



SONOMA COUNTY

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

Summary Report

Agenda Date: 2/26/2019

To: Board of Directors, Sonoma County Water Agency and Sonoma Valley County Sanitation District, and Board of Supervisors, County of Sonoma
Department or Agency Name(s): Sonoma County Water Agency, Sonoma Valley County Sanitation District, and General Services
Staff Name and Phone Number: Kris Loomis 524-1165, Jane Elias 565-6483
Vote Requirement: Majority
Supervisory District(s): Countywide

Title:

Funding of Green Business Program

Recommended Actions:

In an effort to promote water-use efficiency in commercial businesses and enable the certification of businesses that have implemented measures to conserve water and reduce inflows into the sanitary sewer system:

- A) Authorize Sonoma County Water Agency's General Manager and General Services' Director to execute an agreement between the Sonoma County Water Agency and the County of Sonoma through its General Services Department to provide funding for business-related water quality and conservation efforts in an amount not to exceed \$60,000 (\$30,000 in fiscal year 2018/2019 and \$30,000 in fiscal year 2019/2020), agreement terminates on June 30, 2021.
- B) Authorize Sonoma County Water Agency's General Manager and General Services' Director to execute an agreement between the Sonoma Valley County Sanitation District and the County of Sonoma through its General Services department to provide funding for business related water quality and conservation efforts in an amount not to exceed \$40,000 (\$20,000 in fiscal year 2018/2019 and \$20,000 in fiscal year 2019/2020), agreement terminates on June 30, 2021.

Executive Summary:

This item requests approval for the Sonoma County Water Agency, Sonoma Valley Sanitation District and the General Services Department to enter into two agreements enabling the County's Green Business water quality and conservation programs through June 30, 2021. The two programs are administered by General Services on behalf of the Sonoma County Water Agency to promote water-use efficiency in commercial businesses. The agreement provides for funding two contracts of \$60,000 and \$40,000, respectively, through June 30, 2021, thereby enabling General Services to certify businesses that have implemented measures to conserve water and reduce

inflows into the sanitary sewer system. Under these agreements General Services performs outreach to businesses, participating in events and engaging in direct marketing campaigns. To be certified, participants must be in compliance with environmental regulations and meet program standards for saving water, conserving energy, preventing pollution, and minimizing waste. Since 2017, General Services has worked to certify 96 local businesses. If approved, this item will continue these two existing revenue generating agreements through June 30, 2021.

Discussion:

HISTORY OF ITEM/BACKGROUND

The long-term management of water resources is important in the Sonoma County Water Agency's (Sonoma Water) service area. The implementation of proven practices and approaches for achieving long-term reductions in per capita water demand may improve supply reliability, reduce the impact of short-term water shortage conditions, and provide a more accurate basis for future water management planning efforts. Sonoma Water is committed to assisting the region through financial support, technical support, and program management of water use efficiency for Sonoma Water's water retailers through the Sonoma-Marin Saving Water Partnership.

In 2001, the Economic Development Board inherited the Green Business Program (Program) in collaboration with Sonoma Water Agency and the Sonoma Valley County Sanitation District (Sanitation District). The Economic Development Board housed and supported the Program until 2015, at which point the County's General Services Department (General Services) assumed responsibility for administering the Program via two separate agreements with Sonoma County Water Agency and the Sanitation District. To ensure a smooth transition to General Services, the Economic Development Board continued to support the Program with event coordination and marketing to Sonoma County businesses through a two-year agreement with Sonoma Water. Since 2017, General Services has successfully implemented the Program which currently has 96 certified businesses.

The Program is part of the California Green Business Network, whose mission is to assist businesses to operate sustainably as well as profitably. General Services works with local government agencies to provide assistance to small-to-medium sized businesses who choose to go through the process of becoming "Green." To be certified, participants must be in compliance with environmental regulations and meet program standards for saving water, conserving energy, preventing pollution, and minimizing waste. The Sonoma-Marin Saving Water Partnership continues to see a benefit of offering this certification and has approved funding for this Program in the fiscal year 2018-2019 budget.

Sonoma Water and the Sanitation District collaborate with General Services to implement the Program to reduce water demands, reduce waste water flows, and educate business customers on water saving opportunities.

SERVICES TO BE PERFORMED

Agreement between Sonoma Water and General Services

Under the proposed agreement, General Services will be responsible for:

1. Administration of the Program
2. Collaboration with Sonoma Water on the development and distribution of a quarterly newsletter.
3. Marketing of water use efficiency programs focused on commercial customers.
4. Collaboration with the County of Sonoma to deliver the annual award certificate program for businesses that are leaders in water use efficiency.

The cost of services will not exceed \$30,000 in fiscal year 2018/2019 and \$30,000 in fiscal year 2019/2020. The total agreement amount is \$60,000. The term end date is June 30, 2021 to allow sufficient time for the Program to implement the scope of work and expend the funds.

Agreement between Sanitation District and General Services

Under the proposed agreement, General Services will be responsible for:

1. Working with District to implement the Program.
2. Encouraging businesses receiving water audits to reduce consumption through fixture replacement or retrofit.
3. Collaboration with Sanitation District on the development and distribution of a quarterly newsletter.
4. Marketing of water use efficiency programs focused on commercial customers in Sanitation District service area to reduce wastewater flows to Sanitation District, reduce total suspended solids and biochemical oxygen demand.

The cost of services will not exceed \$20,000 in fiscal year 2018/2019 and \$20,000 in fiscal year 2019/2020. The term end date is June 30, 2021 to allow sufficient time for the Program to implement the scope of work and expend the funds.

Prior Board Actions:

05/08/2018: Approved agreements between Sonoma County Water Agency and County of Sonoma General Services Department, and Sonoma Valley County Sanitation District and County of Sonoma General Services to fund the Green Business Program. Costs

were \$30,000 and \$20,000, respectively; term end for both is June 30, 2019.

05/19/2015: Approved agreements between Sonoma County Water Agency and County of Sonoma General Services Department, and Sonoma Valley County Sanitation District and County of Sonoma General Services to fund the Green Business Program. Costs were \$100,000 and \$60,000, respectively; term end for both is June 30, 2017.

From 2001 to 2015, the Board of Directors of Sonoma County Water Agency and Sonoma Valley County Sanitation District authorized annual agreements for funding Economic Development Board for the program.

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses	\$50,000	\$50,000	
Additional Appropriation Requested			
Total Expenditures	\$50,000	\$50,000	
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$50,000	\$50,000	
Use of Fund Balance			
Contingencies			
Total Sources	\$50,000	\$50,000	

Narrative Explanation of Fiscal Impacts:

Sonoma Water/General Services Agreement: Budgeted amount of \$30,000 is available from FY 2018/2019 appropriations for the Water Conservation Fund. FY 2019/2020 appropriations in the amount of \$30,000 will be budgeted in the Water Conservation Fund in that fiscal year.

District/General Services Agreement: Budgeted amount of \$20,000 is available from FY 2018/2019 appropriations for the Sonoma Valley County Sanitation District Operations Fund; \$20,000 will be budgeted in FY 2019/2020.

Revenues and expenses were anticipated in the General Services Energy and Sustainability FY18-19 Budget, no additional appropriations are needed.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A - I Step)	Additions (number)	Deletions (number)

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Attachment 1: Agreement between Sonoma Valley County Sanitation District and County of Sonoma

Attachment 2: Agreement between Sonoma County Water Agency and County of Sonoma

Related Items "On File" with the Clerk of the Board: