



MMWD

Communications Committee Meeting

November 21, 2018

Activities Update



Media Coverage



OUR WORK RESOURCES

HOME / NEWSROOM

MMWD SELECTS BEN HORENSTEIN AS GENERAL MANAGER

BY MARIN MUNICIPAL WATER DISTRICT | NOV 13, 2018 | MEMBER SUBMITTED NEWS



Following an extensive nationwide search, the Marin Municipal Water District (MMWD) has selected Ben Horenstein for the position of General Manager. MMWD's Board of Directors will approve Mr. Horenstein's contract at the Tuesday, November 13 board meeting. Mr. Horenstein will begin his new position on December 3, 2018.

"We're excited to welcome Ben to MMWD. His experience and enthusiasm were unmatched amongst the strong group of candidates we interviewed. I am confident he will be an excellent fit for the unique needs of MMWD," Board President Armando Quintero said.

With more than 30 years of experience as a water professional, Mr. Horenstein most recently worked for the City of Santa Rosa as the Director of Water. He previously served as the Director of Waste Water and Recycling Department at East Bay Municipal Utility District as well as with the City of Los Angeles, working for the Bureau of Sanitation.

Mr. Horenstein holds a Bachelor of Science in Environmental Engineering from the University of



LISTENING FOR LEAKS

Proactive teamwork helps California water district prioritize projects and cut water loss

By Jared Rancey

Almost 30,000 gallons per day — that's how much water is saved by the leak detection team of Marin Municipal Water District. Formed in 2008, the Marin Municipal Water District leak detection team in Marin, California, is the result of a political push to formalize leak mitigation efforts that had been ongoing for decades.

PROFILE:
Marin Municipal
Water District, California

ESTABLISHED:



Social Media

Marin Water
@thinkbluemarin

Meet a Western Pond Turtle-Saving Super Hero! marinwater.org/Blog.aspx?IID=...



9:40 AM - 18 Oct 2018

1 Retweet 4 Likes


marinmunicipalwaterdistrict
Mt Tamalpais Watershed

Red Flag Warning
Published: October 29, 2018

North Bay Hills, East Bay Hills, Diablo Range

**N Bay 11 PM -> Wed AM
E Bay 2 AM -> Wed AM**

- Extreme fire weather danger
- Low humidity
- Gusty north to northeast winds up to 60 mph in the North Bay Mtns and up to 50 mph in the East Bay Hills.



National Weather Service San Francisco Bay Area
weather.gov/sanfrancisco

Liked by norcal_geographer and 36 others

marinmunicipalwaterdistrict A #RedFlagWarning ⚠️ has been issued for the Mt. Tamalpais Watershed from 11 p.m. Monday, 10/29 to 6 a.m. Wednesday, 10/31. A #RedFlagWarning means warm temperatures 🌡️, very low humidity and strong winds are expected to combine to produce an increased risk of fire 🔥 danger. As a result, all watershed land use permits have been suspended. No fires or BBQs will be permitted. MMWD's Mt. Tamalpais watershed lands are closed to public motor vehicle 🚗 traffic. Call MMWD at 415-945-1195 for closure updates. #mttamalpais #redflagwarning #firesafety #nws #mttam

Marin Water
@thinkbluemarin

#ImagineADayWithoutWater #ValueWater @TheValueofWater


every 2 minutes
HOW OFTEN A WATER MAIN BURSTS IN THE U.S.
Source: EPA

Value of Water COALITION

MMWD Public Information, Marin Municipal Water District AGENCY

Coffee with an MMWD Ranger

Come enjoy a cup of coffee at Lake Lagunitas with an MMWD Ranger on Wednesday, October 3 from 9 a.m. - 11 a.m. Our ranger will be on site to answer any of your questions, or just chat over a cup of coffee while you enjoy beautiful Lake Lagunitas.



OCT 3

Coffee with an MMWD Ranger
Lake Lagunitas

Going

MMWD at Work

Christina, Water Conservation Specialist II

As one of MMWD's Water Conservation Specialists, Christina's days are busy and varied. She may spend her morning at a customer's home identifying a problem with their irrigation controller, and in the afternoon visit an elementary school to teach first graders about the water cycle and the importance of the Mt. Tamalpais watershed.

When asked what she enjoys most about her 11 years here at MMWD, Christina said, "At the end of the day, feeling like I've sincerely made a difference. Helping a customer find and stop a leak that may have been wasting hundreds (or even thousands) of gallons of water per day is at the top of my list."



In addition to helping our customers find and stop leaks, our Water Conservation Specialists work behind the scenes to review landscape projects and plans to make sure they comply with the State's Model Water Efficient Landscape Ordinance.

Neighborhood Notifications

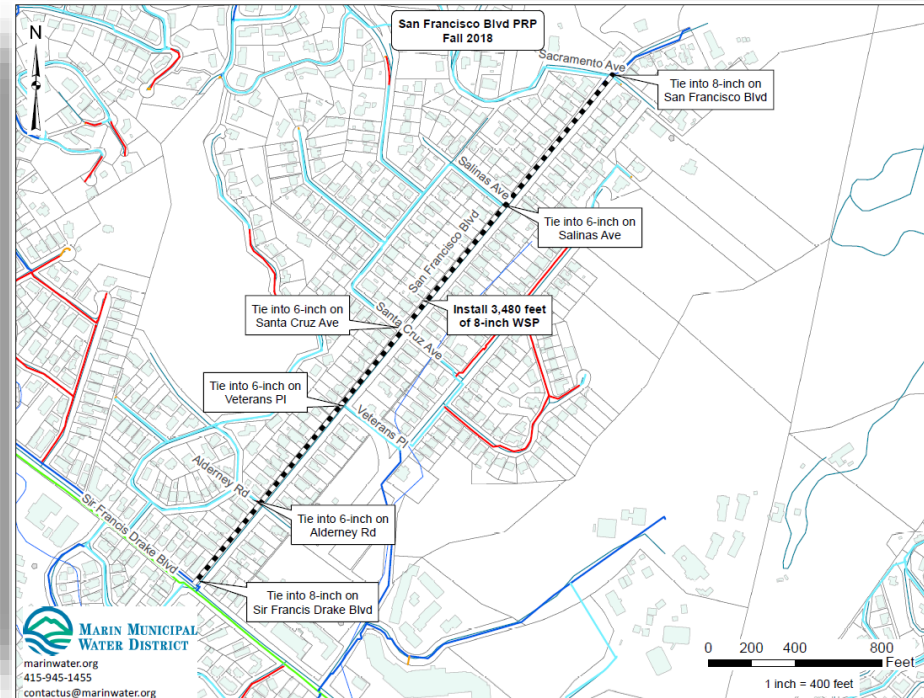
 MMWD Public Information, Marin Municipal Water District AGENCY

Upcoming Pipeline Replacement Project in your Neighborhood

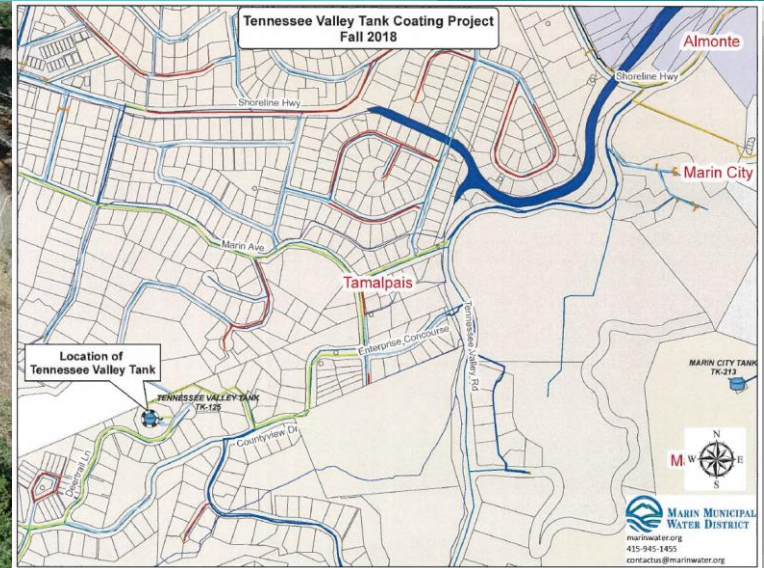
MMWD has been working to lower water services on San Francisco Blvd ahead of the Town of San Anselmo's repaving project. During the course of this work, it became apparent that we need to replace not only the water services, but the water main as well. The new pipeline below San Francisco Blvd will replace pipe installed as early as 1951, will be better able to withstand an earthquake and will reduce the risk of leaks and resulting damage to the newly paved street. MMWD will begin construction to replace the water main in November 2018.

MMWD will host a community meeting for residents on Thursday, September 20, 2018, 6:00 p.m. at the American Legion Post 179 Log Cabin located at 20 Veterans Place, San Anselmo, CA 94949. MMWD staff, as well as Town of San Anselmo staff, will be on hand to answer questions about the pipeline replacement project and the revised paving schedule.

18 Sep · Subscribers of Marin Municipal Water District in 1 neighborhood



Tennessee Valley Tank Replacement



Putting your dollars to work.

Thank you for supporting projects for clean, reliable water!

PROJECT:

Tennessee Valley Tank Rehabilitation

TIMELINE:

Winter 2018 – Spring 2019

CONTRACTOR:


Olympus & Associates



**MARIN MUNICIPAL
WATER DISTRICT**

**415-945-1560
marinwater.org**

Campaign: Discounted Rate Programs




MARIN MUNICIPAL
WATER DISTRICT

on the
Water Front

November-December 2018

Lower your water bill with MMWD's Discounted Rate Programs



Find out if you qualify.

— In This Issue —


- Lower Your Water Bill with MMWD's Discounted Rate Programs
- Get MMWD News When You Want It
- MMWD at Work: Water Conservation Specialists Help Customers Save Indoors and Out
- New Landscaping Handbook Available

MMWD is committed to keeping clean, reliable water affordable and accessible for all members of our community. To that end, the water district offers two discounted rate programs for single-family residential customers who qualify.

Under the Service Charge Waiver Program for Low Income Customers, the bimonthly service charge and watershed management fee are waived, so customers pay only for water used. Under the Medical Disability Discount, the bimonthly service charge and watershed management fee are waived, and participants receive an additional 12 CCFs of water billed at the Tier 1 rate.

MMWD recently updated the income guidelines for the Service Charge Waiver Program, so more customers are eligible. For either program, customers must complete an application form and meet certain water conservation requirements. Learn more and download application forms at marinwater.org/discounts or call our Customer Service Department at 415-945-1400.

print & electronic newsletters




MARIN MUNICIPAL
WATER DISTRICT

Share Site Tools Search MMWD ...

About Services Conservation Water Watershed I Want To...

Lower your water bill with MMWD's Discounted Rate Programs



Find out if you qualify.

Online Bill Pay

Pay your bill, set up automatic payments, request eBills, view or print your bill.

Click Below To Pay Bill

Log in to Online Bill Pay

web

Lower your water bill with MMWD's Discounted Rate Programs



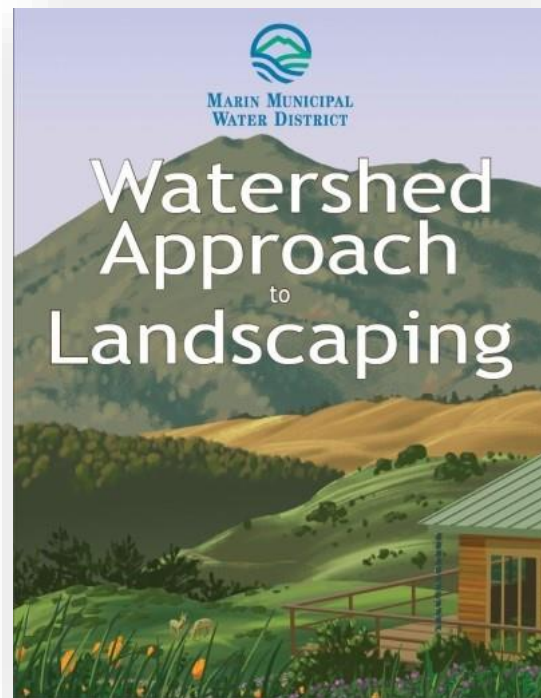
Find out if you qualify.

Marin IJ
digital &
print ads

Landscaping Handbook

Marketing

- webpage with file for download
- featured in *On the Water Front* customer newsletter, *Inside Source* e-newsletter and Weekly Watering Schedule email
- copies distributed to local libraries and nurseries



On the Water Front



In This Issue

- What We're Doing to Manage Wildfire Risk on Mt. Tam
- Find Fire-Wise Resources for Your Home & Community
- MMWD at Work: MMWD Park Rangers Fill Many Roles
- Rebates for Your Fall Garden Projects
- MMWD Offers Free Programs for Schools

Our Mission

Our mission is to manage our natural resources in a sustainable manner and to provide our customers with reliable, high-quality water at a reasonable price.

MMWD's Board of Directors meets at 7:30 p.m. the first and third Tuesday of every month in the MMWD Board Room, unless otherwise noticed.

Board of Directors
Larry Bragman
Jack Gibson
Cynthia Koehler
Armando Quintero
Larry Russell

General Manager
Krishna Kumar

On the Water Front is published

What We're Doing to Manage Wildfire Risk on Mt. Tam

MMWD's Mt. Tamalpais Watershed is the primary source of our drinking water. But our responsibilities on Mt. Tam extend far beyond capturing, storing and delivering water.

As the largest public land manager on the mountain, MMWD has been working for more than 20 years to reduce wildfire risk and help protect our communities. We built and permanently maintain 1,000 acres of fuel breaks, focusing on neighborhoods on the perimeter of the watershed. We're also working with neighboring property owners to encourage them to maintain 100 feet of defensible space around their homes, including areas that cross the property boundaries into MMWD lands.

Through our Resilient Forests Project, we're implementing innovative forest management techniques. This includes using light-on-the-land tracked mowers to clear dense underbrush, reducing the accumulated fuel load while also restoring the health of our forests. In 2018 alone, we invested \$1 million in contract labor to help manage fuel breaks, forests and invasive weeds on the watershed—equivalent to 20 full-time positions—and we expect to triple that investment over the next five years. In addition, we're working with PG&E to identify and remove high-risk trees along power lines within watershed lands.

We've also invested in firefighting equipment, developed training programs, and conduct regular fire response drills for all our watershed rangers and maintenance staff. We work closely with Marin County Fire and our local fire departments to manage fire risks and respond to emergencies. And we've expanded our community outreach for Red Flag and other critical fire weather events through improved signage and social media alerts.

In addition to our work on Mt. Tam, since 1997 we've invested more than \$100 million in pipeline and other infrastructure improvements through our fire flow program to help ensure our water is there when needed most. All of these efforts wouldn't be possible without the support of you, our customers. The watershed management fee on your water bill and the fire flow parcel fee on your property tax bill help to fund this important work. Thank you!



MMWD AT WORK

MMWD Park Rangers Fill Many Roles



Even after 23 years on the job, MMWD Park Ranger Matt Cerkel never knows what each day will hold. As one of six rangers tasked with protecting MMWD's nearly 22,000 acres of watershed land, Matt functions as peace officer, wildland firefighter, emergency medical technician, search and rescue specialist, naturalist, historian and educator.

Watch an interview with Matt—and meet some of the other people who help deliver your water from Tam to tap—at: marinwater.org/MMWDatWork

Rebates for Your Fall Garden Projects

Fall is a great time to make garden upgrades, and we have rebates to help!

Get up to \$50 for organic mulch or compost: Adding these materials to your garden helps build rich, spongy soil that can better absorb and hold on to water—a natural storage system for winter rains. A blanket of mulch can also help prevent erosion during downpours and keep root systems warm and snugly in the event of a cold snap.



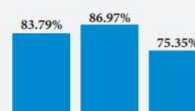
Get up to \$50 for rain barrels: Make the most of what Mother Nature delivers to your property by investing in a rain barrel or cistern to capture some of your roof runoff for later use. Rain barrels are ideal for watering container plants or for use as a backup supply in the event of an emergency.

Get \$2 per square foot from the State of California when you replace your thirsty lawn with water-efficient landscaping, up to a total rebate of \$2,000. Fall is a good time to tackle this project as winter rains can help new plantings get established.

To learn more about all of these rebates, visit: marinwater.org/rebates

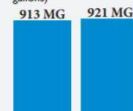
Storage

% of total storage capacity as of Aug. 19



Usage

Total July water usage (MG = millions of gallons)



MMWD Offers Free School Programs

It's back-to-school time, and we're excited to once again offer free water education programs for schools in our service area.

Our programs provide opportunities for students to discover where their water comes from and to gain hands-on experience in watershed ecology and habitat restoration. They also empower students to take action at school and at home to conserve water. We offer field trips to the Mt. Tamalpais Watershed, classroom presentations, musical assemblies, service learning opportunities and much more.

Programs fill up quickly, so ask your favorite teacher to reserve a space today! Learn more at: marinwater.org/schools



Rainfall

Total inches of rainfall, July 1 to Aug. 19

July Water 2018

Inside Source E-newsletter



Inside Source

MMWD News for September 2018



How We're Managing Wildfire Risk on Mt. Tam

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MMWD at Work

MMWD's Park Rangers Play Many Roles



Back to School

MMWD Offers Free Programs for Schools



Inside Source

MMWD News for October 2018

Lower your water bill with MMWD's Discounted Rate Programs

Find out if you qualify.



To assist low income and medically disabled customers with their water bills, MMWD offers two discounted rate programs. Under the Service Charge Waiver Program for Low Income Customers, the bimonthly service charge and watershed management fee are waived, so customers pay only for water used. Under the Medical Disability Discount, the bimonthly service charge and watershed management fee are waived, and participants receive an additional 12 CCFs of water billed at the Tier 1 rate. [Learn more and download an application form.](#)

Questions About Ebikes? Read our FAQs.

If you've visited the Mt. Tamalpais Watershed recently, you may have noticed new signs about ebikes. MMWD posted the signs in response to trail conflict comments and concerns we've received in regard to the growing number of ebikes on watershed trails. [Read our FAQs](#)



Inside Source

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Cash in on Commercial Kitchen Equipment Rebates

MMWD has launched a new rebate program for restaurants along with our partners in the Sonoma-Marín Saving Water Partnership. Get a rebate up to the full purchase price of



MMWD customers cite email alerts
as one of their top two most
preferred sources of information.

(MMWD Public Opinion Survey, Spring 2018)



Inside Source

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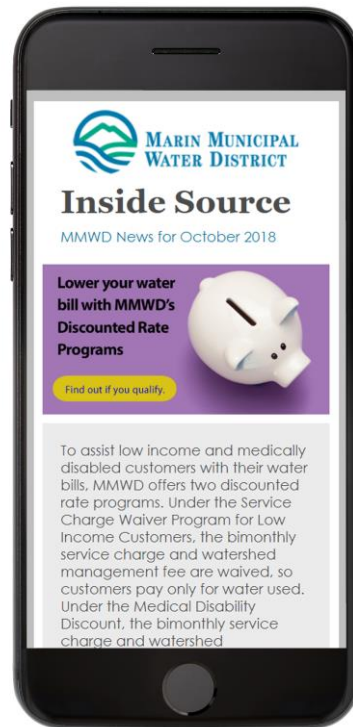
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- Mobile responsive
- Interactive
- Shareable



Campaign Name	Total Sent	Open Rate	Click Through Rate
 <p>Inside Source October 2018</p>	1372	29.7% 335	32.5% 109
 <p>Inside Source September 2018</p>	1372	29.8% 337	17.5% 59
Industry average (Government Agency or Services)		25%	10%

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Subscription links & outreach

Get MMWD News When You Want It

Subscribe to our *Inside Source* e-newsletter

Now you can get MMWD news delivered to your inbox every month. MMWD's *Inside Source* e-newsletter includes all the news you're used to getting in *On the Water Front*, along with bonus features. You'll find information on our pipeline and other infrastructure projects, Mt. Tam Watershed stewardship news, water quality updates and conservation resources. You'll also learn more about how state issues—like California's new water conservation legislation—impact MMWD and our customers. To sign up, go to marinwater.org/subscribe and select *Inside Source*.

Connect with us online

Want to get even more timely water news and information? Connect with us online! Join Nextdoor to be notified about pipeline projects in your neighborhood, follow us on Twitter for Red Flag Warnings affecting MMWD watershed lands, check us out on Instagram for captivating frontline pix from our watershed rangers and maintenance staff, and much more. To find us online visit: marinwater.org/connect



marinwater.org/connect



Employment



Board of Directors



Water Watch



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▼ ▲ A A

Connect with Us

Social Media

Connect with us on your favorite social media platform to get the latest MMWD news, learn more about our work, enjoy photos from our beautiful Mt. Tamalpais Watershed and much more.

- [Facebook](#)
- [Instagram](#)
- [Nextdoor](#)
- [Twitter](#)
- [YouTube](#)

E-newsletters

[Subscribe to one or more of our e-newsletters](#) to get MMWD news, volunteer opportunities and watering guidelines delivered directly to your inbox.

Public Meetings

All our board and committee meetings are public. We invite you to come to one of our meetings and find out more about the issues facing your board members and other citizens. [Find upcoming meetings and agendas.](#)

Notify Me

Our "Notify Me" feature can send you text or email notifications about upcoming board meetings and agendas, news releases, and other alerts. [Sign up on our website.](#)

Speakers Bureau

Looking for a speaker for your organization's upcoming meeting or event? [Email our Communications Team](#) to learn more about our Speakers Bureau presentations.

Speakers Bureau Update

24 Presentations to Date

3 more presentations in January

7 themes:

- Who we are and what we do
- The value of clean water
- How and why we invest in infrastructure
- Proper stewardship of the District's incredible watershed
- Our water conservation efforts and new legislation affecting those efforts
- How to engage with us
- The human faces of MMWD

