



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

Wednesday, November 15, 2023 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://us06web.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: 8a) 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 August 16, 2023

RECOMMENDATION: Approve the minutes of the Communications & Water Efficiency Committee/Special Meeting of the Board of Directors on August 16, 2023

- b. Water Efficiency Master Plan Update

RECOMMENDATION: Receive staff update on the Water Efficiency Master Plan

5. **Upcoming Meeting**

The next Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors is tentatively scheduled for Wednesday, February 21, 2024 at 9:30 a.m.

6. **Adjournment** (10:30 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: 11-09-2023

**MARIN MUNICIPAL WATER DISTRICT
COMMUNICATIONS & WATER EFFICIENCY COMMITTEE MEETING/SPECIAL MEETING OF THE
BOARD OF DIRECTORS (COMMUNICATIONS & WATER EFFICIENCY)**

MINUTES

Wednesday, August 16, 2023

Via Remote and In-Person

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

CALL TO ORDER AND ROLL CALL:

Vice Chair Jed Smith called the meeting to order at 9:30 a.m.

Directors Present: Larry Russell, Monty Schmitt, and Jed Smith

Directors Absent: Ranjiv Khush and Matt Samson

ADOPT AGENDA:

On motion made by Director Schmitt and seconded by Director Russell, the Board approved the adoption of the agenda. The following roll call vote was made.

Ayes: Directors Russell, Schmitt, and Smith
Noes: None
Absent: Directors Khush and Samson

There were no public comments on this item.

PUBLIC COMMENT:

There were no public comments.

CALENDAR ITEMS:

Item 1 Minutes of the Communications & Water Efficiency Committee Meeting on May 30, 2023

On motion made by Director Schmitt and seconded by Director Russell, the Board approved the minutes by the following roll call vote:

Ayes: Directors Russell, Schmitt, and Smith
Noes: None

Absent: Directors Khush and Samson

There were no public comments on this item.

Item 2 Communications Activities Update

Communications & Public Affairs Manager Adriane Mertens introduced this item and consultant Lucia Del Puppo with FM3. Ms. Mertens reported on ongoing outreach activities and Ms. Del Puppo provided results of the latest customer survey.

There was discussion between the Board and staff throughout the presentation.

There were two (2) public comments.

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

ADJOURNMENT

There being no further business, the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors (Communications & Water Efficiency) adjourned at 10:47 a.m.

Board Secretary



STAFF REPORT

Meeting Type: Communications and Water Efficiency Committee/Board of Directors
Title: Water Efficiency Master Plan Update
From: Paul Sellier, Director of Water Resources
Through: Ben Horenstein, General Manager
Meeting Date: November 15, 2023

Handwritten initials: AS, B

TYPE OF ACTION: Action X Information Review and Refer

RECOMMENDATION: Receive staff update on the Water Efficiency Master Plan

SUMMARY: Staff will provide an update on the progress, and lead a discussion, on establishing goals for the Water Efficiency Master Plan.

DISCUSSION: The Water Efficiency Master Plan (WEMP) was last updated in 2007 and the timing is right for an update to the plan to benefit from our recent experience with a variety of water savings activities during the drought and to explore new activities and establish new goals for the Water Efficiency Program.

The District has a well-established and highly regarded, award winning, Water Efficiency Program to support the goal of helping our customers to reduce their water demand by using water efficiently. The 2023 Water Efficiency Master Plan will provide a framework to progress towards the highest level of water savings supported by the community. As part of the process to develop the WEMP staff held a workshop open to District customers to explain the current programs and receive feedback and ideas from the community that will be included in the final WEMP. The Water Efficiency Master Plan will be adaptively managed and updated periodically.

As part of the update to the Water Efficiency Master Plan, staff will discuss and present demand reduction goals and identify activities and initiatives to achieve the water savings goals within the District service area. The Master Plan will use the Flume saturation data and current water use trends to determine the “Water Conservation Saving Potential” within the District. The Water Conservation Saving Potential will include a range from a “Theoretical Ceiling” down to “Passive Savings”, as summarized below:

The Theoretical Ceiling represents the water savings that could be achieved if all customers were instantaneously at the most efficient levels of water usage and this approach assumes the effective

prohibition of potable water use on all non-functional turf and full saturation of water efficient landscaping throughout the service area. This level of savings is theoretical and essentially unattainable.

The Technical Maximum Conservation Potential assumes customers will continue to limit water use to drought levels, meaning it assumes there will be no rebound in outdoor demands, complete saturation of most efficient fixtures and assumes new development will come online at maximum efficiency. Attaining the Technical Maximum Conservation Potential would require continued aggressive conservation actions and strong, enforceable policies to ensure drought rebound does not occur.

The Maximum Voluntary Incentivized Potential will be developed based on analysis of water savings and program cost. It will be calculated using savings generated from the conservation programs to evaluate cost-effectiveness. This level would include incentive programs that are deemed cost effective in comparison to the current cost to the District of purchasing water from the Sonoma County Water Agency.

Passive Program Savings are the level of conservation achievable with programs aimed at maximizing current plumbing codes and landscape ordinances, public messaging and outreach, and maintaining behavior-change savings from past customer efforts. These savings were analyzed as part of the 2020 Urban Water Management Plan.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.