



Communications Update

August 20, 2021



Overview

- Communications Goals
- Direct-to-Customer Outreach
- Community Visibility and Engagement
- Stakeholder Engagement and Partnerships
- Digital Outreach
- Conservation Advertising Campaign

Communications Goals

- Refine messaging tone to align with severity of the drought
- Continue delivering concise and actionable information focused on water conservation
- Inform the community about Marin Water's drought response



Direct-to-Customers

- Utilizing multiple channels to reach customers directly
 - Bill inserts
 - Direct mailers
 - E-newsletters
- Targeted outreach to customer groups



Water Saving Rebates

Save water. Save money.
MarinWater.org/Rebates

Take a look at some of our most popular rebate programs. Our water efficiency experts are here to help find the programs and incentives that work best for you. Email Rebates@MarinWater.org, or call 415.945.1527. We're in this together, and we're here to help.

Cash For Grass: 
Now is the time to replace your thirsty lawn. We're offering \$3 per-square-foot of lawn removed through October 2021. We also offer a free sheet mulching program.

Graywater: Laundry-to-Landscape:
Reuse water from your washing machine for your garden, with a laundry-to-landscape graywater kit. We partnered with The Urban Farmer Store to offer a \$100 discount.

Flume Flow Meter: 
Install a Flume flow meter to access real-time water use data on your phone. It's easy to install and straps on to most existing water meters. It can help you find leaks and new ways to save water.

MARIN WATER
Rebates@MarinWater.org | 415.945.1527 | 220 Nellen Ave., Corte Madera, CA 94925



Community Visibility

- Banners in San Rafael and San Anselmo
 - Booking additional sites
- Banners at car washes using recycled or reclaimed water
 - Connecting Marin Water to water-saving practices
- Updated lawn signs and recycled water signage
- Banner at Marin Water offices



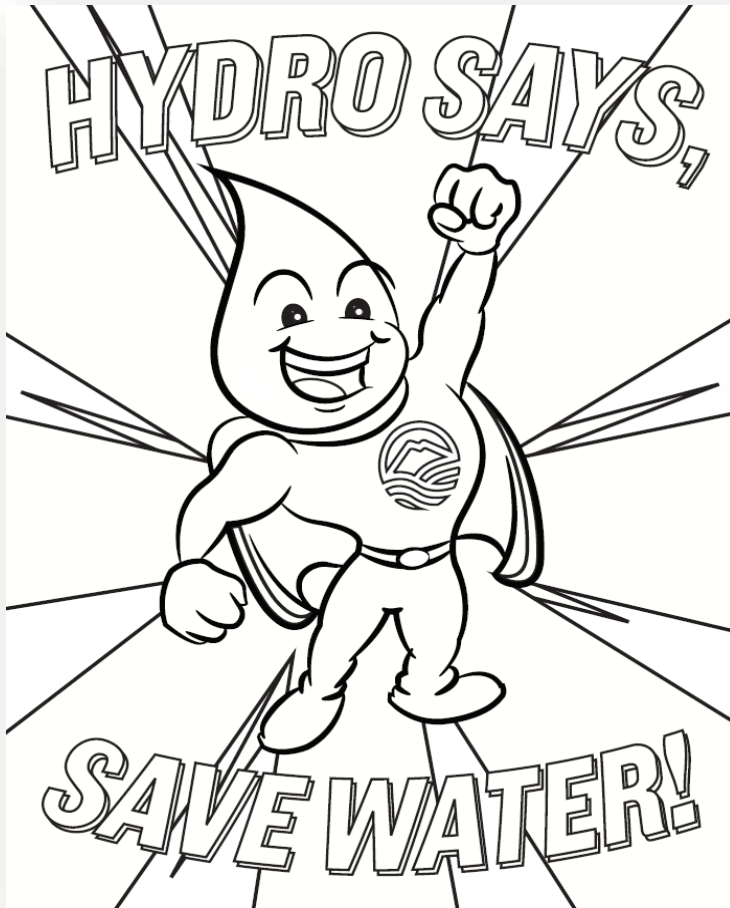
Community Engagement

- Recycled Water Filling Station
- Drought Drive Up
- Outdoor community events

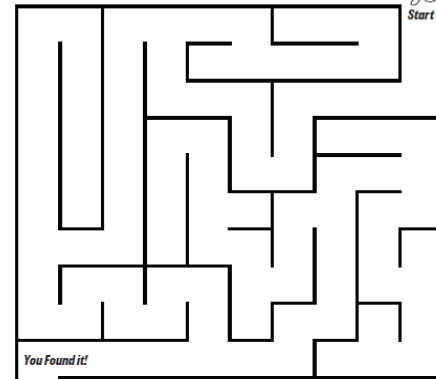


Community Engagement

- Youth outreach materials
- Integration with existing school and watershed programs



Help Hydro find the leak



Hydro's Word Search

T A R R D S A I M E R T R T
K P S K K A C A I H R T A M
N L N C R E E K D N R I H E
S A E W R R F D M A G F A R
L N R M T A N I K K P R A S
E T K S V D T E S M N P K A
R E G K N I S R A H W A S V
W H M K D P P A A V D E A E
P A K A W E R P T D N P D T
A S T O T T K E T E T I K T
D I R E V E A R D A N D R N
T R E A R T I R A H M N K S
I S O R N G A N R E R R C A
R C T P H G L P C R V N N N

Find these words:

TAM
SAVE
FISH
CREEK
GARDEN
PLANT
SINK
WATER
STREAM
DROP



Fun Facts

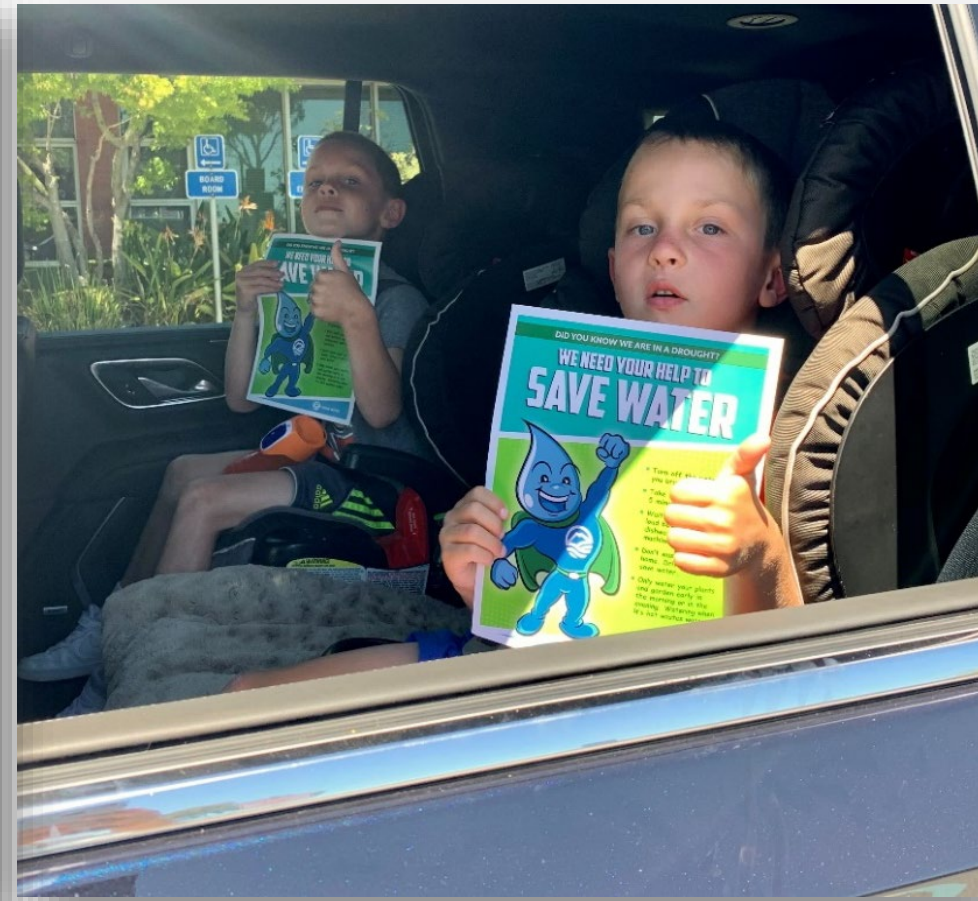
• You can save water by turning off the faucet while you brush your teeth.

• You can collect your shower water in a bucket while you wait for it to get warm, and use it to water plants.

• You can help your parents look for water leaks around the house.

• Taking shorter showers saves water.


• Your pet's used drinking water can be used on your plants



Stakeholder Engagement and Partnerships

- Utilizing the Tam Van
 - Meet people where they are
- Commercial outreach
 - Table tents, restaurant posters, gym window clings
- Utilizing partnerships to share our message





Severe Drought Save Water

Conserve water during your visit.

 MARIN WATER

Quick Tips:

- Limit showers to less than 5 minutes.
- Turn off the water while brushing your teeth.
- Reuse your linens.


To reuse towels: Hang them back on the towel rack. If you prefer them to be replaced, place them on the floor or in the bathtub.

To reuse bedsheets: Place this card on your bed. Housekeeping will make your bed and not change the sheets.

Digital Outreach

- Growing our audience
- May – August:
 - Drought-related posts across all platforms: 421
 - Total reach: 765k
- Campaigns: #DriveItDirty and #SuperSavers



 Marin Municipal Water District
Marin Water Info • 13 Jul


Weekly Watering Schedule

Consult this table for your assigned watering day.

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

Questions?:
 Visit: MarinWater.org/WaterRules
 Call: 415.945.1523
 Email: Conservation@MarinWater.org

Reminder: New Irrigation Rules. Marin Water has water use restrictions in place to save water. • Spray irrigation is limited to one day a week. Each community has a designated watering day. If you are unsure if you are located in unincorporated Marin County, visit <https://bit.ly/3wAoQtz>. Spray irrigation on Saturday and Sunday. See more...

 Marin Water
@MarinWaterInfo

As of August 15th, our reservoir storage is at 39% of capacity, and district-wide conservation is at around 28%. Report water waste, find and fix leaks promptly, or give our conservation team a call at 415.945.1523 to find a rebate that will work for you. MarinWater.org/conserve

Current Water Supply


Reservoir Storage

Average total storage capacity: 77% 61,128 acre-feet

Current total storage capacity: 39% 31,273 acre-feet


Current total storage capacity **39%**

As of August 15th
(An acre-foot represents a depth of one foot of water covering one acre)

 Marin Water
Published by Gavin Murray • August 10 at 4:32 PM

We are in a historic drought. Save Water.

We're here to help you save water with rebates and programs, conservation tips, and water-efficient fixtures.

 MARIN WATER MarinWater.org/Conserve

MARINWATER.ORG
Dealing with Drought Conditions | Marin Water [Learn More](#)

23,898 People Reached 765 Engagements -1.2x Average Distribution Score [Boost Again](#)

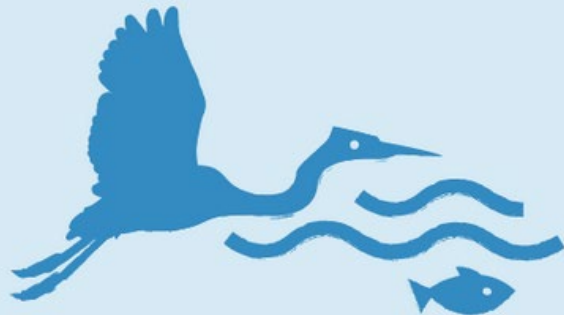
Boosted on August 10 at 4:38 PM Completed
By Gavin Murray

People Reached	23.8K	Link Clicks	309
----------------	-------	-------------	-----

[View Results](#)

Conservation Advertising Campaign

- Comprehensive campaign includes:
 - Digital and print ads
 - Mall posters
 - Bus backs
 - Transit shelters
 - Digital radio (Spotify/Pandora)
- August – November timeline

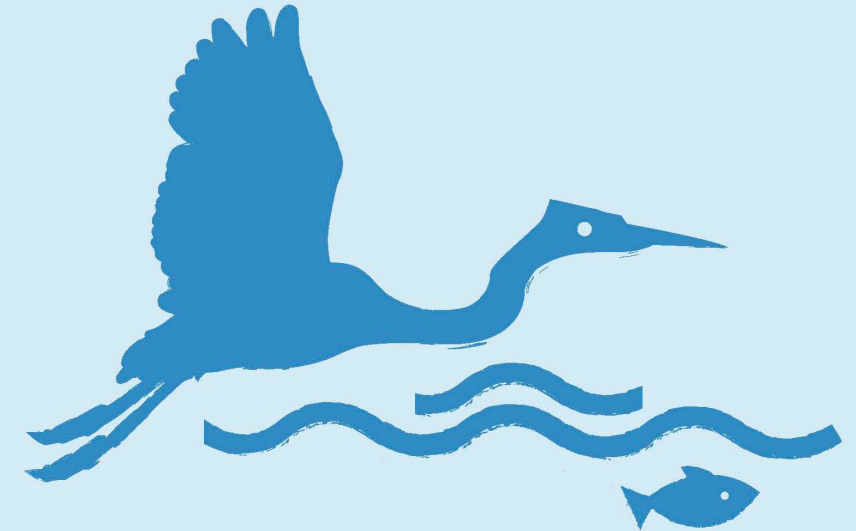


**The water you save
saves Marin.**

Save more water with our tips and rebates.



Save Water



**The water you save
saves Marin.**

No one is spared from this historic drought.

We need everyone to keep doing their part to save as much water as possible. Every drop counts. We offer rebates and incentives to help you save water, because **the water you save saves Marin.**



MarinWater.org/Conserve

Conservation Advertising Campaign



A graphic with a dark green background. At the top is a white silhouette of a mountain with two evergreen trees. Below it is a white wavy line representing a river or path, with a single evergreen tree on the left. The text "If you love Marin, show it." is written in a large, white, sans-serif font. Below this, in a smaller white font, is "We can't count on the rain, so we need to count on you." and "Visit our website for news, rebates and more." At the bottom left is the Marin Water logo, and at the bottom right is the website "MarinWater.org/Conserve".

If you love Marin, show it.

We can't count on the rain, so we need to count on you.

Visit our website for news, rebates and more.

MARIN WATER

MarinWater.org/Conserve



A photograph of a billboard for the Marin Water Conservation Campaign. The billboard is divided into two sections. The top section has a red background with white flowers and a green butterfly. The text "No excuse" is written in white. The bottom section has a white background with red text. The text "for overuse." is written in red, followed by "Our drought is getting worse. Keep saving water." in black. Below this is the website "marinwater.org/conserve" and the Marin Water logo.

No excuse

for overuse.

Our drought is getting worse. Keep saving water.

Get news, rebates and more at marinwater.org/conserve

MARIN WATER



A photograph of a bus advertisement for the Marin Water Conservation Campaign. The bus is red and white. The text "Sin excusas. Cuida el agua que usas." is written in white on the red background. Below this is the website "MarinWater.org/Conserve" and the Marin Water logo. The bus number "925" and the license plate "122345" are visible. A "CAUTION WIDE RIGHT TURNS" sign is also present.

Sin excusas. Cuida el agua que usas.

MARIN WATER

MarinWater.org/Conserve

925

122345

CAUTION WIDE RIGHT TURNS

Looking Ahead

- Continue to think strategically and creatively about outreach
- Be agile and focus efforts on what is resonating
- Stay connected with our partners and the community