



**MARIN
WATER**

Drought Update

April 6, 2021

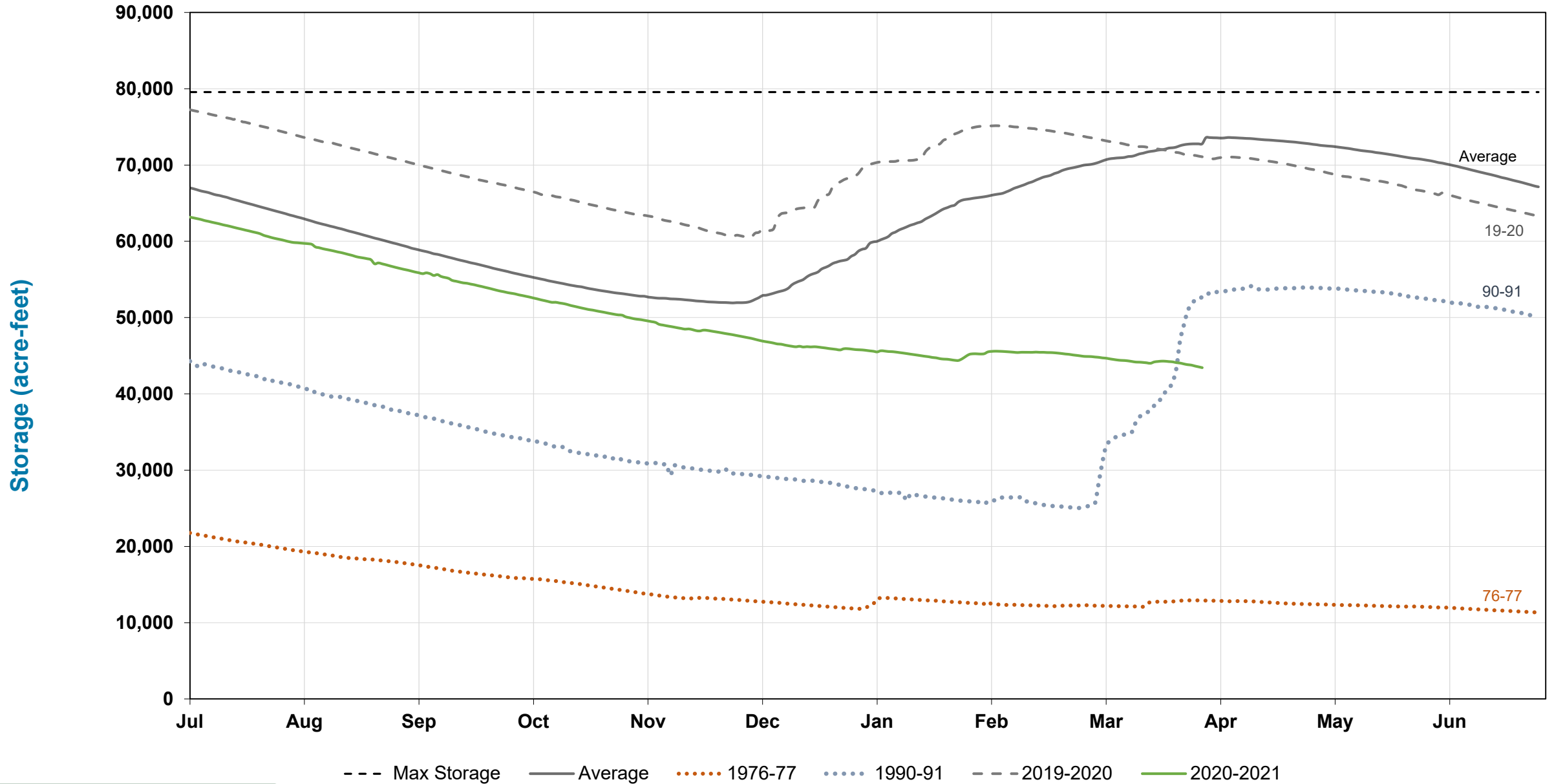


Overview

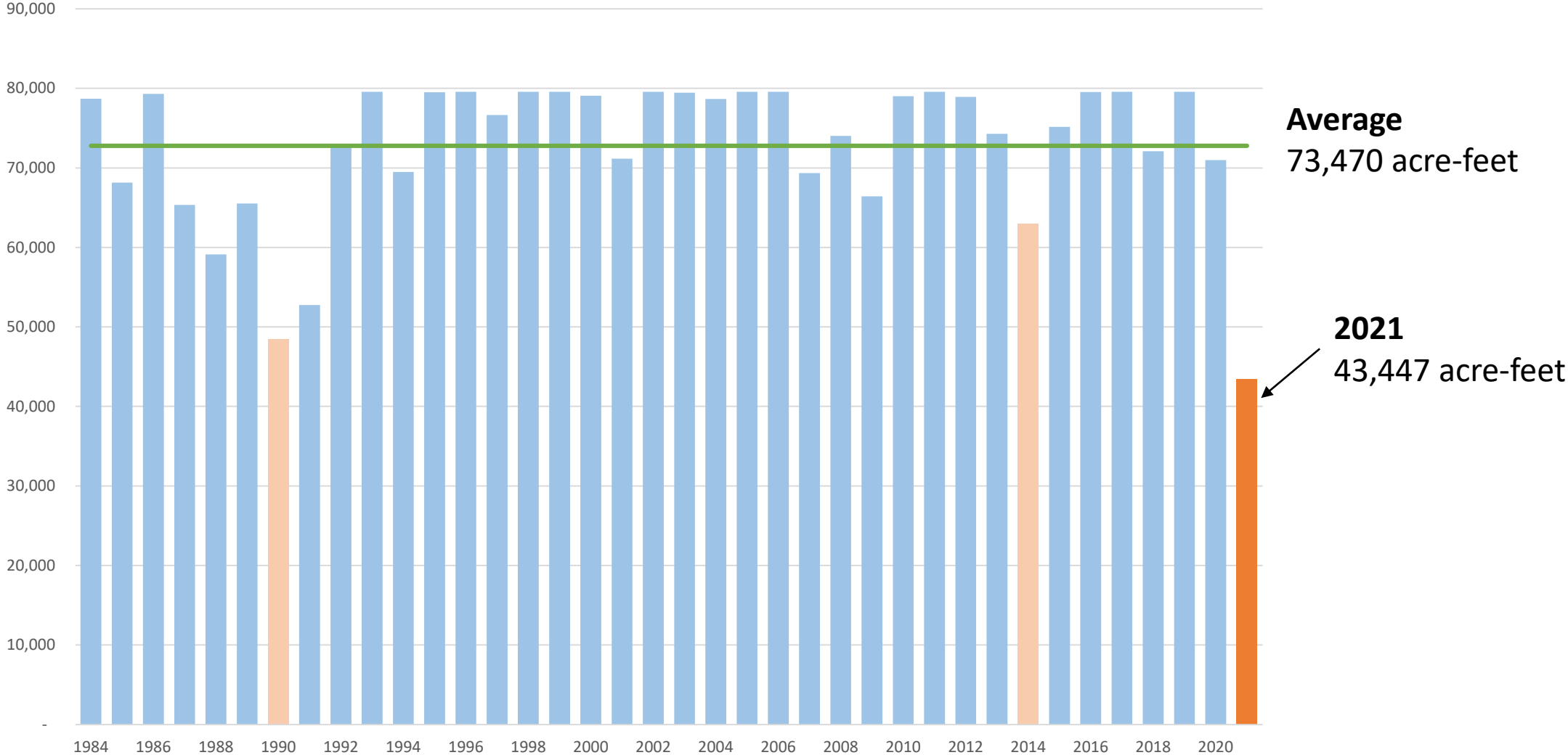
- Review of Drought Conditions
- Update of Drought Response
 - Operational Initiatives & Water Supply Projects
 - Public Outreach & Communications
- Consideration of Mandatory Restrictions
- Financial Impacts
- Next Steps

Review of Drought Conditions

Total Reservoir Storage

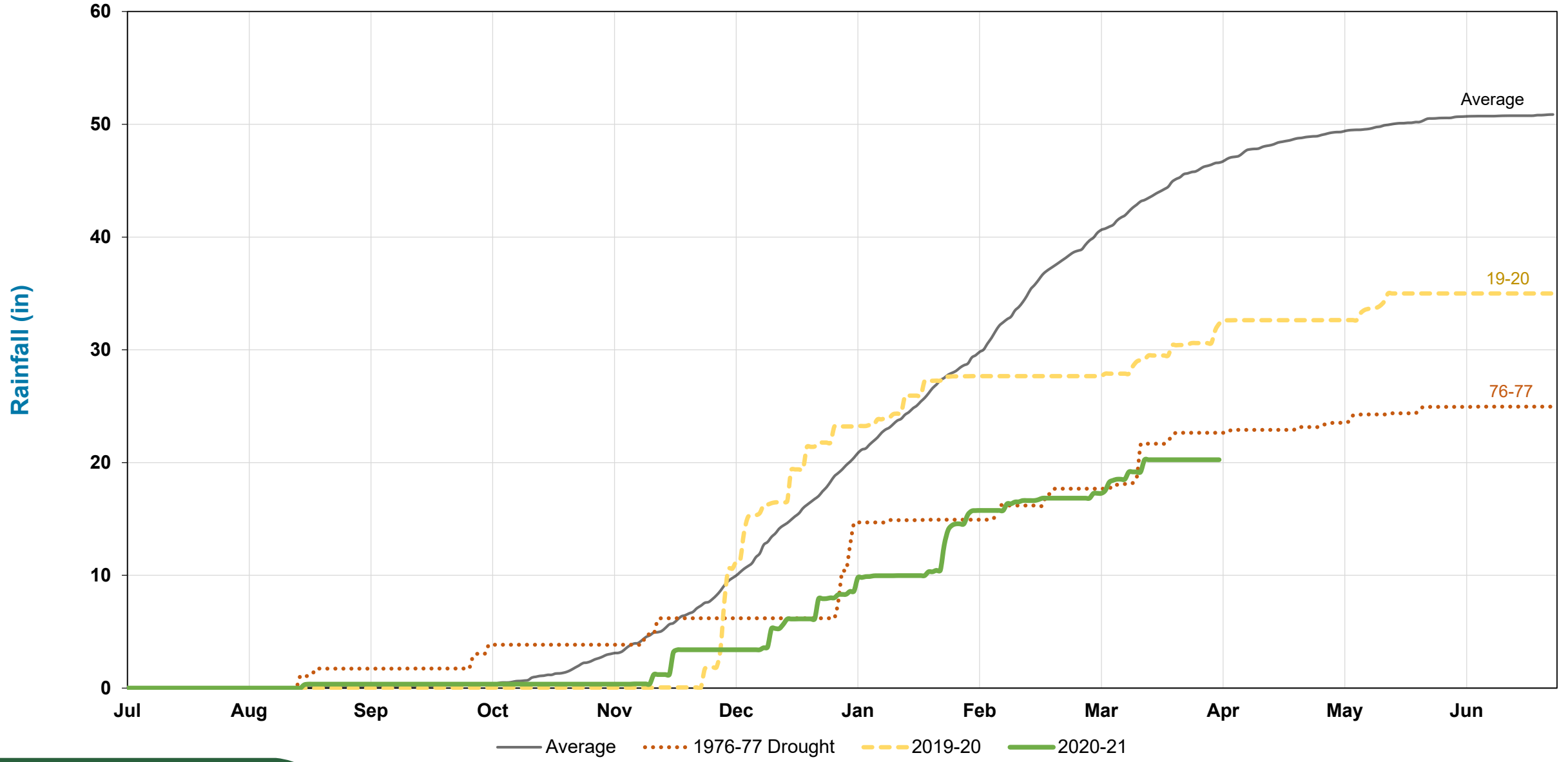


Historical Total Reservoir Storage (April 1st)

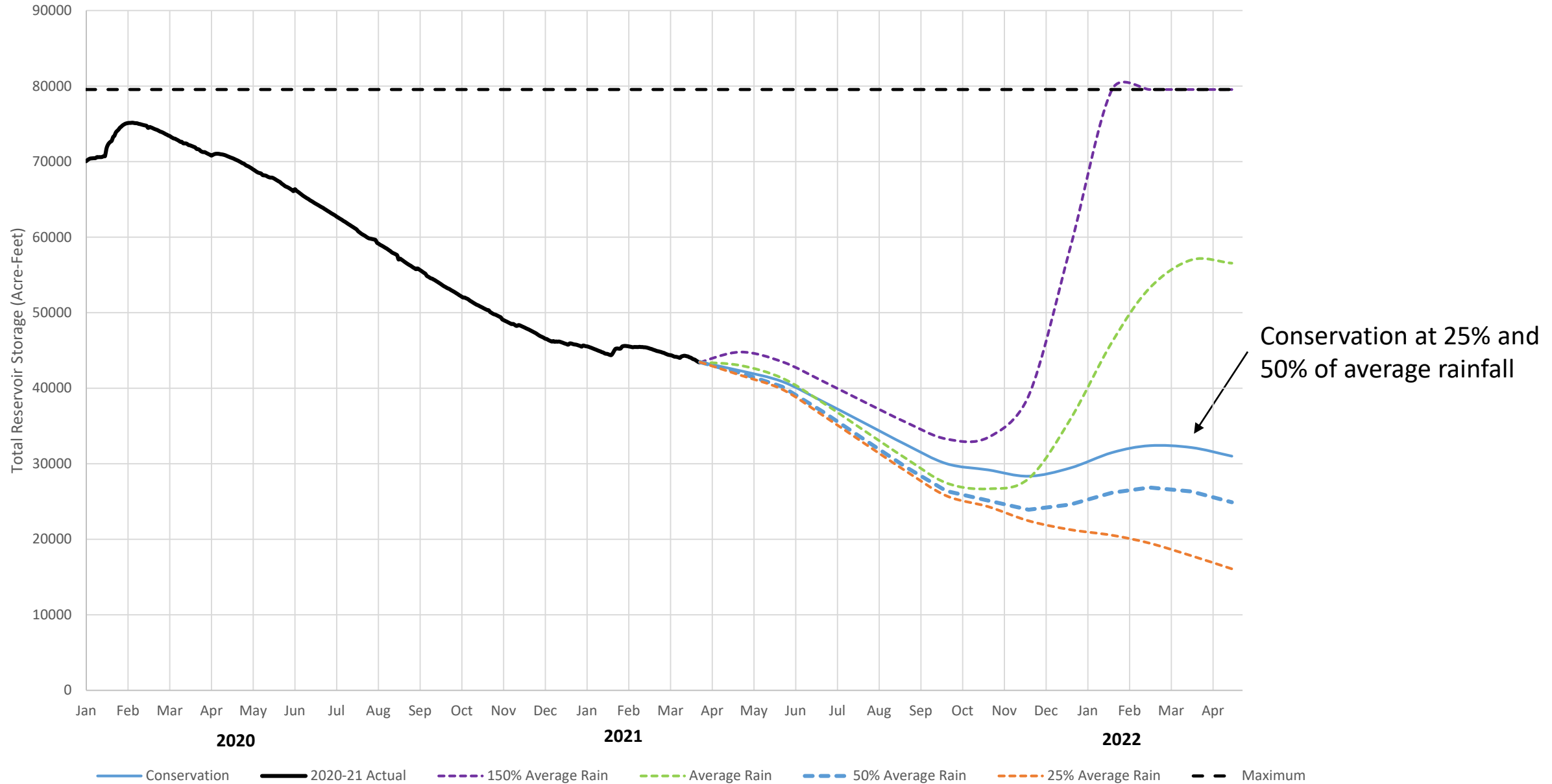


Cumulative Rainfall

Lake Lagunitas Rain Gauge



Projected Reservoir Storage



**Drought Response:
Operational Initiatives &
Water Supply Projects**

Operational Initiatives

- Conservation outreach
- Phoenix Lake
- Soulajule Reservoir
- Optimize Supplemental Water
- Recycled Water Treatment Plant



Soulajule Reservoir and Dam

Water Supply Projects

- Kastania Pump Station Rehabilitation
 - Assessing alternatives: Timing, Cost, CEQA, additional supply capacity
- Environmental Releases
- Consideration of Multi-year Drought Projects

Drought Response: Public Outreach & Communications

Status of Voluntary Conservation Outreach

UNDERWAY & ONGOING

UPCOMING

Public Outreach

- ✓ Social Media Awareness Campaign
- ✓ Customer Bill Inserts
- ✓ Customer Newsletter – On the Waterfront
- ✓ News Release on Voluntary Conservation Actions
- ✓ Drought Website Resources
- ✓ Yard Sign Distribution (more than 130)
- ✓ Marin Water E-newsletter Launched
- ✓ Continued Media Coverage: Op-Ed and Editorial
- ✓ Public Awareness Conservation Advertising Campaign Launched

- Marin Challenge
- Community Water Watch Team
- Marin Water Vehicle Signage
- PSA Video
- Watershed drought-related signage
- Ongoing update to presentations and materials
- Distribute additional drought materials: yard signs, door hangers
- Direct mailer

Targeted Outreach

- ✓ Sector-specific call-to-action letters
- ✓ Scheduling Community Presentations
 - ✓ Homeowner/Neighborhood Associations
 - ✓ City/Town Councils
 - ✓ Rotary/Chamber of Commerce
- ✓ Water Waste Notification System – Website and Phone
- ✓ Staff Training on drought messaging and water waste prohibitions
- ✓ Stakeholder presentations begin
- ✓ Gardening articles
- ✓ FireSafe Marin Newsletter

- Continue scheduling presentations for city/town councils, community groups and organizations
- School program materials
- Continued sector-specific outreach
- Restaurant water conservation table tents

Voluntary Conservation Outreach

- Social Media Advertising Awareness Campaign
 - Facebook; Instagram
 - Reach: 79,600
- Public awareness and conservation advertising campaign launched
 - Marin IJ (print and digital)
 - Transit shelters
 - Digital ads
 - Bus back ads
 - Radio
 - Outdoor kiosks
 - English and Spanish

It's every-drop-counts time.

Drought is here. Save water.

We're in a drought, Marin, and you know what that means. It's time for us to cut back on our water usage. So let's drive our cars dirty, fix every leak we find, and water landscaping by hand.

MarinWater.org/Conserve



Voluntary Conservation Outreach

- Stakeholder outreach: city/town councils; schools; community groups

- ✓ City of San Rafael: March 15
- ✓ Mission San Rafael Rotary: April 1
- ✓ Town of Corte Madera: April 6

- Calls and emails have tripled:

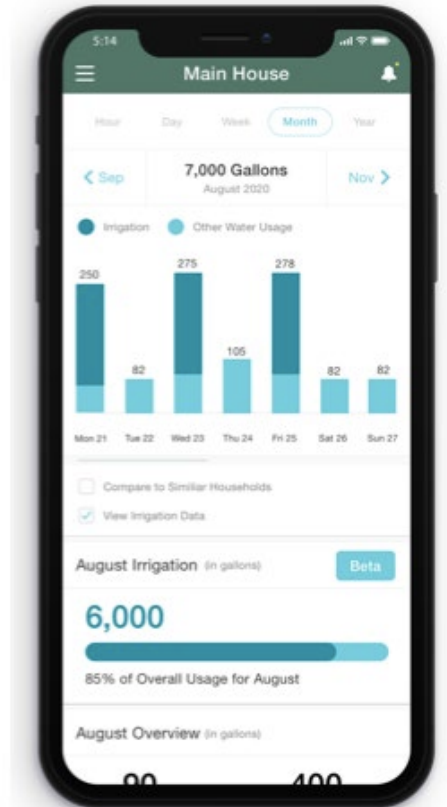
February 2021	March 2021
128 Calls/ Emails	373 Calls/Emails
5 Water Waste Calls	13 Water Waste Calls

- Coming up:

- Town of Fairfax: April 7
- San Anselmo Chamber: April 7
- Marin County Schools/Facilities: April 15
- Rotary of San Rafael: April 19
- San Rafael Harbor & Marin Sunrise Rotary: April 27
- Mayors and City Councils of Marin County: April 28
- City of Larkspur: May 5
- City of Belvedere: May 10

New Conservation Programs Under Development

- Flume flowmeter technology
- Increasing turf incentives to \$2 per square foot
- Considering a sheet mulching direct install program
- Parcel specific landscape area measurements
- Refine Landscape Plan Review requirements



Consideration of Mandatory Reduction Programs

Mandatory Urgency Ordinance

- Target landscaping and outdoor irrigation
- Continue voluntary indoor water usage savings
- Water waste prohibitions remain in place, with expansion.



Recommendation for Mandatory Restrictions

	Irrigate Two days/week	Irrigate One day/week	Irrigation Restricted Trees Only
Water Savings % (May-Oct)	~30% Up to 6,000 AF	~40% Up to 7,300 AF	55% 8,200 AF
Restrictions	2 days per week irrigation	1 day per week irrigation	Irrigation limited to trees only, hand watering only
Implementation	Staff water waste patrols	Staff water waste patrols	Staff water waste patrols
Advantages	Clearly defined restrictions	Clearly defined restrictions	<ul style="list-style-type: none"> – Maximum savings – Easy to see who is complying
Drawbacks	Customers may increase length of watering times to comply with 2 days/week restrictions	Customers may increase length of watering times to comply with 1 days/week restrictions	Significant impact on landscapes

Mandatory Urgency Ordinance

Effective May 1st
pending Board approval
on April 20th

~~Prohibits irrigating more than
3 days per week~~



Prohibits irrigating more than
1 day per week as assigned by District

Proposed Approach to Mandatory Irrigation Restrictions

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
No irrigation	Ross	San Rafael	San Anselmo	Mill Valley	Greenbrae	No irrigation
	Tiburon		Corte Madera		Kentfield	
	Belvedere	Unincorp. Marin	Sausalito		Larkspur	
	San Geronimo				Fairfax	
	Forest Knolls				Woodacre	
	Lagunitas					

Irrigation prohibited between 9 AM and 7 PM

Mandatory Urgency Ordinance: Expanded Water Waste Prohibitions

+ Additional new prohibitions:

- Installation of any new landscape, including the expansion of existing landscapes
- Washing of cars, boats, airplanes with hose without a shut-off nozzle
- Refilling or as make-up water for decorative fountains or recreational pools
- Golf course irrigation restricted to greens and tees
- Use of private fire taps, also known as fire service lines, shall solely provide water for fire protection and annual fire service line testing
- Power washing of buildings and homes
- Use of potable water for dust control, compaction, sewer flushing, street cleaning, or any other use that can be met with tertiary recycled water

Mandatory Urgency Ordinance: New Connections

New Connections will be subject to the following additional restrictions:

- Postpone installation of any landscaping until drought restrictions are lifted
- Install AMI meter on new connection
- Prohibit single pass cooling systems for air conditioning or other cooling system applications unless required for health or safety reasons

Commercial Carwash:

- Non-recirculating systems for conveyer carwash applications

Mandatory Restrictions: Water Waste Enforcement

- Water Waste Notification: Written notification of water waste and warning that 2nd Notice will result in a fine
- 2nd Notice: A \$25 fine for the water waste violation and a warning that subsequent violations of same water waste will result in a \$250 fine
- Subsequent Violations: For each violation of the same water waste violation within 60 days, a \$250 fine will be imposed on customer bill.

Escalating enforcement procedures for repeat offenders

Financial Impact of Drought

Financial Impact of Drought

- Estimated Financial Impact (-\$20.5M through 2021)
 - Loss of revenue
 - Maximizing supplemental supply
 - Utilizing reserve local reservoirs
- Approaches to Financial Impact:
 - Implement drought rates outlined in District Code
 - Defer drought rates implementation and evaluate need in subsequent months

Deferral of Drought Rates

- Monitor revenue and water sales
- Utilize rate stabilization reserves
- Implement cost savings measures

Deferral of Drought Rates

- Return April 20th with resolution for Board adoption deferring implementation of drought rates
- Regularly update the Board on revenue and water sales

Next Steps

- Continue drought outreach efforts
- Continue operational and water supply projects
- Return April 20th with resolution and urgency ordinance for mandatory restrictions for Board consideration
- Return April 20th with resolution for deferral of drought rate implementation for Board consideration

**Drought is Here
Conserve Water**

Learn more at MarinWater.org/Conserve

