

State Water Resources Control Board  
Order WR 2009-0027-DWR  
Term 15 Status Report

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***Milestone 2***  
***August 15, 2009***



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# Preface

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**This report is presented by the Sonoma County Water Agency (Agency) to the State Water Resources Control Board (SWRCB) as part of the requirements of Term 15 of the SWRCB’s Order WR 2009-0027-DWR.**

The Agency’s Term 15 Plan, submitted to the SWRCB on May 6, 2009, describes the steps the Agency will take to comply with Term 15 and commits the Agency to providing the SWRCB with monthly reports on several Term 15 Plan items. This second monthly report (Milestone 2) is a summary of the information compiled and tasks completed to-date. Detailed data and actual reports are posted on the Agency’s website [www.sonomacountywater.org/stateboard2009](http://www.sonomacountywater.org/stateboard2009).

For the duration of the Order, Agency staff will regularly contact the retail water agencies, landscape companies, business park managers and agricultural businesses that have provided input to this report and request updates for future monthly reports. The updates will be documented in monthly reports and posted on the website. The report schedule, including this report (shaded), is as follows:

**Milestone 2: Reporting period July 1 – July 31, 2009 Report filed on August 14, 2009**

Milestone 3: Reporting period Aug 1 – Aug 31, 2009 Report to be filed on September 15, 2009

Milestone 4: Reporting period Sept 1 – Oct 2, 2009 Report to be filed on October 19, 2009

## **Completed Reports**

✓ Milestone 1: Reporting period April –June 30, 2009 Report filed on July 15, 2009

## Milestone 2.1

# Work with Agency’s Retail Water Customers and Russian River Water Users

### July Communications

**Internet.** To help get the word out regionally about the SWRCB requirements and relevant current events, the Agency developed a dedicated “2009 State Board Order” link on the Agency website. The 2009 State Board Order webpage contains the SWRCB documents (Orders, meeting and workshop notices), Agency documents/presentations (water quality and temperature monitoring, fishery and water conservation plans, staff presentations and letters) and Russian River water quality information (weekly bacteria and nutrient samples). (<http://www.sonomacountywater.org/newsroom/stateboardorder2009.php>)

**Newspapers.** The Agency runs a weekly water storage report in the legal paper of notice, the *Santa Rosa Press Democrat*. This weekly water storage report educates the public about storage levels in Lake Mendocino and provides updated information on the State Order, water use, and conservation tips.

### July Meetings

During this second reporting period, staff and elected officials from retail and wholesale water agencies in Marin, Sonoma and Mendocino Counties attended the following meetings to discuss the SWRCB order and terms, water shortage contingency plans and progress, water waste reduction ordinances, plans and action taken. Meeting agendas, lists of attendees, minutes and videos, if available, are located on the Agency website.

July 6	2009 – Technical Advisory Committee of the Agency’s water contractors
July 15	2009 – Upper Russian River Districts
July 16	2009 – North Coast Water Conservation Group



## July Updates to Plans, Ordinances, Resolutions and Additional Actions Taken

In response to the Agency's July 16, 2009 letter requesting further information for the Milestone 2 report, seventeen retail water agencies in Marin, Sonoma and Mendocino Counties provided additional information on how they are planning to meet the 25% (Sonoma County) or 50% (Mendocino County) water savings goal. The following are summaries of the updates submitted to the Agency in August. Copies of the submitted water conservation plans, ordinances, resolutions and correspondence are available on the Agency's website.

### Mendocino County

**City of Ukiah** stated in the Milestone 1 report that it adopted a water shortage emergency declaration on April 15, 2009. According to the City, this declaration would allow the City Council to institute a number of measures to meet water conservation efforts short of instituting a Stage 2 declaration under the City's current drought ordinance. The City also reports that it enacted alternate watering days for outside irrigation and intends to enforce this measure for the summer water use months.

**JULY UPDATE:** The City of Ukiah reports the following activities during the month of July:

On June 17, 2009, the City of Ukiah's council announced new water conservation measures, prohibiting the following activities:

- Use through any meter when the City has notified the customer in writing to repair a broken or defective plumbing, sprinkler, watering or irrigation system and the customer has failed to effect such repairs within five days.
- Use of water which results in flooding or runoff in gutters or streets. (The City encourages the use of commercial car wash facilities.)
- Use of water through a hose for washing cars, buses, boats, trailers or other vehicles in the public right of way or any other location that creates runoff in gutter or streets.
- Use of water through a hose for washing buildings, structures, sidewalks, walkways, driveways, patios, parking lots, tennis courts, or other hard-surfaced areas that creates runoff in gutter or streets.
- Service of water by any restaurant except upon the request of a patron.
- Use of water to flush hydrants, except where required for public health or safety.
- Use of more than minimal landscaping in connection with new construction.

Enforcement of these mandatory restrictions would be progressive and could include:

- Educational letter or visit.
- Educational visit and warning.
- Installation of flow restrictor.
- Shutoff and reconnection fee.

The City of Ukiah also reports that it has advertised for conservation in two local publications. These ads encourage voluntary conservation, thank those who have contributed to the current water use reduction and also inform the public of the current reduction percentage amount. These ads have been placed 1-3 times monthly.

The City of Ukiah's Water Conservation Program Coordinator has launched an educational water awareness program and has taught numerous classes in grades ranging from 1-8 on the fundamentals of water conservation as well as the water cycle and groundwater pollution prevention.

The City of Ukiah's Mayor recorded a public service announcement urging residents to conserve water and tips on how to do so. This PSR will continue to air on all 3 of Ukiah's major radio stations until October 31, 2009.

Free water conservation yard signs are available for residents to pick up at City offices.

The City has also hosted a booth space at the local farmers markets and its annual Taste of Downtown community event. At these events educational pamphlets, dye tablets for testing toilets, educational children's materials and yard conservation signs were distributed.

The City of Ukiah's Water Conservation Program Coordinator handles the City's Water Conservation Hotline. This hotline is available for residents to get information on current water issues, tips for conserving and to report water wasters.

The City of Ukiah's Water Conservation Program Coordinator has also met with all of top water user accountholders and has informed them of the current water crisis and given many tips on how to conserve within their organizations. These accounts are also monitored closely.

The City has sent out water conservation updates and information with its water bills every month since May.

The City of Ukiah continuously sends out press releases to inform the public of the current water status and to update residents on both voluntary and mandatory conservation practices suggested by the city.

Urinals in many city buildings have been replaced with newer, waterless models.

Water Conservation banners are hung over State Street, in the downtown area of Ukiah. They are also hung at the City Softball Fields and on Dora Street.

The City also maintains a website with links dedicated to water conservation updates and tips.

**Redwood Valley County Water District (RVCWD)** In the Milestone 1 report, RVCWD stated that it passed a combined water shortage and water waste prohibition ordinance in July 2007; and that the RVCWD's Board declared a water shortage emergency December 2007, enacted stage 1 voluntary reduction along with eliminating waste, resulting in an average of 25% reduction of water use during 2008. RVCWD also reported that on April 16, 2009, its Board enacted stage 4 mandatory 50% reduction for urban water users effective on May 1, 2009. On May 4, 2009 the RVCWD Board held two special meetings to advise all agricultural accounts that water service would be terminated if water use was over an account's contracted water amount, and over 50% of historical usage. At this time, Redwood Valley County Water District remains at a mandatory 50% reduction (stage 4). To date, RVCWD advises that 35 out of 200 agricultural accounts have been terminated because they are over their contracted water amounts.

**JULY UPDATE:** RVCWD reported that it contacted all customers with a request to fill out a survey questionnaire regarding future water supply and water conservation. 500 of the 1,400 surveys mailed were returned. Responses can be viewed at <http://rvcwd.org>.

**Mendocino County Water Agency (MCWA)** In the Milestone 1 report, MCWA stated that it cannot provide water consumption data from the water districts in the upper Russian River watershed because it is not a water purveyor. The MCWA reports that it is active in promoting water conservation and supporting the local water districts in their efforts to reduce usage. MCWA reported that the Mendocino County Board of Supervisors proclaimed "an emergency situation due to drought conditions" in March 2009, and has re-confirmed its importance every two weeks since.

MCWA also reports that the Mendocino County Counsel has drafted an "Urgency Ordinance" that requires users of Lake Mendocino water to reduce

usage by 50%, and that this item will be placed on the July agenda for the Mendocino County Board of Supervisors meeting.

**JULY UPDATE:** The Mendocino County Board of Supervisors passed the “Emergency Water Conservation” ordinance on July 14 to support and cooperate with the State Water Resources Control Board’s goal of 50 percent reduction from all users of the Lake Mendocino water supply in Mendocino County. In addition,

- A meeting of the Upper Russian River Water Districts was held on July 15. The districts reported significant reductions in pumping and consumption by their customers. The districts approved the decision to move forward on joining California’s “Save Our Water” Program as soon as possible.
- On July 18 MCWA staff operated a water conservation table at the Ukiah Farmers’ Market and a shortened presentation for the Army Corps of Engineers’ Campfire Program at Lake Mendocino.
- The MCWA General Manager presented a water/energy savings program to the Board of Supervisors.
- The Water Resources Specialist and one County Groundskeeper attended the “Landscape Watering During Times of Drought” workshop in Santa Rosa.
- This year’s Water Conservation Poster Contest display found a new home at the Ukiah Natural Foods Coop after being displayed at the Mendo-Lake Credit Union for July.
- The Water Resources Specialist worked with Ukiah Valley TV ([www.ukiahvalley.tv](http://www.ukiahvalley.tv)) to produce an interior audit training program. Five additional requests for audit visits resulted from this program’s airing.
- MCWA staff attended a rain harvest workshop in Fort Bragg to learn techniques and designs to capture this resource.

## **Sonoma County (within Agency’s service area)**

**California American Water** (Cal Am) In the Milestone 1 report, Cal Am stated it had implemented a 3-tier rate structure for residential customer to encourage water conservation as of February 7, 2009. On March 30, 2009, Cal Am enacted voluntary water conservation measures in accordance with its tariffs on file with the California Public Utility Commission (CPUC). Cal Am remains at a voluntary water conservation stage 1 alert. Cal Am plans to request authorization from the CPUC to move to a Mandatory Water conservation stage 2 alert should

voluntary measures fail to result in the mandatory reductions. Cal Am states it will continue to implement its active public outreach program.

**JULY UPDATE:** Cal Am sent a 2009 Conservation Newsletter to all Larkfield customers, providing conservation tips, information on rebate programs, and offers for free conservation devices and WaterSmart surveys. It also included a magnet with an outdoor watering reminder and water conservation contact phone numbers.

**City of Cotati** The Milestone 1 report for the City of Cotati said, “The City of Cotati reports to have implemented a 20% voluntary conservation reduction program on June 1, 2009 and eliminated all turf irrigation at commercial irrigation accounts, stating that it believes this will reduce the overall water use by 25%.”

**JULY UPDATE:** The correct date of implementation is May 27, 2009.

**City of Petaluma** In the Milestone 1 report, the City of Petaluma reported that it plans to achieve the 25% reduction goal through implementation of its Water Conservation Plan, which includes nineteen conservation programs that will provide over 495 million gallons of water savings through the year 2025. In addition, the City reports that it plans to implement a water recycling expansion program which will offset consumption of potable water by 650 million gallons through 2025. The City will also implement its Water Shortage Contingency Plan (WSCP) as outlined in its Urban Water Management Plan, if needed. (The WSCP stage two mandates a 25% reduction in consumption.)

**JULY UPDATE:** On July 31, 2009, the City of Petaluma hosted a grand opening ceremony of the Ellis Creek Water Recycling Facility, which will produce tertiary recycled water to offset potable water demands. The City reports attendance of over 250 people and that all aspects of the event emphasized water conservation, including a booth where educational materials were distributed and people were able to sign up for WaterWise HouseCalls and other water conservation programs. In addition, the City of Petaluma reports the following actions were taken in July:

- Two water conservation ads were placed in the local *Argus Courier* newspaper.
- Water conservation ads ran on all fourteen screens at Petaluma Cinema West Theaters.
- A direct mail post card on water conservation was sent to the City’s 20,000 utility customers, as well as a notice of the City’s decision to implement Stage 1 of its water shortage contingency plan.
- Held two water conservation seminars with over 70 people in attendance.

- Conducted 129 single family residence WaterWise HouseCalls.
- Issued 21 residential washing machine rebates and 26 high efficiency toilet (HET) rebates.

**City of Santa Rosa** stated in the Milestone 1 report that it will rely on its water shortage contingency plan to achieve the appropriate level of conservation based on the water shortage allocation methodology.

**JULY-AUGUST UPDATE:** For this Milestone 2 report, the City of Santa Rosa has provided the information below, dating back to February 2009.

On February 24<sup>th</sup>, the Santa Rosa City Council adopted Stage 1 of its Urban Water Shortage Contingency Plan (UWSCP). Stage 1 of the City's UWSCP requests customers have been asked to reduce water use by 15%. In addition, Stage 1 prohibits using a hose without a hose-end nozzle; washing sidewalks, patios and hard surfaces; and initiates a "water-on-request" restaurant program. As part of the adoption of Stage 1 the City has completed the following activities:

- In March, sent Prop 218 mailers to all water customers, including tenants and property owners, regarding drought rates, including information on the water supply status and UWSCP. Approximately 85,000 mailers sent. Drought rates were adopted, as part of a public hearing, by the City of Santa Rosa on April 21<sup>st</sup>.
- In March, developed a dedicated website for water shortage information – [www.srcity.org/watershortage](http://www.srcity.org/watershortage). Developed social networking websites, including facebook, myspace, and twitter.
- In April, sent a customized letter to approximately 52,000 water customers informing them of the water supply status, the adoption of Stage 1 of its UWSCP, describing additional stages of the City's UWSCP and the allocation customers would receive under the various Stages of the UWSCP.
- In April, sent a letter to approximately 16,000 residents of all master-meter complexes informing them of the water supply status, the adoption of Stage 1 of the UWSCP, and describing additional stages of the City's UWSCP.
- In May, sent a letter to restaurants providing them with updated "Water-On-Request" placards and information on the UWSCP and the Stage 1 prohibition on providing water unless requested.
- Developed "Doing Our Part to Conserve" lawn signs in April. Available to all customers to put in their yards if they are participating in the City's Green Exchange Rebate Program and/or choosing to not water their turf this summer.
- Developed a Home Water Use Survey Kit, which included a step-by-step guide for customers on how to do an indoor and outdoor audit. Kits included flow bags, toilet tabs and information on the water supply

status. Kits were mailed in May to all postal customers. Approximately 85,000 kits sent.

- In June, sent an additional letter to the commercial accounts informing them of the State Board Order requirements regarding commercial turf irrigation.
- In June, added information to the City's annual Water Quality Report regarding the water supply status and UWSCP. Report sent to approximately 85,000 postal customers in Santa Rosa.
- Developed two newsletters on the water shortage and sent them out in the Utility Bills in April and July. Developed Utility Bill Inserts on the water shortage and included a monthly message on the bill regarding the shortage.
- Updated the City's new account letter to provide water shortage information, including all of the City's water conservation programs as well as information on their water use efficiency calculator [www.srcity.org/watercalculator](http://www.srcity.org/watercalculator). Approximately 700 letters per month are sent.
- Implemented numerous internal communications regarding the water shortage, including giving presentations at department meetings, staff meetings and including information in two editions of the "What's On Tap" internal Utilities newsletter.
- Hosted a water conservation booth at three downtown markets, the Sonoma County Fair, and a Water Smart expo in the downtown in May.
- Implemented a water watch patrol in June. The patrol runs daily in the early morning, identifying water waste violations. Approximately 40 water waste incidents are identified and door tagged per week. 310 water waste letters have been sent since June.

**City of Sonoma** reported in the Milestone 1 report that it has declared a water shortage emergency and enacted stage 2 mandatory 25% water conservation through October 2, 2009, with dedicated irrigation days. The City of Sonoma states that its water conservation goals and objectives include implementing stage 2 restrictions, a public outreach plan, water conservation measures for City facilities and customers, and analyzing cost/benefit of monthly billing.

**JULY UPDATE:** The City of Sonoma reports that it included a water conservation article printed in the July 28, 2009 edition of the *Sonoma Index-Tribune* in which the City has received great public feedback. In addition, the City has a new water conservation web site at [www.sonomaconserves.org](http://www.sonomaconserves.org).

**Penngrove Water Company** reported in Milestone 1 that it will file a letter with the CPUC requesting a 3<sup>rd</sup> conservation billing tier.

**JULY UPDATE:** The PWC reports that the California Public Utility Commission (CPUC) approved the request for third tier conservation billing with a rate of \$8.16 per Ccf which became effective July 6, 2009 and will last through October.

The PWC sent a conservation letter to all of its customers announcing the conservation tier billing and providing tips on how to conserve.

**The Town of Windsor.** The Agency received no response to its April 2009 request for usage and conservation information from the Town of Windsor until July 13<sup>th</sup>, when the Town of Windsor reported that, in response to the SWRCB order and in accordance with the Town's water shortage emergency plan, it has declared by resolution a Stage 2 Water Shortage Emergency condition effective July 1, 2009. The resolution mandates an overall 25% reduction in water use compared to 2004 and limits residential irrigation to three days per week with irrigation days specified by location within the Town. The Town also reports water use audits have identified 178 - 3.5 gpf toilets to be replaced using HET rebates of \$150 per toilet in a mobile home park. The Town states it has created an inter-departmental water conservation team comprised of staff members from Planning, Parks, Community Services, Public Works and Utility Billing to work in concert to achieve the water savings mandated by the order. Water conservation staff is available at Town Green events to answer questions and offer assistance to the public, and an awareness campaign is underway, utilizing mailers, banners, bill inserts, web site information, television and newspaper coverage and other publicity measures.

**JULY UPDATE:** The Town of Windsor reports that it continues to implement Stage Two Water Shortage Reduction Measures. Because the Town is 100% reliant on Russian River Water for supply, businesses and residents are being asked to reduce irrigation by 50% based on 2004 water use, with businesses following a water budget approach and residents restricted to three days per week irrigation.

Public outreach and education continues through bi-monthly bill inserts, direct mail postcards, banners in prominent locations, phone outreach to businesses, an information kiosk at weekly Town Green music events, and a public access television slideshow.

The water fountain on the Town Green has been drained, signage erected and press releases issued to raise water conservation awareness. Windsor has ongoing programs to provide incentives to install high efficiency toilets and clothes washers.

## **Sonoma County (outside Agency's service area)**

**Gill Creek Mutual Water Company** reported in Milestone 1 that it had put the following steps in place to conserve water: 1. Customers are urged to set landscape irrigation systems to run only at night; 2. Customers have been asked



to call the manager if they see water escaping the system; and 3. During drought circumstances, customers are requested to reduce their usage as much as possible.

**JULY UPDATE:** Gill Creek reported that it has sent letters to its customers reminding them to conserve by 25% and providing a list of conservation tips. Gill Creek stated that half of its customers have met or exceeded the water conservation goal.

**City of Healdsburg** reported in Milestone 1 that it issued a call in February 2009 for voluntary conservation, using a list of specific water conservation measures to achieve a 20% reduction in water use from 2008 levels.

**JULY UPDATE:** City of Healdsburg has posted a water conservation page on its website that includes a link to the City Council's February resolution and the specific water conservation measures mentioned in the Milestone 1 report.

**Palomino Lakes Mutual Water Company (PLMWC)** reported in Milestone 1 that its short term reduction measures include a request that users reduce overall water use, to follow a list of mandatory measures and additional suggestions in order to meet the state-mandated reduction.

**JULY UPDATE:** PLMWC reports that its customers continue to practice water conservation measures that began in 2003, and have resulted in a gradual reduction of water use over a number of years. PLMWC continues to promote conservation efforts during this emergency, but states that its impressive 40% reduction in water use between 2004 and 2009 is the result of its long-term conservation program started in 2003.

**South Cloverdale Water District** reports that it sent out conservation materials to all customers asking for their help in reducing water usage by a minimum of 25%.

**Sweetwater Springs Water District (SSWD)** reported in Milestone 1 that it supports voluntary conservation, whereby District customers are encouraged to use water wisely and to search for and fix leaks on their property. The District reports it will continue with capital projects aimed at reducing system losses, pay attention to water waste in the District, fix surfacing leaks as quickly as possible and look for other opportunities to reduce system losses. Sweetwater Springs Water District's reduction target is up to a 25% reduction, based on 2004 water use and production for the months of May through September. SSWD reports that its Board acted on the proposed Stage I Water Shortage,

calling it a Water Conservation Program to emphasize the importance of saving water at all times.

**JULY UPDATE:** SSWD reports that new water rates went into effect in July 2009. The rates include inclining tiered rates with a tier 4 rate of \$5.00/Hcf to encourage wise water use at all times. The District reported one water waste letter was sent to a customer during July and that staff has spent considerable time addressing customer requests for information and assistance, and fixing system water leaks. The most recent letter from SSWD to its customers can be viewed at:

<http://www.sweetwatersprings.com/notes/Russian%20River%20Water%20Conservation%20Plan.pdf>

**VCA Forestville Animal Hospital** reported in Milestone 1 that its water volumes for this year will be substantially less than last summer due to the correction of a significant leak. This leak was discovered and repaired last fall.

**JULY UPDATE:** VCA Forestville Animal Hospital (VCA) reports that all known water leaks have been fixed on the property. It also reports meter measurements for its system during the past 60 days (thru 8/12/09) show usage of 77,157 gal, or 1285 gal per day.

## **Marin County (within Agency's service area)**

**North Marin Water District** reported in Milestone 1 that an Emergency Conservation Ordinance went into effect on March 1, 2009. This ordinance contains water waste and non-essential use prohibitions/restrictions and enforcement procedures. On May 19<sup>th</sup> NMWD Board approved a 25% Mandatory Conservation reduction effective June 1, 2009. NMWD's *Water Line* newsletter was sent to all residential customers, containing an individualized graph which showed each customer's 2004 usage, 2008 usage and the 25% reduction target goal (from the 2004 usage). NMWD sent a letter to all commercial customers within the North Marin Water District service area, informing them of 2009 Water Use Restrictions (including those on commercial turf).

**JULY UPDATE:** NMWD reports that it met with six non-residential high-water users in the service area to discuss the reduction mandates and water waste prevention. In addition, NMWD has audited four other large water users for both indoor and outdoor water use efficiency, in direct response to the 25% water conservation mandate. NMWD continues to respond to customer inquiries resulting from the residential and non-residential newsletters which

alerted customers to the 25% reduction mandate. NMWD states that it continues to operate a comprehensive Water Conservation Program including:

- Cash for Grass (turf replacement rebate)
- High Efficiency Toilet and Clothes Washer rebate programs
- Water Smart Home Surveys
- Water Smart Irrigation Controller and Landscape Efficiency rebates
- Large landscape water use efficiency auditing and budgeting
- Commercial water use efficiency auditing
- Pool cover and toilet flapper rebates

## Water Waste Reduction Enforcement Actions Taken in July

As reported in Milestone 1, all of the Agency's retail water customers, as well as Redwood Valley Water District and the City of Ukiah, have adopted water waste reduction ordinances. Water waste reduction programs and enforcement plans include notifying customers by telephone, notice tags, field visits, written notices, installing flow restrictors or disconnecting the water service. Utilities are working with customers that have high water consumption. The Agency will continue with its efforts to work with all other municipal water users and encourage them to increase the efficiency of outdoor water use, and adopt and enforce a water waste ordinance.

The following retail water users reported on water waste reduction actions taken during this reporting period:

**California American Water** (Cal Am) reported that it began water waste patrolling in July.

**North Marin Water District (NMWD)** reported that it continues to strictly enforce the current Emergency Water Conservation Ordinance (Ordinance #22) which prohibits waste and non-essential use and mandates a 25% reduction in water use compared to 2004. It also has a water waste patrol unit and NMWD staff responds to anonymous reports of water waste of non-essential uses of water prohibited by Ordinance #22. To date NMWD reports that 80 enforcement actions have been taken.

**City of Petaluma** reported continued implementation of Stage One of the City's Water Shortage Contingency Plan. It also implemented a new online water waste reporting feature where citizens can anonymously report water waste using the City's website and enhanced the City's current water waste patrol program by having water conservation staff proactively patrol city limits looking for water waste in addition to investigating water waste reported by citizens or

other city personnel. Thirty one investigations were conducted and alleged water waste issues were resolved.

**Redwood Valley County Water District** reported that it sent out 85 surcharge billings to customers who were using more water in July 2009 than the previous 5 year average (115 customers total), and turned off two additional irrigation customers who used more than 50% of the average (200 total, 35 already off).

**City of Santa Rosa** reported that it began a water watch patrol in June. The patrol runs daily in the early morning, identifying water waste violations. Approximately 40 water waste incidents are identified and door tagged per week. 310 water waste letters have been sent since June.

**City of Sonoma** reported that it keeps a water waste log and notifies customers of irrigation water waste. Follow-up inspections are performed.

**City of Ukiah** advises that its water conservation coordinator follows up on reports regarding water wasting. She then makes an educational visit to the address and if unable to talk with the person, a door hanger is left to inform the person of the wasting that has occurred, how to conserve water and also lists the new city mandates. The address is then logged into a data base. Repeat water wasters are tracked and water use is monitored closely.

The City of Ukiah's Public Utility Department employees and the Water Conservation Coordinator patrol neighborhoods for water wasting activities.

**Town of Windsor** reported that water waste patrols are occurring daily throughout the Town's water service area during regular business hours to enforce water waste regulations that prohibit excess irrigation, overspray, and runoff, and to enforce the three days a week residential irrigation restriction. The Town is relying on the Town's Parks and Street Maintenance staff for water waste enforcement Friday through Sunday, when the Town offices are closed. Town staff issued 85 written warnings for the month of July, 2009 for water waste or for irrigating outside of allowed days and times. Of the 85 warnings, 77 were first time offenses and 8 were second warnings. Fines are levied if no correction has been made after the second warning. No fines were levied in July.

## Reported Water Savings

**Airport Green Business Center** reported a 47% reduction in water use in July 2009 compared to July 2004.

**California American Water** reported a 30% reduction in water use from April through July 2009 compared to 2004.

**Camp Meeker** reported a 24% reduction in water use from May through July 2009 compared to 2004.

**Geyserville Water Works** reported a 21% reduction in water use from July 2009 compared to July 2004.

**Gill Creek** reported an 18% reduction in water use from May through July 2009 compared to 2008.

**City of Healdsburg** reports the City's total diversions since April are down just over 25% from 2004.

**Madrone Mutual Water Company** reported that it reduced its water use by 15% from 2007 and 20% from 2008.

**Occidental CSD** reduced its 2009 water use by 41% compared to May through July 2004.

**Palomino Lakes Mutual Water Company** reported a 42% savings in from July 2009 compared to July 2004.

**Penngrove Water Company** reported a 16.2% savings in July 2009 compared to July of 2004.

**City of Petaluma** reported a 20% savings from January – July 2004 compared to January – July 2009.

**City of Ukiah** reported a 28.9% reduction in use from 2004.

**Redwood Valley Water District** reports that it reduced its water use by 63% in July 2009 compared to July 2004.

**Russian River CWD** reported its 2009 water use was reduced by 34% compared to May through July 2004.

**South Cloverdale Water District** reported a 30% savings from April through July 2009 compared to April through July 2004.

**Sweetwater Springs Water District** reported a 37% reduction in June 2009 compared to July 2004.

**Town of Windsor** reported a 19% reduction as of July 31. A graphic of the Town’s water use is available on the Town’s website that is updated weekly showing the Town’s current water use compared to the 25% conservation goal.

**SCWA Water Contractors** reported the following usage indicated in the table below. The first column is the 2004 base year usage June through September, the second column is the June 2009 use, and the third column is the July 2009 use.

SCWA Water Contractor Statistics - June through September (data in acre feet except no. of services)

	2004 June through September					June 2009					July 2009				
	SCWA (1)	Local	RW	Total	Services	SCWA (1)	Local	RW	Total	Services	SCWA (1)	Local	RW	Total	Services
Santa Rosa	11,536	0	187	11,723	48,665	2,131	191	36	2,358	51,065	1,879	263	52	2,194	51,065
Petaluma	5,413	0	178	5,591	18,869	849	71	94	1,014	19,300	925	115	137	1,177	19,300
North Marin (4)	4,350	832	0	5,182	19,117	1,065	112	37	1,213	20,416	633	467	37	1,137	20,416
Rohnert Park	1,847	1,170	590	3,607	8,700	231	264	0	495	8,849	193	324	0	517	8,849
VOMWD	1,408	247	0	1,655	6,771	187	63	0	250	6,900	166	78	0	244	6,900
Sonoma	1,124	38	0	1,163	4,050	227	18	0	245	4,321	184	55	0	239	4,696
Cotati	526	60	0	586	2,370	85	41	0	126	2,572	71	45	0	116	2,572
Windsor	2,190	13	0	2,203	8,372	428	0	0	428	9,112	467	0	0	467	9,112
MMWD (5)	1,851	11,832	385	14,068	61,336	122	2,666	83	2,871	61,060	325	2,800	120	3,245	61,031
<b>Total</b>	<b>30,246</b>	<b>14,192</b>	<b>1,340</b>	<b>45,778</b>		<b>5,324</b>	<b>3,426</b>	<b>250</b>	<b>9,000</b>		<b>4,843</b>	<b>4,147</b>	<b>346</b>	<b>9,336</b>	
	<b>28,501</b>	<b>(Russian River Only, 2)</b>				<b>4,855</b>	<b>(Russian River Only, 2)</b>				<b>4,356</b>	<b>(Russian River Only, 2)</b>			
	1,745	SCWA Wells				469	SCWA Wells				488	SCWA Wells			

(1) SCWA Wells & Russian River  
 (2) Russian River Diversions  
 (3) Rohnert Park Recycled Water statistics not yet available  
 (4) North Marin June 2009 Local Supply reflects 358AF sold to MMWD  
 (5) MMWD June 2009 Local Supply reflects 358AF purchased from North Marin  
 Date: 08/10/2009  
 Info Not Available  
 2008 Data

## Public Outreach Campaigns

The Sonoma County Water Agency and its retail contractors, including the cities of Santa Rosa, Windsor, Rohnert Park, Cotati, Petaluma, Sonoma and the Valley of the Moon and North Marin Water Districts are participating in the statewide “Save Our Water” conservation campaign this year. The campaign educates Californians about ongoing local and statewide water supply challenges and promotes conservation through public service announcements, educational

outreach, and a comprehensive Web site. Local advertisements feature a variety of outdoor water conservation tips and ask residents to reduce their water use by 25 percent. The campaign is organized by the California Department of Water Resources and the Association of California Water Agencies, and supported by Governor Schwarzenegger. The advertisements are running on local radio stations, banners in local malls and transit buses, along with a movie theater trailer playing in local theaters. To view the ads, visit [www.sonomacountywater.org](http://www.sonomacountywater.org). Additional information about the “Save Our Water” campaign can be found at [www.saveourh2o.org](http://www.saveourh2o.org).

In addition, there has been a substantial amount of local press coverage, which helps keep the water shortage emergency a priority for the residents and businesses in the three counties (see <http://www.scwa.ca.gov/newsroom/headlines.php>).

**JULY UPDATE:**

- The Agency sponsored and included a water conservation booth at the Sonoma County Fair. Agency staff answered questions and discussed the recent SWRCB order, how to conserve water and handed out conservation materials and literature.
- A poster of the Russian River was developed by the Agency to help educate Sonoma and Mendocino residents about where their water comes from and the many demands on the Russian River. This poster was unveiled at the Sonoma County Fair.
- The Agency runs a weekly advertisement in the Santa Rosa Press Democrat that illustrates current reservoir water storage trends and provides water conservation tips.
- The development of a Russian River water supply system tour for members of the Water Advisory Committee and public was also created to increase knowledge of our water supply.
- In addition, the Agency’s SCWA E-News is distributed monthly with water storage trends and water conservation tips.

## Agency’s 2009 Water Conservation Media Plan

<b>Radio</b>	Maverick Media (101.7 Fox, 1350 KSRO, 92.9 Froggy, 97.7 River, 104.9 Mix)
<b>Television</b>	NBC Bay Area “Water matters” segment
<b>Print</b>	Press Democrat - includes weekly water storage ad
<b>Movies</b>	Santa Rosa/ Windsor theaters

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<b>Multicultural Outreach</b>	Radio (89.1 KBBF, 1490 AM La Vaquera, Exitos, 107.1 Lazer, 104.1, Mejor)
<b>Bus Panels</b>	Sonoma County Transit – 15 back panels
<b>Mall Banners</b>	Santa Rosa Plaza and Coddington Mall
<b>Sonoma County Fair</b>	Signage and booth
<b>Park and Ride Kiosks</b>	Signage

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## Milestone 2.2

# Work with Businesses and Landscape Industry

### Overview

The business and landscape community in Sonoma County formed a stakeholder coalition that represents the majority of commercial park ownership in Sonoma County. The coalition goals are specific to addressing SWRCB restriction of commercial turf grass irrigation within the Agency service area by proposing a program that significantly reduces the amount of water used to irrigate the entire commercial site, replaces high water using fixtures with the most efficient fixtures and commits to retrofit commercial landscapes to achieve a water budget based on 60% ET by 2017.

Landscape professionals that are members of the California Landscape Contractors Association (CLCA) met with local water agencies to discuss the SWRCB prohibition of irrigation of turf grass in commercial areas and to develop a proposal to submit to the SWRCB.

### Meetings/Seminars

#### Seminar: “Landscape Water Management During Times of Drought”

**July 21, 2009:** The City of Santa Rosa hosted a 2-hour workshop entitled “Landscape Water Management during Times of Drought,” targeting landscapers and commercial property managers and owners. A panel was



formed from the City of Santa Rosa, Marin Municipal Water District, North Marin Water District, and the City of Petaluma to present information on the water supply shortage, how to calculate a water budget, and information on various water conservation programs and assistance available. This workshop was attended by local property managers, landscape contractors, irrigation professionals, and other members of the public.

## Sonoma County Commercial Business Park Coalition: July Report

### Reporting Period: July 17<sup>th</sup>, 2009 to August 3, 2009

The information in this section was provided by the Airport Green Business Center. The Center records the readings for 51 water meters in the Airport Business Center. The meters represent irrigation usage for members of Airport Business Center Owners' Association (ABCOA). Baseline data could not be secured until the local jurisdiction, the Town of Windsor, made a determination as to how the SWRCB Order would be implemented.

The Town of Windsor provided information to the ABCOA as to implementation of a water reduction program on July 2, 2009. Initially the Town asked for a 50% reduction from 2004 usage. The 2004 baseline on the attached spread sheet represents an average of known meter readings for period ending August 16, 2004. For purposes of this report, the averages of those meters were assumed to be the same usage for other properties where information was not available.

Note that the 2009 time period covered for reading the meters was 18 days. Using 2004 data, the Center calculated all properties usage for 18 days. The data from 2004 covered the period from 6/10 to 8/16.

Post discussions for usage of 2004 as baseline (also referenced in the SWRCB Order), the Town of Windsor asked that the ABCOA use 2007 as baseline for calculating a 50% reduction. However, given the timeline associated with reporting, there was no time to secure permission from the numerous owners for that data retrieval. The Town of Windsor indicated that 2007 usage data was very similar to 2004. Since the first set of information is based on 2004 data, the ABCOA will continue to use 2004 as baseline.

Note that the Town of Windsor further developed a MAWA formula:

$$\text{Applied water for turf grass (gallons)} = (E_{To}) (L_{Aturf}) (0.64) (0.62)$$

This formula was applied for two reasons:

1. Meters are not separated out to read turf/non turf usage; and
2. Nearly all the meters read represent turf usage (conversations with ABCOA representative).

The ABCOA has designed “low water” demonstration gardens. These gardens are one component of designing a water use reduction program for the future. The ABCOA is working with with the Sonoma County Water Agency to coordinate efforts with other major commercial turf owners/managers to develop long term measures to conserve water. These meetings will commence in mid August, 2009.

## **Retail Customers’ Programs that Ban Irrigation of Turf Grass – July Updates**

**City of Cotati** states that it is requiring water budgets for all commercial and multi-family irrigation accounts, in accordance with the SWRCB order.

**California American Water** (Cal Am) reported that it has contacted all its customers with commercial turf and notified them of the watering prohibitions/water budget requirements and has scheduled water audits for each of those properties.

**City of Petaluma** reports that it began reducing irrigation of city-owned turf areas that are not considered recreational turf areas. The Cavanaugh Recreation Center turf area was completely eliminated (over 3,000 square feet) by using the sheet-mulching technique. The Sonoma Mountain Parkway Landscape Assessment District turf area irrigation has been turned off. This area will be sheet mulched as well. The City is exploring other non-recreational turf areas to eliminate. In addition, City staff reduced and/or turned off turf irrigation on city park turf areas using the city’s new WeatherTrak smart irrigation controllers that are installed in all city parks. The city purchased the two-way communication feature offered by WeatherTrak which allows the city to use a desktop computer to quickly alter the irrigation program for turf-only areas.

**North Marin Water District** reports that it is auditing all Novato Unified School District (NUSD) landscape irrigation sites and is assisting NUSD to convert to weather based irrigation controllers.

**City of Santa Rosa** reported that its Water Efficient Landscape Policy (WELP) is in compliance with the SWRCB order if water customers stay within tier one water use.

**City of Sonoma** passed a resolution that landscape irrigation of residential and commercial water customers is not permitted except on Tuesday, Thursday, Saturday and Sunday from 7pm to 7am.

**Town of Windsor** reports that the portion of the Town-maintained landscaping that is irrigated with potable water has been reduced to meet a 50% reduction in irrigation water use as outlined in the Town’s resolution declaring a Stage Two Water Shortage Emergency. These Town landscapes are showing significant water stress at this time. Town staff is working with the Airport Business Park management and business owners to meet the Town’s 50% reduction mandate for commercial irrigation. Two meetings were held in July, one at the Airport Business Center’s offices and one at Sonoma County Water Agency, to make these businesses aware of the State Order and of the Town of Windsor’s 50% reduction requirement for commercial landscape irrigation. More frequent meter reads by Airport Business Park staff are being undertaken for these businesses to monitor progress during the period of the Order.

The Town’s Water Efficient Landscape program provided incentives to 14 participants in July that removed or transformed over 7000 square feet of turf to low water use landscapes. Since last summer’s program inception over 30,000 square feet of turf has been replaced with low or no water use landscaping.

## **GreenPlumbing Courses Offered in July**

### **July17, 2009: Water Efficient Technologies**

Twenty seven plumbers attended a workshop sponsored by the Agency that provided an overview of the dynamic technologies that will shape future conservation efforts. Topics included:

- Recycled Water
- Rain Water
- Graywater
- Septic Tanks/Wastewater Treatment Systems

## **Report Water Savings Achieved through CLCA’s Water Management Certification Program**

Many landscape companies are working with retail water agencies and business park managers to set up water management programs that are compliant with

the SWRCB order and the local water agency programs. So far, 20 landscape managers have been QWEL certified (see below) and there are 42 participating sites. They report on water savings in the Term 15 Milestone 2 Status Report.

### July Report – Pacific Landscapes

**Pacific Landscapes** reports that it is reading meters weekly. These more frequent readings have led to the discovery and repair of at least three leaking mainlines, multiple weeping valves, multiple leaking solenoids, and several broken laterals. In addition, Pacific Landscapes has taken the following actions:

- Certified 20 people as Qualified Water Efficient Landscapers (QWEL) which includes two owners, all field managers, several irrigation techs, and the majority of their maintenance crew leaders.
- Met with the largest business park owner to begin charting a course forward to help meet the irrigation reduction mandates.
- Continues to work with clients to correct erroneous water budgets.
- Implemented a summer tune-up and repair program at all jobsites.
- In July, removed 28,800 square feet of turf and retrofitted those areas with water efficient plantings and irrigation.
- On July 17<sup>th</sup> responded to a phone call from the City of Santa Rosa to shut down irrigation on their jobs for 2-4 days because of an infrastructure problem. Pacific Landscapes gathered a large work force and managed to shut down irrigation on 75 jobs and over 100 water meters in one afternoon.

## The Qualified Water Efficient Landscaper (QWEL)

The Qualified Water Efficient Landscaper (QWEL) training is recognized by the U.S. EPA as an Irrigation Auditor training program and graduates of this course are eligible to become WaterSense Irrigation Partners.

The QWEL training is comprised of 12 classes, for a total of 20 hours of hands-on education that focuses on all aspects of the landscape as they relate to water conservation (e.g., irrigation equipment, design, plant selection, soil types, irrigation audits, water budgets, irrigation scheduling). The QWEL training graduated fifty-seven Sonoma and Marin county landscape professionals in the months of April through June, 2009.

**JULY UPDATE:** The QWEL Training graduated two Sonoma/Marin county landscape professionals in July 2009.

## Milestone 2.3

# Working with Vintners

### Overview

The 2-3 inches of rainfall received during early May recharged much of the soil's water profile, thus allowing growers to delay irrigation, often into the month of July. Approximately 3-4 weeks of irrigation needs were eliminated because of the timely rainfall event. Grower outreach efforts geared towards delaying the beginning of irrigation helped to prevent "habitual irrigators" from beginning irrigations during May, as many had done in the past.

Milder spring temperatures brought only about 57% of the frost events relative to 2008. Outreach efforts asking growers to individually measure onsite temperature and dew point, combined with guidelines about system startup thresholds, resulted in the elimination of numerous overhead sprinkler episodes during the spring of 2009.

### Meetings and Seminars in July

- A lecture was presented entitled "Sonoma County Collaborative Effort to Protect Water, Agriculture and Salmon Population."
- Dr. Mark Greenspan addressed growers at the **Integrated Pest Management (IPM)/Organic Field Days**, attracting nearly 150 growers and focusing on fall irrigations practices and water conservation opportunities.

## Vineyard Irrigation and Cooling Water Conservation Demonstration Program

On April 29, 2009, the Sonoma County Water Agency broke ground on two vineyard water conservation demonstration projects. The demonstration projects will utilize state-of-the-art irrigation and cooling technologies and best management practices to illustrate how water and energy can be conserved in vineyards. The demonstration projects will take place at Hoot Owl Creek/Alexander Valley Vineyards. Viticulture consultant Mark Greenspan of Advanced Viticulture, LLC will implement the demonstration projects.

The purpose of the demonstration projects is to provide a venue for both education and two-way communication on the subject of vineyard water use, and to show growers how they can easily save water, energy and money while still producing excellent wine grapes.

The Agency is hosting two public field days at the demonstration site, on July 6<sup>th</sup> and August 12<sup>th</sup>. The events will allow grape growers and those interested in attending the opportunity to speak with the technicians who have developed and implemented the demonstration program. This will be a hands-on demonstration day filled with educational materials and awareness regarding water conservation and the State Order.

**JULY UPDATE:** The Sonoma County Winegrape Commission Integrated Pest Management and Organic Field Days were held as planned. 130 attended presentations by Mark Greenspan on water conservation and irrigation efficiency. Table displays showed data available on the internet from the Water Conservation Demonstration.

## Vineyard Consultant Services and Outreach

The Sonoma County Winegrape Commission (SCWC) reported that it continues to provide outreach to growers, informing them of the need for water conservation in 2009. This includes conservation during the frost season and for irrigation. Communications during this reporting period include the following:

- SCWC *Vine Times* newsletter, sent to over 3200 growers, suppliers, public officials and media and businesses in Sonoma County, promoted the IPM and Organic Field Day.

- The Calendar of Events promotes the August 12<sup>th</sup> Water Conservation Demonstration
- E-blasts to growers also promoting the August 12<sup>th</sup> Demonstration have resulted in over 100 reservation to date.

## Development of Vineyard BMPs

- **Frost Protection & Water Conservation** by Dr. Mark Greenspan, frost protection Best Management Practices
- Posted frost protection BMPs and water conservation tips on the Commission website: <http://www.sonomawinegrape.org/conserving-water-in-2009> and <http://www.sonomawinegrape.org/frost-protection-and-endangered-coho>.