



# MARIN MUNICIPAL WATER DISTRICT

220 Nellen Avenue Corte Madera CA 94925-1169

www.marinwater.org

February 12, 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:

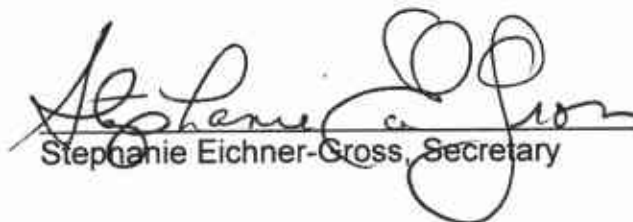
Date: Tuesday, February 16, 2010  
Time: 4:00 p.m.  
Location: Board Room - Marin Municipal Water District  
220 Nellen Avenue, Corte Madera, CA

### **AGENDA**

### **RECOMMENDATION**

- |  |                |
|--|----------------|
| 1. Minutes of January 11, 2010 meeting                               | Approve        |
| 2. Request from STRAW for Public Outreach Support                    | Recommendation |
| 3. Review Public Comments and Responses Re: Rate Increase Notice     | Direct Staff   |
| 4. Report on Public Outreach Plans for Spring 2010 Pipeline Projects | Information    |
| 5. Future Agenda Items   |                |
| 6. Public Comment  |                |

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

  
Stephanie Eichner-Gross, Secretary

*\*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:  
February 16, 2010

SUBJECT: Minutes of Communications Committee Meeting

SUBMITTED BY: Elisa Ignatius, Public Information Specialist

RECOMMENDED ACTION:

Approve minutes of the January 11, 2010 communications committee meeting.

SUMMARY:

ATTACHMENTS:

January 11, 2010 Minutes

**DRAFT  
MINUTES OF MARIN MUNICIPAL WATER DISTRICT  
BOARD OF DIRECTORS/COMMUNICATIONS COMMITTEE MEETING  
JANUARY 11, 2010**

Minutes of the special meeting of the Board of Directors/Communications Committee held on Monday, January 11, 2010.

Directors present: David Behar, Jack Gibson and Larry Russell

**CALL TO ORDER**

The meeting of the Communications Committee was called to order at 4:15 p.m.

**1. MINUTES OF DECEMBER 14, 2009 MEETING**

By simple motion, the minutes from the December 14, 2009 meeting were approved.

**2. WATER DEMAND AND SUPPLY STRATEGY TASK FORCE**

General Manager Paul Helliker introduced this agenda item. The purpose of the task force is to review water supply and demand and to advise the district on what investments to make and when. General discussion about the task force and selecting members followed. Below are some of the suggestions and comments from that discussion.

- Add a labor category to the list of participants.
- Include several representatives from the category of single-family residential, possibly broken down by tier, because this is such a large proportion of the district's customers.
- There was general consensus that the preferred size of the task force is still 12 to 20 members. The intent is to have broad representation of the community with a diversity of perspectives but keep the size manageable for facilitating productive discussions and education.
- Invite city or county staff members for their input on matters not within MMWD's jurisdiction.
- Consider a different title for the task force that might be more compelling, such as Securing Marin's Water Future, Marin's Water Future, 21st Century Water Task Force, Water for the 21st Century, Long-Term Strategy Task Force, or Water 2050.
- Include a Department of Health Services representative to provide regulatory expertise.
- Combine the first three meetings into one or have the first three meetings in quick succession to get the process moving more quickly. It can take three meetings for a group to begin working well together.

- The development of the Urban Water Management Plan could be a good source of discussion for the task force.
- Postpone the task force until after the rate increase decision.
- Mr. Helliker is associated with desalination, so he may not be the best choice for a facilitator.

The task force will be provided with expert contacts within staff for questions, and the task force will be taken on a facility tour to acquaint them with the district's operations.

Public Information Officer Libby Pischel distributed a budget estimate from CirclePoint Consulting for facilitating the task force. CirclePoint suggested Senior Project Manager Nicholas Dewar as the facilitator. The proposal includes monthly status reports by CirclePoint to the board, with updates from the task force itself as it develops. Director Behar raised a concern about the cost of an outside facilitator. In addition to using a staff facilitator instead, other suggestions for reducing the cost included using staff to present updates to the board, reducing the number of updates given by CirclePoint, and reducing the frequency but increasing the length of each task force meeting (three hours maximum per meeting was recommended).

Regarding the question of whether board members would attend the task force meetings, Director Gibson said the board's presence at previous task force meetings was felt to negatively influence the discussion. CirclePoint Principal Charles Gardiner recommended that from a process standpoint the board come to the first meeting to transfer their knowledge and experience and to charge the group with a clear charter. That technique would also preserve the board as the higher authority but not unduly sway the task force's discussions.

Director Russell said the Lagunitas Creek Technical Advisory Committee (TAC) often has a board member in attendance, and he doesn't think the TAC defers to the board. Mr. Gardiner said the water supply and demand task force differs in that it is more policy oriented. He also said the board's influence on the discussion could be lessened if they sit in the audience versus "at the table."

The next step is for staff to develop and circulate a refined list of potential task force members and bring the proposal of a water supply and demand task force to the entire board on February 3.

### **3. CIRCLEPOINT CONTRACT STATUS REPORT**

There was no discussion of this agenda item.

### **4. FUTURE AGENDA ITEMS**

The next committee meeting is scheduled for Tuesday, February 16, 2010 at 4 p.m.

## **5. PUBLIC COMMENT**

There was no public comment.

## **ADJOURNMENT**

There being no further business, the Communications Committee meeting of January 11, 2010 adjourned at 5:40 p.m.

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Libby Pischel, Public Information Officer



**Marin Municipal Water District  
Board of Directors**

ITEM No.: 2

MEETING DATE:  
February 16, 2010

SUBJECT: Request from STRAW for Public Outreach Support

SUBMITTED BY: Libby Pischel, Public Information Officer, and Mike Swezy, Watershed Manager

RECOMMENDED ACTION:

For review and referral to the Board with the Communication Committee's recommendation to contribute \$5,000 from the "Friends of the Watershed Fund" to STRAW to help them spread the word that students, teachers and communities can restore ecosystems

SUMMARY:

The Bay Institute's STRAW (Students and Teachers Restoring a Watershed) program is the subject of a new documentary that premiered in San Rafael in January. The film, "A Simple Question: The Story of STRAW", depicts the 18-year history of STRAW's successful effort to restore an ecosystem. The film uses historical footage and videotape of participating kids when they were 4th graders and interviews with them now at 27 years old.

MMWD has been part of the STRAW story since the beginning, helping to fund this project in its early stages through the Friends of the Watershed Fund. Laurette Rogers started what became the STRAW program when she was a teacher at Lower Brookside School in San Anselmo. The inspiration was the California freshwater shrimp in Lagunitas Creek, which is where they have done their work. It would be very fitting for MMWD to provide additional support for this effort since it reflects our own restoration philosophy and improves the Lagunitas Creek watershed.

STRAW has started a \$150,000 campaign to take this film and the story of STRAW to education and restoration conferences across the U.S. The film is already slated to show at two film festivals and six conferences if they can find the funding. We recommend that MMWD contribute \$5,000 to STRAW's public outreach campaign from the "Friends of the Watershed Fund." The current balance in the fund is \$222,913.10.

Laurette Rogers, who is now a staff member at The Bay Institute, will attend the Communications Committee to answer questions. We also will show a short (4-minute) clip of the film.

ATTACHMENTS:

1. Request from STRAW
2. STRAW Sponsorship Information
3. Friends of the Watershed Statement

January 12, 2010

Libby Pischel  
Municipal Marin Water District  
220 Nellen Avenue  
Corte Madera, CA 94925-1169

Dear Ms. Pischel:

The Bay Institute is hosting a series of film screenings about a transformational educational program. I am inviting the Municipal Main Water District to join us as a sponsor. *A Simple Question: The Story of STRAW*, a 35-minute film by David Donnenfield and Kevin White about the award-winning Students and Teachers Restoring a Watershed (STRAW) Project. The film follows STRAW from its origins in 1992 as a fourth grade class project into a remarkable program that has restored over 20 miles of creek and wetland habitat, galvanized the local community, and led to significant educational innovations. The first two screenings will be held in early 2010:

**Showcase Theatre**

Marin Civic Center, San Rafael  
Wednesday, January 20, 2010, 7:00 pm

**Dance Palace**

Point Reyes Station  
Sunday, February 28, 2010, 3:00 PM

Sponsors of the 2010 screenings receive recognition for partnering with The Bay Institute to improve our aquatic ecosystems. Benefits include highly visible onsite signage, tickets to the screenings, tickets to the Aquarium of the Bay, and recognition on The Bay Institute's website and in the January and February issues of our monthly newsletter. **This is an opportunity to gain visibility with thousands of individuals throughout the Bay Area who, like you, share a commitment to protect and improve the Bay and its watershed.**

The enclosed form shows the range of sponsorship levels and benefits, with the opportunity to participate in any or all of the events in our series. Your support will enable STRAW to tour the film to education and restoration conferences and events across the country, serving as a catalyst for place-based education and community-based restorations. Sponsorships will also support the STRAW Project's educational programs throughout the year. Please visit [www.bay.org](http://www.bay.org) for further information about our work.

Thank you for your consideration. I look forward to hearing from you at your earliest convenience.

Sincerely,

Laurette Rogers  
Watershed Education Director  
[rogers@bay.org](mailto:rogers@bay.org)  
415.878.2929x27



The Bay Institute's Students and Teachers Restoring a Watershed (STRAW) Project Invites You to:

## *A SIMPLE QUESTION: THE STORY OF STRAW*

A film by David Donnenfield and Kevin White



### Bay Area Screenings

Wednesday, January 20, 2010  
Showcase Theatre, San Rafael

Sunday, February 28, 2010  
Dance Palace, Point Reyes Station



### Sponsorship Opportunities

Help STRAW spread the word that students, teachers and communities can successfully collaborate to restore local ecosystems. Your support will enable STRAW to tour the film to education and restoration conferences and events across the country, serving as a catalyst for place-based education and community-based restorations.

Every sponsor will receive the following recognition and benefits:

- Prominent recognition on signage at both screenings
- Recognition in the *BayLetter* (circulation: 5,000)
- Logo and link on [www.bay.org](http://www.bay.org)
- Recognition in The Bay Institute's annual report

Additional benefits will be provided for various sponsorship levels:

#### Habitat Hero — \$10,000

- 16 tickets to *A Simple Question* screening
- 50 general admission tickets to Aquarium of the Bay
- Invitation to the opening of Watershed Week
- 10 VIP Behind the Scenes Tours at Aquarium of the Bay

#### \$5,000 Level — Bay Laurel Benefactor

- 10 tickets to *A Simple Question* screening
- 25 general admission tickets to Aquarium of the Bay
- 8 VIP Behind the Scenes Tours at Aquarium of the Bay

#### \$1,000 Level — Willow Warrior

- 6 tickets to *A Simple Question* screening
- 10 general admission tickets to Aquarium of the Bay
- 6 VIP Behind the Scenes Tours at Aquarium of the Bay

#### \$2,500 Level — Riparian Renewer

- 4 tickets to *A Simple Question* screening
- 6 general admission tickets to Aquarium of the Bay
- 4 VIP Behind the Scenes Tours at Aquarium of the Bay

#### \$500 level — Freshwater Shrimp Sustainer

- 2 tickets to *A Simple Question* screening
- 4 general admission tickets to Aquarium of the Bay
- 2 VIP Behind the Scenes Tours at Aquarium of the Bay

Contributions are tax deductible, less benefits received.



## Sponsorship Agreement Form

Please fill out your name and organization the way you would like it to be listed in on The Bay Institute's website, signage and printed materials.

I do not wish for my name(s) to appear in these materials.

Name(s) \_\_\_\_\_

Organization/Company/Affiliation \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

### Please indicate your sponsorship level

- Habitat Hero \$10,000
- Bay Laurel Benefactor \$5,000
- Riparian Renewer \$2,500
- Willow Warrior \$1,000
- Freshwater Shrimp Sustainer \$500

I/we cannot attend the event, but wish to make a tax-deductible contribution to The Bay Institute.

### Payment

Check payable to "The Bay Institute" is enclosed.

Visa  MasterCard Account #

Expiration Date: \_\_\_\_\_ Name on card: \_\_\_\_\_

Billing Address Zip Code: \_\_\_\_\_ Signature on Card \_\_\_\_\_

Artwork for sponsor recognition on website, event signage, *BayLetter* and annual report

Please email your logo as a 300 dpi .jpg image to [michele@bay.org](mailto:michele@bay.org).

For additional information, please contact Sheryl Barbic, 415.878.2930 or [barbic@bay.org](mailto:barbic@bay.org).

The Bay Institute, 698 De Long Avenue, Suite 100, Novato, CA 94945  
Phone: 415.878.2929 Fax: 415.878.2930 [www.bay.org](http://www.bay.org)



## MARIN COMMUNITY FOUNDATION

## Mount Tamalpais Watershed Fund

of the Marin Community Foundation

Summary for the period October 1, 2009 - December 31, 2009 (unaudited)

	Current Period 10/01/09 - 12/31/09	Year to Date 01/01/09 - 12/31/09
<b>Beginning Fund Balance</b>	<b>\$221,496.11</b>	<b>\$212,925.32</b>
<b>INCOME</b>		
Gifts to Fund (see attached listing)	1,545.63	10,056.69
Interest and dividend income	135.69	992.10
Change in market value of Fund investments	0.00	0.00
Gain/(loss) on sale of gifted securities	0.00	0.00
Other income	0.00	0.00
<b>Total Income</b>	<b>\$1,681.32</b>	<b>\$11,048.79</b>
<b>EXPENDITURES</b>		
Grants paid (see attached listing)	0.00	0.00
Administrative fees	250.19	984.79
Investment fees	14.14	76.22
Expense on sale of gifts	0.00	0.00
Other expenses	0.00	0.00
<b>Total Expenditures</b>	<b>\$264.33</b>	<b>\$1,061.01</b>
<b>Ending Fund Balance</b>	<b>\$222,913.10</b>	<b>\$222,913.10</b>
Less pending grants	0.00	0.00
Fund balance available for grants	\$222,913.10	\$222,913.10

Fund Type: Designated Beneficiary | Fund ID: 8022 |



MARIN COMMUNITY FOUNDATION

**Mount Tamalpais Watershed Fund**  
of the Marin Community Foundation

Gifts received for the period October 1, 2009 - December 31, 2009 (unaudited)

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	Date Posted	Amount
<b>Received 10/01 - 12/31/09</b>		
Marin Municipal Water District	10/23/09	492.28
Marin Municipal Water District	11/23/09	625.77
Marin Municipal Water District	12/21/09	427.58
<b>Total 10/01/09 - 12/31/09</b>		<u><b>1,545.63</b></u>
<b>Received 01/01/09 - 09/30/09</b>		
Marin Municipal Water District	02/17/09	1,848.97
Marin Municipal Water District	03/19/09	478.63
Marin Municipal Water District	04/14/09	820.37
L.R. & Frances Patterson	04/23/09	1,200.00
Marin Municipal Water District	05/19/09	905.92
Marin Municipal Water District	07/07/09	1,151.98
Marin Municipal Water District	07/21/09	50.00
Marin Municipal Water District	08/11/09	758.54
Marin Municipal Water District	09/30/09	1,296.65
<b>Total 01/01/09 - 09/30/09</b>		<u><b>8,511.06</b></u>
<b>Total Gifts Received 01/01/09 - 12/31/09</b>		<u><u><b>10,056.69</b></u></u>

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Fund Type: Designated Beneficiary | Fund ID: 8022 | Expendable



MARIN COMMUNITY FOUNDATION

## Mount Tamalpais Watershed Fund of the Marin Community Foundation

Investment performance for the period October 1, 2009 - December 31, 2009 (unaudited)

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	Quarter	YTD	1 Year	3 Year	5 Year	7 Year
This Portfolio's Returns	0.06 %	0.47 %	0.47 %	2.55 %	3.02 %	2.41 %
MCF Equity Pool	4.04 %	26.27 %	26.27 %	(2.23)%	3.49 %	8.10 %
MCF Socially Scrnd Eq Pool	4.90 %	26.50 %	26.50 %	(8.40)%	(2.00)%	0.00 %
S & P 500	6.00 %	26.50 %	26.50 %	(5.60)%	0.40 %	5.50 %
MCF Fixed Income Pool	1.00 %	14.20 %	14.20 %	5.90 %	4.90 %	5.40 %
Barclays Capital Aggregate	0.20 %	5.90 %	5.90 %	6.00 %	5.00 %	4.80 %
MCF Money Market Pool	0.10 %	0.50 %	0.50 %	2.60 %	3.10 %	2.50 %
MCF Enhanced Cash Pool	0.80 %	9.40 %	9.40 %	4.10 %	0.00 %	0.00 %
U.S. Treasury Bill	0.00 %	0.30 %	0.30 %	2.60 %	3.10 %	2.60 %

**This Fund's suggested asset allocation is:**

Money Market Pool 100.00 %

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Fund Type: Designated Beneficiary | Fund ID: 8022 | Expendable



**Marin Municipal Water District  
Board of Directors**

ITEM No.:     3    

MEETING DATE:  
February 16, 2010

SUBJECT:       Review Public Comments and Response re: Rate Increase Notice

SUBMITTED BY: Libby Pischel, Public Information Officer

RECOMMENDED ACTION:

Review attachments and provide comments

SUMMARY:

In January MMWD sent a notice to all rate payers and property owners in MMWD's service area announcing a rate increase proposal and a public hearing, which is scheduled for February 24, 2010. The mailing included information about how to protest the proposed increase. As of February 10, 2010, the district has received 133 protest letters. Attachment 1 is a table summarizing the reasons given for protesting the increase. While there are several reasons, these three are voiced most frequently:

1. MMWD is penalizing customers for conserving water.
2. MMWD should do more to cut costs.
3. The timing for a rate increase is bad because of the poor economy.

Attachment 2 is a draft FAQ (frequently asked questions) sheet to explain in more detail than spaced allowed in the notification letter the reasons for the rate increase. Staff is interested in hearing comments from the committee members on the draft FAQ.

ATTACHMENTS:

1. 2010 Proposed Rate Increase Protests
2. Draft FAQ

<b>2010 Proposed Rate Increase Protests</b>	
<b>COMMENT</b>	<b>NO. OF MENTIONS (IN ALL LETTERS)</b>
Penalized for conserving water (described as unethical, patently absurd, unfair, wholly unacceptable, ridiculous, shameful, unreasonable, galling)	55
MMWD should cut costs (areas mentioned include overall cutbacks, salaries, benefits, pensions, reducing wasteful spending)	45
Timing is bad because of poor economy (described as unconscionable, morally irresponsible)	43
Register protest (no reason given)	21
Customer is retired/on a fixed income	15
Rate increases are too frequent (mentions of 2009 & 2008 increases)	13
Desalination (opposed)	9
Marin Energy Authority loan (opposed)	9
Mismanagement	7
Increase reservoir storage (instead of desalination and/or to reduce use of SCWA water)	5
MMWD is a monopoly	4
Increase rates more for high water users	4
Increases will fund new supply, which will lead to new development and increased demand on limited water	3
Tiered rate structure penalizes large families	2
Provide incentives for rainwater catchment, other creative ways to save water	2
Renegotiate rates w/ SCWA	1
Use Soulajule instead of SCWA	1
Improper use of authority	1
<b>Total number of letters received (as of 2/10/10)</b>	<b>133</b>

**DRAFT**  
**2010 Rate Increase Proposal**  
**Frequently Asked Questions**  
**Marin Municipal Water District**

**Why is a water rate increase being proposed?**

A rate increase is needed to ensure the financial stability of the district and for MMWD to continue to fulfill its mission of providing clean, reliable water, both now and in the future.

- About 4% of the rate increase is related to a multi-year process of increasing revenues to pay for repairing and replacing water supply infrastructure in MMWD's service territory. For the past five years, MMWD has been relying on cash reserves to pay for this capital improvement program, and those funds are now depleted. As the first municipal water district in California we have some of the oldest facilities along the course of our 966 miles of pipeline, 144 storage tanks, 99 pump stations, and 4 treatment plants.
- Another 4% of the rate increase relates to replacing revenues lost from dramatic decreases in water sales. While this decrease in usage helps our supply picture, it hurts our financial picture. We had planned for a 5 percent reduction in water use due to conservation, but water use dropped almost 10% percent during the past year, resulting in inadequate revenue to cover operating expenses. MMWD has already cut its operating budget by almost 10% (\$5.3 million), and plans to cut \$2 million in 2010-11.
- Inflation makes up the last component of the rate increase, which is about 2%. While the consumer price index has not increased significantly in the past year, some costs that are big parts of MMWD's budget - such as electricity rates and water purchases from Sonoma County - are not included in CPI calculations and have increased substantially. These costs, as well as costs associated with insurance, chemicals, and other elements of MMWD's expenses, are projected to increase next year, as well.

**Why is MMWD penalizing customers for conserving water when you asked us to conserve water?**

Conservation tends to decline in predictable patterns, which allows us to plan for it over time. What the district experienced in the last year is not solely due to the conservation efforts of our customers. This year was more like the sharp, sudden declines expected under rationing. These declines were unpredictable and have been experienced in varying degrees by water utilities throughout California. Coming on suddenly, as they did, they have created a precipitous decline in revenues that needs to be addressed to ensure the financial stability of the District.

## **What has MMWD done to cut costs?**

In March, 2009, water sales started dropping, beginning a trend that has carried on through the present day. In September 2009, after seeing the decline in sales continue, projected water sales for fiscal year 2009-10 were reduced 8%, equal to an amount of \$3,862,000. In response, MMWD reduced staffing levels, cut overtime use, suspended stand-by pay, reduced rebates, and took other measures to pare expenses by \$5.8 million, or close to 10% of MMWD's operating budget. The District has also relied on cash reserves to fund its infrastructure repair and replacement program.

## **Why does MMWD have to increase rates now, when the economy is not doing well?**

Water supply and reliability is a critical concern. While the reservoirs are in good shape this year, they were below average last year. Regardless of the economy, MMWD is only two years away from a drought, so funding for projects that increase the reliability of our supply during droughts is critical. New projects this year that will improve our water supply situation include the Shafter Bridge pipeline, Alpine Lake pump replacement, and the Corte Madera pump station replacement.

## **The cost of living hasn't gone up much this year. Why are your costs going up?**

- Inflation and construction costs are currently flat. CPI, as measured for the San Francisco-San Jose-Oakland metropolitan region increased 0.73% on an annual basis for the year 2009. However, as noted above, this index does not include items that are significant costs to MMWD, such as electricity and energy costs.
- About 25% of the water consumed by MMWD customers is purchased from the Sonoma County Water Agency (SCWA). In July 2009 SCWA increased the rate they sell water to MMWD by 20%. SCWA has announced an 11.00% increase that will be effective on July 1, 2010.
- Essential water treatment chemicals and other items such as insurance have continued to increase in cost.

## **How will the proposed increase affect my water bill?**

The average customer's bill will increase by 9.80%, which is \$4.05 per month or \$8.10 per billing period. See the enclosed charts for details on the tiers and customer categories. To find out how the increase will affect your account, please call our Customer Service Department at (415) 945-1400.



**Marin Municipal Water District  
Board of Directors**

ITEM No.: 4

MEETING DATE:  
February 16, 2010

SUBJECT: Report on Public Outreach Plans for Spring 2010 Pipeline Projects

SUBMITTED BY: Libby Pischel, Public Information Officer

RECOMMENDED ACTION:

Information

SUMMARY:

With more than 900 miles of pipe to maintain, MMWD is constantly replacing sections of pipe as those sections reach the end of their useful life. The district has always made a concerted effort to notify those who might be impacted by construction projects both in advance and during the projects. The communication effort required for typical pipeline projects usually involves sending a letter to affected customers, putting a notice in the local newspaper, and potentially holding a meeting.

This spring MMWD has several pipeline projects scheduled, two of which will have heightened public impact. One of the projects is a pipeline replacement project in Ross (Sir Francis Drake Blvd. from Lagunitas Road to Bolinas Avenue) and the other is a pipeline replacement project on the watershed near Phoenix Lake. Because of the higher level of public impact, we are conducting additional public outreach on both of these projects.

The Sir Francis Drake Blvd. Pipeline Replacement Project starts at the end of April and we will begin public outreach later this month. See Attachment 1 for the public outreach plan. The Phoenix Lake Road Pipeline Replacement project starts in June. A similar outreach plan is being developed for that project. The initial item for that project is watershed signage, which the watershed staff will post beginning the week of February 15. The sign is Attachment 2.

ATTACHMENTS:

1. Sir Francis Drake Blvd Pipeline Replacement Project Public Outreach Plan
2. Phoenix Lake Road Pipeline Replacement Project Sign

# **Public Outreach Plan**

## **Sir Francis Drake Blvd. Pipeline Replacement Project**

### **Ross, Spring 2010**

#### **1. Important Dates**

- a. Communications w/ Town of Ross 2009 (Kevin McDonnell)
- b. Mtg w/ San Anselmo public works director & town manager Feb 4 (Kevin)
- c. Presentation to Fairfax Town Council Mar 3 (Kevin)
- d. Award of Contract by District Board March 17
- e. Construction April 26-June 15 2010 (seven weeks) (no lane closures until May1; incentive to contractor to reduce by up to two weeks)

#### **2. Daily Schedule and Related Information**

- a. Work hours: weekdays, 9 am-3:30 pm and 6-10 pm (only paving permitted at night) and two Saturdays, 9 am-4:30 pm (also paving only)
- b. Impacts on public: one-way traffic/delays on SFD Blvd. between Bolinas Avenue and Lagunitas Road during work hours
- c. Other public works projects in area:
  - i. San Anselmo Ave. repaving (Bolinias Ave. to Tunstead) (April)
  - ii. SFD Blvd. Repaving in Fairfax (April)
  - iii. Installation of sidewalks on SFD in Ross (June)
  - iv. Repaving of SFD in Ross (mid-June through July)
  - v. Lagunitas Rd bridge replacement in Ross )(mid-June-summer)

#### **3. Public Outreach**

- a. Banner over SFD in San Anselmo (weeks of April 12 & April 26)
- b. Notice on San Anselmo downtown marquee (weeks of April 12 & April 26)
- c. Notice on MMWD website: (initial notice active March 19)
- d. News release re: project coming up so plan ahead (March)
- e. Direct mail (postcard) to all residents and businesses in Ross, San Anselmo, Fairfax and West San Rafael
- f. Direct mail to schools: Drake, Wade Thomas, St. Anselm's, Ross, Branson, SF Theological Seminary, COM, Marin Catholic, others
  - i. Include flier for posting on bulleting boards
- g. Other direct mail w/ flier:
  - i. Libraries and rec centers
  - ii. Towns (Ross, SA, Fairfax, SR) for inclusion in their outreach (websites, eNewsletters, meeting announcements)
  - iii. Chambers of Commerce and other business organizations
  - iv. Marin County Bicycle Coalition
  - v. Safe Routes to Schools
  - vi. Golden Gate Transit
  - vii. MAGC and tenants
- h. News release re: contract awarded and start dates (April)
- i. Ads in Marin IJ, Pacific Sun, Ross Valley Reporter
- j. Electric message boards
- k. Regular project signage
- l. Regular updates on MMWD website
- m. Telephone hotline active March 19

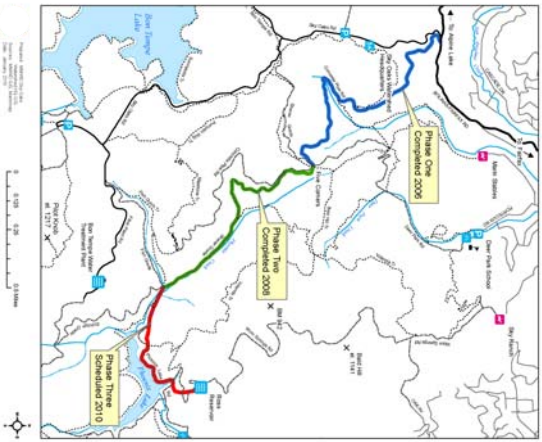
# PUBLIC NOTICE

## MMWD CONSTRUCTION SCHEDULED JUNE - OCTOBER 2010

Fairfax Gate House to Ross Reservoir Pipeline  
Seismic Reliability Project

### New Pipeline Project

MMWD will be installing 3,600 feet of new pipe in the Phoenix Lake area this year. The new pipeline is part of a critical water transmission line that delivers treated water from west Marin to central and southern Marin. The project is part of the district's plan to increase the amount of water available for firefighting and to increase the reliability of the water system after an earthquake. **To facilitate this necessary work, and for public safety, we need to restrict public access in and around the project; this includes some portions of the watershed at Phoenix Lake.**



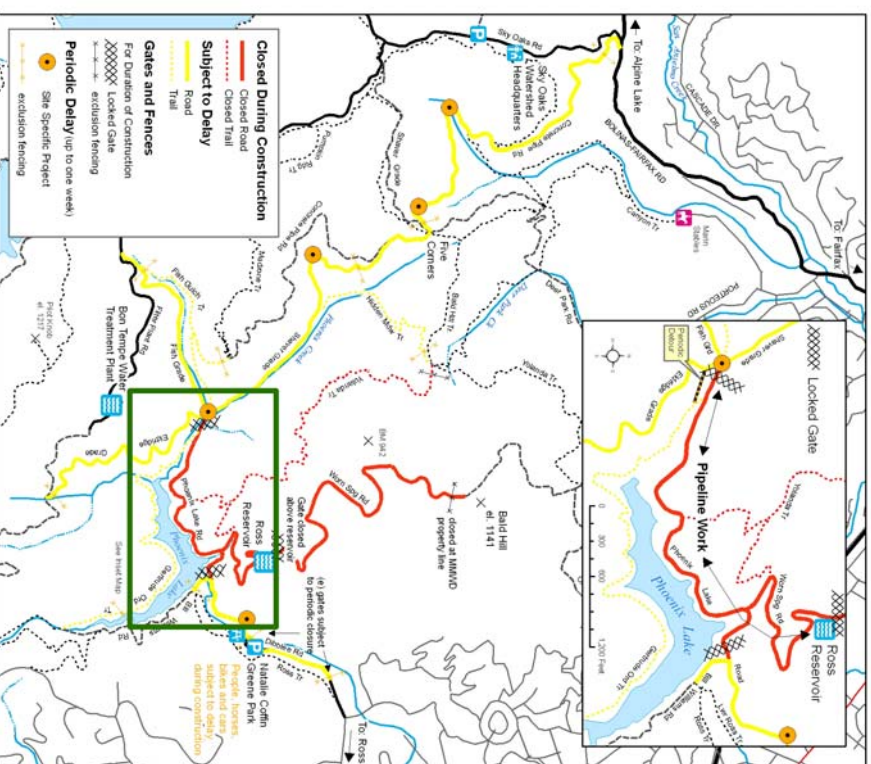
### Road and Trail Closures Scheduled

As shown in the map at right, several popular routes around and leading to Phoenix Lake will be closed for the duration of the project. Additionally, periodic closures of up to one week will occur at specific locations as needed to complete the work. The district will strive to minimize the disruption to visitors in and around this area and to open each route as soon as possible. **Please call Project Manager Carl Gowan at (415) 945-1577 if you have any questions. We sincerely appreciate your understanding and thank you for your patience.**



### ROAD & TRAIL CLOSURES & DELAYS

Fairfax Gate House to Ross Reservoir Pipeline Seismic Reliability Project



Prepared: MMWD Seismic Reliability Project  
Source: MMWD GIS Database  
Date: January 2010