



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

Wednesday, August 21, 2024 at 9:30 AM

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## AGENDA

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### LOCATIONS:

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

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

Outside location for Director Larry Russell – Contractors State License Board, First Floor Lobby, 9821 Business Park Drive, Sacramento, CA 95827

Outside location for Director Monty Schmitt – 3 Glenaire Drive, San Rafael, CA 94901

### 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](mailto: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 May 15, 2024

**RECOMMENDATION:** Approve the minutes

**b.** Water Efficiency Program Update

**RECOMMENDATION:** Receive Water Efficiency Program Update

**c.** Outreach Activities Update

**RECOMMENDATION:** Receive a staff update on current and planned activities to outreach to customers and internal employees regarding various District programs and current initiatives

**5. Upcoming Meeting**

The next Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors will be held on Wednesday, November 20, 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](http://marinwater.org).*

Posted: 08-16-2024





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

Wednesday, May 15, 2024 at 9:30 AM

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## MINUTES

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

Prior to Roll Call, General Counsel Molly MacLean announced that Director Monty Schmitt requested that the Board take an emergency vote to allow him to participate at this meeting pursuant to California Government Code section 54953(e), adopted as AB 2449.

In accordance with this statute, Director Schmitt explained the nature of the emergency and stated that there were no other adults over the age of 18 in the room with him.

A motion was made by Director Samson and seconded by Vice Chair Smith to allow Director Schmitt to participate.

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

Afterwards, roll call was taken.

**DIRECTORS PRESENT**

Larry Russell

Matt Samson

Monty Schmitt

Jed Smith

Ranjiv Khush<sup>2</sup>. **Adoption of Agenda**

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

There were no public comments.

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

**3. Public Comment on Non-Agenda Matters**

There were no public comments.

**4. Regular Items**

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

**RECOMMENDATION:** Approve the minutes

Chair Khush asked for public comment. There were none.

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

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

- 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

Water Resources Director Paul Sellier provided a brief summary of what occurred at the Water Efficiency Master Plan Workshop on May 1st, and stated that the Board's feedback from that workshop would be addressed during the presentation. Water Efficiency Manager Carrie Pollard then presented proposed changes to the water efficiency incentives and policies.

Discussion ensued.

There were two (2) public comments.

A motion was made by Director Samson and seconded by Director Russell to refer this item to the Board to consider for approval at a future meeting.

- 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

Water Efficiency Manager Pollard also provided a presentation on the WaterSMART FY 2023 grant that the District was awarded and how that grant would be used.

Discussion followed.

There was one (1) public comment.

A motion was made by Vice Chair Smith and seconded by Director Schmitt to refer this item to the Board to consider for approval at a future meeting.

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

Communications & Public Affairs Manager Adriane Mertens provided an overview of current and future water efficiency outreach activities. She also mentioned that the California Association of Public Information Officials (CAPIO) declared the District's Communications Department the winner of the 2024 EPIC Award for its Monthly E-news. There were Board comments throughout the presentation.

There were three (3) 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 Meeting/Special Meeting of the Board of Directors was scheduled for August 21, 2024.

**6. Adjournment**

There being no further business, the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors adjourned at 11:15 a.m.

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Board Secretary



# STAFF REPORT

**Meeting Type:** Communications & Water Efficiency Committee/Board of Directors  
**Title:** Water Efficiency Program Update  
**From:** Paul Sellier, Director of Water Resources   
**Through:** Ben Horenstein, General Manager   
**Meeting Date:** August 21, 2024

**TYPE OF ACTION:**                      Action              X              Information                      Review and Refer

**RECOMMENDATION:** Receive Water Efficiency Program Update

**SUMMARY:** Staff will provide an update on the Water Efficiency Program activities.

**DISCUSSION:** Staff will provide an update on the Water Efficiency Program activities focused on State regulations to “Make Conservation a California Way of Life” and report out on FY2024 Program activities and participation.

*Year in Review*

At the end of each fiscal year staff will provide a board update on the water efficiency activities, water savings estimates and programmatic highlights. The intent of this discussion will be to track and report progress being made towards implementation of the Water Efficiency Master Plan. Staff will provide a presentation illustrating participation and estimated water savings for each program.

*Regulations*

On July 2, 2024, the State Water Resources Control Board adopted regulations on the implementation of Urban Water Use Objectives for “Making Water Conservation a California Way of Life”. The regulations have been under development since 2017 and are intended to establish water use targets to increase long-term water use efficiency statewide. The targets establish water use standards for indoor residential per capita use; outdoor residential irrigation; Commercial, Industrial, Institutional (CII) large landscape water use; and water loss. Additionally the regulations require implementation of CII performance measures which include the following: classification of all CII customers, determining which sites are inefficient based on key business activity indicators developed for each classification and determining CII sites with more than ½ acre of landscaping.

Urban retail water suppliers will be required to calculate and report urban water use objectives by January 1 each year beginning in 2025. The reporting will compare actual water use to the calculated

objective to determine compliance. Staff will provide a presentation on the District's compliance status.

**ENVIRONMENTAL REVIEW:** Not Applicable.

**FISCAL IMPACT:** None.

**ATTACHMENT(S):** None.



# STAFF REPORT

**Meeting Type:** Communications & Water Efficiency Committee/Board of Directors  
**Title:** Outreach Activities Update  
**From:** Adriane Mertens, Communications & Public Affairs Manager *Am*  
**Through:** Ben Horenstein, General Manager *BH*  
**Meeting Date:** August 21, 2024

**TYPE OF ACTION:**                      Action                      X                      Information                      Review and Refer

**RECOMMENDATION:** Receive a staff update on current and planned activities to outreach to customers and internal employees regarding various District programs and current initiatives

**SUMMARY:** Staff will provide a presentation to update the Board on recent and planned communications activities that support the District’s Water Efficiency programs, Capital Improvement projects, Volunteer opportunities, HR recruitment strategies as well current internal outreach efforts focused on supporting strengthened District-wide employee communication.

**DISCUSSION:** Staff continues concerted outreach efforts for the District’s key programs and initiatives, including: promoting the District’s water use efficiency programs and resources that are available to customers; highlighting major Capital Improvement Program projects such as the restoration of Lagunitas Creek and several upcoming pipeline replacement projects; promoting the Watershed’s Volunteer opportunities; and supporting HR with deployment of new recruitment strategies and tools. Current internal outreach efforts are also underway and focused on supporting strengthened District-wide employee communication.

Staff will provide a presentation to update the Board on recent communications activities in support of these areas including targeted digital outreach strategies, media relations, bill inserts, point of service signage and newly developed tools and templates. An overview of the quarterly performance of the District’s digital communications tools – including social media, the monthly eNews distribution, and the District website – will also be provided.

**ENVIRONMENTAL REVIEW:** Not applicable.

**FISCAL IMPACT:** None.

**ATTACHMENT(S):** None.