



NOTICE OF THE COMMUNICATIONS & WATER EFFICIENCY COMMITTEE MEETING/SPECIAL MEETING OF THE BOARD OF DIRECTORS

Wednesday, May 15, 2024 at 9:30 AM

AGENDA

LOCATIONS:

Open Session to start at or after 9:30 a.m.

Marin Water Board Room – 220 Nellen Avenue, Corte Madera, CA 94925

Public Participation:

The public may attend this meeting in-person or remotely using the following methods:

On a computer or smart device, go to: <https://marinwater.zoom.us/j/89081546829>

By phone, dial: **1-669-444-9171** and use Webinar ID: **890 8154 6829**

HOW TO PROVIDE PUBLIC COMMENT:

During the Meeting: Typically, you will have 3 minutes to make your public comment, however, the board president may shorten the amount of time for public comment due to a large number of attendees. Furthermore, pursuant to Government Code, section 54954.2 (the Brown Act), the Board may not take action or discuss any item that does not appear on the agenda.

-- **In-Person Attendee:** Fill out a speaker card and provide to the board secretary. List the number/letter (ex: 6a) of the agenda item(s), for which you would like to provide a comment. Once you're called, proceed to the lectern to make your comment.

-- **Remote Attendee:** Use the "raise hand" button on the bottom of the Zoom screen. If you are joining by phone and would like to comment, press *9. The board secretary will use the last four digits of your phone number to call on you (dial *6 to mute/unmute).

In Advance of the Meeting: Submit your comments by email in advance of the meeting to boardcomment@marinwater.org. To ensure that your comment is provided to the Board of Directors prior to the meeting, please email your comment 24 hours in advance of the meeting start time. Comments received after this cut off time will be sent to the Board after the meeting. Please do not include personal information in your comment such as phone numbers and home addresses.

AGENDA ITEMS:

1. **Call to Order and Roll Call**
2. **Adoption of Agenda**
3. **Public Comment on Non-Agenda Matters**

This is the time when any person may address the Board of Directors on matters not listed on this agenda, but which are within the subject matter jurisdiction of the Board.

4. **Regular Items** (9:50 a.m. – Time Approximate)

- a. Minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors on February 28, 2024

RECOMMENDATION: Approve the minutes

- b. Water Efficiency Program – Proposed Changes to Incentives and Policy

RECOMMENDATION: Review proposed changes to the District water efficiency incentives and water efficiency policies and refer these to a regular bi-monthly Board for approval

- c. Water and Energy Efficiency Grant Funding

RECOMMENDATION: Review the Water and Energy Efficiency Grant funding and refer the item to a regular bi-monthly Board meeting authorizing the General Manager to execute the grant agreement with Sonoma Water

- d. Water Efficiency Outreach Activities Update

RECOMMENDATION: Receive a staff update on recent, current and planned outreach activities to promote the District’s water efficiency programs and services to customers

5. **Upcoming Meeting**

The next Communications & Water Efficiency Meeting/Special Meeting of the Board of Directors is scheduled for August 21, 2024.

6. **Adjournment** (11:00 a.m. – Time Approximate)

ADA NOTICE AND HEARING-IMPAIRED PROVISIONS

In accordance with the Americans with Disabilities Act (ADA) and California Law, it is Marin Water’s policy to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are an individual with a disability and require a copy of a public hearing notice, an agenda, and/or agenda packet in an appropriate alternative format, or if you require other accommodations, please contact the Board Secretary/ADA Coordinator at 415.945.1448, at least two business days in advance of the meeting. Advance notification will enable Marin Water to make reasonable arrangements to ensure accessibility.

Information agendas are available for review at the Civic Center Library, Corte Madera Library, Fairfax Library, Mill Valley Library, Marin Water Administration Building, and marinwater.org.

Posted: 05-10-2024



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/Board of Directors
Title: Minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors on February 28, 2024
From: Terrie Gillen, Board Secretary
Through: Ben Horenstein, General Manager
Meeting Date: May 15, 2024

TYPE OF ACTION: X Action Information Review and Refer

RECOMMENDATION: Approve the minutes

SUMMARY: The Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors held a meeting on February 28, 2024. The minutes of that meeting are attached.

DISCUSSION: None.

ENVIRONMENTAL REVIEW: None.

FISCAL IMPACT: None.

ATTACHMENT(S):

- 1. Minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors on February 28, 2024

DEPARTMENT OR DIVISION	DIVISION MANAGER	APPROVED
Communications & Public Affairs Department	 _____	 _____
	Terrie Gillen Board Secretary	Ben Horenstein General Manager



NOTICE OF THE COMMUNICATIONS & WATER EFFICIENCY COMMITTEE MEETING/SPECIAL MEETING OF THE BOARD OF DIRECTORS

Wednesday, February 28, 2024 at 9:30 AM

MINUTES

LOCATIONS:

Open Session to start at or after 9:30 a.m.

Marin Water Board Room – 220 Nellen Avenue, Corte Madera, CA 94925

Public Participation:

The public attended this meeting in-person or remotely using the following methods: on a computer or smart device, <https://marinwater.zoom.us/j/89081546829>, or by phone, 1-669-444-9171, using Webinar ID: 890 8154 6829.

AGENDA ITEMS:

1. Call to Order and Roll Call

Chair Khush called the meeting to order at 9:30 a.m.

DIRECTORS PRESENT

Larry Russell
Monty Schmitt
Jed Smith
Ranjiv Khush

DIRECTOR ABSENT

Matt Samson

2. Adoption of Agenda

A motion was made by Vice Chair Smith and seconded by Director Schmitt to adopt the agenda.

There were no public comments.

Voting Yea: Directors Russell, Schmitt, Smith, and Khush

Absent: Director Samson

3. Public Comment on Non-Agenda Matters

There were no public comments.

4. Regular Items

- a. Minutes of the Communications & Water Efficiency Committee (CWEC) Meeting/Special Meeting of the Board of Directors on November 15, 2023

RECOMMENDATION: Approve the minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors on November 15, 2023

A motion was made by Vice Chair Smith and seconded by Director Schmitt to adopt the minutes.

There were no public comments.

Voting Yea: Directors Russell, Schmitt, Smith, and Khush

Absent: Director Samson

- b. Water Efficiency Update

RECOMMENDATION: Receive staff update on the District’s water efficiency program

Water Efficiency Manager Carrie Pollard provided updates on the District's 2023 incentives program and the Water Efficiency Master Plan, and discussed leveraging multi-benefits with the County of Marin. The Board commented and provided feedback to staff.

There were four (4) public comments.

This was an information report. The Board did not take any formal action.

- c. Water Efficiency Outreach Activities Update

RECOMMENDATION: Receive a staff update on recent, current and planned outreach activities to promote the District’s water efficiency programs and services to customers

Communications & Public Affairs Manager Adriane Mertens presented an update on water efficiency outreach, including the efficiency estimator tool, customer success stories, and targeted outreach strategies.

Discussion occurred throughout the presentation.

Director Smith left at approximately 10:45 a.m.

There were two (2) public comments.

This was an information item. The Board did not take any formal action.

5. Upcoming Meeting

Chair Khush announced that the next Communications & Water Efficiency Committee/Special Meeting of the Board of of Directors would be on May 15, 2024.

6. Adjournment

There being no further business, the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors adjourned at 10:54 a.m.

Board Secretary



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/Board of Directors
Title: Water Efficiency Program – Proposed Changes to Incentives and Policy
From: Paul Sellier, Director of Water Resources *PS*
Through: Ben Horenstein, General Manager *BH*
Meeting Date: May 15, 2024

TYPE OF ACTION: Action Information X Review and Refer

RECOMMENDATION: Review proposed changes to the District water efficiency incentives and water efficiency policies and refer these to a regular bi-monthly Board for approval

SUMMARY: On May 1, 2024, a Board workshop was held to review the draft 2024 Water Efficiency Master Plan (WEMP). At the workshop, the Board requested that Water Efficiency Program costs be compared directly to the cost of other water supply options being considered by the District. As is the norm for Water Efficiency Programs, the unit costs as presented at the workshop are not calculated in the same way as water supply projects costs. Staff is planning to share the revised, water supply equivalent, costs for the District’s Water Efficiency Program at the May 23 Finance and Administration committee meeting prior to seeking approval of the WEMP. The proposed changes to the water efficiency incentives and policies discussed at the workshop are fully vetted and incorporate Board member comments provided at the workshop. Staff will present these for review and referral to a regular bi-monthly board meeting for the Board to consider approval.

DISCUSSION: The District boasts a well-established and award winning Water Efficiency Program. The draft 2024 Water Efficiency Master Plan outlines a comprehensive five-year strategy aimed at achieving community supported water savings. A Water Efficiency Master Plan Board Workshop was held on May 1, 2024, where staff discussed water use, explained how demand reduction objectives were established, and described activities and initiatives tailored to achieve these objectives. Staff are currently incorporating refinements to the Master Plan based on Board feedback including a financial analysis by the Finance group to provide an apples to apples comparison of Water Use Efficiency program with other water supply projects. Staff will bring the revised Master Plan to a future meeting for consideration. During the workshop the board also provided feedback regarding incentives and policy changes which have been incorporated below.

Proposed Incentive Changes

The High-Efficiency Toilet Rebate program, which was reinstated during the water shortage emergency, and the longstanding High-Efficiency Clothes Washer Rebate are a largely ineffective use of District resources because high flow toilets and washing machines are no longer available for purchase. Staff proposes that the funds allocated to these programs be redirected to support a new Custom Rebate program tailored for Commercial, Institutional, Irrigation, and Multi-Family Customers. These proposed incentive changes will be presented for a review and referral to a regular bi-monthly Board meeting for the Board to consider approval.

Proposed Policy Changes

At the Board Workshop, staff presented certain policy changes and received input from the Board. The first of these is the Graywater Ordinance, which is being recommended for repeal and replacement with a new standard to allow customers who are making significant changes to their property and/or new connections to choose the landscape option that best suits them while aligning with the District goal of water use efficiency. The options will include installing low or very low plant material in the area impacted by the construction project, installation of a graywater system or using recycled water for landscaping, if available. The option to install a rainwater harvesting system has been removed to ensure the options have a similar output of water savings.

The other near term proposed policy change would address the District’s current fixture standards. The District requires that all interior plumbing installed, replaced, or moved in any new or existing service be high-efficiency fixtures. Previously, the District code for interior plumbing fixtures stood as one of the most forward-thinking in the State. However, with the advancement the State’s CALGreen Building standards, the District’s regulations have become outdated. As all the local jurisdictions are now required to enforce CALGreen standards, there exists a need to update the District code to align with the State regulations, ensuring that the updated standards continue driving efficiency in the region. Staff is proposing the current outdated code be replaced with a reference to the State’s CALGreen Fixture Standards, which are updated every three years to align with the latest available technology.

These policy changes will require updates to the District Code. Staff will prepare the necessary ordinances to implement these changes and will bring these to a future bi-monthly Board meeting for the Board to consider approval. At the upcoming Finance and Administration Committee staff will discuss the methodology to more closely compare the cost of the WEMP incentives to the District’s water supply options currently under development.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/Board of Directors
Title: Water and Energy Efficiency Grant Funding
From: Paul Sellier, Director of Water Resources
Through: Ben Horenstein, General Manager
Meeting Date: May 15, 2024

PS *B*

TYPE OF ACTION: Action Information X Review and Refer

RECOMMENDATION: Review the Water and Energy Efficiency Grant funding and refer the item to a regular bi-monthly Board meeting authorizing the General Manager to execute the grant agreement with Sonoma Water

SUMMARY: The District has been awarded grant funding to support the District’s water efficiency incentives through a grant application submitted by the Sonoma County Water Agency (Sonoma Water). The award allows for rebates issued since April 2022. The remaining funds will be used for turf rebates and smart irrigation controllers.

DISCUSSION: The United States Bureau of Reclamation (Bureau) has awarded WaterSMART FY 2023 Water and Energy Efficiency grant program funds to the Sonoma-Marín Saving Water Partnership (Partnership), which is administered by Sonoma Water. The grant supports a regional drought resiliency program that will offer consumer rebates for water saving measures, including turf removal, replacement of inefficient clothes washing machines, installation of home water-use monitoring devices, and smart irrigation controllers. The grant application, prepared by Sonoma Water on behalf of the Partnership, requested \$2,000,000 in grant funds to implement the program. Partners will each administer their own rebate programs and provide the required matching funds for the 3-year program, beginning in 2023.

Marin Water’s portion of the 3 -year grant funding is \$722,000 with \$882,000 in matching funds and the grant funding must be utilized by September 30, 2026. The grant award provides specific rebate levels and total grant funds for each different incentive program. Due to the delayed implementation of the grant contracts, the Bureau is allowing for pre-award submittal for rebates issued starting in April 2022 on smart controllers, toilet and clothes washer rebates. Marin Water is able to utilize these pre-award funds to receive reimbursement of \$31,612.50 as shown in the table below. Turf rebates issued prior to award of the grant are excluded from the pre-award reimbursement per the Bureau.

Incentive Costs Pre- Award of Grant Eligible for Reimbursement

Program	Grant Funded Rebate	Pre-Award Submittal (units)	Pre-Award Invoice (\$)	Incentive Program Maximum (\$)	Amount Remaining (\$)
High Efficiency Washer Rebate	\$45.00	220	\$9,900	\$9,900	\$0
HE Toilet Rebate - 0.80 toilets	\$67.50	65	\$4,387.50	\$4,387.50	\$0
Smart Irrigation Controller	\$45.00	385	\$17,325	\$22,500	\$5,175
Reimbursement Total			\$31,612.50		

There is some flexibility in how the grant funds can be used: either increase the rebate amount or offset some of the District costs. Staff is recommending that the District’s turf rebate be increased and the smart controller funds be used as an offset, as follows, while grant funding is available:

Turf rebate – The grant provides for a total of \$685,125 in funding for turf rebates, and presents an opportunity to provide a higher turf conversion rebate, while grant funds are available. The terms of the grant would allow the turf rebate to be increased by \$0.68/ sqft bringing the total rebate amount available to the customer up to \$2.18/ sqft for the standard rebate and \$3.68/ sqft for the best practices rebate. Once the grant funds are exhausted the rebate would go back to the current level of \$1.50 and \$3.00 for the standard and best practices rebate, respectively.

Staff recommends the smart irrigation controller remain at the current rebate level of \$100/ controller and the grant funds be utilized to offset a portion of the District’s contribution to the rebate. With the pre-award submittal, 77% of the smart controller grant funding already exhausted, this program needs less of a boost to fully utilize the grant funds. Additionally, increasing the smart controller rebate appears unnecessary due to the active participation in the smart controller program.

Sonoma Water is in the process of finalizing the contract terms with the Bureau. Once the agreement is signed, Sonoma Water will provide a pass through agreement for each of the partners, including the District. If other partners are not able to utilize all their grant funding, the District may have an opportunity to increase its grant allocation.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: Matching funds are already identified in the budget for FY 23 and 24, and will be included in the next budget as appropriate to meet the grant match requirements.

ATTACHMENT(S): None.



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/Board of Directors
Title: Water Efficiency Outreach Activities Update
From: Adriane Mertens, Communications & Public Affairs Manager *am*
Through: Ben Horenstein, General Manager *BH*
Meeting Date: May 15, 2024

TYPE OF ACTION: Action X Information Review and Refer

RECOMMENDATION: Receive a staff update on recent, current and planned outreach activities to promote the District’s water efficiency programs and services to customers

SUMMARY: Staff will provide a presentation to update the Board on recent and planned communications activities in support of the District’s Water Use Efficiency Programs and Incentives, including print and digital targeted outreach strategies.

DISCUSSION: Staff continues outreach efforts to connect customers to the District’s water use efficiency programs and resources that are available to help them use water more efficiently in their households and businesses.

Staff will provide a brief update on communications and outreach activities to promote water use efficiency programs, including the outcomes of recent campaigns, an overview of analytics and performance results from digital outreach platforms and an update on the District’s plans for summer outreach activities, including participation in several community events.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.