



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

Wednesday, November 20, 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

Outside location for Director Jed Smith – 227 Summit Ave., Apt. e405, Brookline, MA 02446

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** (9:35 a.m. – Time Approximate)

- a. Minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors on May 15, 2024 and Communications & Water Efficiency Committee Meeting on August 21, 2024

RECOMMENDATION: Approve the minutes

- b. Water Efficiency Update

RECOMMENDATION: Receive a staff update on the Water Efficiency Program

- c. Water Efficiency Incentives - Flume and Rachio Direct Distribution Programs

RECOMMENDATION: Review and refer to a future regularly scheduled Board meeting for consideration of approval of two agreements with California Water Efficiency Partnership to provide funding for Flume devices, RainBird irrigation controllers and Rachio irrigation controllers for the next two years in an amount not to exceed \$205,792.00

- d. 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 is tentatively scheduled for February 12, 2025.

6. **Adjournment** (10:40 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: 11-15-2024



STAFF REPORT

Meeting Type: Communications & Water Efficiency/Board of Directors
Title: Minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors on May 15, 2024 and Communications & Water Efficiency Committee Meeting on August 21, 2024
From: Terrie Gillen, Board Secretary
Through: Ben Horenstein, General Manager
Meeting Date: November 20, 2024

TYPE OF ACTION: X Action Information Review and Refer

RECOMMENDATION: Approve the minutes

SUMMARY: The Communications & Water Efficiency Committee/Board of Directors held a meeting on May 15, 2024, and only the Communications & Water Efficiency Committee held a meeting on August 21, 2024. The minutes from both meetings are attached.

DISCUSSION: None.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S):

- 1. Draft May 15, 2024 Meeting Minutes
- 2. Draft August 21, 2024 Meeting Minutes

DEPARTMENT OR DIVISION	DIVISION MANAGER	APPROVED
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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, May 15, 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 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

2. 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 on May 15, 2024 at 11:15 a.m.

Board Secretary



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

Wednesday, August 21, 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

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

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: 890 154 6829.

AGENDA ITEMS:

1. Call to Order and Roll Call

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

DIRECTORS PRESENT

Larry Russell
Jed Smith

DIRECTORS ABSENT

Matt Samson
Monty Schmitt
Ranjiv Khush

2. Adoption of Agenda

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

They adopted the agenda.

There were no public comments.

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 May 15, 2024

RECOMMENDATION: Approve the minutes

This item was tabled to the next Communications & Water Efficiency Committee Meeting.

- b. Water Efficiency Program Update

RECOMMENDATION: Receive Water Efficiency Program Update

Water Efficiency Manager Carrie Pollard presented this item.

There was discussion throughout the presentation.

There were two (2) public comments.

This was an information item.

- 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
Communications & Public Affairs Manager Adriane Mertens presented this item.

There was discussion throughout the presentation.

There was one (1) public comment.

This was an information item.

5. Upcoming Meeting

The Board Secretary announced that the next Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors was scheduled for November 20, 2024, at 9:30 a.m.

6. Adjournment

The Communications Committee Meeting adjourned on August 21, 2024, at 10:49 a.m.

Board Secretary



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/ Board of Directors
Title: Water Efficiency Update
From: Paul Sellier, Director of Water Resources
Through: Ben Horenstein, General Manager *BS*
Meeting Date: November 20, 2024

TYPE OF ACTION: Action X Information Review and Refer

RECOMMENDATION: Receive a staff update on the Water Efficiency Program

SUMMARY: Staff will provide an overview of the Water Efficiency Program activities over the last few months and look ahead to the coming year.

DISCUSSION: Staff continues to implement Water Efficiency Programs and support our customers in using less water, finding and fixing leaks, and educating them on programs available to support them in making water efficiency improvements. Staff will provide an overview and discussion of the program activities over the last few months and look ahead to the coming year.

ENVIRONMENTAL REVIEW: Not Applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/Board of Directors
Title: Water Efficiency Incentives - Flume and Rachio Direct Distribution Programs
From: Paul Sellier, Director of Water Resources
Through: Ben Horenstein, General Manager
Meeting Date: November 20, 2024

TYPE OF ACTION: Action Information X Review and Refer

RECOMMENDATION: Review and refer to a future regularly scheduled Board meeting for consideration of approval of two agreements with California Water Efficiency Partnership to provide funding for Flume devices, RainBird irrigation controllers and Rachio irrigation controllers for the next two years in an amount not to exceed \$205,792.00

SUMMARY: The Flume and the Rachio Direct Distribution Programs continue to be a widely popular program with District customers. Over 500 Flume devices and over 150 RainBird and Rachio irrigation controllers have been purchased through 2024. These agreements will deposit funds with the California Water Efficiency Partnership (CalWEP) to provide funding for the next two (2) years of anticipated program participation.

DISCUSSION: The Flume point-of-purchase program, offered through CalWEP, allows single-family residential customers to purchase a Smart Home Water Monitor directly from Flume at a discounted price. Flume devices offer an effective and immediately available tool to help customers manage their water consumption. Flume also has an add on option to purchase a discounted Rainbird irrigation controller which syncs irrigation water use with the Flume device. The District's current contribution is \$136 and the customer co-payment is \$94 at checkout (reduced to \$69 after a \$25 refund following installation). The Rainbird irrigation controller has a \$100 contribution from the District, and the customer pays \$50 (plus tax) at checkout. A total of 3,088 Flume devices have been installed as of November 2024 and 1,828 remain active. The current contract expires December 31, 2024. The proposed agreement will provide \$162,192 in funding for 400 Flume devices and 200 Rainbird controllers each year during the next 2 years.

The Rachio irrigation controller point-of-purchase program offered through CalWEP, allows single-family residential customers to purchase a Rachio Smart Irrigation Controller directly from Rachio at a discounted price. Rachio controllers self-adjust based on weather conditions to increase irrigation efficiency for customers and help manage their irrigation water use. The District's current contribution is \$100 per controller, and the customer co-payment ranges from \$69.99 to \$89.99 (plus tax) at

checkout, depending on the Rachio model chosen. The current contract expires December 31, 2024. The proposed agreement will provide \$43,600 in funding for 200 Rachio irrigation controllers, each year, during the next 2 years.

ENVIRONMENTAL REVIEW: None.

FISCAL IMPACT: The proposed contracts will provide \$162,192 in funding for Flume devices and Rainbird controllers and \$43,600 for Rachio smart controllers over the next two years. These funds are included in the Water Efficiency budget.

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: November 20, 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 and watershed projects, as well current efforts focused on supporting internal 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 and building community awareness around the Watershed’s fire fuel management efforts. Staff are also currently working on the Fall Employee Impact+, the second issue of the District’s new internal employee newsletter, which launched this past summer as one of several efforts meant to help strengthen District-wide employee communication.

Staff will provide a presentation to update the Board on recent communications activities in support of these areas. 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.