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City of Sebastopol**FOR IMMEDIATE RELEASE****CONTACTS:** City of Sebastopol

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Enrollment opens for Water Upgrades \$ave Sebastopol

Sebastopol, Calif., (May 25, 2021) – Enrollment is now open for the City of Sebastopol's new water efficiency program, Water Upgrades \$ave — a timely new tool to help beat the drought.

Sebastopol water customers can lower their utility bills and save water by installing water efficient upgrades with little-to-no upfront cost — using a fixed on-bill charge that is lower than the estimated savings — so they begin saving right away.

The Sebastopol City Council voted to adopt Water Upgrades \$ave at their January 19 meeting. Sebastopol is the first Bay Area city to enroll in the program. The new regional water efficiency finance service from the Bay Area Regional Energy Network (BayREN) with fiscal sponsorship from the Metropolitan Transportation Commission and Association of Bay Area Governments (ABAG) provides benefits and savings to both municipal water customers and to the municipalities that administer water service. "Sebastopol had the foresight to be the first Bay Area City to enroll in this program, before the drought was declared," said Vice Mayor Sarah Glade Gurney.

"The Water Upgrades \$ave Program gives our water customers an affordable tool to lower their water and utility bills. I anticipate great interest, not only due to the savings, but also because we are a community of activists who want to conserve," Vice Mayor Gurney, also a member of the city's Water Sub-Committee, continues.

Single family water customers can enroll now and schedule a free home assessment to select water efficient upgrades that make the most sense for their home.

During the assessment, the Water Specialist collects data on existing fixtures, calculates estimated savings, and assists the customer with product selection, agreement completion, and contractor scheduling. The Program Contractor visits the home at the appointed time to install the upgrades. Then the Program Operator verifies installation quality, and the utility begins the on-bill charge.

Eligible upgrades include indoor measures, such as high-efficiency toilets, aerators, and showerheads, and in coming months outdoor measures that support conversion to drought tolerant landscaping. Multifamily water customers are also eligible for the program.

California has officially entered a new drought season. On April 21, Governor Newsom declared drought emergency status for Sonoma County. In response, the City of Sebastopol adopted a Resolution to set a 10 percent voluntary water reduction goal. Water Upgrade \$ave will help Sebastopol residents respond to the new emergency drought conditions and continue to meet state conservation goals.

Enrollment details and other information and may be found at www.waterupgradessave.com or by calling (877) 846-8795

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