



## **Drought Outreach Messaging & TUCO Term 9 Reporting – August 2, 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 planned for Saturday, August 21 and Saturday, October 9, with the October 9 event scope limited to a few agencies able to support a third event. Materials procurement is underway through a coordinated bulk purchase by the Partnership, with contributing funds from partner agencies that wished to purchase materials above what could be supported by the Partnership's adopted budget for outreach.

Another regional drought outreach initiative launched July 1, 2021 in the form of a regional challenge event that lasted through the end of July. Called the *Saving Water Challenge* (<https://www.savingwaterpartnership.org/challenge/>), customers were 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 was used to help publicize the challenge.

The Partnership is also continuing 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 from July 28 to August 8, 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, and were distributed to the Partners for use in their service areas.

August 2, 2021 WAC/TAC Meeting  
Agenda Item # 7c

*TUCO Term 9 Reporting*

The fifth monthly TUCO Term 9 report was filed with the State Board on July 30, 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 June 2021 as directed in the term. The report also detailed the Partnership's summer drought outreach campaign efforts. Programmatic water savings for the term of the Order to date is estimated at 14 million gallons. A final status report is due to the State Board by August 30 for this term.

# 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](https://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](https://savingwaterpartnership.org/challenge)







60°

eEdition

Subscribe

Log In

# Sonoma Index-Tribune

News Business Opinion Education Entertainment Lifestyle Sports Obits Events Guide Classified Jobs Real Estate

## SAVING WATER CHALLENGE

### DROUGHT IS HERE. JOIN THE SAVING WATER CHALLENGE!



LEARN MORE >

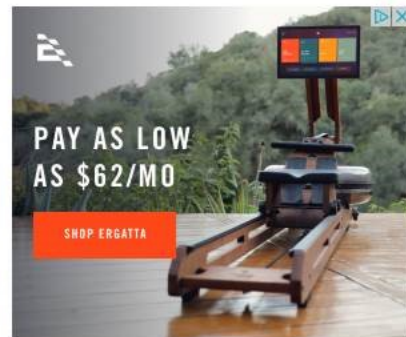
FIND IT FAST

2021 People's Choice Awards COVID Stats Quiz 'Vaccine Passport?' Survey Daily Crossword Weather Newsletters Public Notice

## Rockets' red glare shines on Sonoma



Classic car parade returns

**PAY AS LOW AS \$62/MO**

SHOP ERGATTA

Sonoma Instagram influencer charged with lying to police pleads not guilty



**FOR IMMEDIATE RELEASE**

June 30, 2021

**CONTACT:** Brad Sherwood

707-322-8192 (cell)

[brad.sherwood@scwa.ca.gov](mailto:brad.sherwood@scwa.ca.gov)

(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](https://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](https://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](http://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](http://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](http://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](http://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](http://www.savingwaterpartnership.org)*



# Drought Drop By – June 12

## Free Water Savings Kits

- Bucket to catch water for reuse
- WaterSense labeled low flow showerhead
- 5-minute shower timer
- WaterSense labeled low flow faucet aerator
- Toilet dye test tablets
- Self-closing garden hose nozzle



16 locations across Marin, Sonoma, and Mendocino counties

# Event Contributors

## Sonoma Water Staff

- Darryl Thomas
- Danny Colvin
- Andrea Rodriguez
- Brian Michelsen
- Cynthia DeLeon
- Donna Boero
- Brian Lee
- Lauren Lum
- Chad Singleton
- Kris Loomis

## Sonoma Water Cont.

- Ron Fiori
- Brian Knapp
- Gisell Perez
- Juan-Carlos Solis

## Other Agency Staff / Volunteers

- SMSWP Agencies
- Forestville Water District
- MCRRFCWCID
- MCRCD





# Materials Delivery





# 204 Concourse





# 800 Aviation











Counting out  
for Pick Up













Pick Up Day









Ready, Set...GO!



# Santa Rosa





# Santa Rosa





Cotati





# Sonoma





Sonoma







DROUGHT  
IS HERE  
SAVE  
WATER

DROUGHT  
IS HERE  
SAVE  
WATER



NMWD



MARIN DISTRICT CREEK PARK

WATER DROP

UNDER ARMOUR



NMWD





# Petaluma



DROUGHT IS HERE

**DROUGHT**  
**DROP BY**  
Pick up a FREE water-saving kit.

707-443-8863  
SANTA ROSA, CA 95402  
M-F 9:00 AM - 5:00 PM  
S 10:00 AM - 4:00 PM  
WWW.SANRAJAWATER.COM



# Rohnert Park





# VOMWD



DROUGHT IS HERE  
SAVE WATER

Learn About Water Conservation

DROUGHT IS HERE  
SAVE WATER

DROUGHT IS HERE  
SAVE WATER





Windsor



# Forestville





**DROUGHT  
DROP BY**  
Pick up a FREE water-saving kit.

# Cloverdale





Ukiah



**DROUGHT  
DROP BY**

Pick up a **FREE** water-saving kit.

UKIAH-WATER PARTNERSHIP  
SAVING WATER

Ukiah Water Partnership logo featuring a water drop and the text 'UKIAH-WATER PARTNERSHIP SAVING WATER'.





# Marin



CUSTOMER PARKING ONLY  
No other vehicles allowed  
Call 415.455.1234

Handicap Parking Only  
Call 415.455.1234

Handicap Parking Only  
Call 415.455.1234

Handicap Parking Only  
Call 415.455.1234



# KPIX

<https://sanfrancisco.cbslocal.com/2021/06/14/california-drought-healdsburg-bans-sprinklers-sets-personal-water-use-to-74-gallons-a-day/>



Sonoma  
Water