



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 3/16/2021

To: Boards of Directors, Sonoma County Water Agency, Sonoma Valley County Sanitation District Board of Supervisors

Department or Agency Name(s): Sonoma County Water Agency, Sonoma Valley County Sanitation District General Services Department

Staff Name and Phone Number: Sonoma Water: Kris Loomis (707) 524-1165 County: Jane Elias (707) 565-6483

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

Green Business Program

Recommended Action:

- A) Authorize Sonoma County Water Agency's General Manager and County General Services Department's Department Head to execute the First Amended and Restated Agreement for Funding of the Green Business Program to provide funding for business-related water quality and conservation efforts. The amended agreement increases the amount by \$60,000 (\$30,000 in fiscal year 2020/2021 and \$30,000 in fiscal year 2021/2022) and extends the agreement term by one year for a new not-to-exceed agreement total of \$120,000 and end date of June 30, 2022.
- B) Authorize Sonoma County Water Agency's General Manager acting on behalf of Sonoma Valley County Sanitation District and County General Services Department's Department Head to execute the First Amended and Restated Agreement for Funding of the Green Business Program to provide funding for business-related water quality and conservation efforts. The amended agreement increases the amount by \$40,000 (\$20,000 in fiscal year 2020/2021 and \$20,000 in fiscal year 2021/2022) and extends the agreement term by one year for a new not-to-exceed agreement total of \$80,000 and end date of June 30, 2022.

Executive Summary:

This item requests approval for the Sonoma County Water Agency (Sonoma Water), Sonoma Valley Sanitation District (District), and the County of Sonoma (County) through its General Services Department (General Services) to amend two agreements in support of the County's Green Business water quality and conservation programs through June 30, 2022. The two programs are administered by General Services on behalf of Sonoma Water and District to promote water-use efficiency in commercial businesses. The amended agreements provide for funding two contracts of \$120,000 and \$80,000, respectively, through June 30, 2022. Under these amended agreements, General Services performs outreach to businesses, participates in events, and engages 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. If approved, this item will continue these two existing revenue-generating agreements through June 30, 2022.

Discussion:

HISTORY OF ITEM/BACKGROUND

The long-term management of water resources is important in Sonoma Water's 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 and District. The Economic Development Board housed and supported the Program until 2015, at which point General Services assumed responsibility for administering the Program via two separate agreements with Sonoma Water and 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 66 certified businesses, 41 new in process, and 21 in the recertification process.

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 2020-2021 budget.

Sonoma Water and 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.

The proposed amended agreements will add funds and time to continue support for Program operation.

SERVICES TO BE PERFORMED

Agreement between Sonoma Water and General Services

Sonoma Water and General Services entered into an agreement for Green Business Program implementation and administration, dated March 18, 2019 in the amount of \$60,000.

Under the proposed amended agreement, General Services will continue with the following responsibilities:

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 additional cost of services will not exceed \$30,000 in fiscal year 2020/2021, and \$30,000 in fiscal year

2021/2022, for a new not-to-exceed agreement total of \$120,000. The new term end date is June 30, 2022.

Agreement between the Sonoma Valley County Sanitation District (District) and General Services

District and General Services entered into an agreement for Green Business Program implementation and administration, dated March 18, 2019 in the amount of \$40,000.

Under the proposed amended agreement, General Services will continue with the following responsibilities:

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 District on the development and distribution of a quarterly newsletter.
4. Marketing of water use efficiency programs focused on commercial customers in District service area to reduce wastewater flows to District, reduce Total Suspended Solids and Biochemical Oxygen Demand.

The additional cost of services will not exceed \$20,000 in fiscal year 2020/2021 and \$20,000 in fiscal year 2021/2022, for a new not-to-exceed agreement total of \$80,000. The new term end date is June 30, 2022.

The agreement includes two options for the parties to extend these amended agreements for a period of one year each by providing written notice to the other party thirty days in advance of the expiration date of the amended agreement and of the first extension option.

Prior Board Actions:

02/26/2019: Approved agreements between District and County of Sonoma General Services Department and Sonoma Water and County of Sonoma General Services Department for funding for business-related water quality and conservation efforts. Costs were \$40,000 and \$60,000, respectively; term end for both agreements was June 30, 2021.

05/08/2018: Approved agreements between Sonoma County Water Agency and County of Sonoma General Services Department, and Sonoma County Valley 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 County Valley 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.

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 20-21 Adopted	FY21-22 Projected	FY 22-23 Projected
Budgeted Expenses	\$50,000	\$50,000	
Additional Appropriation Requested			

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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 2020/2021 appropriations for the Water Conservation Fund. FY 2021/2022 appropriations will be budgeted in that fiscal year. District/General Services Agreement: Budgeted amount of \$20,000 is available from FY 2020/2021 appropriations for the Sonoma Valley County Sanitation District Operations Fund. FY 2021/2022 appropriations will be budgeted in that fiscal year.

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

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Attachment 1: Amended Agreement with Sonoma Valley County Sanitation District and County General Services Department

Attachment 2: Amended Agreement with Sonoma County Water Agency and County General Services Department

Related Items “On File” with the Clerk of the Board:

None