junta de Supervisores del Condado de Sonoma han adoptado una resolución que pide un 20% de conservación voluntaria del agua, y el estado ha ordenado a Sonoma Water que reduzca sus desviaciones de agua del río ruso. Marin Water ha adoptado restricciones para lograr reducciones del 40% en el uso de agua.

Los clientes de agua pueden participar en el Desafío para Ahorrar Agua visitando [sawewaterpartnership.org/challenge](http://savingwaterpartnership.org/challenge) y comprometiéndose a ahorrar agua, y ver una lista de premios, que incluyen:

- Lavadora de ropa de alta eficiencia
- Inodoro de alta eficiencia
- Controlador de riego inteligente
- Monitor de agua inteligente para el hogar

- Sistema de captación de agua de lluvia
- Certificado de regalo para un lavado de autos en un lavado de autos que recicla el agua de lavado

Para obtener más detalles y participar en el Desafío de ahorro de agua, visite **savewaterpartnership.org/challenge**

Sonoma-Marin Saving Water Partnership representa a 13 empresas de agua en los condados de Sonoma y Marin que se han unido para brindar un enfoque regional para la eficiencia del uso del agua. Los servicios públicos son las ciudades de Santa Rosa, Rohnert Park, Petaluma, Sonoma, Cotati, Healdsburg, Cloverdale; Distritos de agua de North Marin y Valley of the Moon, Marin Water, ciudad de Windsor, California American Water - Larkfield y Sonoma Water. Visítenos en la Web en www.savingwaterpartnership.org

SAVING WATER CHALLENGE

DROUGHT IS HERE. JOIN THE SAVING WATER CHALLENGE!



WIN PRIZES!

SAVING WATER TIP

Water your plants deeply but less frequently to encourage deep root growth and drought tolerance.

savingwaterpartnership.org/challenge



RETO PARA AHORRAR AGUA

LA SEQUÍA ESTÁ AQUÍ. ÚNASE
AL RETO PARA AHORRAR AGUA.



¡GANA
PREMIOS!

CONSEJO PARA AHORRAR AGUA

Riegue sus plantas en profundidad, pero con menos frecuencia para favorecer el crecimiento de las raíces profundas y la tolerancia a la sequía.

savingwaterpartnership.org/challenge





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SAVING WATER CHALLENGE

DROUGHT IS HERE. JOIN THE SAVING WATER CHALLENGE!



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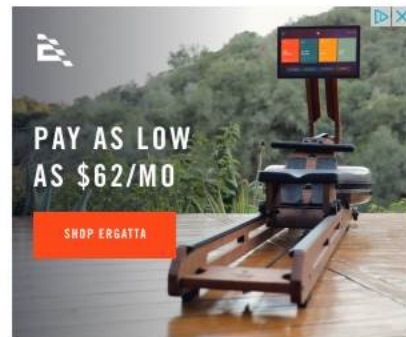
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