



**MARIN
WATER**

Water Efficiency Update

August 20, 2021



Overview for Water Efficiency Update

Review of Drought Program Goals

Allocation of Resources for Drought Response

Future Policy Discussions and Priorities for New Drought Ordinances

Next Steps

Review of Drought Program Goals

Turf Removal Programs

Mulch Madness- Sheet mulch and disabling irrigation by CCNB crew

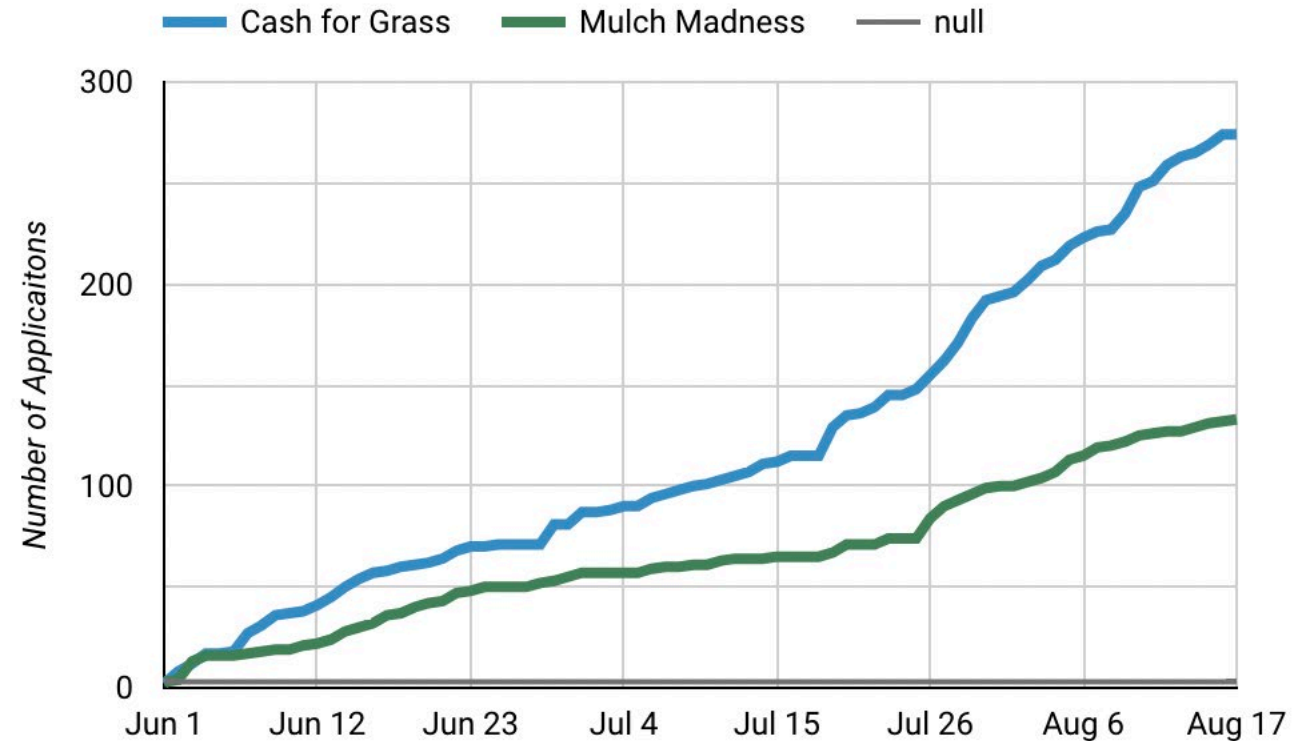
OR

Cash for Grass- \$3/sqft rebate for removing lawn and capping irrigation



Turf Program Stats

- 112,014 sqft pre-approved
- 123 site pre-approvals
- 45,019 sqft completed
- 48 complete projects
- 215 site visits
- 435 Applications
- Average Applications per Day
- Days from Application to Appointment



Date ▼	Avg Apps Per Day
Aug 2021	3.8
Jul 2021	5.3
Jun 2021	4.6
May 2021	0.9

Date ▼	Avg Days from App to Appointment
Aug 2021	20
Jul 2021	21
Jun 2021	26
May 2021	36

Turf Conversion Program Metrics

Program Activity

- June: 33,600
- July: 86,000

Monthly Target: 400,000 sqft

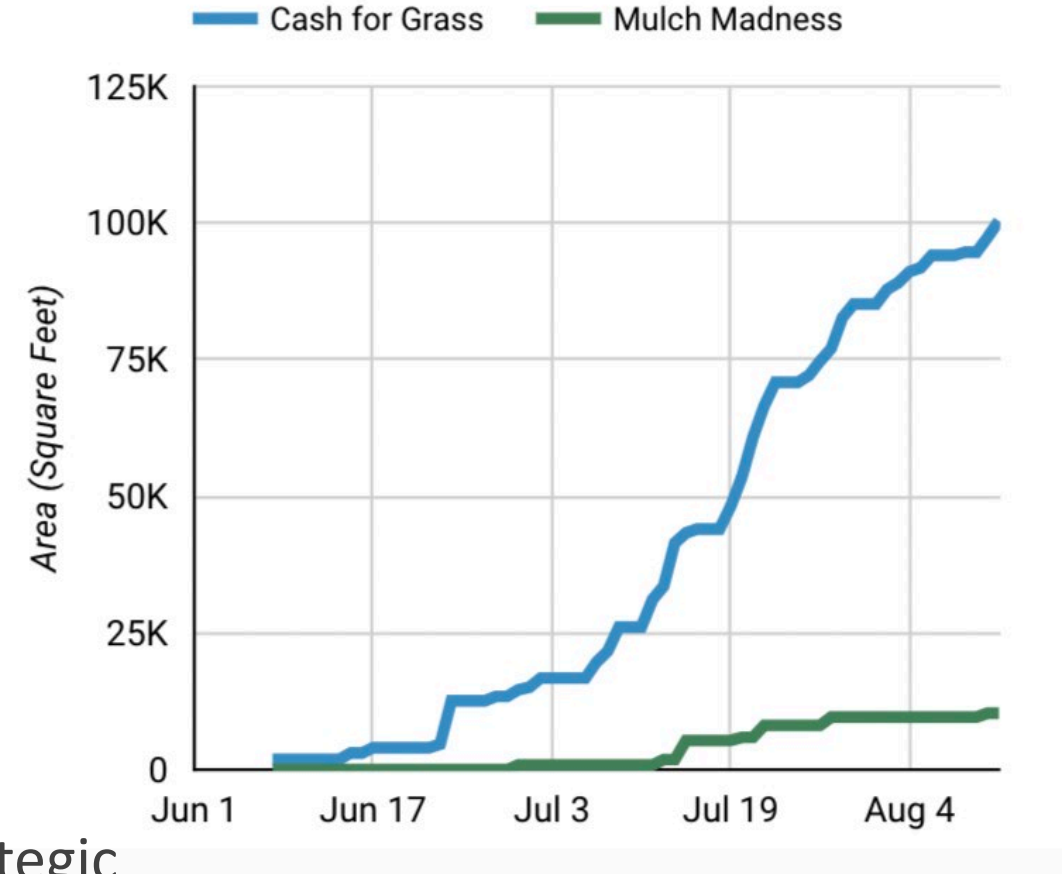
Proposing Additional Metrics

- Applications per day: 11
- Average Days to Schedule Appointment: 14

Marketing/Outreach:

- Primary focus for drought program outreach
- Inventory of outreach to date to inform a strategic and focused campaign

Area of Approved Projects



Artificial Turf

Industry concerns around incentivizing the installation of artificial turf

- Irrigation systems remain when artificial turf is installed
- Artificial turf has potential environmental concerns
 - Landfill disposal
 - Contaminants and microplastics
 - Greenhouse gas emissions
 - Heat island effect

What other are doing:

- Not allowed: Moulton Niguel, Santa Rosa, North Marin WD, LADWP
- Permitted with nuance: SNWA allows artificial turf as an “approved surface treatment (mulch) in lawn conversions, but it does not substitute for meeting plant cover requirement of 50%.”

Flume Program

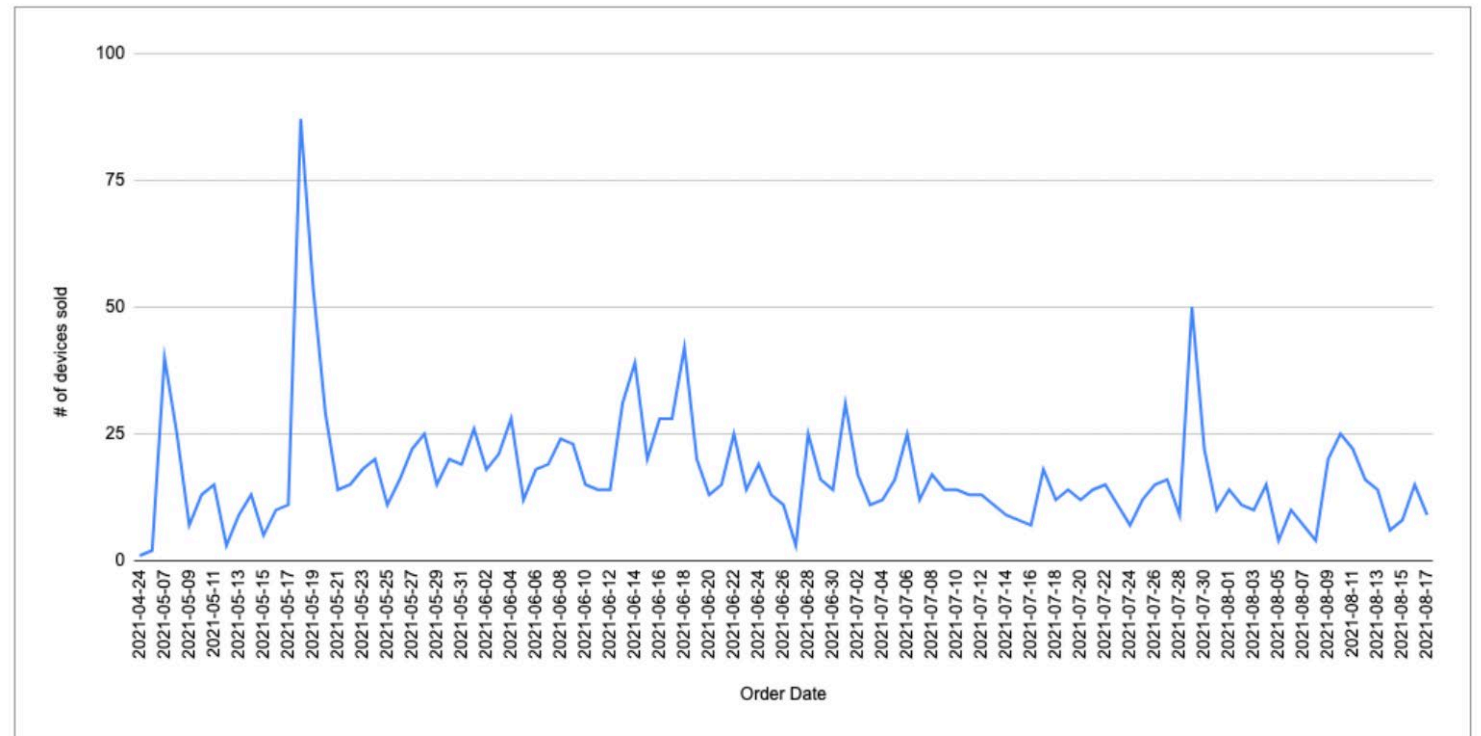
Device provides real-time water use data directly to your phone or computer

- 1,805 devices incentivized
- Monthly Target: 450 devices

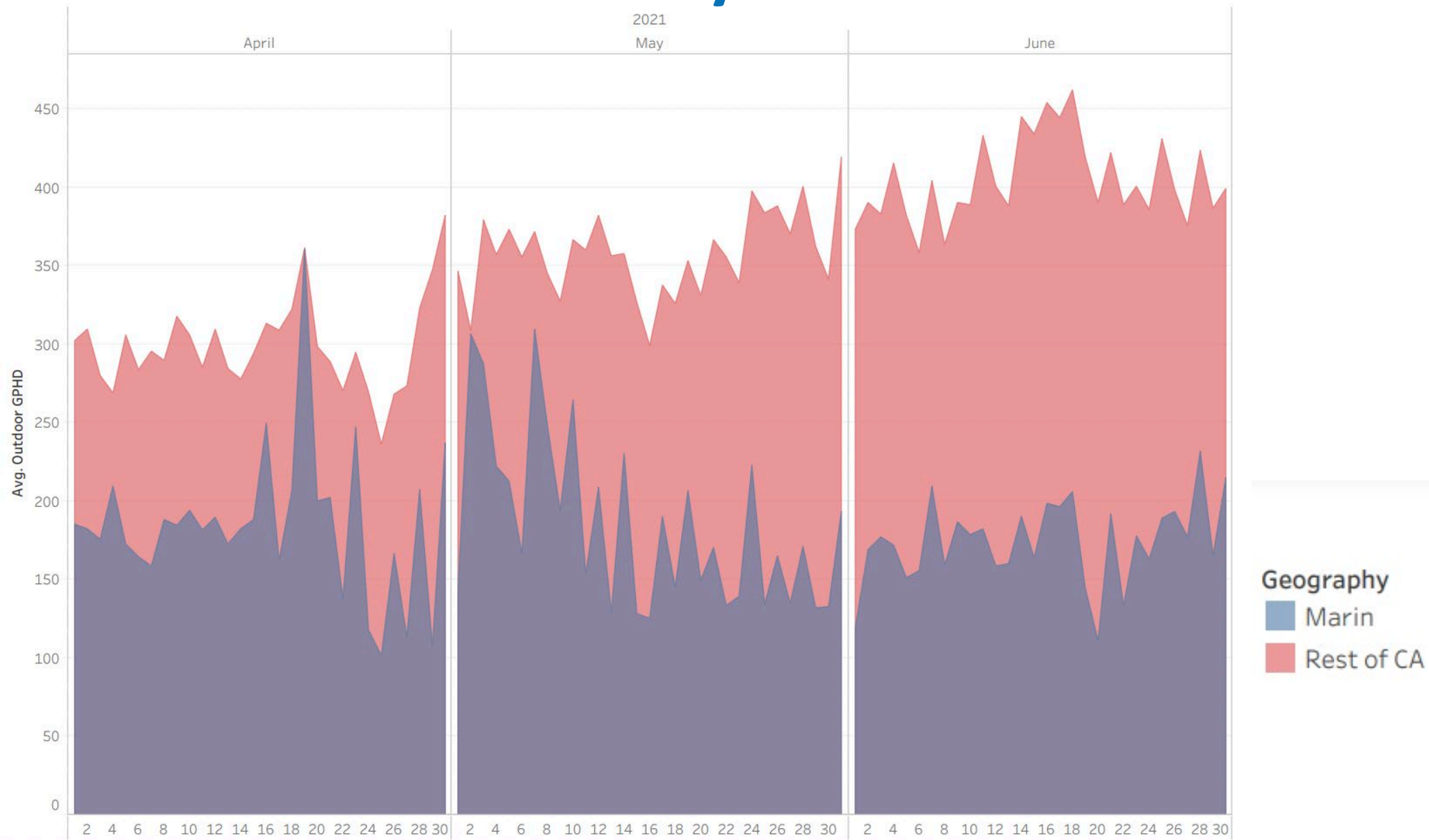
Marketing/Outreach:

- Ongoing Flume Facebook campaign
- Social media & customer testimonials

Daily Number of Devices Sold



Outdoor GPHD in Marin County and the Rest of California



High Efficiency Clothes Washer Rebate

Program Activity

- June: 62
- July: 24

Monthly Target: 20

Marketing/Outreach

- Point of purchase materials distributed



Rain Barrel Rebates

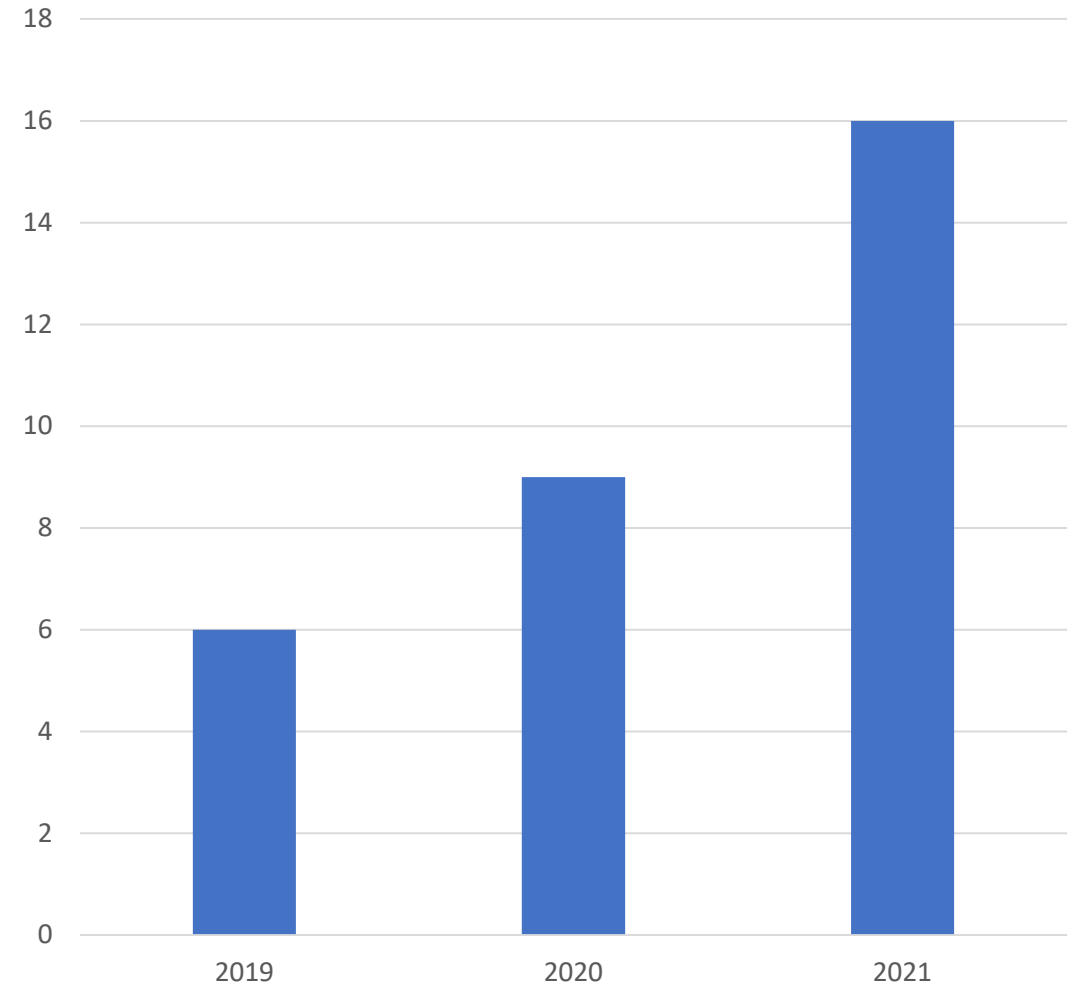
Program Activity

- June: 7
- July: 4

Monthly Target: 10

Marketing/Outreach

- Developing rainwater webinar
- Current bill insert
- Seasonal push for fall/winter



Pool Covers

Program Activity:

- June: 25
- July: 89

Revised Monthly Target: ~~10~~-25

Marketing/Outreach:

- Direct mail to sites with pools



Hot Water Recirculating System Rebate

Reduces water waste while waiting for the water to get hot.

Program Activity

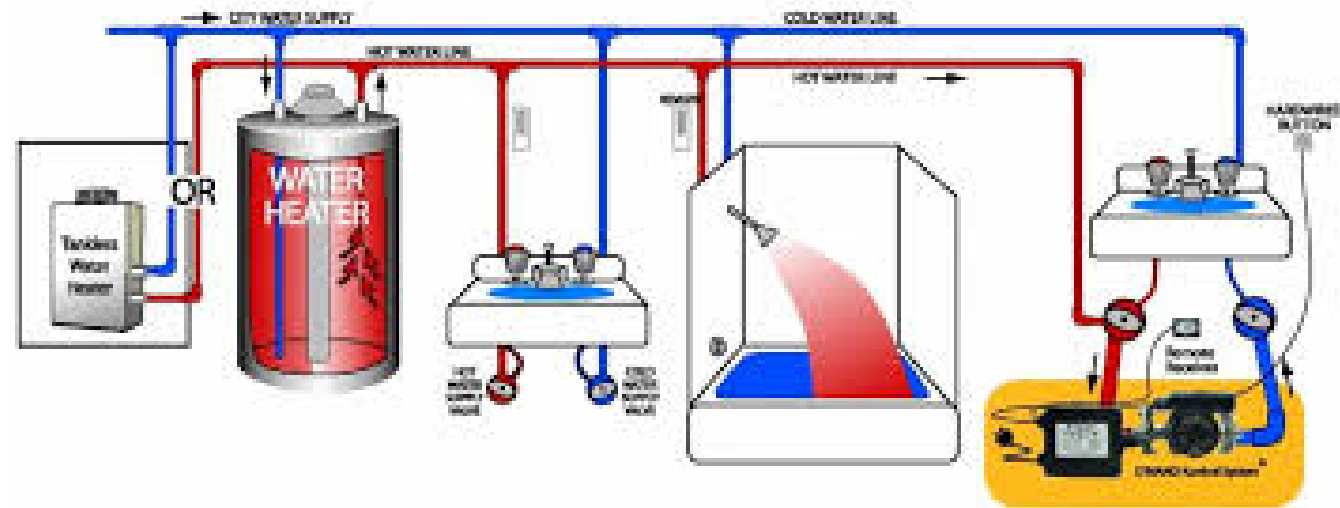
June: 3

July: 22

Revised Monthly Target: 5 20

Marketing/Outreach

- Ongoing promotion



Graywater Inventive Program

Program Activity

- June: 4
- July: 12

Monthly Target: 10

Marketing/Outreach

- Additional webinars scheduled
 - Sept 23 & Oct 27
- Ongoing education and promotion of systems and incentives



Summary of Proposed Drought Program Goals

Water Saving Assumptions

- 6 months of participation
- All targets are met

Monthly tracking of progress reported in Drought Updates

	Monthly Target	Monthly Projected Expenditures	Estimated Water Savings (acft/yr)
Turf Programs (sqft)	400,000	\$1.2M	177
Flume Devices	450	\$56,000	78
Clothes Washers	20	\$2,000	2
Rain Barrel/ Cisterns	10	\$5,000	40
Pool Covers	25	\$2,500	5.75
Hot Water Recirculation Systems	20	\$1,000	1.2
Graywater Incentives	10	\$1,000	5.5

Allocation of Resources for Drought Response

Internal Resources for Conservation Drought Response

Additional Temp Staffing

- (4) Admin- Scheduling, Applicant Tracking, Implementation of New Drought Regulations
- (3) Field- Customer Service, Landscape Measurements, Materials Distribution
- (1) Intern for Water Use/Demand and Landscape Area Data Analysis

Overtime Staffing (\$160 K/mo)

- Landscape Plan Review and Development Services
- Water Waste Patrols outside regular business hours
- Drought Drive-up Events
- Community Presentations

Staff Reassignments

- Education, Customer Outreach, Youth Programs, Administration of New Initiatives, Tracking of Drought Efforts, Processing Variance Requests, Appeals, Water Budget Analysis, Operational and Capital Drought Project Design, Financial Analysis and Funding, etc.
- Project Lead for Water Waste Program

Leveraging External Resources for Conservation Drought Response

- CCNB Contract for Turf Program
- West Marin Compost Contract
- The Urban Farmer Store
- Webinar series for rainwater and graywater
- Media buys/ placement
- PSA, Outreach to high water users (Data Instincts)
- Survey and Focus Group (FM3)
- Non-Functional Turf Analysis (DSCE)
- Zero Net Water/Offset Program Development (MaryAnn Dickenson)
- Best in Class Arid Regions Landscape Restrictions and Water Efficient Fixtures (Peter Mayer)
- Water Budget Based Rate Structure
- Landscape Area Measurements (DCSE)
- Investment materials and supplies (hardware, software, fixtures)
- Creative Development (Engine is Red)

Future Policy Discussions

Coordination and Collaboration with External Partners

- Sustainable Fairfax and other Climate Action Partners
- Ongoing coordination with land use planning jurisdictions
 - Training Local City Staff to Assist with Water Waste Education and Patrols
 - Water efficient plumbing fixture standards/inspections
 - Understanding local land use codes as they relate to landscaping
- Consideration of “Best In Class” initiatives from Arid Communities and other industry leaders

Additional Board Policy Considerations

- Restrictions on non-functional turf
- Water offsets / permanent landscape restrictions on new service connections
- Drought surcharges and penalties
- Consideration of future items that come out of the 'Best in Class' review (additional incentives, restrictions, regulations, etc.)
- System-wide AMI
- Assessing the use of water budgets

Next Steps

Next Steps

- Revise and track drought program goals
- Continue to monitor and pursue resources for ongoing drought response
- Develop Additional Drought Ordinances
 - Restrictions on Non-Functional Turf
 - Water Offset / Permanent Landscape Restrictions on New Service Connections