



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

Wednesday, February 28, 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

### 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 (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

- b. Water Efficiency Update

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

- 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

5. **Upcoming Meeting**

The next Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors is on May 15, 2024.

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: 02-23-2024



# 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 November 15, 2023  
**From:** Terrie Gillen, Board Secretary  
**Through:** Ben Horenstein, General Manager  
**Meeting Date:** February 28, 2024

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

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

**SUMMARY:** The Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors held a meeting on November 15, 2023. 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 November 15, 2023

DEPARTMENT OR DIVISION	DIVISION MANAGER	APPROVED
Communications & Public Affairs Department	 <b>Terrie Gillen</b> Board Secretary	 <b>Ben Horenstein</b> General Manager



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

Wednesday, November 15, 2023 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:

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### AGENDA ITEMS:

#### 1. Call to Order and Roll Call

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

#### DIRECTORS PRESENT:

Larry Russell  
Matt Samson  
Monty Schmitt  
Jed Smith  
Ranjiv Khush

#### 2. Adoption of Agenda

A motion was made by Director Schmitt 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 August 16, 2023

**RECOMMENDATION:** Approve the minutes of the Communications & Water Efficiency Committee/Special Meeting of the Board of Directors on August 16, 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, Samson, Schmitt, Smith, and Khush

- b. Water Efficiency Master Plan Update

**RECOMMENDATION:** Receive staff update on the Water Efficiency Master Plan

Water Efficiency Manager Carrie Pollard introduced this item and consultant Andree Lee, with EKI Environment & Water, Inc. Both Ms. Pollard and Ms. Lee provided a presentation highlighting the Water Efficiency Master Plan (WEMP) process, measures evaluated for the WEMP, proposed program changes, potential incentive portfolios and targets, and potential future ordinances and pilot programs.

Much discussion between the Board and staff occurred throughout and after the presentation.

There were four (4) public comments.

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

**5. Upcoming Meeting**

Chair Khush announced that the next Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors was tentatively scheduled for Wednesday, February 21, 2024, because the Board had not yet adopted the 2024 Board and Committee Meetings Calendar.

**6. Adjournment**

There being no further business, the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors meeting on November 15, 2023, adjourned at 10:46 a.m.

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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  
**Meeting Date:** February 28, 2024

*PS* *BH*

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

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

**SUMMARY:** Staff will provide an update on the Water Efficiency Master Plan and other notable Water Efficiency Program highlights.

**DISCUSSION:** The District’s Water Efficiency Program continues to implement programs to support our customers to take actions and change behavior to reduce their overall water use.

**Water Efficiency Master Plan**

The Water Efficiency Master Plan will provide a comprehensive look at our water use patterns, our water efficiency targets, and our strategies for advancing water conservation in the Marin Water service area. The process of developing the document provided an opportunity for staff to engage with our community as well as highlight the progress our community has already made and to discuss our remaining water savings potential and the strategies we can employ to achieve these additional savings. Building upon community input, the plan will highlight our key program initiatives, our strategies for the next five years, and our process for evaluating programs and tracking success over time. The District appreciates the efforts our community has already taken to use water wisely. The goal of this plan is to encourage further action among stakeholders, customers and other interested parties to use water wisely.

**2023 Program Participation and Water Savings**

As part of the Strategic Water Supply Assessment (SWSA), goals for participation levels in water efficiency programs were established. In addition, there are other programs that were not included in the SWSA that have continued to be offered for District customers. The table below shows the annual participation goal for the programs, the actual participation, and the associated water savings.

<b>SWSA Activity Name (program offer)</b>	<b>Annual Participation Goal</b>	<b>2023 Actual Participation</b>	<b>2023 Savings* (AF)</b>
AMI Leak Notifications (letters)	1,250 letters	1,300	112
Non-Functional Turf Conversion (\$1.50-\$3/sqft)	70,000 sqft	0	0
Turf Conversion – (Standard: \$1.50/sqft, Best Practices: \$3/sqft)	100,000 sqft	67,684 sqft (62,978 @ \$1.50 & 4,706 @ \$3)	6
Pool Cover Rebates (\$100 rebate)	90 rebates	29	1
Residential Irrigation Controller (\$100 rebate)	100 rebates	183	3
Residential CAP's (site visits)	500 visits	385	7
Laundry-to-Landscape System (\$125 rebate)	40 rebates	3	0.04
Rain Barrel Rebate Program (\$0.50/gal of storage)	15,000 gallons	28,000	0.2
<b>Estimated Annual Savings</b>			<b>130</b>

<b>Beyond SWSA (program offer)</b>	<b>Annual Participation Goal</b>	<b>2023 Actual Participation</b>	<b>2023 Savings* (AF)</b>
High Efficiency Toilets (\$150 rebate)	NA	18	0.2
High Efficiency Clothes Washers (\$100 rebate)	NA	112	1.6
Flume Home Water Monitor (\$115 rebate)	NA	332	10
Hot Water Recirculating System (\$50 rebate)	NA	17	0.2
<b>Estimated Annual Savings</b>			<b>12</b>

\*Water savings are estimated based on measure assumptions. Actual savings may vary.

**ENVIRONMENTAL REVIEW:** Not Applicable.

**FISCAL IMPACT:** None.

**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:** February 28, 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 highlighting a new website tool for customers, targeted outreach campaigns, featured customer success stories, and community events.

**DISCUSSION:** Staff continues concerted outreach efforts on the District’s key initiatives, including promoting the District’s many water use efficiency programs and resources available to customers.

Staff will provide a brief update on recent, ongoing, and planned communications and outreach activities to promote water-use efficiency programs, including the launch of a new website tool that that measures the efficiency of single-family and duplex residential customers’ water usage and suggests District resources that may support additional efficiency enhancements based on customers’ usage. Digital and printed outreach materials promoting the new website tool targeted to higher water user residential customers in the District’s service area will also be presented during the update.

Staff will also share the “Customer Success Stories” series that recently launched on the District’s website and has been featured in bill inserts and in the District’s monthly digital newsletter as a way to encourage water savings through the real experiences of other customers.

The District’s plans for participation in various community events this spring and summer will also be shared, including an exciting water efficiency activation and engagement opportunity at this year’s annual Marin County Fair.



**ENVIRONMENTAL REVIEW:** Not applicable.

**FISCAL IMPACT:** None.

**ATTACHMENT(S):** None.