



MARIN MUNICIPAL WATER DISTRICT

220 Nellen Avenue Corte Madera CA 94925-1169
www.marinwater.org
March 23, 2010

NOTICE OF SPECIAL MEETING OF THE BOARD OF DIRECTORS / COMMUNICATIONS COMMITTEE*

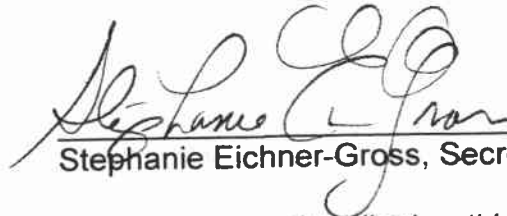
Notice is hereby given that a Special Meeting of the Board of Directors of the Marin Municipal Water District / Communications Committee will be held as follows:

Date: Thursday, March 25, 2010
Time: 4:30 p.m.
Location: Board Room - Marin Municipal Water District
220 Nellen Avenue, Corte Madera, CA

AGENDA

RECOMMENDATION

- | | | |
|----|---|--------------|
| 1. | Minutes of February 16, 2010 meeting | Approve |
| 2. | 2010 Urban Water Mgmt Plan: Schedule and Outreach | Direct Staff |
| 3. | Update "A Guide to MMWD Board Meetings" | Approve |
| 4. | Future Agenda Items | |


Stephanie Eichner-Gross, Secretary

The public will be provided the opportunity to address the items described on this agenda.

*The designated committee members are Directors David Behar and Larry Russell. Other Board members may attend as they wish.

ADA NOTICE AND HEARING IMPAIRED PROVISIONS- The Board Room is equipped with sound amplifying units for use by the hearing impaired. The units operate in conjunction with the room's sound system. You may request the personal sound amplifier from the District Secretary for use during meetings. In accordance with the Americans With Disabilities Act and California Law, it is the policy of the Marin Municipal Water District to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, or an agenda and/or agenda packet in an appropriate alternative format; or if you require other accommodation, please contact Stephanie Eichner-Gross at (415) 945-1448, at least two days in advance of the meeting. Advance notification within this guideline will enable the District to make reasonable arrangements to ensure accessibility.



**Marin Municipal Water District
Communications Committee**

ITEM No.: **1**

MEETING DATE:
March 25, 2010

SUBJECT: Minutes of Communications Committee Meeting

SUBMITTED BY: Elisa Ignatius, Public Information Specialist

RECOMMENDED ACTION: Approve minutes of the February 16, 2010 communications committee meeting.

SUMMARY:

ATTACHMENTS:

1. February 16, 2010 Minutes

DRAFT
MINUTES OF MARIN MUNICIPAL WATER DISTRICT
BOARD OF DIRECTORS/COMMUNICATIONS COMMITTEE MEETING
FEBRUARY 16, 2010

Minutes of the special meeting of the Board of Directors/Communications Committee held on Tuesday, February 16, 2010.

Directors present: Jack Gibson, David Behar and Armando Quintero

CALL TO ORDER

The meeting of the Communications Committee was called to order at 4:00 p.m.

1. MINUTES OF JANUARY 11, 2010 MEETING

By simple motion, the minutes from the January 11, 2010 meeting were approved.

2. REQUEST FROM STRAW FOR PUBLIC OUTREACH SUPPORT

Public Information Officer Libby Pischel introduced Bay Institute staff member Laurette Rogers who started what became the STRAW (Students and Teachers Restoring a Watershed) program. The program is the subject of a new documentary titled "A Simple Question: The Story of STRAW." The Bay Institute is raising funds to show the film at education and restoration conferences across the U.S. Staff suggested to the communication committee that the district contribute \$5,000 from the "Friends of the Watershed Fund" to help STRAW with their campaign.

Ms. Rogers summarized the program and showed a four-minute clip of the film.

Director Gibson suggested the film could be used to raise money for Friends of the Watershed.

Director Behar asked Ms. Rogers if the community is aware of the work that STRAW is doing. He said he was very impressed with the program when his son participated and said the district should do everything it can to support it.

Ms. Rogers said the kids are capable of professional, quality work. She said the success of the program proves that a community can restore its watershed. She said the program develops leaders out of students.

Finance Manager Terry Stigall said the Friends of the Watershed fund is included on district bills so that rate payers can make contributions to the fund.

The board members all voiced their support for providing funding for the film's distribution. The item will be presented to the Board of Directors at the March 3 regular board meeting.

3. REVIEW PUBLIC COMMENTS AND RESPONSES RE: RATE INCREASE NOTICE

Ms. Pischel tallied the public comments received regarding the proposed rate increase and asked for the committee's feedback on the draft FAQ (frequently asked questions) sheet to further explain the reasons for the rate increase.

Director Gibson said he was surprised at the low number of protest letters received and at the range of comments.

Mr. Stigall said the FAQ needs revising regarding the percentages cited in why a water rate increase is being proposed. He said that staff had planned for a 5 percent decrease in consumption but the actual rate was 9 percent above that, and that this needs to be clarified in the FAQ.

General Manager Paul Helliker said we should also explain how the 9.8 percent average increase breaks down by tier and account type.

Director Behar suggested question #2 be rephrased "Is MMWD penalizing customers..." rather than "Why is MMWD penalizing customers...". He also suggested that the influence of cooler weather should be added to the decline in consumption because conservation was not the sole factor. He asked that the FAQ be added to the district's website before the January 24 board meeting on the rate increase.

Director Gibson asked if staff is receiving telephone calls about the increase.

Terry Stigall said telephone calls were received for about a week after the special mailing but then tapered off.

Director Behar asked why a postcard was sent after the initial mailing.

Mr. Stigall said the second mailing was sent only to single family and duplex residential customers to clarify their rates.

Mr. Helliker said it was also to notify people where on the district's website they could find the rate increase calculator.

4. REPORT ON PUBLIC OUTREACH PLANS FOR SPRING 2010 PIPELINE PROJECTS

Libby Pischel said the district is working on the outreach plans for the Ross Sir Francis Drake pipeline replacement project and the Phoenix Lake pipeline replacement project. Both projects will have a significant impact on the public. She said one lane on Sir Francis Drake will remain open at all times. Construction will take place between 9 a.m. and 3 p.m. and 6 p.m. and 10 p.m., with only paving permitted at night. The project was moved up because the Town of Ross needs to start their bridge work and paving earlier than originally stated.

Director Behar asked if the district is planning a joint mailing with the Town of Ross.

Paul Helliker said he prefers that the mailing originate from the Town of Ross versus the district because MMWD's work is just one component of the town's project. Mr. Helliker said he also prefers the Town of Ross be the main contact for the project; he said the district would provide a link from its website to theirs and provide status updates to them versus the public directly.

Director Behar said he agrees with these suggestions. He said the district would not be replacing the pipe if not for the town's project, so the Town of Ross should be the primary contact for the public.

Director Gibson wondered if the district should create a sign for the completion of the project that would read, "Phase 1 by MMWD completed."

Mr. Helliker said he has asked Watershed Resources Manager Mike Swezy to propose an alternate bike route around Phoenix Lake. Ms. Pischel said the district will also work with the Marin Bicycle Coalition on the detour and outreach.

5. FUTURE AGENDA ITEMS

Libby Pischel mentioned a poster made for the school water education project and said it could be added to an agenda after the school year ends. The next committee meeting is scheduled for Tuesday, April 20, 2010 at 4 p.m.

6. PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

There being no further business, the Communications Committee meeting of February 16, 2010 adjourned at 4:45 p.m.

Libby Pischel, Public Information Officer



**Marin Municipal Water District
Communications Committee**

ITEM No.: **2**

MEETING DATE:
March 25, 2010

SUBJECT: 2010 Urban Water Mgmt Plan: Schedule and Outreach

SUBMITTED BY: Libby Pischel, Public Information Officer

RECOMMENDED ACTION:

Direct Staff

SUMMARY:

We will be discussing the tasks and schedule associated with updating the urban water management plan and the process we will use to make further decisions about water supply investments. We also will be defining the specifics of our message about what next steps we will be taking on the desalination project, and deciding how and when we want to convey this message.

ATTACHMENTS:

1. Urban Water Management Plan Slide Presentation



MARIN MUNICIPAL
WATER DISTRICT

Urban Water Management Plan 2010

UWMP 2010

- Urban water suppliers are required by the Urban Water Management Planning Act to update their UWMPs every five years.
- The UWMPs are to be submitted on or before December 31, in years ending in five and zero.
- An urban water supplier that does not submit an UWMP is ineligible to receive any state funding (grants/loans) or receive state drought assistance.



MARIN MUNICIPAL
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UWMP 2010

UWMPs are required to include the following:

- Description of Service Area; population, climate, etc.
- Existing and planned sources of water supply
- Description of the reliability of the water supply sources
- Opportunities for exchanges or transfers of water
- Past and current water use by service type
- Description of water demand management measures currently or scheduled for implementation
- Description of all water supply projects that may be undertaken to meet projected water use
- Description of opportunities for development of desalination
- Urban water shortage contingency analysis and plan
- Information on recycled water use
- Discussion of the water quality of existing sources of water



UWMP 2010

SB 7x7:

- Approved in November 2009
- Requires the state to achieve a 20% reduction in urban per capita water use on or before Dec 31, 2020
- Requires incremental progress towards 2020 target by reducing urban per capita water use by 10% on or before Dec 31, 2015
- Amended the UWMP Act to require each urban water supplier to develop urban water use targets to support 20% reduction in baseline per capita water by 2020
- Urban water use 2020 target and 2015 interim urban water use target due by July 1, 2011.



UWMP 2010

SB 7x7 – Requires urban water retailers to adopt one of four methodologies for determining target per capita water use:

- 1) 80% of current baseline per capita water use
- 2) Per capita water use based on the following performance standards
 - Indoor use - 55 gpcd
 - Landscape irrigation use - water efficiency equivalent to the standards of the Model Water Efficient Landscape Ordinance in Title 23 of CCRs
 - Commercial, Industrial & Institutional use – 10% reduction from baseline use
- 3) 95% of the State hydrologic region target included in the 20x2020 Water Conservation Plan
- 4) Method to be developed by DWR not later than Dec. 31, 2010



UWMP 2010

SB 7x7 Urban Water Use Targets
 Method 3 - 95% of Region Target in 20x2020 Water Conservation Plan
 MMWD - Hydrologic Region 3 - San Francisco Bay

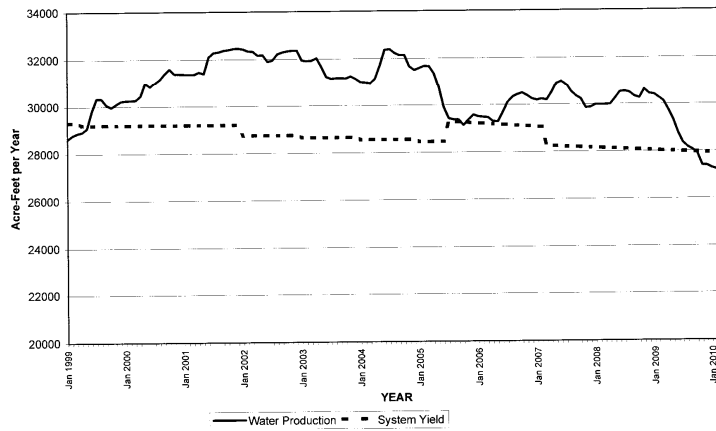
Regional Urban Water Use Targets	20x2020	
	Region 2	SB 7 (95%)
Baseline (1995-2005)	157	149
Interim Target (2015)	144	137
Target (2020)	131	124
MMWD Per Capita Water Use	Population (Projection)	Production (AF)
Baseline GPCD (Avg 2000-2009)	143	
Projected GPCD (2015)	132	202,155
Projected GPCD (2020)	129	205,763
Calendar Year 2009	123	194,400

Production projections based on Conservation Program 3



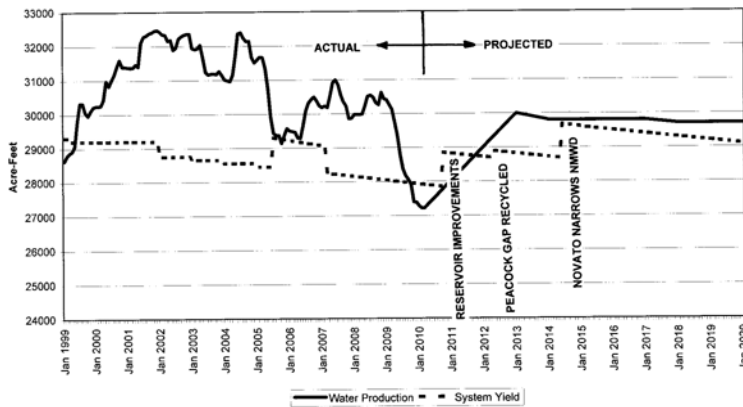
Production & Water Supply Yield

RUNNING TWELVE MONTH WATER PRODUCTION
and
WATER SUPPLY YIELD



Production & Water Supply Projections

Twelve Month Running Average Water Production
and
Water Supply Yield





**Marin Municipal Water District
Communications Committee**

ITEM No.: 3

MEETING DATE:
March 25, 2010

SUBJECT: Update "A Guide to MMWD Board Meetings"

SUBMITTED BY: Libby Pischel, Public Information Officer

RECOMMENDED ACTION:

Approve

SUMMARY:

Due to state laws governing public meetings MMWD board members and staff are constrained when it comes to answering questions from the public. This can be confusing and frustrating to those asking the questions. The purpose of this item is to update the "Guide to MMWD Board Meetings" to explain the situation and how people can get their questions answered. In addition, the board president can explain how this process works at the beginning of public expression and repeat it as needed during the meeting.

We also plan to update the speaker cards to include space for a question and return contact information (email address, phone number and/or mailing address). Then we can forward the requests to the appropriate staff person after each meeting for response.

Even if people don't get immediate answers, it's important for them to feel like they have been heard, which we always want to convey.

ATTACHMENTS:

1. "A Guide to MMWD Board Meetings"
2. Brown Act "Agenda Requirements; Regular Meetings" (section 54954.2)

A Guide to MMWD Board Meetings

Welcome. Whether this your first time attending one of our Board meetings, or you've been here many times before, we appreciate your taking the time to come and participate in the business of the Marin Municipal Water District. We hope this information will make it easier for you to follow the course of the meeting.

Understanding the Agenda

While each meeting agenda contains different items, they all follow a standard format.

CALL TO ORDER. The Board President calls the meeting to order.

ADOPT AGENDA. By a simple motion and a second, the Board of Directors adopts the agenda.

PUBLIC EXPRESSION. The Public Expression portion of the meeting provides an opportunity for citizens to speak on items not listed on the agenda. *(See "Public Participation" for more information.)*

The Board of Directors is limited by State law to providing brief responses, asking questions for clarification, or referring a matter to staff when responding to comments made during Public Expression.

DIRECTORS' ANNOUNCEMENTS AND REPORTS REGARDING THEIR ACTIVITIES. Directors can provide a brief report on any recent activities they have participated in as a representative of MMWD or can simply share information of interest to their Board colleagues.

CONSENT CALENDAR. The consent calendar contains matters that are considered to be routine or non-controversial business. Most items will have been reviewed at prior Board committee meetings that are also

public and have been forwarded to the Board for approval by the committee. Only one motion is needed for approval of all items listed on the Consent Calendar. Any Board member or member of the public may request that any item be withdrawn from the Consent Calendar for separate consideration.

NUMBERED ITEMS. Following the Consent Calendar, each numbered item of business will be considered and discussed separately. Public Comment will be accepted for each of these items, but generally after the following steps have been completed:

1. Staff presentation, including a description of the item, the requested action from the Board, and other pertinent information.
2. Board member questions and discussion.
3. A motion and a second for a specific action on the item, if appropriate.
4. Public Comment. *(See "Public Participation" for more information.)*
5. Final comments and final action by the Board.

The Board may respond or ask questions for clarification or direct staff to respond to public comments as needed. If there are numerous speakers on a topic, the Board President may collect and hold questions to consolidate the responses and limit individual discussions on each comment.

CONCLUSION. Once all of the items have been heard, or deferred, which occurs occasionally, the Board President will adjourn the meeting.

Public Participation

Members of the public may speak on any item on the agenda during the Board's consideration of that item or on any topic related to MMWD's responsibilities during "Public Expression."

If you wish to make a comment, you may complete a Speaker Card and present it to the Board Secretary or simply raise your hand and wait to be recognized by the Board President. In an effort to provide everyone an opportunity to be heard, the Board requests that members of the public:

- Speak directly to the Board
- State their names
- State views succinctly and without repeating points
- Limit remarks to three minutes unless a different amount of time is announced earlier by the Board President
- Be courteous and refrain from interrupting speakers; show respect for all views
- Speak once on any one topic

Common Terms

MOTION. Formal statement of a proposal for Board action. May be used to approve, deny or continue items, accept reports, or establish Board policy or procedures.

ORDINANCE. A law adopted by the Board of Directors.

RESOLUTION. Formal expression of decisions, opinions, or intentions made by a Board motion. Resolutions usually take effect upon their approval.

Meeting Dates and Notices

Regular meetings of the MMWD Board of Directors are held on the first and third Wednesday of each month in the MMWD Board Room beginning at 7:30 p.m. Changes to the schedule are announced in advance.

Meeting notices and agendas are posted online at www.marinwater.org and at the District office in Corte Madera and at the Corte Madera, Fairfax, Mill Valley and Civic Center libraries the Friday before each meeting. Reports and other materials related to agenda items are also posted online – select “MMWD” then “Board of Directors.”

Special Board Meetings

PUBLIC HEARINGS. Scheduled hearings are held on items for which hearings are required by law and on matters of special importance. At the close of the hearing, the Board may consider action.

CLOSED SESSION. Held for a specific purpose, such as addressing a personnel or litigation matter. For reasons of confidentiality, these sessions are closed to the general public.

COMMITTEES OF THE BOARD. These meet at various other times and days and are also open to the public.

SPECIAL MEETING. Occasionally held to consider specific items.

WORKSHOP. Held to provide background information to members of the Board of Directors. No formal action is taken. All interested citizens are invited to attend.

For Additional Information

If you need more information, please call the Board Secretary at (415) 945-1448.

All Board meetings comply with ADA accessibility standards.

think blue. go green.



MARIN MUNICIPAL
WATER DISTRICT

220 Nellen Ave.
Corte Madera, CA 94925
www.marinwater.org

From "The Brown Act Pamphlet 2003"

(e) If, by reason of fire, flood, earthquake, or other emergency, it shall be unsafe to meet in the place designated, the meetings shall be held for the duration of the emergency at the place designated by the presiding officer of the legislative body or his or her designee in a notice to the local media that have requested notice pursuant to Section 54956, by the most rapid means of communication available at the time.

54954.1. Agenda information provided by mail; Fee

Any person may request that a copy of the agenda, or a copy of all the documents constituting the agenda packet, of any meeting of a legislative body be mailed to that person. If requested, the agenda and documents in the agenda packet shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Upon receipt of the written request, the legislative body or its designee shall cause the requested materials to be mailed at the time the agenda is posted pursuant to Section 54954.2 and 54956 or upon distribution to all, or a majority of all, of the members of a legislative body, whichever occurs first. Any request for mailed copies of agendas or agenda packets shall be valid for the calendar year in which it is filed, and must be renewed following January 1 of each year. The legislative body may establish a fee for mailing the agenda or agenda packet, which fee shall not exceed the cost of providing the service. Failure of the requesting person to receive the agenda or agenda packet pursuant to this section shall not constitute grounds for invalidation of the actions of the legislative body taken at the meeting for which the agenda or agenda packet was not received.

54954.2. Agenda requirements; Regular meetings

(a) At least 72 hours before a regular meeting, the legislative body of the local agency, or its designee, shall post an agenda containing a brief general description of each item of business to be transacted or discussed at the meeting, including items to be discussed in closed session. A brief general description of an item generally need not exceed 20 words. The agenda shall specify the time and location of the regular meeting and shall be posted in a location that is freely accessible to members of the public. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. The agenda shall include information regarding how, to whom, and when a request for disability-related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting.

No action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of a legislative body or its staff may briefly respond to statements made or questions posed by persons exercising their public testimony rights under Section 54954.3. In addition, on their own initiative or in response to questions posed by the public, a member of a legislative body or its staff may ask a question for clarification, make a brief announcement, or make a brief report on

his or her own activities. Furthermore, a member of a legislative body, or the body itself, subject to rules or procedures of the legislative body, may provide a reference to staff or other resources for factual information, request staff to report back to the body at a subsequent meeting concerning any matter, or take action to direct staff to place a matter of business on a future agenda.

(b) Notwithstanding subdivision (a), the legislative body may take action on items of business not appearing on the posted agenda under any of the conditions stated below. Prior to discussing any item pursuant to this subdivision, the legislative body shall publicly identify the item.

(1) Upon a determination by a majority vote of the legislative body that an emergency situation exists, as defined in Section 54956.5.

(2) Upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

(3) The item was posted pursuant to subdivision (a) for a prior meeting of the legislative body occurring not more than five calendar days prior to the date action is taken on the item, and at the prior meeting the item was continued to the meeting at which action is being taken.

54954.3. Public's right to testify at meetings

(a) Every agenda for regular meetings shall provide an opportunity for members of the public to directly address the legislative body on any item of interest to the public, before or during the legislative body's consideration of the item, that is within the subject matter jurisdiction of the legislative body, provided that no action shall be taken on any item not appearing on the agenda unless the action is otherwise authorized by subdivision (b) of Section 54954.2. However, the agenda need not provide an opportunity for members of the public to address the legislative body on any item that has already been considered by a committee, composed exclusively of members of the legislative body, at a public meeting wherein all interested members of the public were afforded the opportunity to address the committee on the item, before or during the committee's consideration of the item, unless the item has been substantially changed since the committee heard the item, as determined by the legislative body. Every notice for a special meeting shall provide an opportunity for members of the public to directly address the legislative body concerning any item that has been described in the notice for the meeting before or during consideration of that item.

(b) The legislative body of a local agency may adopt reasonable regulations to ensure that the intent of subdivision (a) is carried out, including, but not limited to, regulations limiting the total amount of time allocated for public testimony on particular issues and for each individual speaker.