



Water Efficiency: Drought Response

October 15, 2021



Overview

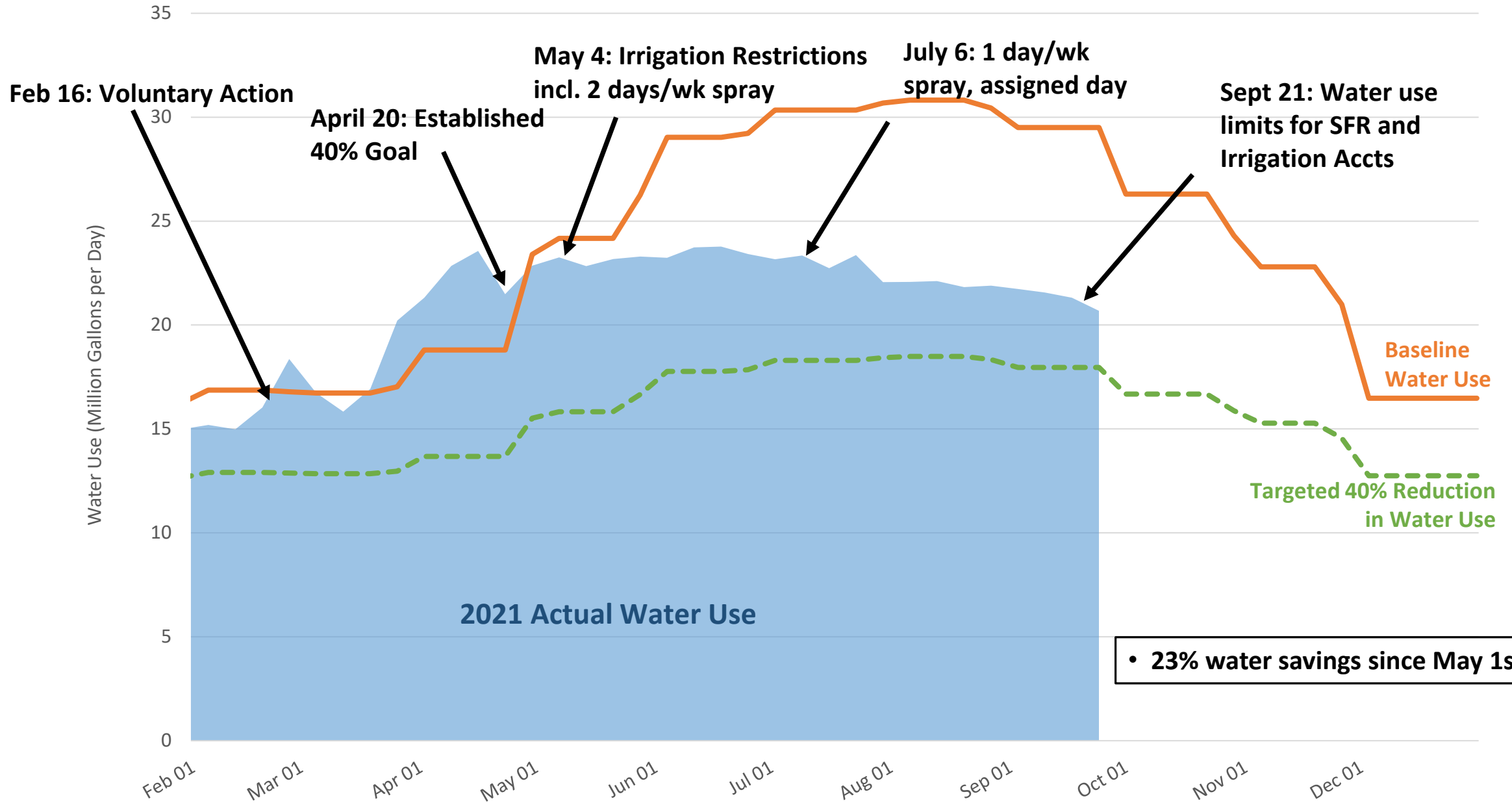
Accomplishments

- Significant board actions
- Comprehensive outreach campaign to inform and inspire change
- Launch of new incentives to drive conservation
- Targeted outreach campaign highlighting rebates/incentives
- Where are the water savings?
- Water use analytics to inform opportunities to further reduce use

A look ahead

- Program Evaluation
- Future board actions

Timeline of Drought Response



Coordinated Communication Effort

- Following significant board actions:
 - Next day rollout on the website and social media
 - Distribution of direct-to-customer communications

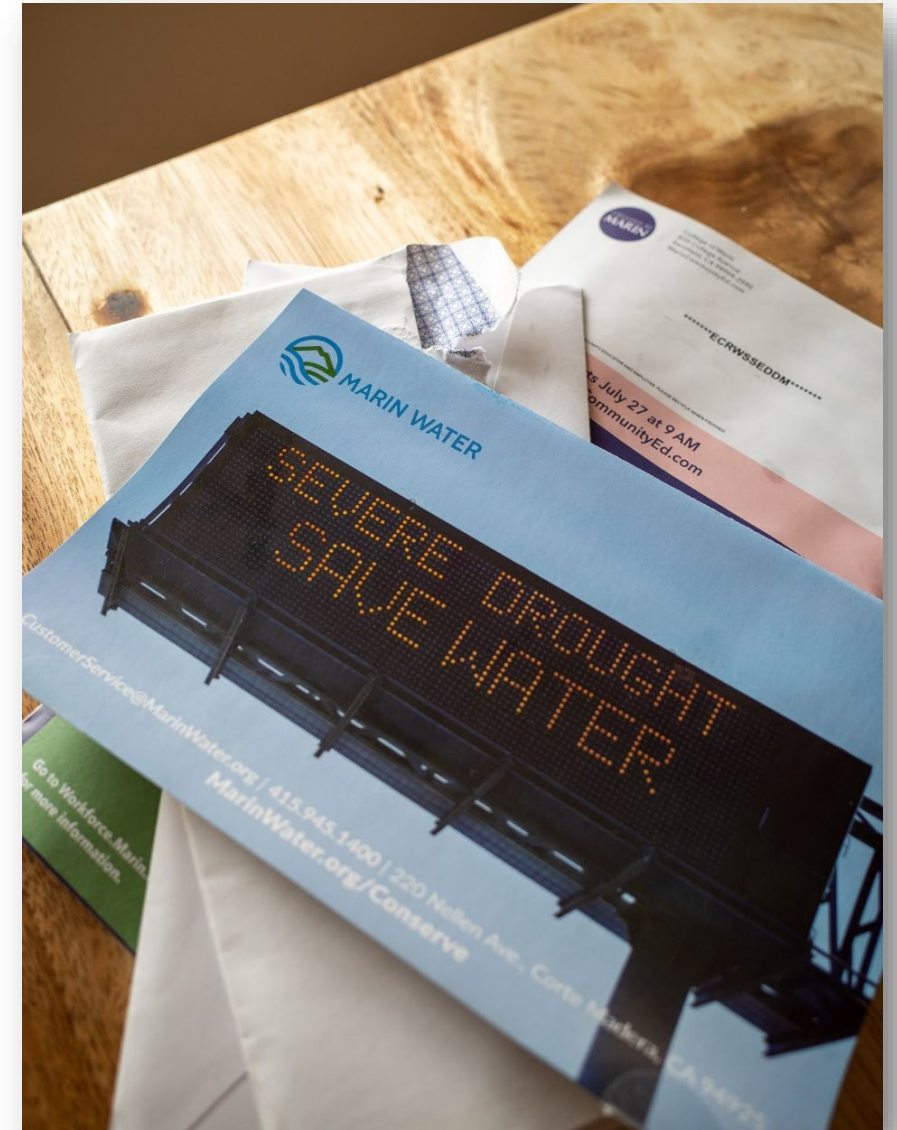


The screenshot shows the Marin Municipal Water District website. At the top, there is a logo and the text "Marin Municipal Water District" and "Marin Water Info • 13 Jul". Below this is the heading "Weekly Watering Schedule" and a subheading "Consult this table for your assigned watering day.".

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

Below the table, there is a section titled "Questions?:" with the following information:

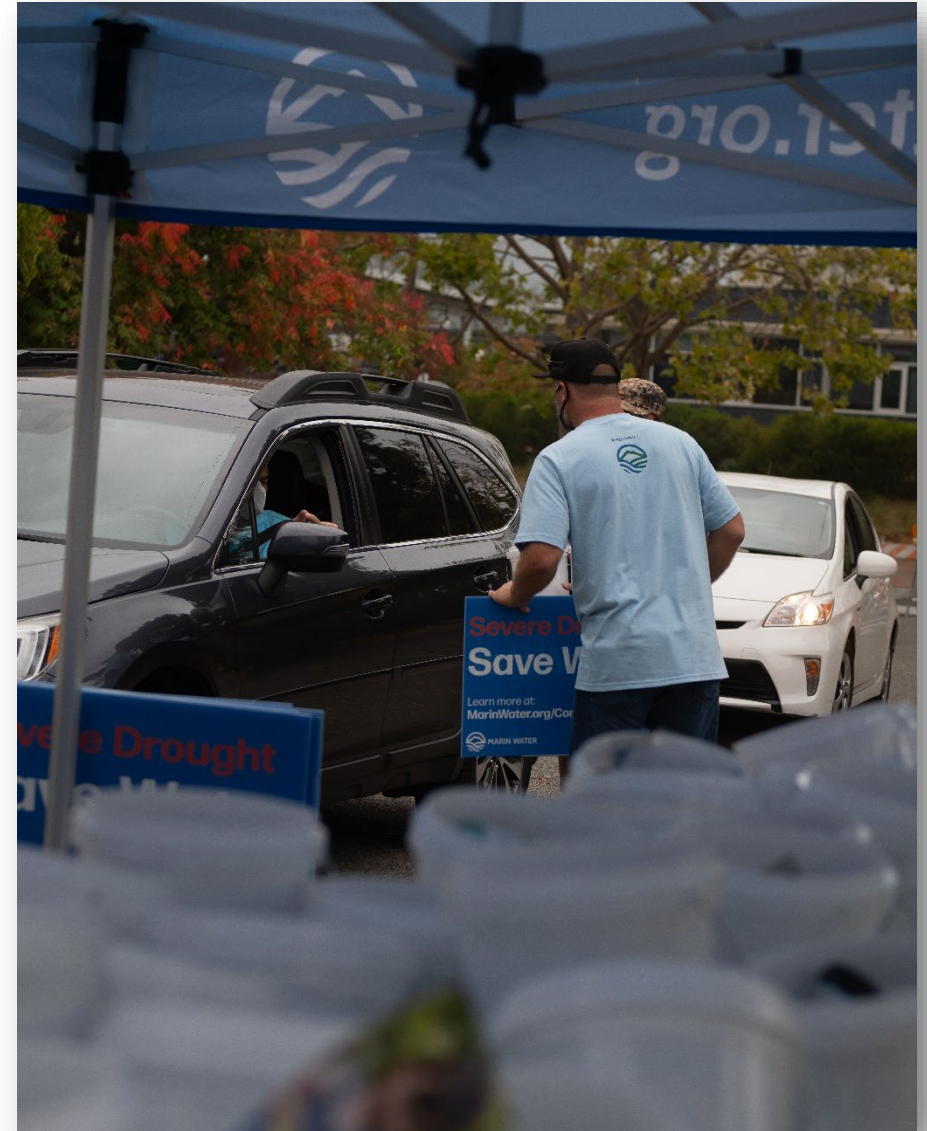
Visit: MarinWater.org/WaterRules
Call: 415.945.1523
Email: Conservation@MarinWater.org



Coordinated Communication Effort

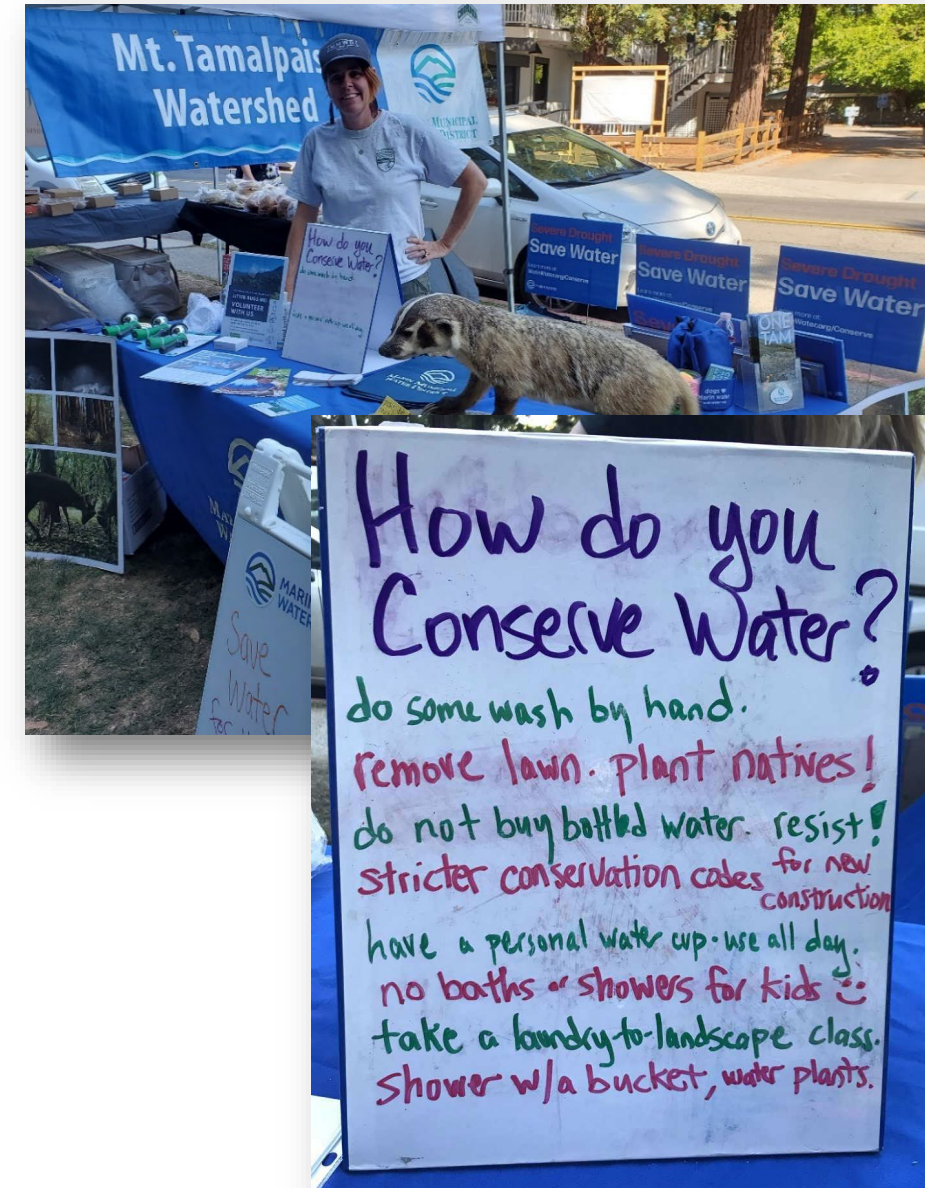
Community Events

- ~1,200 Water Saving Kits distributed at two Drought Drive Up events
- Continue to distribute to the community



Coordinated Communication Effort

- **Community Outreach**
 - Tabling at markets and festivals
 - Neighborhood and group events
 - Distributing Water Saving Kits and rebate information
- **Community Presentations**
 - More than 60 presentations (and counting)
- **Watershed Visitors**
 - Utilizing the Tam Van to promote water conservation and providing drought information
 - Staff presented to nearly 200 campers visiting the watershed this summer



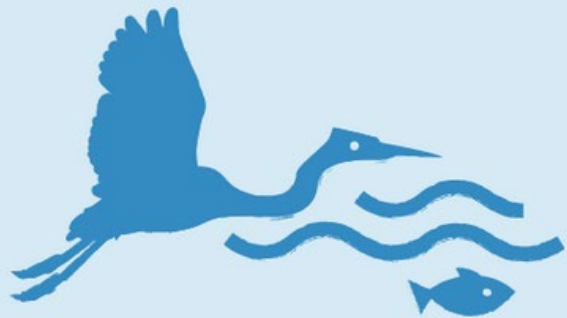
Coordinated Communication Effort

- **Commercial outreach**
 - Table tents, restaurant posters, gym window clings
- **Utilizing partnerships to share our message**



Coordinated Communication Effort

- **Comprehensive campaign includes:**
 - Digital and print ads
 - Mall posters
 - Bus backs
 - Transit shelters
 - Digital radio (Spotify/Pandora)
 - KQED Radio PSA
 - Google Ads

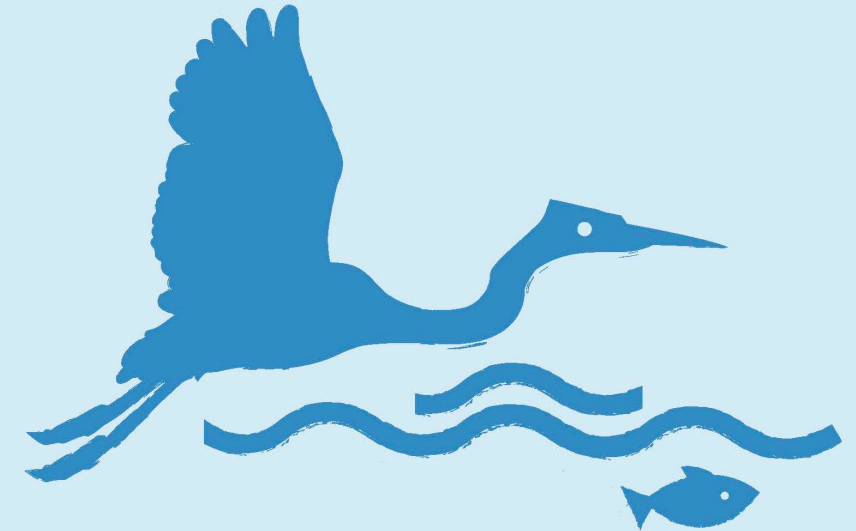


**The water you save
saves Marin.**

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.**

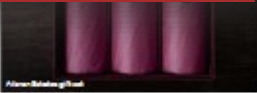


MarinWater.org/Conserve

Coordinated Communication Effort



During the years that I was there, I realized that it was a shame to lose all the beautiful things that this year 1929 brought to the Marin Peninsula. I was determined to do something about it. I started a program where I would take guests to the historic sites and show them the beauty of the area. I was followed by a team of volunteers who would take them to the sites and show them the beauty of the area. I was followed by a team of volunteers who would take them to the sites and show them the beauty of the area.



KARL The Store

A place where everything has a story.

Opening KARL in 2017 gave Dennis Green the opportunity to bring his vision to life and open a local shop with global appeal. Uniquely curated furniture, art, art, clothing, home goods and even handmade pies are available. Everything in the store is for sale and everything has a story. This is a place where locals can stop by to visit and chat, and people from out of town feel welcome.

1201 Bridgeway, Sausalito, CA 94965
www.karlthestore.com | 415.729.9099

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

No excuse for overuse.



Coordinated Communication Effort



**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



**No excuse
for overuse.**

Our drought is getting
worse. Keep saving water.

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

 **MARIN
WATER**



**Sin excusas.
Cuida el agua
que usas.**

 **MARIN
WATER**

925

122345

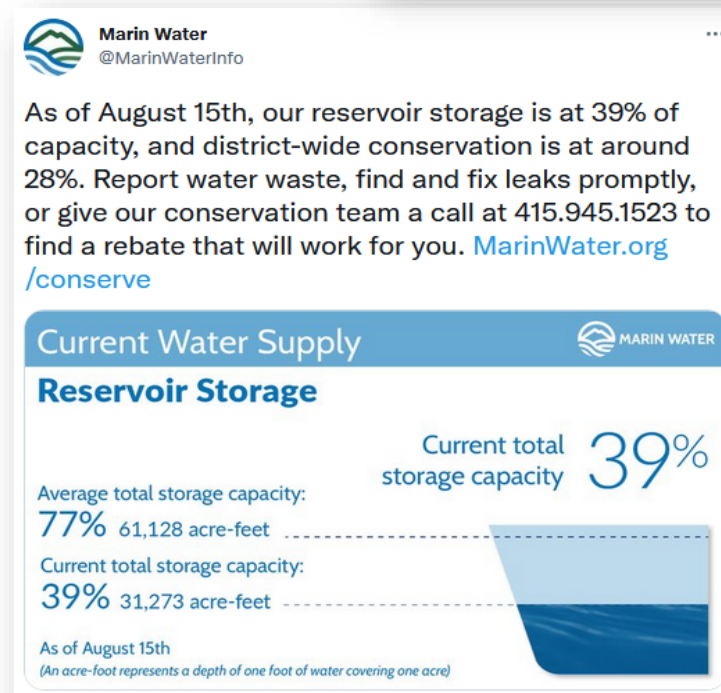
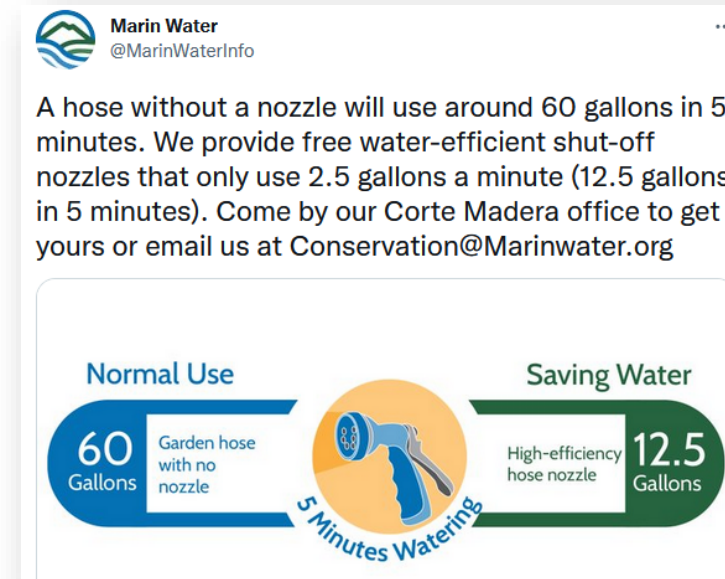
MarinWater.org/Conserve

www.goldengate.org

CAUTION
WIDE RIGHT TURNS

Digital Outreach

- Growing our audience
- February – October:
 - Drought-related posts across all platforms: 600+
 - Total reach: 1.3M
- Campaigns: #DriveItDirty and #WaterSuperSaver



Incentive Programs

- **New Programs Launched for Drought Response**
 - Flume Direct Distribution Program
 - Mulch Madness-Direct Install Sheet Mulching Program
 - Pool Cover Rebate
 - High Efficiency Toilet Rebate
 - Hot Water Recirculation System Rebate
- **Revised Programs due to Drought Response**
 - Turf Rebate increased
- **Ongoing Programs**
 - Rain Barrel/Cistern Rebate
 - High Efficiency Clothes Washer Rebate
 - Graywater Incentive for Laundry-to-Landscape Systems

Marin Water
Published by Gavin Murray · September 3 ·

We're encouraging customers to replace old toilets with new high-efficiency models by offering them up to \$150. Toilets must be on the MaP PREMIUM list (<https://www.map-testing.com/map-premium.html>). To apply as well as to determine your current toilet's flush volume visit: <https://www.marinwater.org/rebates#button-5>

Replace your old toilet

Receive up to \$150

Learn More:
[MarinWater.org/Rebates](https://www.marinwater.org/rebates)

MARIN WATER



Marin Water
@MarinWaterInfo

Now is the time to break up with your thirsty lawn. We are offering customers a limited-time offer of a \$3 per square foot cash rebate in return for replacing grass in their landscapes.

To learn more visit [MarinWater.org/rebates#button...](https://www.marinwater.org/rebates#button...)

Cash For Grass

Lawn Replacement Rebate



Coordinated Communication Effort

- **Special Rebate Insert**



We are in a severe drought.

Save water with help from our rebates. Every drop counts.

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

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.

Pool and Spa Covers

An uncovered pool will lose water due to evaporation. Marin Water offers a rebate of up to \$100 for customers who purchase and install pool or spa covers.

Flume Flow Meter

Install a Flume flow meter to access real-time water use data on your phone or computer. 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.

Hot Water Recirculator

To reduce water waste while you wait for the water to warm up, we recommend installing a hot water recirculating system. The district offers a \$50 rebate to help offset the cost of the system.

Clothes Washer Rebate

Replacing your older clothes washer with a new high-efficiency model is an easy way to save money and conserve water. You may qualify for a rebate of up to \$100.

For water-saving tips, water-efficient fixtures, and additional resources visit:
MarinWater.org/Conserve



MARIN WATER

Offers & Rebates

**Save Water
Save Money**

Para información en Español
Info@MarinWater.org
415.945.1523

MarinWater.org/Rebates



Is Your Garden Rain Ready?

Rain Barrels and Cisterns

Rainwater harvesting is the practice of collecting rainwater from rooftops and storing it for later use. We are offering up to 50 cents per gallon of storage. Up to \$1,000 per site.

We're Here to Help

Not sure which program will work for you? We provide free phone consultations to help you find the conservation programs and rebates that best suit your needs. We also offer free water-efficient fixtures including hose shutoff nozzles, faucet aerators, showerheads, shower timers, and leak detection dye tablets.

Call us at [415.945.1527](tel:415.945.1527) or send us an email at Rebates@MarinWater.org to request fixtures or schedule a consultation.

Questions?

Email us:
Rebates@MarinWater.org
Call:
415.945.1527
Visit:
MarinWater.org/Rebates






Coordinated Communication Effort

- **Special Rebate E-News**



Marin Water E-News


July 2021

Special Rebate Edition

Save water, and save money.

In a Severe Drought, Every Drop Counts

Here are some of our water-saving rebates and incentives designed to save you money while conserving our most precious resource. Click below to view a complete list of our rebate offerings.



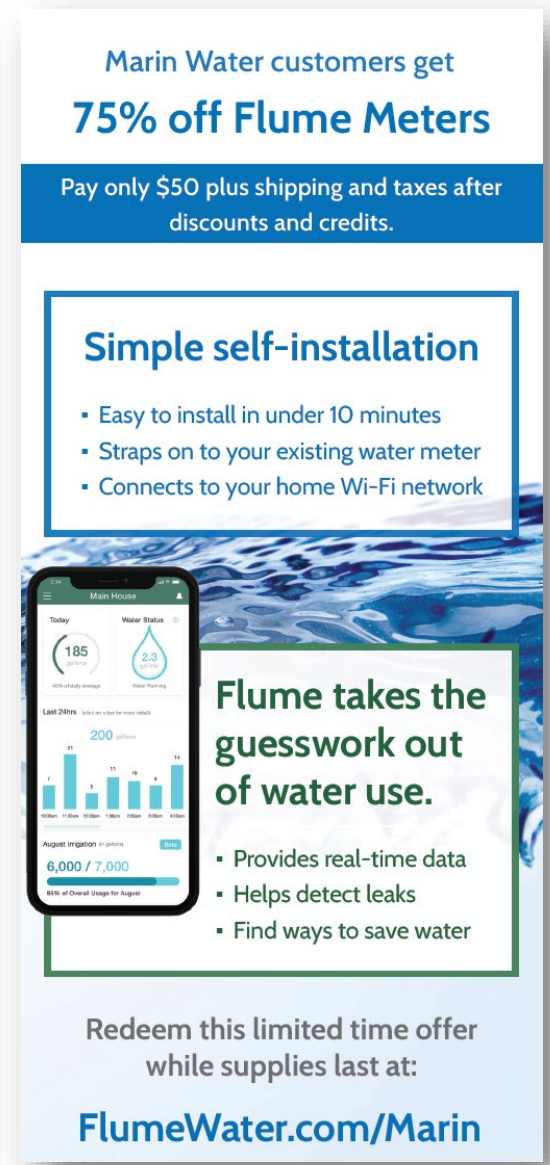
flume™

Real-time water use information sent directly to your phone

Marin Water customer exclusive

FlumeWater.com/Marin

MARIN WATER



Marin Water customers get
75% off Flume Meters

Pay only \$50 plus shipping and taxes after discounts and credits.

Simple self-installation

- Easy to install in under 10 minutes
- Straps on to your existing water meter
- Connects to your home Wi-Fi network

Flume takes the guesswork out of water use.

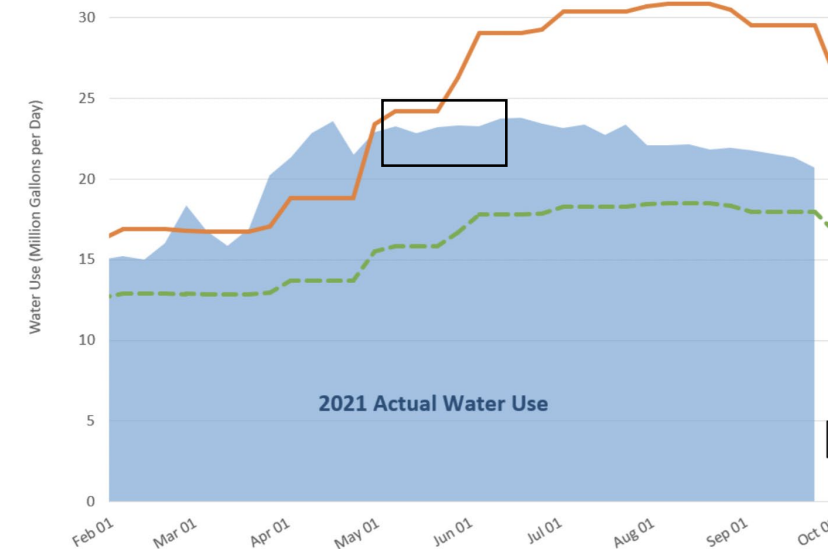
- Provides real-time data
- Helps detect leaks
- Find ways to save water

Redeem this limited time offer while supplies last at:

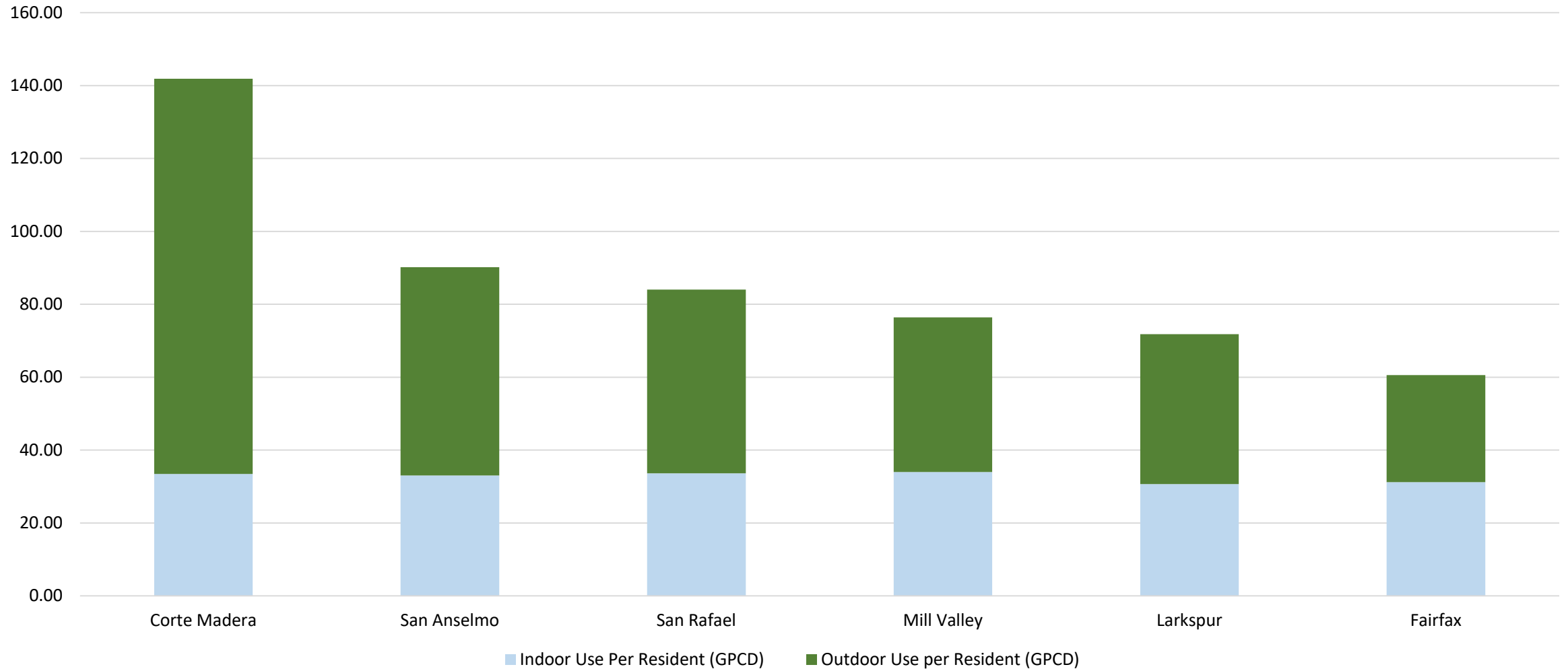
FlumeWater.com/Marin

Where are the water savings?

Residential	July-Aug Billed Consumption	% of Consumption
SINGLE FAMILY	-19%	60.1%
DUPLEX	-14%	1.7%
5 TO 9 UNITS	-10%	2.7%
3 TO 4 UNITS	-9%	1.4%
10+ UNITS	-6%	7.5%
SF RESIDENTIAL IRRIGATION	-2%	0.1%
Commercial		
RAW WATER	-58%	0.9%
IRRIGATION	-34%	6.0%
INSTITUTIONAL RESIDENTIAL	-15%	5.7%
BUSINESS & INDUSTRIAL	-14%	10.7%
RECYCLED WATER	-18%	2.9%
Other		
HYDRANT METER	-18%	0.2%
FIRELINE	38%	0.05%

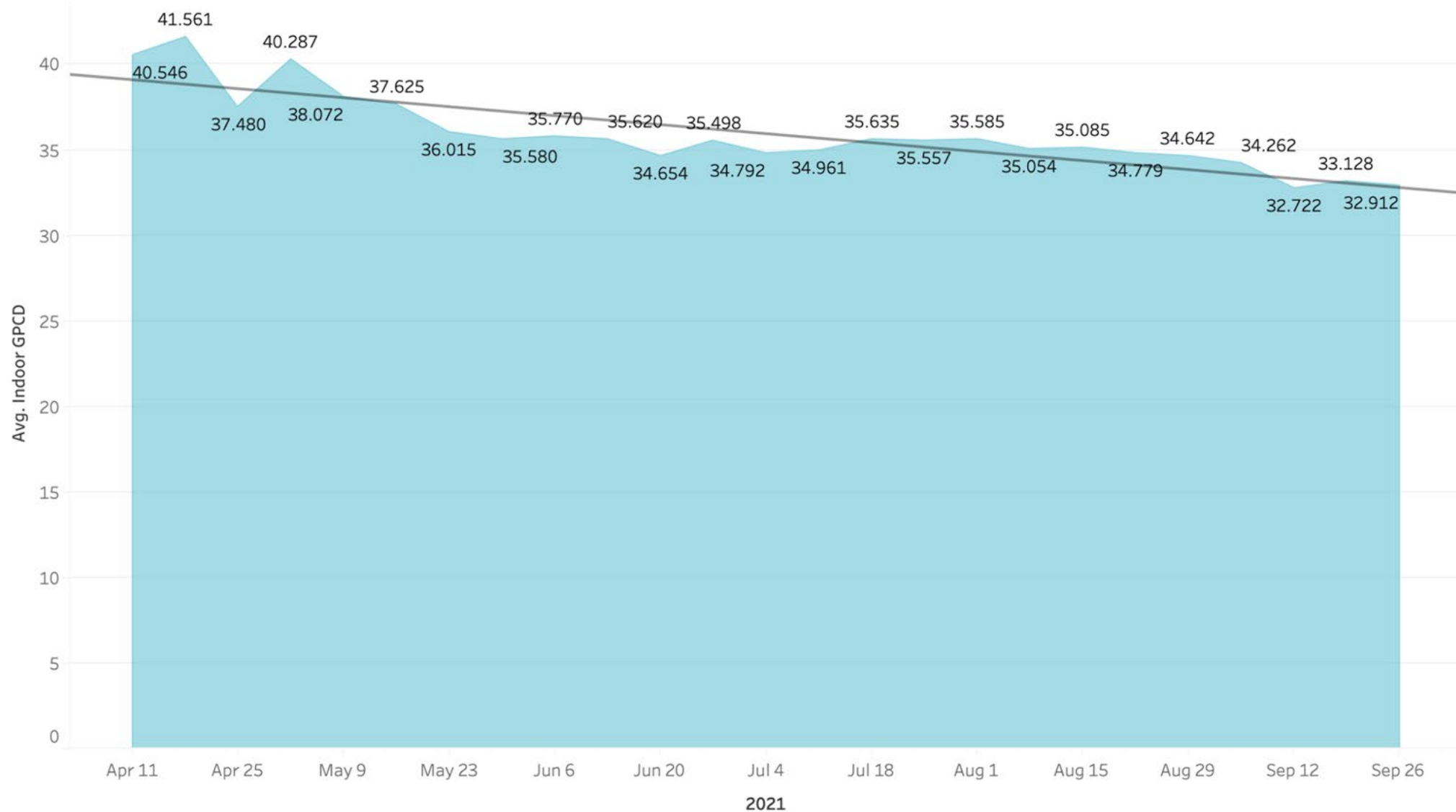


Water Use by Community (with 100+ Flume devices)



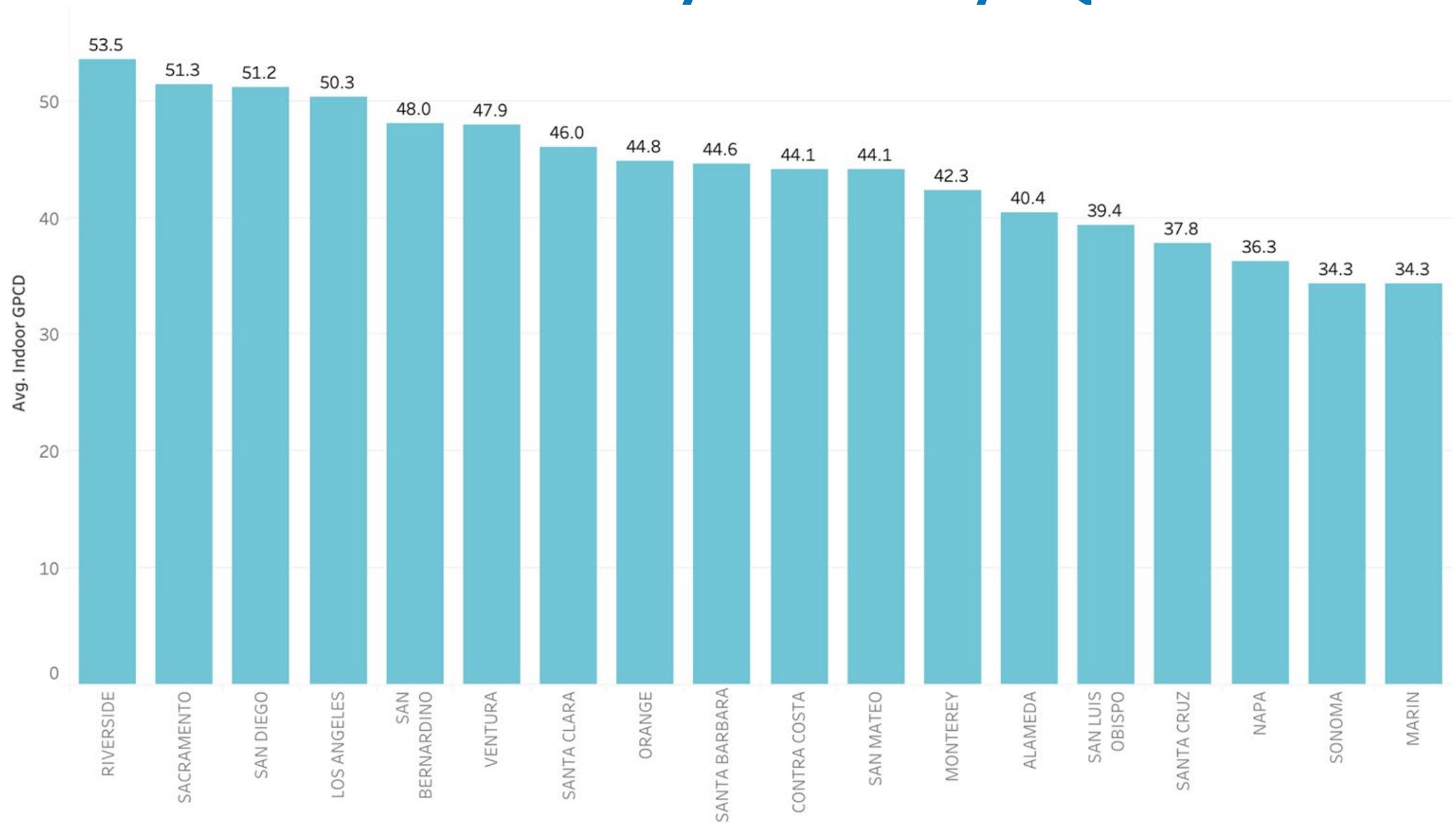
GPCD = gallons per person per day

Indoor Water Used (GPCD) since April 1, 2021



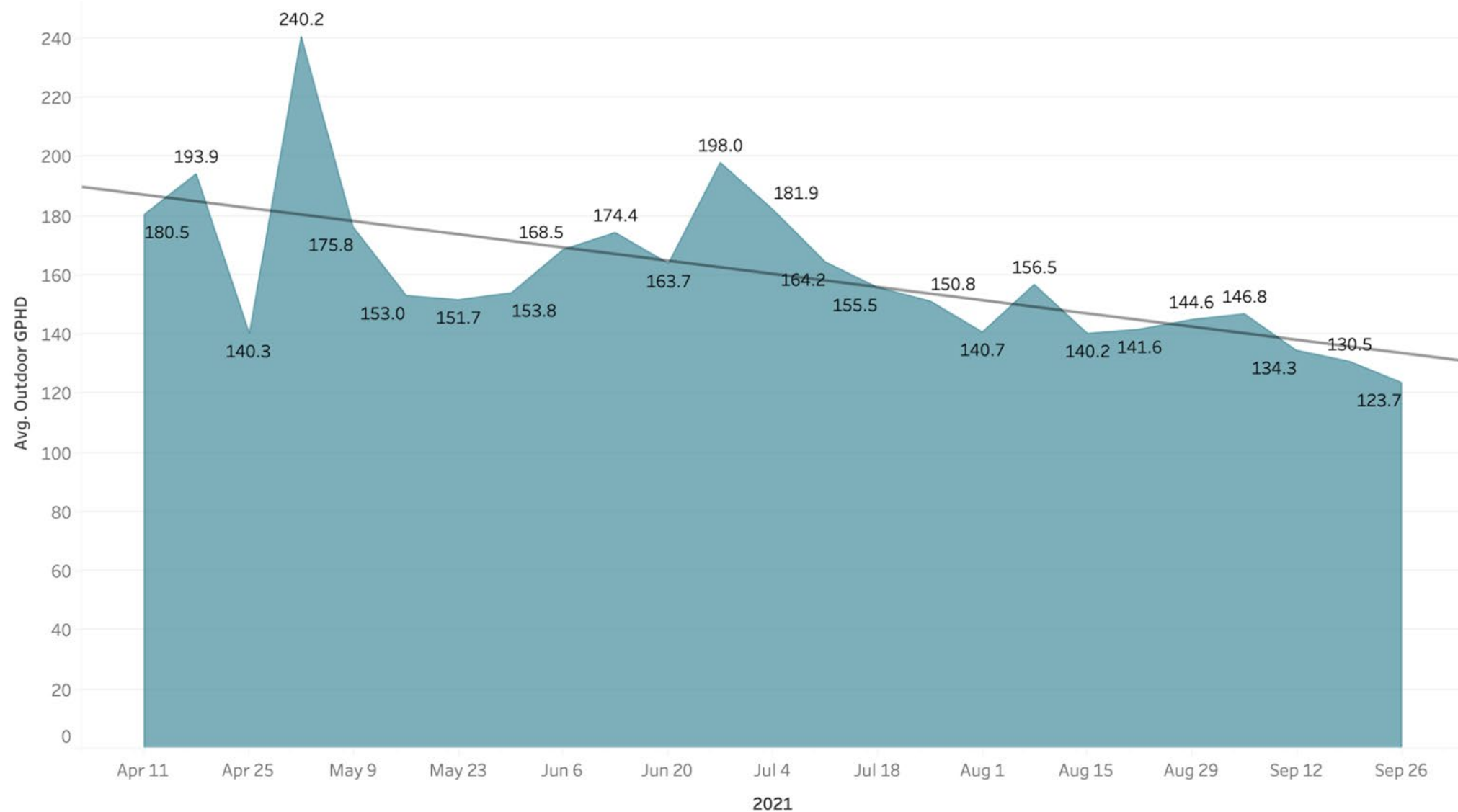
GPCD = gallons per person per day

Indoor Water Use by CA County - Q3 2021

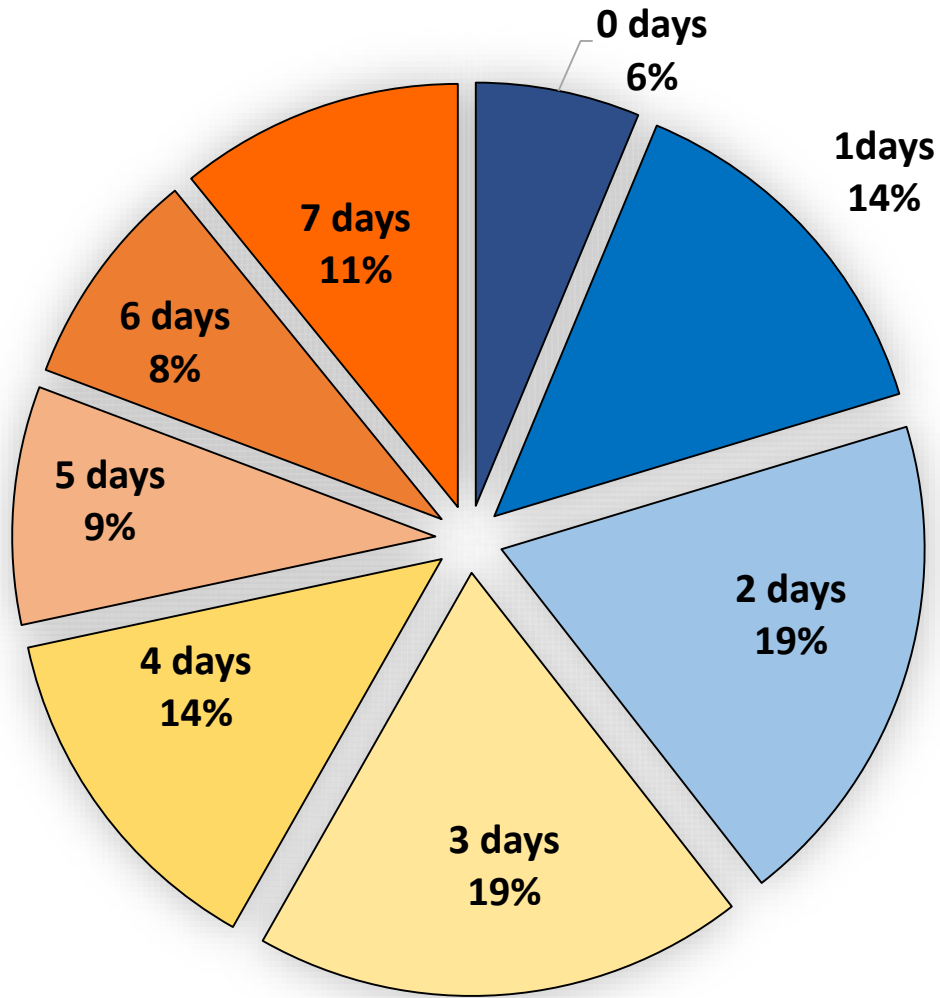


GPCD = gallons per person per day

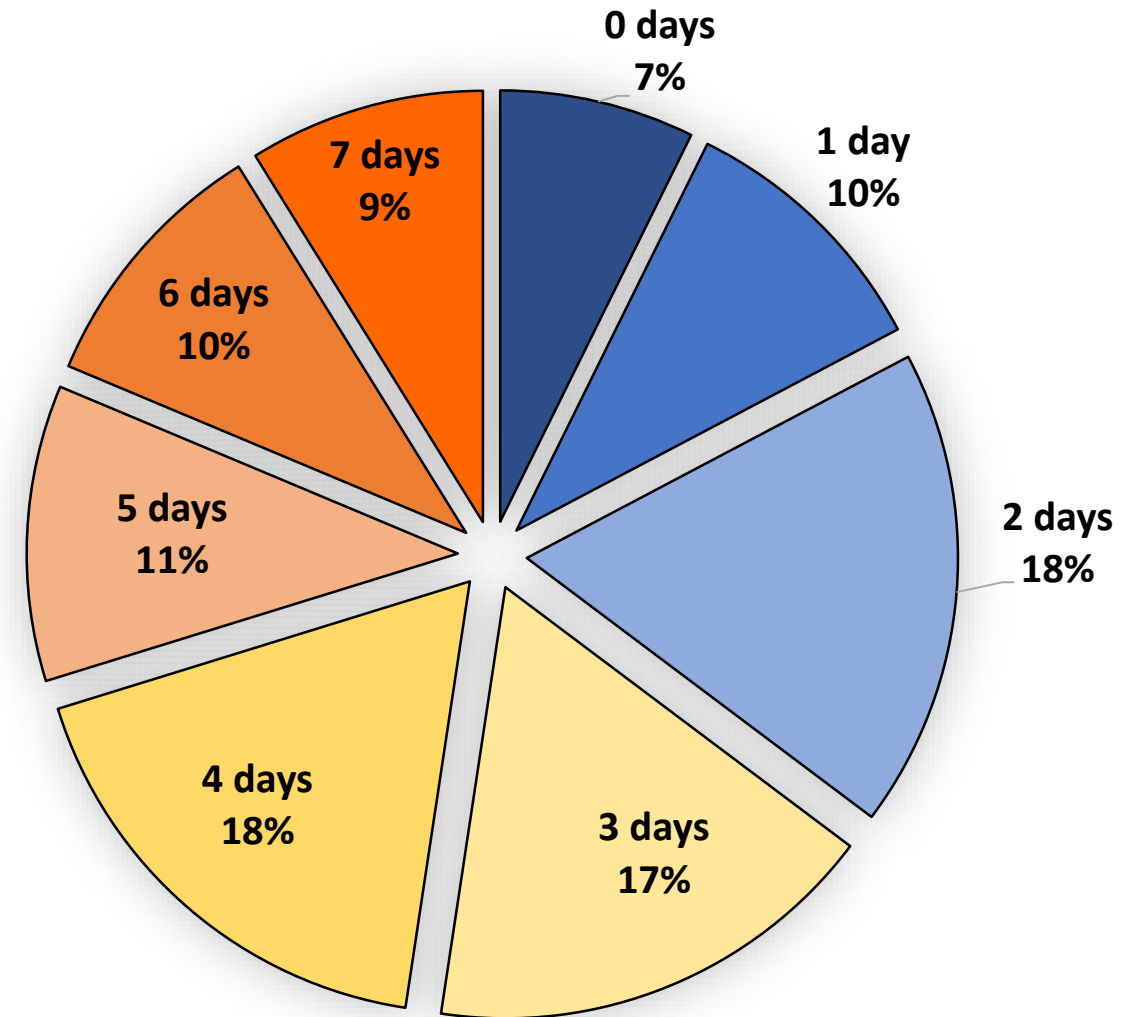
Outdoor Water Used (GPHD) since April 1, 2021



Tracking Days of Spray Irrigation



September - Overhead Sprinkler Spray Irrigation



June - Overhead Sprinkler Spray Irrigation

Additional Drought Response Actions to Curb Demands

- Planned Actions:
 - Winter irrigation prohibition (October 19)
 - Prohibit pool filling (October 19)
 - Net Zero Offset Program (November 2021)
 - Drought rates (TBD)
- Depending on winter precipitation, runoff, and reservoir levels:
 - Potable water shall only be used for health and safety.

Drought Response Next Steps

- Continue comprehensive outreach efforts including:
 - Direct mail
 - Email newsletters
 - Print and digital advertising
 - Coordination with community partners
- Ongoing Drought Response Evaluation
 - Program Participation
 - Resource Needs
 - New Program Opportunities
- Long Term Conservation and Communications Discussion