



Posting Date: 02-11-2022

AMENDED NOTICE OF REGULAR MEETING

COMMUNICATIONS & WATER EFFICIENCY COMMITTEE/ BOARD OF DIRECTORS (COMMUNICATIONS & WATER EFFICIENCY)

(Per paragraph 3 on page 10 under subsection *Committee Meetings* of the Board Handbook: The Board, as a practice, generally does not take final action on items during committee meetings, unless District staff determines the urgency of the item requires immediate action that cannot be delayed until a subsequent regular bi-monthly Board meeting.)

MEETING DATE: 02-16-2022

TIME: Meeting begins at **9:30¹a.m. (Public)**

LOCATION: This meeting will be held virtually, pursuant to Assembly Bill (AB) 361.

To participate online, go to <https://us06web.zoom.us/j/86704796019>. You can also participate by phone by calling **1-669-900-6833** and entering the webinar ID#: **867 0479 6019**.

PARTICIPATION DURING MEETINGS: During the public comment periods, the public may comment by clicking the “raise hand” button on the bottom of the Zoom screen; if you are joining by phone and would like to comment, press *9 and we will call on you as appropriate.

EMAILED PUBLIC COMMENTS: You may submit your comments in advance of the meeting by emailing them to BoardComment@MarinWater.org. All emailed comments received by 7:30 a.m. on the day of the meeting will be provided to the Board of Directors prior to the meeting. All emails will be posted on our website. (Please do not include personal information in your comment that you do not want published on our website such as phone numbers and home addresses.)

AGENDA ITEMS	RECOMMENDATIONS
Call to Order and Roll Call	
Adopt Agenda	<i>Approve</i>

¹ Time on the original agenda stated it was 9:00 a.m. start time. That was incorrect.

AGENDA ITEMS	RECOMMENDATIONS
Public Comment <i>Members of the public may comment on any items not listed on the agenda during this time. Comments will be limited to three minutes per speaker, and time limits may be reduced by the Committee Chair to accommodate the number of speakers and ensure that the meeting is conducted in an efficient manner.</i>	
Calendar	
1. Minutes of the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) Meeting of November 17, 2021 (Approximate time 1 minute)	<i>Approve</i>
2. Water Efficiency Update (Approximate time 40 minutes)	<i>Information</i>
3. Communications Activities Update (Approximate time 15 minutes)	<i>Information</i>
Adjournment (10:26 a.m. - Time Approximate)	

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

In accordance with the Americans with Disabilities Act (ADA) and California Law, it is Marin Water's policy to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are a person with a disability and require a copy of a public hearing notice, an agenda, and/or agenda packet in an appropriate alternative format, or if you require other accommodations, please contact Board Secretary Terrie Gillen at 415.945.1448, at least two days in advance of the meeting. Advance notification will enable the Marin Water to make reasonable arrangements to ensure accessibility.

AGENDAS ARE AVAILABLE FOR REVIEW AT THE CIVIC CENTER LIBRARY, CORTE MADERA LIBRARY, FAIRFAX LIBRARY, MILL VALLEY LIBRARY, MARIN WATER OFFICE, AND ON THE MARIN WATER WEBSITE (MARINWATER.ORG)

FUTURE BOARD MEETINGS:

- ❖ Friday, February 18, 2022
Operations Committee/Board of Directors (Operations) Meeting
9:30 a.m.
- ❖ Thursday, February 24, 2022
Finance & Administration Committee/Board of Directors (Finance & Administration) Meeting
9:30 a.m.

- ❖ Tuesday, March 1, 2022
Board of Directors' Regular Bi-Monthly Meeting
7:00 p.m.


Board Secretary



Item Number: 01
Meeting Date: 02-16-2022
Meeting: Communications &
Water Efficiency Committee/
Board of Directors
(Communications & Water
Efficiency)

Approval Item

TITLE

Minutes of the Communications & Water Efficiency Committee/Board of Directors
(Communications & Water Efficiency) Meeting of November 17, 2021

RECOMMENDATION

Approve the adoption of the minutes.

SUMMARY

On November 17, 2021, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) held its quarterly meeting. The minutes of that meeting are attached.

DISCUSSION

None

FISCAL IMPACT

None

ATTACHMENT(S)

1. Minutes of the Communications & Water Efficiency Committee/Board of Directors
(Communications & Water Efficiency) Meeting of November 17, 2021

DEPARTMENT OR DIVISION	DIVISION MANAGER	APPROVED
Communications & Public Affairs Department	 Terrie Gillen Board Secretary	 Ben Horenstein General Manager

**MARIN MUNICIPAL WATER DISTRICT
COMMUNICATIONS & WATER EFFICIENCY COMMITTEE /BOARD OF DIRECTORS
(COMMUNICATIONS & WATER EFFICIENCY) MEETING**

MINUTES

Wednesday, November 17, 2021

Via teleconference

(In accordance with Assembly Bill (AB) 361)

DIRECTORS PRESENT: Larry Russell, Monty Schmitt, Jack Gibson, and Cynthia Koehler

DIRECTORS ABSENT: Larry Bragman

CALL TO ORDER: Chair Koehler called the meeting to order at 9:00 a.m.

ADOPT AGENDA:

On motion made by Director Gibson and seconded by Director Russell, the board approved the adoption of the agenda with switching placements of agenda items 3 and 5, by the following roll call vote:

Ayes: Directors Russell, Schmitt, Gibson, and Koehler

Noes: None

Absent: Director Bragman

PUBLIC COMMENT:

There was one (1) public comment.

CALENDAR ITEMS:

**Item 1 Minutes of the Communications & Water Efficiency Committee/Board of Directors
(Communications & Water Efficiency) Special Meeting of August 20, 2021**

On motion made by Director Russell and seconded by Director Schmitt the board approved the minutes by the following roll call vote:

Ayes: Directors Russell, Schmitt, and Koehler

Noes: None

Abstain: Director Gibson

Absent: Director Bragman

There were no public comments on this item.

Item 2 High Water Users Focus Group and Survey Results

Water Efficiency Manager Carrie Pollard introduced and Dave Metz with FM3 presented this item to the board. (During the presentation, Director Bragman joined the meeting.)

There was one (1) public comment.

This was an informational item. The board did not take formal action.

Item 5 Water Efficiency Program Update

During the Adoption of the Agenda, this item switched with agenda item 3.

Water Efficiency Manager Pollard and Division Operations Manager Paul Sellier brought forth this item, including draft principles of the Intertie Project and establishing long-term water use targets. The board provided feedback in drafting the principles, as well as providing input on the water use targets.

At 10 a.m., Chair Koehler had to leave, so Director Bragman facilitated the rest of the meeting.

There were no public comments.

This was an informational item. The board did not take any formal action.

Item 4 Communications Update

Acting Communications & Public Affairs Director Emma Detwiler presented this item. Brief discussion ensued.

There was one (1) public comment.

This, too, was an information item. No formal action was taken by the board.

Item 3 Prohibiting Nonfunctional Turf and Limiting Single-Family/Duplex Turf Area

Water Efficiency Manager Pollard presented this item including what this would mean for our customers and what would be the steps to implement this. The board and staff conversed on this item.

Director Schmitt left at 10:50 a.m.

There was no public comment.

The board did not take any formal action.

ADJOURNMENT

There being no further business, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) meeting adjourned at 11:07 a.m.

Board Secretary

DRAFT




Item Number: 02
Meeting Date: 02-16-2022
Meeting: Communications &
Water Efficiency Committee/
Board of Directors
(Communications & Water
Efficiency)

Informational Item

TO: Communications and Water Efficiency Committee/Board of Directors

FROM: Crystal Yezman, Director of Engineering 

THROUGH: Ben Horenstein, General Manager 

DIVISION NAME: Engineering Division

ITEM: Water Efficiency Update

SUMMARY

Staff will provide an update on current Water Efficiency Program activities including a review of drought incentives and long term program efforts.

DISCUSSION

With reservoir storage recovered, the water efficiency program is transitioning from drought response to refocusing on long term water saving efforts. Staff will review the drought incentives and provide recommendations on program changes to progress long term water savings. For example, the turf removal program participants were discouraged from replanting during the drought, there is now an opportunity to provide tools and resources for replanting locally appropriate plant material and customers who are joining the turf removal program should be required to replant the area with locally appropriate plant material.

Staff will also provide a status of programs under development including the Water Efficiency Master Plan, the Statewide Framework, and the Citizen's Advisory Committee.

FISCAL IMPACT

There is no fiscal impact.

ATTACHMENT(S)

None



Item Number: 03
Meeting Date: 02-16-2022
Meeting: Communications &
Water Efficiency Committee/
Board of Directors
(Communications & Water
Efficiency)

Informational Item

TO: Communication and Water Efficiency Committee/Board of Directors

FROM: Adriane Mertens, Communications & Public Affairs Manager

THROUGH: Ben Horenstein, General Manager

DIVISION NAME: General Manager

ITEM: Communications Activities Update

SUMMARY

Staff will provide an update on current Communications and Outreach activities.

DISCUSSION

Through early winter, staff continued to proactively outreach to District customers to provide resources and information regarding the District's drought response and water-saving programs. With a dramatic increase in the District's available water supply, the communications team has shifted outreach plan development and messaging to align with the District's refocus on longer term drought resiliency initiatives – both around water supply and water-use efficiency. Staff will provide a presentation to update the Board on recent and planned outreach efforts around these initiatives including direct-to-customer outreach, community engagement opportunities, advertising, and new digital resources and tools.

FISCAL IMPACT

None

ATTACHMENT(S)

None