

# Sonoma-Marin Saving Water Partnership



Paul Piazza

WUE Program Manager

[paul.piazza@scwa.ca.gov](mailto:paul.piazza@scwa.ca.gov)

[www.savingwaterpartnership.org](http://www.savingwaterpartnership.org)

# 2021 Winter Outreach Campaign

- Partnership outreach subcommittee meeting twice-monthly
- Bilingual social media ad campaign has been ongoing since early January
- New bilingual multi-media marketing effort:
  - Streaming and broadcast radio
  - Paid digital and print advertising
  - Weekly updated water supply infographic
  - Sponsored content in local newspapers
- Regional event coordination and planning



# Example Ads:

**It's A Dry Year.  
Save Water With Us.**

Turn off the water when you:

- Brush your teeth
- Wash your hands
- Shave



For water saving tips visit:  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)

**It's A Dry Year.  
Save Water With Us.**

Use a broom  
instead  
of a hose  
Sweep patios,  
driveways and  
decks



For water saving tips visit:  
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# Water Supply Infographic:



## Current Water Supply Levels

### SANTA ROSA RAINFALL

Percent of Average Rainfall to Date as of March 18, 2021:

42%



### UKIAH RAINFALL

Percent of Average Rainfall to Date as of March 18, 2021:

43%

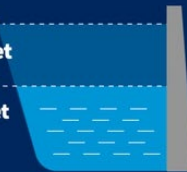


### LAKE SONOMA

Percent of Water Supply Capacity for March 18:

63%

Total Water Supply Capacity: 245,000 acre-feet  
Current Storage: 155,388 acre-feet

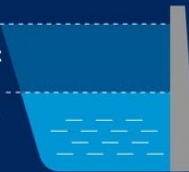


### LAKE MENDOCINO

Percent of Target Water Supply Curve for March 18:

46.3%

Target Water Supply Curve: 75,700 acre-feet  
Current Storage: 35,063 acre-feet



# TUCO Term 9 Report



*...following March 1, Sonoma Water shall submit...a monthly Water Conservation Status Report for Sonoma Water's service area...for the preceding month, starting April 1, 2021, and continuing until the expiration of this Order (July 26, 2021). The report shall specify the water conservation measures being implemented...and shall specify the water savings resulting from the measures during the term of this Order.*

# TUCO Term 9 Report



- Report details outreach campaign of the Partnership and additional Sonoma Water outreach to upper river water managers and others
- Provides accounting of Partnership programmatic participation and resulting water savings estimates



Paul Piazza  
Water Use Efficiency Manager  
Sonoma Water  
[paul.piazza@scwa.ca.gov](mailto:paul.piazza@scwa.ca.gov)

California American Water- Larkfield · City of Cotati · City of Healdsburg · Marin Municipal Water District · North Marin Water District ·  
City of Petaluma · City of Rohnert Park · City of Santa Rosa · City of Sonoma · Sonoma Water · Valley of the Moon Water District · Town of Windsor

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