

**October 2007 Report
Regarding Requirements of Term 14 -
State Water Resources Control Board Order WR 2007-0022**



Prepared by

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1.0 Introduction and Purpose

This is the third and final monthly report from the Sonoma County Water Agency (Agency) required by Term 14 of State Water Resources Control Board Order WR 2007-0022.

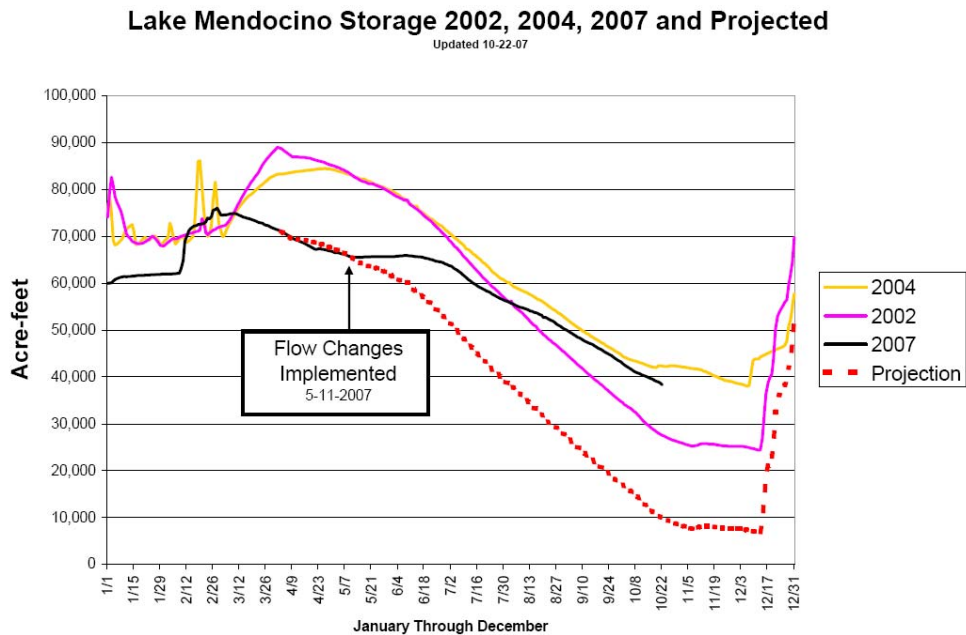
Order WR 2007-0022 was issued in response to the Agency's Petition for Temporary Urgency Change to preserve storage in Lake Mendocino. Order WR 2007-0022 reduced the Agency's Russian River minimum flow requirements. Without the Order, the Agency would have had to release significant amounts of additional water from Lake Mendocino to meet minimum flow requirements and less water would have been available to support the fall Chinook salmon migration.

The Milestones identified by the Agency's Term 14 Plan have been completed, except for those identified for November, which will be covered in the Agency's Water Conservation Status Report, required by Term 16 of Order WR 2007-0022. Sections 3.0, 4.0, 5.0, and 6.0 of this October Report summarize and provide updates of these efforts. This report also updates projections for storage levels and summarizes information about the amount of water preserved to date.

2.0 Lake Mendocino Storage and Total Diversion Reductions

On October 15, 2007, Lake Mendocino storage was 39,805 acre-feet. The Agency estimates that, if the SWRCB had not adopted Order WR 2007-0022 and if the Agency instead had had to operate to the D-1610 requirements, then on October 15, 2007, Lake Mendocino storage would have been 11,896 acre-feet. Thus, the Agency's implementation of Order WR 2007-0022, together with the regional water conservation efforts of affected municipalities and agricultural users, has conserved more than 27,000 acre feet of water in Lake Mendocino storage. Figure 1 shows actual and previously predicted 2007 Lake Mendocino storage amounts through October 2007.

Figure 1.



Term 14 required a 15% reduction in Agency diversions at Wohler Mirabel over 2004 totals. As of October 21, Agency diversions have been reduced 21.9% over 2004 levels. Table 1 (at the end of this report) shows a comparison of diversions after July 1 for 2004 and 2007.

3.0 Agency Retail Customers

The Agency has continued to work with its retail customers¹ on their water conservation and water waste reduction programs and has continued to implement an extensive community outreach program.

The Agency's retail customers report that their September enforcement efforts included separate reports and responses at more than 1,200 different locations since July 1. Our largest retail water provider reported that its customers are paying attention to their water uses and that the retailer is not finding many water wasters.

¹ The Agency has several different forms of contract but for purposes of this Report, the Agency's retail customers are the Cities of Cotati, Healdsburg, Rohnert Park, Petaluma, Santa Rosa and Sonoma, the Town of Windsor, the North Marin, Valley of the Moon, Marin Municipal, Forestville and Russian River County Water Districts, the California-American Water Company, Occidental Community Services District and Camp Meeker Parks and Recreation District.

4.0 Other Municipal Water Users

The Agency has continued its efforts with other municipal Russian River water users not in the Agency's service area², seeking cooperation in reducing their Russian River diversions, reducing residential summer water usage, and increasing the efficiency of outdoor water use. This effort has included staffing a booth at the National Public Lands Day, Saturday, September 29, 2007, at the Lake Mendocino Mesa Day-Use Area.

One water utility reported that its September 2007 water use was 15% less than its September 2004 water use. These savings are the results of this utility's cooperation and commitment towards water conservation.

5.0 Additional Agency Water Conservation Activities

The Agency has continued to work with both its Retail Customers and with Other Municipal Users throughout the Russian River watershed since adoption of Order WR 2007-0022.

In addition, Agency staff participated on the Drought Panel during the California Urban Water Conservation Council September 2007 Plenary Meeting. The panel discussed current and future drought issues throughout California. Agency staff also gave a presentation on water conservation to the Sonoma Valley Groundwater Advisory Board on September 10, 2007.

5.1 Water Conservation Meetings and Training

On October 10, 2007, Agency staff coordinated and hosted its monthly water conservation meeting for water conservation staff from Sonoma, Marin and Mendocino counties. Representatives from all three counties attended. The meeting agenda is located in Appendix A. The Agency scheduled the next meeting on November 14, 2007, and intends to continue to invite Marin and Mendocino County representatives to Agency water conservation meetings and trainings in the future.

On September 13, 2007, the Agency coordinated a Drought Workshop with the California Department of Water Resources, Federal Bureau of Reclamation and the California Urban Water Conservation Council. The workshop was attended by representatives from water agencies and cities in northern California. The workshop agenda is located in Appendix B.

² For purposes of this Report, the Other Municipal Users are the approximately 300 public water systems identified in Attachment C to the Term 14 Plan. This list was developed by the Agency from the Department of Health Services data base and includes municipal water utilities and private water companies, and businesses that source their own water for their operations.

5.2 Program to Reduce Landscape Water Use

The Agency continued to work with the major landscape companies previously identified³ and expects to provide summaries of the programs that each is implementing in the Agency's service area for the final 2007 report.

Data collection is on going and preliminary analysis shows a decrease in irrigation use on some sites. One such site had achieved a sixty-three percent reduction when compared to 2004 use.

Summaries of the programs that each of the landscape companies are implementing will be included in the final 2007 report.

5.3 Agency Regional Public Outreach Campaign

The Agency continued its annual Water Wisely Campaign, including additional advertising in the media outlets listed in the September Report. In addition, Agency staff coordinated advertising on an electronic billboard along busy U.S. Highway 101 in Petaluma. Figure 2 shows the billboard.

Figure 2.



³ Pacific Landscapes, Inc.; Marizco Landscape Management; Gardeners' Guild, Inc.; TruGreen Landcare; Gardenworks, Inc.; and Cagwin & Dorward Landscape Contractors

On September 12, 2007, Agency staff participated in a discussion on water conservation with City of Sonoma Councilman Ken Brown on his "Mornings in Sonoma" radio show on KSVY 91.3FM. The show aired live throughout the Sonoma Valley area and is also streamed on the internet.

On September 19, 2007, Agency staff spoke on water conservation at the Executive Council of Homeowners (ECHO) Wine Country Resource Panel meeting. ECHO is a non-profit membership corporation dedicated to assisting California home owners associations.

6.0 Agricultural Water Users

The Agency's efforts with the agricultural community were more limited due to the ongoing harvest. The initial survey period has been completed and 71 surveys have been received. The Agency has also generated another survey to capture and quantify conservation efforts from this year's activities and will be working with the agricultural community to encourage participation in the survey.

Water conservation best management practices (BMPs) have been continually available via both the Sonoma Winegrape Commission and the Advanced Viticulture websites (see <http://www.advancedvit.com/links.html>) and Agency viticulturist consultant Dr. Mark Greenspan was available for consultation. The Agency and Dr. Greenspan will continue work on the vineyard water management BMPs for the region.

6.1 Agricultural Community Outreach

The Agency has continued its outreach through the Agency's website, conveying the need for agricultural water conservation.

6.2 Agricultural Surveys and Analysis

Once the harvest is completed, the Agency and Dr. Greenspan will step up their efforts to distribute the confidential vineyard water use survey, included in the August Report. At the end of the season, as previously discussed, Dr. Greenspan will tally the surveys and provide baseline information that will help the Agency and the agricultural community to evaluate irrigation practices and the potential for water savings.

6.3 Coordination Efforts among the Agricultural Community

The Agency and Dr. Greenspan will revisit the issue of coordination of Russian River mainstem diversions with the agricultural community when the harvest is completed.

Table 1

**Comparison of Russian River Diversions for 2004 and 2007
Sonoma County Water Agency
Sonoma County, California**

Cumulative Diversions (acre-feet)					
Date	2004 Actual	2007 Actual	Goal	Difference between 2007 Diversions and Goal	Percent Reduction from 2004 Diversions
1-Jul	213.0	227.6	181.0	46.6	-6.9%
2-Jul	458.6	418.5	389.8	28.8	8.7%
3-Jul	683.7	615.6	581.2	34.4	10.0%
4-Jul	931.7	853.1	792.0	61.2	8.4%
5-Jul	1,176.6	1,062.9	1,000.1	62.8	9.7%
6-Jul	1,383.6	1,285.6	1,176.1	109.5	7.1%
7-Jul	1,593.4	1,495.3	1,354.4	140.9	6.2%
8-Jul	1,806.1	1,691.3	1,535.2	156.1	6.4%
9-Jul	2,016.5	1,880.8	1,714.1	166.7	6.7%
10-Jul	2,224.7	2,079.7	1,891.0	188.7	6.5%
11-Jul	2,471.1	2,272.0	2,100.4	171.5	8.1%
12-Jul	2,688.0	2,444.2	2,284.8	159.4	9.1%
13-Jul	2,911.1	2,631.0	2,474.4	156.6	9.6%
14-Jul	3,127.9	2,824.6	2,658.7	165.9	9.7%
15-Jul	3,348.9	3,017.4	2,846.6	170.8	9.9%
16-Jul	3,565.8	3,174.6	3,030.9	143.6	11.0%
17-Jul	3,801.5	3,344.4	3,231.3	113.1	12.0%
18-Jul	4,055.3	3,524.0	3,447.0	77.0	13.1%
19-Jul	4,267.7	3,707.2	3,627.5	79.7	13.1%
20-Jul	4,504.9	3,900.4	3,829.2	71.2	13.4%
21-Jul	4,738.8	4,075.2	4,028.0	47.3	14.0%
22-Jul	4,979.1	4,251.7	4,232.3	19.4	14.6%
23-Jul	5,193.8	4,420.2	4,414.7	5.4	14.9%
24-Jul	5,451.1	4,606.6	4,633.5	-26.9	15.5%
25-Jul	5,683.8	4,790.4	4,831.3	-40.8	15.7%
26-Jul	5,921.4	5,002.5	5,033.2	-30.7	15.5%
27-Jul	6,161.2	5,186.3	5,237.0	-50.7	15.8%
28-Jul	6,387.5	5,370.2	5,429.3	-59.2	15.9%
29-Jul	6,617.6	5,554.9	5,624.9	-70.0	16.1%
30-Jul	6,851.8	5,712.6	5,824.0	-111.4	16.6%

Cumulative Diversions (acre-feet)					
Date	2004 Actual	2007 Actual	Goal	Difference between 2007 Diversions and Goal	Percent Reduction from 2004 Diversions
31-Jul	7,062.4	5,893.8	6,003.0	-109.2	16.5%
1-Aug	7,322.7	6,082.2	6,224.3	-142.2	16.9%
2-Aug	7,524.7	6,275.0	6,396.0	-120.9	16.6%
3-Aug	7,779.7	6,457.9	6,612.8	-154.9	17.0%
4-Aug	8,002.8	6,662.2	6,802.3	-140.1	16.8%
5-Aug	8,230.0	6,826.6	6,995.5	-169.0	17.1%
6-Aug	8,462.8	6,975.0	7,193.4	-218.3	17.6%
7-Aug	8,687.1	7,130.4	7,384.0	-253.6	17.9%
8-Aug	8,949.4	7,324.1	7,607.0	-282.9	18.2%
9-Aug	9,179.3	7,515.9	7,802.4	-286.5	18.1%
10-Aug	9,416.3	7,670.7	8,003.8	-333.1	18.5%
11-Aug	9,652.2	7,846.7	8,204.4	-357.6	18.7%
12-Aug	9,900.5	8,017.6	8,415.5	-397.8	19.0%
13-Aug	10,118.7	8,212.0	8,600.9	-389.0	18.8%
14-Aug	10,325.7	8,363.4	8,776.8	-413.4	19.0%
15-Aug	10,561.6	8,545.6	8,977.3	-431.7	19.1%
16-Aug	10,794.6	8,730.5	9,175.4	-444.9	19.1%
17-Aug	11,016.9	8,920.7	9,364.4	-443.7	19.0%
18-Aug	11,252.9	9,101.6	9,565.0	-463.4	19.1%
19-Aug	11,485.1	9,300.9	9,762.4	-461.5	19.0%
20-Aug	11,689.1	9,442.1	9,935.7	-493.6	19.2%
21-Aug	11,905.5	9,659.6	10,119.6	-460.0	18.9%
22-Aug	12,128.8	9,862.2	10,309.4	-447.2	18.7%
23-Aug	12,351.7	10,074.6	10,498.9	-424.4	18.4%
24-Aug	12,577.9	10,275.0	10,691.2	-416.2	18.3%
25-Aug	12,790.6	10,454.7	10,872.0	-417.3	18.3%
26-Aug	13,052.6	10,648.1	11,094.7	-446.6	18.4%
27-Aug	13,297.2	10,818.3	11,302.6	-484.4	18.6%
28-Aug	13,543.7	11,000.1	11,512.2	-512.0	18.8%
29-Aug	13,803.7	11,196.2	11,733.2	-537.0	18.9%
30-Aug	14,036.9	11,411.3	11,931.3	-520.0	18.7%
31-Aug	14,278.8	11,651.8	12,137.0	-485.2	18.4%
1-Sep	14,485.7	11,838.9	12,312.8	-474.0	18.3%
2-Sep	14,692.6	12,018.0	12,488.7	-470.7	18.2%
3-Sep	14,934.4	12,194.7	12,694.2	-499.6	18.3%
4-Sep	15,183.9	12,384.4	12,906.3	-521.9	18.4%

Cumulative Diversions (acre-feet)					
Date	2004 Actual	2007 Actual	Goal	Difference between 2007 Diversions and Goal	Percent Reduction from 2004 Diversions
5-Sep	15,430.8	12,567.7	13,116.2	-548.5	18.6%
6-Sep	15,662.5	12,788.1	13,313.1	-525.0	18.4%
7-Sep	15,907.5	12,981.6	13,521.3	-539.7	18.4%
8-Sep	16,153.9	13,179.6	13,730.8	-551.2	18.4%
9-Sep	16,391.5	13,342.4	13,932.7	-590.4	18.6%
10-Sep	16,635.5	13,494.6	14,140.1	-645.5	18.9%
11-Sep	16,867.2	13,655.5	14,337.1	-681.6	19.0%
12-Sep	17,108.4	13,838.2	14,542.1	-703.9	19.1%
13-Sep	17,338.9	14,039.3	14,738.1	-698.8	19.0%
14-Sep	17,565.7	14,220.1	14,930.8	-710.7	19.0%
15-Sep	17,798.4	14,365.3	15,128.6	-763.3	19.3%
16-Sep	18,030.4	14,524.8	15,325.8	-801.0	19.4%
17-Sep	18,274.1	14,693.8	15,533.0	-839.2	19.6%
18-Sep	18,519.6	14,868.0	15,741.7	-873.7	19.7%
19-Sep	18,714.1	15,053.0	15,907.0	-854.0	19.6%
20-Sep	18,927.7	15,201.8	16,088.6	-886.8	19.7%
21-Sep	19,121.5	15,350.0	16,253.3	-903.3	19.7%
22-Sep	19,317.3	15,523.2	16,419.7	-896.5	19.6%
23-Sep	19,522.0	15,630.4	16,593.7	-963.3	19.9%
24-Sep	19,767.8	15,807.3	16,802.7	-995.4	20.0%
25-Sep	19,988.5	15,947.8	16,990.2	-1,042.4	20.2%
26-Sep	20,202.1	16,110.7	17,171.8	-1,061.1	20.3%
27-Sep	20,423.9	16,305.5	17,360.3	-1,054.8	20.2%
28-Sep	20,615.2	16,461.6	17,522.9	-1,061.3	20.1%
29-Sep	20,815.2	16,597.2	17,692.9	-1,095.7	20.3%
30-Sep	21,010.9	16,764.6	17,859.2	-1,094.6	20.2%
1-Oct	21,219.1	16,924.9	18,036.2	-1,111.3	20.2%
2-Oct	21,428.8	17,079.8	18,214.5	-1,134.7	20.3%
3-Oct	21,629.0	17,256.5	18,384.7	-1,128.1	20.2%
4-Oct	21,819.0	17,422.9	18,546.2	-1,123.3	20.1%
5-Oct	22,018.4	17,587.2	18,715.6	-1,128.5	20.1%
6-Oct	22,236.5	17,754.9	18,901.0	-1,146.1	20.2%
7-Oct	22,444.3	17,903.2	19,077.7	-1,174.4	20.2%
8-Oct	22,664.6	18,081.9	19,264.9	-1,183.0	20.2%
9-Oct	22,874.4	18,239.2	19,443.3	-1,204.0	20.3%
10-Oct	23,088.5	18,373.0	19,625.2	-1,252.2	20.4%
11-Oct	23,290.1	18,510.4	19,796.6	-1,286.2	20.5%

Cumulative Diversions (acre-feet)					
Date	2004 Actual	2007 Actual	Goal	Difference between 2007 Diversions and Goal	Percent Reduction from 2004 Diversions
12-Oct	23,514.7	18,629.5	19,987.5	-1,358.0	20.8%
13-Oct	23,720.4	18,734.4	20,162.3	-1,427.9	21.0%
14-Oct	23,945.4	18,854.0	20,353.6	-1,499.7	21.3%
15-Oct	24,165.1	18,982.5	20,540.3	-1,557.9	21.4%
16-Oct	24,362.1	19,068.8	20,707.8	-1,638.9	21.7%
17-Oct	24,530.0	19,185.2	20,850.5	-1,665.2	21.8%
18-Oct	24,687.7	19,301.5	20,984.5	-1,683.0	21.8%
19-Oct	24,846.9	19,397.1	21,119.9	-1,722.8	21.9%
20-Oct	24,964.9	19,495.1	21,220.2	-1,725.1	21.9%
21-Oct	25,112.7	19,614.0	21,345.8	-1,731.8	21.9%

Appendix A

Water Conservation Meeting Agenda

North Coast Water Conservation Group

Goal: The North Coast Water Conservation Group will bring together Water Conservation Specialists and Coordinators in Sonoma, Marin and Mendocino Counties to share current water conservation issues.

Date: Wednesday, October 10, 2007 ~ 10:00 am – 11:30

Location: SCWA office, 404 Aviation Blvd, Santa Rosa

R.S.V.P.: Lynn Florey, SCWA ~ 547-1909 or lflorey@scwa.ca.gov

Participants: Water Agencies: Marin, Sonoma and Mendocino Counties

Agenda:

1. Self Introductions
2. Discuss establishing regional MAP standard for HET Programs – Brian Lee
3. Positions on BMP 3 and discussion about AWWA standard– Diane Lesko
4. Volunteer(s) to write letter or email regarding multiple showerheads in bathrooms
5. Discuss support for 7-principles of Bay-Friendly Landscaping – Dan Carney
6. 3rd Term 14 Monthly State Board Reports
 - Enforcement Actions Taken
7. November Term 16 Report –
 - Conservation programs during term
 - Why we are cutting edge
 - Per capita chart
 - Outside our service area-Estimating future water savings
8. Invitation to participate in committee to update Model Ordinance
8. Items of Interest – All

9. Upcoming Workshops and Seminars

- November 14-15, 2007- CA Water Policy Conference (climate of change) - LA
- December 12, 2007 - CUWCC Plenary - Santa Clara Valley Water District
- January 31 - February 1, 2008 - California Irrigation Institute - Sacramento
- February 10 - 13, 2008 - AWWA Water Sources - Reno, NV
- February 29, 2008 - Bay Friendly Landscaping and Gardening Conference - Berkeley

10. Tentative date for next meeting - **November 14, 2007**

Appendix B

Drought Workshop Agenda

DROUGHT WORKSHOP – FROM PLAN TO ACTION

- 9:30 Welcome, Introductions
- 9:45 Local Host Remarks
- 10:00 Why are we here today?
Survey Results
What do we hope to accomplish?
What has already happened?
- 10:15 State, Federal, CUWCC Remarks
- 10:30 Step 1 – Establish a Water Shortage Response Team
- 10:45 Step 2 – Forecast Supply in Relation to Demand
- 11:15 Step 3 – Assess Water Shortage Mitigation Options
- 12:00 Lunch
- 1:00 Step 4 – Establish Triggering Levels
- 1:20 Step 5 – Develop Staged Demand Reduction Program
- 1:40 Step 6 – Adopt the Water Shortage Contingency Plan
- 2:00 Step 7 – Administer and Implement the Water Shortage Contingency Plan
- 2:45 Wrap-up, resources and tools
- 3:00 End