



# Drought Update

July 20, 2021

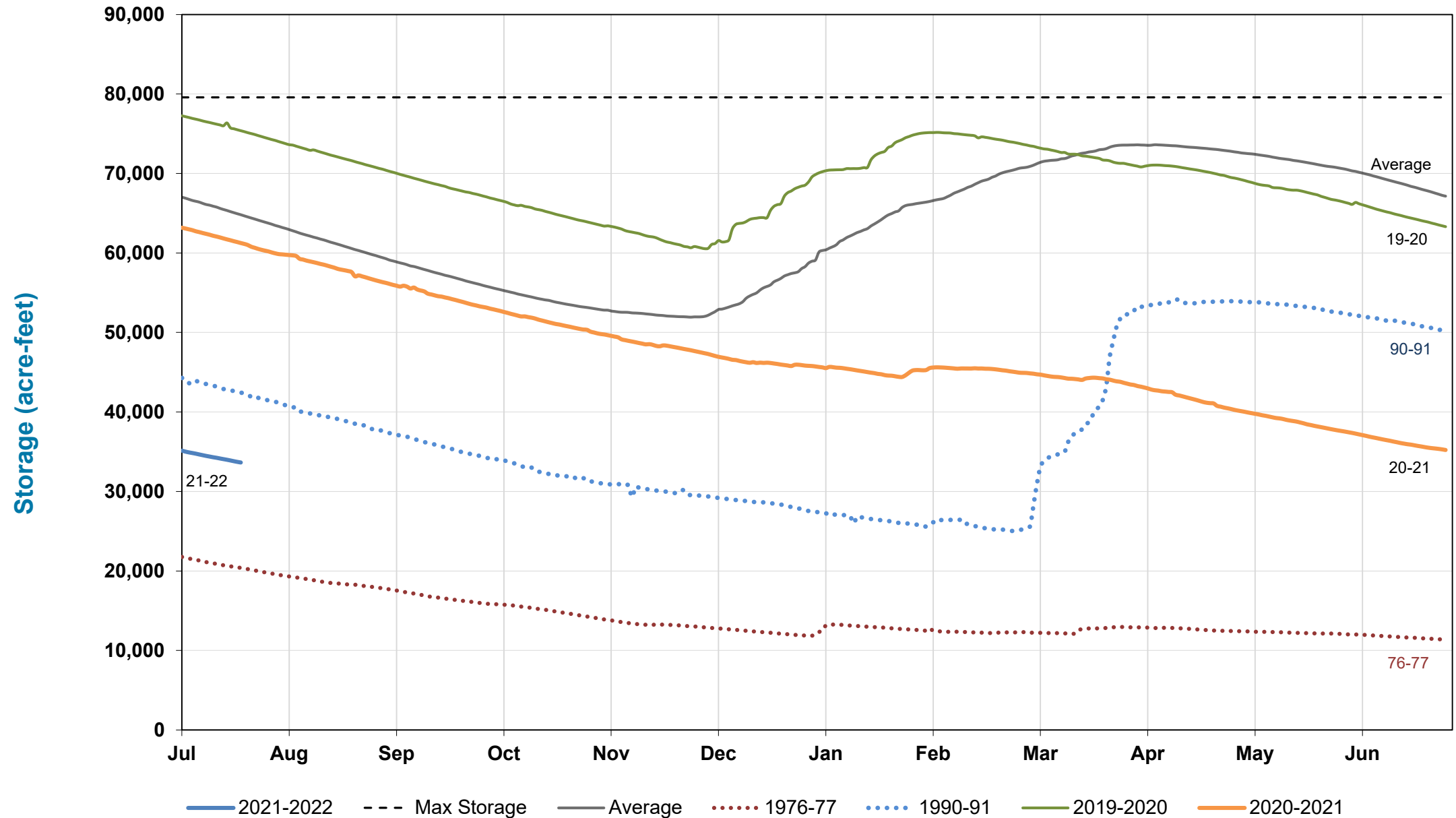


# Overview

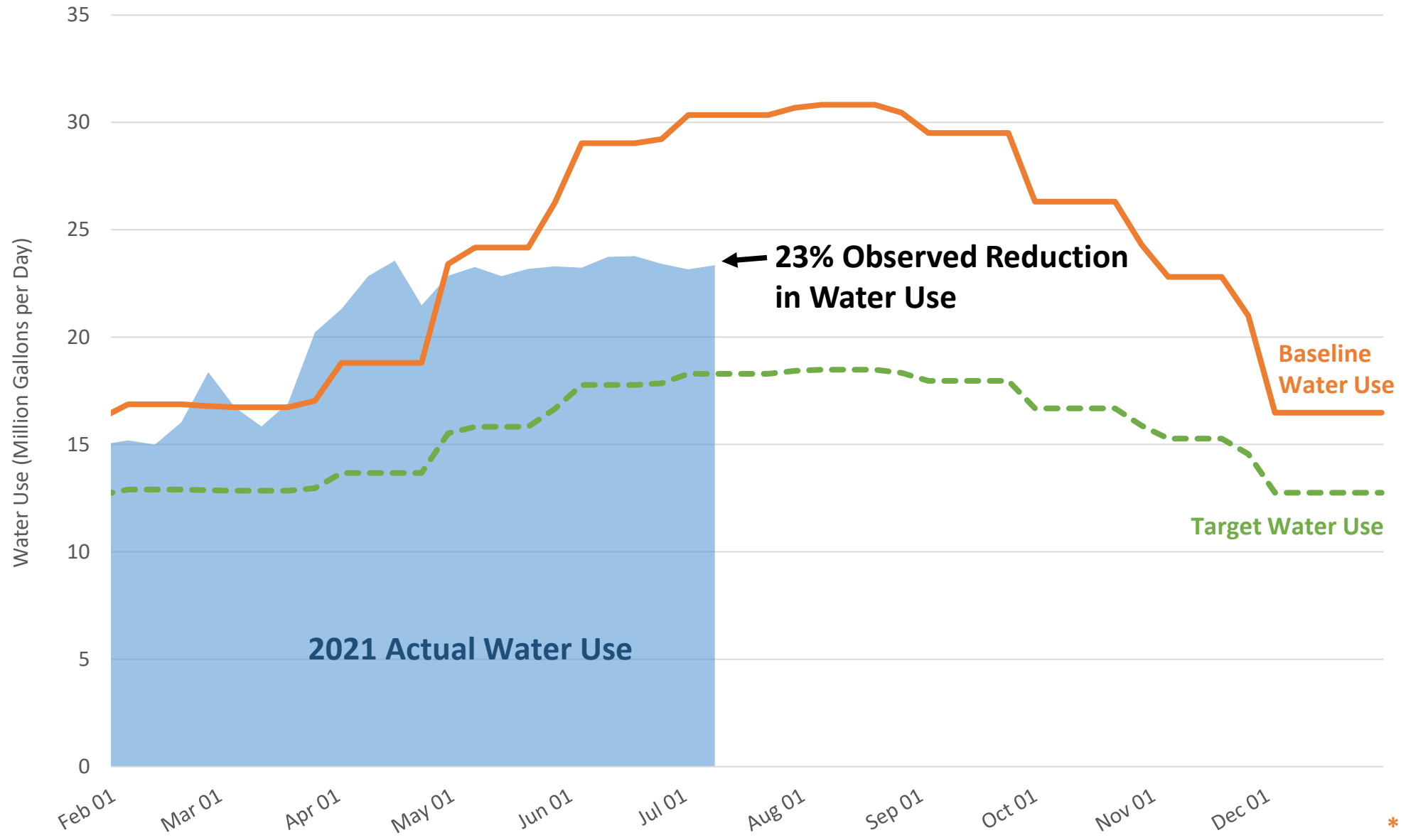
- Water Supply and Water Use
- Drought Activities and Outreach
- Conservation Update
- Emergency Drought Projects
- Next Steps

# Water Supply and Water Use

# Total Reservoir Storage

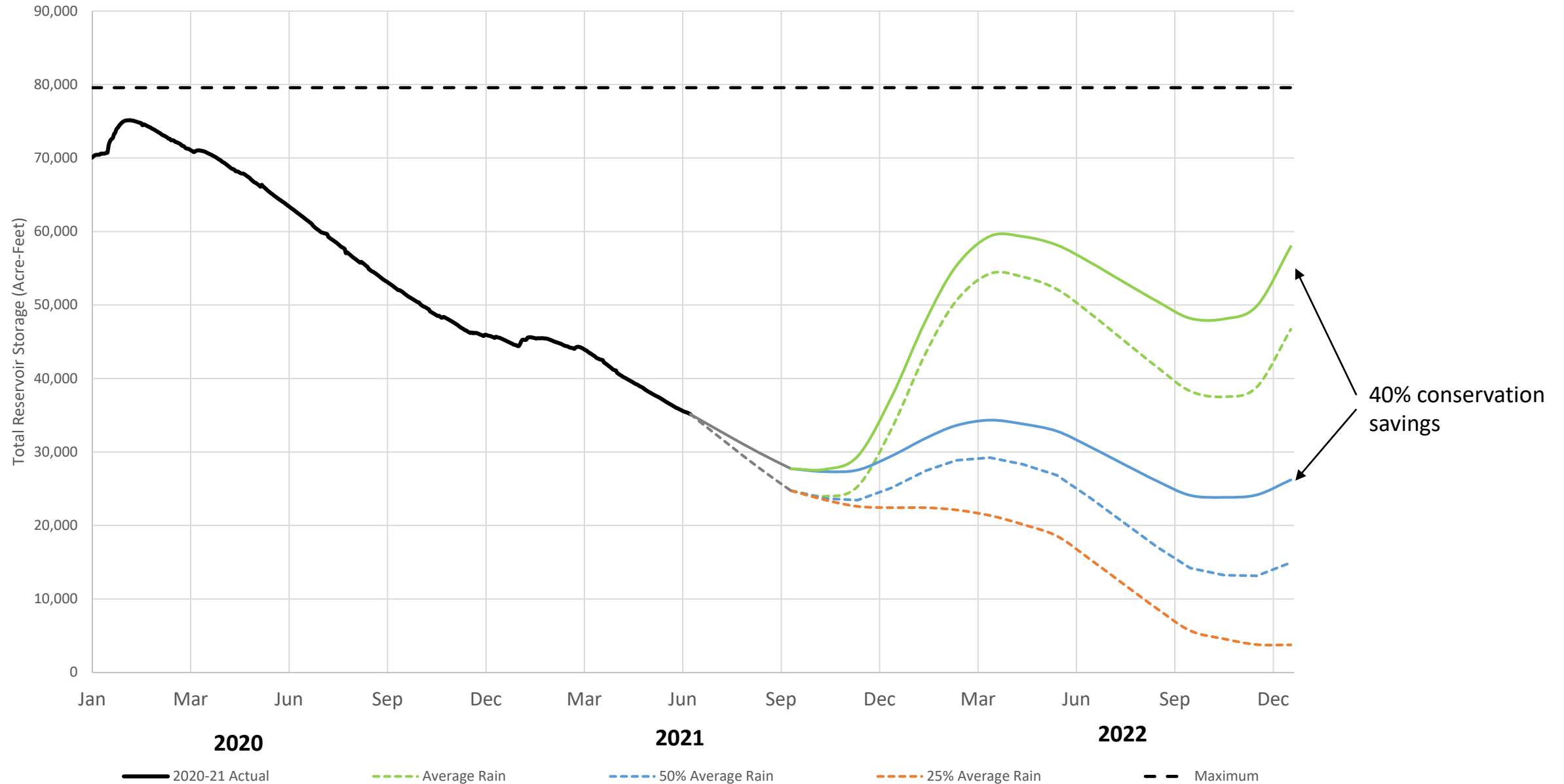


# Actual vs. Targeted Water Use



\*Baseline = 3-year average

# Projected Reservoir Storage



# Drought Activities and Outreach



# Drought Activities: Water Supply Initiatives



Residential Recycled Water Pick-up Station

- Conservation
- Soulajule Reservoir
- Recycled Water
  - Residential Recycled Water Fill Station



# Community Engagement & Outreach

- Stakeholder presentations
  - More than 45 presentations: city and town councils; homeowners groups; chambers; rotaries; businesses, etc.



## Upcoming Presentations

- 7/29: Marin County City Managers' Meeting
- 8/10: Smith Ranch Retirement Home
- 9/7: Corte Madera Town Council
- 9/15: Mill Valley Outdoor Art Club

## Recently Completed

- 7/20: Belvedere-Tiburon Joint Disaster Advisory Council
- 7/13: Autodesk
- 7/12: Villa Marin Retirement Community
- 7/12: Green Change Zoom Meetup
- 7/8: Mill Valley City Council
- 6/15: League of Women Voters
- 6/15: North Coast Chapter of CLCA
- 6/10: Federation of San Rafael Neighborhoods
- 6/10: Town of Ross

# Community Engagement & Outreach

## ➤ New Irrigation Restrictions Outreach

### ■ New Mailer

- Completed in less than 48 hours and sent for printing and distribution
- Reaches all residents and businesses in our service area

### ■ Digital Media

- Social media across all channels
- Website homepage and landing pages
- 18,600 page views
- Marin Water e-News

**Marin is in a  
Severe Drought.  
Save Water.**

Please read this important  
information about water  
use restrictions and water  
conservation.

Para información en Español  
Info@MarinWater.org  
415.945.1523

We have had two consecutive dry years,  
and rainfall levels over the past 18  
months have been the lowest we have  
on record in more than 140 years.

We are asking everyone in our service  
area to partner with us to save  
water. Please read this important  
information about our water restrictions,  
conservation tips, and programs to help  
you save water.

Learn more at:  
[MarinWater.org/Conserve](http://MarinWater.org/Conserve)



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CustomerService@MarinWater.org | 415.945.1400 | 220 Nellen Ave., Corte Madera, CA 94925  
[MarinWater.org/Conserve](http://MarinWater.org/Conserve)

# Community Engagement & Outreach

## ➤ New Irrigation Restrictions Outreach

### ■ Targeted Ads

- Daily and weekly community papers in our service area

### ■ Presentations and Events

- Community groups, organizations and stakeholders
- Opportunity for engagement and Q&A

### ■ Media Outreach

- News release and calls
- 26 stories print, broadcast, radio and online



## New Irrigation Rules

We are in a severe drought. Reservoir levels are at historic lows.

Marin Water has water use restrictions in place to save water.

- Spray irrigation is limited to one day a week and each community will have a designated watering day.

**Designated watering days are:**

<b>Monday</b>	<ul style="list-style-type: none"><li>• Ross</li><li>• Tiburon</li><li>• Belvedere</li><li>• San Geronimo</li><li>• Forest Knolls</li><li>• Lagunitas</li></ul>
<b>Tuesday</b>	<ul style="list-style-type: none"><li>• San Rafael</li><li>• All other unincorporated areas in Marin County</li></ul>
<b>Wednesday</b>	<ul style="list-style-type: none"><li>• San Quentin</li><li>• Sausalito</li><li>• Corte Madera</li><li>• San Anselmo</li></ul>
<b>Thursday</b>	<ul style="list-style-type: none"><li>• Mill Valley</li></ul>
<b>Friday</b>	<ul style="list-style-type: none"><li>• Woodacre</li><li>• Larkspur</li><li>• Fairfax</li><li>• Greenbrae</li><li>• Kentfield</li></ul>
<b>Weekends</b>	<ul style="list-style-type: none"><li>• No Spray Irrigation</li></ul>

*Recycled water is exempt from water use restrictions.*

- Drip irrigation is limited to any two days a week. Customers are allowed to choose their watering days.
- We recommend turning off your irrigation system and spot watering by hand, only when necessary. Spot watering can be done on any day of the week.

We're here to help you save water with conservation tips, free water-efficient fixtures, rebates and programs. To learn more visit [MarinWater.org/Conserve](https://MarinWater.org/Conserve).

For more information and a full list of water use restrictions visit:

**[MarinWater.org/WaterRules](https://MarinWater.org/WaterRules)**



# Community Engagement & Outreach

- Youth & Community Outreach
  - TamVan provides engagement for drought education
  - Tapping into list of group permit holders to provide educational information about water conservation
  - Reaching out to additional youth recreation camps, schools and youth groups
  - Developing school program materials for fall



# Community Engagement & Outreach

- Signage
  - Banners at carwashes delivered
  - Banner for district Corte Madera office
  - New yard signs, including signs for customers using with recycled water

**We are in a severe drought.  
Save Water.**

[MarinWater.org/Conserve](https://MarinWater.org/Conserve)



**MARIN WATER**

# Conservation Update

# Drought Program Goals – July Update

	June Participation	July* Participation		Monthly Target
Turf Programs (sqft)	33,600	50,266		400,000
Flume Devices	618	277		450
Clothes Washers	62	24		20
Rain Barrel/ Cisterns	7	4		10
Pool Covers	25	89		10
Hot Water Recirculation Systems	3	22		5
Graywater Incentives	4	12		10

*\*Through July 19th*



# Contacts with Customers

- Water Waste Reports
  - Online form
  - Water Waste Hotline
  - Door tags
- Conservation calls/emails continue to increase

	Feb	Mar	Apr	May	June	July
Calls/ Emails	128	373	907	1,220	1,911	635
Water Waste Reports	5	13	104	203	253	520

*\*Through  
July 19th*

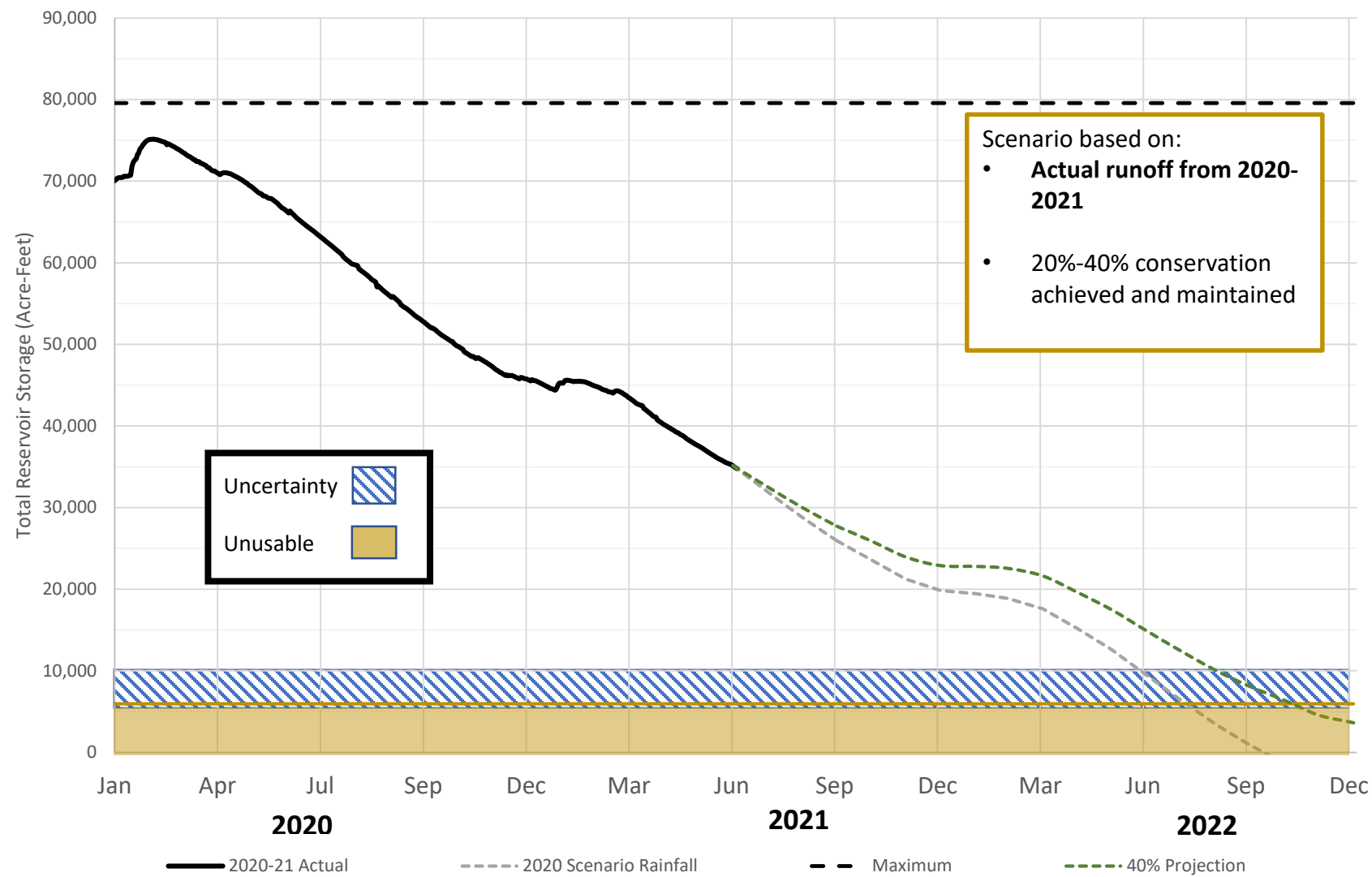


# Drought Activities under Development

- Survey & Focus Groups
  - High Water Users
    - Survey Results: August
    - Focus Group following survey to build on insights
  - Customers with Lawn
    - Survey Results
    - Focus Group
- Landscape professional training series
  - 5- 30min tailgate sessions in early August
- High Efficiency Toilet Rebate

# Emergency Drought Projects

# Drought Project Planning



# Emergency Drought Projects

## Desalination – 3.6 TAF (3.6MGD)

Project Component	Cost Range
Operational Cost	\$5M - \$7M
Capital Improvements	\$25M - \$30M
Total	\$30M - \$37M

- Project delivery 12 months
- Capacity limited
- Regulatory process not well defined
- No desalination facilities have been constructed in SF Bay

## Water Transfers – 15 TAF (13.5 MGD)

Project Component	Cost Range
Water Purchase and Wheeling	\$10M - \$18M
Capital Improvements	\$50M - \$70M
Total	\$60M - \$88M

- Project delivery 12 months
- Capacity adequate
- Regulatory process well defined
- Water Supply Options available
- Hundreds of transfers occur per year in CA

2021

2022

Jun Aug Oct Dec Feb Apr Jun

Water Transfer

Assess options

Negotiate terms

Approve agreements

Option payment

Regulatory processes: SWRQCB, CEQA, NEPA, USBR (any or all)

Call date

First water

Pipeline Planning

Verify feasibility

CEQA

Authorize design phase

Pipeline Design & Construct

Advertise for material purchases (pipe, valves, pumps, etc)

Award purchase contract(s)



Fabrication of materials

Design

Advertise for construction bid(s)

Award construction contract(s)

Construct

   indicates Board decision required

# Next Steps

- Continue drought outreach efforts
- Continue operational and water supply projects
- Ongoing monitoring and reporting to the Board status as compared to established conservation goals
- Continue to pursue water transfer options and infrastructure planning

**Severe Drought**  
**Save Water**

Learn more at:  
**[MarinWater.org/Conserve](https://MarinWater.org/Conserve)**

