



# Drought Update

October 5, 2021



# Overview

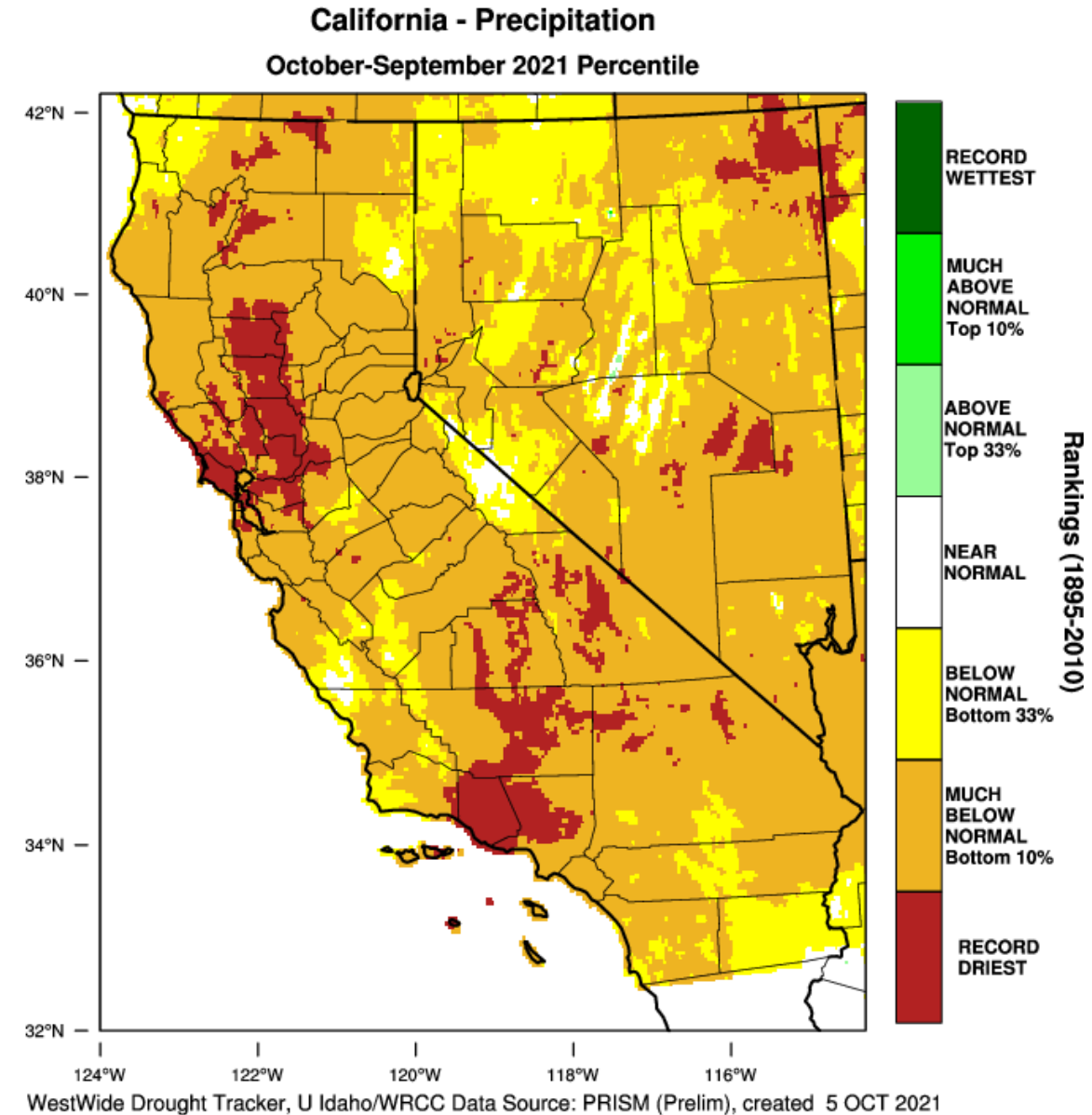
- Water Year Summary
- Drought Activities and Outreach
- Conservation Update
- Next Steps

# Water Year Summary

# Overview - Water Year 2021

## Historic drought conditions

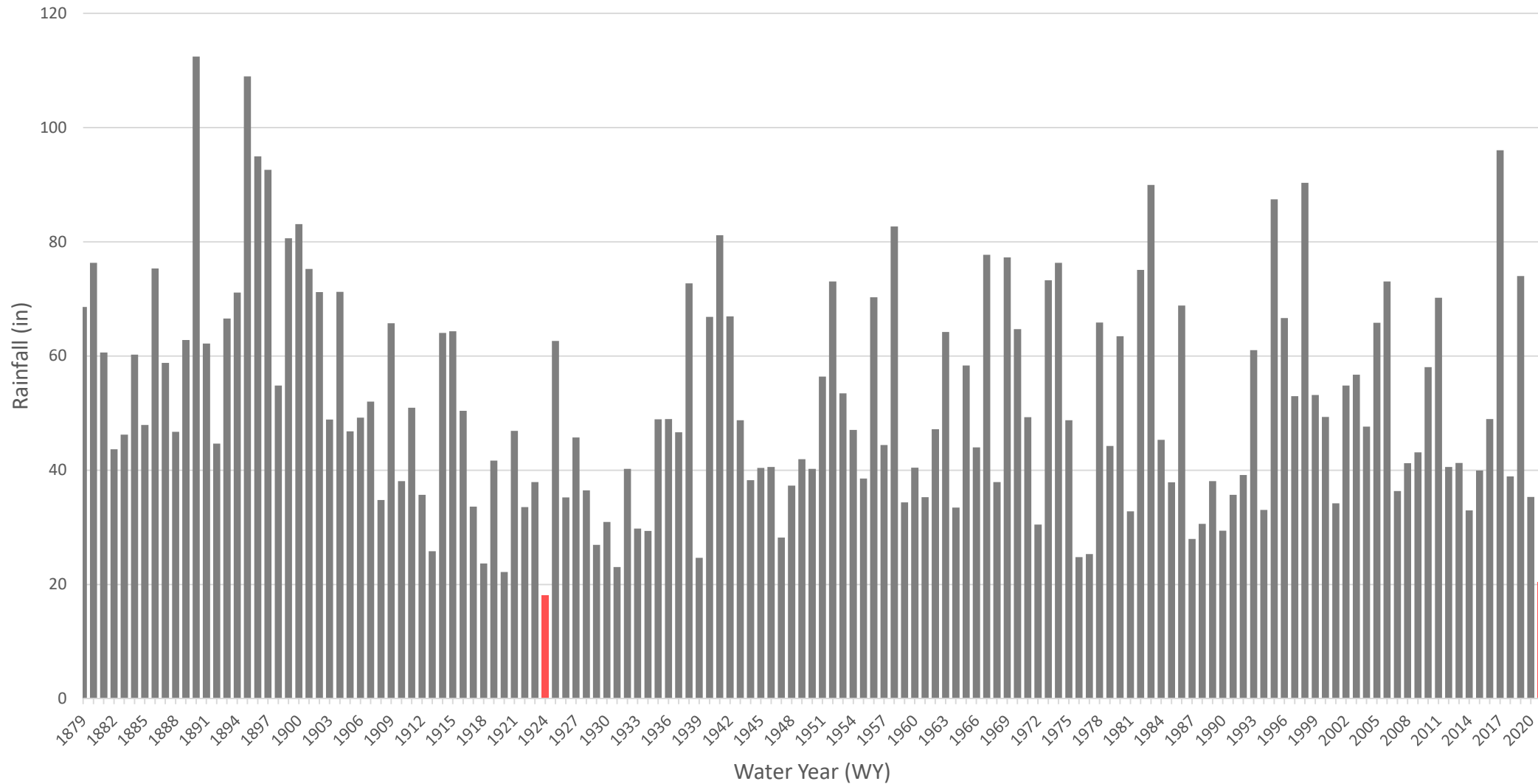
- Statewide: total rainfall over last 12 months is second driest water year since 1895
- More severe than 1976-77 water year



# Rainfall Total

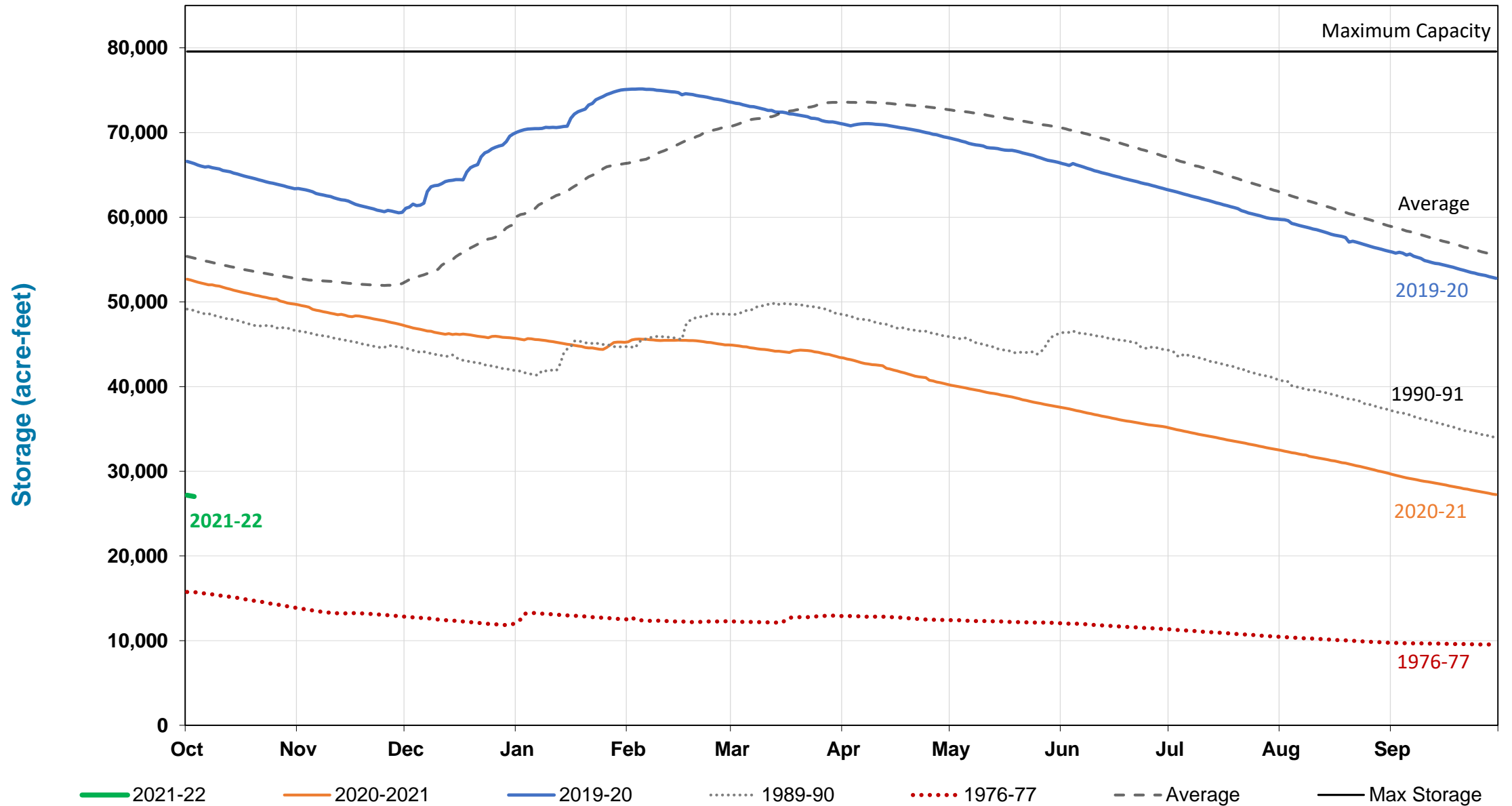
## Lake Lagunitas

WY2021: Second driest  
water year in 143 years

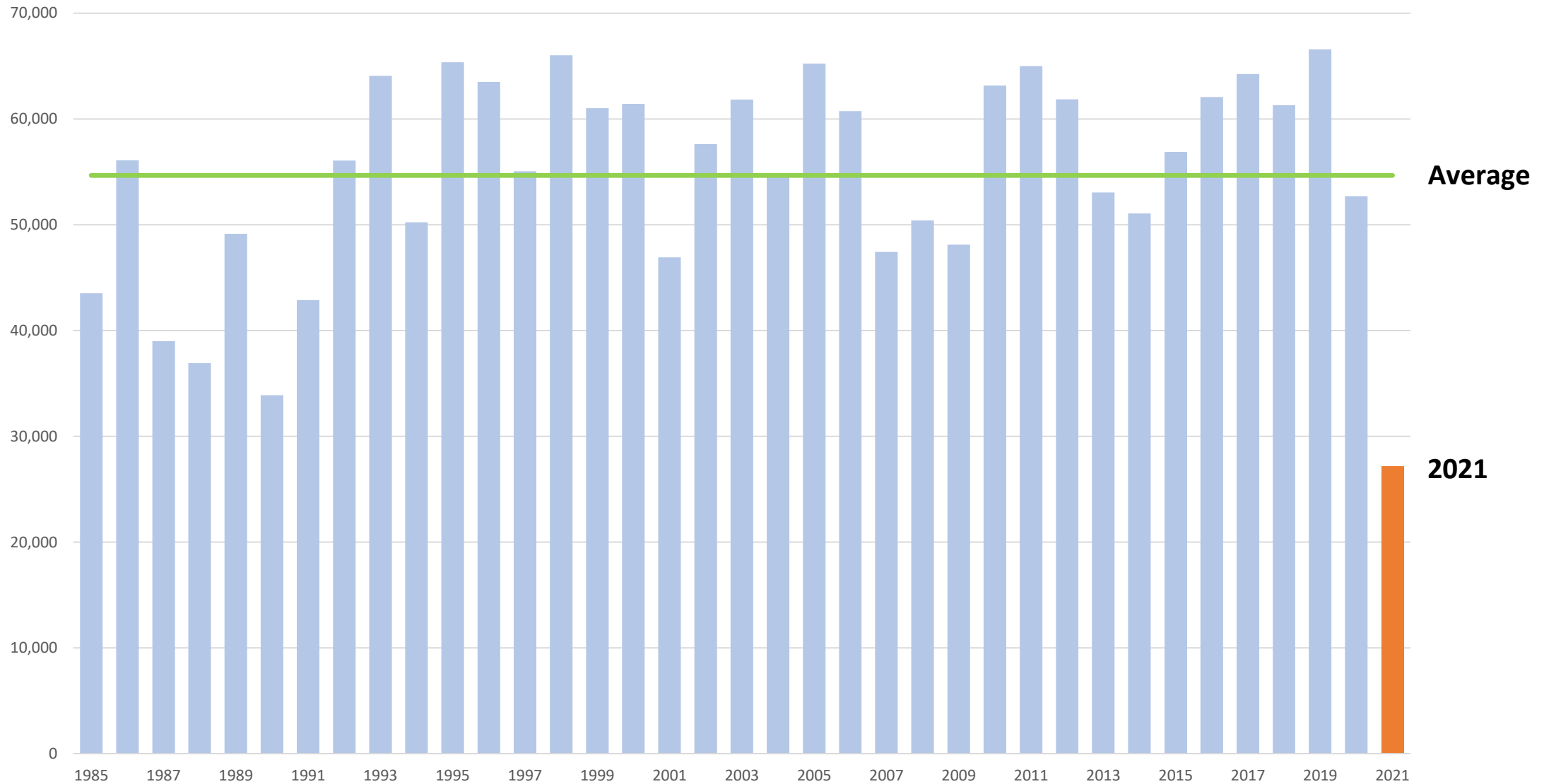


WY 2021 Total  
**20.42 in**

# Total Reservoir Storage



# Historical Total Reservoir Storage

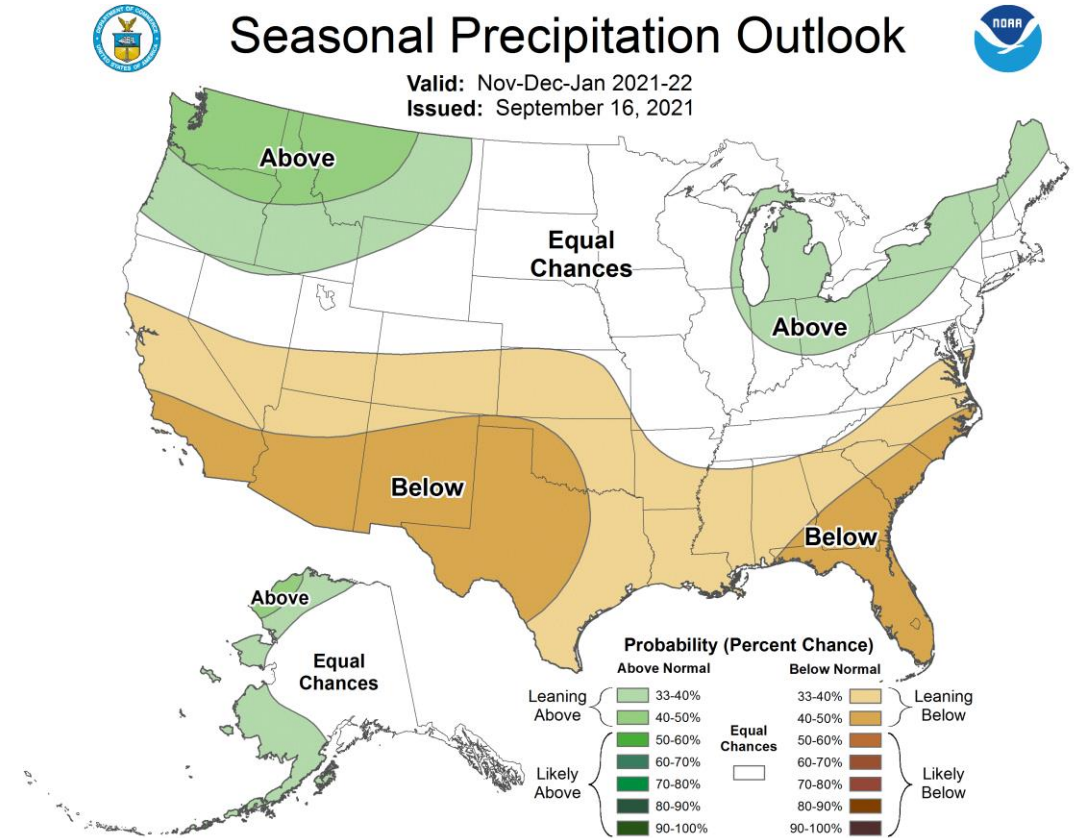


October 2021



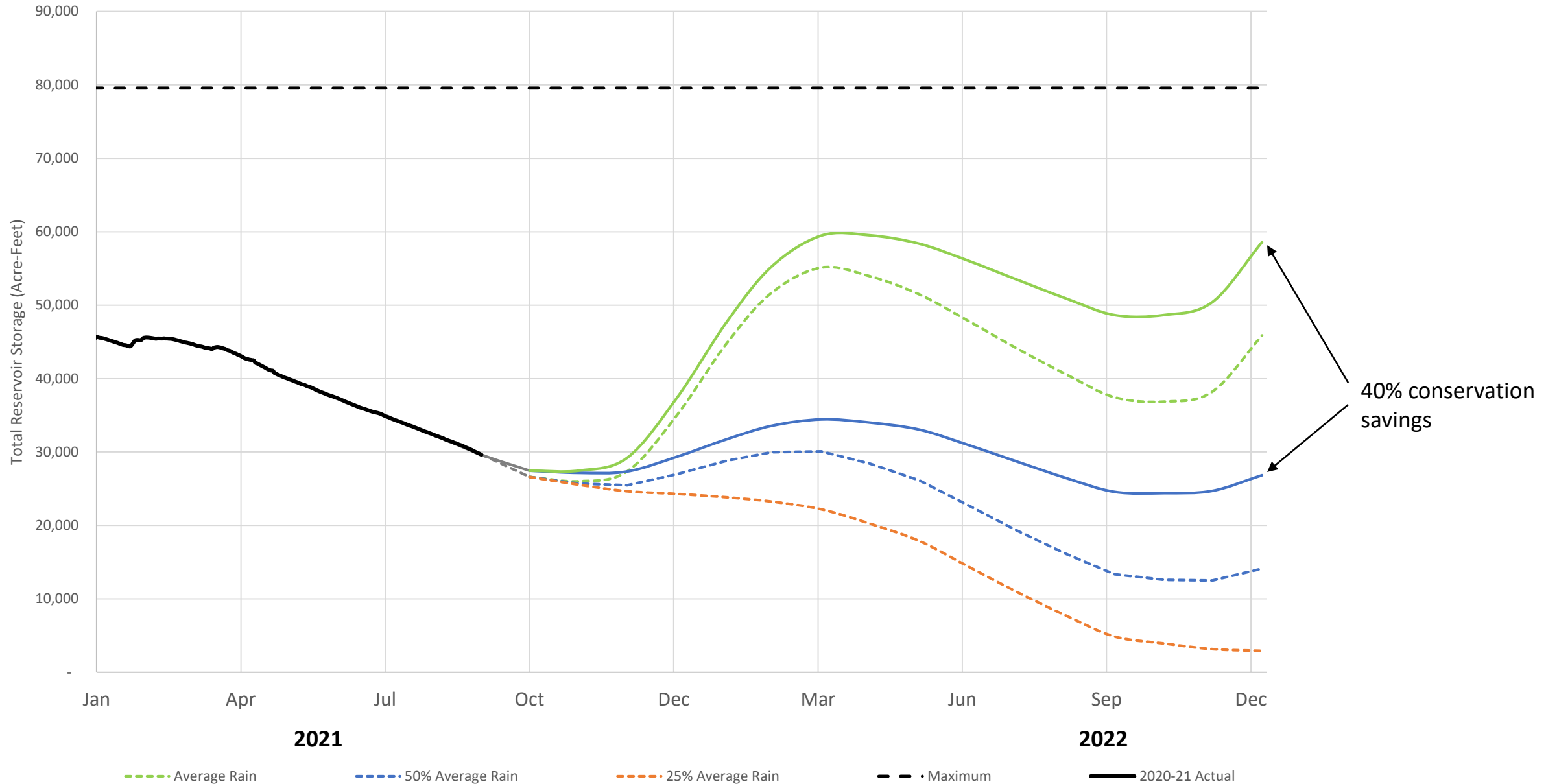
# Upcoming Months

- Forecast 70-80% chance of weak to moderate La Niña
- Southern California/NV – usually reliably dry conditions
- Northern California equal chances of wet/dry winter

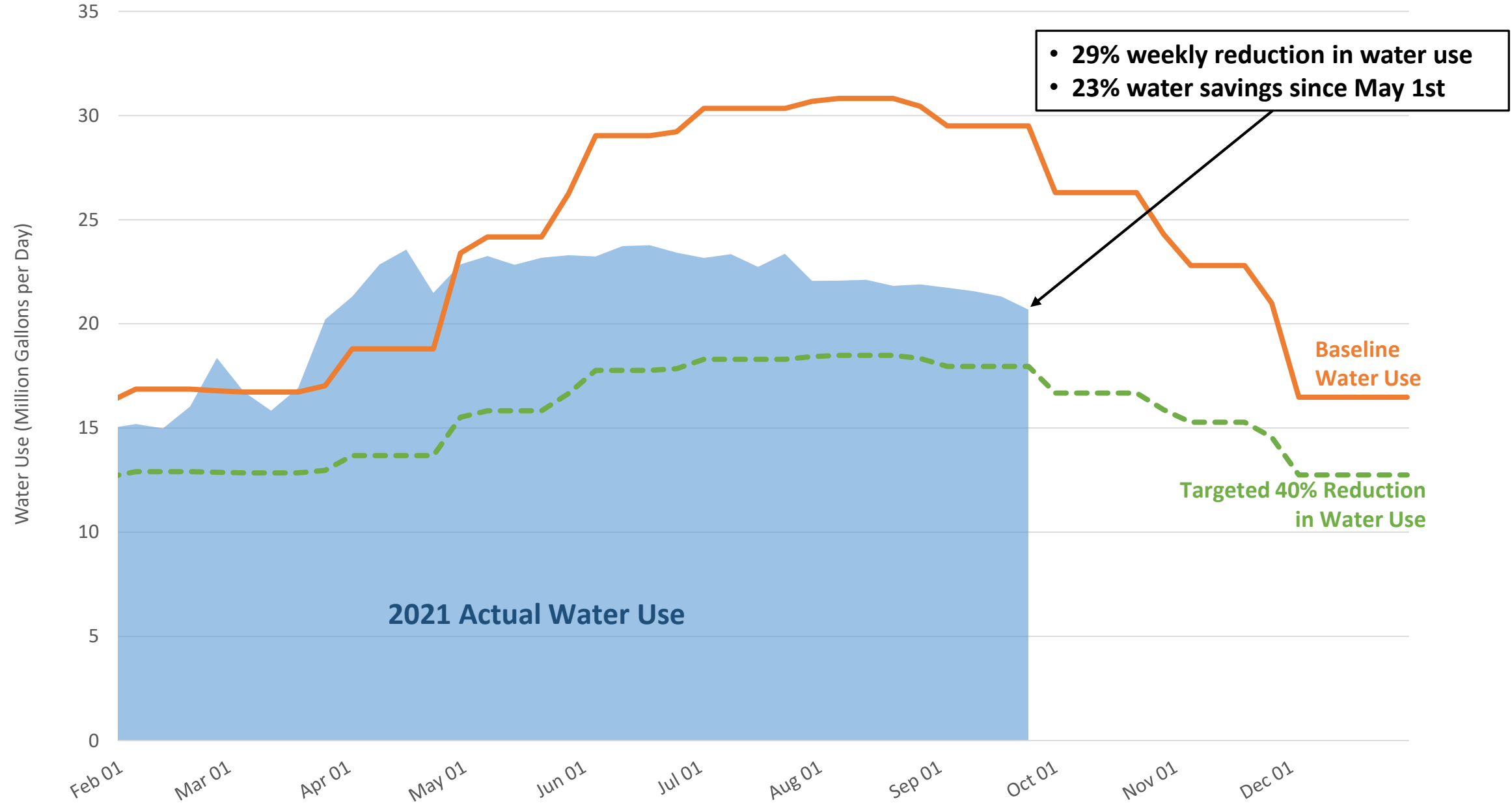




# Projected Reservoir Storage



# Actual vs. Targeted Water Use



# Drought Activities and Communications

# Community Engagement & Outreach

- **Community Partners**

- Trusted voices sharing drought and conservation messages

 **Mill Valley Schools**  
@mv\_schools

Mill Valley is HOT today!

Grab your free water-saving kit today and join the [#watersupersaver](#) team! Message [@MarinWaterInfo](#) to learn more about this program.

**Water-Saving Kit**



**marinparks**   
@marinparks


Cash-for-Grass! Get \$3 per square foot when you replace your turf. Join the [#watersupersaver](#) team! Message [@MarinWaterInfo](#) or visit [marinwater.org](#) to learn about this and other great rebate programs.






# Community Engagement & Outreach

## ■ Drought Facts Friday

 **Marin Water**  
Published by Gavin Murray · September 24 at 7:00 AM · 🌐

Why doesn't Marin Water dredge reservoirs to create more water storage?

Dredging our reservoirs to create more room for water storage sounds like a simple project, but it is not. Several factors make such a project costly, complex and time consuming. Dredging the reservoirs would require complex engineering and studies to ensure the structural integrity of the reservoir is not compromised. The removal and disposal of dredged material is also very costly. A dredging project, ... [See More](#)



## ■ Monday Storage Update

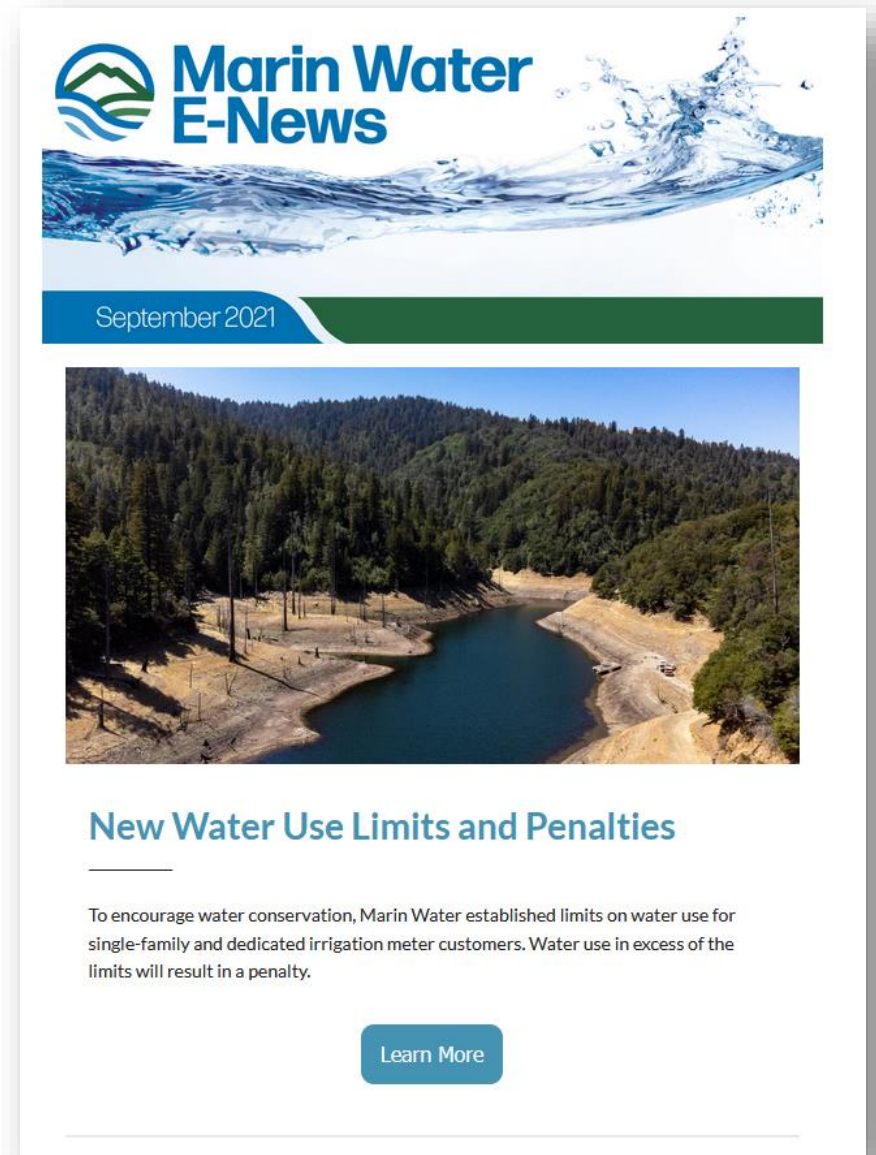
 **Marin Water**  
Published by Gavin Murray · 17 hrs · 🌐

Monday Reservoir Update. Our reservoir storage is now at 34% of capacity. To get daily updates, visit [MarinWater.org/water-watch](https://MarinWater.org/water-watch).  
[#savewater](#) [#MarinCounty](#) [#drought](#)



# Community Engagement & Outreach

- **September E-news**
  - 25k email addresses and 40% open rate (Industry Average = 25%)
  - Topics include:
    - Water use limits and penalties
    - Upcoming webinars
    - Cash for Grass rebate information
    - Water Saving Kits



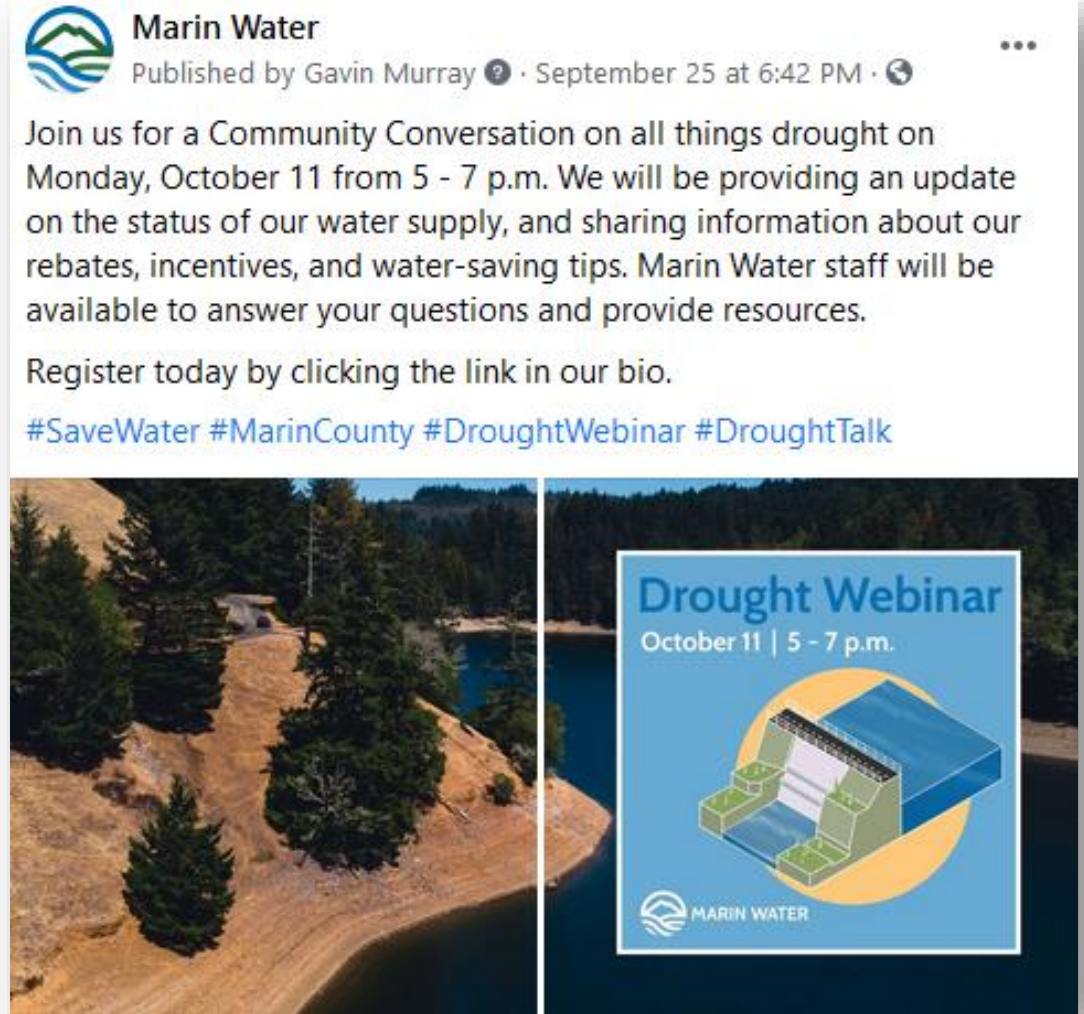
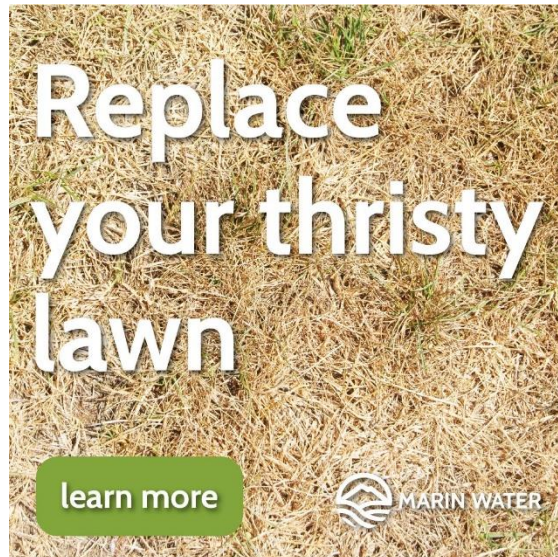


# Community Engagement & Outreach

## ➤ Up Next

- Community Conversation on Drought
  - Monday, Oct. 11, 5 – 7 p.m.
  - Thursday, Oct. 21, 5 – 7 p.m.
- Cash for Grass rebate outreach

Cash  
for  
Grass





# Conservation Update

# Customer Polling

## High Water Users Survey

- They are motivated to reduce outdoor water use further if they knew that doing so would improve neighborhood fire safety and fish and wildlife habitat.
- They say they are most likely to pay attention to enclosures with their water bills and word of mouth.
- Complete survey and focus group findings and will be presented at the Communications and Water Efficiency Committee Meeting – November 17<sup>th</sup>

## Turf Program Informal Survey

- Informal survey to determine opportunities to improve program
  - Locating materials was a challenge
  - Not sure when to plant
  - All would recommend the program to a friend

# Turf Program Success

- Ridge of San Rafael HOA -  
Removed 2,300 sqft
- Cape Marin HOA -  
Removed 6,795 sqft
- Internal refinements to  
clarify tracking progress of  
applications, pre-  
approvals and completed  
projects



# Drought Program Participation – September Progress

	June	July	August	September	Monthly Target (revised)
Turf Programs (sqft)	44,627	94,285	94,557	98,903	400,000
Flume Devices	619	473	358	155	450
Clothes Washers	62	24	30	21	20 (50)
Rain Barrel/ Cisterns	7	1	4	3	10 (25)
Pool Covers	25	53	41	65	10 (50)
Hot Water Recirculation Systems	27	2	9	23	5 (20)
Graywater Incentives	4	12	5	5	10 (25)
High Efficiency Toilet	NA	NA	NA	1	25

# Next Steps

- Continue to refine & enhance drought outreach and conservation efforts
- Continue operational and water supply projects
- Ongoing monitoring and reporting to the Board status as compared to established conservation goals

