



# Communications Update

February 16, 2022



# **Drought Resiliency Communications Efforts**

An aerial photograph of a large reservoir nestled in a valley. The water is a light greyish-blue, contrasting with the dark, forested hillsides. A winding road or path is visible on the right side of the reservoir. The overall tone is somewhat muted, with a blue tint in the upper left corner.

## Drought Resiliency: Water Supply Assessment

### Key Messages:

- Approach is similar to effort undertaken after drought in the 1970s
- Builds on previous water supply study work done by the district and will explore multiple options to meet our commitment over the long-term
- Public is invited to participate throughout the process

**Pictured:** Soulajule Reservoir following completion in 1980

# Water Supply Assessment

## Upcoming Outreach:

- Virtual community workshop series
- Letter to community introducing plans with “save-the-date” for first community workshop
- Visual story-telling



## TO THE CENTRAL AND SOUTHERN MARIN WATER CUSTOMERS WE SERVE,

As the board of directors recently observed, the rainfall received in October and December provided us the safety net we've needed, filling our reservoirs enough to start to move away from the emergency water shortage we've faced for months. We also all saw how quickly that wet weather disappeared, leaving dry conditions to once again confront us. This type of drought weather pattern is frustrating because of the uncertainty it brings to estimating rainfall totals from year to year.

on our work conducted over the of future droughts. On February 1, e District to move forward with a ill supplement our needs in times orted by nationally-recognized

es.  
our community.  
tion or options.

I cons of each water supply option ly resiliency in an affordable way n by the District following the ptions to respond to changing ir, doubled the storage of an existing d developed a recycled water -the-art membrane treatment eclaimed wastewater for flushing cal commercial businesses and supply. We can address our water

nt, the District will host three ill be completed between February ith updates on the study and perts. The workshops will also ach option. We recognize there is ost sense for central and southern d journey, we invite you to save theorkshop set for March 9th, 2022 ate will be announced soon and

improve our drought resilience.

Save the Date!

## Virtual Community Workshop #1:

Water Supply Strategic Assessment

**Wednesday, March 9, 2022**  
**5-7 p.m. on Zoom**

Join staff and outside subject matter experts for a focused discussion on the district's roadmap for achieving long-term drought resiliency.

Meeting agenda and details on how to participate will be posted by Monday, February 21 at [marinwater.org](https://marinwater.org).

Can't make the workshop? A recording will be made available following the event.

Sincerely,


Larry Russell  
President, Marin Water Board of Directors

# Water Supply Assessment

## Upcoming Outreach (continued):

- Water supply projects landing page
- Updates & promotion between each community workshop

Mandatory water restrictions in place. [View current water rules.](#)



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Water Supply Projects

### Ensuring the Resiliency of Our Water Supply

Marin Water continues to pursue options to supplement our water supply in times of drought to ensure we have a resilient water system that can respond to changing climate conditions for years to come. Severe conditions brought on by the drought over the last couple years have only further underscored the need to do so. The District is exploring a range of project options, including those listed below, to help us determine which are viable and make the most sense for our community and the region. This webpage will be continually updated as there is information to share.

#### Intertie (Richmond/San Rafael Bridge Pipeline)

Proposes construction of an 8-mile pipeline across the Richmond-San Rafael Bridge to carry water purchased from third parties to Marin.




Marin Water is set to initiate a full environmental review process for this potential project that will take a year or longer to complete.  
[Overview & Updates](#)

On Jan. 4, 2022, in light of the sudden and substantial increase in reservoir storage due to record October and December rainfall, Marin Water's Board of Directors determined it could no longer rely on a CEQA emergency exemption for this project, as there was no longer an imminent threat of depleting water supply.  
[Read News Release \(Jan. 4, 2022\)](#)

#### Winter Water from Sonoma Water

Exploration of how to optimize the volume of "winter water" received from Sonoma and store it for use during shortages.



Winter water refers to Russian River water that is above minimum stream flow requirements as a result of rains between October and May.  
[Overview & Updates](#)

The District is working with Sonoma Water to determine the feasibility of capturing and using winter water as drinking water in times of need.  
[Learn more about Sonoma Water](#)

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A close-up, high-speed photograph of water splashing over dark, wet rocks. The water droplets are frozen in mid-air, creating a fine mist and a dynamic, energetic feel. The background is a soft-focus green, suggesting foliage. The overall tone is fresh and natural.

## Drought Resiliency: Water Use Efficiency

### Key Messages:

- Urgent water shortage has ended, but effects of climate change will continue to threaten long-term water supply.
- Increasing supply and managing demand on the system will both help long-term drought resiliency.
- It takes all of us to lessen impacts of future droughts – the district is working to address supply issues and customers are encouraged to continue smart water practices. The district will engage with the community and provide policies, programs, and tools to shape and support this effort.

# Water Use Efficiency


## Upcoming Outreach:

- Gardening Resources Digital Library
- Water efficient garden & landscape outreach campaign
  - ✓ Direct mail & bill inserts
  - ✓ Community Events
  - ✓ Advertising
  - ✓ Social media/ e-news
  - ✓ Stakeholder partnerships

### Gardening Resources Library

**Garden Inspiration**  
Sometimes a little help from others can get the ideas flowing for your own water-wise garden or landscape project! These resources may provide you with some inspiration as well as helpful guidance for your project design and maintenance.


**Landscape Design Templates**



8 free, scalable, water-efficient, front-yard landscape design templates.

[Access the templates here](#)


**Watershed Approach to Landscaping**



Includes how to, design info, and plant selection guides.

[Access the pdf here](#)

**Water Smart Plant Labels + Nursery List**




Water smart plant labels highlight low water use plants to nursery customers.

[Learn more and see a list of nurseries here](#)

### Water Smart Plants

Whether you choose native plants or imports, make sure you select plants that are compatible with Marin's warm, dry summers, and receive most of their moisture during the winters. These resources provide guidance.


**Marin Master Gardener Plant List**



Marin Master Gardener's suggested plants as well as plants to avoid.

[Learn more and see their selection here](#)

**Water Smart Plant Picker**



Hand selected plant list for Sonoma and Marin counties that displays mostly native species that will thrive in our climate.

[Learn more and see their selection here](#)


**Marin Water**  
February 8 at 4:19 PM · 🌐

Laundry-to-Landscape (L2L) graywater systems divert water from your washing machine to use for irrigation. L2L systems are generally the most simple and least expensive graywater systems to install and maintain.

We're continuing our partnership with [The Urban Farmer Store](#) to offer free laundry-to-landscape graywater webinars and a \$125 discount on your purchase of a graywater kit. To learn more about graywater systems and register for the next webinar, please visit [marinwater.org/rebates](https://marinwater.org/rebates).

## FREE WEBINAR


### LAUNDRY-TO-LANDSCAPE GRAYWATER WORKSHOP

 LAUNDRY-TO-LANDSCAPE (L2L) GRAYWATER PROGRAM

**MARCH 9**  
5:00 - 6:00 P.M.

**APRIL 13**  
5:00 - 6:00 P.M.

**JOIN**  
Laura Allen, lead author of "The San Francisco Graywater Design Guidelines for Outdoor Irrigation". She is also the author of "The Water-Wise Home: How to Conserve and Reuse Water in Your Home and Landscape" and "Greywater, Green Landscape".



# Water Use Efficiency

## Upcoming Outreach (continued):

- Community workshop series to gather input on topics such as:
  - ✓ Establishment of water use targets
  - ✓ Residential landscape restrictions including considerations for non-functional turf
  - ✓ Reach codes/ new connection requirements
  - ✓ Implementation of future drought restrictions

# Other Notable Projects on Deck or in Progress

## Salmon Spawning Activity



**Marin Water** @MarinWaterInfo · Jan 14

Marin Water's Aquatic Ecologist, Eric Ettlinger, released an update to the salmon spawner report. To read the full report visit the link below:

[marinwater.org/SpawnerUpdate](https://marinwater.org/SpawnerUpdate)



Contribute to your health and the health of Mt. Tam by pinning bees, pulling French broom, protecting vulnerable species, and enjoying time outside with wonderful community members. Come join us to appreciate the crisp, clean air of winter and spend a morning with fellow incredible volunteers!



### Community Science: Tamalpais Bee Lab

Saturday, February 5, 12 & 26 - 9:00 a.m. to noon

Community science volunteers play a critical role in this study by

collections management and insect identification!

[Register](#)

## Relaunch of Volunteer Opportunities

## Watershed wildfire resilience & forest health education/outreach



**Marin Water**

January 25 at 11:21 AM · 🌐

In October of 2019, Marin Water's Board of Directors unanimously adopted a plan that expanded vegetation management throughout the Mt. Tamalpais watershed using no herbicides, with an adaptive management approach that will benefit from the latest science and research. The Biodiversity, Fire, and Fuels Integrated Plan (BFFIP) is designed to restore forest health and watershed resiliency.

In addition to detailed planning and monitoring, our approach to vegetation management includes reducing potential fire fuels, removing invasive species, prescribed burning, and fuelbreak maintenance. Our landscape stewardship enhances ecosystem resiliency and improves the health of our forests and our watershed. Read about our plan at [marinwater.org/BFFIP](https://marinwater.org/BFFIP)

Marin Water can be seen here conducting pile burning, which is a controlled burning method for disposing of accumulated vegetative slash and debris where the material is stacked in piles and burned on-site versus being hauled off-site for disposal.

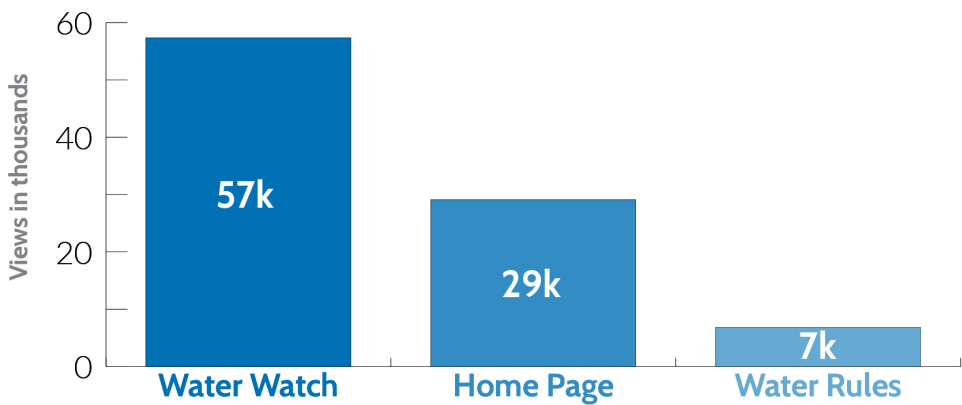


# PIO Report – Analytics Snapshot

# Website Traffic

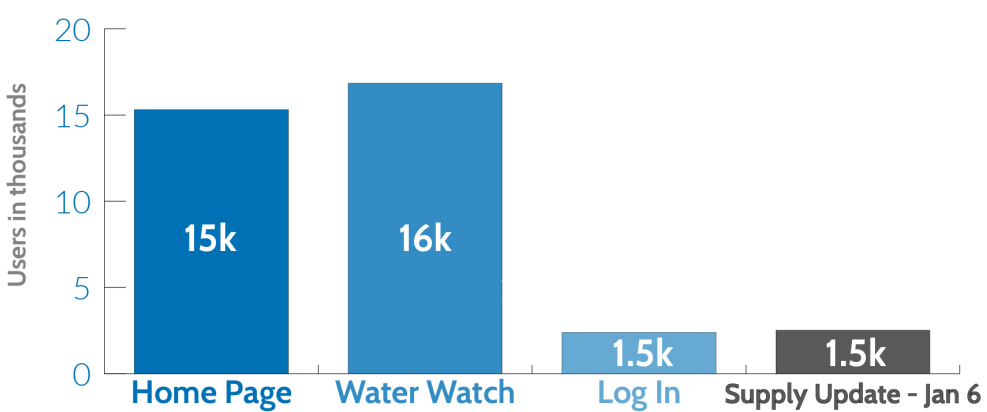
## Most Viewed Pages

Jan 1 - Feb 15

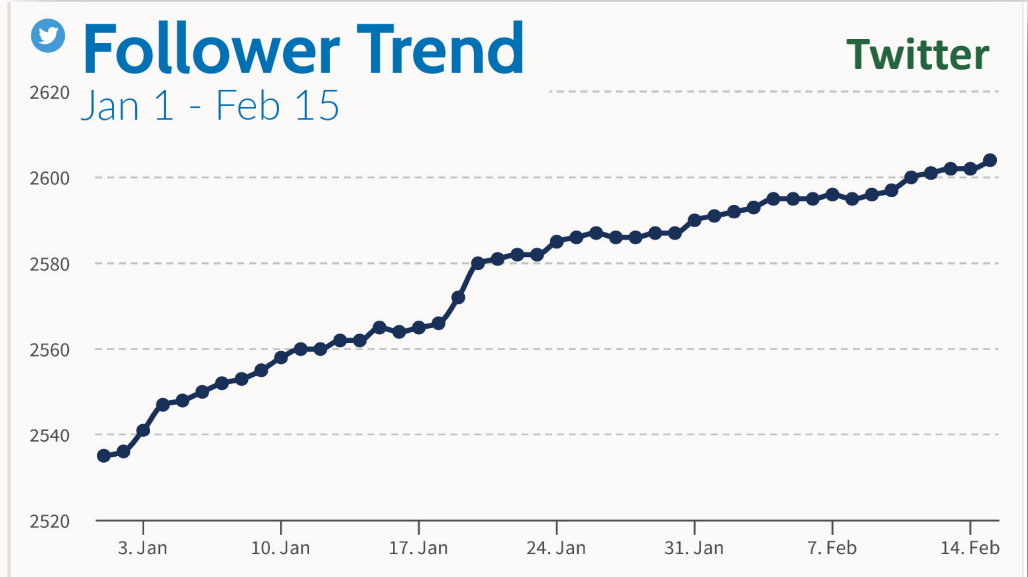
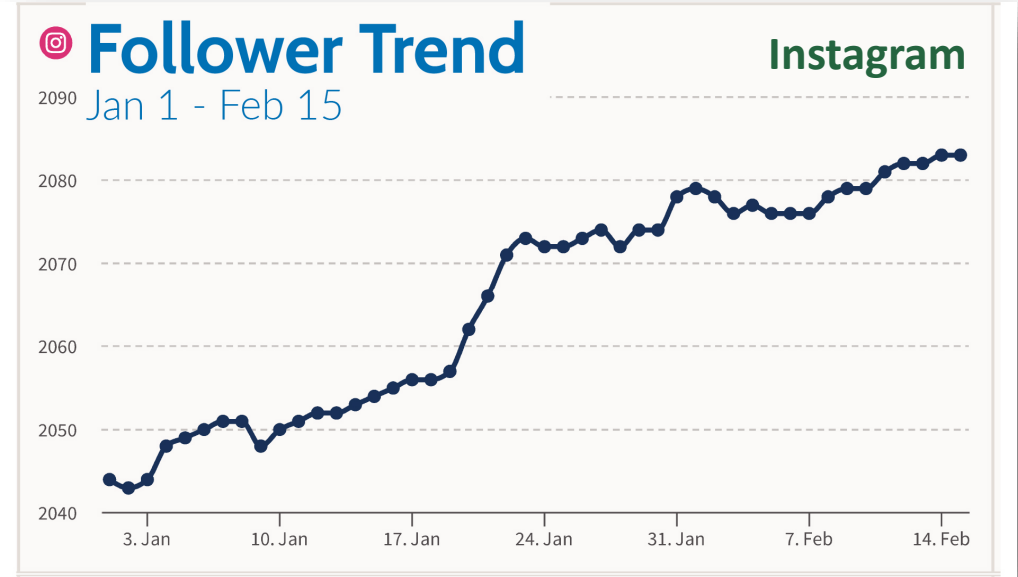
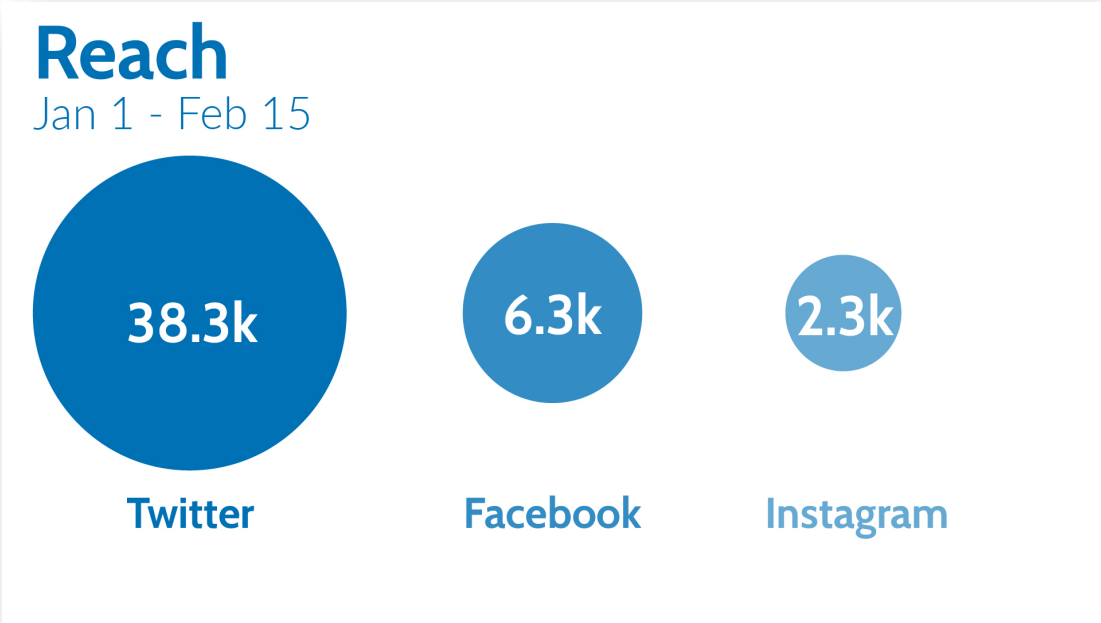


## New Users by Page

Jan 1 - Feb 15

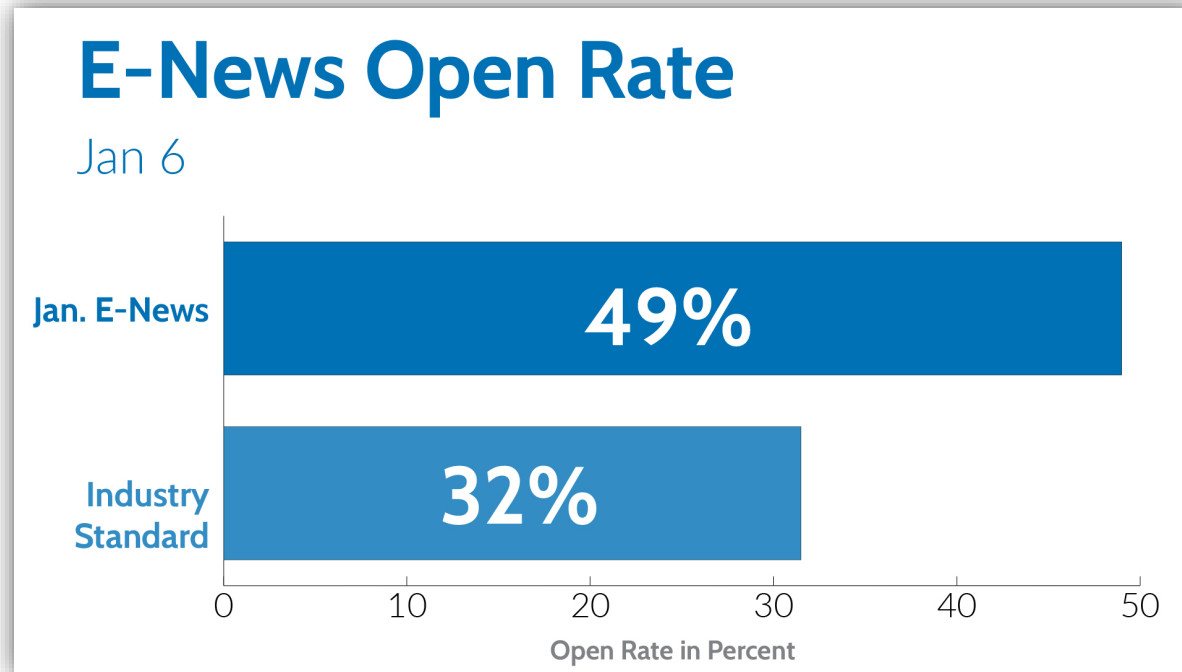



# Social Media Engagement




# Monthly E-News Open Rates

- 20,814 total email recipients






# Marin Water News



January 2022



## Recent Storms + Supply

During the month of December, Marin Water recorded 24.86 inches of rain at Lake Lagunitas helping to boost our water storage levels. Find out what this means for our water supply, current water-use limits, and the drought.

[Learn More](#)