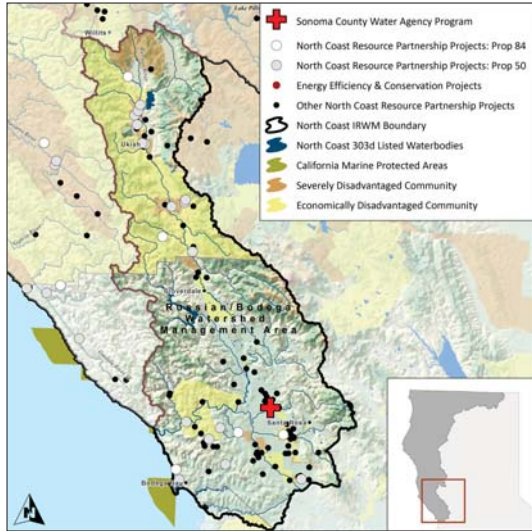


Northern Sonoma County Water Conservation Program

SONOMA COUNTY WATER AGENCY



COMPLETION DATE

September 30, 2018

STATEMENT OF THE PROBLEM

Sonoma County is facing drought conditions after four consecutive dry years and the driest year on record in 2013. All Northern Sonoma County communities are affected by the drought and those that depend on Lake Mendocino are once again in the position to be out of water by the end of the year. While increasing water supply infrastructure is key to long term water supply resiliency, the most cost effective and immediate way to reduce demands is through water conservation programs, specifically rebates and education.

PROJECT GOALS

- Water supply reliability for water agency customers through demand reduction
 - » Develop community-wide water conservation programs
 - » Provide incentives to rural and disadvantaged communities
 - » Promote water efficient landscapes and landscaping practices

THE SOLUTION

The Program will consist of rebates and direct customer education on actions to save water. Rebate Programs will be expanded to the region for the installation of high efficiency clothes washers, high efficiency toilets and urinals, and turf conversions. In addition, the Program will launch a Residential Water Audit Program which provides site specific assistance to homeowners on ways to save (check for leaks, provide an appropriate irrigation schedule, and prequalify customers for rebates) and allow business customers the opportunity to receive the same in-depth service to achieve significant water savings per the Governor's water reduction mandate. The education component will also teach landscapers to reduce irrigation demand.

PROJECT IMPLEMENTATION

Project implementation activities began in September 2016 and will be completed in July 2018.

PROJECT BUDGET

IRWM funds:	\$ 475,031
Leveraged funds:	\$ 577,028
TOTAL	\$ 1,052,059

BENEFITS

Economic benefits

- An estimated \$14,080 per year in benefits from increased instream flow

- Approximately \$372,096 yearly for avoided water shortages and water rationing
- About \$4 million one-time cost to avoid the costs of an alternative project
- Approximately \$990 per year in increased quantity or quality of recreation and public access from improved instream flow due to fewer withdrawals from the Russian River system

Habitat and Ecosystem function benefits

- Improved aquatic habitat quality from increased instream flow

Cultural benefits

- Increased climate resiliency for the communities participating in water conservation and education programs

Jobs and Local Economic Benefits

- Over \$1 million spent locally using local supplies and labor when possible
- About 2 jobs created/maintained

NEXT STEPS

The Sonoma County Water Agency will continue to bolster water supply reliability through demand reduction and locating alternative water supply sources.

CONTACT

Carrie Pollard
Principal Programs Specialist
Carrie.Pollard@scwa.ca.gov
707.547.1968

