

State Water Resources Control Board  
Order WR 2009-0034-EXEC  
Term 15 Status Report

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***Milestone 3***  
***September 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 2009-0034-EXEC.**

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 third monthly report (Milestone 3) 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:

<b>Milestone 3:</b>	<b>Reporting period Aug 1 – Aug 31, 2009</b>	<b>Report to be filed on September 15, 2009</b>
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Milestone 4:	Reporting period Sept 1 – Oct 2, 2009	Report to be filed on October 19, 2009
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## ***Completed Reports***

✓ Milestone 1:	Reporting period April – June 30, 2009	Report filed on July 15, 2009
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✓ Milestone 2:	Reporting period July 1 – July 31, 2009	Report filed on August 14, 2009
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# Milestone 3.1

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

### August Communications

**Emails.** In August, the Agency sent two emails to its water customers and Russian River water users reminding them of the Milestone 3 and 4 report schedules/deadlines as well as requesting information to include in the Milestone 3 report. The emails were sent on August 19<sup>th</sup> and August 31<sup>st</sup>. The following information was requested:

#### Urban Water Agencies

- Meetings (agendas, minutes, and list of attendees)
- Water waste reduction enforcement actions taken
- Public outreach campaign in Sonoma and Mendocino Counties
- Additional actions taken by retail water agencies
- 2009 metered water consumption compared to 2004 metered water consumption (percent savings).

#### Businesses and Landscape Industry

- Meetings (agendas, minutes, and list of attendees)
- Green Plumbing Courses
- Report water savings achieved through CLCAs Water Management Certification Program
- QWEL training programs

#### Vintners

- Meetings (agendas, minutes, and list of attendees)
- Vineyard Irrigation and Cooling Water Conservation Demonstration Program
- Vineyard consultant services and outreach to growers in the Russian River Watershed
- Development of vineyard BMPs

**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.

## August Meetings

During this third 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 actions taken. Meeting agendas, lists of attendees, minutes and videos, if available, are located on the Agency website.

August 3	2009 – Water Advisory Committee and Technical Advisory Committee of the Agency’s water contractors
August 26	2009 – Upper Russian River Water Districts
August 27	2009 – North Coast Water Conservation Group
August 31	2009 -- Water Advisory Committee and Technical Advisory Committee of the Agency’s water contractors



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

In response to the Agency's July 31, 2009 email requesting further information for the Milestone 3 report, eleven 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.

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.

**JULY UPDATE:** The City of Ukiah 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.

**AUGUST UPDATE:** The City of Ukiah reports the following activities during the month of August:

In order to reduce Russian River water usage, the City has begun building two new groundwater wells, which are expected to be operational by mid-October, 2009. The City has recommended that its customers limit water consumption to two units per person monthly or 50 gallons per person daily. It is also in the process of implementing a conservation program for restaurants and hotels. Finally, the City reports that it plans to host a water conservation booth with children's activities at an upcoming watershed festival in downtown Ukiah.

**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>.

**AUGUST UPDATE:** RVCWD reported that the Mendocino County Water Agency facilitated artwork and one month rental on bus side panels on the Mendocino Transit Authority buses. RVCWD shared the cost with the Upper Russian River Water Districts.

**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.

**AUGUST UPDATE:** The MCWA reported that the Upper Russian River Water Districts met on August 26 to discuss the status of water conservation efforts to date in Ukiah Valley.

The districts approved joining the state of California’s “Save Our Water” program during the July meeting. That resulted in two bus panels and 18

interior bus ads being placed, and two public service announcements being sent to the local radio stations.

In response to the MCWA General Manager's presentation to the Board of Supervisors, the Water Resources Specialist provided a cost benefit analysis to retrofit the county jail laundry facility with an ozone treatment system. If approved for installation, the system will save over 400,000 gallons of water per year.

The Water Resources Specialist performed one commercial and three residential water audits in August.

## **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.

**AUGUST UPDATE:** Cal Am reported that it has completed several commercial and residential water audits in August. It also continues to sponsor toilet and clothes washer rebate programs. Additionally, on August 22, Cal Am staff hosted a well-attended water conservation booth in the parking lot of the Larkfield Shopping Center.

**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 reported 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).

**AUGUST UPDATE:** The City of Sonoma reports that it received positive feedback on the July 28, 2009 water conservation article printed in the edition of the *Sonoma Index-Tribune*. It also notified four residents of irrigation water waste, and requested that the reasons for waste be corrected. The City will perform follow-up inspections on these properties.

**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.

**AUGUST UPDATE:** The Town of Windsor reported that it is continuing implementation of Stage Two Water Shortage Reduction Measures as outlined in the Town's Water Shortage Contingency Plan and as passed by resolution on July 1, 2009. Because the Town of Windsor 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 of irrigation per week.

Public outreach and education continues through bi-monthly bill inserts, banners in prominent locations in Town, phone outreach to businesses, and a public access television slideshow.

The Town's popular water fountain on the Town Green, which was drained in July as a water conservation promotion, has been refilled using recycled water. New signage has been erected to draw attention to the fact that it contains recycled water and to continue to promote water conservation.

Town staff is continuing to work with the Airport Business Park management and business owners to meet the Town's 50% reduction mandate for commercial irrigation. A meeting was conducted on August 19<sup>th</sup> at the Airport Business Center's offices to provide a progress report on water savings to date and to continue with long term conservation planning. On average, businesses were running 31% below 2004 use for the period ending August 10<sup>th</sup>. Airport Business Park landscape staff expressed confidence they would be able to meet the 50% irrigation reduction goal by October 2<sup>nd</sup>, 2009.

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

**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 reported 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>

**AUGUST UPDATE:** SSWD reported that during July, district staff spent considerable staff time addressing customer requests for information and assistance and fixing system water leaks. New district water rates went into effect in July. The higher water users noticed the difference, and many have talked to SSWD which indicates that the rates are having an effect. The rates include inclining tiered rates with a relatively high tier 4 rate (\$5.00/Hcf) to encourage wise water use at all times.

## 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 reported 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 stated 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

**AUGUST UPDATE:** NMWD reported that it installed a Save our Water Campaign banner . This banner is hung from a District building and is highly visible from Highway 101. NMWD continues to: respond to customer inquiries resulting from the residential and non-residential newsletters which alerted customers to the 25% reduction mandate and to operate a comprehensive Water Conservation Program including (but not limited to):

- 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

In addition, NMWD has placed weekly water conservation advertisements in the Novato Advance newspaper during the month of August.

## Water Waste Reduction Enforcement Actions Taken in August

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 third reporting period:

**California American Water** (Cal Am) reported that it continued its Water Waste Patrols throughout August.

**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. Staff patrol the District service area on a daily basis and respond to anonymous reports of water waste or non-essential uses of water prohibited by Ordinance #22. To date, 151 enforcement actions have been taken, with 71 enforcement actions taken in the month of August.

**Redwood Valley County Water District** reported that it reviewed all customer usage and sent out approximately 40 (out of 1200 service connections) surcharge letters for customers who were using more than 50% of their August 2004 usage. Five additional agricultural customers were disconnected from service in August after exceeding 50% of their historical 5 year average usage, bringing the total number of disconnections to 45 of the 200 agricultural accounts.

**City of Santa Rosa** reported that it has delivered 347 Water Waste Door Tags/Letters since June.

**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 Parks and Streets Maintenance staff for water waste enforcement Friday through Sunday, when the Town offices are closed. Town staff issued 141 written warnings for the month of August, 2009 for water waste or for irrigating outside of allowed days and times. Five fines were levied in August for failure to correct identified problems.

## Reported Water Savings in August

**Airport Green Business Center** reported a 46% reduction in water use in August 2009 compared to August 2004.

**California American Water** reported a 31.7% reduction in SCWA purchased water from June through August 2009 compared to June through August 2004 and a 24.6% reduction in total consumption (Cal Am production plus SCWA purchased) from April through August 2009 compared to April through August 2004.

**City of Ukiah** reports that its overall metered water use in August 2009 is 26.3% less than the amount used in August 2004.

**Gill Creek Mutual Water Company** reports that it reduced its water use by 12% in August 2009 compared to August 2004.

**Palamino Lakes Mutual Water Company** reports that it reduced its water use by 26% in August 2009 compared to August 2004.

**Redwood Valley Water District** reports that it reduced its water use by 47% in August 2009 compared to August 2004.

**South Cloverdale Water District** reported a 24.7% savings from April through August 2009 compared to April through August 2004.

**Sweetwater Springs Water District** reported a 14.6% reduction in July 2009 compared to July 2004.

**Town of Windsor** reported a 19% reduction as of August 29. 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 Table 1 on the following page. The first column is the 2004 base year usage June through September, the second column is the June 2009 use, the third column is the July 2009 use, and the fourth column is the August 2009 use.

**Table 1. SCWA Water Contractor Statistics - June through September**

	2004 June through September				June 2009				July 2009				August 2009							
	SCWA (1)	Local	RW	Total	SCWA (1)	Local	RW	Total	Services	SCWA (1)	Local	RW	Total	Services	SCWA (1)	Local	RW	Total	Services	
Sanita Rosa	11,336	0	187	11,723	48,665	2,131	191	36	2,358	51,065	1,879	263	52	2,194	51,065	2,121	268	51	2,440	51,065
Penaluna	5,413	0	178	5,591	18,869	849	71	94	1,014	19,300	925	115	137	1,177	19,300	835	147	105	1,087	19,300
North Martin (4)	4,350	832	0	5,182	19,117	1,065	112	37	1,213	20,416	633	467	37	1,137	20,416	650	461	40	1,150	20,416
Rohbert Park	1,847	1,170	590	3,607	8,700	231	264	0	495	8,849	193	324	0	517	8,849	165	386	0	551	8,849
VOMWD	1,408	247	0	1,655	6,771	187	63	0	250	6,900	166	78	0	244	6,900	288	62	0	350	6,900
Sonoma	1,124	38	0	1,163	4,050	227	18	0	245	4,321	184	55	0	239	4,696	207	17	0	224	4,696
Condit	526	60	0	586	2,370	85	41	0	126	2,572	71	45	0	116	2,572	97	27	0	124	2,572
Windser	2,190	13	0	2,203	8,372	428	0	92	520	9,511	467	0	100	567	9,511	462	0	82	545	9,511
MMAWD (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	335	2,785	103	3,223	61,018
<b>Total</b>	<b>30,246</b>	<b>14,192</b>	<b>1,340</b>	<b>45,778</b>	<b>174,855</b>	<b>5,324</b>	<b>3,426</b>	<b>342</b>	<b>9,092</b>	<b>174,855</b>	<b>4,843</b>	<b>4,147</b>	<b>446</b>	<b>9,436</b>	<b>174,855</b>	<b>5,161</b>	<b>4,153</b>	<b>381</b>	<b>9,694</b>	<b>174,855</b>
28,501	(Russian River Only, 2)				4,855	(Russian River Only, 2)				4,356	(Russian River Only, 2)				4,800	(Russian River Only, 2)				
1,745	SCWA Wells				469	SCWA Wells				488	SCWA Wells				360	SCWA Wells				

(1) SCWA Wells & Russian River  
 (2) Russian River Diversions  
 (3) Rohbert Park Recycled Water statistics not yet available  
 (4) North Martin June 2009 Local Supply reflects 358AF sold to MMAWD  
 (5) MMAWD June 2009 Local Supply reflects 358AF purchased from North Martin  
 Date: 09/11/2009  
 [Redacted]

## 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>).

### AUGUST UPDATE:

- The Agency runs a weekly advertisement in the Santa Rosa Press Democrat that illustrates current reservoir water storage trends and provides water conservation tips.
- 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
<b>Multicultural Outreach</b>	Radio (89.1 KBBF, 1490 AM La Vaquera,

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	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 3.2

# 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.

## Sonoma County Commercial Business Park Coalition

**Reporting Period: July 17th, 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:

$$\text{Applied water for turf grass (gallons)} = (\text{ETo}) (\text{LAturf}) (0.64) (0.62)$$

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 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.

**AUGUST UPDATE:** A meeting was held on August 19<sup>th</sup>. The agenda can be viewed by clicking on the link at the Agency’s website.

## Retail Customers' Programs that Ban Irrigation of Turf Grass – August Updates

**North Marin Water District** reports that it has continued ongoing meetings with City of Novato and Novato Unified School District landscape maintenance staff about the required 25% reductions. NMWD is continuing to audit 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.

**AUGUST UPDATE:** Page 19 of the Milestone 2 report for the City of Santa Rosa said, "Water Efficient Landscape Policy (WELP) is in compliance with the SWRCB order if water customers stay within tier one water use." The correct information is that the City of Santa Rosa relies on Real-Time ETo water budget based billing rates. The City of Santa Rosa bills their dedicated irrigation accounts on a tiered rate system where the actual "real time" site specific water budget is calculated for the billing period and then the customer's bill is generated based on what percentage of their water budget they used. The City of Santa Rosa is asking its customers to stay in Tier 1 and are calling customers and offering site assistance in the event that they exceed Tier 1.

**Town of Windsor** reports that all 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.

## GreenPlumbing Courses Offered in August

### August 20, 2009: Solar Hot Water

Forty-two plumbers attended a workshop that provided instruction on the following topics:

- Solar Hot Water Technology
- Rebate information
- Retro-fit sizing and installation
- New Technology



### **August 20, 2009: Inspection Report Services**

Forty-two plumbers attended a workshop that provided an overview of domestic and commercial water auditing, inspections and reporting, assessment and strategies, including:

- Water and Energy Audits
- Commercial / Industrial and Residential Buildings
- Creating a Master Plan for Future Improvements

## **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.

**AUGUST UPDATE:** The CLCA's Water Management Certification Program has 101 sites in Marin and Sonoma Counties that are on water budgets and reporting data as of the end of August. The CLCA is scheduling testing dates for next year and has contacted MMWD to host a test in early November of 2010.

**Pacific Landscapes** reported in July 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.

**AUGUST UPDATE:** Pacific Landscapes reported that it has conducted 17 system audits with the City of Santa Rosa and MMWD. Pacific Landscapes has implemented the following actions during the month of August:

- In August it changed out over 250 standard 4-inch pop-up spray heads in turf with new 6-inch pop-up spray heads outfitted with check valves, pressure regulators and low precipitation nozzles.
- Installed 11 Rain Master RME Eagle time controllers with central control and evapotranspiration (ET) based programming.
- Discovered and repaired a cracked mainline and a weeping valve.
- Provided training to an account manager to help fine tune the programming on a smart controller (WeatherTrak)
- Repaired 3 main lines by observing movement on the low flow indicators resulting in subsequent main line repairs.

## 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.

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

## Milestone 3.3

# Working with Vintners

### Overview

The 2009 growing season has been relatively mild thus far. The significant late spring rainfall early in the month of May forestalled most vineyard irrigation needs until late early to late July. Some vineyards with deep soils have had little need for irrigation as a result of the May rainfall. Yet others have experienced some difficulty with the conditions this year, as standard indicators of irrigation initiation (i.e., cessation of shoot tip growth) reached target levels at a time when soil moisture reserves were rapidly being depleted. This resulted in some vineyards becoming overly stressed in an effort to limit water applications. Nevertheless, most vineyards were able to delay irrigation until late July or even into August without need for any irrigation and have made it through to this time with minimal irrigation inputs.

The growing season has had few heat events, and the heat events have been relatively mild. Since the onset of ripening (veraison), about six heat events over 99 °F have been registered in the Alexander Valley, with only one event in late August reaching to almost 105 °F. Because of the relatively few heat spikes, need for vineyard cooling using overhead sprinklers has been minimal.

Harvest appears to be about one week earlier than average this year, which will soon lead to reduced demands for irrigation and vineyard cooling. Many growers continue deficit irrigation through harvest. The BMPs recommend continuing drip post harvest if leaves are still green and functioning. Growers have been informed as to the limitations of post-harvest irrigation, which will reduce water demands, and are trying to limit sprinkler irrigation post-harvest unless there is a need to establish a cover crop to reduce potential erosion.

There will be no meetings for the next two months as harvest commences.

### 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.

**AUGUST UPDATE:** As a service to the agricultural community during this time of drought, the Agency, in conjunction with the Sonoma County Wine Grape Commission, Sonoma County Farm Bureau and the United Winegrowers of Sonoma County hosted a vineyard water conservation field day in the Alexander Valley on August 12, 2009. The field day featured a demonstration project (funded by the Agency) that has been installed at Hoot Owl Creek Vineyards/Alexander Valley Vineyards, 8595 Highway 128, which is just north of Alexander Valley School near Healdsburg. Approximately 100 grape growers from the region attended the field day.

Alternative irrigation practices, soil and plant moisture measurement techniques, low-volume vineyard cooling, rooting and wetting patterns were all showcased in a manner to allow for open discussion. Demonstration manager and viticulture consultant Mark Greenspan was on-site to discuss the projects and addressed specific questions.

Following the field demonstration, Arturo Carvajal, NRCS Water Management Engineer, discussed how to check a new drip system and keep it working efficiently. Valerie Sherron of Sotoyome RCD discussed water conservation cost sharing programs available to growers. More presentations followed by lunch were sponsored by the California Sustainable Winegrowing Alliance with grant funding from the National Fish and Wildlife Service, and by Sotoyome RCD.

## 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:

- The Calendar of Events promoted the August 12<sup>th</sup> Water Conservation Demonstration
- E-blasts to growers also promoted the August 12<sup>th</sup> Demonstration and resulted in approximately 100 reservations.

## 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>.