



**Sonoma
Water**

June 1, 2021

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 9 of the State Water Resources Control Board Order in the Matter of Permit 12947A dated February 4, 2021

Dear Mr. Ekdahl:

In accordance with the requirements of the State Water Resources Control Board Order dated February 4, 2021 that approved the Temporary Urgency Change Petition for water-right Permit 12947A (Application 12919A), please accept this submittal of the following enclosed report by Sonoma Water:

- Term 9 – Monthly Water Conservation Status Report

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

Sincerely,

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

State Water Resources Control Board
ORDER in the Matter of Permit 12947A
(Application 12919A)

Term 9 - Water Conservation Status Report



June 1, 2021

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 9 of the State Water Resources Control Board (State Board) Order in the matter of Permit 12947A (Application 12919A) approving a temporary urgency change to permit conditions (Order) dated February 4, 2021.

Term 9 of the Order directs Sonoma Water to take the following actions:

If the hydrologic index described by Condition 1 of this Order indicates conditions are Dry or Critically Dry following March 1, Sonoma Water shall submit to the Deputy Director a monthly Water Conservation Status Report for Sonoma Water's service area and other areas served by Lake Mendocino for the preceding month, starting April 1, 2021, and continuing until the expiration of this Order (July 26, 2021). The report shall specify the water conservation measures being implemented in the areas served by Lake Mendocino, and shall specify the water savings resulting from the measures during the term of this Order. Sonoma Water shall submit a final Water Conservation Report no later than August 31, 2021.

This report is for water conservation activities that occurred in April 2021. As described in the initial report submitted under this term on April 1, 2021, this and subsequent update reports will be limited to programmatic participation and water savings metrics, along with any new information relative to the ongoing water conservation outreach campaign.

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 (<http://www.savingwaterpartnership.org/>) in 2010. The Partnership Memorandum of Understanding was amended in May 2018, extending the term another 10 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 10 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

emergency conditions arise affecting short-term water conservation needs, such as the current twice-monthly meetings for development of expanded outreach.

2.1 Outreach

Partnership Winter/Spring Outreach Campaign

The Partnership's previously reported paid advertising campaign, "It's a Dry Year. Save Water With Us." continued through April. In recognition of worsening water supply conditions, the Partnership's outreach subcommittee transitioned from twice-monthly to weekly meetings in April to continue work on a regional water saving device give-away event planned for June 12, 2021, and to quickly develop updated ad materials with an increased emphasis on drought conditions. The new ads are to launch in May and run throughout the summer. The updated ads utilize the tag line "Drought is Here. Save Water." and continue to be paired with actionable tips to reduce use and to eliminate water waste. Work will be undertaken to rebrand all the previously reported outreach materials and ad placements across all platforms being utilized. As was done previously, Sonoma Water staff is assisting other agencies with graphic design services for co-branding with local agency logos.

Advertising for the June 12 Drought Drop-By event includes digital media placements in The Santa Rosa Press Democrat, Sonoma County Gazette, and La Prensa Sonoma media outlets, broadcast radio advertising on the Wine Country Radio group, social media posts with an event page, and a dedicated Partnership webpage at <https://www.savingwaterpartnership.org/dropby/>. Additional advertising is being conducted by the participating retail contractors on websites, printed bill-inserts and E-bills, broadcast radio, and E-newsletters. Enough materials have been purchased to distribute up to 10,000 water saving kits on a first come, first served basis at 16 different locations in Marin, Sonoma, and Mendocino counties.

Other members of the Partnership also reported a variety of additional outreach activities, with brief highlights provided by a few of the agencies below and examples provided in Appendix B.

Healdsburg

- Facebook posts, Nextdoor posts

Marin Water

- Customer-Direct Outreach: March/April bill insert (newsletter) regarding drought and conservation sent to 50,000 customers called "It's Time to Conserve: Smart and Simple Ways to Save Water." Stories featured information on storage levels, Marin Water's drought declaration and conservation tips and rebates.
- Stakeholder Presentations: Staff gave 14 drought/water conservation presentations at various stakeholder and community group meetings, Home Owner Associations, and city and town council meetings.

- Yard Signs: "Drought is Here. Save Water" yard signs distributed and featured in media coverage.
- Social Media: Launched a boosted drought/conservation social media ad campaign on Facebook and Instagram, with April's reach for that campaign at more than 80,000. In April, through both organic and boosted posts, Marin Water had a total combined reach of 223,350 across Instagram, Facebook, Twitter and Nextdoor platforms.
- Website: Marin Water launched a drought landing page with April drought/conservation page views exceeding 16,000.
- Paid Advertising: Launched a conservation awareness advertising campaign in both English and Spanish that includes print and digital ads, programmatic digital display ads, and OOH (Out-of-Home) ads on transit shelters and bus backs. The initial run will be sequenced for maximum peaks in the summer, with the first phase running through July. Creative includes six ads, some with body text and versions without it, for multiple platforms and uses.
- Media: There were 106 news stories in April across print, broadcast and online featuring Marin Water's drought and conservation messaging.

Petaluma

- Social Media Posts: National Mayor's Challenge for Conservation.
- Press and Digital Ads: Dry weather ads were published weekly in print and digitally. Topics included 1) Run only full loads in the washer, 2) Turn water off when you brush your teeth, 3) Use a broom and not a hose, 4) Fix and check for leaks, 5) National Mayor's Challenge for Water Conservation.
- Community Update Newsletter: Dry weather and water reservoir info.
- Postcard and Bill Insert: Promote the National Mayor's Challenge for Water Conservation. Urged the community to make pledge to conserve water and energy.

Rohnert Park

- Water conservation messaging on social media and utility bill insert.
- Developed enforcement protocols and responding to increasing complaints of water waste.
- Updated water waste door hanger.
- Preparing outreach campaign with Rising Sun Center for Opportunity

Santa Rosa

- Radio ads continue at 96.7 BOB FM, The Krush 95.9, LATINO 95.5, The 101 100.9 and Exitos 98.7 focused on dry weather conditions.
- Weekly social media posts on Facebook and Twitter.
- Weekly City Connections E-newsletter (19,000 reach) articles about drought were issued in April.
- Earth Day drive-up event was hosted on April 22, at which 287 WaterSmart kits and over 500 kids' sustainability kits were distributed.

- Talking points distributed internally to staff to inform them of the worsening drought conditions.
- A new webpage was created (<https://srcity.org/3555/Drought>) to inform customers about drought.
- Targeted digital ads released on dry weather from mid-April through May.
- The water E-bill contains messaging about drought.
- A bill insert about free WaterSmart devices was issued to all customers (over 56,000).
- A bill snipe (envelope messaging) was continued in April with messaging about how to pick up free WaterSmart devices.

City of Sonoma

- Water conservation presentation at April 19 City Council meeting with question and answer period available to the public.
- Dedicated water conservation page on their website (<https://www.sonomacity.org/water-conservation/>)
- Added a Water-Saving Tools & Actions link to the “Frequently Requested” section on City’s homepage (<https://www.sonomacity.org/>).
- At the initial stages of designing a local conservation campaign – tentatively named “Sonoma Saves Water”

Town of Windsor

- Facebook post on 4/8 of the Sonoma-Marin Water Partnership "It's a Dry Year, Save Water With Us" campaign.
- Post on Nextdoor on 4/27 and Facebook 4/28 advertising the Windsor Cash for Grass Rebate.
- Delivered 60 water conservation goodie bags to residences that included water efficient hose nozzles, showerheads, leak detection tabs, and faucet aerators.
- Windsor Community Garden Outreach Event – gave away 11 water efficient hose nozzles.

Other Regional Outreach and Collaboration

Sonoma Water continued collaboration with the Mendocino County Russian River Flood Control and Water Conservation Improvement District (RRFC), including a financial pledge for materials and staff support to help host two Mendocino County locations for the Drought Drop-By event June 12 to distribute water saving devices to upper Russian River communities. Sonoma Water also continued to support staff efforts’ at the City of Cloverdale regarding a proposal moving forward by their City Council to join the Partnership.

Additional April activities by Sonoma Water included:

- Continued weekly meetings of an internal Sonoma Water Drought Working Group.
- Continued Special E-News blasts on water supply/drought.
- Continued coordination with news outlets on a series of water supply news articles, op-ed pieces, and/or televised reports.

- Continued speaker engagements with local community organizations and city boards and councils, including:
 - Sonoma Farm Bureau – April 14
 - Santa Rosa Water BPU – April 14
 - Lower Russian River MAC – April 15
 - City of Sonoma – April 19
 - Sonoma County Board of Supervisors – April 27 Drought Emergency Proclamation
- Continued updates of talking points for WAC/TAC, Boards, and Councils.
- Continued weekly updates to the water supply infographic in The Santa Rosa Press Democrat newspaper’s print and digital editions

2.2 Incentive Programs

The incentive programs listed in Table 1 are ongoing and participation metrics have been included in Appendix A.

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

As detailed in the April 1 monthly report, the Partnership offers 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. Participation metrics for these programs are included in Appendix A.

2.4 School Education Program

The Partnership contributes to and receives the benefit of Sonoma Water’s award winning Water and Energy Education Program (<https://www.sonomawater.org/education>), 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. In

response to the COVID-19 pandemic, the program has provided virtual, engaging lessons to students. School participation metrics are included in Appendix A.

2.5 Programmatic Water Savings

Total programmatic water savings has been estimated based on industry acceptable approaches or data available from the work of the former California Urban Water Conservation Council, the Alliance for Water Efficiency, the 2011 California Single Family Home Water Use Efficiency Study by Aquacraft, Inc., and the recently completed 2020 Water Demand Analysis and Water Conservation Measure Update reports by EKI Environment & Water, Inc. The latter reports were done on behalf of the Partnership’s retail agencies for preparing their 2020 Urban Water Management Plans. Savings estimates for measures implemented in April 2021 have been aggregated based on the program participation metrics reported in Appendix A.

Table 2: Water Savings

Programmatic Water Savings April 2021 (gal/yr)	Cumulative Water Savings Term of the Order (gal)
5,155,289	3,915,379

Many of the programs relied upon by the Partnership for generating both long and short-term water savings focus solely on behavior change and are consequently not included in these savings estimates. Examples of short-term behavior change may include less frequent toilet flushing, capturing rinse and warm-up water that normally runs down the drain to use for watering potted plants, and forgoing car washing. A long-term example is not running water continuously while brushing teeth or shaving. The goal of behavior change programs is for the new water saving practices to become the norm, or minimally to achieve greater short-term savings by implementing practices that many may view as unsustainable longer term.

2.6 Monthly Conservation Reporting

Most of the retail agencies in the Partnership are required to submit Urban Water Supplier Monitoring Reports to the state in accordance with the Regulation for Monthly Urban Water Conservation Reporting. 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 3 shows the Partnership’s April 2021 water production compared to April 2013. Table 4 shows the Partnership’s cumulative water production for January through April 2021 as compared to the same period in 2013. As displayed, the Partnership is sustaining demand reductions even during an exceptionally dry and warm winter and even though the population has increased 2.7% since 2013.

Table 3: April 2021 Total Deliveries Compared to 2013 Benchmark Water Use

Water Retailer	Total Deliveries (Gallons)	2013 Benchmark (Gallons)	Relative to 2013 Benchmark
Cal Am	23,766,000	23,030,000	3%
Cotati	26,266,295	26,328,761	0%
Healdsburg	48,620,000	52,066,064	-7%
Marin Municipal	669,900,778	693,942,974	-3%
North Marin	225,413,523	240,000,000	-6%
Petaluma	226,140,594	249,139,449	-9%
Rohnert Park	139,572,280	143,000,000	-2%
Santa Rosa	584,462,452	575,718,337	2%
Sonoma	61,282,798	64,388,242	-5%
Valley of the Moon	79,318,390	85,656,565	-7%
Windsor	89,641,610	96,513,934	-7%
SMSWP Total	2,174,384,720	2,249,784,326	-3%

Table 4: January - April 2021 Total Deliveries Compared to 2013 Benchmark Water Use

Water Retailer	Total Deliveries (Gallons)	2013 Benchmark (Gallons)	Relative to 2013 Benchmark
Cal Am	75,137,000	74,944,000	0%
Cotati	74,660,024	85,275,207	-12%
Healdsburg	144,728,000	159,456,572	-9%
Marin Municipal	2,132,000,732	2,317,846,371	-8%
North Marin	686,195,023	750,000,000	-9%
Petaluma	708,400,074	793,818,514	-11%
Rohnert Park	425,094,168	447,000,000	-5%
Santa Rosa	1,687,464,404	1,802,695,093	-6%
Sonoma	156,927,202	200,463,798	-22%
Valley of the Moon	220,002,506	253,430,947	-13%
Windsor	269,772,043	298,019,805	-9%
SMSWP Total	6,580,381,176	7,182,950,307	-8%

2.7 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. Local COVID Orders forced the curtailment or cessation of activities for most of the programs reliant on direct customer interactions. Additional challenges exist because of continued remote work and learning environments. In spite of these challenges, rapid and creative approaches have been and are continuing to be developed to provide the services and programs of the Partnership in new ways. The Partnership is confident that it can overcome these limitations and achieve water saving contributions from its customers to help preserve water supplies this year, while continuing work to achieve the longer-term water use reductions of the statewide water conservation framework.

2.8 Water Loss Reduction Efforts

The Partners continue to make improvements to the validity of data used to accurately estimate both real and apparent water losses from their distribution systems in order to inform cost effective water

loss control programs. In March 2021, the Partnership initiated a regional water loss control working group made up of key agency staff under the guidance of a leading water loss industry firm. The group will meet quarterly to provide staff with continuing water loss education and sharing of best practices in support of economically sound water loss recovery programs that will help the Partners achieve the developing performance targets by the state. Water loss reduction in April due to system leak repairs includes:

- City of Santa Rosa reported 18 work service orders to repair or replace hydrant or water service line issues. These 18 work orders resulted in 416 hours worked.
- North Marin Water district reported performing annual flow meter calibrations and/or flow tests of all of the import/export meters in their system, implementing a full District wide AMI meter retrofit, implementing an asset management system to look at the distribution system in terms of pressure zones and allow water loss reports within smaller areas of their system, and implementing a customer meter replacement program.
- Marin Water reported a refined leak detection response to minimize water loss.

Appendix A

**Program Implementation Activities for the
Sonoma-Marín Saving Water Partnership**

April 2021

(begins on the following page)

WATER CONSERVATION ACTIVITIES

APRIL 2021



LANDSCAPE PROGRAMS

28

IRRIGATION CONTROLERS
RETROFITTED WITH SMART
IRRIGATION CONTROLLERS*

8,125

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

16

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

5

LANDSCAPE PLANS
REVIEWED

1

LANDSCAPE UPGRADE
REBATES

1,000

GALLONS OF RAINWATER
HARVESTING CAPACITY
ADDED*

24

WATER WASTE
ENFORCEMENTS

995

UNIQUE PAGEVIEWS ON THE
ECO FRIENDLY GARDEN TOUR
WEBSITE

1

POOL COVER REBATE

0

MARIN GARDEN WALK
CONSULTATIONS

15

GARDEN SENSE
CONSULTATIONS

11

LANDSCAPE IRRIGATION
METER AUDITS*

COMMERCIAL PROGRAMS

2

INDOOR SURVEY
COMPLETED*

1

COMMERCIAL HIGH
EFFICIENCY TOILETS
RETROFITTED*

0

COMMERCIAL HIGH
EFFICIENCY URINALS
RETROFITTED*

*THESE ACTIVITIES ARE INCLUDED IN THE
PROGRAMATIC WATER SAVINGS IN SECTION 2.5

WATER CONSERVATION ACTIVITIES

APRIL 2021



RESIDENTIAL PROGRAMS

19

HIGH-EFFICIENCY CLOTHES WASHER REBATES*

72

WATER SMART HOME EVALUATIONS*

156

WATER SMART HOME SURVEY KITS DISTRIBUTED*

20

RESIDENTIAL TOILET REPLACEMENTS*

0

GRAYWATER SYSTEMS WERE PERMITTED*

1

LAUNDRY TO LANDSCAPE GRAYWATER SYSTEMS INSTALLED*

K-12 EDUCATION PROGRAMS

942

STUDENTS RECEIVED DIRECT INSTRUCTION

1,360

STUDENTS ATTENDED THE ZUN ZUN VIRTUAL ASSEMBLY PROGRAM

42

CLASSES PARTICIPATED VIRTUALLY FROM

21

SCHOOLS

*THESE ACTIVITIES ARE INCLUDED IN THE PROGRAMATIC WATER SAVINGS IN SECTION 2.5

Appendix B

**Sonoma-Marín Saving Water Partnership
Examples of Winter/Spring Outreach
(begins on the following page)**



PRESS RELEASE

FOR IMMEDIATE RELEASE

Date: April 27, 2021

County of Sonoma proclaims drought emergency

Santa Rosa, CA - The Sonoma County Board of Supervisors today adopted a resolution proclaiming a local drought emergency and requesting the governor seek a Presidential Disaster Declaration. On April 21, Governor Gavin Newsom visited Lake Mendocino and proclaimed a state of emergency in Sonoma and Mendocino counties due to drought conditions in the Russian River Watershed. After two consecutive extraordinarily dry years, Lake Mendocino is currently 43 percent of target capacity and Lake Sonoma is 62 percent of capacity, both the lowest they have been on this date. Staff will return to the Board of Supervisors on May 11, 2021 to provide a situational update, including information on efforts to date and additional actions for consideration to address this emergency.

“The Sonoma County Board of Supervisors took action today to proclaim a local emergency due to severe drought conditions,” said Sonoma County Supervisor Lynda Hopkins, Chair of the Board of Supervisors. “In collaboration with Governor Newsom’s proclamation last week, the County proclamation will provide more tools to support the region’s local agriculture and economy, such as funding requests for drought related response activities. The drought in Sonoma County may result in broad impacts and considerations that extend beyond drinking water and conservation efforts. In some instances, such as local agriculture, the drought has created a critical emergency with significant crop loss and costs to local producers. Now is the time to save every drop of water. There is no water to waste.”

Sonoma County Supervisor David Rabbitt and board liaison to Sonoma Water said, “Immediate water savings are needed from all members of our community, including urban, commercial, industrial and agriculture. We can only beat this drought if we act together. Today’s proclamation and earlier action by Governor Newsom will help provide tools to beat this drought.”

The County proclamation covers the entire Sonoma County Operational Area, including all nine cities and special districts. Under California’s Standardized Emergency Management System (SEMS), the County will serve as the lead agency for mutual aid and coordination with these jurisdictions and the state through the California Governor’s Office of Emergency Services. With this proclamation, additional coordination within the Operational Area will occur to help identify what actions and resources are needed to address broad community impacts, particularly to local agriculture.

The proclamation creates a greater suite of opportunities to support the region’s local agriculture and economy. For example, additional funding requests for drought-related response activities and public

outreach may become available that can assist the agricultural community, mitigate the increased fire risk, and streamline mitigation projects to protect and preserve drinking and agricultural water supplies.

Although not currently available through the governor's proclamation, future reimbursement for emergency response and coordination activities may later become available through the California Disaster Assistance Act (CDAA). The CDAA would allow for reimbursement up to 75 percent of costs incurred under a locally proclaimed emergency. The resolution issued by the Board of Supervisors today requests the governor immediately authorize CDAA reimbursement and also requests the governor seek all available federal disaster assistance, including a Presidential Declaration of Emergency. The proclamation also requests that the governor waive regulations that may hinder response and recovery efforts.

Read the full proclamation at <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=4922839&GUID=659386CD-97B6-4699-9261-B4A7B5490685&Options=&Search=>

For more information about current water supply conditions, please visit sonomawater.org/current-water-supply-levels.

For more information about how to save water, please visit savingwaterpartnership.org.

###

Contact Information:

Brad Sherwood, Division Manager, Community & Government Affairs
Sonoma County Water Agency
Media: 707-322-8192
404 Aviation Blvd.
Santa Rosa, CA 95403



COMUNICADO DE PRENSA

PARA SU DIFUSIÓN INMEDIATA

27 de abril de 2021

El Condado de Sonoma proclama emergencia causada por la sequía

Santa Rosa, CA - La Junta de Supervisores del Condado de Sonoma adoptó hoy una resolución que proclama una emergencia local con motivo de la sequía y solicita al gobernador que pida una Declaración Presidencial de Desastre. El 21 de abril, el gobernador Gavin Newsom visitó el Lago Mendocino y proclamó un estado de emergencia en los Condados de Sonoma y Mendocino, debido a las condiciones de sequía en la cuenca del Río Russian. Después de dos años consecutivos de extraordinaria sequedad, el Lago Mendocino tiene ahora el 43 por ciento de la capacidad deseada y el Lago Sonoma el 62 por ciento de capacidad, ambos porcentajes los más bajos hasta la fecha. El personal regresará a la Junta de Supervisores el 11 de mayo de 2021 para poner al día la información sobre la situación, como los esfuerzos realizados hasta la fecha y las demás acciones que se deben considerar para tratar esta emergencia.

“La Junta de Supervisores del Condado de Sonoma tomó acción hoy para anunciar una emergencia local debido a las graves condiciones de sequía”, dijo Lynda Hopkins, Supervisora del Condado de Sonoma y Presidenta de la Junta de Supervisores. “En colaboración con la proclama del gobernador Newsom de la semana pasada, la promulgación del Condado brindará más herramientas para apoyar a la agricultura y a la economía locales de esta región, como solicitudes de financiamiento para actividades relacionadas con la respuesta a la sequía. La sequía en el Condado de Sonoma puede resultar en impactos y consideraciones generales que van más allá del agua potable y de los esfuerzos de conservación. En algunos casos, como en la agricultura local, la sequía ha creado una emergencia crítica, con pérdidas de cultivos importantes y costos para los productores locales. Ahora es el momento de ahorrar hasta la última gota. No hay agua para desperdiciar”.

El supervisor del Condado de Sonoma David Rabbitt y el enlace de la junta de Agua Sonoma dijeron: “Se necesitan ahorros de agua inmediatos por parte de todos los sectores de nuestra comunidad, incluso urbanos, comerciales, industriales y agrícolas. Sólo podemos vencer esta sequía si actuamos juntos. La proclamación de hoy y la acción anterior del gobernador Newsom ayudarán a darnos herramientas para combatir esta sequía”.

La proclama del Condado cubre toda el Área Operativa del Condado de Sonoma, incluso las nueve ciudades y distritos especiales. Bajo el Sistema Normalizado de Control de Emergencias (“Standardized Emergency Management System” o SEMS) del Estado de California, el Condado actuará como la agencia principal para la ayuda mutua y la coordinación entre estas jurisdicciones y el Estado, mediante la Oficina de Servicios de Emergencia del Gobernador de California. Con esta

proclama, se efectuará una mayor coordinación dentro del Área Operativa para ayudar a identificar qué acciones y recursos se necesitan para tratar los impactos generales en la comunidad, en particular en la agricultura local.

La proclama crea un conjunto más amplio de oportunidades para apoyar la agricultura y la economía locales. Por ejemplo, puede haber más solicitudes para la financiación de las actividades relacionadas con la respuesta a la sequía y alcance al público, para ayudar a la comunidad agrícola, aminorar el aumento del riesgo de incendios y optimizar los proyectos de mitigación para proteger y preservar los suministros de agua potable y para el uso agrícola.

Aunque en la actualidad no los hay por medio de la proclama del gobernador, los reembolsos futuros para actividades para coordinación y respuesta a la emergencia puede que estén disponibles más adelante, con la Ley de Asistencia para Desastres de California (“California Disaster Assistance Act” o CDAA). La CDAA permitiría el reembolso de hasta el 75 por ciento de los costos incurridos debido a una emergencia declarada localmente. La resolución emitida hoy por la Junta de Supervisores solicita al gobernador que autorice inmediatamente el reembolso bajo la CDAA, y también solicita al gobernador que busque toda la asistencia federal por desastre de la que se disponga, incluso una Declaración Presidencial de Emergencia. La proclama también solicita que el gobernador prescinda de las regulaciones que puedan obstaculizar los esfuerzos de respuesta y recuperación.

Leer la proclama completa: <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=4922839&GUID=659386CD-97B6-4699-9261-B4A7B5490685&Options=&Search=>

Para más información sobre las condiciones actuales del suministro de agua, ver sonomawater.org/current-water-supply-levels.

Para más información sobre cómo ahorrar agua, ver savingwaterpartnership.org.

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Información de contacto:

Brad Sherwood, Jefe de División, Asuntos de la Comunidad y Gobierno

Agencia de Agua del Condado de Sonoma

Media: 707-322-8192

404 Aviation Blvd.

Santa Rosa, CA 95403

REBATES

Save Water, Save Money



MARIN WATER

Smart Irrigation Controllers: Smart irrigation controllers automatically deliver just the right amount of water based on local weather and landscaping. Customers can receive a discount of up to 70% on Rachio 3 controllers, or install a WaterSense labeled irrigation controller and receive a rebate up to \$100.



Replace Your Lawn With Water-efficient Landscaping:

Marin Water offers rebates of \$1 per square foot of lawn replaced, or you can opt for free sheet mulch material (cardboard, compost, mulch) and a free irrigation conversion kit with free delivery to your home or business.

Laundry-to-Landscape Graywater Kits:

We have partnered with the Urban Farmer Store to offer free webinars on graywater systems that recycle your water so it can be reused for irrigation. Attendees may qualify for a \$100 discount on the purchase of a graywater kit.



Rain Barrels and Cisterns:

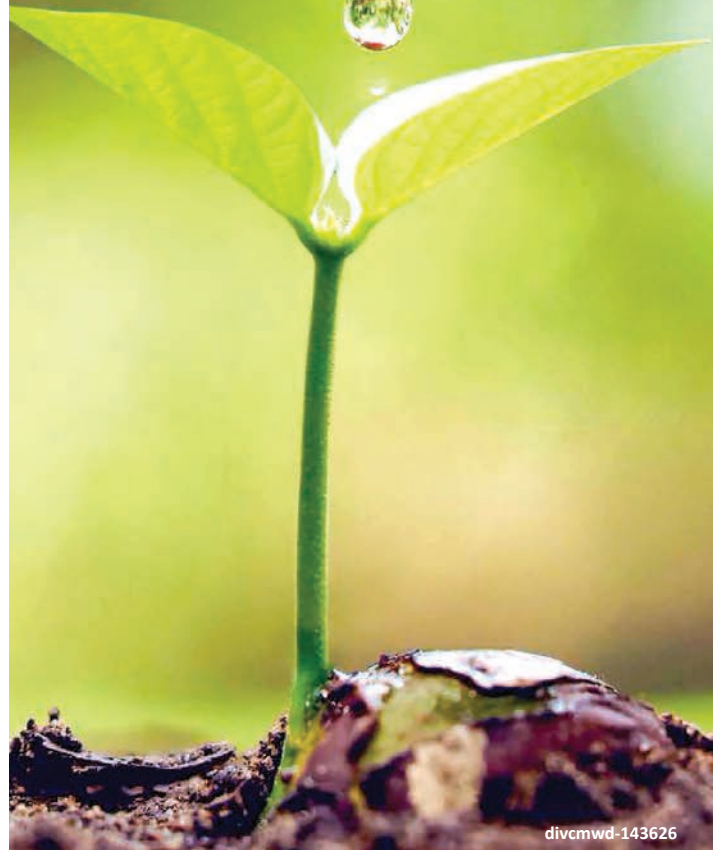
Marin Water offers up to 50 cents per gallon of storage toward the cost of your rain barrel or cistern. (Rebates for rain barrels and cisterns may not exceed \$1,000 per site).

High-efficiency Washing Machines:

Replace your older washing machine with a new high-efficiency model and you may qualify for a rebate of up to \$100.

It's Time to Conserve

Here Are Smart and Simple Ways to Save Water



divcmwd-143626

For additional information visit:
MarinWater.org/Rebates

MarinWater.org/Conserve

WE ARE IN THE EARLY STAGES OF DROUGHT

It is time to conserve water.

Last year was the second-driest year in 90 years, and our reservoirs are well below where they typically are for this time of year. We are asking all customers to conserve water with us.

We're here to help with tips, resources and rebates. We also offer phone consultations with our water efficiency experts to identify water-saving opportunities tailored to your needs.

Making some simple changes to your daily routine will help us save water, and will also save you money.

Visit MarinWater.org/Conserve for the latest information on Marin Water's drought response, conservation tips, and resources. To track our rainfall and water supply, visit: MarinWater.org/Water-Watch

JOIN OUR WATER WATCH TEAM

Be on the lookout for water wasters!
If you see water waste:

Give us a call:
415.945.1523

Email us:
Conservation@MarinWater.org

Use our online form:
MarinWater.org/Forms/Water-Waste-Report

CONSERVATION COUNTS

Here Are Smart and Simple Ways to Save Water

Outdoors

- Turn off your irrigation system and water your plants by hand, only when needed.
- Install a shutoff nozzle on your garden hose. If you need one, let us know and we will mail you a free one.
- Water early in the morning (before 9 a.m.) or in the evening (after 7 p.m.) to avoid evaporation.
- Replace your lawn with water-efficient landscaping, and take advantage of our rebates.
- Install a Laundry-to-Landscape graywater system that reuses water from your washing machine for irrigation.
- Hold off on refilling decorative fountains, swimming pools and hot tubs until drought conditions end.
- Don't wash your car at home. If you need to wash it, use a carwash that recycles water.

Indoors

- Install water-efficient faucet aerators and showerheads. We provide them for free.
- Fix leaks as soon as you discover them.
- Take shorter showers.
- Only run your washing machine and dishwasher when you have a full load.
- Replace washing machines and dishwashers with water-saving, high-efficiency models.

Contact Us:

415.945.1520

Conservation@MarinWater.org



TOWN GREEN COMMUNITY GARDEN OPEN GARDEN CELEBRATION

APRIL 19 - 24, 2021

12:00 p.m. to 3:00 p.m. Daily

Wednesday, April 21st

Water Conservation

Cristina Goulart & Adrienne Grove
TOW Environmental Programs

Saturday, April 24th

**Gardening for Monarch Butterflies
with Native Milkweed Starts**
Cindy Fenton, Windsor Garden Club

- ✓ Masked, socially distanced and self-guided tours
- ✓ No restrooms or drinking water available at the garden
- ✓ No pets please


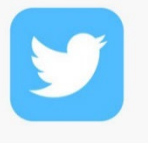



Question? Please contact Jeanne at (209) 675-0852

Hosted by the WINDSOR GARDEN CLUB www.windsorgardenclub.org





April 2021

	<p>Top Post: 4/21/2021 Governor’s press conference on drought emergency at Lake Mendocino, Mendocino and Sonoma counties 4,551 post total reach 4,805 post total impressions 676 engaged users</p> <p>Top Video: 4/21/21 Live At Lake Mendocino with Gov. Newsom 2,608 impressions 2,480 total Reach 1,878 video views</p>	<p>Total Posts: 41</p> <hr/> <p>Posts: 34 Posts Total Reach: 24,643 Post Total Impressions: 28,796 Page Views: 327 Engaged Users: 2,225 Total Page Followers: 2,968 up 48 Total Page Likes: 2,411 up 32</p> <hr/> <p>Videos: 7 Total video impressions: 5,908 Total video reach: 5,702 Total video views: 2,941</p> <hr/> <p>Post Expenditures: Total Posts Paid/amount: \$76.55/ 3Ads Total Posts Paid Reach: 6,088 Total Posts Paid engagement: 173</p>
	<p>Top Tweet: 489 impressions Drought is Here. Save Water. Reservoirs Reach Historic Lows. It’s critical that we all do our part to save water. Sonomawater.org/dryyear 💧 ⚙️</p>	<p>Tweets: 22 Tweet impressions: 27.5 K Profile visits: 988 Followers: 4,574 up 27 Mentions: 18</p>
	<p>Top Post: 5,434 impressions (promoted post \$30) 4/8/21 It's A Dry Year. Save Water With Us. Choose Water-Saving Plants 🌿 Use mulch to retain moisture, prevent erosion ⚙️ For more water saving tips visit SavingWaterPartnership.org</p>	<p>Posts: 16 Stories: 2 Accounts reached: 11.4K +136% Content interactions: 563 Total Followers: 1,431</p> <hr/> <p>Ads: \$100 dollars for 3 promotions 120 profile visits</p>
	<p>Published videos: 3</p> <ul style="list-style-type: none"> - Sonoma water welcomes Governor Newsom - Russian River Story #2 and #3 	<p>Posts: 3 Subscribers: 276 up 6 Views: 2.2 k Watch time: 57.4 hours Impressions: 21 k</p>
	<p>Total Number of Unique pageviews: 19,567 Total Number of Pageviews: 24,429</p>	



Sonoma Water

Page	Pageviews	% Pageviews
1. /current-water-supply-levels	5,286	21.64%
2. /	3,256	13.33%
3. /water-supply	660	2.70%
4. /current-job-openings	643	2.63%



MAYOR'S CHALLENGE FOR WATER CONSERVATION

Join Mayor Teresa Barrett and the Petaluma community in saving water, energy, and reducing pollution in a friendly competition between cities across the country.

Dear Petaluma Resident,

Perhaps no other natural resource is as important to us in the Western United States as water.

With so many competing yet equally important needs, it is important that we learn to manage our available water resources properly. In California, nearly 20% of all energy consumption goes toward moving, cleaning, and heating water.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought-plagued states, the benefits of conservation are boundless; by being mindful of water use, we have an opportunity to save significant amounts of energy and reduce

greenhouse gas emissions. The bottom line is: water conservation not only benefits every state in the nation, it benefits the entire planet.

That is why we, as residents of Petaluma, need to do our part to conserve water and energy. Be a part of the 2021 Mayor's Challenge for Water Conservation and make your pledge at mywaterpledge.com.

Petaluma ranked #9 in the 2018 nationwide challenge, and #4 in 2019. This year we are asking you to help us reach the #1 spot. Take the pledge with me today and help put Petaluma at the top in the nation.

We are all in this together!

Teresa Barrett
Mayor, Petaluma

TAKE THE PLEDGE AT MYWATERPLEDGE.COM

Send your pledge confirmation email to conservation@cityofpetaluma.org to be entered into a drawing to win a **FREE Shop Petaluma Gift Card!**



It's drive-it-dirty time.

Drought is here. Save water.



We're in a drought, Marin, and you know what that means. It's time for us to cut back on our water usage. So let's fix every leak we find, water landscaping by hand, and drive around town in our beautifully dirty cars.

MarinWater.org/Conserve



Cash for Grass Rebates Available! The Town of Windsor is offering rebates for the removal of turf grass and for the purchase of lawn sprinkler equipment upgrades that improve the efficiency of your existing irrigation system. Raising your system efficiency reduces both the cost and the amount of water needed to maintain a healthy landscape. You can save even more water and money by replacing your turf and lawn sprinkler system with drought tolerant plants watered by a drip irrigation system, or by replacing your lawn with mulch, landscape rock, or other permeable landscape materials.


For full program guidelines, click the following link
<https://www.townofwindsor.com/103/Windsor-Rebates>

Participation in this program requires a pre-approval inspection prior to the start of work. Call (707) 547-1909 for an appointment.




Cash for Grass!

**Up to \$500 in rebates available for lawn
removal and irrigation equipment**



**Pre-approval
required!**

Call (707) 547-1909



2021 is one of
the driest
years on
record.



It's A Dry Year.
Save Water With Us.

- Use a broom instead of a hose
- Sweep patios and driveways
- Find and fix leaks
- Check outdoor irrigation
- Perform a toilet dye test



For water saving tips visit:
SavingWaterPartnership.org

Sonoma County men's group confronts racism, black history and white privilege

Here to Hear

"The failure of Americans to see through to the reality of others," is a thread of James Baldwin's many writings on racism.

We have formed a group of Black and white men to address this issue in our lives. We meet once a week on zoom to talk and hear about racial issues by selecting something from the news, the past, or from personal experience. We have learned many things especially from the Black men. We have been meeting since before George Floyd's murder with significant rewards. The white men are being vulnerable to feedback from the Black men since it is whities who have built the wall of mostly exclusion.

The following comments from group members reflect how our process has affected them. The former or current

Joining this group and hearing those who live through discrimination everyday...who fear the police really brought home the awareness that I was part of this culture and had done little or nothing to change it.
-- White retired law enforcement officer

occupation of each man gives a professional identity for who we are. At the end of this article is contact information. If you would like to be part of a new group similar to this one please send your interest to the email listed at the end.

• **White former clergyman and family therapist:** "I have learned that whities live on one track and Black men live on two tracks, surviving in a white man's world while living in a Black man's culture. As a white man I now know what a privilege I have had with doors opening that did not open for Black men. It is time for me to figure what I can do to level the playing field for those who have not had the same privileges."

• **I am a 67 year old white guy** who grew up in the Oakland/East Bay Area. From 1974-1984 I worked as a police officer in the Bay Area, then worked as a carpenter as I put myself through night law school, now having practiced law as a general civil litigator for nearly thirty-three years. All my life I have regularly lived and interacted with people of color, primarily Black and Hispanic. Despite my wonderful experiences in those regards I never truly understood my white privilege or the

institutionalized racism that is America, nor do I fully understand it now. But I am trying. I believe it is primarily unfounded fear that has caused and still causes much of racism in America. If there is any hope to decrease that plague, I believe it starts with people talking and communicating freely with and listening to one another. One simple thing I was reminded of helped me more understand white privilege--when I was a kid the peach colored crayon was labeled "flesh"--to me, that says it all.

• **White retired law enforcement:** I am well aware that the general law enforcement culture practices deeply ingrained racial discrimination. As one who didn't practice this sort of behavior I felt a sort of righteousness but joining this group, becoming closer and hearing those who had to live through this discrimination

every day of their lives and had to give "the talk" to their children who fear the police really brought home the awareness that I was part of this culture and had done little or nothing to change it. Being part of "Here to Hear" is a beginning of learning about those who aren't as privileged as we are.

• **Counselor and Political Science Instructor with a PhD:** Here to Hear is a group of white and black men open having full discussions on the issues of race and white supremacy. We have covered many topics, both sides learning from each other. To fully understand Black people one must know the past before discussing the present. The past explains why people feel the way they do now. Over the course of our meetings the group has bonded because we have and continue to see all issues from learning experiences, not a blame game.

• **Physician, father, grandfather, husband:** What Do I Learn In The Here 2 Hear Group? I learn to be equal with



City of Healdsburg

Published by Coh Healdsburg · April 19 at 6:58 AM · 🌐



This year, we celebrate Earth Day (April 22) in a drought. To help ensure sufficient water supply through the dry season, please use water wisely. The biggest opportunity to cut back on water usage is via irrigation and landscaping.

- Check your water meter for a leak. Instructions:

<https://www.ci.healdsburg.ca.us/.../Water-Leaks-and-High...>

- Do not install a pool this year.

- Don't plant lawns or water-intensive non-native plants. Check out Sonoma County Master Gardeners resources:

http://sonomamg.ucanr.edu/.../Very_Drought_Tolerant_Plants/

- Mulch and compost your existing landscaping.

For more information on the drought and tips on how you can conserve water, go to: <https://ci.healdsburg.ca.us/CivicAlerts.aspx?AID=529> . You can also check out our [Smart Living Healdsburg](#) page.

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Este año, celebramos el Día de la Tierra (22 de Abril) en plena sequía. Para ayudar a garantizar un suministro de agua suficiente durante la estación seca, le rogamos que utilice el agua con prudencia. La mayor oportunidad de reducir el consumo de agua es a través del riego y el paisajismo.

- Compruebe si su contador de agua tiene alguna fuga. Instrucciones:

<https://www.ci.healdsburg.ca.us/.../Water-Leaks-and-High...>

- No instale una piscina este año.

- No plante césped ni plantas no autóctonas que requieran mucha agua. Consulte los recursos de los maestros jardineros del condado de Sonoma:

http://sonomamg.ucanr.edu/.../Very_Drought_Tolerant_Plants/

- Cubra con mantillo y abono su jardín actual.

Drought is Here Conserve Water

Learn more at MarinWater.org/Conserve



From: [Joe Scriven](#)
Subject: 2021 Drought Preparedness Week 5 – April 19
Date: Monday, April 19, 2021 3:13:07 PM
Attachments: [image004.png](#)
[image006.png](#)
[image007.png](#)

Dear Friends and Neighbors,

For this fifth message in the “2021 Drought Preparedness campaign,” our focus is on using less water in the bathroom and laundry to achieve less than 50 gallons per person per day.

- If your job or home life allows, showering/bathing less often is a direct water savings.
- Shorter showers, 5 minutes or less, are a great way to reduce too.
- Wear your clothing multiple times, if it is not dirty, before putting in the laundry hamper.
- Re-use your bath/shower towel for an entire week before putting it in the dirty laundry.
- Generating less laundry to be washed saves significant amount of water.

Water conservation is serious.

Take it personally.

Take action now.

These weekly messages are geared to be simple to practice by each of us. Please share this with your family, friends, neighbors, and customers to make water conservation a daily part of our lives. Water conservation is more important than ever this year.





Joe Scriven
Assistant Executive Director/Fisheries Biologist
Mendocino County Resource Conservation District
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Ukiah, CA 95482
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Cell: 707-245-2314
joe.scriven@mcrd.org

MCRCD's mission is to conserve, protect, and restore wild and working landscapes to enhance the health of the water, soil and forests in Mendocino County.

It's A Dry Year.
Save Water With Us.