

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



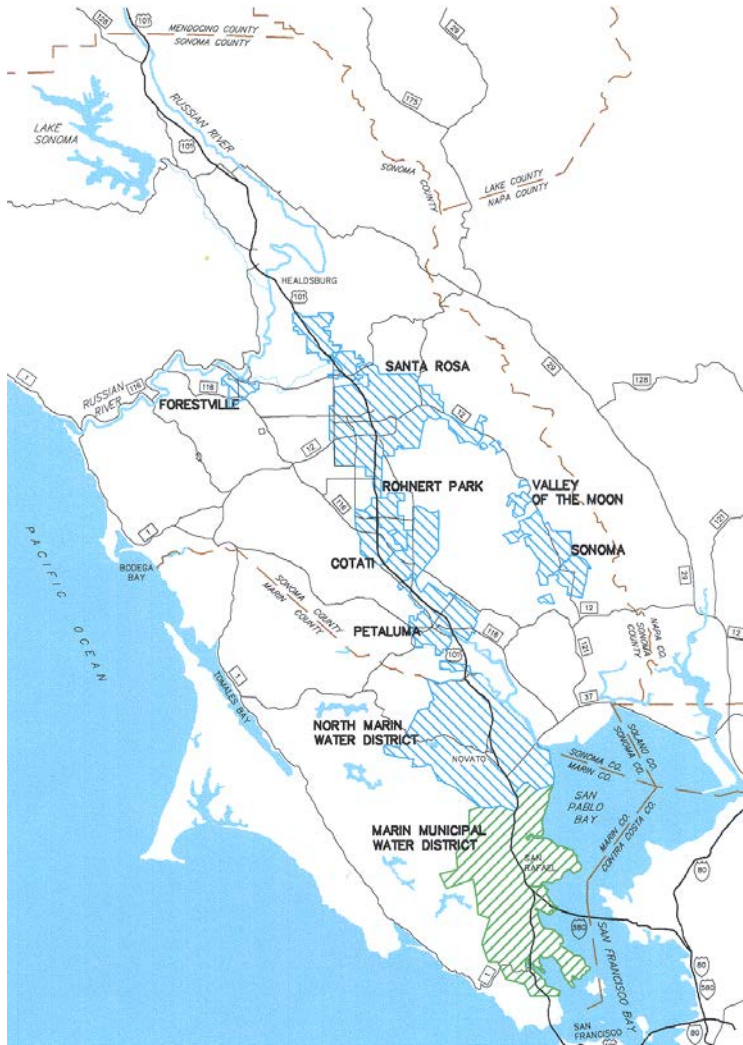
Catalyzing Community Action to Take Water Savvy Solutions to Scale



Claire Nordlie
Water Program Specialist



Sonoma County Water Agency



Wholesale water provider to
retailers in Sonoma and Marin
Counties, CA

600,000 water customers

Offering water-use efficiency
programs through retailers
since 1998

Sonoma- Marin Saving Water Partnership

MOU with member agencies



Our Partner

daily acts

because every choice matters



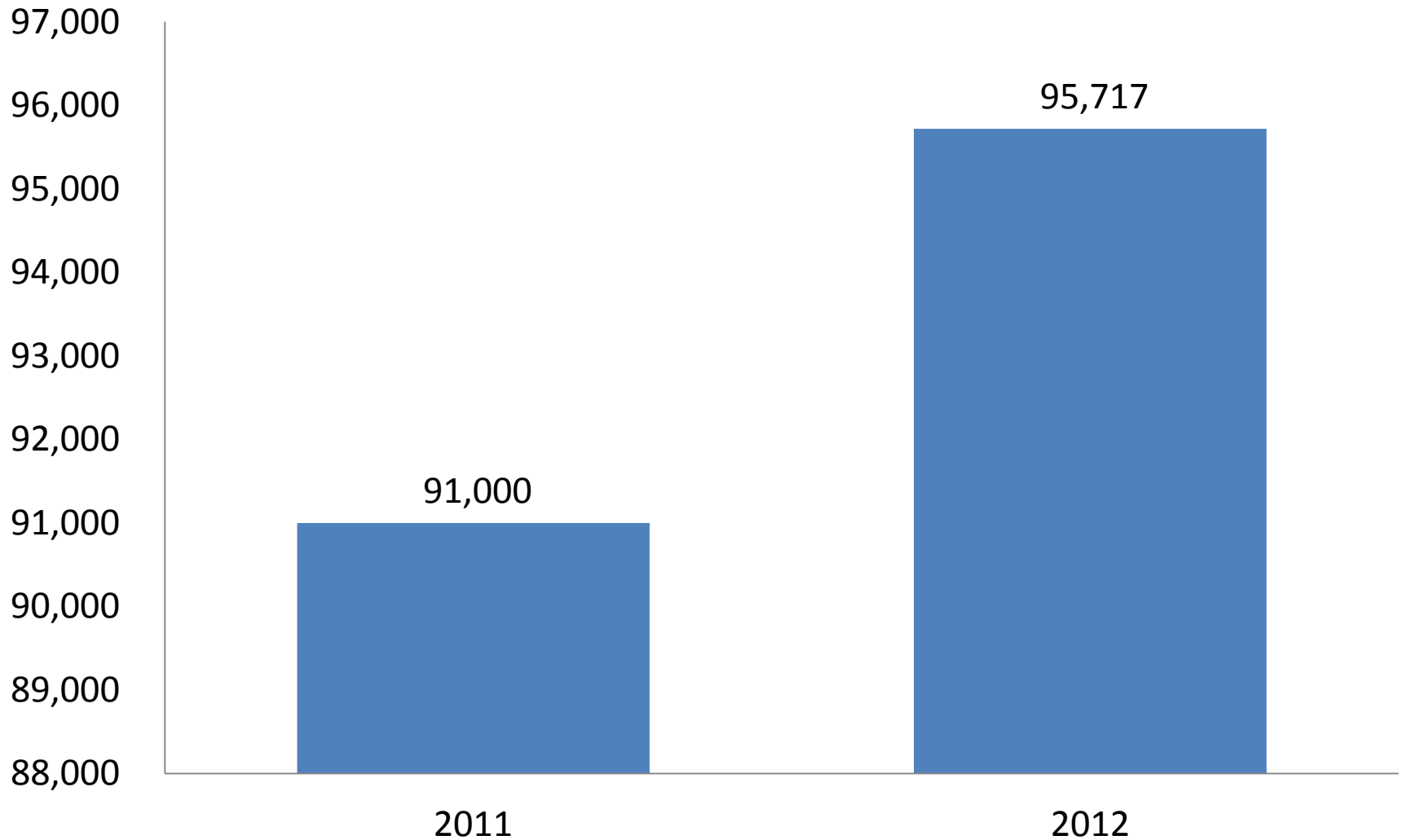
350 Home and Garden Challenge

- Collaborative, grassroots initiative led by Daily Acts to grow more food, save water, conserve energy and build community.
- 4th year in Sonoma County
- Actions include lawn removal, carpools organized, efficient appliances installed and more.

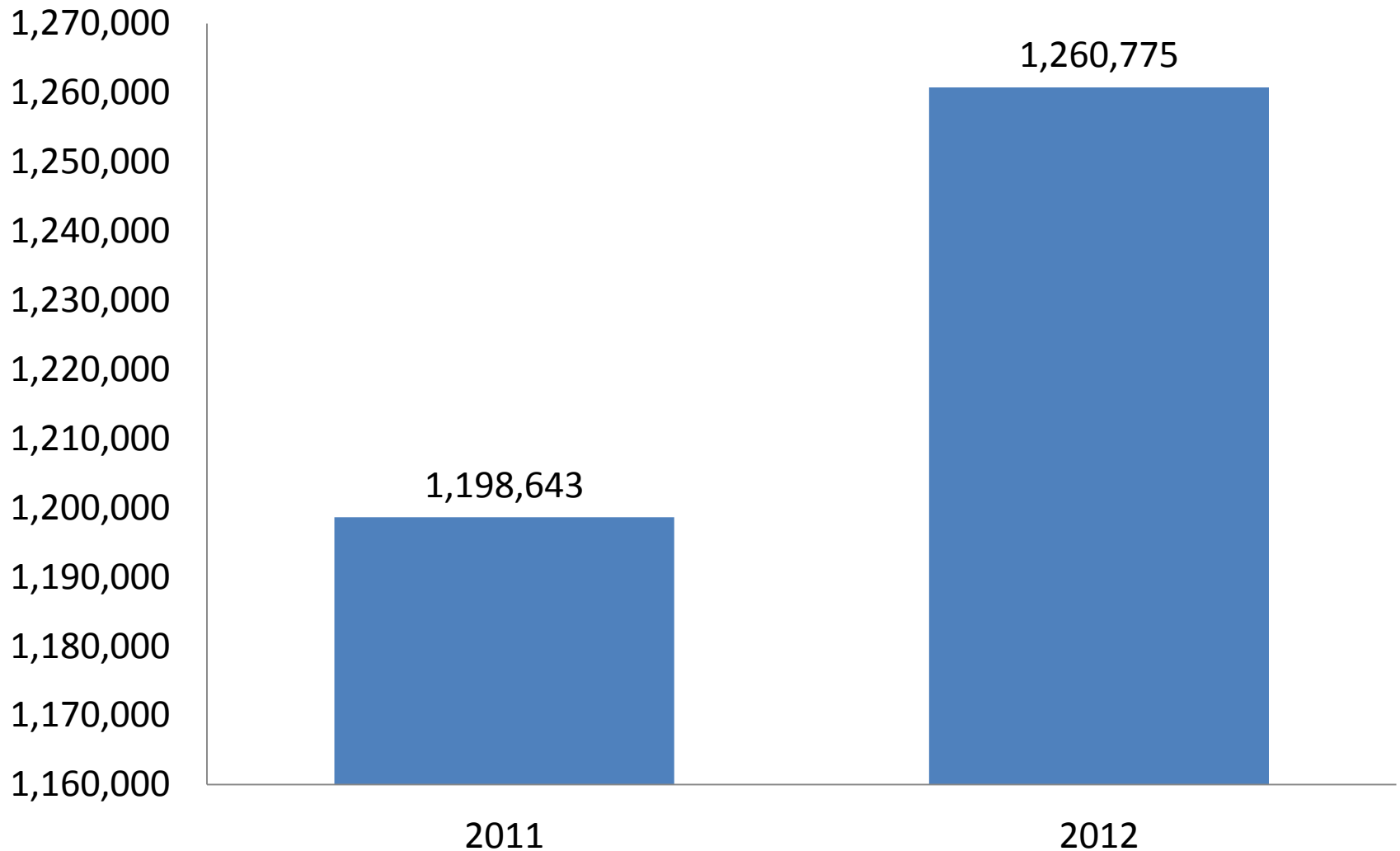
Water Savings Actions

- Installed drip irrigation
- Planted drought tolerant garden
- Created rainwater catchment
- Installed laundry to landscape greywater system
- Switched to water saving appliances

Turf Transformed (sq ft)

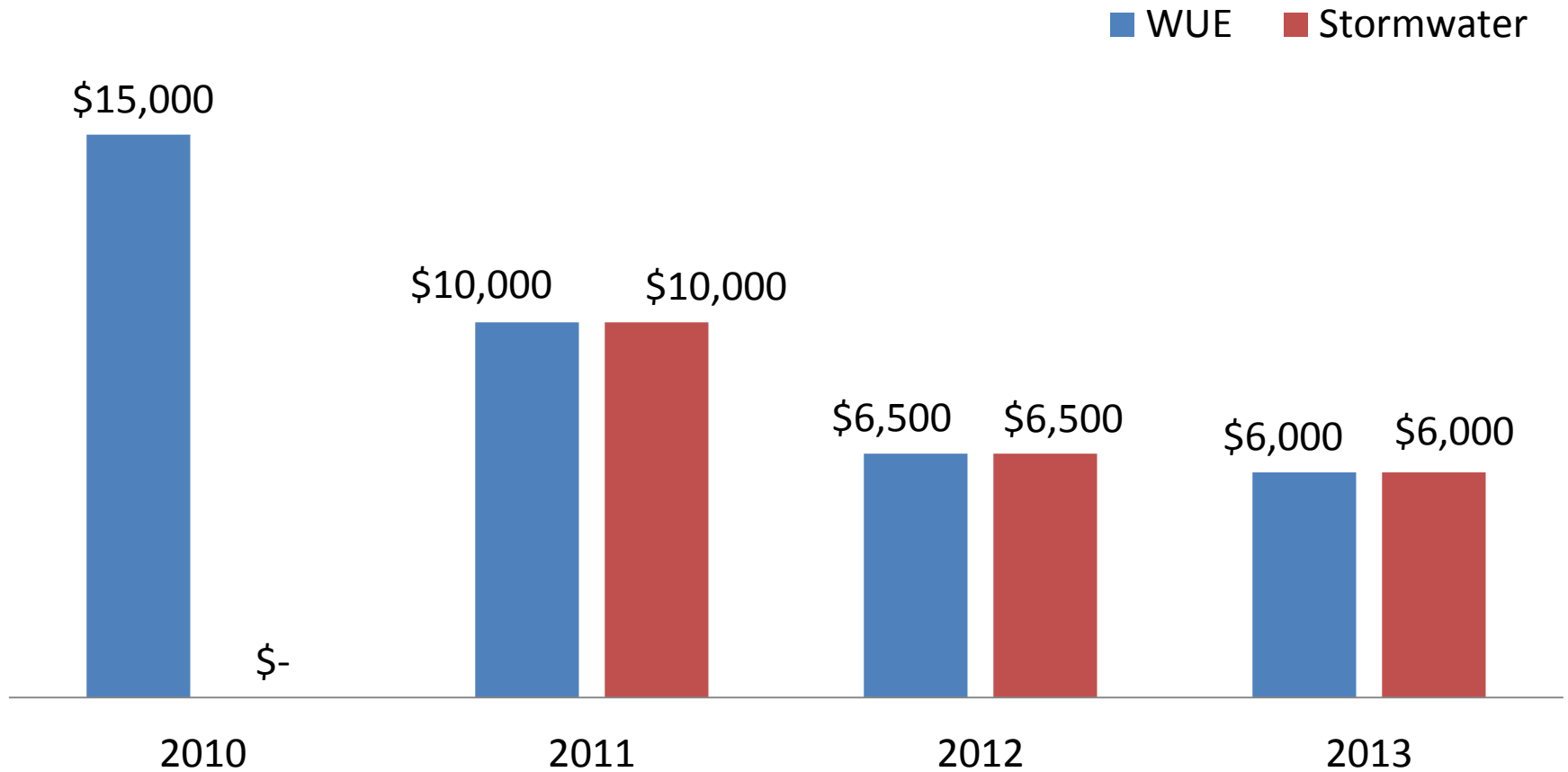


Estimated Gallons Saved



Sponsorship

SCWA as a Sponsor



Sponsorship (Cont.)

- Received sponsorship from 10 additional organizations
- Many partners in the community to help spread the word
- Received in kind donations from 30 additional organizations:
 - Hundreds of yards of compost
 - 1,500 plants from local nurseries

Benefits of Program

- Helps cities meet SB X7-7
- Education / awareness of water issues



Benefits (cont)

- Partnership resulting in reaching a diverse population (English / Spanish program)
- Used to meet NPDES permit requirements



Thank You.



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