



January 8, 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: Monday, January 11, 2010
Time: 4:00 p.m.
Location: Board Room - Marin Municipal Water District
220 Nellen Avenue, Corte Madera, CA

AGENDA

RECOMMENDATION

- 1. Minutes of December 14, 2009 meeting
- 2. Water Demand and Supply Strategy Task Force
- 3. CirclePoint Contract Status Report
- 4. Future Agenda Items
- 5. Public Comment

Approve
Direct Staff
Information

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:
January 11, 2010

SUBJECT: Minutes of Communications Committee Meeting

SUBMITTED BY: Elisa Ignatius, Public Information Specialist

RECOMMENDED ACTION:

Approve minutes of the December 14, 2009 communications committee meeting.

SUMMARY:

ATTACHMENTS:

December 14, 2009 Minutes

DRAFT
MINUTES OF MARIN MUNICIPAL WATER DISTRICT
BOARD OF DIRECTORS/COMMUNICATIONS COMMITTEE MEETING
December 14, 2009

Minutes of the special meeting of the Board of Directors/Communications Committee held on Monday, December 14, 2009.

Directors present: Jack Gibson, Armando Quintero and Larry Russell (by teleconference)

Directors absent: David Behar, Cynthia Koehler

Due to the absence of Chair Director Behar and because Vice Chair Larry Russell was attending by telephone, Director Russell appointed Director Quintero to chair the December 14 meeting.

CALL TO ORDER

The meeting of the Communications Committee was called to order at 4:04 p.m.

1. MINUTES OF NOVEMBER 16, 2009 MEETING

By simple motion, the minutes from the November 16, 2009 meeting were approved.

2. WATER DEMAND AND SUPPLY STRATEGY TASK FORCE

General Manager Paul Helliker introduced the staff report, which includes examples of previous committees (e.g., the 2003 water rate structure advisory committee and the 1993 project advisory committee) to show the types of organizations and individuals who were represented and the charge to the 2003 committee. At the last communications committee meeting on November 16, 2009, the committee discussed the charge to the water demand task force, which includes providing feedback on when the district should make investments in water supply improvements and/or demand management programs.

Mr. Helliker asked the board to review the list of potential types of members as described in attachment #1 (e.g., customer categories, local governments, environmental groups, etc.) and the size of the task force (about twelve people participated in prior committees, which would correspond to two people from each division of the district's service area).

Mr. Helliker also asked the board members whether they want a formal interview and application process for the task force. Director Quintero asked how prior task force members have been selected.

Director Gibson suggested that a simple selection process without formal interviews is preferable and that members should be chosen to represent themselves versus an organization or business with which they might be affiliated. He suggested that staff

compile a list of possible members, with suggestions from the board, and then the board and staff select members from that list. He also suggested including the applicants for the late Director Forman's position on the board.

Director Russell asked whether the task force recruitment should be posted on the district's web site. Director Quintero said he thought this was a good idea in order to find out who is interested in the community. Director Gibson said this might produce too long a list.

Public Information Officer Libby Pischel said the long range time commitment required to be on the task force may limit the number of interested people. She also said that staff could contact anyone the board would like to recommend.

Director Russell asked whether the task force should include a political representative such as Marin County Supervisors Charles McGlashan or Harold Brown, or Assemblymember Jared Huffman.

Ms. Pischel said local governments are included in the categories for possible representation.

Mr. Helliker asked the board members for their feedback about the scope of the task force, which would span twelve 2- to 3-hour meetings per month over a year. Directors Quintero and Gibson said they had no changes to recommend.

Regarding when to start the task force, late January and early February were suggested in order to provide time to select members. The next communications committee meeting was moved up from January 18 to January 11 to discuss the selection process prior to the regular board meeting of January 20 in case this item needs to go to a board meeting for action.

Director Quintero recommended the use of a facilitator for the task force because it provides more transparency. He said a facilitator could also take notes as part of their responsibilities to report to the board. Director Russell suggested that staff could take notes.

Director Gibson said that district staff had handled the facilitation of prior task forces, but he didn't have a strong opinion either way in terms of using or not using a facilitator. He added that a facilitator needs to be selected carefully because of their significant impact on the success of a task force.

Mr. Helliker agreed that a facilitator is a good idea because of the controversial nature of the topic and that CirclePoint has an experienced facilitator.

CirclePoint Principal Charles Gardiner suggested a member of the CirclePoint staff who is less involved in the topic than himself and would therefore be more neutral and process oriented. He also suggested that the task force verbally report on their progress to the board versus notes from the facilitator or staff.

Public comment: Joanie Levinson said she likes the idea about soliciting interest from the community and said she is interested in being on the task force.

3. SIR FRANCIS DRAKE BLVD PIPELINE PROJECT PUBLIC OUTREACH

Senior Engineer Kevin McDonnell said he and General Manager Paul Helliker presented the pipeline replacement project to the Ross Town Council, which has a concern about the coordination and timing of the project because it needs to be completed by next June, before the bridge and path work they are planning. Mr. McDonnell said the project will start May 1, take 4 to 8 weeks and will be done in off peak hours. He said coordination and communication will be vital, and the district is planning notices in local papers, direct mail and signage. Ms. Pischel said a special mailing will be done versus a bill insert.

The pipe has been selected for replacement because it is 100 years old and may be damaged by the road work, and because it is 4 inches in diameter (a 12-inch diameter pipe will replace it).

Director Gibson asked if this project is part of the fire flow master plan. Mr. McDonnell said it is not, but the large pipe will definitely improve flow.

4. FUTURE AGENDA ITEMS

The next committee meeting is scheduled for Monday, January 11 at 4 p.m. The committee will review a list of potential members for the task force.

5. PUBLIC COMMENT

There was no additional public comment.

ADJOURNMENT

There being no further business, the Communications Committee meeting of December 14, 2009 adjourned at 4:35 p.m.

Libby Pischel, Public Information Officer



**Marin Municipal Water District
Board of Directors**

ITEM No.: 2

MEETING DATE:
January 11, 2010

SUBJECT: Water Demand & Supply Strategy Task Force

SUBMITTED BY: Paul Helliker, General Manager

RECOMMENDED ACTION:

Direct Staff

SUMMARY:

We have been discussing the idea of creating a citizens' task force to focus on water supply and demand issues for the year 2010. The purpose is to develop a knowledgeable group of MMWD customers representing a variety of interests and to ask them to review the water supply and demand situation and advise the District on what investments to make in water supply and demand management.

We will discuss the draft list of potential task force members as well as the specifics of launching this group: recruiting the members, orienting them, finalizing the scope of their responsibilities and time frame, and scheduling.

ATTACHMENTS:

1. Potential Members
2. Description
3. Topics

Potential Members
MMWD Water Supply & Demand Strategy Task Force

- ❖ Customer Categories
 - Single-family residential
 - *Cliff Waldeck, Mill Valley*
 - *Adam Davis, San Rafael*
 - *Peter Breen, San Anselmo*
 - Multi-family residential (residents and/or owners)
 - *Joanie Levinsohn, Greenbrae*
 - Commercial
 - Institutional
 - Irrigation only

- ❖ Local Governments
 - MCCMC members
 - *Kay Coleman, San Anselmo Town Council*
 - *Pam Hartwell-Herrero, Fairfax Town Council*
 - County of Marin
 - Cities and towns
 - *Bob Brown, City of San Rafael*
 - Schools and colleges
 - Other districts (fire protection, wastewater, CSDs)

- ❖ Environmental Groups
 - Marin Conservation League
 - *Roger Roberts*
 - Sierra Club
 - Environmental Forum
 - Marin Audubon
 - Sustainable Marin (and city groups)
 - Native Plant Society
 - Others (Friends of Corte Madera Creek, etc.)
 - *Betsey Bikle, Mill Valley Streamkeepers*
 - *Parker Pringle, Friends of Corte Madera Creek*

- ❖ Business Groups
 - North Bay Leadership Council
 - Chambers of commerce
 - Professional organizations (MAR, Marin Property Owners, others)
 - *Edward Segal, MAR*
 - Professional associations
 - Individual business owners/managers
 - *Michael Pettit, architect, Fairfax*

❖ Water-related Businesses

- Nurseries
 - *Tom Unterman, West End Nursery, San Rafael*
 - *Tom Bressan, Urban Farmer Store, Mill Valley*
- Irrigation equipment suppliers
- Landscape professionals (contractors, architects, maintenance)
- Appliance and fixture retailers
- Plumbing professionals
 - *Burkell Plumbing, Sausalito*
 - *O'Connell Plumbing, Fairfax*

❖ Other Organizations

- League of Women Voters
 - *Anne Layzer*
- LAFCO

DRAFT
Agenda/Discussion Points
MMWD Water Supply & Demand Strategy Task Force

- ❖ **Purpose of the Task Force**
 - Engage knowledgeable people in the community
 - Gather community input on major MMWD decisions and programs
 - Solicit ideas and suggestions for improving MMWD programs
 - Build understanding and agreements with and among polarized groups
 - Build an educated group of citizens who can be ambassadors

- ❖ **Group Purpose & Outcomes**
 - **Purpose**
 - Review the water supply and demand situation and advise the District on what investments to make in water supply and demand management
 - **Outcomes**
 - Recommendations to the GM and Board Regarding the Following:
 - Sustainable Water Vision & Goals
 - Water Supply & Demand Forecast
 - Climate Change Adaptation
 - Rationing Policies and Implementation Approaches
 - Conservation Program Goals and Actions
 - Water Supply Options & Investment Timing

- ❖ **Timeframe & Topics**
 - Beginning in January 2010
 - Monthly meetings to December 2010
 - Initial monthly topic list attached

- ❖ **Participation**
 - **12 to 20 people**
 - **Balanced, Representative Participation by Opinion Leaders**
 - **Customer Class**
 - **Geography**
 - **Board districts**
 - **Interests**
 - Environmental
 - Business
 - Residential
 - Civic

- ❖ **Roles & Management Approach**
 - **Task Force Role**
 - Advisory to General Manager and MMWD Board
 - **Staff Roles**

- Water Supply Forecasting
- Conservation/Demand Management
- Water Supply Projects
- **Decision-making**
 - Consensus, with analysis and reporting of dissent if consensus is not reached
- **Meeting Management/Facilitation**
 - Approach for discussion: Strong Chair vs. Facilitator
- **Format**
 - Group-Generated Bylaws (attendance; conduct; courtesy)
 - Monthly evening meeting, 2 hours
 - Agendas and summaries posted to website
 - Bi-monthly Written Progress Reports to the Board
 - Final Report to the Board (Task Force spokesperson)
 - Feedback to Task Force from Board and GM describing impact of recommendations and resulting actions

Task Force Topics

Meeting #1

- Task Force Purpose & Charter (discussion)
 - Desired Outcomes
 - Participant Roles and Expectations
 - Discussion Topics
 - Information Provided
 - Decision-making
 - Communications Protocols (to GM and Board, with community, to media)
- Background Information (presentation and discussion)
 - Water Supply System
 - Historical Supply & Demand
 - Prior Task Forces and Advisory Committees

Meeting #2

- Task Force Purpose & Charter (for approval)
- Sustainable Water Vision & Goals (discussion and recommendation)

Meeting #3

- Water Supply & Demand Forecast (presentation and discussion)

Meeting #4

- Climate Change (presentation & discussion)
- Strategies for Managing Risks & Uncertainties (discussion)
 - Diversification/Supply Flexibility
 - Emergency Supplies
 - Emergency Demand Reduction (rationing)

Meeting #5

- Rationing Policies (presentation, discussion, and recommendation)
 - Implementation Approaches
- Leak Detection (presentation and discussion)

Meeting #6

- Demand Management and Conservation Goals (presentation and discussion)
 - Conservation Program Activities & Priorities (presentation, discussion, and recommendation)
 - Technology (equipment and retrofits)

Meeting #7

- Conservation Program Activities & Priorities (presentation, discussion, and recommendation)
 - Landscaping & Irrigation (plant conversion, rain catchment, etc.)
 - Behavior (education, enforcement & motivation)

Meeting #8

- Demand Management and Conservation (presentation, discussion, and recommendation)
 - Overall Program Priorities & Performance Metrics (how do we measure progress & accomplishment?)

Meeting #9

- Water Supply Enhancement Opportunities, Constraints, and Risks (presentation and discussion)
 - Reservoir Operations
 - Recycled Water
 - Russian River
 - Desalination

Meeting #10

- Water Supply Enhancement Priorities & Investments (discussion and recommendation)
 - Reservoir Operations
 - Recycled Water
 - Russian River
 - Desalination

Meeting #11

- Summary Conclusions & Recommendations (discussion and recommendation)
 - Water Supply & Demand Forecast
 - Rationing Policy implementation Approach
 - Demand Management & Conservation Approaches and Metrics
 - Water Supply Investments & Timing
 - Public Communication & Education

Meeting #12

- Follow-up & Closure (discussion)
 - Discussion of Board Feedback
 - Process Review
 - Acknowledgements



***Marin Municipal Water District
Board of Directors***

ITEM No.: **3**

MEETING DATE:
January 11, 2010

SUBJECT: CirclePoint Contract: Status Report

SUBMITTED BY: Libby Pischel, Public Information Officer

RECOMMENDED ACTION:

Information

SUMMARY:

Attached is CirclePoint's most recent status report, dated November 6, 2009, for the period September 26, 2009 – October 31, 2009.

ATTACHMENT:

CirclePoint Status Report

STATUS REPORT

TASK ORDER TITLE: Marin Municipal Water District Outreach and Communications
TASK ORDER NUMBER: CirclePoint Project #2829.1
MMWD CONTRACT MANAGER: Libby Pischel, PIO
PERIOD OF PERFORMANCE: September 12, 2008 to October 31, 2009
DATE OF THIS REPORT: November 6, 2009
PERIOD COVERED: September 26-October 31, 2009
CONTRACTOR: CirclePoint
CONTRACTOR T.O. MANAGER: Ivy Morrison (510-268-8400 ext. 140)

OVERVIEW

CirclePoint will assist with the preparation of a communications plan, informational materials and outreach activities to actively solicit and document stakeholder input on the long-term water supply portfolios and to promote conservation.

Task 100 – Communications Plan Development

- Continued to assess Communications activities against the Goals and Objectives of Strategic Communications Plan
- Continued the development of tracking and reporting tools for measuring progress towards meeting the Goals and Objectives of the Strategic Communications Plan

Task 210 – Conservation Marketing

- Continued to refine Conservation Webpage
- Continued to refine copy for Conservation Facebook Quiz

Task 300 – Informational Materials

- Completed Long-Term Water Supply webpages, including content and design

Task 400 – Media & Social Media Outreach

- Coordinated completion of Facebook Quiz programming and worked with client to prepare Quiz for posting to District's Facebook page

Task 700 – Project Management/Internal/Client

- Drafted Approach for expanded outreach to targeted interest groups
- Attended October 20 Communications Committee Meeting

Task 810 – Graphics Support Conservation Promotions

- Completed layout and design of Water Conservation webpages

Work To Be Accomplished During Next Reporting Period (November)

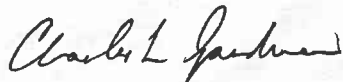
- Attend Nov. 16 Communications Committee Meeting to Discuss Expanded Outreach

VARIANCE ANALYSIS

- None

SIGNIFICANT PROBLEM AREAS/RECOMMENDED SOLUTIONS

- None



Approved: Charles L. Gardiner, Principal