

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

Milestone 4
October 19, 2009



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Preface

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 fourth monthly report (Milestone 4) is a summary of the information compiled and tasks completed to-date. Milestone 4 is the final report to be submitted under Term 15. Detailed data and actual reports are posted on the Agency's website www.sonomacountywater.org/stateboard2009.

For the duration of this Order, Agency staff have regularly contacted and requested updates for the monthly reports from the retail water agencies, landscape companies, business park managers and agricultural businesses. The updates have been documented in monthly reports and posted on the website. The report schedule, including this report (shaded), is as follows:

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
- ✓ 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 filed on September 15, 2009

Milestone 4.1

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

September Communications

Emails. The Agency sent three emails to its water customers and Russian River water users reminding them of the Milestone 4 report schedule/deadline as well as requesting information to include. The emails were sent on September 16th, October 1st and October 12th. 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.

September Meetings

During this fourth 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.

September 23	2009 – Upper Russian River Water Districts
September 24	2009 – North Coast Water Conservation Group

September Updates to Plans, Ordinances, Resolutions and Additional Actions Taken

In response to the Agency's October 1, 2009 email requesting further information for the Milestone 4 report, nineteen retail water agencies and purveyors 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.

SEPTEMBER UPDATE: The City of Ukiah reports that it is currently maintaining its Stage 1 Emergency Status. Other activities include:

- Recognizing and thanking residents and businesses who have shown substantial conservation practices throughout the summer months by leaving door hangers with a thank you message and a "water saver pin".
- The water conservation mandates adopted by the City Council on June 17, 2009 and listed in the previous milestone reports are still active and being enforced. As of this date, there has been no need to install flow restrictors.

- Running weekly ads in its largest local newspaper thanking residents for conserving and encouraging them to continue their efforts.
- The City of Ukiah's Water Conservation Program Coordinator has launched an educational water awareness program for grades ranging from 1-8 on the fundamentals of water conservation as well as the water cycle and groundwater pollution prevention. This program is beginning its second school year.
- 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 the City's office.
- The Water Conservation Program Coordinator maintains the Water Conservation Hotline, which provides information on current water issues and tips for conservation, and is available to report water wasters.
- The Water Conservation Program Coordinator is continuing to meet with all of the top water users, has informed them of the current water crisis and given many tips on how to conserve within their organization. These accounts are also monitored closely as the monthly water use numbers are obtained and discussed with the account holders.
- All the city's meter readers have been educated on the current water conservation recommendations from the City of Ukiah to its water users. They are equipped with brochures and yard conservation signs to distribute to residents expressing interest.
- The City of Ukiah continues to issue 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.
- The City has recently updated its website with more recent water conservation updates and suggestions.

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.

SEPTEMBER UPDATE: The RVCWD Board of Directors will consider modification of its 50% mandatory conservation ordinance on October 7, 2009.

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) 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.

SEPTEMBER UPDATE: The MCWA reported that it has completed curriculum written for grades 4-6 on rain water harvest and rain gardens. Three residential water audits were also completed. In addition, two interior bus ads from the “Save Our Water” campaign have been displayed in nine municipal buses all month.

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.

SEPTEMBER UPDATE: In September Cal Am reported that, by participating in Cal Am's new direct install program, the entire Creekside Apartment complex was retrofitted with toilets using 1.28 or less gallons per flush, by participating in Cal Am's new direct install program. In addition, Cal Am reports that it will continue its voluntary conservation program in October and most likely into November.

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.

SEPTEMBER UPDATE: The City of Petaluma reported that it has continued with its media campaign "Conserve Water, It's the Right Thing to Do," advertising in the local newspaper (*Argus Courier*), movie theater, and through direct mail post cards to all Petaluma water and waste water customers, alerting residents that the City is in Stage One of its Water Shortage Contingency plan. The messages also offer tips on how to conserve water. "The 7 Wonders of Water Conservation" seminar was held at the City's Ellis Creek Water Recycling Facility. Over fifty participants attended this workshop, learning where Petaluma's water comes from and where it goes, and how to use water most efficiently along the way. Other topics, such as rain water harvesting and graywater, were discussed as well. An abridged tour of the Ellis Creek Water Recycling Facility was also conducted. Additional actions taken by the City include:

- Sheet mulching of several turf strips along Sonoma Mountain Parkway. Approximately 25,000 square feet of non-recreational turf was sheet mulched.
- Began the preliminary phase of the City Hall sheet mulching project. Nearly one acre of turf is expected to be sheet mulched. Rain water catchment and small community gardens will also be incorporated into the new landscape. Nearly 200 volunteers have signed up to help with the sheet mulching project which will occur on October 24, 2009.

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 24th, 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 21st.
- In March, developed a dedicated website for water shortage information – 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. 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.

AUGUST/SEPTEMBER UPDATE: The City of Santa Rosa reports that it has completed the following activities:

- Updated its dedicated website for water shortage information – www.srcity.org/watershortage. Provided updated information about the water shortage on its social networking websites, including Facebook, MySpace, and Twitter.
- Continued to provide Home Water Use Survey Kits, which included a step-by-step guide for customers on how to do an indoor and outdoor audit, upon request. Kits included flow bags, toilet tabs and information on the water supply status.
- Developed bill inserts on its Green Exchange Rebate Program and Water Wise Gardening Series and sent out in August and September utility bills respectively. Continued the monthly message on the bill regarding the shortage.
- Continued to send the City’s new account letter, including information on the water shortage, on all of the City’s water conservation programs as well as information on its water use efficiency calculator (www.srcity.org/watercalculator). Sent approximately 700 letters per month in August and September.
- Provided presentations and updates on water shortage and water conservation activities to the Santa Rosa City Council in August and September, to its Board of Public Utilities in August and September, to city employees at department meetings and staff meetings.
- Participated in various events including downtown markets in August, the City’s Green Vendor Fair in September, and sent out marketing information and began preparing for 3 residential water wise gardening classes which will be held in October 2009.
- Continued to offer all water conservation incentive and rebate programs, including the High Efficiency Toilet program, residential and commercial audits, high efficiency washing machine rebate programs, the green exchange rebate program, educational and marketing information, and staffing the City’s water conservation hotline.

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.

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.

SEPTEMBER UPDATE: The City of Sonoma reports that it had two water conservation articles printed in the *Sonoma Sun* newspaper in the month of August. It also notified or visited five residents responsible for irrigation water waste and requested that the reasons for the waste be corrected, or performed a follow-up inspection to ensure the waste had stopped. It also made updates to its water conservation web site at www.sonomaconserves.org.

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 13th, 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 19th 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 10th. Airport Business Park landscape staff expressed confidence they would be able to meet the 50% irrigation reduction goal by October 2nd, 2009.

SEPTEMBER 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. These short term conservation measures include: residential and commercial irrigation restrictions to achieve a 50% reduction in Town wide irrigation use; prohibitions on the use of water for new or replacement turf grass and for the filling of swimming pools; water-on-request-only requirement for restaurants; and continuing enforcement of the Town's existing water waste regulations. The Windsor Town Council will consider rescinding the water shortage declaration at its October 21st council meeting.

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

In addition to short term measures implemented, the Town continues to provide and have active participation in the following long term conservation programs:

- High efficiency toilet rebates
- High efficiency clothes washer rebates
- Water efficient landscape rebates for irrigation equipment upgrades
- Turf grass replacement rebates
- Water efficient technology rebates for businesses
- Residential water use assessments
- Business water audits
- Free water saving showerheads, faucet aerators, & hose nozzles
- Residential & commercial irrigation audits

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.

SEPTEMBER UPDATE: SSWD reported that throughout the summer, District staff spent considerable time addressing customer requests for information, assistance, and in repairing water system leaks.

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 19th 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 the comprehensive Water Conservation Program described above.

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

SEPTEMBER UPDATE: NMWD continues to strictly enforce its 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. In addition, NMWD has placed weekly water conservation advertisements in the *Novato Advance* newspaper during the month of September.

Water Waste Reduction Enforcement Actions Taken in September

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 fourth reporting period:

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

City of Petaluma reported that it has continued implementation of its Stage One Water Shortage Contingency Plan, implementation of its online water waste reporting feature (where citizens can anonymously report water waste using the City's website), and continued enhanced 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.

City of Santa Rosa reported that it continued its daily, early morning water watch patrol, identifying water waste violations. Approximately 40 water waste incidents are identified and door-tagged each week. 352 water waste letters have been sent since June.

City of Ukiah reported that its water conservation coordinator is continuing to follow up on reports regarding water wasting. An educational visit is made 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 are continuing to patrol neighborhoods for water wasting activities. In addition, The City of Ukiah's Water Conservation Program Coordinator maintains its Water Conservation Hotline which allows the public to report on water wasters.

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 is continuing its enforcement actions of monitoring irrigation water and turning it off when consumption reaches 50% of historical use. RVCWD monitors domestic use and levies surcharges for any usage over 50% of historical use.

Town of Windsor reported that it continued to conduct water waste patrols throughout the month of September, issuing 137 written warnings for water waste or for irrigating outside of allowed days and times. No fines were levied in September for failure to correct identified problems.

Reported Water Savings in September

Airport Green Business Center Property Owners' Association submitted a report based upon the 2004 water numbers available. For the month of September 2009, the 1,000,000 + square feet of commercial landscaping achieved 56.99% reduction in water usage. These numbers were based on available 2004 usage.

California American Water reported a 45.83% total system reduction in September 2009 compared to September 2004.

Camp Meeker reduced its September 2009 water production by 9% compared to September 2004 water production.

City of Healdsburg reported 24% reduction in September 2009 water production compared to September 2004 water production.

City of Rohnert Park reported a 36.99% reduction in September 2009 water production compared to September 2004 water production.

City of Ukiah reported a 35.44% reduction in September 2009 water production compared to September 2004 water production

Geyserville Water Works reported that it reduced its water production by 44.43% in August 2009 compared to August 2004 and by 27.19% in September 2009 compared to September 2004.

Occidental CSD reported a 27.59% reduction in September 2009 metered consumption compared to September 2004 metered consumption.

Palomino Lakes Mutual Water Company reported a correction on water use data in the Milestone 3 report, which stated a 26% reduction from August 2009 water consumption compared to August 2004 water consumption. It should have stated a 33% reduction from August 2009 water consumption compared to August 2004 consumption. In addition, Palomino Lakes reported a 39% reduction from September 1st through October 2nd 2009 water consumption compared to the same monthly period in 2004.

Penngrove Water Company reported a 25.7% reduction in September 2009 water consumption compared to September 2004 water consumption.

Redwood Valley Water District reported that it reduced its water use by 50% in September 2009 compared to September 2004.

Rogina Water Company reported that it reduced its water use by 30% in September 2009 compared to September 2004.

Russian River CWD reported that it reduced its water use by 10% in September 2009 compared to September 2004.

South Cloverdale Water District reported a 19.84% savings from April through September 2009 compared to April through September 2004.

Sweetwater Springs Water District reported a 24% reduction in September 2009 water production compared to 2004 September water production and a 16% reduction in September 2009 sales compared to September 2004 sales.

Town of Windsor reported that it achieved a 20% reduction for the period of the SWRCB Order.

VCA Forestville Animal Hospital reported meter measurements from August 12, 2009 through September 1, 2009 indicated a usage of 33,542, or 1344 gallons per day. VCA also reported an overall September use average of 50.9 thousand gallons.

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Table 1. SCWA Water Contractor Statistics - June through September (data in acre feet except no. of services)

	2004 June through September					June 2009					July 2009					August 2009					September 2009				
	SCWA (1	Local	RW	Total	Services	SCWA (1	Local	RW	Total	Services	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	2,121	268	51	2,440	51,065	1,911	234	47	2,192	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	835	147	105	1,087	19,300	740	175	77	992	19,300
North Marin (3)	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	552	474	31	1,058	20,416
Rohnert Park	1,847	1,170	590	3,607	8,700	231	264	145	640	8,849	193	324	177	694	8,849	165	386	155	706	8,849	186	279	0	465	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	252	62	0	314	6,900
Sonoma	1,124	38	0	1,163	4,050	227	18	0	245	4,321	184	55	0	239	4,696	207	52	0	259	4,696	200	32	0	232	4,696
Cotati	526	60	0	586	2,370	85	41	0	126	2,572	71	45	0	116	2,572	97	27	0	124	2,572	80	29	0	109	2,572
Windsor	2,190	13	535	2,738	8,372	428	0	92	520	9,511	467	0	100	567	9,511	462	0	82	545	9,511	407	0	77	484	9,511
MMWD (4)	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	309	2,533	84	2,926	61,018
Total	30,246	14,192	1,875	46,313		5,324	3,426	487	9,237		4,843	4,147	623	9,613		5,161	4,188	536	9,884		4,637	3,818	316	8,772	
	28,501	(Russian River Only, 2)				4,855	(Russian River Only, 2)				4,356	(Russian River Only, 2)				4,800	(Russian River Only, 2)				4,442	(Russian River Only, 2)			
	1,745	SCWA Wells				469	SCWA Wells				488	SCWA Wells				360	SCWA Wells				196	SCWA Wells			

- (1) SCWA Wells & Russian River
- (2) Russian River Diversions
- (3) North Marin June 2009 Local Supply reflects 358AF sold to MMWD
- (4) MMWD June 2009 Local Supply reflects 358AF purchased from North Marin

Date: 10/12/2009

Table 1. SCWA Water Contractor Statistics - June through September

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. Additional information about the “Save Our Water” campaign can be found at 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>).

SEPTEMBER 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

Radio	Maverick Media (101.7 Fox, 1350 KSRO, 92.9 Froggy, 97.7 River, 104.9 Mix)
Television	NBC Bay Area “Water matters” segment
Print	Press Democrat - includes weekly water storage ad
Movies	Santa Rosa/ Windsor theaters
Multicultural Outreach	Radio (89.1 KBBF, 1490 AM La Vaquera,

	Exitos, 107.1 Lazer, 104.1, Mejor)
Bus Panels	Sonoma County Transit – 15 back panels
Mall Banners	Santa Rosa Plaza and Coddington Mall
Sonoma County Fair	Signage and booth
Park and Ride Kiosks	Signage

Milestone 4.2

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

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:

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

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 19th. The agenda can be viewed by clicking on the link at the Agency’s website.

SEPTEMBER UPDATE: Several meetings took place in September. Most meetings were convened by either the WAC/TAC or local jurisdictions to discuss

water conservation and commercial turf. Recommendations that resulted from those meetings included:

- 1) Develop a method to quantify water usage by commercial businesses/business parks to understand usage and potential savings.
- 2) Based upon this information develop water conservation programs. These programs will educate commercial turf owners on water savings associated with turf reduction and assist commercial turf owners by assisting in design of new landscape schemes. Further, the program will include landscape conversion goals and a financial assistance package (incentives) to achieve those goals in the allotted time.
- 3) Each jurisdiction needs to develop a water budget for commercial turf users.
- 4) A program needs to be developed that is county-wide for commercial businesses/business park owners.
- 5) Develop a program for replacing old fixtures with high efficiency fixtures both inside and outside of commercial structures.

Further action is expected on these items. Progress and program developments will be provided to the Agency by April of 2010.

QWEL Training Program - All landscape supervisors that service the ABCOA turf have complete the QWEL Training Program Courses.

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

City of Santa Rosa reported that it continued to provide “Doing Our Part to Conserve” lawn signs to 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. 233,315 square feet of turf has been removed through the Green Exchange Rebate Program in 2009.

Town of Windsor reported that it continued communication with the Airport Business Park management, airport area business owners, and their landscape maintenance providers to meet the Town’s 50% reduction mandate for commercial irrigation. Staff contacted several businesses not meeting the goal, which helped identify several irrigation system malfunctions and/or reinforced the need for businesses to make immediate changes to scheduling practices as a condition for the continued provision of irrigation water service. The businesses that were contacted were very responsive to making the requested repairs and/or changes to irrigation schedules. Some businesses with increased water use had added new buildings or modified landscaping since the 2004 baseline year.

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 17th 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.

SEPTEMBER UPDATE: Pacific Landscapes reported the following achievements during the month of September:

- Completed removal of 1,500 square feet of turf and installation of drip irrigation, water conserving plants, and mulch.
- Prepared proposals to remove a total of 5,800 square feet of turf from two sites, and to replace turf with drip irrigation, water conserving plants, and mulch.
- Identified two separate mainline problems, resulting in water-saving repairs.

Milestone 4.3

Working with Vintners

Overview

Like the bulk of the growing season, the latter portion of the 2009 wine grape growing season featured very mild weather. There were no severe heat events, and growers did not need to resort to extra irrigation applications or overhead sprinklers to protect their vines and fruit from heat damage. The harvest tended to be about 7 to 10 days early in 2009, which reduced the need for late-season irrigation applications. Pinot Noir and Chardonnay vineyards were largely harvested by the first week in October. A prolonged fruit set period in late spring (due to cool, cloudy weather) caused Bordeaux varieties (mainly Merlot and Cabernet Sauvignon) to mature differentially across a vineyard. This created the situation where some fruit began to shrivel before other fruit in the same vineyard had ripened. In those cases, some extra irrigation was necessary to prevent, as much as possible, the mature fruit from dehydrating while the other fruit completed the maturation process.

Overall, the heavy late-spring rainfall combined with the mild weather and relatively early harvest reduced demands for water use by vineyards. As a result, it can be expected that vineyards were able to conserve from 25% to 35% of their normal water usage. Extensive efforts have been made to reduce the need for post-harvest irrigation and prevent a late-season consumption of water resources. Growers have been educated as to the need to irrigate only vines with active foliage and to avoid heavy applications of water through overhead sprinklers.

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:

- E-blasts to growers with conservation BMPs, including the upcoming BMPs for post-harvest irrigation.
- A grant from the USDA Risk Management Agency was achieved to educate growers on water conservation and risk management strategies for 2010. That includes crop insurance in case water for frost protection or irrigation are limiting again in 2010.

Development of Vineyard BMPs

- 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>.