



# Annual Report

FY 2024/2025





## ABOUT THE PARTNERSHIP

The Sonoma-Marín Saving Water Partnership (Partnership) represents 13 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, Healdsburg, and Cloverdale; 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.

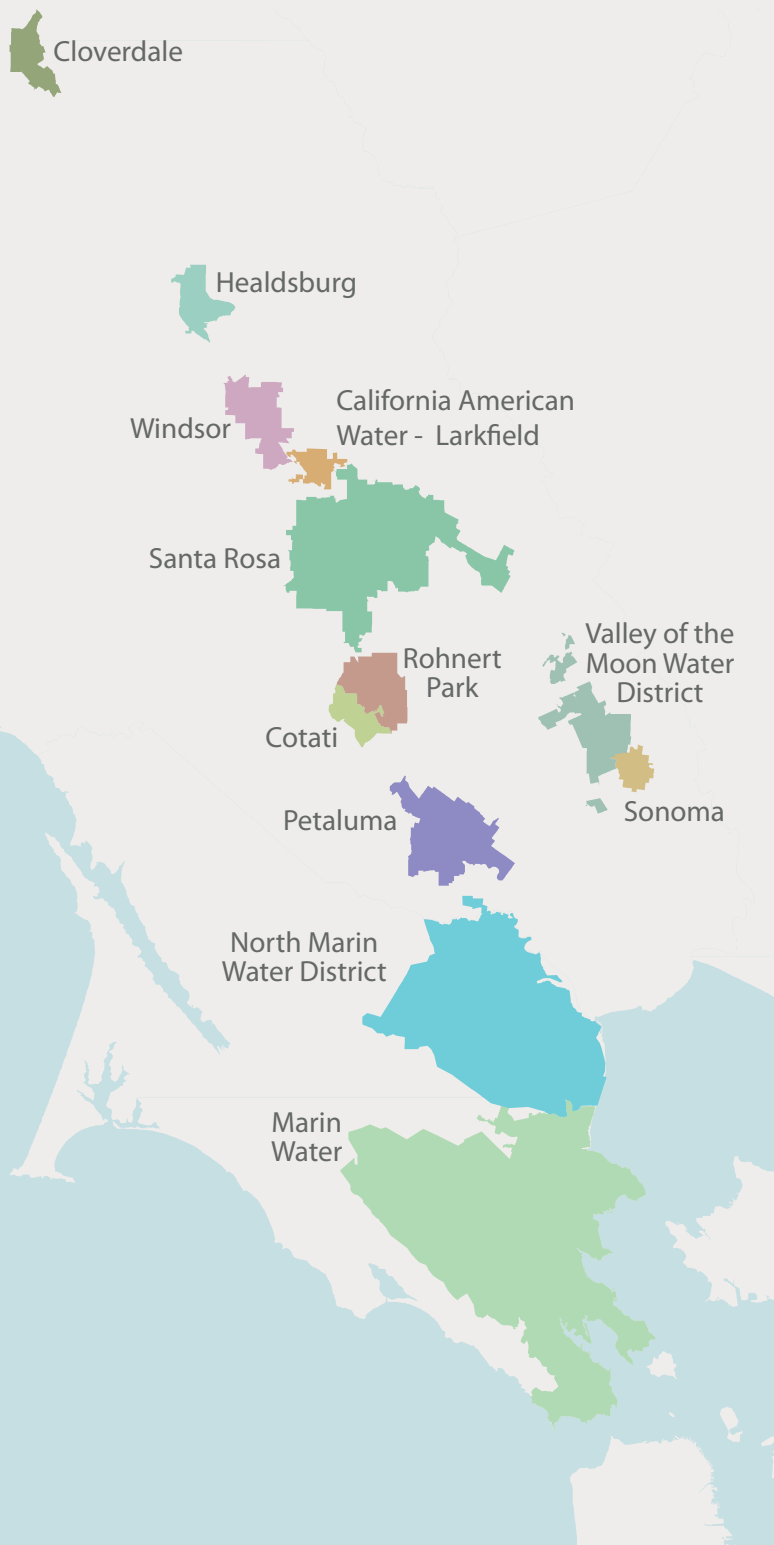
The Partners are committed to remaining members in good standing of the California Water Efficiency Partnership.

## 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.



## WATER FOR TODAY AND FOR THE FUTURE

An above average rainfall year with full reservoirs provides a sense of water security, but as Californians, we know that an abundance of water in one year does not guarantee an abundance in the next. The Partnership continued to promote preparedness with the “Be Climate Ready” campaign, continuing the push towards making water conservation a California way of life.

This year, the Partnership again coordinated with the UC Master Gardeners Program of Sonoma County to develop and host a demonstration garden display themed “Retain the Rain” at the Sonoma County Fair. The exhibit featured climate ready landscaping practices such as rainwater harvesting, rain gardens, and swales. The display also featured a multitude of native, low water use plants that provide food and habitat for birds and beneficial insects like bees and butterflies.

The Partnership is working with state and local leaders to implement California’s new urban water use objectives, which are supplier-specific water budgets for urban retail water suppliers to meet long-term water conservation goals. Established by the 2018 Water Conservation Legislation and the “Making Conservation a California Way of Life” regulation, these objectives are calculated using local factors like population and climate, and include standards for efficient indoor residential, outdoor residential, commercial/industrial/institutional (CII) landscape, and real water loss use. Suppliers are required to meet their unique water budget annually, promoting long-term water use efficiency and helping communities adapt to climate change and drought.

Our investments in water use efficiency over the years continue to benefit our communities and the environment as regional per person water usage continues to trend lower. From high-efficiency fixtures and appliances to an array of resources to curb landscape water use, our community has the tools to use water efficiently and effectively today, and into the future.

Sincerely,



Natalie Rogers, Chair  
Water Advisory Committee



David Rabbitt, Chair  
Sonoma Water Board of Directors

# PARTNERSHIP ACHIEVEMENTS

## OUTDOOR WATER USE PROGRAMS

322

IRRIGATION SYSTEMS  
RETROFITTED WITH SMART  
CONTROLLERS

218,310

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

222

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

159

LANDSCAPE PLANS  
REVIEWED

1

RAINWATER HARVESTING  
WORKSHOP

23

LOW WATER USE GARDEN  
DESIGN CLASSES

1,036

WATER WASTE  
ENFORCEMENTS

1

SHEET MULCHING  
WORKSHOP

4

BIO SWALE  
WORKSHOPS

13

IRRIGATION SYSTEM  
EFFICIENCY UPGRADE  
REBATES

48

POOL COVER  
REBATES

ECO-FRIENDLY GARDEN TOUR

3,600+ REGISTRANTS

70,340

GALLONS OF RAINWATER  
HARVESTING CAPACITY  
ADDED

25

RAINWATER HARVESTING  
REBATES

19 GARDENS



89

QWEL PROS CERTIFIED



FEATURED AT

32

NURSERIES



283

CONSULTATIONS

# BY THE NUMBERS



## RESIDENTIAL INDOOR WATER USE PROGRAMS

9

HOT WATER RECIRCULATION  
SYSTEM REBATES

1,807

WATER SMART  
HOME EVALUATIONS

456

FLUME WATER MONITORING  
INSTALLATIONS

76

HIGH-EFFICIENCY  
CLOTHES WASHER REBATES

22

LAUNDRY TO LANDSCAPE  
GRAYWATER SYSTEMS

1,200

RESIDENTIAL TOILET  
REPLACEMENTS

## COMMERCIAL PROGRAMS

18

CII WATER USE SURVEYS  
COMPLETED

30,276

ADDITIONAL GALLONS PER  
YEAR SAVED THROUGH  
SUSTAINED REDUCTION

273

COMMERCIAL HIGH  
EFFICIENCY TOILETS  
RETROFITTED

## K-12 EDUCATION PROGRAMS

17,392

STUDENTS IN **737**  
CLASSROOMS RECEIVED  
DIRECT INSTRUCTION

39,203

STUDENTS IN **2,129**  
CLASSROOMS RECEIVED  
SCHOOL SUPPLIES FROM  
THE PROGRAM

21

STUDENTS PARTICIPATED  
IN THE WATER AWARENESS  
VIDEO CONTEST

78

CLASSROOMS PARTICIPATED  
IN THE STEELHEAD IN THE  
CLASSROOM PROGRAM

9,148

STUDENTS PARTICIPATED  
IN ZUNZUN MUSICAL  
ASSEMBLIES

10

VIDEOS WERE ENTERED IN  
THE WATER AWARENESS  
VIDEO CONTEST



# PARTNERSHIP HIGHLIGHTS

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## Summer Outreach Campaign

This summer's outreach campaign "Be Climate Ready" focused on building climate ready landscapes by promoting tools and resources that prepare landscapes to be resilient to droughts, fires and floods.

In June, the outreach focused on choosing water smart plants and lawn conversion. The Partnership's Water Smart Plant label and participating plant nurseries were featured along with lawn conversion rebates.

July focused on irrigating efficiently and avoiding water waste to coincide with the Irrigation Association's Smart Irrigation month. Rebates on WaterSense labeled smart irrigation controllers and Water Smart Home surveys were highlighted.

In August, the focus turned to landscape design and maintenance with the Partnership's Water Smart Landscape Design Templates and Water Smart Gardens Maintenance Manual being promoted. The Partnership also partnered with the UC Master Gardener Program of Sonoma County on a climate ready landscape display at the Sonoma County Fair (pictured here).

Implementing measures to slow, spread, and sink rainwater were the focus of September's outreach with information on rebates for rainwater catchment and graywater systems.



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## PROGRAM EXPENDITURES

(In thousands of dollars)

	FY 24-25	Minimum
California American Water	\$21	\$21
City of Cloverdale	\$17	\$39
City of Cotati	\$18	\$18
City of Healdsburg	\$88	\$35
Marin Water	\$1,319	\$512
North Marin Water District	\$473	\$168
City of Petaluma	\$1,168	\$172
City of Rohnert Park	\$95	\$94
City of Santa Rosa	\$1,488	\$374
City of Sonoma	\$131	\$40
Valley of the Moon Water District	\$97	\$53
Town of Windsor	\$251	\$69
Sonoma Water	\$2,872	NA
Regional Total	\$8,038	\$1,595

Minimums are established for Partners in the MOU.

## Eco-Friendly Garden Tour Celebrates 15th Anniversary

The 2025 Eco-Friendly Garden Tour marked a significant milestone, celebrating 15 years of inspiring sustainable landscaping practices across our community. This year's tour featured 19 gardens, 14 of which were new to the event, offering fresh perspectives and ideas for eco-conscious gardening. With over 3,600 registered participants, the tour's reach continues to expand through strong collaborative outreach, strategic marketing, and key partnerships.

Notable partners who joined the tour included Garden Sense, Zero Waste Marin, Home Ground Habitats, Daily Acts, California Native Plant Society, the Santa Rosa Plain Groundwater Sustainability Agency, and the Laguna Foundation.

The event continues to serve as a vibrant touchpoint between the Partnership, local experts, and the public - fostering education, connection, and inspiration.



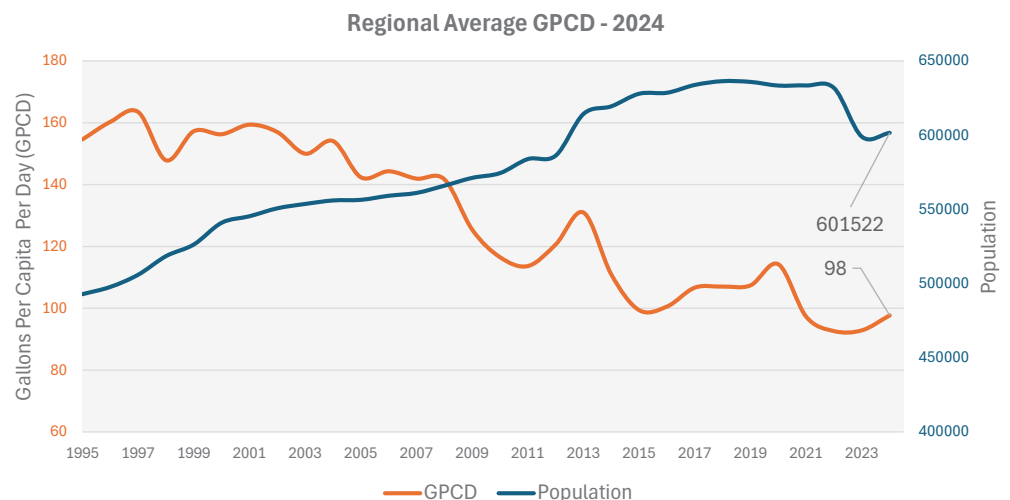
## Regional Water Use Starts to Rebound Post Drought

During 2024, the Partnership's regional average gallons per capita per day (gpcd) increased 5% to 98 gpcd, rebounding slightly from the reductions achieved during the drought that ended in 2022.

In July 2023 the State Water Board adopted a new water conservation framework regulation for retail water agencies, called Making Water Conservation a California Way of Life. This new framework was set in motion in 2018 by the passage of SB 606 and AB 1668 and includes new water conservation targets, called Urban Water Use Objectives, for retail water agencies to achieve beginning in 2025 and extending out beyond 2040.

Although these reduction targets are being phased in, the laws are clear in setting new standards for

water agencies that go beyond the previous water saving targets in 2020. The Partnership will be continuing its work to meet these new water reduction goals and to secure a reliable water future for all our communities.







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



City of Sonoma  
707-933-2237  
[sonomacity.org](http://sonomacity.org)



Town of Windsor  
707-838-1004  
[townofwindsor.ca.gov](http://townofwindsor.ca.gov)



City of Rohnert Park  
707-588-3300  
[www.rpcity.org](http://www.rpcity.org)



**NORTH MARIN  
WATER DISTRICT**  
North Marin Water District  
415-761-8933  
[nmwd.com](http://nmwd.com)



**MARIN  
WATER**  
Marin Water  
415-945-1520  
[marinwater.org](http://marinwater.org)



Valley of the Moon  
Water District  
707-996-1037  
[vomwd.org](http://vomwd.org)



City of Petaluma  
707-778-4507  
[cityofpetaluma.org](http://cityofpetaluma.org)  
[/water-conservation](http://water-conservation)



City of Santa Rosa  
707-543-3985  
[srcity.org/water](http://srcity.org/water)



City of Cotati  
707-665-3631  
[cotaticity.gov](http://cotaticity.gov)



California American Water  
Larkfield  
707-542-8329  
[calamwater.com](http://calamwater.com)



City of Healdsburg  
707-431-3122  
[smartlivinghealdsburg.org](http://smartlivinghealdsburg.org)



City of Cloverdale  
707-894-2521  
[cloverdale.net](http://cloverdale.net)



**Sonoma  
Water**

Sonoma Water  
707-547-1933  
[sonomawater.org](http://sonomawater.org)