



CF/42-0.19-9.1 Correspondence Related to
SWRCB Order Approving Temporary
Urgency Change in Permits 12947A, 12949,
12950 & 16596 for 2020 (ID 7443)

August 27, 2020

VIA EMAIL

Attn: Mr. Erik Ekdahl
Deputy Director of Water Rights
State Water Resources Control Board
Division of Water Rights
P.O. Box 2000
Sacramento, CA 95812-2000

**RE: Reporting Requirements for Term 10 of the State Water Resources Control Board
Order Dated July 28, 2020**

Dear Mr. Ekdahl:

In accordance with the requirements of the State Water Resources Control Board Order dated July 28, 2020 that approved the Temporary Urgency Change Petitions for water-right Permits 12947A, 12949, 12950, and 16596 (Applications 12919A, 15736, 15737, and 19351), please accept this submittal of the following enclosed report by Sonoma Water:

- Term 10 – Water Use Efficiency

If you have any questions about the report, please do not hesitate to contact me at paul.piazza@scwa.ca.gov.

Sincerely,

A handwritten signature in cursive script that reads "Paul Piazza".

Paul Piazza
Principal Programs Specialist

Enclosures

c: Jane Ling, Sam Boland-Brien - State Water Resources Control Board, Division of Water Rights
G. Davis, J. Jasperse, P. Jeane, D. Seymour, T. Schram - Sonoma Water
C. O'Donnell, A. Brand - Sonoma County Counsel
Ryan Bezerra - Bartkiewicz, Kronick & Shanahan

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State Water Resources Control Board
ORDER WR 2020-0102-EXEC

Term 10 - Water Use Efficiency Update



August 27, 2020

Prepared by

Sonoma County Water Agency

404 Aviation Blvd

Santa Rosa, CA 95403

1 Introduction

The Sonoma County Water Agency (Sonoma Water) prepared this report to fulfill the requirements of Term 10 of the State Water Resources Control Board (State Board) Order WR 2020-0102-EXEC Approving Petitions for Temporary Urgency Changes to Permit Conditions (Order) dated July 28, 2020.

Term 10 of the Order directs Sonoma Water to take the following actions:

Within one month of the date of this Order and bi-monthly thereafter for the duration of the approval, Sonoma Water shall provide a written update to the Deputy Director for Water Rights regarding activities and programs being implemented by Sonoma Water and its water contractors to assess and reduce water loss, promote increased water use efficiency and conservation, and improve regional water supply reliability. Sonoma Water shall also describe any other outreach activities conducted to encourage conservation within the Russian River Watershed. The description shall summarize efforts to coordinate outreach activities with other entities, including the Russian River Watershed Protection Committee.

The following sections provide narrative detail about the programs and activities being implemented to promote increased water use efficiency and conservation, with Appendix A providing program metrics of the Sonoma-Marin Saving Water Partnership. For this first report under the term of the Order, activities detailed in Appendix A cover the time span beginning January 1, 2020 through June 30, 2020. Additional sections in this report discuss water loss reduction efforts and regional outreach to encourage water conservation in the Russian River watershed.

Subsequent reports will simply reference the ongoing programs detailed here, with the inclusion of status updates for program metrics. The report due in October will cover activities between July 1, 2020 through September 30, 2020, and December's report will cover activities from October 1, 2020 through November 30, 2020. Detail will also be included about any new or changed program implementation. Lastly, the current and ongoing Walbridge fire is negatively affecting activities of the Partnership due to the issuance of evacuation orders and warnings for both customers and agency staff. Although it is difficult to anticipate the affect, some drop in program participation is likely in the short term due to the prioritization of life safety and property concerns.

2 Sonoma-Marin Saving Water Partnership

Sonoma Water, along with the cities of Santa Rosa, Rohnert Park, Sonoma, Cotati, and Petaluma, the Town of Windsor, and North Marin, Marin Municipal and Valley of the Moon Water Districts, formed the [Sonoma-Marin Saving Water Partnership](#) (Partnership) in 2010. The Partnership Memorandum of Understanding was amended in May 2018, extending the term another ten years, and adding language to streamline the addition of members to the Partnership. Two new Partners have subsequently joined, with California American Water-Larkfield joining in January 2019 and the City of Healdsburg joining in August 2019.

The purpose of the Partnership is to establish the contributing financial obligation for the ten local water retailers, Marin Municipal Water District and Sonoma Water, and to identify, recommend and implement regional water conservation projects in a manner that maximizes cost effectiveness and achieves greater impact than would otherwise be realized individually. The Partnership coordinates all water use efficiency focused media buys in the region and provides support to members that need additional assistance meeting conservation targets. A Partnership Water Conservation Subcommittee meets quarterly to address ongoing program needs, evaluate effectiveness of current programs, and discuss and plan for new programming opportunities to meet the developing water use efficiency regulations for California. Additional meetings and collaboration occur on an ad-hoc basis when unforeseen emergency conditions arise affecting short-term water conservation needs.

2.1 Outreach

Partnership Summer Campaign

The Partnership undertakes an annual water use efficiency outreach campaign during the summer peak-demand months of June through September to reinforce water-saving behavior and to encourage awareness of and participation in the programs available to help customers reduce water use. The campaign is bilingual (English/Spanish) and includes paid broadcast radio, print, and digital multi-media advertising covering both Sonoma and Marin counties. The 2020 campaign presented a unique challenge in light of the COVID-19 pandemic and the need for additional conservation because of low winter rainfall. The issuance of Shelter-in-Place Orders (SIP) at the time the campaign was being developed required recognition of and sensitivity to the stressors customers were experiencing due to loss of work and income, disruptions to schools and daycare, and very real health concerns. Nonetheless, some call to action was warranted to ensure continued reductions in water use.

The resultant campaign utilizes a soft-ask display ad component combined with an actionable audio and video component. The print and digital media display ads reinforce the value of water and emphasize the connection of water use efficiency to long-term supply reliability and to water availability for fisheries, ecosystems, and businesses dependent on Russian River related tourism and recreation. The broadcast radio and digital video and audio advertising includes upbeat, actionable reminders for correct summer watering practices, the importance of irrigation system maintenance, money saving indoor rebate programs, and information about low water use plant nurseries. The focus of the actionable ads is on home improvement and gardening activities, which are seeing increased interest because of SIP Orders. Appendix B includes examples of the display ads, Appendix C includes the broadcast radio scripts, and Appendix D includes summer campaign advertising placement information and reach statistics.

E-News

The Partnership publishes monthly E-Newsletters containing articles about water saving practices, available programs, and upcoming event reminders for workshops, trainings, and classes. A separate E-Newsletter maintained by Sonoma Water is also distributed monthly and frequently contains water use efficiency content. As appropriate, special edition E-Newsletters are published to address specific water

supply conditions and conservation needs. For example, a special edition E-Newsletter containing water conservation information was published to address Sonoma Water's Temporary Urgency Change Petition requesting lower flows in the Russian River and the issuance of State Board Order WR 2020-0102-EXEC in July 2020. More recently, a special edition E-Newsletter was published to solicit implementation of emergency water conservation measures because of the current ongoing Walbridge fire threatening Sonoma Water facilities adjacent to the Russian River. The talking points in this newsletter were amplified using social media by the Partners.

Social Media

Although the Partnership does not currently have a dedicated social media site, [Sonoma Water](#) and all other Partners use Facebook and other social media platforms for outreach. Consequently, a high level of saturation is possible from the collaborative efforts of the Partners to actively message on these platforms, including a concerted effort to share and link between Partner sites. In addition, frequent cross-promotion of water use efficiency messages and programs from other affiliated partners occurs on a regular basis, providing additional amplification of social media messages.

Website

The Partnership's website (<http://www.savingwaterpartnership.org>) includes detailed information about available regional programs, practical tips and information about ways to reduce water use, information regarding training programs, workshops and events, and links to Partner websites for programs specific to individual Partner agencies. Although the current website has served its function well over the last several years, a project to redesign the website is currently underway to make improvements to the site. The goal is to provide customers an easier path to obtaining water use efficiency information specific to them, and reduce the current need to navigate away from the Partnership website as much as is possible. The new website has a planned launch date of December 2020.

Other

In addition to the above, Partners reported undertaking specific outreach efforts focused on the dry-year conditions and need for additional water conservation this summer using direct mailers, bill inserts, newsletters, websites, and by leveraging a National Mayors Challenge.

2.2 Incentive Programs

The Partners implement a wide range of incentive programs traditionally relied on to achieve long-term and sustained reductions in water use. Incentives include both monetary rebates and a variety of subsidies in the form of parts kits or other materials to remove barriers for customers to complete water use efficiency upgrade projects. These incentive programs target both indoor and outdoor water use for both residential and commercial customers, including but not limited to those listed in Table 1.

Table 1: Incentive Programs

Outdoor	Indoor
Lawn Removal	High Efficiency Toilets
Efficient Irrigation Equipment Upgrades	High Efficiency Urinals
Weather-Based SMART Irrigation Controllers	High Efficiency Clothes Washers
Rainwater Catchment Systems	Commercial/Industrial Sustained Reduction
Pool Covers	Hot Water Recirculation Pumps
Greywater Parts Kits	Home Water Monitoring Devices

2.3 Customer Education, Training, and Assistance Programs

The Partnership has a suite of programs that provide practical advice and education about how to reduce water use by using it more efficiently. These programs target indoor and outdoor water use for residential and commercial water customers, as well as professionals involved in facility and landscape water management. Some of the key programs are described below.

Workshops, Talks, and Seminars

These training and education events (typically free of charge) target homeowners and others interested in gaining the skills and information needed to tackle Do-It-Yourself water saving projects. Examples include sheet mulching for lawn removal, laundry-to-landscape greywater systems, rainwater catchment systems, drip irrigation systems, low-water use garden design, installing raingardens and bioswales as landscape features and more.

Residential and Business Water Assessments

This program provides water use efficiency assessments of plumbing fixtures, appliances, and irrigation systems and a report that details water saving opportunities through behavior change, leak repair, plumbing fixture and irrigation system upgrades, irrigation scheduling improvements, and landscape changes to low water use plants. This may include process water evaluations for businesses.

Qualified Water Efficient Landscaper (QWEL)

[QWEL](#) is an [EPA WaterSense](#) labeled Professional Certification Program for irrigation system audits. The Partnership has received national recognition from the EPA WaterSense program for continued efforts in promoting water use efficiency in our region and beyond. For three consecutive years (2014-16) the Partnership was the recipient of the Professional Certifying Partner of the Year award for its work in educating landscape professionals through its WaterSense labeled QWEL professional certification program. For three consecutive years (2017-19) the Partnership has been the recipient of the Sustained Excellence Award for QWEL. The training program is an affordable, proactive, local approach to reducing landscape water demand. QWEL provides graduates with knowledge in water efficient and sustainable landscape practices, including water management and preservation of other valuable resources.

Garden Sense Program

[Garden Sense](#) is a free program offered by the University of California Master Gardener Program of Sonoma County in collaboration with and funded by Sonoma Water. Garden Sense consultants have advanced training in water management, irrigation systems, site assessment, low-water use plants, and sustainable garden practices. Through free on-site residential appointments, Garden Sense consultants show homeowners how to easily conserve water by creating a climate-appropriate garden that is healthy, environmentally sound, and beautiful. This program helps remove barriers to participation in lawn removal rebate programs by providing free design consultation and practical, how-to advice for those interested in doing the work themselves.

Eco-Friendly Garden Tour

The annual Eco-Friendly Garden Tour is a public outreach and education program that promotes sustainable landscaping practices by showcasing inspiring gardens throughout Sonoma and Marin counties. The Tour highlights Russian River-Friendly and Bay-Friendly landscaping best practices and supports QWEL certified professionals by featuring their personal or client's gardens.

Landscape Design Templates

The Partnership has developed eight scalable landscape design templates for the fire rebuild efforts in Sonoma County following the devastating Sonoma Complex fires in 2017. These free, front yard designs are scalable to fit landscaped areas up to 2,500 square feet, ready-to-permit, and in compliance with local Water Efficient Landscape Ordinances. The templates are available for all to download and use whether or not the project is a rebuild. A companion Maintenance Manual is currently in development to complement the use of the templates.

Water Smart Plant Labeling Program

The Partnership provides and supports a free [Water Smart Plant-Labeling Program](#) to local nurseries. The water smart plant label highlights low water use plants to nursery customers and promotes sustainable landscaping practices in Sonoma and Marin counties. There are currently 15 nurseries participating in the program. Support includes staff training and point of sale marketing materials.

DIY Energy and Water Saving Toolkits

The [Do-It-Yourself \(DIY\) Home Energy and Water Saving Toolkits](#) are stocked with energy and water saving supplies that can help homeowners measure how much energy or water is being consumed and allow them to make easy upgrades to save money on their utility bills. Toolkits are available for checkout through local branches of the Sonoma County Library and include upgrade devices such as water saving showerheads and faucet aerators for homeowners to keep and install. The DIY Toolkits are made possible through a partnership with Sonoma Clean Power, Sonoma County Library, Sonoma County Energy and Sustainability Division, and Sonoma Water.

Green Business Certification

Sonoma County Green Business Certification is part of the California Green Business Network, whose mission is to assist businesses to operate sustainably as well as profitably. The County of Sonoma's Energy and Sustainability Division, through funding from Sonoma Water, works with local government

agencies to provide assistance to small-to-medium sized businesses who choose to go through the process of becoming “Green”. To be certified, participants must comply with all environmental regulations and meet program standards for saving water, conserving energy, preventing pollution, and minimizing waste.

2.4 Free Devices

Water saving fixtures and devices are distributed by Partners to both residential and commercial customers at no charge as a cost-effective alternative to incentive programs. These giveaways complement residential and business water-use assessment programs and facilitate customer fixture replacement or upgrades based on inefficiencies identified during the assessment. These free devices include efficient showerheads and faucet aerators, as well as self-closing hose nozzles. Most Partnership members make these devices available to their customers at no cost, regardless of their participation in assessment programs.

2.5 School Education Program

The Partnership contributes to and receives the benefit of Sonoma Water’s award winning [Water and Energy Education Program](#), which utilizes a multifaceted approach to help students learn the value of water as an important natural resource. The programs are free to schools and teachers and aligned with the Next Generation Science Standards. The program teaches inquiry-based, exploratory science. The program also provides classroom visits, field trips, and curriculum materials for teachers and their students. The goal is for students to become environmental stewards and informed citizens who can examine the world through an inquisitive, scientific lens.

2.6 Affiliated Partners

The Partnership contributes to and receives the benefit from affiliated partners working collaboratively to provide and extend the reach of many of the unique programs and educational opportunities offered to our customers. Given the overwhelming number of organizations and groups that the Partnership collaborates with, any attempt to include a complete list will fall short. Nonetheless, the success of the Partnership and the reductions in water use achieved by our customers, whether long-term or during emergencies, is due largely to the allied contributions of the many non-governmental organizations, professional and trade associations, public interest groups, and others that share the goals of the Partnership to safeguard our water resources.

2.7 Monthly Conservation Tracking

All of the Partners have committed to track and report water use data in 2020 despite the region not having a mandated conservation goal. The Partners continue to see water demand reductions as compared to the 2013 Benchmark established by Executive Order B-40-17, which expired in November 2017. Table 2 below shows the region’s cumulative reduction in demand through June 2020 at 14%. As displayed, the Partnership is sustaining significant demand reductions, even though the population has increased 3.4% since 2013.

Table 2: January through June 2020 Total Deliveries Compared to 2013 Benchmark Water Use

Water Retailer	Total Deliveries (Gallons)	2013 Benchmark (Gallons)	Relative to 2013 Benchmark
Cal Am	153,538,005	173,429,000	-11%
Cotati	163,218,211	188,178,953	-13%
Healdsburg	354,825,000	386,402,656	-8%
Marin Municipal	4,883,082,521	5,130,550,269	-5%
North Marin	1,407,101,657	1,838,000,000	-23%
Petaluma	1,528,567,041	1,810,572,966	-16%
Rohnert Park	738,650,908	947,000,000	-22%
Santa Rosa	3,380,353,021	3,991,032,498	-15%
Sonoma	369,095,533	449,847,671	-18%
Valley of the Moon	436,915,423	580,761,740	-25%
Windsor	544,782,662	720,679,084	-24%
SMSWP Total	13,960,129,983	16,216,454,836	-14%

2.8 Limitations due to COVID-19

The COVID-19 pandemic continues to pose challenges for many of the programs of the Partnership and its member agencies. The SIP Orders forced the curtailment or cessation of activities for most of the programs reliant on direct customer interactions. Additional challenges exist because of the evolving transition of workplaces and schools to remote work and learning environments, creating some delays in planned new programs. In spite of these challenges, rapid and creative approaches have been and are being developed to provide the services and programs of the Partnership in new ways. A few examples follow:

- This year's tenth anniversary Eco-Friendly Garden Tour, held on May 4, 2020, required a rapid transition to a virtual solution due to COVID-19. The event featured videos created by participating garden hosts, or garden photo montages to allow visitors to take an online tour of the 28 unique gardens. In addition to the virtual tour, an online low-water use plant sale was featured in partnership with the North Coast Chapter of the California Native Plant Society. Further, a water-wise garden and plant advice talk was hosted in partnership with the nonprofit Daily Acts. The garden tour received over 6,800 unique website visitors and inspired a follow-up feature story in the Santa Rosa Press Democrat newspaper, which created greater reach of the message. The plant sale was also a success, selling out quickly, and the online Zoom based garden talk had 30 participants.
- The QWEL Program received EPA WaterSense approval for virtual and online solutions for exam proctoring and irrigation system audits required for professional certification. A QWEL class in-progress at the Santa Rosa Junior College prior to the SIP Orders underwent a rapid transition to online distance learning, resulting in 13 new QWEL certified professionals in May 2020. This expanded capability will allow continued certification of QWEL professionals.
- A new tool being beta-tested will provide customers the ability to complete a residential water-use assessment on their own. The online tool details commonly available materials needed and provides step-by-step instructions on how to identify leaks and test fixture efficiency. Submitted

results inform a report providing potential water savings from leak repair and fixture upgrades. Outdoor water use assessments of irrigation systems have been modified to allow a resumption of in-person visits by adhering to distancing and other safety measures.

- Sonoma Water’s Water and Energy Education Program developed Distance Learning solutions for most programs that includes both synchronous and asynchronous lessons in alignment with the education directives for schools. All programs will be available by mid-September 2020.

Similar program adjustments have been made or are being develop by the Partners as solutions to SIP Orders.

3 Regional Outreach and Collaboration

Sonoma Water and the Sonoma-Marin Saving Water Partnership provide influence and support for the promotion of water use efficiency activities throughout the Russian River watershed. This includes both upper and lower Russian River communities served water by agencies outside the Partnership. Some of this support occurs directly at times, through special agreements with Sonoma Water to provide programming or by extension of grant-funded projects. Other Partnership support occurs indirectly in the form of open-source tools and resources created using Partnership funding but made available for anyone to use. This indirect support is easy to see by visiting a few of the agency websites with a water supply connection to the Russian River, where you can find links to the Partnership’s website, programs, and resources.

Regardless of how, it is clear the Partnership and Sonoma Water have an active part in promoting water saving practices that support watershed-wide water supply reliability. These activities align well with the goals and concerns of the Russian River Watershed Protection Committee, Russian Riverkeeper, and other organizations that contribute their voice for the protection of the Russian River and for the maintenance of the benefits the river provides to people, fisheries, and connected ecosystems. Some recent outreach examples are below:

- In April 2020, Sonoma Water contacted the General Manager at Sweetwater Springs Water District to discuss water loss audit validation services and to reengage in a previous discussion about joining the Partnership. This included an offer to provide a future presentation on membership to the Board of Directors. Sonoma Water currently provides rebate incentive programs to customers of the Russian River County Sanitation District that receive water service from Sweetwater Springs in the lower river communities of Guerneville, Rio Nido, Guerneville Park, Villa Grande, and Monte Rio.
- Sonoma Water provided a presentation to the Cloverdale City Council on July 8, 2020, on the Sonoma Water Temporary Urgent Change Petition and status update on the Potter Valley Project. Following the presentation, the City Manager contacted Sonoma Water and expressed interest in exploring the opportunity for the City of Cloverdale to become a member of the

Partnership. Sonoma Water provided the membership information requested at a subsequent August 4, 2020 subcommittee meeting and is now awaiting direction for a presentation to the full City Council.

- Sonoma Water participated in the Upper Russian River Water Managers meeting on August 12, 2020, that included a discussion of coordinated efforts to promote water conservation needed to alleviate water supply concerns due to local drought conditions.
- Information was provided in an email to the Russian River Watershed Protection Committee detailing water saving programs available to the lower river communities as customers of the Russian River County Sanitation District and through the Partnership's open source materials and resources.

4 Water Loss Reduction Efforts

The Partners continue to make improvements to the validity of data collection methods necessary to accurately estimate both real and apparent water losses from their distribution systems in order to inform cost effective water loss control programs. Sonoma Water has an American Water Works Association Certified Water Loss Audit Validator on staff to identify areas for improvement both internally and to be used as a cost-saving resource for the Partners when preparing annual audit submittals to the California Department of Water Resources. In 2019, the Partnership began the process to create a regional water loss control working group made up of key agency staff, with consultant participation and guidance from water loss industry professionals. The intent is to provide continuing water loss education and sharing of best practices to support anticipated new regulatory requirements. Although delayed, negotiations are currently underway for the selection of a consultant to help lead this effort.

Many retail Partners have completed or are undertaking work to install Advance Metering Infrastructure (AMI) that allows remote and continuous access to customer water-use data and leakage information. These investments improve the awareness of and shorten the response times for notification and resolution of customer leaks and high water use. AMI systems, when coupled with online customer utility billing dashboards, can also increase customer awareness of their comparative water use and provide Partners with another tool for water use efficiency messaging.

As a wholesaler, Sonoma Water is currently developing a zonal water balance tool that works with AMI to assess potential water loss within its water transmission system on a daily basis. The full implementation of AMI for all of Sonoma Water's delivery points is an ongoing project. However, with more than 75% of the delivery meters connected to the AMI infrastructure, a water balance assessment for transmission system meter zones would provide more immediate information on potential water loss issues for a significant portion of the service area. The projected implementation of the zonal water balance tool is within this year.

Appendix A

**Program Implementation Activities for the
Sonoma-Marín Saving Water Partnership
January 1, 2020 – June 30, 2020
(begins on the following page)**

WATER CONSERVATION ACTIVITIES

JANUARY THROUGH JUNE 2020



LANDSCAPE PROGRAMS

106

IRRIGATION STATIONS
RETROFITTED WITH SMART
CONTROLLERS

40,112

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

38

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

107

LANDSCAPE PLANS
REVIEWED

3

RAINWATER HARVESTING
WORKSHOPS

9

LOW WATER USE
GARDEN DESIGN CLASSES

469

WATER WASTE
ENFORCEMENTS

VIRTUAL
ECO FRIENDLY GARDEN TOUR
6,800+ UNIQUE
PAGE VIEWS

28 GARDENS

2

DRIP IRRIGATION
CLASSES

19

LANDSCAPE UPGRADE
REBATES

1

POOL COVER REBATES



35

QWEL PROS CERTIFIED



23

CONSULTATIONS

COMMERCIAL PROGRAMS

1,130,297

GALLONS SAVED PER
MONTH THROUGH
SUSTAINED REDUCTION

9

INDOOR SURVEYS
COMPLETED

0

COMMERCIAL HIGH
EFFICIENCY URINALS
RETROFITTED

2

COMMERCIAL HIGH
EFFICIENCY TOILETS
RETROFITTED

WATER CONSERVATION ACTIVITIES

JANUARY THROUGH JUNE 2020



RESIDENTIAL PROGRAMS

5

HOT WATER RECIRCULATION
SYSTEM REBATES

507

WATER SMART
HOME EVALUATIONS

83

HIGH-EFFICIENCY
CLOTHES WASHER REBATES

3,865

GALLONS OF
RAINWATER HARVESTING
CAPACITY ADDED

199

RESIDENTIAL TOILET
REPLACEMENTS

K-12 EDUCATION PROGRAMS

3,200

STUDENTS RECEIVED
DIRECT INSTRUCTION

3rd Grade - Water/Energy Nexus,
Storm Drain Pollution:

1,100 students

4th Grade - Be Part of the
Climate Change Solution:

400 students

5th Grade - Water Transmission
System, Water Quality, Salmon:

450 students

15,000

STUDENTS REACHED
AT COMMUNITY
OUTREACH EVENTS

10,416

PIECES OF CURRICULUM
MATERIALS DISTRIBUTED
TO STUDENTS

3,645

STUDENTS PARTICIPATED
IN A VIRTUAL ZUN ZUN
ASSEMBLY

30

PARENT CHAPERONES
ATTENDED FIELD TRIPS

3,094

STUDENTS PARTICIPATED
IN THE WATER AWARENESS
POSTER CONTEST

3,100

ASSEMBLY PROGRAM
ATTENDEES

59

TEACHERS ATTENDED
WORKSHOPS



Appendix B

**Sonoma-Marin Saving Water Partnership
Display Ads for Summer Advertising Campaign
(begins on the following page)**



*Saving water
ensures a
thriving
ecosystem*

Learn more at
savingwaterpartnership.org



*Saving water
ensures water
for what you
love*



Learn more at
savingwaterpartnership.org



*Saving water
ensures water
for generations*

Learn more at
savingwaterpartnership.org



*Saving water
ensures water for
what you love*

Learn more at
savingwaterpartnership.org



Appendix C

**Sonoma-Saving Water Partnership
Summer Advertising Campaign – Broadcast Radio Scripts
(begins on the following page)**

Saving Water Partnership :30

SAVING WATER (PAUSE) ENSURES WATER TO GROW! WHETHER A FOOD GARDEN FOR THE FAMILY, OR A COMPLETE LANDSCAPE MAKEOVER, SMART SUMMER WATERING PRACTICES ARE GOOD FOR THE PLANTS AND YOUR BOTTOM LINE. TO GET YOUR GARDEN GROWING THE RIGHT WAY, VISIT SAVING WATER PARTNERSHIP DOT ORG AND TAKE ADVANTAGE OF FREE WATERING TIPS AND OTHER GARDEN AND PLANT RESOURCES LOCAL TO SONOMA AND MARIN COUNTIES. THAT'S SAVING WATER PARTNERSHIP DOT ORG.

Saving Water Partnership :30

SAVING WATER (PAUSE) IS ABOUT TRUSTED PERFORMANCE! TACKLING HOME REPAIR PROJECTS CAN BE HARD, BUT BUYING THE RIGHT PLUMBING FIXTURES OR SPRINKLER EQUIPMENT IS EASY WITH THE EPA WATER SENSE LABEL! YOU'LL KNOW YOUR CHOICE IS TESTED TO MEET HIGH STANDARDS FOR PERFORMANCE AND WATER SAVINGS. SO GO AHEAD, FEEL GOOD ABOUT SAVING KNOWING WATER SENSE LABELED PRODUCTS GET THE JOB DONE. FOR INFO ABOUT WATER SENSE AND LOCAL REBATE PROGRAMS, VISIT SAVING WATER PARTNERSHIP DOT ORG. THAT'S SAVING WATER PARTNERSHIP DOT ORG.

Saving Water Partnership :30

SAVING WATER (PAUSE) ENSURES WATER TO GROW! NEED HELP FINDING THE RIGHT PLANTS FOR YOUR GARDEN? LOOK FOR THE WATER SMART PLANT LABEL! IT'S THE SMART CHOICE FOR PLANTS THAT THRIVE WITH LESS WATER IN OUR DRY SUMMER CLIMATE, PROVIDING BEAUTIFUL, EASY TO MAINTAIN LANDSCAPES FOR YOUR HOME. FOR A LIST OF PARTICIPATING WATER SMART PLANT NURSERIES, VISIT SAVING WATER PARTNERSHIP DOT ORG. THAT'S SAVING WATER PARTNERSHIP DOT ORG.

SMSWP Radio Script | 2020 Spot produced by KBBF Bilingual Public Broadcasting

Saving Water Partnership :30

THE SONOMA MARIN SAVING WATER PARTNERSHIP WANTS TO REMIND EVERYONE THAT USING WATER WISELY IS ALWAYS THE RIGHT CHOICE. USING LESS WATER CAN BE EASY BY WATERING YOUR LANDSCAPE IN THE EARLY MORNING WHEN IT'S COOLER, BY ADDING A MULCH LAYER OVER BARE SOIL, FIXING BROKEN SPRINKLERS OR PLUMBING FIXTURES, AND CHOOSING LOW WATER USE PLANTS FOR YOUR HOME GARDEN. SAVING WATER IS NOT JUST SMART, IT'S A CALIFORNIA WAY OF LIFE.

Appendix D

Sonoma-Marín Saving Water Partnership Summer Advertising Campaign – Ad Placement and Reach Statistics (begins on the following page)

Broadcast Radio Advertising

Media Group	Station Name	Call Sign	Placement (Even Distribution)	Reach (Adults 18+)	Gross Impressions
Amaturo Sonoma Media, Inc.	KHits 104.9	KDHT FM	360 x 30 sec spots x 10 weeks, plus 260 x 30 sec streaming spots x 10 weeks	104,658	513,622
	Froggy 92.9	KFGY FM			
	The River 97.7	KVRV FM			
Wine Country Radio	The Krush 95.9	KRSH FM	360 x 30 sec prime spots x 18 weeks, plus 360 x 30 sec night spots x 18 weeks, plus 360 x 30 sec streaming spots x 18 weeks	Unavailable	Unavailable
	Exitos 98.7	KXTS FM			
Bilingual Broadcasting Foundation, Inc.	KBBF 89.1	KBBF FM	146 x 30 sec spots x 10 weeks	Unavailable	Unavailable

Print & Digital Advertising

Media Group	Media Type	Duration	Placement (Even Distribution)	Gross Impressions
Amaturo Sonoma Media, Inc.	Digital Video	1 month	Online Connected TV (Roku, Pluto, Apple)	46,875
	Digital Audio	4 months	Streaming Radio (Spotify, Pandora)	100,000
	Digital Display	4 months	Website Top Outreach Publishers (mobile, desktop, tablet)	400,000
Sonoma Media Investments, Inc. Press Democrat , Sonoma Index Tribune , Petaluma Argus Courier , Sonoma Magazine , North Bay Business Journal , La Prensa Sonoma	Print	10 weeks	Sunday Press Democrat Newspaper	50,000+ (circulation)
	Digital Display	4 months	300x250 size ads (mobile, desktop, tablet)	600,000
	Digital Display	2x	Total Daily Reach - High Impact	69,800