



**Sonoma
Water**



Sonoma Marin Drought Resiliency Program

Sonoma County Water Agency

Prepared for:

US Bureau of Reclamation

WaterSMART Grants: Water and Energy Efficiency Grants for Fund Year 2023
Bureau of Reclamation Notice of Funding Opportunity No. R23AS00008

Applicant:

Sonoma County Water Agency (Sonoma Water)

404 Aviation Boulevard

Santa Rosa, CA 94903

July 28, 2022

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1. TECHNICAL PROPOSAL AND EVALUATION CRITERIA

1.1 Executive Summary

1.1.1 Applicant Summary

Date: July 28, 2022
Applicant Name: Sonoma County Water Agency
City, County, and State: Santa Rosa, Sonoma County, California
Category Applicant: Category A
Project Manager:
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Funding Group: Funding Group II
Grant Funding Request: \$2,000,000
Non-Federal Matching Funds: \$2,444,444.50
Total Project Cost: \$4,444,444.50
Project Duration: 3 years
Estimated Project Completion Date: April 30, 2026
Located on Federal Facility: No
Unique Entity Identifier: VHH1S8T4VFQ9

1.1.2 Project Summary

The Project will involve the following steps:

1. Project Management
2. Rebate Program Implementation
3. Direct Installation Program

1.1.2.1 *Project Management*

The Sonoma-Marine Drought Resiliency Program, participating partners will implement water conservation programs that can assist customers in reducing their water use by providing rebates for turf grass removal, high efficiency clothes washing machines, Flume home water-monitoring devices, high efficiency toilets, smart irrigation controllers and an indoor plumbing fixture direct-install program. Each agency will administer their own programs. Sonoma Water will execute partner agreements for rebate reimbursements, coordinate regular partner meetings, administer and report on all grant related work accomplished during the project period.

1.1.2.2 *Rebate Program Implementation*

The technical aspects of the rebate incentives vary from program to program, but typically include administrative tasks for budgeting and accounts payable, contract management of any needed consultant help for program development and implementation (if not completed in-house), and work to provide upfront and ongoing marketing and promotion. Contributing funds are needed to remove customer financial barriers to program participation and/or to extend the program to more customers to achieve the water savings needed to address worsening drought conditions and other supply constraints.

Because of the active status of each rebate program, the work to create program materials (participation guidelines, application forms, etc.), tools for tracking participants, measures, and savings, and regional and local marketing to customers is largely done. As a result, this project has a high readiness to proceed component already established. For this reason, funding for this project is predominantly focused on reimbursement of rebate expenses and not the expected and ongoing program development and maintenance costs, such as marketing, etc. Grant funds will instead be used to offer more rebates to customers since higher participation results in higher water savings for the project. Program implementation and maintenance includes both in-office administrative tasks, and some fieldwork to support direct-to-customer pre- and post-inspections as may be required to verify completion of rebated measure installation.

1.1.2.3 *Direct Installation Program*

The City of Santa Rosa (City) will develop program materials including participation guidelines, application forms, marketing materials, and tools for tracking participants, measures, and savings. The City will work with qualified plumbers to install one ultra-high efficiency toilet (UHET) at 0.8 gallons per flush (gpf), one showerhead at 1.5 gallons per minute (gpm), one faucet aerator at 1.0 gpm and a kitchen faucet aerator at 1.5 gpm. The City will ensure toilets and fixtures are installed according to program requirements and specifications, including post-installation verification sampling. Management strategies for post-installation monitoring will be adapted and expanded as needed based on sample results to meet the program goals and requirements.

The Sonoma County Water Agency (Sonoma Water), located in northern California approximately 60 miles north of San Francisco, will be the grantee and administrative lead for the Sonoma-Marin Drought Resiliency Program (Program). The Program consists of 12 regional water utility partners in Sonoma and Marin counties that have joined together to provide regional solutions for water use efficiency. The utilities include the cities of Cloverdale, Cotati, Santa Rosa, Sonoma, Rohnert Park, Petaluma, Healdsburg; Town of Windsor; North Marin, Valley of the Moon and Marin Municipal Water Districts and Sonoma Water (Partners). Each of the Partners have water conservation programs that can assist customers in reducing their water use. The Partnership was formed to identify and recommend implementation of water

use efficiency projects and maximize the cost-effectiveness of water use efficiency programs in our region. The Sonoma Marin Drought Resiliency Program (Program) proposes to collectively remove 1,760,987 square feet of turf, replace 650 inefficient clothes washing machines with high-efficiency models, rebate the installation of 215 Flume home water monitoring devices, and rebate 815 smart irrigation controllers, and replace 700 high volume toilets with high efficiency models. In addition, City of Santa Rosa will offer a direct indoor fixture installation program that will provide 2,500 households with a high efficiency toilet, a low flow shower head, and a kitchen and bathroom faucet aerator. In total, the Program will save an estimated 342 acre-feet of water annually, and 4,944 acre-feet will remain in the Russian River system over the Program's measured life. Cost sharing with Reclamation will increase the amount of water saved, creating a positive impact on our regional water supply reliability during this historic 2020-2022 drought and increase water supply resiliency in the face of climate change. Application submitted to USBR 7/28/2022 by Sonoma County Water Agency, Santa Rosa, Sonoma County, CA. The Program is not located at a Federal facility or on Federal lands. Sonoma Water is a Category A applicant.

1.2 Project Location

The Sonoma-Marin Drought Resiliency Program is located in Sonoma County, California, approximately 11 miles northwest from Santa Rosa. Sonoma Water's physical address at 404 Aviation Boulevard, Santa Rosa, CA 94503. The project latitude is 35.511958 and longitude is -122.783469 W. A map showing the proposed project location and Program area is provided in Attachment A.

The proposed Program spans communities within Sonoma and Marin counties. The Partnership represents 13 water utilities in Sonoma and Marin counties. In Sonoma County, the Program includes the following communities beginning in northern Sonoma County working south: City of Cloverdale, City of Healdsburg, Town of Windsor, Sonoma Water (northwest Santa Rosa), City of Santa Rosa, City of Rohnert Park, City of Cotati, and City of Petaluma. To the East, is the City of Sonoma. Also to the east is the Valley of the Moon Water District (located in Sonoma Valley) that serves the communities of: Glen Ellen, Eldridge, Fetters Hot Springs-Agua Caliente, El Verano and Temelec.

In Marin County, the Program includes the service areas of the North Marin Water District (located in Novato) and Marin Municipal Water District (located in Corte Madera). The North Marin Water District serves the communities of: City of Novato and Nicasio. Marin Municipal Water District serves the communities of: City of Belvedere, City of Larkspur, City of Mill Valley, City of San Rafael, City of Sausalito, Town of Corte Madera, Town of Fairfax, Town of Ross, Town of San Anselmo, and the Town of Tiburon.

1.3 Technical Project Description

Through the Sonoma-Marín Drought Resiliency Program, participating partners will implement water conservation programs that can assist customers in reducing their water use by providing rebates for turf grass removal, high efficiency clothes washing machines, Flume home water-monitoring devices, high efficiency toilets, smart irrigation controllers and an indoor plumbing fixture direct-install program. Each agency will administer their own programs.

The technical aspects of these rebate incentives vary from program to program, but typically include administrative tasks for budgeting and accounts payable, contract management of any needed consultant help for program development and implementation (if not completed in-house), and work to provide upfront and ongoing marketing and promotion. Many of the incentive programs included for this funding request are already mature and active.

Consequently, work to create program materials (participation guidelines, application forms, etc.), budgeting approval for anticipated expenditures, tools for tracking participants, measures, and savings, and regional and local marketing to customers is in-place and being maintained as ongoing programs. Program implementation and maintenance includes both in-office administrative tasks, and some fieldwork to support direct-to-customer pre- and post-inspections as may be required to verify completion of rebated measure installation. Although each Partner sets programmatic parameters to meet their needs and budget, there is consistency regarding the aspects that ensure regional water savings, as briefly described below.

Turf Removal Rebate Incentives

Turf removal programs require replacement landscapes be limited to low or very low water use plant material coupled with the use of drip irrigation. Additional limitations include prohibitions on impermeable hardscapes and artificial turf grass to achieve co-benefits for groundwater, stormwater, increased habitat to support beneficial species, and reduction of plastic to landfills. Ground cover in the form of organic or inorganic mulches is recommended or required. Environmentally preferable practices for turf removal (sheet mulching) are promoted through outreach materials and local workshops targeting Do-It-Yourself homeowner projects. Additional regional workshops and outreach promote incorporation of other sustainable landscape features including raingardens or swales, rainwater capture systems, and graywater reuse systems.

High-Efficiency Clothes Washer Rebates

Qualifying rebates are currently limited to models listed under Tier 2 and Advanced Tier on the Consortium for Energy Efficiency's (CEE) "Super Efficient Home Appliance Initiative Clothes Washer Qualifying Product List." Specifications for Integrated Water Factors (IWF) in gallons per cubic foot capacity (<https://library.cee1.org/content/cee-residential-clothes-washer-specification-february-5-2018/>) were adopted in February 2018. Verification of qualifying washer installation is based on submittal of identifying model information with required

purchase receipts and a signed rebate application attesting to installation and agreement to post-installation inspection by the utility if requested.

Flume Home Water Monitoring

Flume is a customer installed home water-monitoring device that attaches simply to the utility installed water meter and uses a household Wi-Fi connection to capture and transmit the magnetic pulse data of the meter's rotating disc to provide very granular and real-time water use information to Flume. Flume then interprets and presents this information in a user-friendly manner to the homeowner via an online user-interface. Through use of an algorithm and machine learning, Flume notifies customers of water leaks and differentiates end-uses of water to identify and recommend areas of improvement for water use efficiency efforts. Aggregated usage statistics and leak detection information derived from customers can also be made available to the implementing utility of turn-key rebate programs developed in partnership with Flume. In addition to providing water savings through customer-side leak detection and repair, Flume includes behavior change marketing and targeted customer outreach for utility run water use efficiency programs.

Implementing utilities will contract directly with Flume to provide qualifying customer records and negotiate contributing rebates that adjust direct-to-customer pricing of Flume purchases online. Partners may also enroll in the Flume program managed by the California Water Efficiency Partnership on behalf of its utility members. Financial, customer participation, water usage and leak statistics are maintained by Flume in a utility accessible program portal online.

High Efficiency Toilet Rebate Incentives

Marin Municipal Water District (Marin Water) and the North Marin Water District will provide rebates for 0.8 gallon per flush (gpf) toilets when replacing a higher volume toilet. City of Healdsburg will provide rebates for 1.28 gpf toilets. Verification of qualifying toilet installation is based on submittal of identifying model information with required purchase receipts and a signed rebate application attesting to installation and agreement to post-installation inspection by the utility if requested.

Smart Irrigation Controller Rebates

A weather-based irrigation controller, or Smart Controller, is an effective technology for reducing water usage outdoors. Unlike a standard automatic timer that turns water on at set intervals regardless of weather and plant needs, a Smart Controller uses weather data and site information such as plant type and sprinkler system output to automatically adjust watering times and frequency. The use of a Smart Controller increases water use efficiency and reduces run-off.

Agencies offering the Smart Controller rebates have lists of qualifying models based on EPA WaterSense certified Smart Controllers. Verification will include qualified model identification

information and purchase receipts along with a signed rebate application attesting to installation and agreement to post-installation inspection by the utility if requested.

Direct Install Program

The City of Santa Rosa (City) will provide indoor plumbing fixtures at no-cost to customers as part of the Direct Installation Program. The City will work with qualified plumbers to install one ultra-high efficiency toilet (UHET) at 0.8 gallons per flush (gpf), one showerhead at 1.5 gallons per minute (gpm), one faucet aerator at 1.0 gpm and a kitchen faucet aerator at 1.5 gpm. The City plans to provide all of these fixtures as a package for the resident. The City will implement the program to ensure toilets and fixtures are installed according to program requirements and specifications, including post-installation verification sampling. Management strategies for post-installation monitoring will be adapted and expanded as needed based on sample results to meet the program goals and requirements.

1.4 Evaluation Criteria

1.4.1 Evaluation Criterion A – Quantifiable Water Savings

Turf Removal

The turf removal component will create water savings by converting turf grass installed at residences and businesses (which has a high physiological water demand and irrigation requirement in our service area) to lower water-use plant material that is climatically adapted to survive with naturally occurring rainfall, or with minimal supplemental irrigation. Turf grass sold and installed as sod in Sonoma and Marin counties is predominately a mix of cool-season fescues with a water requirement of 80 percent of reference evapotranspiration (ET_o) to maintain optimal health (Harivandi, A. M. 2009. *Managing Turfgrass During Drought*). Participation in the turf removal program includes a condition that replacement plants installed have a water requirement classification of Low (10-30 % of ET_o) or Very Low (< 10 % of ET_o) water use based on the University of California’s Water Use Classification of Landscape Species (Costello, L.R. and K.S. Jones. 2014. *WUCOLS IV*). The difference in pre- and post-plant water requirement is the primary driver for water savings.

The turf removal program also contributes water savings through required retrofits of automated spray sprinkler systems to drip irrigation, thereby reducing water loss inherent to spray sprinkler system inefficiency and deferred maintenance. California’s Model Water Efficient Landscape Ordinance (<https://water.ca.gov/Programs/Water-Use-And-Efficiency/Urban-Water-Use-Efficiency/Model-Water-Efficient-Landscape-Ordinance>) requires a documented spray sprinkler efficiency standard of 0.65 for newly installed landscapes based on low quarter distribution uniformity. Irrigation audit results of older existing spray systems show that initial spray system efficiency degrades over time due to a variety of factors. This includes water loss from leaks due to degraded seals at sprinkler body/riser connections, spray nozzle damage resulting from use of mowers, string trimmers, and foot traffic, misdirected or obstructed sprays from overhanging plants or root intrusion, and detrimental alterations or

incorrect repairs made to the system over time. Additional water loss occurs from sprinkler overspray and drift onto non-targeted areas such as hardscapes, all of which contributes to efficiency averages closer to 0.50 (<https://abe.ufl.edu/faculty/mdukes/pdf/irrigation-efficiency/Residential-irrigation-uniformity-JID.pdf>). By comparison, the efficiency rating of aboveground point source drip irrigation is 0.80 and reaching 0.90 or higher for in-line emitter systems installed sub-surface.

The water loss typical of spray sprinkler systems does not provide a benefit to maintain target landscaping nor does it contribute beneficially to fish or other species. The water loss leaks into the ground or runs off to adjacent hardscapes, streets and ultimately to municipal stormwater systems. This runoff can be problematic when entrained pollutants (heavy metals, indicator bacteria, fertilizers, pesticides, and petroleum hydrocarbons) enter local creeks and tributaries of the Russian River or San Francisco Bay/Delta. The loss of efficiency in spray sprinkler systems can go unaddressed for extended periods until a significant drop in performance and plant health occurs or when catastrophic failure leaves no choice but to initiate previously deferred maintenance. Although not maintenance or problem free, conversion to drip irrigation alleviates many spray sprinkler leaks and runoff issues, and sustains a higher irrigation efficiency over time.

The turf removal program will incentivize customers to replace 1,760,987 square feet of existing lawn with low water use plants, saving 135 acre feet of water annually, and 2,027 acre feet over the lifetime of the Program. Annual and lifetime savings are estimated using an average savings of 25 gallons/sq.ft./year of turf removed times the total square feet of turf rebated, times an annual savings duration of 15 years. Estimates used are derived from two sources. One is a recent study using water consumption data by the Alliance for Water Efficiency (Landscape Transformation: Assessment of Water Utility Programs, 2019) including participation by member agencies of the Sonoma-Marin Saving Water Partnership, which showed Santa Rosa saved 24 gallons/sq.ft./year, with an average participant savings of 23 percent. North Marin Water District achieved a savings of 61 gallons/sq.ft./year, with a 25 percent average participant savings, and Petaluma achieved a 13 percent participant savings and no reported metric for savings in gallons/sq.ft./year. The study included representative results showing turf removal has a strong and statistically significant persistence in savings over time using a ten plus year coefficient. The intervention analysis methods of the study compare participant consumption to their own pre-participation consumption and includes adjustment for weather.

The second source of saving estimates for turf removal was provided by Contra Costa Water District (CCWD Evaluation of Turf Removal Program Savings, 2010) indicating a water savings of 26 gallons/sq.ft./year and a persistence of savings for 15 years. Using these two sources, an average savings of 25 gallons/sq.ft./year was calculated using the average gallons/sq.ft./year of Santa Rosa and CCWD ($24 + 26 / 2$) and applying the lifetime savings of 15 years from CCWD. For this funding request, it is assumed the savings is representative of all the partners'

programs. The 15-year life expectancy is estimated based on programmatic requirements that a customer not remove the low water use plantings or re-install turf after a rebate is issued, with limitations on it being longer due to difficulty tracking this over time.

The 25 gallons/sq.ft./year derived from participant billing data is conservative compared to a theoretical estimate for Santa Rosa of 28 gallons/sq.ft./year. The theoretical savings estimate for Santa Rosa can be derived by calculating the average annual turf consumptive use rate per unit area and subtracting the average annual replacement landscape consumptive use rate per unit area as follows:

Annual average ETo = 44.76 inches

Annual average rainfall = 30.98 inches

Effective precipitation = (30.98) x (0.25) = 7.75 inches

Adjusted annual ETo = 44.76 - 7.75 = 37.01 inches

Consumptive use rate = [(LA) x (ETo adjusted) x (PF) x (0.62)] / IE

Where:

LA = landscape area in sq.ft.

PF = plant factor or plant water requirement

0.62 = conversion factor from inches to gallons

IE = irrigation efficiency factor

(Average annual Turf consumptive use rate per unit area) –

(Average annual replacement landscape consumptive use rate per unit area) =

$$[(1 \text{ sq.ft.}) \times (37.01) \times (0.8) \times (0.62)] / (0.5) - [(1 \text{ sq.ft.}) \times (37.01) \times (0.3) \times (0.62)] / (0.8) = 36.7 \text{ gallons/sq.ft./year} - 8.6 \text{ gallons/sq.ft./year} = 28 \text{ gallons/sq.ft./year savings}$$

The use of 25 gallons/sq.ft./year savings is a conservative approach given the range of savings results referenced that can be applied to all partner programs. To support these savings, site audits and turf area measurements are performed before applicants are accepted into the rebate program, with post Program inspection required to ensure plant material and irrigation system conversion meets the program requirements before issuance of a rebate. Post-inspection verification of Program completion is used as a proxy for water account level verification of water savings, which is the calculated savings of 25 gallons/sq.ft./year times the total square feet of turf rebated.

High Efficiency Washer Replacement

This program will incentivize the installation of 650 high efficiency clothes washing machines to provide an estimated 11 acre-feet of water savings annually. This assumes a high efficiency washing machine has a ten-year lifespan, providing 109 acre-feet of water saved over ten years. According to the *Residential End Uses Study Version 2*

(<https://www.waterrf.org/research/projects/residential-end-uses-water-version-2>), conducted

by the Water Research Foundation in 2016, the median daily household clothing washer in 1999 used 32.8 gallons per household per day (gphd) whereas in 2016, the median daily household washer used 17.8 gphd, accounting for an annual water savings of 5,745 gallons. This assumes the high efficiency washing machines will be replacing top-load washing machines with similar efficiency rating of those reported in the study from 1999.

Qualifying rebates are currently limited to models listed under Tier 2 and Advanced Tier on the Consortium for Energy Efficiency’s (CEE) “Super Efficient Home Appliance Initiative Clothes Washer Qualifying Product List.” Specifications for Integrated Water Factors (IWF) in gallons per cubic foot capacity (<https://library.cee1.org/content/cee-residential-clothes-washer-specification-february-5-2018/>) were adopted in February 2018 as follows:

Table 1 *Efficiency Criteria for Qualifying High Efficiency Clothes Washers*

Efficiency Level	Integrated Modified Energy Factor (IMEF)	Integrated Water Factor (IWF)
Standard sized clothes washers (> 2.5 cu.ft.)		
CEE Tier 2	≥ 2.92	≤ 3.2
CEE Advanced Tier	≥ 3.10	≤ 3.0
Small volume clothes washers (≤ 2.5 cu.ft.)		
CEE Tier 2	≥ 2.2	≤ 3.7

Although no market saturation study has been completed for our local area, a study by the Los Angeles Department of Water and Power, *Water Conservation Potential Study* (2018), found that 38% of single-family residences still had older clothes washers with a modified water factor (MWF) of 12.0 gallons per cubic foot capacity, and 31% had washers with a MWF of 9.0 gal/cu.ft. This compares to the current MWF for rebate eligible washers of 3.2 gallons per cubic foot of capacity. These results provide confidence that a sufficient market still exists for replacing older high water use machines. Water savings will be verified using calculated pre- and post-installation savings assumptions as a proxy for water account level data.

Flume Installation

Flume (<https://flumewater.com/>) is a customer-installed home water-monitoring device analogous to utility owned Advanced Metering Infrastructure (AMI) that attaches simply to the water meter. Flume uses a household Wi-Fi connection to capture and transmit the magnetic pulse data of the meter to provide very granular and real-time water use information to Flume. Flume then interprets and presents this information in a user-friendly manner to the customer via an online website or mobile app. Through use of an algorithm and machine learning, Flume notifies customers of water leaks and can differentiate end-uses of water to identify and recommend areas of improvement for customer water saving efforts. Savings

recommendations include both indoor uses and outdoor irrigation related uses. Aggregated customer usage statistics and leak detection information are also made available to the implementing utility of turnkey rebate programs developed in partnership with Flume. In addition to creating water savings through customer-side leak detection and repair, Flume customers are made aware of end uses of water and directed to implement water saving behavior changes. For example, Flume has the ability to determine household water budget targets that customers can set. Flume will provide customer alerts when they are approaching the efficient limit of water use for the month.

The Flume program will incentivize customers to buy and install 215 Flume devices to generate an estimated annual water savings of 2.4 acre-feet of water. Flume's manufacturer reported lifespan is 15 years, amounting to 36 acre-feet of lifetime water savings. The savings estimate was informed by both AMI and Flume specific study results. A study by the East Bay Municipal Utility District, *Water Conservation through Automatic Meter Reading Evaluation Report* (2015), found a 7% water savings for single-family households associated with AMI. A City of Santa Barbara study, *Business Case for AMI* (2015) found a 4% water savings in single-family households. Lastly, two Flume case studies with utility partners at the San Antonio Water System, *San Antonio Water Systems: Tackling Drought Head-On with Flume* (2019), and the Rainbow Municipal Water District, *Rainbow Municipal Water District: Better Data at a Lower Cost. Using Flume to Go Beyond AMI* (2019), showed water savings of 18% and 9% respectively. To be conservative, the Program chose to use a 4% average savings. Using the weighted average water consumption of single-family homes of 249 gallons per day in participating locations of City of Cloverdale, City of Healdsburg, and North Marin Water District, and applying a 4% water savings as a result of Flume installation, calculated 3,636 gallons per year saved per device installation. Water savings for the Flume program will be verified using calculated pre- and post-installation savings assumptions.

High Efficiency Toilets

The program will incentivize 650 toilets at 0.8 gallons per flush (gpf) and 50 toilets at 1.28 gpf. The Program assumes all 700 high efficiency toilets will replace 1.6 gpf toilets. This is a conservative estimate considering that older 1.6 gpf devices typically use more water than 1.6 gpf (many underperform over time due to incorrect parts replacement) and some housing units may be replacing older 3.5 gpf units. According to the [Handbook of Water Use and Conservation: Homes, Landscapes, Industries, Businesses and Farms](#), by Amy Vickers, the Program uses the assumption of five flushes per person per day and 2.7 people per household on average (consistent with recent California Department of Finance statistics). In total, the Program estimates that 8 ac-ft will be saved per year. With a toilet lifespan of 15 years, we estimate 122 ac-ft of water saved over the lifetime of the toilet. Water savings will be verified using calculated pre- and post-installation savings assumptions as a proxy for water account level data.

Smart Irrigation Controllers

The Smart Irrigation Controller Rebate Program (Smart Controller) will incentivize the installation of 815 self-adjusting, weather-based irrigation controllers saving 26 acre feet of water annually. On average, each controller will save an estimated 10,537 gallons of water per year. With a savings lifespan of 10 years, the total lifetime savings estimate is 264 acre feet.

Various brands and models of Smart Controllers will be installed. Rebates are limited to models that meet EPA WaterSense labeling criteria for weather-based irrigation controllers. A list of current models can be found on the EPA WaterSense website (<https://www.epa.gov/watersense/watersense-labeled-controllers>). Pre- and post-installation inspections are required to qualify for rebates.

The water savings estimate is derived from 5-year average reference evapotranspiration (ETo) data from the California Irrigation Management Information System (CIMIS) using data from stations 187, 157, and 103 which represent the geographic regions where Smart Controllers will be installed.

The climate in the Program area varies by geographic location of the participating utility, ranging from hotter coastal inland valleys to a marine-influenced zone that's considerably cooler. The Program's weighted average ETo data of 45.60 inches per year was calculated using local CIMIS data and the number of controllers being installed in each of the utility service areas. For Marin Water's service area in particular, and because the referenced CIMIS station (187) is sited where there are hotter inland temperatures, we made an adjustment and conservatively reduced the ETo by 30% for that part of their service area under cooler marine influence (adjacent to San Francisco Bay). Based on unofficial records and local knowledge, customers within this geographic extent can meet plant water needs using 70% of ETo derived from the inland station 187.

Installing a Smart Controller saves water by reducing over irrigation associated with set-it-and-forget-it practices at homes with controllers requiring user-inputs to change irrigation runtimes and application intervals. The majority fail to understand or to make the timely controller changes needed for efficient use of water when the weather changes and instead continue watering above what is needed for plant health. The water loss typical of over irrigation does not provide a benefit to maintain target landscaping, nor does it contribute beneficially to fish or other species. Excess irrigation water percolates below the useable root zone of target plants but does not contribute to beneficial groundwater recharge or to beneficial baseflow to creeks or streams due to insufficient vertical and lateral movement of water through adjacent unirrigated and seasonally dry soils. Over irrigation can contribute runoff to adjacent hardscapes, streets and ultimately to municipal stormwater systems. However, this runoff can be problematic when entrained pollutants (heavy metals, indicator bacteria, fertilizers, pesticides, and petroleum hydrocarbons) enter local creeks and tributaries of the Russian River or San Francisco Bay/Delta.

Smart Controllers reduce over irrigation and save water by adjusting the amount of water applied automatically based on changes in weather, better matching irrigation applications to plant water needs over time. A 10% savings is assumed based on an average of two studies:

Aquacraft (Evaluation of California Weather-Based “SMART” Irrigation Controller Programs, 2009) showed Northern California sites achieved 6.8% savings. Lawrence Berkeley National Lab (Estimates of Savings Achievable from Irrigation Controllers, 2014) found savings of 15%. The average irrigated landscape area per controller is assumed to be 3,370 square feet based on the California Single Family Water Use Efficiency Study (Aquacraft, 2011). The following formula and assumptions demonstrate the water savings per controller:

$3,370 \times 45.60 \times 110\% \times 10\% \times 0.62 = 10,537$ gallons per controller per year, where;

Average landscape area per controller = 3,370 square feet

Average weighted ETo = 45.60 inches

Estimated applied water as a percentage of ETo = 110% *

Estimated savings = 10%

Conversion factor to gallons = 0.62

*Assumption based on standard controller operation for site with mix of turfgrass and low-moderate-water-use plants and typical observed irrigation efficiency of 0.6.

Water savings will be verified using calculated pre- and post-installation savings assumptions as a proxy for water account level data.

Direct Installation Program

The City of Santa Rosa (City) will provide indoor plumbing fixtures as part of the Direct Installation Program. The City plans to work with qualified plumbers who will install one ultra-high efficiency flush toilet (UHET) at 0.8 gallons per flush (gpf), one showerhead at 1.5 gallons per minute (gpm), one faucet aerator at 1.0 gpm and a kitchen faucet aerator at 1.5 gpm. The City plans to provide all of these fixtures as a package for the resident. They plan to incentivize 2,500 indoor plumbing fixture packages.

To estimate water savings, assumptions from the Handbook of Water Use and Conservation: Homes, Landscapes, Industries, Businesses and Farms, by Amy Vickers were used. For the water savings from toilets, the assumption is there are 2.7 people per household (consistent with recent local California Department of Finance statistics) and the 0.8 UHET is replacing a 1.6 gpf toilet. From the Handbook of Water Use and Conservation, there is on average 5 flushes per person per day, for an annual water savings of 3,942 gallons.

The 1.5 gpm showerhead would be replacing a 2.5 gpm showerhead, from the Handbook of Water Use and Conservation, using the assumption of 5.3 minutes per person per day for an annual water savings of 5,223 gallons. The 1.0 gpm faucet aerator would replace a 2.2 gpm aerator with the assumed 8.1 minutes per person per day from Handbook of Water Use and Conservation. For a total of 9,579 gallons per year of savings. Lastly, the kitchen faucet aerator of 1.5 gpm would replace 2.5 gpm with an assumed 4.1 minutes of use per person per day, for an annual water savings of 1,996 gallons assuming 50% of homes will have a kitchen aerator installed. In total, the assumption is 20,740 gallons will be saved annually and a lifetime savings of 2387 ac-ft.

Santa Rosa Water will implement the program to ensure toilets and fixtures are installed according to program requirements and specifications, including post-installation verification sampling. Management strategies for post-installation monitoring will be adapted and expanded as needed based on sample results to meet the program goals and requirements.

Santa Rosa staff will report water savings based on pre- and post-program winter water use data for participating customers. The use of winter water use data is a proxy for indoor use, with the assumption that no irrigation is occurring at this time of year for these mixed-use metered customers. Actual savings will be compared to projected savings and a narrative will be provided about any specific successes or barriers to achieving the projected water savings.

1.4.2 Evaluation Criterion B – Renewable Energy

1.4.2.1 Subcriterion B.1: Implementing Renewable Energy Projects Related to Water Management and Delivery

Not applicable.

1.4.2.2 Subcriterion No. B.2: Increasing Energy Efficiency in Water Management

The proposed Program will result in decreased water demand and will reduce the amount of pumping necessary at the point of diversion from the Russian River. Based on Sonoma Water's 2020 Urban Water Management Plan, table 5-14,

(https://www.sonomawater.org/media/PDF/Water%20Resources/Water%20Supply/UWMP/Sonoma%20Water%202020%20UWMP_June%202021-ADA.pdf), the energy intensity to pump

water through Sonoma Water's transmission system is 737 kWh/ac-ft. The Sonoma Marin Drought Resiliency Program has an estimated annual water savings of 342 ac-ft per year, therefore, the annual estimated energy savings for the Program is 252,054 kWh. Additionally, the lifetime estimated water savings is 4,944 ac-ft therefore, the lifetime estimated energy savings is 3,643,529 kWh. This Program will include additional energy savings from reduced treatment in the amount of 19,424 kWh annually, and the amount of 194,237 kWh over the lifetime of the Program. The treatment savings are attributable to indoor water use savings from clothes washer replacements.

Additionally, the partnership will rebate 650 high efficiency clothes washers which will result in direct energy savings and reduced greenhouse gas emissions. According to Pacific Gas and Electric (PG&E), by switching to an energy efficient clothes washer, there can be a savings of up to 260 lbs. of CO₂ per year

(<https://www.pge.com/includes/docs/pdfs/about/environment/calculator/assumptions.pdf>).

Utilizing PG&E's assumption, the Program would result in an estimated annual savings of 169,000 lbs. of CO₂. For the ten-year life of the efficient clothes washer, we estimate a total savings of 1,690,000 lbs. of CO₂.

Although the Program will not result in reduced vehicle miles traveled or provide renewable energy, it will result in increased water supply for our region, which is critical for climate change

preparedness and resiliency. In October 2021, Sonoma Water released a Climate Adaptation Plan

(https://www.sonomawater.org/media/PDF/Environment/Climate%20Adaptation%20Planning/SW_CAP_Final_October_2021.pdf), which states that the predicted climate change impacts include increased intensity and frequency of drought. Through the proposed Program, we plan to address these predicted changes through demand management strategies. By increasing water use efficiency in homes and businesses, we are curbing water demand to ensure a longer lasting water supply for our region.

1.4.3. Evaluation Criterion C – Sustainability Benefits

The Sonoma-Marin Drought Resiliency Program will provide water savings to help address the drought conditions currently affecting our regional water supplies, and longer term will provide continued savings to improve water supply resilience to climate change impacts that are expected to include droughts of greater frequency and longer duration, condensed rainfall seasons, and increasing temperatures. The Program will do this by implementing end-user incentives to complete business and home water-efficiency upgrades to remove turf grass, replace inefficient appliances and fixtures, monitor and repair leaks, and change behavior to reduce urban water demands by 342 acre feet of water saved annually and 4,944 acre feet over the Program’s measured life. Lowering demands extends reservoir supplies in times of drought and lessens the impact to our constrained local groundwater basins used conjunctively during surface water shortages.

The Sonoma-Marin Drought Resiliency Program’s water savings will add to the maintenance and flexibility of water use in the system. Keeping water in the system for longer periods must be considered in the context of longer-term aggregated demand reductions. In the 25-year planning horizon considered in Sonoma Water’s and its contractors’ 2020 Urban Water Management Plans, water conservation is conservatively estimated to provide future water supplies to meet 8 percent of gross water demands in 2045, or 8,074 acre-feet per year. This estimate considers only passive water conservation savings from plumbing code and any local ordinances. Using estimates of contractors’ past performance for active programmatic water savings from 2010-2020 to estimate what could be achieved in addition to passive savings, it is estimated that future water supplies from conservation could conservatively meet 12 percent of gross water demand in 2045. Contributing to this planned future water supply from conservation is the goal of this funding request. Estimating durations that water remains in the system is not applicable to the proposed Program.

1.4.3.1 *Project Benefits to Endangered and Threatened Species*

The Russian River watershed is home to endangered coho and threatened Chinook salmon and steelhead trout. The Russian River’s once vibrant coho and steelhead runs earned it a reputation as a premiere recreational fishing destination. But by 2000, coho salmon were virtually extinct from the river and the remaining habitats are badly degraded.

The Program will help conserve the amount of water available in the Russian River watershed for threatened and endangered salmonids, as well as helping to lower summertime demands in avoidance of higher flows that may result in incidental take.

As excerpted from Sonoma Water’s 2020 Urban Water Management Plan,

“Two salmonid species inhabiting the Russian River watershed (Chinook salmon and steelhead) have been listed as “threatened” under the federal Endangered Species Act (ESA), and one species—Coho salmon—has been listed as “endangered” under the federal ESA and under the California ESA. Because Sonoma Water’s water supply facilities and operations have the potential to adversely affect the three listed species, Sonoma Water entered into a Memorandum of Understanding (MOU) in December 1997 to participate in a consultation under Section 7 of the ESA. The other signatories to the MOU included the U.S. Army Corps of Engineers (USACE), National Marine Fisheries Service (NMFS), and Mendocino County Russian River Flood Control and Water Conservation Improvement District (MCRRFCWCID). NMFS issued its Biological Opinion for Water Supply, Flood Control Operations, and Channel Maintenance conducted by the USACE, Sonoma Water, and the MCRRFCWCID in the Russian River Watershed (Russian River Biological Opinion) on September 24, 2008. The California Department of Fish and Wildlife (CDFW) issued a consistency determination on November 9, 2009, finding that the NMFS’ Russian River Biological Opinion was consistent with the requirements of the California ESA and adopting the measures identified in the Russian River Biological Opinion.”

The Russian River Biological Opinion (<https://www.sonomawater.org/biologicalopinion>) requires Sonoma Water and the U.A. Army Corps of Engineers (USACE) to implement a series of actions to modify existing water supply and flood control activities that, in concert with habitat enhancement, are intended to minimize impacts to listed salmon species and enhance their habitats within the Russian River and its tributaries.

Sonoma Water must implement the following general categories to avoid jeopardy and maintain the Incidental Take Statement provided in the Russian River Biological Opinion:

- Modifying minimum instream flows in the Russian River and Dry Creek.
- Enhancing salmonid habitat in Dry Creek and its tributaries.
- Developing a feasibility study of a bypass pipeline around Dry Creek that would be considered if habitat enhancement is unsuccessful.
- Changing Russian River estuary management.
- Improving water diversion infrastructure at Sonoma Water’s Wohler and Mirabel facilities.

- Modifying flood control maintenance activities on the mainstem Russian River and its tributaries.
- Continued participation in the Coho Broodstock program at the Warm Springs Dam Fish Hatchery.”

Of note in the Russian River Biological Opinion is the determination that summertime instream flow velocities above certain limits are detrimental to ESA listed species in both Dry Creek and the Russian River. Consequently, reservoir releases from Lake Sonoma in excess of defined upper limits on Dry Creek amount to incidental take. In other words, at the time of year that Sonoma Water needs to ensure that reservoir releases are sufficient to meet peak summer demands, releases are constrained to ensure beneficial habitat conditions are maintained for salmonids.

There are both existing and under-construction projects to help address this supply constraint. Among them are the use of a summer inflatable dam on the Russian River at the point of Sonoma Water’s diversion facilities to improve available Russian River underflow. The use of the dam is coupled with adjacent diversion and infiltration ponds that also act to do the same. Sonoma Water and USACE are also constructing costly habitat enhancement projects on Dry Creek to provide protective lower-flow side channels for rearing fish to reside in the summer when water releases from Lake Sonoma are most needed.

For these significant investments to be successful and the costs justifiable to Sonoma Water’s customers, an equal priority of investment must be made to reduce demands such that current and future water supply needs (and river diversions) can beneficially coexist with the needs of fisheries and other aquatic species reliant on the river. All of the programmatic efforts of the Sonoma-Marine Drought Resiliency Program have a positive benefit to balancing beneficial use with ecological use of water in the system.

1.4.3.2 *Other Ecosystem Benefits Resulting from the Project*

In addition to saving water, the Program will create ecological co-benefits in the form of energy savings from reduced pumping and treatment of water (both direct and embedded) and reductions in the associated greenhouse gas (GHG) emissions from changed landscape maintenance practices (reduced mower emissions). The Program also generates ecological benefits in the form of improved water quality (reduced stormwater pollutants from nutrient and pesticide runoff), increased beneficial insect and wildlife habitat in urban landscapes through diversified landscape plantings, and improved water management flexibility that contributes benefits to fisheries health and other environmental uses in the Russian River.

1.4.3.3 *How the Project Result in More Efficient Management of the Water Supply*

Lake Mendocino and Lake Sonoma depend on year-to-year rainfall to provide drinking water to over 600,000 residents in Sonoma and Marin counties. Through our proposal to improve end

user's water use efficiency, the Program will result in more efficient management of the water supply.

By lowering demands, this Program gives water managers more flexibility to manage water sources, especially when needed in times of drought, during summer peak demand periods, and for critical times of the year for fisheries. Over time, and at sufficient scale, implementation of regionally coordinated water conservation efforts, like this Program, are necessary to avoid more significant capital and environmental costs to meet future water demands. For example, the Program is instrumental to avoided costs associated with a recently withdrawn project by Sonoma Water to petition the State Water Resources Control Board for additional water rights. Currently, Sonoma Water has a diversion limit from the Russian River of 75,000 ac-ft/yr. Previous Urban Water Management Plans (prior to 2015) indicated that future demands would exceed this diversion limit and consequently Sonoma Water would need to construct additional facilities and acquire additional water rights up to 101,000 ac-ft/yr. Due to the success of regional water conservation, Sonoma Water withdrew the project, with its 2020 UWMP currently showing demands approaching 74,547 ac-ft/yr. by 2045. Additional conservation is needed to further delay or avoid the need for this project altogether.

1.4.3.4 *Water Sustainability Concerns*

For this Program, the system primarily refers to the Russian River system jointly operated by Sonoma Water and USACE, which includes Coyote Valley Dam (forming Lake Mendocino), Warm Springs Dam (forming Lake Sonoma) on Dry Creek, and Sonoma Water's Russian River diversion facilities near Forestville, California. The system also includes a contested connection to an inter-basin transfer of water from the Eel River to the East Branch Russian River through the Potter Valley Project (PVP), a hydroelectric project owned and operated by Pacific Gas and Electric Company (PG&E). PG&E's license to operate the PVP expired in April 2022 and PG&E subsequently filed a project surrender application with the Federal Energy Regulatory Commission (FERC) creating significant water supply risk for the region. Additional surface water supplies not associated with the Russian River supply are used by two of the partners in this funding proposal in Marin County.

There are three key issues affecting water sustainability for the water system that the proposed Program will help address, including:

1. Actively working to extend historically low water supplies in the region due to current drought conditions, with the longer-term goal of increased resiliency to droughts of higher frequency and longer duration.
2. Helping mitigate the increasing uncertainty of continued inter-basin transfers of water from the Eel River into the Russian River basin; and
3. Maintaining beneficial use of surface water supplies while balancing the needs of ESA listed salmonids and other ecosystem needs.

1.4.3.5 *Extending Historically Low Water Supplies in the Region*

In April 2021, Governor Newsom (CA) declared a State of Emergency in Mendocino and Sonoma counties due to exceptional drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County. By mid-October 2021 Lake Mendocino was below 13,000 acre-feet (19% of target water supply curve) and rapidly approaching its previous all-time low from 1977. Lake Sonoma, a significantly larger reservoir, had dropped to just over 105,000 acre-feet or 43 percent of water supply capacity. Although a late October atmospheric river storm brought much needed rains and added some inflow to reservoir storage, significantly more rain is needed for reservoir recovery.

Reports from the Climate Prediction Center at the National Oceanic and Atmospheric Administration indicate a continuing La Nina weather pattern for the western U.S. and lower than average precipitation for California in the 2021/2022 water year. Early reports for water year 2022/2023 indicate the La Nina weather pattern extending into the next rainy season, with a trend toward a neutral weather signal possible as a best case scenario for the months of January through March in 2023. Although the primary actions taken by Sonoma Water to conserve supplies are the filing of five consecutive Temporary Urgency Change Petitions (TUCP) (<https://www.sonomawater.org/tucp>) to the State Water Resources Control Board requesting changes to water rights conditions affecting dam releases and lower instream flow requirements, the secondary action to conserve supplies includes the implementation of an aggressive campaign to reduce customer water demands by the Sonoma-Marín Saving Water Partnership (<https://www.savingwaterpartnership.org/>).

This includes incentive programs for water efficiency upgrades to remove turf and replace inefficient appliances and fixtures, along with reducing wasteful practices and identifying and fixing leaks. A 20 percent reduction in Russian River diversions was included as a requirement of the State Board Order (https://www.sonomawater.org/media/PDF/Water%20Resources/Water%20Supply/A012919A_SCWA_TUCP_order_ADA.pdf) approving Sonoma Water's May 2022 TUCP for the period July through October 2022, but additional customer savings will be needed to maintain diversion reductions in 2023 if rainfall is insufficient in the coming months to alleviate the shortage.

In January – March 2022, California experienced the driest first three calendar months on record and due to the third consecutive year of drought, water supplies continue to be at historically low levels. As of July 7, 2022, Lake Mendocino was at 60 percent of storage capacity and Lake Sonoma was at 53 percent of storage capacity. To maintain water supplies for the region, and pursuant to the emergency regulations authorized by the Governor, the State Water Resources Control Board (SWRCB) issued curtailment notices (unavailability of water) to

all water rights holders in the Russian River Watershed on June 15, 2022
(https://www.waterboards.ca.gov/drought/russian_river/).

In recognition of the severity of the water supply shortage, Bureau of Reclamation funds are needed to both extend the reach of the incentive programs being offered and to increase the incentive where needed to remove barriers to participation. It is also recognized through the coordinated Urban Water Management Planning efforts of the participating Partners that water conservation savings achieved over time is a cost-effective strategy for meeting future water supply needs. This includes supply for meeting increased demands associated with climate change effects, such as higher irrigation requirements due to increased average temperatures.

1.4.3.6 *Mitigating the Uncertainty of Inter-Basin Transfers*

As previously mentioned, the Russian River system includes a contested connection to an inter-basin transfer of water from the Eel River to the East Branch Russian River through the Potter Valley Project (PVP), a hydroelectric project owned and operated by Pacific Gas and Electric Company (PG&E). PG&E's license to operate the power plant includes instream flow requirements on the Eel River and East Branch Russian River and is consequently dependent on available water supply from Lake Pillsbury, formed by Scott Dam on the upper Eel River. Water released downstream from Scott Dam is subsequently impounded at Cape Horn Dam on the Eel River and conveyed in part through the Van Arsdale diversion tunnel and penstocks to the PVP. Water exiting the power plant is used by the Potter Valley Irrigation District (PVID) by agreement with PG&E and its own appropriative water rights. Any water not consumptively used by PVID enters the East Branch Russian River and ultimately flows into Lake Mendocino.

Historically, the PVP contributed substantial diversions (from approx. 150,000 ac-ft/yr) to storage in Lake Mendocino, but these were significantly reduced (to approx. 60,000 ac-ft/yr) when FERC amended PG&E's licensing requirements in 2004 to benefit fisheries in the Eel River. After PG&E's initial filing of a relicensing application to FERC in 2019, these historic inter-basin transfers of water are now at risk due to PG&E's subsequent decision not to seek relicensing of the PVP and their current application for surrender of the project filed with FERC following their license expiration in April 2022.

In response to PG&E's decision not to relicense the PVP, and due to the significant risk and uncertainty to the economy and environment of the Eel and Russian River communities, a group composed of local public agencies, a sovereign Indian Nation and a non-profit organization decided to form a partnership (Two-Basin Partnership) and work together to develop a plan for the future of the PVP that meets the needs of all communities in the Russian and Eel River basins. The Two-Basin Partnership (<https://www.twobasinsolution.org/>) includes California Trout, the County of Humboldt, the Mendocino County Inland Water and Power Commission, the Round Valley Indian Tribes, and Sonoma Water.

Prior to PG&E's license expiration, work was undertaken by the Two-Basin Partnership to explore filing a license application with FERC in consideration of revised operations of the project to address both basins' water supply and fisheries needs. The feasibility study by the Two-Basin Partnership and a Notice of Intent (NOI Parties) for a license application to FERC identified significant financial hurdles to complete the relicensing study plan requirements that were initially started by PG&E but left incomplete (<https://www.twobasinsolution.org/reports/>). Unfortunately, the NOI Parties were not able to secure the funds (estimated at \$18 million) needed to complete the studies and were also unsuccessful in requesting an abeyance from FERC in the schedule for relicensing. Complicating matters further, in October 2021, PG&E provided notification of the failure of the powerhouse's transformers, making it inoperable and limiting project diversions to the capacity of a bypass channel that cuts in half what can be diverted when the plant is operating. This has the effect of limiting inflow into Lake Mendocino even during the rainy years when diversions from the Eel River to the project might be possible. PG&E estimates of repair costs are \$8 to \$10 million dollars and will take a several years to complete before power generation at the facility can resume.

The consequence to the Russian River system for the next several years is a near cessation of diversions from the Eel River as compared to historic. During the rainy season, natural drainage and stream flow contribute the majority of Russian River flow (as opposed to reservoir releases), whereas in the dry season the majority of flow is from reservoir releases. Currently, the availability of water in the Russian River presents the most prominent potential physical constraint on the delivery of water to Sonoma Water's customers, particularly during high demand periods in the summer months, and due to the rapidly changing uncertainty of continued water diversions into Lake Mendocino from the PG&E owned Potter Valley Project. This also makes availability of Russian River water, needed for both fisheries and healthy ecosystem function, an ecological stressor in the current drought, for the near future, and longer term due to the effects of climate change.

The uncertainty of continued inter-basin transfers of Eel River water to the Russian River makes increased reductions in urban demand an imperative and integral component to any solution for this growing regional water concern. In its simplest form, the Sonoma-Marín Drought Resiliency Program's goal for reducing water demands is a clear beneficial approach to provide ecological resiliency to climate change by extending water supply availability for both people and ecosystem needs in the river.

1.4.3.7 ***Water Sustainability***

The Program will directly address water sustainability concerns by lowering regional water demands and helping extend available water supplies during an exceptional drought until sufficient rainfall occurs and surface water supplies are replenished. Longer term, the water saved from demand reduction will contribute to water supply to meet future demands from

continued anticipated growth in our region. Based on regional planning efforts and analysis, water demand reductions are the most cost-effective way to mitigate the effects of drought and climate change on regional water supplies, including droughts of increasing frequency and longer duration, condensed rainfall seasons, and increasing temperatures. Extending the availability and use of surface water supplies from conservation also contributes to sustainable conjunctive use of local groundwater supplies that are primarily relied on during times of drought when inadequate surface water is available.

1.4.3.8 *Conserved Water Use*

Water conserved by the Program will be used for other urban water demands thereby extending available surface water to ensure water is available longer for meeting human health and safety needs during an existing severe drought of uncertain duration. Should surface water supplies recover due to adequate precipitation, water conserved by this Program will be used to meet future demands and provide resilience to future droughts by extending the timeframe that existing water supplies can meet demands in anticipation of longer duration droughts.

Conserved water from this Program will be kept as surface water storage for later reservoir release and diversion from the Russian River into Sonoma Water's transmission system to provide beneficial use to its retail water customers.

1.4.3.9 *Quantity of Conserved Water that will be Used for the Intended Purpose*

The Program will save 342 ac-ft of water annually and 4,944 ac-ft of water over the Program life to be kept as surface water storage for later reservoir release and diversion from the Russian River into Sonoma Water's transmission system to provide beneficial use to its retail water customers.

1.4.3.10 *Other Project Benefits*

Based on historical climate trends and future climate projections our region is likely to experience increased temperatures, rising sea levels, extreme precipitation, and river flooding as well as increased frequency and severity of drought and wildfire due to the climate crisis. Sonoma Water worked with the United States Geological Survey (USGS) on a study to investigate how climate change affects water resources and habitats in the San Francisco Bay area, specifically in the Russian River Valley and Santa Cruz Mountains (USGS Scientific Investigations Report 2012-5132). The study predicted a warming trend over the 20th century with variations in the warming rate. Using a Basin Characterization Model, USGS predicted reduced early and late wet season runoff during the next century as well as higher variability in water supply due to higher variability in precipitation. As a result, according to the Sonoma Water Climate Adaptation Plan, water demand is likely to increase due to increased evapotranspiration and climatic water deficit during extended summers (Sonoma Water Climate Adaptation Plan, 2021).

The Sonoma-Marine Drought Resiliency Program will address water demand constraints by implementing end-user incentives to complete business and home water-efficiency upgrades. By removing turf grass and replacing inefficient appliances and fixtures, monitoring and repairing leaks, and changing behavior to reduce urban water demands by 342 acre feet of water saved annually and 4,944 acre feet over the Program's measured life. Lowering demands extends reservoir supplies in times of drought and lessens the impact to our constrained local groundwater basins used conjunctively during surface water shortages.

1.4.3.11 *Commitment to Renewable Energy*

The Program will utilize renewable energy through Sonoma Water's commitment to carbon-free water. Sonoma Water contracts to procure over 99% of its electricity needs through renewable and non-fossil fuel-based resources, therefore achieving a carbon neutral electricity supply to power its system. Sonoma Water has four solar photovoltaic projects totaling about 2 MW which on average amount to 5% of its total electricity needs. In addition, Sonoma Water procures local geothermal energy from Sonoma Clean Power for about 6% of its electricity needs. The remainder of our energy mix is met through a mix of renewable and carbon free resources from the Power and Water Resources Pooling Authority (PWRPA) and Lake Sonoma Warm Springs Dam hydropower. Altogether our hydropower supply amounts to 68% of our overall load. Of the total renewable and carbon free sources Sonoma Water utilizes, 20% are from local sources within Sonoma County. By offsetting the energy intensity of pumping and treating water, Sonoma Water provides carbon-free water to our region.

1.4.3.12 *How the Project Results in Lower Greenhouse Gas Emissions*

To combat the climate crisis, local partners will take a regional approach to reduce water demand which will result in energy savings and lower greenhouse gas (GHG) emissions. The energy intensity to pump water through Sonoma Water's transmission system is 737 kWh/ac-ft, according to Sonoma Water's 2020 Urban Water Management Plan. With an estimated annual water savings of 342 ac-ft per year, the annual estimated energy savings for the Program is 252,054 kWh, the lifetime estimated energy savings is 3,465,742.5 kWh. Additionally, this Program will include energy savings from reduced treatment because of installing 650 high efficiency clothes washing machines, which will amount to 19,424 kWh annually, and 194,237.15 kWh over the lifetime of the Program. The treatment savings are attributable to indoor water use savings from clothes washer replacements. Moreover, there will be a reduction in carbon dioxide (CO₂) emissions, according to Pacific Gas and Electric (PG&E), by switching to an energy efficient clothes washer, there can be a savings of up to 260 lbs. CO₂ per year

(<https://www.pge.com/includes/docs/pdfs/about/environment/calculator/assumptions.pdf>).

Utilizing PG&E's assumption, the Program would result in an estimated annual savings of 169,000 lbs. of CO₂. For the ten-year life of the efficient clothes washer, we estimate a total savings of 1,690,000 lbs. of CO₂. Lastly, by removing 1,760,987 sq. ft. of turf, the Program will

reduce lawn mower emissions as a result from changed landscape maintenance practices. Overall, by increasing water use efficiency practices throughout our region the Program will lower GHGs and mitigate the impacts of climate change.

1.4.3.13 *Disadvantaged Communities Served*

There are three disadvantaged communities (DACs) in the Partnership's service area, including three DACs in Sonoma County and none in Marin County. Disadvantaged communities served by the Program include: Temelec (1,082 households), Roseland (number of households served unavailable), and Fulton (167 households), per the DAC Mapping Tool (<https://gis.water.ca.gov/app/dacs/>).

Efforts will be made by participating agencies to reach out to these DACs and provide direct services. Even if households from these communities elect not to participate in Program activities, they will still benefit from increased public health and safety through new water supplies and new renewable energy sources through the efforts of others in their communities. Water conservation efforts from the Program will benefit these communities by off-setting demands on existing supplies, which in turn creates a "new" water supply.

The annual median income by household for California is \$75,235 (U.S. Census Bureau, 2019). DAC communities in the Program area have the following median household incomes: Temelec \$40,392, Roseland \$54,429, and Fulton \$51,067. These three communities are well below 100 percent of the statewide annual household median income.

In 2014, the County of Sonoma Department of Health Services released a report entitled, *A Portrait of Sonoma County*, that assessed how residents in Sonoma County are faring in health, access to knowledge and living standards to better understand gaps in opportunities (<http://measureofamerica.org/sonoma/>). The comprehensive report identifies three Santa Rosa census blocks as areas where individuals have the county's lowest human development index scores. For example, in Southwest Santa Rosa (which includes the community of Roseland), life expectancy is among the county's lowest at 77 years, four in ten adults lack a high school diploma and school enrollment is below the county average (<https://sonomacounty.ca.gov/Health/Portrait-of-Sonoma-County/>).

The communities of Roseland and Fulton were historically unincorporated areas on the outskirts of Santa Rosa. These communities did not receive services including sidewalks and streetlamps. Gaps in access to health care and basic services are lacking. The City of Santa Rosa incorporated Roseland into the city limits and has begun to improve health and safety features including sidewalks, parks, and streetlamps. Temelec is located east of Petaluma in an unincorporated area. Oftentimes, these communities are forgotten by their larger incorporated cities. The most extreme disparities in basic health, education, and earnings outcomes are often found within small geographical areas. These communities have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life because of their

geographic isolation, or because of the communities' self-isolation due to years of being denied access.

1.4.3.14 Tribal Benefits

Sonoma and Marin Counties are home to six federally recognized tribes. In Sonoma and Marin Counties, Southern Pomo and Coast Miwok tribes formed one local federally recognized tribe called the Federated Indians of Graton Rancheria. In Sonoma County, there are five additional federally recognized Pomo tribes, including the Cloverdale Rancheria of Pomo Indians, the Dry Creek Rancheria Band of Pomo Indians, Kashia Band of Pomo Indians, Lytton Band of Pomo Indians, and the Koi Nation of Northern California. As all community members are encouraged to benefit from the five rebate programs, local tribes could benefit from this grant. Once awarded, the Program manager will reach out directly to local tribes to inform them about this funding opportunity for their eligible tribal citizens to participate in.

The Program will conserve water supplies managed by Sonoma Water, which supplies water to an estimated 600,000 residents in Sonoma and Marin counties (approximately 349,000 in Sonoma County and 251,000 in Marin County). All customers of the Partnership will benefit from rebates that result in water-use efficiency and conservation of our local water supply. According to the Census Bureau, approximately 1% of Marin County's population and 2.2% of Sonoma County's population is Native American. When this demographic percentage is applied to the Partnership's service area, an estimated 7,678 Native Americans in Sonoma County and 2,510 Native Americans in Marin County, totaling 10,188 Native American community members, could benefit from this program.

Furthermore, as is described by the local nonprofit organization Russian Riverkeeper (<https://russianriverkeeper.org/got-water/>), water is diverted from the Eel River basin to the Russian River basin. Because of this diversion, water conservation in the Russian River basin impacts water flow in the Eel River. This impacts the Round Valley Indian Tribes, a Sovereign Nation of confederated tribes in northern Mendocino County. There are seven Tribes in Round Valley: Yuki, Concow, Little Lake, Pomo, Nomlaki, Wailaki, and Pit River. Since "time immemorial" Round Valley Tribes have relied on water and fish in the Eel River. Round Valley Tribes and Sonoma Water are both partner members of the Two Basin Partnership (<https://www.twobasinsolution.org/>), a partnership with diverse stakeholders striving to find a solution to management of the Eel River watershed that can best benefit both the Eel River and the Russian River basins. This Program will increase flows in the Russian River through decreased diversions due to water conservation and consequently lessen the reliance on inter-basin transfers of water from the Eel River.

1.4.3.15 Other Benefits

The Program will benefit multiple sectors. By conserving water, this Program will increase the amount of water available for all beneficial uses of the Russian River. Farming, a vital part of the

economies of both Mendocino and Sonoma counties, occurs all along the Russian River's course from headwaters to the ocean. From wine grapes and pears, to pasture crops and livestock grazing, the water from the Russian River contributes to gross crop values in the hundreds of millions of dollars. It is not a stretch to say that reviewing a list of water rights holders on the Russian River is akin to reading a list of some of the best-known names in the wine industry. Which is one of the biggest reasons that the Russian River is home to nearly one million visitors every year.

The Russian River itself is the main attraction and contributes significantly to the allure of Sonoma County, where 7 million annual visitors regularly spend more than \$2 billion annually, a major factor in the local economy. One favorite activity of visitors is tubing or kayaking down the river. However, when flows get too low, parts of the Russian River become too shallow to kayak, and the river draws fewer people. Low flows also may contribute to conditions that favor the growth of toxic algae, which led to beach closures in the most recent 2015 drought. This webpage (<https://russianriverkeeper.org/got-water/>) describes some of the conflict and complexity surrounding flows in the Russian River and the benefit water conservation plays in balancing competing vital uses. This Program will increase minimum instream flow through water conservation.

1.4.3.16 *How the Project Benefits Larger Initiatives Address Sustainability*

Taking action to mitigate the impacts of and contributions to climate change is certainly the larger, overarching sustainability initiative that the Program hopes to benefit. Specifically, taking action to conserve water through water efficiency programs helps mitigate some of the negative consequences climate change is already having on local water supplies, such as higher temperatures and evaporative water loss and its consequent increased irrigation demands. Additionally, the Program's approach to saving water includes actions that contribute to a reduction in GHG emissions, the primary driver for climate change.

1.4.3.17 *How the Project will help Prevent Water-Related Conflict*

The severity of the current drought is an ongoing crisis. If sufficient rainfall is not received next winter, the low water supply level in Lake Mendocino in particular may threaten Sonoma Water's ability to maintain continuous flow necessary for human health and safety in the upper Russian River by summer 2023. Although water available in Lake Sonoma is currently enough to get through summer 2022 for Sonoma Water's customers in the lower river, if the dry conditions persist beyond next winter, customers served by Sonoma Water in the lower river may be facing significant supply reductions beyond the current 20 percent reduction being implemented.

Additionally, and as previously detailed, the current uncertainty regarding the inter-basin transfer of water from the Eel River to the East Branch Russian River is expected to exacerbate already dire hydrologic conditions being experienced in the watershed, adding to the existing

tension and concern to the communities and economies reliant on Russian River water. In both cases, rapid and significant reductions in water demand are needed as solutions.

1.4.4 Evaluation Criterion D - Complementing On-Farm Irrigation Improvements

Sonoma Water works in collaboration with the Sonoma County Agricultural Preservation and Open Space District, Sonoma Resource Conservation District, Gold Ridge Resource Conservation District, Sonoma Land Trust, and Pepperwood Preserve as part of the Sonoma County Venture Conservation Partnership (Conservation Partnership). The Conservation Partnership utilizes local knowledge and resources, along with federal USDA-NRCS funds.

The Conservation Partnership provides agricultural landowners with technical and financial assistance through the Agricultural Conservation Easement Program (ACEP), Agricultural Land Easements (ALE), Environmental Quality Incentives Program (EQIP), and Conservation Stewardship Program (CSP). The Conservation Partnership works to address the following issues, insufficient water supplies, inadequate habitat for fish and wildlife, soil quality degradation and water quality degradation.

The Sonoma-Marin Drought Resiliency Program will complement the Conservation Partnership efforts by reducing urban water demand to stabilize water supplies, improve available habitat for fish and wildlife and address water quality issues. For example, the Program will reduce urban water demands by 342 acre-feet of water saved annually and 4,944 acre feet over the Program's measured life. Lowering demands extends reservoir supplies in times of drought and lessens the impact to our constrained local groundwater basins used by agricultural producers conjunctively during surface water shortages. In addition, the Program will improve water management flexibility that contributes benefits to fisheries health and other environmental uses in the Russian River. Lastly, the Program generates ecological benefits in the form of improved water quality, by reducing stormwater pollutants from nutrient and pesticide runoff. Overall, the Drought Resiliency Program will complement the Conservation Partnership efforts by working together to ensure lasting water supplies, improve habitat for fish and wildlife and improve water quality. See Appendix A Program Location Map for a map of the service area.

1.4.5 Evaluation Criterion E - Planning and Implementation

1.4.5.1 *Project Planning*

Sonoma Water operates a water supply and transmission system that supplies water to eight retail contractors as authorized under the Restructured Agreement for Water Supply (Restructured Agreement). Sonoma Water also sells water to Marin Municipal Water District under separate agreements. The Restructured Agreement authorizes Sonoma Water to undertake or fund any cost-effective water conservation project that has been approved by the Water Advisory Committee ("WAC"), which is made up of elected representatives of the contractors. Establishing common water conservation projects on a regional basis that are

applicable across political and jurisdictional boundaries (“Regional Water Conservation Projects”) is a means of cost-effectively conserving more water than would be otherwise on an individual agency-by-agency basis.

The Restructured Agreement establishes a Water Conservation Sub-Fund charge for the sale of water, which is deposited in a Water Conservation Fund and used solely for implementation of Regional Water Conservation Projects by Sonoma Water. In addition, the Restructured Agreement sets forth the water conservation requirements that the contractors must implement (Local Water Conservation Projects). The WAC approved \$15 million dollars for implementing Local Water Conservation Projects over a ten-year period starting in Fiscal Year 1997-98 based on a 1998 Water Conservation Plan, and an additional \$15 million dollars over a ten-year period starting in Fiscal Year 2007-08 pursuant to a Memorandum of Understanding that formed the Sonoma-Marín Saving Water Partnership (Partnership). The Partnership was formed to identify and recommend implementation of water use efficiency projects and maximize the cost-effectiveness of water use efficiency programs in our region.

The Partnership’s original MOU was amended in 2018 to commit an additional \$15 million dollars toward Local Water Conservation Projects over 10 years commencing in Fiscal Year 2018-19. The amended MOU now includes a process for adding new parties to the Partnership to further collaboration and expand regional water supply benefits. Eligibility includes any public water system, stormwater utility, Groundwater Sustainability Agency, or public entity operating on the upper Russian River or that receives water from the Russian River watershed. A Partnership Water Conservation Subcommittee of the Technical Advisory Committee to the WAC meets regularly to make recommendations on regional water conservation programs, with each MOU signatory having representation on the subcommittee. Three new agencies (Cal Am Water-Larkfield, City of Healdsburg, and City of Cloverdale) have joined the Partnership since 2018.

The Partnership now represents 13 water utilities in Sonoma and Marin counties. The utilities include the Cities of Santa Rosa, Rohnert Park, Petaluma, Sonoma, Cotati, Cloverdale, Healdsburg; North Marin, Valley of the Moon and Marin Water; Town of Windsor, California American Water – Larkfield District and Sonoma Water (Partners). Each of the Partners have Local or Regional Water Conservation Programs that can assist customers in reducing their water use.

In addition, Sonoma Water works with its retail contractors in the Partnership to complete a coordinated Urban Water Management Plan (UWMP), which includes the Water Shortage Contingency Plan, and updates on a five-year plan cycle. Sonoma Water works with nine of its retail Partners to coordinate a joint update of demand projections and regional water conservation planning efforts. An excerpt from one of the Partners’ 2020 Water Demand Analysis and Water Conservation Measure Update report states:

“The goal of this effort is to apply a common methodology to conduct the following analysis for each contractor:

- Evaluate and document recent historical water use characteristics and trends, including population and account growth;
- Estimate projected water demands for the years 2025 through 2045 to support both the 2020 UWMP update and coordination and planning efforts with Sonoma Water;
- Update the suite of common regional conservation measures that are being considered for implementation in the future;
- Review and document past participation in water conservation programs; and
- Estimate the potential water savings associated with future water conservation program implementation.”

The results of the 2020 Water Demand Analysis and Water Conservation Measure Update reports showed that turf removal and Advanced Metering Infrastructure (or Flume) were highest priority for all of the participating contractors, with high-efficiency clothes washers a medium priority. However, clothes washer rebates were among the most cost effective, with cost-effectiveness of turf removal varied, and AMI not having been included in the suite of measures to undergo cost effectiveness screening. Although some measures evaluated may not be as cost effective as others on an agency by agency basis, each agency plans for and implements of a suite of programs that provide overall programmatic cost effectiveness. This includes other programs such as toilet and smart irrigation controller rebate incentives, and for some agencies, direct install plumbing fixture programs.

In addition to water conservation planning, Sonoma Water recently completed and adopted a comprehensive climate plan. As described on Sonoma Water’s website, “the Climate Adaptation Plan (<https://www.sonomawater.org/climate>) will serve to guide Sonoma Water in terms of prioritizing and allocating resources towards practices and projects that will improve resiliency of its operations and facilities to climate variability and change.”

Sonoma Water’s Climate Adaptation Plan (CAP) consists of two levels of assessment, as described in the below excerpt from the Plan:

“The first and primary level of assessment focuses on the climate impacts and adaptation related to water supply, flood management, and sanitation infrastructure for which Sonoma Water has direct responsibility for operation and management. These are termed “core systems”. The secondary level of assessment evaluates climate impacts and adaptation for programs and projects that influence the Sonoma Water core systems, but for which Sonoma Water is a collaborative partner or regional facilitator as opposed to having direct responsibility. These are termed “regional interfaces.”

Water use efficiency, and specifically urban and agricultural water use efficiency planning, is identified as a key regional interface for water supply in the CAP. Increasing regional water use efficiency was also identified as a key water supply adaptation concept and was very highly rated in an evaluation of adaptation concepts across a list of criteria that includes cost, timing, feasibility, environmental benefit, energy savings, and social benefit.

In addition to the Sonoma Water CAP, the Sonoma County Regional Climate Protection Authority, whose Board includes elected officials of corresponding Sonoma County cities in the Sonoma-Marín Saving Water Partnership, developed a regional framework called Climate Action 2020 and Beyond (<https://rcpa.ca.gov/projects/climate-action-2020/>). The regional framework creates an efficient and consistent approach to address climate change but allows local governments to adopt locally appropriate measures to reduce GHG emissions. Included in the framework is Measure 11-R1: Countywide Water Conservation Support and Incentives.

The Sonoma-Marín Drought Resiliency Program also conforms to and meets the goals of many other applicable planning efforts and studies that prioritize increased regional water use efficiency as either a direct or an indirect benefit, or adaptation strategy. This includes contributing environmental and sustainability benefits toward meeting the requirements of the Russian River Biological Opinion (<https://www.sonomawater.org/biological-opinion>), and the very recently completed Groundwater Sustainability Plans of the Santa Rosa Plain, Sonoma Valley, and Petaluma Valley groundwater sustainability agencies that include technical staff and Board representation of Sonoma Water and its program Partners (<https://sonomacountygroundwater.org/>). Sonoma Water is also close to completing a Regional Water Supply Resiliency Study that similarly includes increasing regional water use efficiency as a strategy and strong contributor to achieving resiliency goals. Phase 1 of the Study to develop a Work Plan and Scoping Document is now complete. Phase 2 is ongoing and focuses on the development and implementation of a Decision Support Tool. Phase 2 is anticipated to be complete around the end of 2023. Phase 3 is the Modification and Maintenance of the Decision Support Tool and will be ongoing.

Sonoma Water self-certifies that all final plans described in this section are in place, and all draft plans described in this section will be in place, once finalized. Links to the planning documents are provided in the text of this report and are available upon request.

1.4.5.2 *Readiness to Proceed*

Several of the partner rebate programs are already up and running and do not require any permits, additional approvals, engineering or design work, or environmental and cultural resource compliance to implement.

Because each rebate program is taken on by a property owner on their own land and no projects will be performed on public property, no permits are needed. If a property owner

requires a permit for implementing their project, which is unlikely, it is the sole responsibility of the property owner to comply with any permit requirements. Furthermore, no engineering or design work is required for this project because the project will take place on the property owner's own land. No environmental and cultural resource compliance is expected for the rebate programs because each project will take place on the property owner's property on previously developed land.

The proposed project is capable of proceeding upon entering into a financial assistance agreement and will be carried out in accordance with the proposed scope of work. See Appendix B for Program Schedule.

Scope of Work

Task 1. Project Management

Task 1.1 Partner Coordination:

Sonoma Water will prepare, execute, and manage all partner agreements to establish protocols and approvals for administering pass-through payments for each partner's rebate program. Regular meetings will be scheduled with partners at least once every six months to evaluate the success of the program.

Task 1.2 Reporting and Invoicing

Sonoma Water will manage the grant agreement in accordance with all grant requirements. Sonoma Water will prepare and submit reports and requests for reimbursement on a regular basis and will meet all required reporting requirements set forth under Section F in the Notice of Funding Opportunity No. R23AS00008; including, Financial Reports, Interim Performance Reports, and Final Performance Reports.

Milestone Deliverables: Meeting Agendas and Attendance Sheets; Progress Reports; Final Report

Task 2 Implement Rebate Programs

Task 2.1 Turf Removal

Participating partners will implement the turf removal program by following established procedures for approving rebate applications, verifying amount of turf removed, administering rebates, and submitting backup documents verifying project implementation.

Participating Partners: City of Cotati, City of Rohnert Park, City of Petaluma, City of Healdsburg, City of Sonoma; Town of Windsor; North Marin, Valley of the Moon and Marin Municipal Water Districts.

Task 2.2 ***Clothes Washer Replacement***

Participating partners will implement the clothes washer replacement rebate program by following established procedures for approving rebate applications, verifying qualified models of clothes washers, administering residential rebates, and submitting backup documents verifying project implementation.

Participating partners: City of Cotati, City of Cloverdale, City of Rohnert Park, City of Petaluma, City of Healdsburg; North Marin, and Valley of the Moon and Marin Municipal Water Districts.

Task 2.3 ***Flume Smart Measuring Device Installation***

Participating partners will implement the Flume Smart Measuring Device Installation rebate program by following established procedures for approving rebate applications, verifying Flume installation, administering residential rebates, and submitting backup documents verifying project implementation.

Participating partners: City of Cloverdale, City of Healdsburg; and North Marin Water District.

Task 2.4 ***High Efficiency Toilet***

Participating partners will implement rebates for high efficiency toilets by following established procedures for approving rebate applications, verifying qualified models of toilets purchased, administering rebates, and submitting backup documents verifying project implementation.

Participating partners: City of Healdsburg; North Marin and Marin Municipal Water Districts.

Task 2.5 ***Smart Irrigation Controller***

Participating partners will implement rebates for smart irrigation controllers by following established procedures for approving rebate applications, verifying qualified models of irrigation controllers, administering rebates, and submitting backup documents verifying project implementation.

Participating partners: Town of Windsor; North Marin and Marin Municipal Water Districts.

Task 2.6 ***Direct Install Program***

City of Santa Rosa will implement a direct install program to provide indoor plumbing fixtures at no-cost to customers. The City will work with qualified plumbers to install one ultra-high efficiency toilet at 0.8 gallons per flush, one showerhead at 1.5 gallons per minute (gpm), one faucet aerator at 1.0 gpm and a kitchen faucet aerator at 1.5 gpm. The City will follow established procedures for approving direct install applications, verifying fixtures are installed according to program requirements and specifications. The City will also submit backup documents verifying project implementation.

Participating partner: City of Santa Rosa

Deliverables: Supporting documentation for each rebate program; annual summary of number of rebates issued and quantity of units rebated

The implementation plan for the project is in the following section in extended text form, and in condensed table form in Appendix B Program Schedule.

Table 2 Program Implementation

Administering Agency	Program Implementation					
	Turf Removal	High Efficiency Washers	High Efficiency Toilets	Smart Irrigation Controllers	Flume Smart Metering	Direct Install Program
North Marin Water District	✓	✓	✓	✓	✓	
Marin Water	✓	✓	✓	✓		
City of Healdsburg	✓	✓	✓		✓	
City of Cotati	✓	✓				
City of Rohnert Park	✓	✓				
City of Petaluma	✓	✓				
Valley of the Moon WD	✓	✓				
Town of Windsor	✓			✓		
City of Cloverdale		✓			✓	
City of Sonoma	✓					
City of Santa Rosa						✓

Extended Project Schedule

The estimated Program schedule shows the stages and duration of the proposed work, including major tasks, milestones, and dates. If the Program is selected to receive funding, dates will be adjusted to coincide with the award date and Notice to Proceed (See Tble 2 for Program Schedule).

Pre-Award Work:

- Start developing marketing materials that reflect the new programs so that Partnership can begin advertising in early Q2 2023.

Q2 2023 (May -June)

- Milestone: Financial Assistance Agreement signed
- Milestone: Contracts with each of the participating partners signed
- Program Implementation:
 - Update Partnership website to reflect new program requirements
 - Update program materials, including brochure, and website procedures to reflect new programs
 - Update rebate applications to reflect the new program requirements and rebate amounts
 - Submit required grant reporting materials

Q3 2023 (July-September)

- Program Implementation:
 - Official launch of Sonoma-Marín Drought Resiliency Program
 - Review website and program materials based on any program feedback received from customers
 - Pre-approve customer applications for rebates
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials

Q4 2023 (October - December)

- Program Implementation:
 - Review website and program materials based on any program feedback received from customers
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials

Q1 2024 (Jan-March)

- Program Implementation:
 - Review website and program materials based on any program feedback received from customers
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials

Q2 2024 (April-June)

- Program Implementation:
 - Review website and program materials based on any program feedback received from customers
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials

Q3 2024 (July-Sept)

- Program Implementation:
 - Review website, rebate application, and program materials based on any program feedback received from customers
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials

Q4 2024 (Oct-Dec)

- Program Implementation:
 - Milestone: Halfway through grant funded period
 - Review website, rebate application, and program materials based on any program feedback received from customers
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials

Q1 2025 (Jan – March)

- Program Implementation:
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials

Q2 2025 (April-June)

- Program Implementation:
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials

Q3 2025 (July-Sept)

- Program Implementation:
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials
 - Communicate with outstanding rebate applicants that projects must be completed by December 2025 in order to be eligible for rebate funds

Q4 2025 (Oct-Dec)

- Program Implementation:
 - Pre-approve customer applications for the rebate
 - Approve rebate applications and issue funds for participating customers
 - Submit required grant reporting materials
 - Communicate with outstanding rebate applicants that projects must be completed by December 2025 in order to be eligible for rebate funds

Q1 2026 (Feb-June)

- Milestone: submit final grant report

1.4.6 Evaluation Criterion F – Collaboration

The Sonoma-Marín Saving Water Partnership (Partnership) works to provide regional solutions to water use efficiency. The Partnership represents 13 water utilities in Sonoma and Marin counties. The Partnership’s Memorandum of Understanding (MOU) details regional program funding by Sonoma Water’s Water Conservation Fund as contributed to by the Partners through water purchases and sets the amount to be budgeted and expended internally by each of the Partners for implementing water use efficiency projects locally.

Each of the water utilities participating in this grant will administer their own water conservation program with coordinated outreach and marketing provided by both the Sonoma-Marín Saving Water Partnership and through the individual agencies. As an example, this outreach includes the Partnership’s innovative approach to remove barriers to participation in turf removal programs by collaborating with the University of California Master Gardener Program of Sonoma County to fund free participation in the GardenSense Program to residential customers. Master Gardeners, working as GardenSense consultants, visit homeowners to share water efficient plant and irrigation information expressly related to participation in local turf-removal rebate programs, while also highlighting other utility incentives for efficient appliances and other upgrade programs. Marin-Friendly Garden Walks cover similar topics for residents served by the Marin County Master Gardeners program.

The Partnership’s regional and collaborative approach provides residents with increased education and awareness of water use efficiency practices. Through this collaboration, resources and information are provided to more than 600,000 residents in Sonoma and Marin counties. The Sonoma-Marín Drought Resiliency Program will provide rebates for turf removal, high efficiency clothes washing machines, Flume devices, high efficiency toilets, smart irrigation controllers and a direct install program for City of Santa Rosa Water customers to receive low water use indoor plumbing fixtures. Success for these agencies’ programs can help increase local support and participation in the other Partners’ programs not participating in this funding opportunity. Our goal is to maximize cost-effectiveness of water conservation programs by acting in partnership across Sonoma and Marin counties.

The Program has widespread support from national, state, and local organizations.

Organizations who are providing Letters of Support for the Program include the following:

- Alliance for Water Efficiency
- California Water Efficiency Partnership
- City of Petaluma
- City of Santa Rosa
- Santa Rosa Plain Groundwater Sustainability Agency
- Sonoma Clean Power
- Sonoma County Farm Bureau

- Sonoma Resource Conservation District
- University of California Cooperative Extension, UC Master Gardener Program of Sonoma County
- Daily Acts
- Marin Municipal Water District
- California Landscape Contractors Association, North Coast Chapter
- Russian River Watershed Association
- Sonoma County Energy and Sustainability Division
- WaterNow Alliance

1.4.7 Evaluation Criterion G - Additional Non-Federal Funding

The Partnership will provide 55 percent of the total Program cost, totaling \$2,444,444.50 in non-Federal funds. Partners will contribute the following amounts in non-Federal funds:

Table 3 Non-Federal Match Amounts

Entity	Non-Federal Match
1. Sonoma County Water Agency	\$ 82,500.00
2. City of Cloverdale	\$ 13,750.00
3. City of Cotati	\$ 10,054.28
4. City of Healdsburg	\$ 35,530.00
5. City of Petaluma	\$ 29,356.25
6. City of Rohnert Park	\$ 69,093.75
7. City of Santa Rosa	\$ 994,847.72
8. City of Sonoma	\$ 110,715.00
9. Marin Municipal Water District	\$ 883,575.00
10. North Marin Water District	\$ 167,062.50
11. Town of Windsor	\$ 35,200.00
12. Valley of the Moon Water District	\$ 12,760.00
Total	\$ 2,444,444.50

1.4.8 Evaluation Criterion H - Nexus to Reclamation

This Program will build on an established history of productive, positive working relationships between Sonoma Water and the Bureau of Reclamation and will conserve much needed water in the Lake Mendocino and Lake Sonoma reservoirs. Sonoma Water and members of the Lake Mendocino Forecast Informed Reservoir Operations (FIRO) Steering Committee have worked with the Bureau of Reclamation since 2014. As a member of the committee, the Bureau of Reclamation has shaped and benefited from the Lake Mendocino FIRO project. This collaboration includes regular Lake Mendocino FIRO Steering Committee meetings, annual Lake Mendocino FIRO workshops, and FIRO science workshops. The Bureau of Reclamation pilot projects for alternative reservoir operations have been presented and discussed at these meetings for information exchange and technical transfer. As well, Sonoma Water has worked

successfully with the Bureau of Reclamation on projects implemented through the North Bay Water Reuse Authority, a regional collaboration of local agencies to increase the use of recycled water. As with FIRO, these projects focus on maximizing existing water resources to meet multiple objectives.

Most recently in July 2019, Sonoma Water was awarded an assistance agreement from the Bureau of Reclamation WaterSMART Basin Study Program for the Economic Benefits of Alternative Reservoir Operations project (Project). The pilot project was designed to create a framework for evaluating the benefits of reservoir operations alternatives to help ensure that reservoir operations are optimized. The Project focused on Lake Mendocino in the Russian River watershed builds upon research that began in 2015 through a multi-agency effort that included Bureau of Reclamation R&D on the Steering Committee.

Results from the pilot project will inform water managers across the west to operate reservoirs in ways that increase water availability for multiple purposes, such as agricultural, municipal, industrial, recreational, environmental, and other uses, and identify opportunities to resolve conflicts and better meet water demands.

1.5 Performance Measures

1.5.1 Turf Removal

The turf removal program will incentivize customers to replace 1,760,987 square feet of existing lawn with low water use plants, saving 135 acre feet of water annually, and 2,027 acre feet over the lifetime of the Program. Annual and lifetime savings are estimated using an average savings of 25 gallons/sq.ft./year of turf removed times the total square feet of turf rebated, times an annual savings duration of 15 years.

Estimates used are derived from two sources:

1. Alliance for Water Efficiency (Landscape Transformation: Assessment of Water Utility Programs, 2019) including participation by member agencies of the Sonoma-Marín Saving Water Partnership, showing a range of savings between 24 gallons per square foot in Santa Rosa to 61 gallons per square foot in North Marin Water District service area.
2. Contra Costa Water District (CCWD Evaluation of Turf Removal Program Savings, 2010) indicated water savings of 26 gallons/sq.ft./year and a persistence of savings for 15 years. Using these two sources, an average savings of 25 gallons/sq.ft./year was calculated using the average gallons/sq.ft./year of Santa Rosa and CCWD ($24 + 26 / 2$) and applying the lifetime savings of 15 years from CCWD.

Annual water savings: $1,760,987 \text{ sq.ft of turf} \times 25 \text{ gal saved} = 44,024,675 \text{ gallons saved annually}$
or 135.1 ac-ft saved per year

Lifetime water savings: $135.1 \times 15 = 2,027 \text{ ac-ft}$

1.5.2 High Efficiency Clothes Washer Replacement

The Program will incentivize the installation of 650 high efficiency clothes washing machines to provide an estimated 11 acre-feet of water savings annually. This assumes a high efficiency washing machine has a ten-year lifespan, providing 109 acre-feet of water saved over ten years. According to the *Residential End Uses Study Version 2*

(<https://www.waterrf.org/research/projects/residential-end-uses-water-version-2>), conducted by the Water Research Foundation in 2016, Table E.S6 shows the median daily household clothing washer in 1999 used 32.8 gallons per household per day (gphd) whereas in 2016, the median daily household washer used 17.8 gphd, accounting for an annual water savings of 5,745 gallons. This assumes the high efficiency washing machines will be replacing top-load washing machines with similar efficiency rating of those reported in the study from 1999.

Annual water savings: $650 \times 5,475 = 3,558,750 \text{ gallons or } 10.9 \text{ ac-ft}$

Lifetime water savings: $10.9 \times 10 = 109.2 \text{ ac-ft}$

1.5.3 Flume Installation

The Flume program will incentivize customers to buy and install 215 Flume devices to generate an estimated annual water savings of 2.4 acre-feet of water. Flume's manufacturer reported lifespan is 15 years, amounting to 36 acre-feet of lifetime water savings. The savings estimate was informed by both AMI and Flume specific study results. Using the weighted average water consumption of single-family homes of 249 gallons per day in participating locations of City of Cloverdale, City of Healdsburg and North Marin Water District, and applying a 4% water savings as a result of Flume installation, we calculated 3,636 gallons per year saved per device installation.

Annual water savings: $[(4/100)(249)(365)] (215) = 781,684 \text{ gallons saved per year or } 2.4 \text{ ac-ft per year}$

Lifetime water savings: $2.4 \text{ ac-ft} \times 15 \text{ years} = 36 \text{ ac-ft}$

1.5.4 High Efficiency Toilet Replacement

This program will incentivize 650 toilets at 0.8 gallons per flush (gpf) and 50 toilets at 1.28 gpf. This assumes all 700 high efficiency toilets will be replacing 1.6 gpf toilets which is conservative considering that older 1.6 gpf devices typically use more water than 1.6 gpf (many underperform over time due to incorrect parts replacement) and some housing units may be replacing older 3.5 gpf units. According to the Handbook of Water Use and Conservation: Homes, Landscapes, Industries, Businesses and Farms, by Amy Vickers household, assumptions are 5 flushes per person per day and 2.7 people per household on average (consistent with

recent California Department of Finance statistics). In total, an estimated 2,641,140 gallons saved per year and with a toilet lifespan of 15 years, we estimate 122 ac-ft of water saved over the lifetime.

Annual water savings: $[(1.6-0.8)(5)(2.7)(365)(650)] + [(1.6-1.28)(5)(2.7)(365)(50)] = 2,641,140$ gallons per year or 8.11 ac-ft per year

Lifetime water savings: 8.11 ac-ft x 15 years = 121.58 ac-ft

1.5.5 Smart Irrigation Controllers

The Smart Irrigation Controller Rebate Program (Smart Controller) will incentivize the installation of 815 self-adjusting, weather-based irrigation controllers saving 26 acre feet of water annually. On average, each controller will save an estimated 10,537 gallons of water per year. With a savings lifespan of 10 years, the total lifetime savings estimate is 264 acre feet.

The average irrigated landscape area per controller is assumed to be 3,370 square feet based on the California Single Family Water Use Efficiency Study (Aquacraft, 2011). The following formula and assumptions demonstrate the water savings per controller:

$3,370 \times 45.60 \times 110\% \times 10\% \times 0.62 = 10,537$ gallons per controller per year, where;

Average landscape area per controller = 3,370 square feet

Average weighted ETo = 45.60 inches

Estimated applied water as a percentage of ETo = 110% *

Estimated savings = 10%

Conversion factor to gallons = 0.62

*Assumption based on standard controller operation for site with mix of turfgrass and low-moderate-water-use plants and typical observed irrigation efficiency of 0.6.

Annual water savings: $815 \times 10537 = 8,587,473$ gallons or 26 ac-ft

Lifetime water savings: 26 ac-ft X 10 = 264 ac-ft

1.5.6 Direct Install Program

The City of Santa Rosa (City) will provide indoor plumbing fixtures as part of the Direct Installation Program. The City plans to work with qualified plumbers who will install one ultra-high efficiency flush toilet (UHET) at 0.8 gallons per flush (gpf), one showerhead at 1.5 gallons per minute (gpm), one faucet aerator at 1.0 gpm and a kitchen faucet aerator at 1.5 gpm. The City plans to provide all of these fixtures as a package for the resident. They plan to incentivize 2,500 indoor plumbing fixture packages.

To estimate water savings, we utilized assumptions from Handbook of Water Use and Conservation: Homes, Landscapes, Industries, Businesses and Farms, by Amy Vickers. For the water savings from toilets, we assume there are 2.7 people per household (consistent with

recent California Department of Finance statistics) and the 0.8 UHET is replacing a 1.6 gpf toilet. From the Handbook of Water Use and Conservation, there is on average 5 flushes per person per day, for an annual water savings of 3,942 gallons.

The 1.5 gpm showerhead would be replacing a 2.5 gpm showerhead, from the Handbook of Water Use and Conservation, we assume 5.3 minutes per person per day for an annual water savings of 5,223 gallons. The 1.0 gpm faucet aerator would be replacing a 2.2 gpm aerator with the assumed 8.1 minutes per person per day from Handbook of Water Use and Conservation. For a total of 9,579 gallons per year of savings. Lastly, the kitchen faucet aerator of 1.5 gpm would be replacing 2.5 gpm with an assumed 4.1 minutes of use per person per day, for an annual water savings of 1,996 gallons assuming that 50% of homes will have a kitchen aerator installed. In total, we assume 20,740 gallons to be saved annually and a lifetime savings of 2,387 ac-ft.

1.5.6.1 Annual water savings per package:

Toilet $(1.6 - 0.8)(5)(2.7)(365) = 3,942$ gallons saved per year or 0.012 ac-ft per year
Showerhead $(2.5-1.5)(5.3)(2.7)(365) = 5,223$ gallons saved per year or 0.016 ac-ft per year
Faucet aerator $(2.2-1.0)(8.1)(2.7)(365) = 9,579$ gallons saved per year or 0.029 ac-ft per year
Kitchen aerator $(2.5-1.5)(4.05)(2.7)(365) = 3,991$ gallons saved per year or 0.012 ac-ft per year
Weighted Kitchen aerator $(2.5-1.5)(4.05)(2.7)(365)(0.5) = 1,996$ gallons saved per year or 0.006 ac-ft per year
Total weighted package water savings $3,942 + 5,223 + 9,579 + 1,996 = 20,740$ or 0.064 ac-ft per year

1.5.6.2 Total annual water savings for all installs:

Toilet $(1.6 - 0.8)(5)(2.7)(365)(2500) = 9,855,000$ gallons per year or 30.24 ac-ft per year
Showerhead $(2.5-1.5)(5.3)(2.7)(365)(2,500) = 13,057,875$ gallons or 40.07 ac-ft per year
Faucet aerator $(2.2-1.0)(8.1)(2.7)(365)(2,500) = 23,947,650$ gallons or 73.49 ac-ft per year
Kitchen aerator $(2.5-1.5)(5.1)(2.7)(365)(2,500) = 9,978,188$ gallons or 30.62 ac-ft per year
Weighted Kitchen aerator $(2.5-1.5)(4.05)(2.7)(365)(2500)(0.5) = 4,989,091$ gallons or 15.31 ac-ft per year
Total weighted package water savings $3,942 + 5,223 + 9,579 + 1,996 = 159.12$ ac-ft annually per year

1.5.6.3 Lifetime Water savings per package:

Toilet $(1.6 - 0.8)(5)(2.7)(365)(15) = 59,130$ gallons or 0.18 ac-ft
Showerhead $(2.5-1.5)(5.3)(2.7)(365)(15) = 78,347.25$ gallons or 0.24 ac-ft
Faucet aerator $(2.2-1.0)(8.1)(2.7)(365)(15) = 143,685.90$ gallons or 0.44 ac-ft
Kitchen aerator $(2.5-1.5)(4.05)(2.7)(365)(15) = 59,869.13$ gallons or 0.1837 ac-ft
Weighted Kitchen aerator $(2.5-1.5)(4.05)(2.7)(365)(0.5)(15) = 29,934.56$ gallons or 0.0919 ac-ft

Total weighted package lifetime water savings $(59,130+78,347.25+143,685.90+29,934.56)(15) = 311,097.713$ gallons or 0.955 ac-ft lifetime

1.5.6.4 ***Total lifetime water savings for all installs:***

Toilet $(1.6 - 0.8)(5)(2.7)(365)(2500)(15) = 147,825,000$ gallons or 454 ac-ft

Showerhead $(2.5-1.5)(5.3)(2.7)(365)(2,500)(15) = 195,868,125$ gallons or 60 ac-ft

Faucet aerator $(2.2-1.0)(8.1)(2.7)(365)(2,500)(15) = 359,214,750$ gallons or 1,102 ac-ft

Kitchen aerator $(2.5-1.50)(4.05)(2.7)(365)(2,500)(15) = 149,672,812.50$ gallons or 181.23 ac-ft

Weighted Kitchen aerator $(2.5-1.5)(4.05)(2.7)(365)(2500)(0.5)(15) = 74,836,406.25$ gallons or 229.67 ac-ft

Total lifetime weighted water savings for all installs $(147,825,000 + 195,868,125 + 359,214,750 + 74,836,406 = 777,744,281$ gallons or 2,386.81 ac-ft

2 PROJECT BUDGET

2.1 Funding Plan

As the applicant, Sonoma Water will contribute an estimated \$150,000 in total project costs. \$82,500 will go towards cost-share, the remaining \$67,500 will be submitted for reimbursement. The \$150,000 in total project costs will be for charges related to salaries & wages, fringe benefits, and 10% de minimis indirect cost rate. Funding to start this work has been budgeted and is currently available through our Water Conservation Fund. If awarded, funding will continue to be budgeted each fiscal year until project closeout.

An estimated \$4,294,444.50 in total project costs will be through Third Party Contributions from our 11 partners involved under his program. \$2,361,944.50 will go towards cost-share, the remaining \$1,932,500.00 will be submitted for reimbursement. Third Party Contributions includes program rebates for turf removal, high efficiency clothes washing machines, Flume home water monitoring devices, high efficiency toilets, and smart irrigation controllers. Additionally, City of Santa Rosa will provide a direct indoor fixture installation program to households that will include installation of a high efficiency toilet, a low flow showerhead, and a kitchen and bathroom faucet aerator. These expenditures under the various programs save water by addressing inefficient or wasteful practices at the individual customer level by incentivizing efficiency upgrade projects at homes and businesses, bringing awareness to and initiating repairs of customer-side leaks, and influencing customers to make water saving changes to behavior.

Table 4 Non-Federal and Federal Funding Sources

FUNDING SOURCES	AMOUNT		
	Total Cost	Federal Share	Non-Federal Share
1. Sonoma County Water Agency	\$150,000.00	\$67,500.00	\$82,500.00
2. City of Cloverdale	\$25,000.00	\$11,250.00	\$13,750.00
3. City of Cotati	\$18,280.50	\$8,226.22	\$10,054.28
4. City of Healdsburg	\$64,600.00	\$29,070.00	\$35,530.00
5. City of Petaluma	\$53,375.00	\$24,018.75	\$29,356.25
6. City of Rohnert Park	\$125,625.00	\$56,531.25	\$69,093.75
7. City of Santa Rosa	\$1,808,814.00	\$813,966.28	\$994,847.72
8. City of Sonoma	\$201,300.00	\$90,585.00	\$110,715.00
9. Marin Municipal Water District	\$1,606,500.00	\$722,925.00	\$883,575.00
10. North Marin Water District	\$303,750.00	\$136,687.50	\$167,062.50
11. Town of Windsor	\$64,000.00	\$28,800.00	\$35,200.00
12. Valley of the Moon Water District	\$23,200.00	\$10,440.00	\$12,760.00
TOTAL	\$4,444,444.50	\$2,000,000.00	\$2,444,444.50

2.2 Letters of Commitment

Letters of commitment from the following entities are included in Appendix B:

- City of Cloverdale
- City of Cotati
- City of Healdsburg
- City of Petaluma
- City of Rohnert Park
- City of Santa Rosa Water Department
- Marin Municipal Water District
- North Marin Water District
- Town of Windsor
- Valley of the Moon Water District

2.3 Budget Proposal

Table 5 *Budget Proposal*

BUDGET ITEM DESCRIPTION	COMPUTATION		QUANTITY TYPE	TOTAL COST
	¹ \$/UNIT	Quantity		
Salaries and Wages				
Principal Programs Specialist	66.00	45.00	hours	\$ 2,970.00
Technical Writing Manager	64.00	11.00	hours	\$ 704.00
Senior Technical Writing Specialist	55.00	20.00	hours	\$ 1,100.00
Administrative Services Officer I	54.00	69.00	hours	\$ 3,726.00
Senior Programs Specialist	52.00	603.00	hours	\$ 31,356.00
Technical Writing Specialist	50.00	471.00	hours	\$ 23,550.00
Accountant	42.00	232.00	hours	\$ 9,744.00
Fringe Benefits				
Full-Time Employees				\$ 63,215.00
Part-Time Employees				\$ -
Travel				
Equipment				
Supplies and Materials				
Contractual/Construction				
Third Party Contributions				

City of Cloverdale	166.00	150.00	rebates	\$ 25,000.00
City of Cotati	380.00	48.00	rebates	\$ 18,280.50
City of Healdsburg	360.00	179.00	rebates	\$ 64,600.00
County of Marin	915.00	1,755.00	rebates	\$ 1,606,500.00
North Marin Water District	313.00	970.00	rebates	\$ 303,750.00
City of Petaluma	368.00	145.00	rebates	\$ 53,375.00
City of Rohnert Park	644.00	195.00	rebates	\$ 125,625.00
City of Santa Rosa	723.00	2,500.00	packages	\$ 1,808,814.00
City of Sonoma	1,001.00	201.00	rebates	\$ 201,300.00
Valley of the Moon Water District	317.00	73.00	rebates	\$ 23,200.00
Town of Windsor	150.00	424.00	rebates	\$ 64,000.00
Other				
TOTAL DIRECT COSTS				\$ 4,430,809.50
Indirect Costs				
<i>de minimis</i>	10%	136,365.00		\$ 13,635.00
TOTAL ESTIMATED PROJECT COSTS				\$ 4,444,444.50

¹ \$/UNIT cost is Total Cost divided by Quantity

Table 6 Total Project Cost Table

SOURCE	AMOUNT
Costs to be reimbursed with the requested Federal Funding	\$ 2,000,000.00
Costs to be paid by the applicant	\$ 82,500.00
Value of third-party contributions	\$ 2,361,944.50
TOTAL PROJECT COST	\$ 4,444,444.50

2.4 Budget Narrative

Salaries and Wages

Total in Exhibit A reflects the amount submitted under Salaries and Wages in our Budget Proposal. All staff will have direct charges to the project and can be adequately documented with backup cost reports and timesheets. Indirect charges have not been included in any direct cost categories.

Hourly rates are comprised of staff salaries and cash allowance. Cash allowance is calculated at \$3.45/hour, up to a maximum of 80 hours in a pay period.

Table 7 Salaries and Wages Total

Staff	Hourly Rate	Estimated Hours	Total
¹ Principal Programs Specialist	66.00	45.00	\$ 2,970.00
Technical Writing Manager	64.00	11.00	\$ 704.00
Senior Technical Writing Specialist	55.00	20.00	\$ 1,100.00
² Administrative Services Officer I	54.00	69.00	\$ 3,726.00
Senior Programs Specialist	52.00	603.00	\$ 31,356.00
Technical Writing Specialist	50.00	471.00	\$ 23,550.00
Accountant	42.00	232.00	\$ 9,744.00
TOTAL		1,451.00	\$ 73,150.00
		<i>Federal Share</i>	\$ 32,917.50
		<i>Non-Federal Share</i>	\$ 40,232.50

¹Paul Piazza, Principal Programs Specialist, will be the Project Manager.

²Joan Hultberg, Administrative Services Officer I, will be the Grant Manager.

As outlined in our Technical Project Description, Salaries and Wages will be charged to the following tasks:

Task 1 – Project Management

Task 1.1 – Partner Coordination: Prepare, execute, and manage all partner agreements. Sonoma Water will meet with partners on a regular basis to ensure project deliverables and schedule remain on target. All reports and invoices prepared by partner agencies will be reviewed and maintained by Sonoma Water staff.

Task 1.2 – Reporting and Invoicing: Manage grant agreement including compliance with grant requirements, preparation and submission of supporting grant documents, and coordination with USBR. Staff will meet all required reporting requirements set forth under Section F in the Notice of Funding Opportunity No. R23AS00008; including, Financial Reports, Interim Performance Reports, and Final Performance Reports.

Task 2 – Rebate Programs

This task does not include any charges related to Salary and Wages. This task only includes partner contributions related to their rebates. Any Salary and Wages associated with reviewing and managing work under this task has been outlined in Task 1 – Project Management and its subtasks. A breakdown of the estimated labor charges by task is shown in Exhibit B

Task 3 – Direct Install Programs

This task does not include any charges related to Salary and Wages. This task only includes partner contributions related to costs in implementing the direct install program. Any Salary and Wages associated with reviewing and managing work under this task has been outlined in Task 1 – Project Management and its subtasks. A breakdown of the estimated labor charges by task is shown in *Table 9 Salaries and Wages by Hour*.

Table 8 *Salaries and Wages by Task*

Staff	Hourly Rate	Estimated Hours	Total
Task 1 – Project Management			
Subtask 1.1 – Partner Coordination			
Principal Programs Specialist	66.00	21.00	\$ 1,386.00
Technical Writing Manager	64.00	11.00	\$ 704.00
Senior Technical Writing Specialist	55.00	20.00	\$ 1,100.00
Administrative Services Officer I	54.00	11.00	\$ 594.00
Senior Programs Specialist	52.00	242.00	\$ 12,584.00
Technical Writing Specialist	50.00	280.00	\$ 14,000.00
Accountant	42.00	60.00	\$ 2,520.00
Subtotal		645.00	\$ 32,888.00
Subtask 1.2 – Reporting & Invoicing			
Principal Programs Specialist	66.00	24.00	\$ 1,584.00
Technical Writing Manager	64.00	-	-
Senior Technical Writing Specialist	55.00	-	-
Administrative Services Officer I	54.00	58.00	\$ 3,132.00
Senior Programs Specialist	52.00	361.00	\$ 18,772.00
Technical Writing Specialist	50.00	191.00	\$ 9,550.00
Accountant	42.00	172.00	\$ 7,224.00
Subtotal		806.00	\$ 40,262.00
GRAND TOTAL		1,451.00	\$ 73,150.00

The wage rates for each position reflected in the proposed budget conform to our organization's established compensation schedule. Furthermore, the rates established in this budget proposal are consistently applied to both Federal and non-Federal activities and are consistent with that paid for similar work in other activities of our organization.

Fringe Benefits

The total estimated amount of fringe benefits to be charged to the project is \$63,215.00.

Fringe benefits are allocated directly to individual employees and rates typically fluctuate each pay period depending on a number of factors such as employee bargaining units and the number of pay days in a month. The benefits allocated to each employee may include the following: medical, dental, vision, employee retirement contributions, worker's compensation, payroll taxes, and paid time off (vacation, compensation time, sick leave, and holiday leave).

Table 9 **Fringe Benefits Total**

Staff	¹ Fringe Benefit Rate	Estimated Hours	Total
Principal Programs Specialist	58.00	45.00	\$ 2,610.00
Technical Writing Manager	47.00	11.00	\$ 517.00
Senior Technical Writing Specialist	44.00	20.00	\$ 880.00
Administrative Services Officer I	47.00	69.00	\$ 3,243.00
Senior Programs Specialist	45.00	603.00	\$ 27,135.00
Technical Writing Specialist	42.00	471.00	\$ 19,782.00
Accountant	39.00	232.00	\$ 9,048.00
TOTAL		1,451.00	\$ 63,215.00
<i>Federal Share</i>			\$ 28,446.75
<i>Non-Federal Share</i>			\$ 34,768.25
<p>¹The Fringe Benefit Rate is calculated by totaling the benefits allocated to each employee in a pay period and dividing it by 80 hours. The benefit rate is then multiplied by the estimated hours to calculate a total. Number of hours for each employee is the same amount used under Salaries and Wages.</p>			

Table 10 **Fringe Benefits by Task**

Staff	¹ Fringe Benefit Rate	Estimated Hours	Total
Task 1 – Project Management			
Subtask 1.1 – Partner Coordination			
Principal Programs Specialist	58.00	21.00	\$ 1,218.00
Technical Writing Manager	47.00	11.00	\$ 517.00
Senior Technical Writing Specialist	44.00	20.00	\$ 880.00
Administrative Services Officer I	47.00	11.00	\$ 517.00
Senior Programs Specialist	45.00	242.00	\$ 10,890.00
Technical Writing Specialist	42.00	280.00	\$ 11,760.00
Accountant	39.00	60.00	\$ 2,340.00
Subtotal		645.00	\$ 28,122.00

Subtask 1.2 – Reporting & Invoicing			
Principal Programs Specialist	58.00	24.00	\$ 1,392.00
Technical Writing Manager	47.00	-	-
Senior Technical Writing Specialist	44.00	-	-
Administrative Services Officer I	47.00	58.00	\$ 2,726.00
Senior Programs Specialist	45.00	361.00	\$ 16,245.00
Technical Writing Specialist	42.00	191.00	\$ 8,022.00
Accountant	39.00	172.00	\$ 6,708.00
Subtotal		806.00	\$ 35,093.00
GRAND TOTAL		1,451.00	\$ 63,215.00
<i>¹The Fringe Benefit Rate is calculated by totaling the benefits allocated to each employee in a pay period and dividing it by 80 hours. The benefit rate is then multiplied by the estimated hours to calculate a total. Number of hours for each employee is the same amount used under Salaries and Wages.</i>			

Travel

n/a

Equipment

n/a

Materials and Supplies

n/a

Contractual

n/a

Third-Party In-Kind Contributions

A total of 11 partners from the Sonoma - Marin Saving Water Partnership will implement water conservation programs that will assist customers in reducing their water use by providing rebates for turf removal, high efficiency clothes washing machines, Flume home water monitoring devices, high efficiency toilets, and smart irrigation controllers. Additionally, City of Santa Rosa will provide a direct indoor fixture installation program to households that will include installation of a high efficiency toilet, a low flow showerhead, and a kitchen and bathroom faucet aerator. The following are estimates of what each partner anticipates completing under the Sonoma-Marine Drought Resiliency Program, these amounts may fluctuate based on customer demand:

City of Cloverdale:

Total estimated costs is \$25,000.00 (Federal Funding: \$11,250.00 & Non-Federal Funding: \$13,750.00).

- Turf Removal Rebate Incentives: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Clothes Washer Rebates: It is estimated that up to 100 rebates will be issued to customers who purchase qualified washers that meet the U.S. EPS ENERGY STAR Most Efficient criteria. The estimated rebate amount per unit is \$200/washer. Total cost anticipated for the program is \$20,000.00 (\$200*100).
- Flume Home Water Monitoring: Is it estimated that up to 50 customers will participant in this program. Total estimated cost per rebate of this device is \$100/device. Total cost anticipated for this program is \$5,000 (\$100*50)
- High-Efficiency Toilet Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Smart Irrigation Controller: Not anticipated to participate in this program but may change based on customer demand.
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 11 City of Cloverdale Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives		SQFT		
High-Efficiency Clothes Washer Rebates	100	Rebates	\$200.00	\$20,000.00
Flume Home Water Monitoring	50	Devices	\$100.00	\$5,000.00
High-Efficiency Toilet Rebates		Rebates		
Smart Irrigation Controller		Rebates		
Direct install HET, aerators, shower head		Packages		
TOTAL	150			\$25,000.00
			<i>Federal Share</i>	<i>\$11,250.00</i>
			<i>Non-Federal Share</i>	<i>\$13,750.00</i>

City of Cotati:

Total estimated costs is \$18,280.50 (Federal Funding: \$8,226.22 & Non-Federal Funding: \$10,054.28).

- Turf Removal Rebate Incentives: It is estimated that up to 10,287 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be \$1.50. Total cost anticipated for the program is \$15,430.50 (\$1.50*10,287). Estimated average lot size will be 1,000 sqft. A total of 10 rebates will be issued to customers (10,287/1,000).
- High-Efficiency Clothes Washer Rebates: It is estimated that up to 38 rebates will be issued to customers who purchase qualified washers that meet the U.S. EPS ENERGY STAR Most Efficient criteria. The estimated rebate amount per unit is \$75/washer. Total cost anticipated for the program is \$2,850.00 (\$75*38).
- Flume Home Water Monitoring: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Toilet Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Smart Irrigation Controller: Not anticipated to participate in this program but may change based on customer demand.
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 12 City of Cotati Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 10,287	SQFT	\$1.50	\$15,430.50
High-Efficiency Clothes Washer Rebates	38	Rebates	\$75.00	\$2,850.00
Flume Home Water Monitoring		Devices		
High-Efficiency Toilet Rebates		Rebates		
Smart Irrigation Controller		Rebates		
Direct install HET, aerators, shower head		Packages		
TOTAL	²48			\$18,280.50
			<i>Federal Share</i>	<i>\$8,226.22</i>
			<i>Non-Federal Share</i>	<i>\$10,054.28</i>

¹Estimated number of rebates issued to customers is 10 (10,287 sqft divided by average lot size of 1,000)
²Total is 48 (10+38)

City of Healdsburg:

City of Healdsburg’s estimated cost is \$64,600.00 (Federal Funding: \$29,070.00 & Non-Federal Funding: \$35,530.00).

- Turf Removal Rebate Incentives: It is estimated that up to 52,000 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be \$1.00. Total cost anticipated for the program is \$52,000.00 (\$1.00*52,000). Estimated average lot size will be 1,000 sqft. A total of 52 rebates will be issued to customers (52,000/1,000).
- High-Efficiency Clothes Washer Rebates: It is estimated that up to 12 rebates will be issued to customers who purchase qualified washers that meet the U.S. EPS ENERGY STAR Most Efficient criteria. The estimated rebate amount per unit is \$50/washer. Total cost anticipated for the program is \$600.00 (\$50*12).
- Flume Home Water Monitoring: It is estimated that up to 65 customers will participate in this program. Total estimated cost of this device is \$100/device. Total cost anticipated for the program is \$6,500.00 (\$100*65).
- High-Efficiency Toilet Rebates: It is estimated that up to 50 rebates will be issued to customers who purchase qualified high efficiency toilets. The estimated rebate amount per unit is \$110/toilet. Total cost anticipated for the program is \$5,500.00 (\$110*50).
- Smart Irrigation Controller: Not anticipated to participate in this program but may change based on customer demand.
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 13 City of Healdsburg Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 52,000	SQFT	\$1.00	\$52,000.00
High-Efficiency Clothes Washer Rebates	12	Rebates	\$50.00	\$600.00
Flume Home Water Monitoring	65	Devices	\$100.00	\$6,500.00
High-Efficiency Toilet Rebates	50	Rebates	\$110.00	\$5,500.00

Smart Irrigation Controller		Rebates		
Direct install HET, aerators, shower head		Packages		
TOTAL		² 179		\$64,600.00
<i>Federal Share</i>				<i>\$29,070.00</i>
<i>Non-Federal Share</i>				<i>\$35,530.00</i>
¹ Estimated number of rebates issued to customers is 52 (52,000 sqft divided by average lot size of 1,000) ² Total is 179 (52+12+65+50)				

City of Petaluma:

City of Petaluma’s estimated cost is \$53,375.00 (Federal Funding: \$24,018.75 & Non-Federal Funding: \$29,356.25).

- Turf Removal Rebate Incentives: It is estimated that up to 100,000 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be 0.50/sqft. Total cost anticipated for the program is \$50,000.00 (\$0.50*100,000). Estimated average lot size will be 1,000 sqft. A total of 100 rebates will be issued to customers (100,000/1,000).
- High-Efficiency Clothes Washer Rebates: It is estimated that up to 45 rebates will be issued to customers who purchase qualified washers that meet the U.S. EPS ENERGY STAR Most Efficient criteria. The estimated rebate amount per unit is \$75/washer. Total cost anticipated for the program is \$3,375.00 (\$75*45).
- Flume Home Water Monitoring: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Toilet Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Smart Irrigation Controller: Not anticipated to participate in this program but may change based on customer demand.
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 14 City of Petaluma Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 100,000	SQFT	\$0.50	\$50,000.00
High-Efficiency Clothes Washer Rebates	45	Rebates	\$75.00	\$3,375.00

Flume Home Water Monitoring		Devices		
High-Efficiency Toilet Rebates		Rebates		
Smart Irrigation Controller		Rebates		
Direct install HET, aerators, shower head		Packages		
TOTAL		² 145		\$53,375.00
<i>Federal Share</i>				\$24,018.75
<i>Non-Federal Share</i>				\$29,356.25
¹ Estimated number of rebates issued to customers is 100 (100,000 sqft divided by average lot size of 1,000) ² Total is 145 (100+45)				

City of Rohnert Park:

City of Rohnert Park’s estimated cost is \$125,625.00 (Federal Funding: \$56,531.25 & Non-Federal Funding: \$69,093.75).

- Turf Removal Rebate Incentives: It is estimated that up to 120,000 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be 1.00/sqft. Total cost anticipated for the program is \$120,000.00 (\$1.00*120,000). Estimated average lot size will be 1,000 sqft. A total of 120 rebates will be issued to customers (120,000/1,000).
- High-Efficiency Clothes Washer Rebates: It is estimated that up to 75 rebates will be issued to customers who purchase qualified washers that meet the U.S. EPS ENERGY STAR Most Efficient criteria. The estimated rebate amount per unit is \$75/washer. Total cost anticipated for the program is \$5,625.00 (\$75*75).
- Flume Home Water Monitoring: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Toilet Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Smart Irrigation Controller: Not anticipated to participate in this program but may change based on customer demand.
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 15 City of Rohnert Park Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 120,000	SQFT	\$1.00	\$120,000.00
High-Efficiency Clothes Washer Rebates	75	Rebates	\$75.00	\$5,625.00
Flume Home Water Monitoring		Devices		
High-Efficiency Toilet Rebates		Rebates		
Smart Irrigation Controller		Rebates		
Direct install HET, aerators, shower head		Packages		
TOTAL	² 195			\$125,625.00
<i>Federal Share</i>				\$56,531.25
<i>Non-Federal Share</i>				\$69,093.75
¹ Estimated number of rebates issued to customers is 120 (120,000 sqft divided by average lot size of 1,000) ² Total is 195 (120+75)				

City of Santa Rosa:

City of Santa Rosa’s estimated cost is \$1,808,814.00 (Federal Funding: \$813,966.28 & Non-Federal Funding: \$994,847.72).

- Turf Removal Rebate Incentives: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Clothes Washer Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Flume Home Water Monitoring: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Toilet Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Smart Irrigation Controller: Not anticipated to participate in this program but may change based on customer demand.
- Direct Indoor Fixture Installation Program: It is estimated that 2,500 packages will be installed in customer homes. Each package can consist of a high efficiency toilet, a low flow showerhead, and a kitchen and bathroom faucet aerator. Estimated cost per package is \$723.53. Total estimated cost for the program is \$1,808,814.00 (\$723.53*2,500.00)

Table 16 City of Santa Rosa Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives		SQFT		
High-Efficiency Clothes Washer Rebates		Rebates		
Flume Home Water Monitoring		Devices		
High-Efficiency Toilet Rebates		Rebates		
Smart Irrigation Controller		Rebates		
Direct install HET, aerators, shower head	2,500	Packages	\$723.53	\$1,808,814.00
TOTAL	2,500			\$1,808,814.00
			<i>Federal Share</i>	<i>\$813,966.28</i>
			<i>Non-Federal Share</i>	<i>\$994,847.72</i>

City of Sonoma:

City of Sonoma’s estimated cost is \$201,300.00 (Federal Funding: \$90,585.00 & Non-Federal Funding: \$110,715.00).

- Turf Removal Rebate Incentives: It is estimated that up to 201,300 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be 1.00/sqft. Total cost anticipated for the program is \$201,300.00 (\$1.00*201,300). Estimated average lot size will be 1,000 sqft. A total of 201 rebates will be issued to customers (201,300/1,000).
- High-Efficiency Clothes Washer Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Flume Home Water Monitoring: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Toilet Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Smart Irrigation Controller: Not anticipated to participate in this program but may change based on customer demand.
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 17 City of Sonoma Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 201,300	SQFT	\$1.00	\$201,300.00
High-Efficiency Clothes Washer Rebates		Rebates		
Flume Home Water Monitoring		Devices		
High-Efficiency Toilet Rebates		Rebates		
Smart Irrigation Controller		Rebates		
Direct install HET, aerators, shower head		Packages		
TOTAL	¹201			\$201,300.00
<i>Federal Share</i>				<i>\$90,585.00</i>
<i>Non-Federal Share</i>				<i>\$110,715.00</i>
¹ Estimated number of rebates issued to customers is 201 (201,300 sqft divided by average lot size of 1,000)				

Marin Municipal Water District:

County of Marin’s estimated cost is \$1,606,500.00 (Federal Funding: \$722,925.00 & Non-Federal Funding: \$883,575.00).

- Turf Removal Rebate Incentives: It is estimated that up to 1,015,000 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be \$1.50. Total cost anticipated for the program is \$1,522,500.00 (\$1.00*1,015,000)
- High-Efficiency Clothes Washer Rebates: It is estimated that up to 200 rebates will be issued to customers who purchase qualified washers that meet the U.S. EPS ENERGY STAR Most Efficient criteria. The estimated rebate amount per unit is \$100/washer. Total cost anticipated for the program is \$20,000.00 (\$100*200).
- Flume Home Water Monitoring: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Toilet Rebates: It is estimated that up to 200 rebates will be issued to customers who purchase qualified high efficiency toilets. The estimated rebate amount per unit is \$150/toilet. Total cost anticipated for the program is \$30,000.00 (\$150*200).
- Smart Irrigation Controller: It is estimated that up to 340 customers will participant in this program. Total estimated cost of this device is \$100/device. Total cost anticipated for the program is \$34,000.00 (\$100*340).

- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 18 **Marin Municipal Water District Program Breakdown**

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 1,015,000	SQFT	\$1.50	\$1,522,500.00
High-Efficiency Clothes Washer Rebates	200	Rebates	\$100.00	\$20,000.00
Flume Home Water Monitoring		Devices		
High-Efficiency Toilet Rebates	200	Rebates	\$150.00	\$30,000.00
Smart Irrigation Controller	340	Rebates	\$100.00	\$34,000.00
Direct install HET, aerators, shower head		Packages		
TOTAL	² 1,755			\$1,606,500.00
<i>Federal Share</i>				<i>\$722,925.00</i>
<i>Non-Federal Share</i>				<i>\$883,575.00</i>
¹ Estimated number of rebates issued to customers is 1,015 (1,015,000 sqft divided by average lot size of 1,000) ² Total is 1,755 (1,015+200+200+340)				

North Marin Water District:

North Marin Water District’s estimated cost is \$303,750.00 (Federal Funding: \$136,687.50 & Non-Federal Funding: \$167,062.50).

- Turf Removal Rebate Incentives: It is estimated that up to 195,000 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be 1.00/sqft. Total cost anticipated for the program is \$195,000.00 (\$1.00*195,000). Estimated average lot size will be 1,000 sqft. A total of 195 rebates will be issued to customers (195,000/1,000).
- High-Efficiency Clothes Washer Rebates: It is estimated that up to 150 rebates will be issued to customers who purchase qualified washers that meet the U.S. EPS ENERGY STAR Most Efficient criteria. The estimated rebate amount per unit is \$100/washer. Total cost anticipated for the program is \$15,000.00 (\$100*150).

- Flume Home Water Monitoring: Is it estimated that up to 100 customers will participant in this program. Total estimated cost of this device is \$150/device. Total cost anticipated for the program is \$15,000.00 (\$150*100)
- High-Efficiency Toilet Rebates: It is estimated that up to 450 rebates will be issued to customers who purchase qualified high efficiency toilets. The estimated rebate amount per unit is \$125/toilet. Total cost anticipated for the program is \$56,250.00 (\$125*450).
- Smart Irrigation Controller: Is it estimated that up to 75 customers will participant in this program. Total estimated cost of this device is \$300/device. Total cost anticipated for the program is \$22,500.00 (\$300*75).
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 19 North Marin Water District Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 195,000	SQFT	\$1.00	\$195,000.00
High-Efficiency Clothes Washer Rebates	150	Rebates	\$100.00	\$15,000.00
Flume Home Water Monitoring	100	Devices	\$150.00	\$15,000.00
High-Efficiency Toilet Rebates	450	Rebates	\$125.00	\$56,250.00
Smart Irrigation Controller	75	Rebates	\$300.00	\$22,500.00
Direct install HET, aerators, shower head		Packages		
TOTAL	²970			\$303,750.00
<i>Federal Share</i>				<i>\$136,687.50</i>
<i>Non-Federal Share</i>				<i>\$167,062.50</i>
¹ Estimated number of rebates issued to customers is 195 (195,000 sqft divided by average lot size of 1,000)				
² Total is 970 (195+150+100+450+75)				

Town of Windsor:

Town of Windsor’s estimated cost is \$64,000.00 (Federal Funding: \$28,800.00 & Non-Federal Funding: \$35,200.00).

- Turf Removal Rebate Incentives: It is estimated that up to 24,000 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be \$1.00. Total cost anticipated for the program is

\$24,000.00 (\$1.00*24,000). Estimated average lot size will be 1,000 sqft. A total of 24 rebates will be issued to customers (24,000/1,000).

- High-Efficiency Clothes Washer Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Flume Home Water Monitoring: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Toilet Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Smart Irrigation Controller: Is it estimated that up to 400 customers will participant in this program. Total estimated cost of this device is \$100/device. Total cost anticipated for the program is \$40,000.00 (\$100*400).
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 20 Town of Windsor Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 24,000	SQFT	\$1.00	\$24,000.00
High-Efficiency Clothes Washer Rebates		Rebates		
Flume Home Water Monitoring		Devices		
High-Efficiency Toilet Rebates		Rebates		
Smart Irrigation Controller	400	Rebates	\$100.00	\$40,000.00
Direct install HET, aerators, shower head		Packages		
TOTAL	² 424			\$64,000.00
			<i>Federal Share</i>	<i>\$28,800.00</i>
			<i>Non-Federal Share</i>	<i>\$35,200.00</i>
¹ Estimated number of rebates issued to customers is 24 (24,000 sqft divided by average lot size of 1,000) ² Total is 424 (24+400)				

Valley of the Moon Water District:

Valley of the Moon Water District’s estimated cost is \$23,200.00 (Federal Funding: \$10,440.00 & Non-Federal Funding: \$12,760.00).

- Turf Removal Rebate Incentives: It is estimated that up to 43,400 sqft of landscape will be replaced with low or very low water use plants and drip irrigation. The dollar amount rebated per sqft is estimated to be 0.50/sqft. Total cost anticipated for the program is \$21,700.00 (\$0.50*43,400). Estimated average lot size will be 1,000 sqft. A total of 43 rebates will be issued to customers (43,400/1,000).
- High-Efficiency Clothes Washer Rebates: It is estimated that up to 30 rebates will be issued to customers who purchase qualified washers that meet the U.S. EPS ENERGY STAR Most Efficient criteria. The estimated rebate amount per unit is \$50/washer. Total cost anticipated for the program is \$1,500.00 (\$50*30).
- Flume Home Water Monitoring: Not anticipated to participate in this program but may change based on customer demand.
- High-Efficiency Toilet Rebates: Not anticipated to participate in this program but may change based on customer demand.
- Smart Irrigation Controller: Not anticipated to participate in this program but may change based on customer demand.
- Direct Indoor Fixture Installation Program: Not anticipated to participate in this program but may change based on customer demand.

Table 21 Valley of the Moon Program Breakdown

Program	Estimated Amount of SQFT/Rebates/Devices Rebated	Unit	Estimated Rebate Amount per Unit	Total Cost
Turf Removal Rebate Incentives	¹ 43,400	SQFT	\$0.50	\$21,700.00
High-Efficiency Clothes Washer Rebates	30	Rebates	\$50.00	\$1,500.00
Flume Home Water Monitoring		Devices		
High-Efficiency Toilet Rebates		Rebates		
Smart Irrigation Controller		Rebates		
Direct install HET, aerators, shower head		Packages		
TOTAL	² 73			\$23,200.00
			<i>Federal Share</i>	<i>\$10,440.00</i>
			<i>Non-Federal Share</i>	<i>\$12,760.00</i>
¹ Estimated number of rebates issued to customers is 43 (43,400 sqft divided by average lot size of 1,000) ² Total is 73 (43+30)				

Other Expenses

n/a

Indirect Costs

In accordance with 2 CFR Part 200.414(f), Sonoma County Water Agency is electing to charge a de minimis rate of 10% to total direct costs associated with Salary and Fringe Benefits total.

Table 22 Indirect Costs

Category	Total
Personnel Costs	\$ 73,150.00
Fringe Benefit Costs	\$ 63,215.00
Total	\$ 136,365.00
Indirect Costs (@10% of Salary and Fringe Benefits)	\$ 13,635.00
<i>Federal Share</i>	\$ 6,135.75
<i>Non-Federal Share</i>	\$ 7,499.25

3 ENVIRONMENTAL AND CULTURAL RESOURCES COMPLIANCE

The following questions have been considered in assessing any potential environmental and/or cultural resource impacts with the Program.

- 1. Will the proposed project impact the surrounding environment (e.g., soil [dust], air, water [quality and quantity], animal habitat)? Please briefly describe all earth-disturbing work and any work that will affect the air, water, or animal habitat in the project area. Please also explain the impacts of such work on the surrounding environment and any steps that could be taken to minimize the impacts.***

The proposed project is a water conservation program that would implement water use efficiency projects such as replacing inefficient clothes washing machines with high-efficiency models, rebates for the installation of Flume home water monitoring devices, smart irrigation controllers, and replacing high volume toilets with high efficiency models. In addition, the program would remove 1,760,987 square feet of turf. There would be no adverse effects to the surrounding environment and no potential for negative impacts to wildlife. The water use efficiency projects consist of activities that do not result in a serious or major disturbance to an environmental resource. There are no cumulative effects from the water use efficiency projects or unusual circumstances which would lead to a significant effect on the environment.

2. Are you aware of any species listed or proposed to be listed as a Federal threatened or endangered species, or designated critical habitat in the project area? If so, would they be affected by any activities associated with the proposed project?

The water use efficiency projects consist of activities that do not result in a serious or major disturbance to any species listed or proposed to be listed as a Federal threatened or endangered species or designated critical habitat. There are no cumulative effects from the water use efficiency projects or unusual circumstances which would lead to a significant effect on the environment.

3. Are there wetlands or other surface waters inside the project boundaries that potentially fall under CWA jurisdiction as “Waters of the United States?” If so, please describe and estimate any impacts the proposed project may have.

The water use efficiency projects consist of activities that are not within wetlands or other surface waters such as “Waters of the United States.” Water use efficiency projects consist of activities that would not destroy or degrade wetland functions or their habitats.

4. When was the water delivery system constructed?

The Sonoma County Water Agency (Sonoma Water) was established as the Sonoma County Water Conservation and Flood Control District by an act of the California Legislature adopted in 1949. As early as 1954, Sonoma Water applied to the State Water Resources Control Board, which has the authority over water rights, for rights to appropriate Russian River water. Construction of the transmission system started with the Santa Rosa Aqueduct which was completed in 1959. Within five years, the transmission system encompassed approximately 50 miles of pipelines. Expansions to the system totaling 26 miles were completed in the 1970s and 1980s. The last 10 miles of pipelines were completed in the early 2000s.

5. Will the proposed project result in any modification of or effects to, individual features of an irrigation system (e.g., headgates, canals, or flumes)? If so, state when those features were constructed and describe the nature and timing of any extensive alterations or modifications to those features completed previously.

The proposed project would not result in any modifications of or effects to individual features of an irrigation system.

6. Are any buildings, structures, or features in the irrigation district listed or eligible for listing on the National Register of Historic Places? A cultural resources specialist at your local Reclamation office or the State Historic Preservation Office can assist in answering this question.

The water use efficiency projects consist of activities that would not result in a serious or major disturbance to a listed historical resource or an eligible resource for listing on the National Register of Historic Places. There are no cumulative effects from the water use efficiency

projects or unusual circumstances which would lead to a significant effect on a listed historical resource or eligible for listing on the National Register of Historic Places.

7. *Are there any known archeological sites in the proposed project area?*

There is potential for known archeological sites in the proposed project area. However, the water use efficiency projects consist of activities that would not result in a serious or major disturbance to an archeological site. There are no cumulative effects from the water use efficiency projects or unusual circumstances which would lead to a significant effect on an archeological site.

8. *Will the proposed project have a disproportionately high and adverse effect on low income or minority populations?*

The water use efficiency projects consist of activities that would not have the potential to cause disproportionately high and adverse impacts on low-income and minority populations. The water conservation program that would implement water use efficiency projects are accessible to all residents within the project area. No relocations would occur as a result of the water efficiency projects and no populations would be displaced as a result of the water use efficiency projects. Any eligible low income or minority resident can participate in the rebate program, and there is no penalty for not participating. Low income and minority populations will be encouraged to participate in this program and save money on their water bill through water conservation.

9. *Will the proposed project limit access to and ceremonial use of Indian sacred sites or result in other impacts on tribal lands?*

The water use efficiency projects consist of activities that would not result in limiting access to and ceremonial use of Indian sacred sites or result in other impacts on tribal lands. There are no cumulative effects from the water efficiency projects or unusual circumstances which would lead to a significant effect on a cultural tribal resource.

10. *Will the proposed project contribute to the introduction, continued existence, or spread of noxious weeds or non-native invasive species known to occur in the area?*

The water conservation program that would implement water use efficiency projects would remove 1,760,987 square feet of turf to be replaced with drought-tolerant native plant species within the project area. The water use efficiency projects consist of activities that would not contribute to an increase potential for introduction, continued existence, or the spread of noxious weeds or invasive species.

4 REQUIRED PERMITS OR APPROVALS

No permits or approvals will be needed for this Program. Each rebate partner has already been approved to implement their respective rebate programs, and agree to participate in the partnership collaboration.

5 LETTERS OF SUPPORT AND LETTERS OF PARTNERSHIP

Letters of Commitment from the following program partners are included in Appendix C:

- City of Cloverdale
- City of Cotati
- City of Healdsburg
- City of Petaluma
- City of Rohnert Park
- City of Santa Rosa Water Department
- Marin Municipal Water District
- North Marin Water District
- Town of Windsor
- Valley of the Moon Water District

Letters of support from the following entities are included in Appendix D:

- Alliance for Water Efficiency
- California Landscape Contractors Association, North Coast Chapter
- California Water Efficiency Partnership
- City of Petaluma
- City of Santa Rosa
- Daily Acts
- Gold Ridge Resource Conservation District
- Marin Municipal Water District
- Russian River Watershed Association
- Santa Rosa Plain Groundwater Sustainability Agency
- Sonoma Clean Power
- Sonoma County Energy and Sustainability Division
- Sonoma County Farm Bureau
- Sonoma Resource Conservation District
- University of California Cooperative Extension, UC Master Gardener Program of Sonoma County
- WaterNow Alliance

6 OFFICIAL RESOLUTION

A copy of the draft resolution is provided in Attachment E. The resolution is scheduled to be adopted by the Sonoma Water Board of Directors at their August 9, 2022 meeting. Once the resolution is approved by the Board of Directors, Sonoma Water will submit the signed resolution to the Bureau of Reclamation at bor-sha-fafoa@usbr.gov.

7 UNIQUE ENTITY IDENTIFIER

Sonoma County Water Agency Unique Entity Identifier: VHH1S8T4VFQ9

8 CONFLICT OF INTEREST DISCLOSURE

At the time of submission, no actual or potential conflict of interests are known to exist. Sonoma Water and partners have established internal controls that include, at a minimum, procedures to identify, disclose, and mitigate or eliminate identified conflicts of interest. If the application is awarded, Sonoma Water will be responsible for notifying the Financial Assistance Officer in writing of any conflicts of interest that may arise during the life of the award, including those that have been reported by sub-recipients.

9 UNIFORM AUDIT REPORTING STATEMENT

Sonoma Water is required to submit a single audit each year, including the most recently closed fiscal year. Sonoma Water's EIN number is 946000539 and our most recent report is available through the Federal Audit Clearinghouse website.

APPENDICES

Appendix A Program Location Map

Appendix B Program Schedule

Appendix C Letters of Commitment

Appendix D Letters of Support

Appendix E Draft Resolution

Appendix F Mandatory Federal Forms

Appendix G Partnership Memorandum of Understanding (MOU)

Attachment D Letters of Support

- Alliance for Water Efficiency
- California Landscape Contractors Association, North Coast Chapter
- California Water Efficiency Partnership
- City of Petaluma
- City of Santa Rosa
- Daily Acts
- Gold Ridge Resource Conservation District
- Marin Municipal Water District
- Russian River Watershed Association
- Santa Rosa Plain Groundwater Sustainability Agency
- Sonoma Clean Power
- Sonoma County Energy and Sustainability Division
- Sonoma County Farm Bureau
- Sonoma Resource Conservation District
- University of California Cooperative Extension, UC Master Gardener Program of Sonoma County
- WaterNow Alliance

July 6, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225



**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant
Application Sonoma County Water Agency - Sonoma-Marín Drought Resiliency
Program**

Dear review team,

The Alliance for Water Efficiency is submitting this letter of support for the grant application entitled "Sonoma-Marín Saving Water Partnership Water Use Efficiency for Drought Resiliency Program," submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marín Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership's proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership's proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help the region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program.

Sincerely,

Ron Burke
President and CEO
Alliance for Water Efficiency

33 N LaSalle Street
Suite 2275
Chicago, IL 60602

OFFICE (773) 360-5100

TOLL-FREE (866) 730-A4WE

FAX (773) 345-3636

allianceforwaterefficiency.org
home-water-works.org





P.O. Box 1621 Sebastopol, CA 95473 Phone (707) 217-2139
e-mail: heyconniesalinas@hotmail.com

July 13, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

Dear review team,

The North Coast Chapter of the CA Landscape Contractors Association is submitting this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,

Connie Salinas – Executive Director/Journal Editor - (707) 217-2139 cell
CA Landscape Contractors Association - North Coast Chapter

July 1, 2022

U.S. Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

RE: Letter of Support for Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program

To Whom It May Concern:

The California Water Efficiency Partnership is submitting this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency on behalf of the Sonoma-Marin Saving Water Partnership.

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs. The Partnership has worked collaboratively with members and stakeholders for many years on water conservation initiatives. CalWEP believes that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. From January through March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain, and implement an array of water-use efficiency programs.

This project will provide rebate incentives for community members to make water efficient improvements that will help the region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the Water and Energy Efficiency Grant program. We look forward to hearing of its success.

Sincerely,



Sarah Foley
Executive Director, Operations

cc: Paul Piazza, Sonoma Water



CITY OF PETALUMA

POST OFFICE BOX 61
PETALUMA, CA 94953-0061

Teresa Barrett
Mayor

July 13, 2022

Brian Barnacle
D'Lynda Fiseher
Mike Healy
Dave King
Kevin McDonnell
Dennis Poeckay
Councilmembers

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

Dear review team,


The City of Petaluma is submitting this letter of support for the grant application entitled "Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program," submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership's proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record, and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership's proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficiency improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing about its success.

Sincerely,


Peggy Flynn
City Manager

Cc: Christopher Bolt, Director of Public Works and Utilities
Chelsea Thompson, Environmental Services Analyst

City Manager's Office
11 English St.
Petaluma, CA 94952

Phone (707) 778-4345

E-Mail:
citymgr@cityofpetaluma.org

Economic Development
Phone (707) 778-4549
Fax (707) 778-4486

Housing Division
Phone (707) 778-4555
Fax (707) 778-4586

Information Technology
Phone (707) 778-4417
Fax (707) 776-3623





July 14, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

To Whom it May Concern:

On behalf of the City of Santa Rosa I am writing to support the grant application submitted by the Sonoma County Water Agency (Sonoma Water) entitled "Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program" on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The City of Santa Rosa, an urban retail water supplier serving approximately 178,000 residents in Sonoma County, is a member of the Partnership, which is a coalition of 13 water utilities in Sonoma and Marin Counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. Santa Rosa has a long-standing commitment to drought preparation and water use efficiency and has worked collaboratively with the Partnership and stakeholders for many years on water conservation initiatives. To date, Santa Rosa has spent over \$21 million on water conservation programs, facilitating the replacement of approximately 56,000 toilets with ultra-low flow and high efficiency toilets and conversion of over 3.85 million square feet of high water use turf to low water use landscapes.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed. The Russian River is the water supply source for more than 600,000 residents in Sonoma and Marin counties, including the City of Santa Rosa. From January to March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership's proactive role in helping fund, maintain and implement an array of water-use efficiency programs to increase water supply resiliency in our region.

This program will provide no-cost toilets and devices to customers to make water efficient improvements that will help our region successfully adapt to a limited water supply, current

Office of the Mayor
City of Santa Rosa
100 Santa Rosa Avenue, Room 10
Santa Rosa, CA 95404

drought constraints, and future climate change conditions. Specifically, this funding will help Santa Rosa implement a customer program to replace existing fixtures by directly installing high efficiency toilets and indoor water fixtures at residents and businesses to achieve an additional water savings of 159-acre feet per year.

We give this grant application our full support, and highly recommend its sponsorship by the U.S. Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. Thank you for this opportunity. We look forward to hearing of the application's success.

Regards,

A handwritten signature in black ink, appearing to read "Chris Rogers". The signature is fluid and cursive, with a long horizontal stroke at the end.

Chris Rogers, Mayor
City of Santa Rosa

July 14th, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marín Drought Resiliency Program**

Dear review team,

The Daily Acts Organization is submitting this letter of support for the grant application entitled “Sonoma-Marín Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marín Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,



Brianna Schaefer, Programs Director

July 20, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

Dear review team,

The Gold Ridge Resource Conservation District is submitting this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,

Brittany Jensen, Executive Director, Brittany@GoldRidgeRCD.org



July 11, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant
Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

Dear review team,

Marin Water is submitting this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest

support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,



Ben Horenstein
General Manager



July 7, 2022

SENT VIA: EMAIL

MEMBER AGENCIES

- City of Cloverdale
- City of Cotati
- City of Healdsburg
- City of Santa Rosa
- City of Sebastopol
- City of Ukiah
- County of Mendocino
- County of Sonoma
- Sonoma County Water Agency
- Town of Windsor

Bureau of Reclamation
Financial Assistance Operations
Attn: Notice of Funding Opportunity (NOFO) Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

SUBJECT: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program

ANDY RODGERS
Executive Director

300 Seminary Avenue
Ukiah, CA 95482
(707) 508-3670

info@rrwatershed.org
www.rrwatershed.org

Dear review team:

The Russian River Watershed Association (RRWA) is submitting this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The RRWA is a coalition of ten public agencies in Sonoma and Mendocino Counties that have come together to coordinate regional programs in the Russian River watershed for clean water, habitat restoration, and watershed enhancement.

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions.

The RRWA gives this proposal our fullest support, and highly recommends its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Andy Rodgers', with a stylized flourish at the end.

Andy Rodgers, RRWA Executive Director

July 6, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marín Drought Resiliency Program**

Dear review team,

Sonoma Clean Power is submitting this letter of support for the grant application entitled “Sonoma-Marín Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marín Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,



Rebecca Simonson
Director of Programs, Sonoma Clean Power



SONOMA COUNTY
GENERAL SERVICES DEPARTMENT

ADMINISTRATIVE SERVICES • ENERGY & SUSTAINABILITY • FACILITIES DEVELOPMENT & MANAGEMENT • FLEET OPERATIONS • PURCHASING

July 11, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

Dear review team,

The County of Sonoma, Energy and Sustainability Division is submitting this letter of support for the grant application entitled "Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program," submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership's proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership's proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jane Elias", written over a blue circular stamp or seal.

Jane Elias, Energy and Sustainability Division Manager



SONOMA COUNTY FARM BUREAU

Affiliated with California Farm Bureau and American Farm Bureau Federation

July 1, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

Dear Review Team,

Sonoma County Farm Bureau is submitting this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership). Sonoma County Farm Bureau (SCFB) is a general farm organization representing nearly 1,800 family farmers, ranchers, rural landowners, and agricultural businesses in Sonoma County, and works to promote and protect policies that provide a prosperous local economy while preserving natural resources and a longstanding county agricultural heritage.

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. While agriculture producers may not be direct benefactors from the incentives offered through this program, the program will provide direct support to and substantial water savings from urban water users and will potentially lessen the impact of the drought on our agricultural water users.

We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Beretta".

Jennifer Beretta
President



1221 Farmers Lane, Suite F
Santa Rosa, CA 95405

707.569.1448
SonomaRCD.org

July 5, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

Dear review team,

The Sonoma Resource Conservation District (RCD) is submitting this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties.

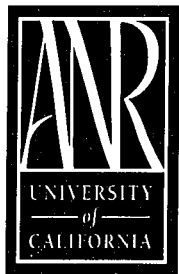
In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,

A handwritten signature in blue ink that reads "Valerie Q" followed by a long horizontal flourish.

Valerie Quinto, Executive Director
Sonoma Resource Conservation District



UNIVERSITY of CALIFORNIA
Agriculture & Natural Resources



COOPERATIVE EXTENSION • SONOMA COUNTY
2604 Ventura Avenue, Rm. 100 • Santa Rosa, CA 95403-2810
Tel. (707) 565-2621 Fax (707) 565-2623 4-H (707) 565-2681
Master Gardeners (707) 565-2608 <http://cesonoma.ucdavis.edu>

July 12, 2022

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

Dear review team,

The UC Master Gardener Program of Sonoma County (UCMGSC) is submitting this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in our region. In this spirit, we have worked collaboratively with Partnership members and stakeholders for many years on water conservation initiatives and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs throughout Sonoma and Marin counties. UCMGSC’s *Garden Sense* program, funded by Sonoma Water since 2013, provides consultation to Sonoma County residents on lawn removal, irrigation conversion from spray to drip and low water use plant recommendations and has resulted in significant landscape water use educational outreach.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. In July 2021, Governor Newsom extended the Emergency declaration to include Marin County due to severe drought conditions. In January – March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive

role in helping fund, maintain and implement an array of water-use efficiency programs for our region.

This project will provide rebate incentives for community members to make water efficient improvements that will help our region successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. We give this proposal our fullest support, and highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success.

Sincerely,

A handwritten signature in black ink that reads "Mimi Enright". The signature is written in a cursive, flowing style.

Mimi Enright
Program Manager
UC Master Gardener Program of Sonoma County

Cc: Paul Piazza, Sonoma Water

Bureau of Reclamation
Financial Assistance Operations
Attn: NOFO Team
P.O. Box 25007, MS 84-27133
Denver, CO 80225

**RE: Letter of Support for WaterSMART: Water and Energy Efficiency Grant Application
Sonoma County Water Agency - Sonoma-Marin Drought Resiliency Program**

To the Review Team,

WaterNow Alliance (WaterNow) is very pleased to submit this letter of support for the grant application entitled “Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program,” submitted by the Sonoma County Water Agency (Sonoma Water) on behalf of the Sonoma-Marin Saving Water Partnership (Partnership).

The Partnership represents a collective of major water utilities in Sonoma and Marin counties that have joined together to provide collaborative solutions for cost-effective water use efficiency programs in the region. In this spirit, we have worked collaboratively with Partnership on a number of water conservation initiatives, and believe that the Partnership’s proposal is an important step to maximize the impact of water use efficiency programs regionally.

In April 2021, Governor Newsom declared a State of Emergency in Mendocino and Sonoma counties due to severe drought conditions in the Russian River Watershed, which provides drinking water to more than 600,000 residents in Sonoma and Marin counties. The Governor extended the Emergency declaration to include Marin County shortly thereafter. From January to March 2022, California experienced the driest winter on record and due to the third consecutive year of drought, the Russian River Watershed is experiencing historically low water supply levels. The current conditions highlight the importance of the Partnership’s proactive role in helping fund, maintain and implement an array of water-use efficiency programs for the region.

This project will provide rebate incentives for community members to make water efficient improvements that will help consumers successfully adapt to a limited water supply, current drought constraints, and future climate change conditions. This proposal has WaterNow’s fullest support, and we highly recommend its sponsorship by the US Bureau of Reclamation Water and Energy Efficiency Grant (WEEG) program. We look forward to hearing of its success. Thank you for your consideration of our views.

Sincerely,



Cynthia Koehler
Executive Director