



Drought Update

April 20, 2021



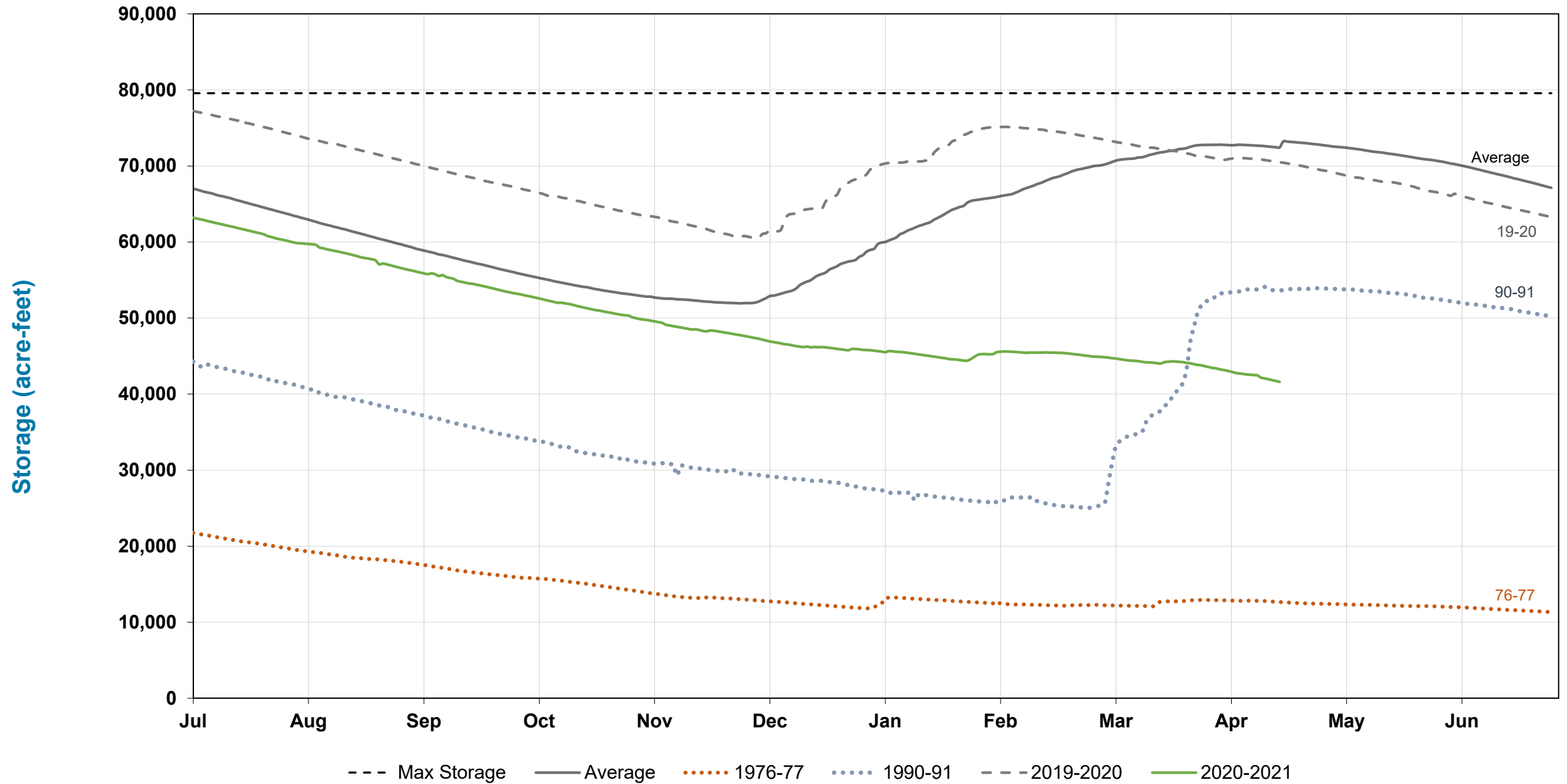
Kent Lake
April 19, 2021

Overview

- Review of Drought Conditions
- Update of Drought Response
 - Operational Initiatives & Water Supply Projects
 - Public Outreach & Communications
- Proposed Drought Programs for customers
- Next Steps

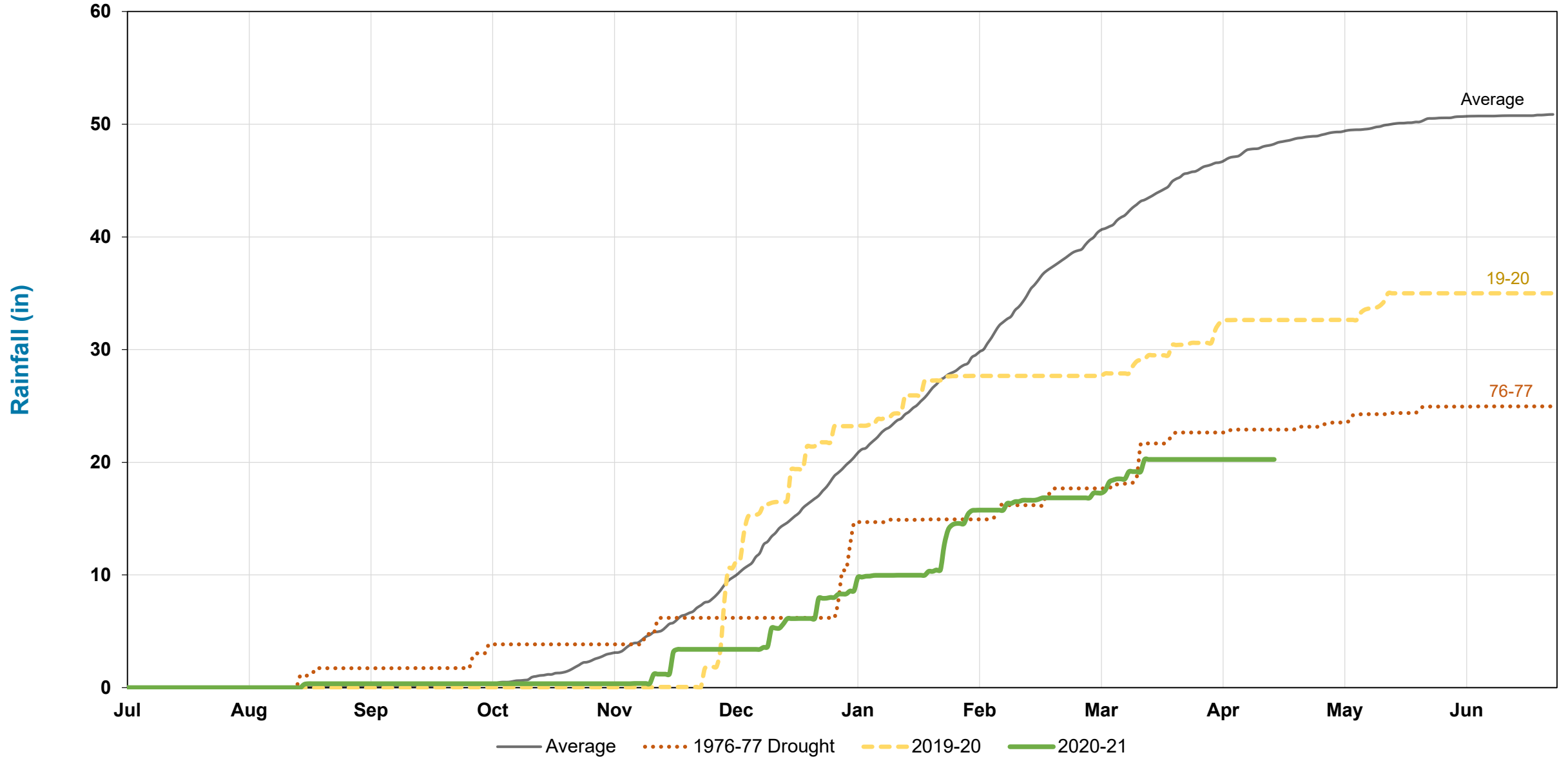
Review of Drought Conditions

Total Reservoir Storage

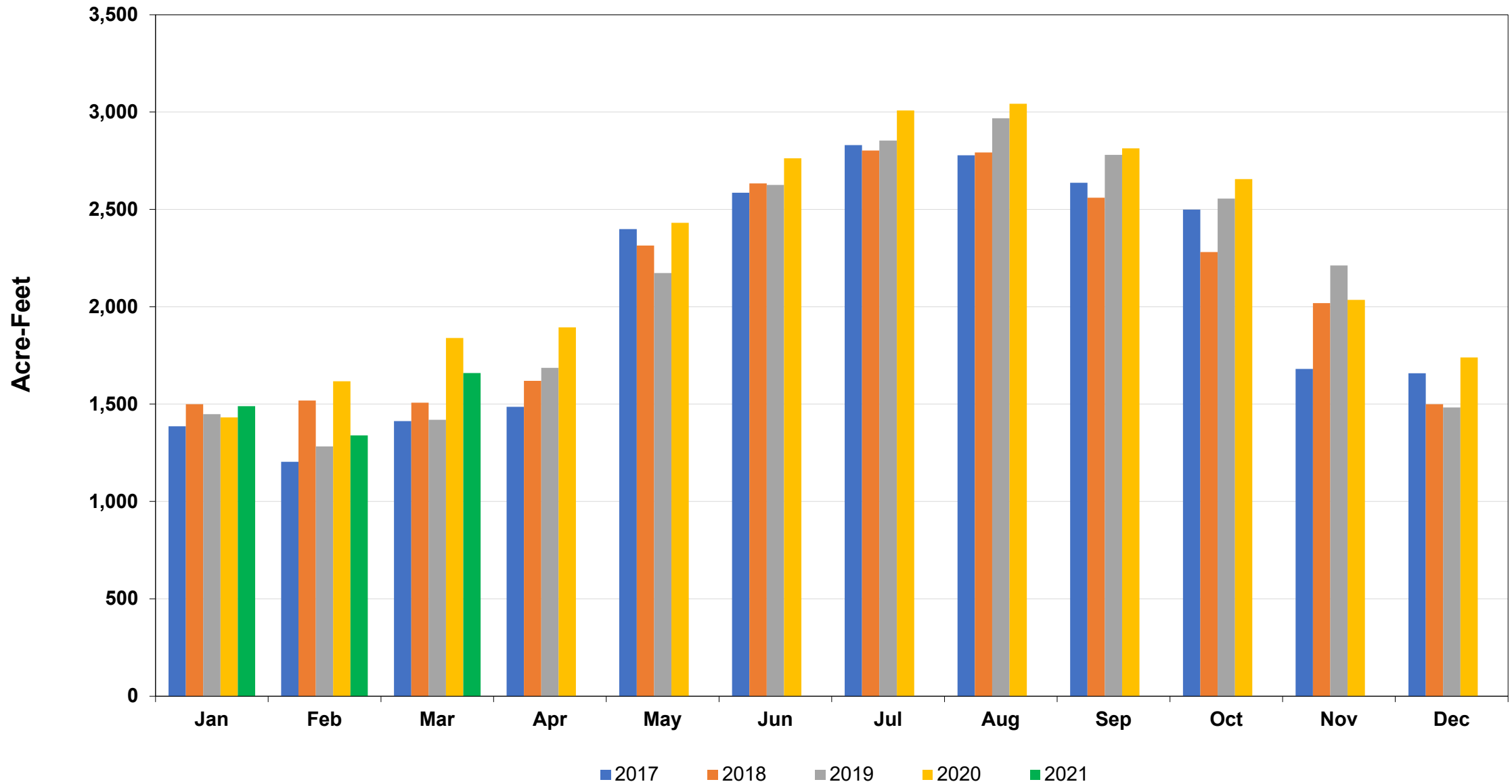


Cumulative Rainfall

Lake Lagunitas Rain Gauge



Monthly Potable Water Production



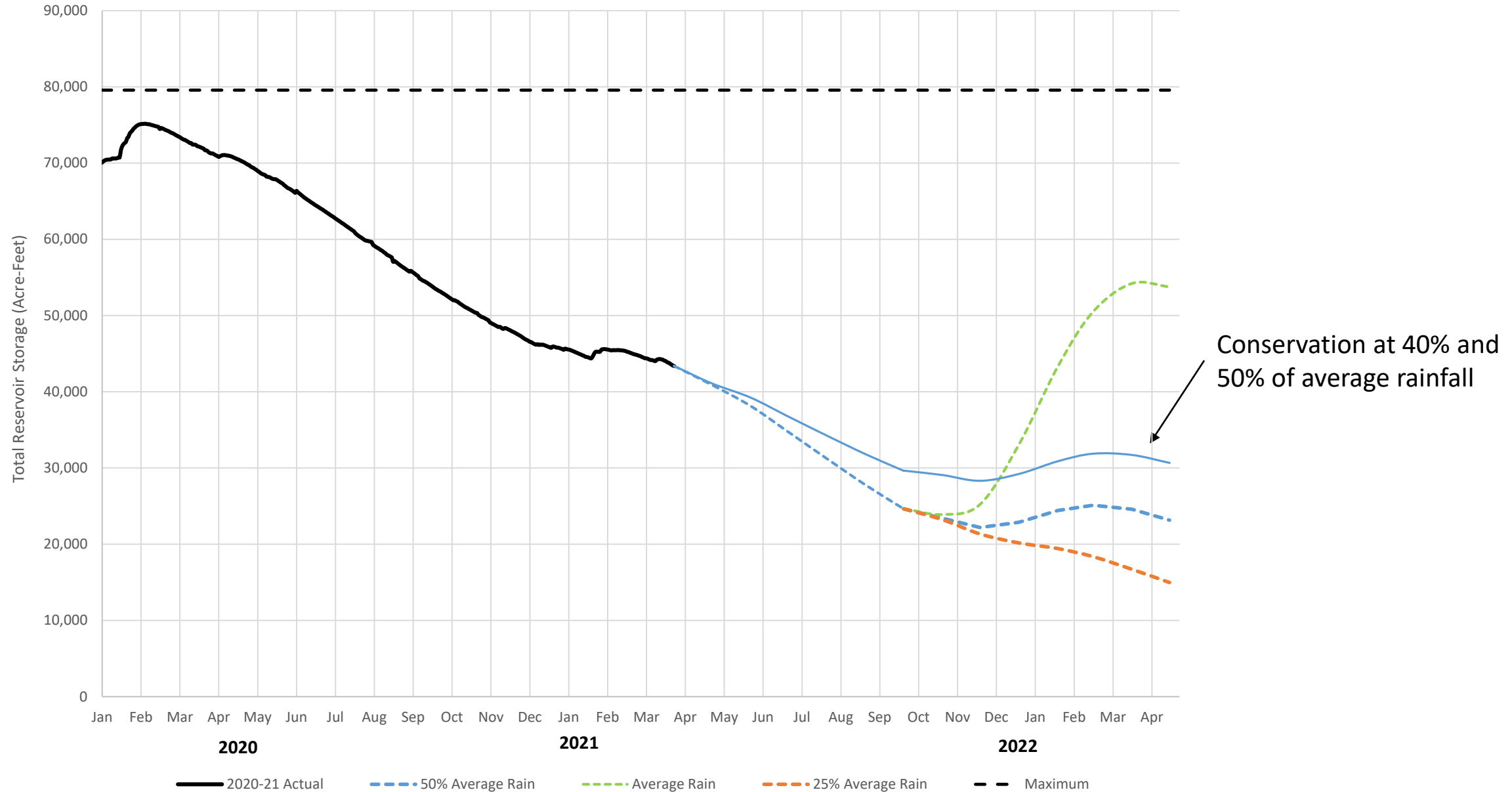
Tracking Average Daily Production

Million Gallons per Day (MGD)

	2013	2020	2021
January	16.5	15.1	15.7
February	17.9	18.1	15.7
March	20.3	19.3	17.4
April*	21.2	18.6	22.3

**average through April 19th*

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
 - Residential pick-up of recycled water
- Leak Detection



Phoenix Lake, April 2021

Water Supply Projects

- Kastania Pump Station Rehabilitation
 - Continuing pre-design efforts
- Environmental Releases
- Consideration of Multi-year Drought Projects
 - Looking at feasibility of temporary desalination and water transfers

Drought Response: Public Outreach & Communications

Status of Conservation Outreach

UNDERWAY & ONGOING

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 400 distributed)
- ✓ Marin Water E-newsletter Launched
- ✓ Continued Media Coverage: Op-Ed and Editorial
- ✓ Public Awareness Conservation Advertising Campaign Launched

UPCOMING

- ☐ 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, brochures
- ☐ Direct mailer
- ☐ Banner signage, working with various cities

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 commercial sector-specific outreach e.g. Restaurant water conservation table tents

Conservation Outreach

- Conservation Advertising Campaign
 - Phase I (newspaper print and digital; digital display ads; transit shelters; buses)
 - Phase II (phase 1 plus radio, banners, outdoor kiosks, video PSAs)
- Social Media Advertising Campaign
 - Facebook and Instagram: 124,300
- Website Reach
 - Conservation/Drought campaign page views: 24,500
- More than 400 yard signs distributed
- More than 70 news reports

It's fix-it-when-you-find-it 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, water landscaping by hand, and fix every leak we can find.

MarinWater.org/Conserve



Conservation Outreach

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

- ✓ 3 City/Town Council Meetings
- ✓ 3 Chamber/ Rotary Meetings
- ✓ 3 Community Groups

- Calls and emails have increased:

	February 2021	March 2021	April (to date) 2021
Calls/ Emails	128	373	421
Water Waste Reports	5	13	19

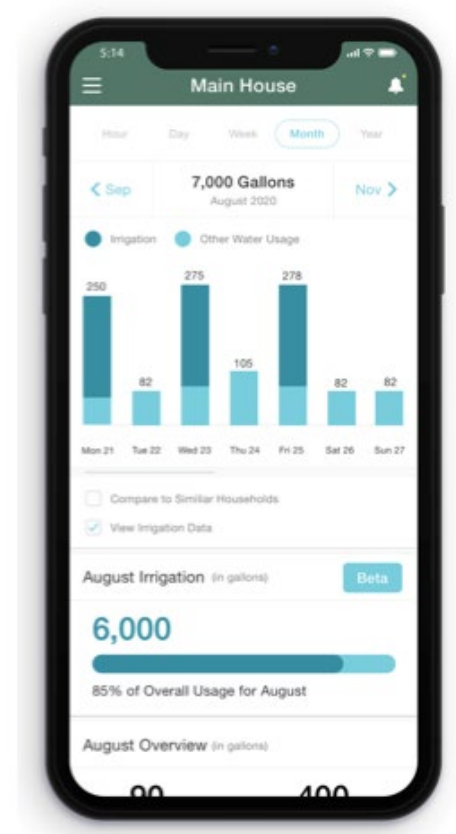
- Coming up:

- Kent Woodlands POA: April 22
- Tiburon Sunset Rotary: April 22
- San Rafael Harbor/Marin Sunrise Rotary: April 27
- San Anselmo Town Council: April 27
- Mayors and City Councils of Marin County: April 28
- Marin Conservation League: May 5
- Tiburon Belvedere Rotary: May 5
- City of Larkspur: May 5
- Marin Coalition: May 6
- NBWA: May 7
- City of Belvedere: May 10
- City of Sausalito: May 13 (pending)
- Town of Ross: May 13
- Board of Supervisors: May 18
- City of Mill Valley: June 7

Proposed Drought Programs for Customers

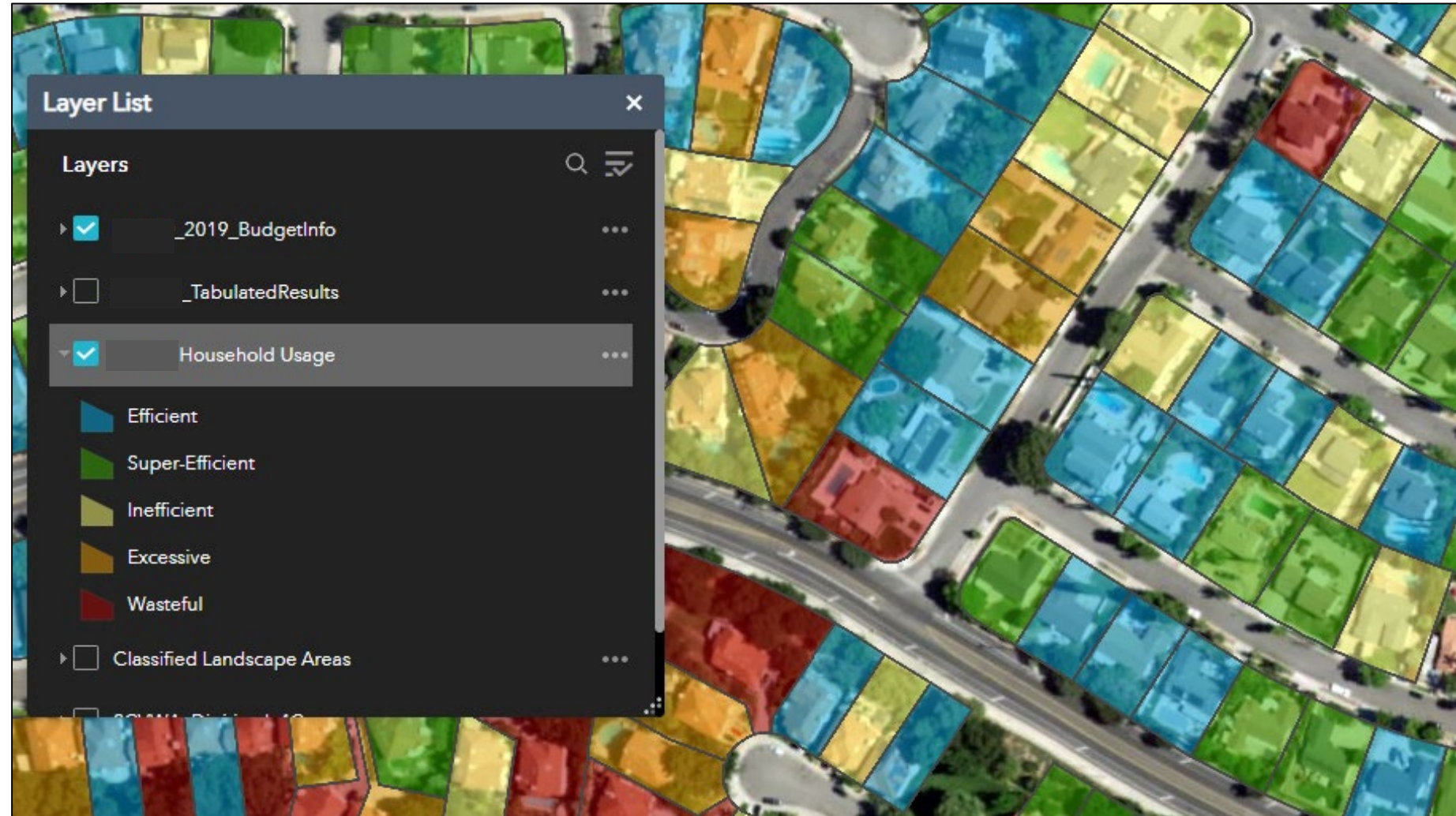
Flume Program

- Provides minute by minute water use to mobile device/ computer, assigns type of use (irrigation, shower, etc)
- 2/3 installations result in a discovered leak
- Easy to install by customer, requires wifi connection
- Point of Purchase Discount with Flume
 - District pays \$115
 - Customer pays \$50
 - Prop 1 Grant \$75 reimbursement



Landscape Area Measurement Project

- Land Use Classifications
 - Turf, pools, shrubs, trees in residential and dedicated meter services
- Assign Water Budget for outdoor use
 - Track sites from 'Super-Efficient' to 'Wasteful' by comparing bi-monthly reads to budget



Turf Replacement Program – Limited Time Offer

\$3/sq ft rebate

Increase rebate to **\$3/sqft through October 2021**

- Customers sign up for program & stop watering their lawn
- Staff will measure area and provide information on removal options and the notification process
- Once drought is over, customer will be notified the area can be replanted.



Turf Replacement Program – Limited Time Offer

Sheet Mulching Service

Provide Sheet Mulching Service free to customers

- Customers sign up for program & stop watering their lawn
- Local non-profit to provide crews to install the sheet mulching materials (compost, carboard, mulch) and cap the overhead spray heads
- Once drought is over, customer will be notified the area can be replanted and resources will be provided



Next Steps

- Continue drought outreach efforts
- Continue operational and water supply projects
- Return May 4th for Board approval of proposed increases in incentives to support customers in conservation efforts

**Drought is Here
Conserve Water**

Learn more at MarinWater.org/Conserve

