



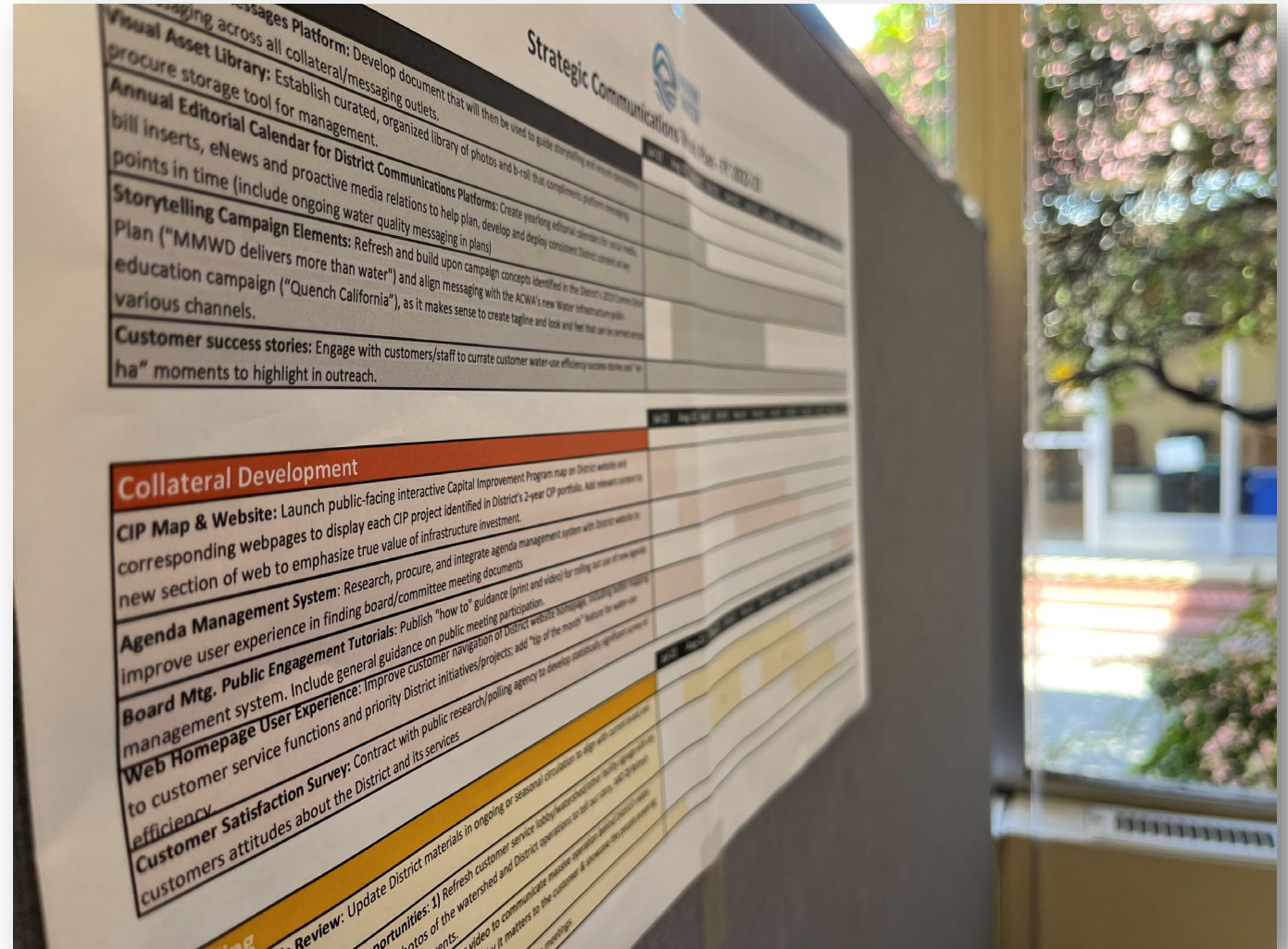
Communications Activities Update

Aug. 17, 2022



Strategic Communications Workplan (FY 22-23)

- Presented to Board on May 25
- Finalized in June
- Timeline distributed first week of July



Work Plan Strategic Objectives

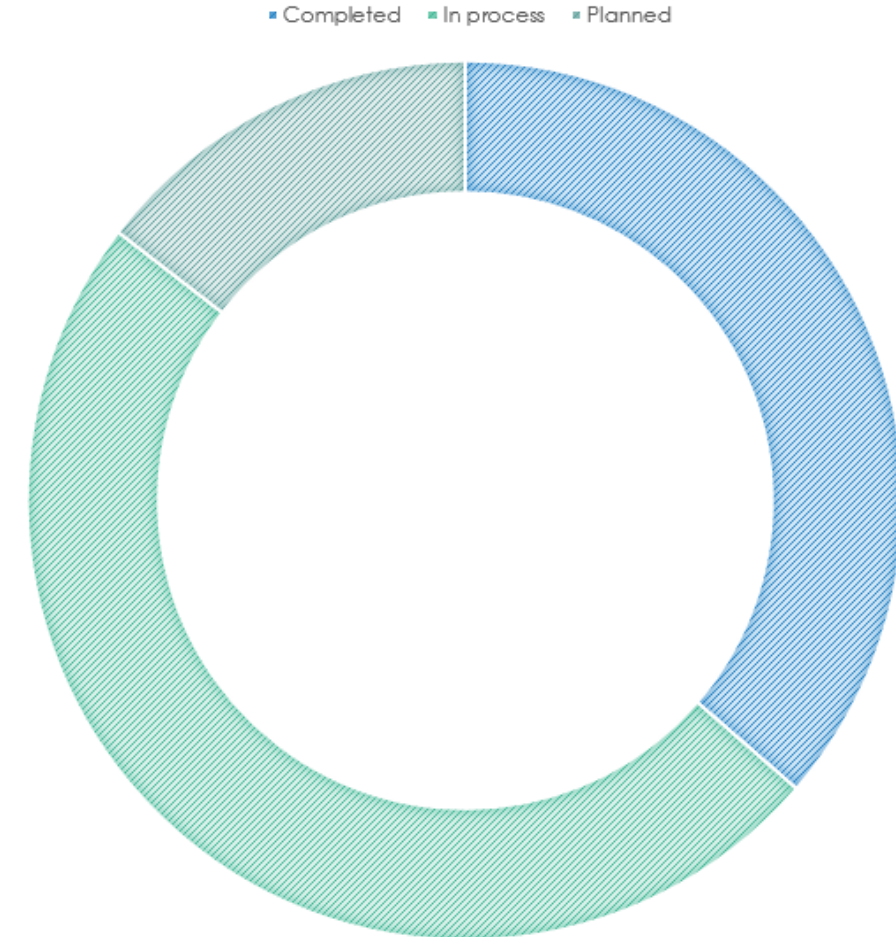
1. Elevate awareness – internally and externally – of Marin Water’s operation and its value
2. Enhance the content, timing and delivery mechanisms for stakeholder outreach and expand understanding of Marin Water’s mission, vision, and strategic priorities
3. Strengthen Marin Water’s brand identity and consistency
4. Increase positive coverage for Marin Water’s digital footprint (media, social, e-newsletter, etc.)
5. Improve online customer access to District services and public meeting documents
6. Ensure internal preparedness for emergency communications so the District is well poised to provide timely information as a dependable and trusted source.



Strategic Communications Workplan (FY 22-23)

- Includes tactical actions in nine key focus areas
- Work in progress in more than half of Work Plan deliverables

WORKPLAN PROGRESS



Telling the District's Story

Key message themes

- We continue critical water supply planning efforts and investments in our aging infrastructure to ensure our water future and reliability of our service
- We take sustainable measures to protect our natural resources from threats including wildfire
- We offer innovative programs and services to support our customers in using water wisely as we continue to face climate-driven drought conditions



2022 e-News Content Planner

Content Creation

- Shaping content planning tools

Month	April	May	June	July	August	September
Publication Date	April 7, 2022	May 5, 2022	June 2, 2022	July 7, 2022	August 4, 2022	Sept. 1, 2022
MWW Morning 110		Annual Water Quality Report - Adriane	District Fire season preparations - ADRIANE	CIP Map	\$1.4M grant award for Lagunitas Creek Project	Watershed Rec Management Plan: Take Survey
	Water Supply Assessment Update	Board Actions on Restrictions - ADRIANE	Rec Management Plan Community Workshop on June 8 - Adriane	Strategic Water Supply Assessment Update	Pine Mountain Tunnel Tank Replacement Project	Strategic Water Supply Assessment Update
	Earth Day	Strategic Water Supply Update - ADRIANE	CAP - GAVIN	Pine Mountain Tunnel Tank Replacement Project	Strategic Water Supply Assessment Update	Fall WaterSmart Gardening classes offered through community partnerships (Sloat and College of Marin)
MWW News	Kastania Pump Station Success	Ember Stomp - ADRIANE	new state regs and what it means for Marin? - GAVIN	Water Rec. Management Plan Update	Watershed Rec Management Plan Update	Watershed Resiliency
	Azaela Hill Volunteer Project	Salmon spawner Update - GAVIN		Strategic Water Supply Assessment Update	End of water year update	Sept. CIP construction projects updates? (coordinate with Marin)
		E. Blithedale Ave. pipeline project - ADRIANE		GrizzlyCorps		
		City Nature Challenge - 4/29 to 5/8 - GAVIN				
	4/9 - Habitat Gardening with Marin Master Gardeners	May 3 - L2L	Volunteer program - StoryTimes partnership with the San Rafael Libraries.	7/6 - Habitat Gardening with Master Gardeners		9/3 - FireSmart Landscaping (partnership with Sloat)
	4/16 - Habitat Restoration with		10:30 Thursdays Downtown	7/15 - District		9/10 - Designing your

Content Creation

- Capturing visual assets
- Highlighting customer success



on the WaterFront



Summer 2022

LET'S CUT WATER WASTE

A water use efficiency specialist with Marin Water recently visited a customer's home. The homeowner had just received a letter regarding a spike in water use the previous billing period, and he wasn't sure what to do.

Our specialist found the customer's irrigation programming was running much longer than necessary, among other issues such as leaks in the drip irrigation system. The result: Thousands of gallons of water saved every year, a reduced monthly bill and one happy customer.

This homeowner's story is fairly typical. As part of Marin Water's Conservation Assistance Program, our specialists help find ways to reduce water waste for a half-dozen customers each week.

A call to our specialists isn't the only way to discover potential water waste. Marin Water advises all customers to take the time to audit your own irrigation systems, checking sprinkler and drip systems to ensure they are working correctly. Also, customers are welcome to stop by our Corte Madera office at 220 Nellen Ave., during regular business hours, to pick up free water efficiency upgrades, such as faucet aerators or replacement showerheads. For more information about Marin Water's Conservation Assistance Program, go to marinwater.org/CAP.



- Guidance on reading your meter and how to check for leaks
- A review of your irrigation scheduling
- An evaluation of fixtures, appliances, and water-use patterns
- Information about water-efficiency technologies that may be appropriate for your business

To sign up, or for more information about the Conservation Assistance Program for businesses, go to marinwater.org/ForBusinesses.

Collateral Development

Capital Improvement Program Map & Webpage

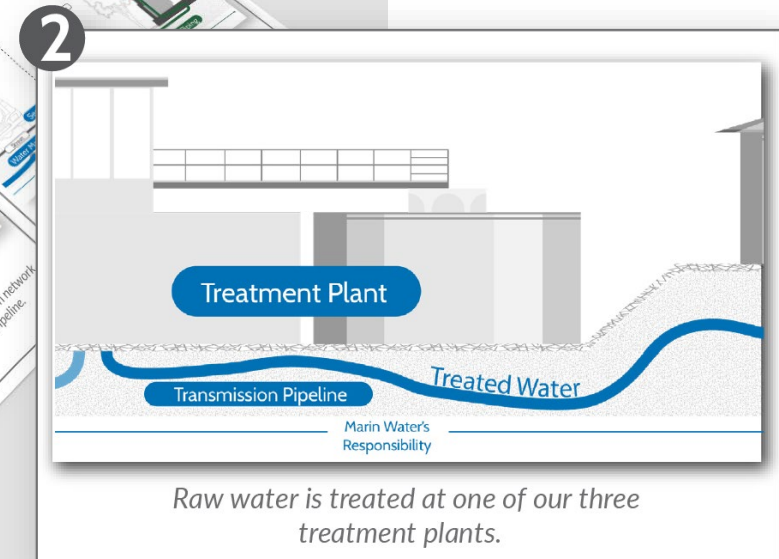
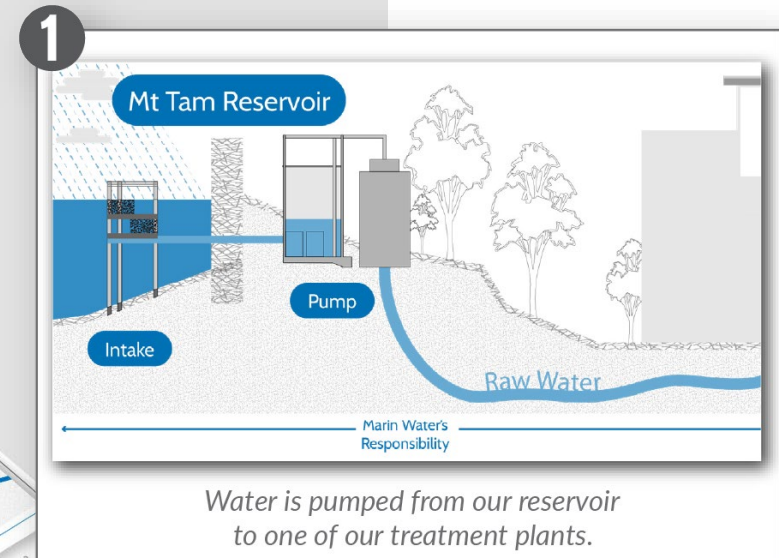
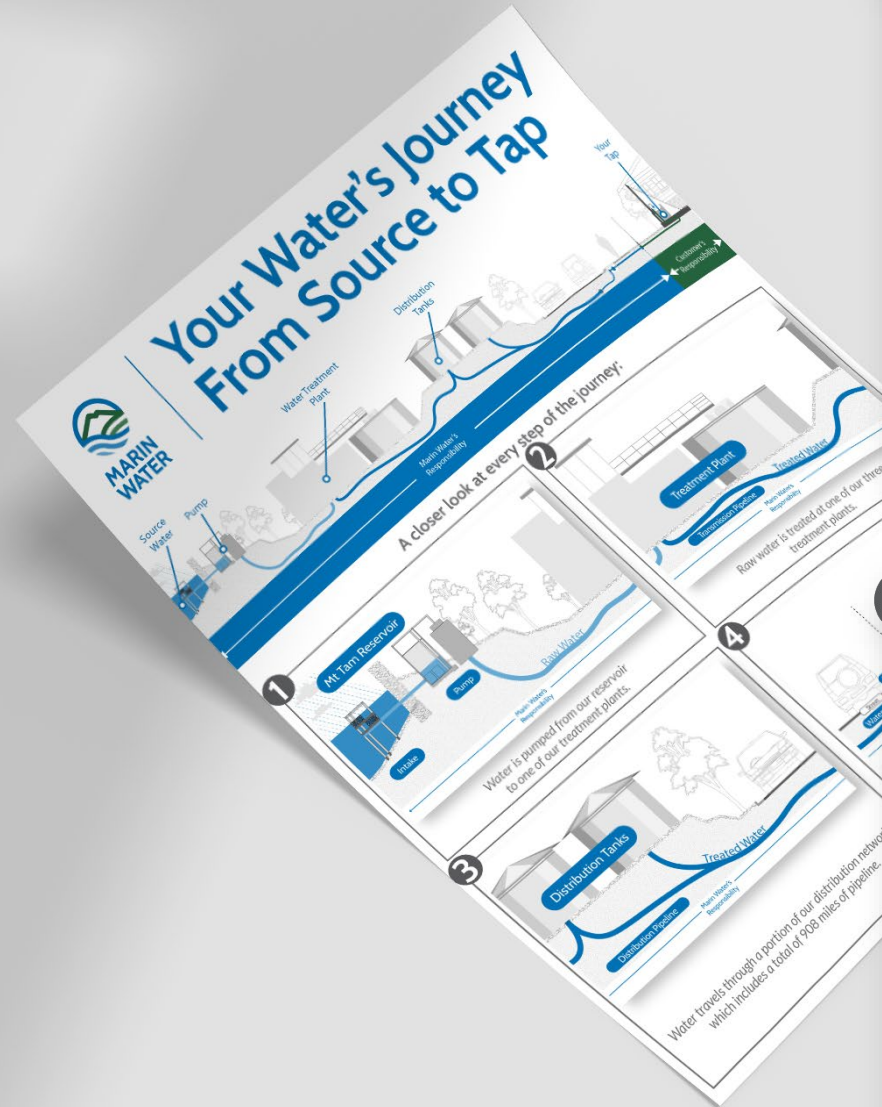
- A multi-pronged effort that went live in July
- Featured in social media efforts, eNews publication
- Highlights planned, completed and ongoing work



Collateral Development

Your Water's Journey

- Illustrations depicting how Marin water travels from reservoir to tap
- Highlights complex process and significance of District infrastructure
- Handout completed and webpage development in progress



Collateral Development

Watershed Resiliency Web Resource

- Explains multi-faceted approach to protecting watershed from threats
- Uses photos and documents library



Before: A portion of the watershed with invasive French broom



After: The same area, cleared of French broom

Watershed Resiliency



Protecting Our Natural Resources

The ability to deliver clean, reliable water to 191,000 southern Marin County residents is our top priority. Nowhere is that mission more evident than in the work the District does to care for the Mount Tamalpais Watershed where we source more than half of our water for our customers. Great effort goes into protecting our natural resources there from threats, including the impacts of wildfires.

And among the forested hillsides of the Mount Tamalpais Watershed, small vegetation fires are common, especially during fire season. Wildfire has the potential to degrade forests and watershed functions that could impact water quality and water supply infrastructure as well as threaten neighboring residential communities.

Through detailed planning, comprehensive training and robust vegetation management and forest restoration efforts, Marin Water works year-round to minimize the impacts of potential wildfires and maximize ecological health on our watershed lands – all of which help to protect water quality, our water delivery infrastructure and the community.

Planning and Collaborative Partnerships

As climate change continues to impact weather patterns, environmental conditions and fire behavior, Marin Water works to ensure a strong understanding of existing conditions on the watershed, including the watershed's wildfire resilience, which was most recently detailed in the 2021 Wildfire Resilience Study. This study is a living document that presents a comprehensive review of the current state of the District's wildfire preparedness programs and operations.

In addition, staff work closely with numerous partners to coordinate on fire resiliency and response on the watershed. The District takes part in bi-monthly Fire Safe Marin Board meetings and engages with the Advisory Technical Committee for the [Marin Wildfire Prevention Authority](#).

The District is also a member of One Tam, a multi-agency partnership that will soon publish a Forest Health Strategy planning document outlining guidance to ensuring Marin's forests remain resilient in the face of looming threats from wildfire, invasive species and disease.

Documents:

- [Wildfire Resilience Study \(2021\)](#)

Our Resiliency Planning Partners



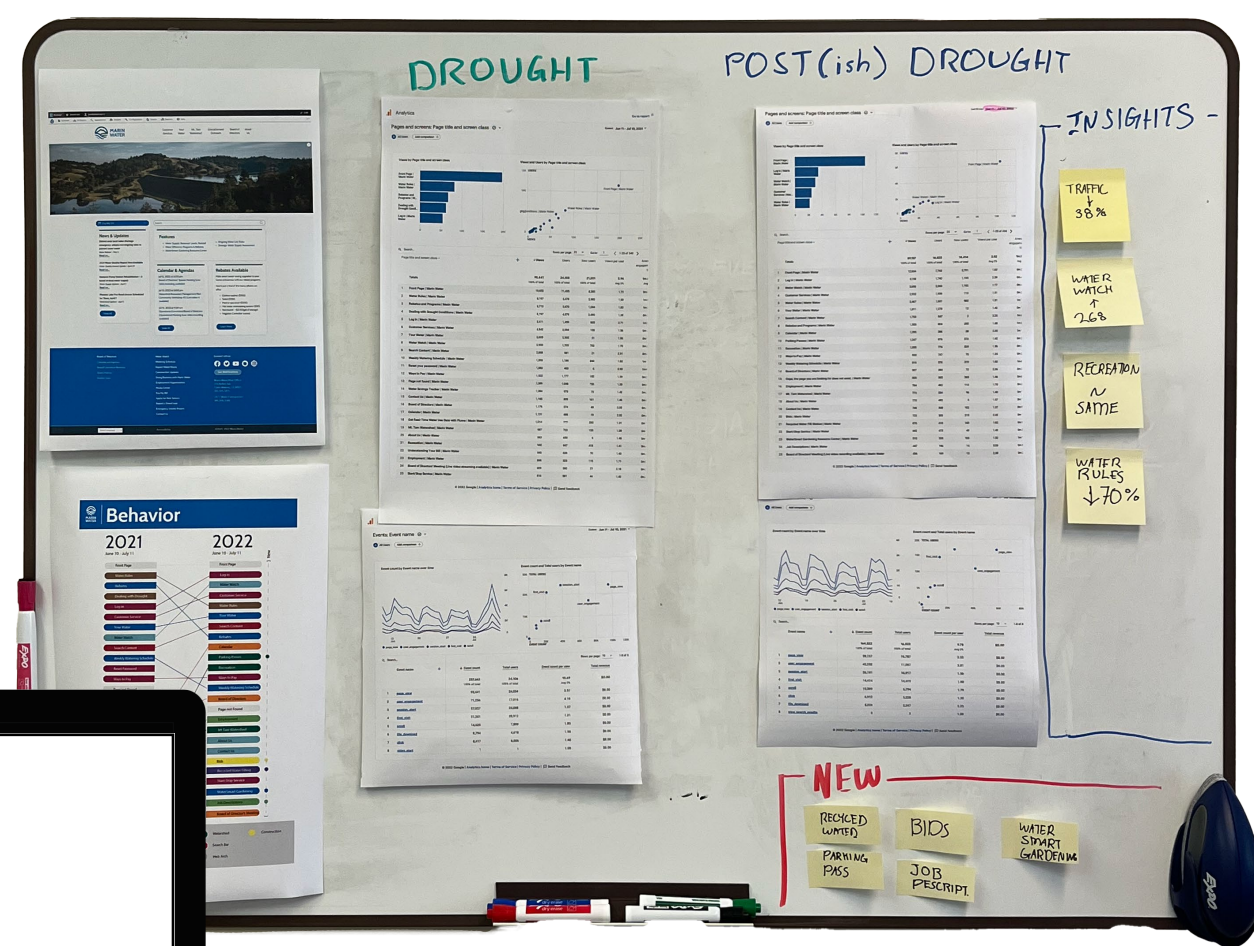
This multi-agency partnership brings together the National Park Service, California State Parks, Marin County Parks, Golden Gate National Parks Conservancy and Marin Water to ensure a vibrant future for Mount Tamalpais.



This local nonprofit organization is dedicated to reducing fire hazards, promoting fire safety awareness and helping residents prepare for wildfires.

Collateral Development *Looking Ahead*

- Website homepage redesign
- Agenda Management System (public rollout in new year)



- "District 101" presentation
- Watershed signage
- Customer service lobby signage and displays



District Capital Improvement Program

- Investing in the safety, reliability & resiliency of our water system

The District's Capital Improvement Program works to leverage ratepayer dollars to ensure our water treatment and delivery infrastructure continues to provide clean, reliable water for our customers.

Web page offers

- A newly developed interactive Water customer and ongoing
- At [MarinWater](#) review dozens of stages of plan



District 101

Get to know your water district
June 30, 2022

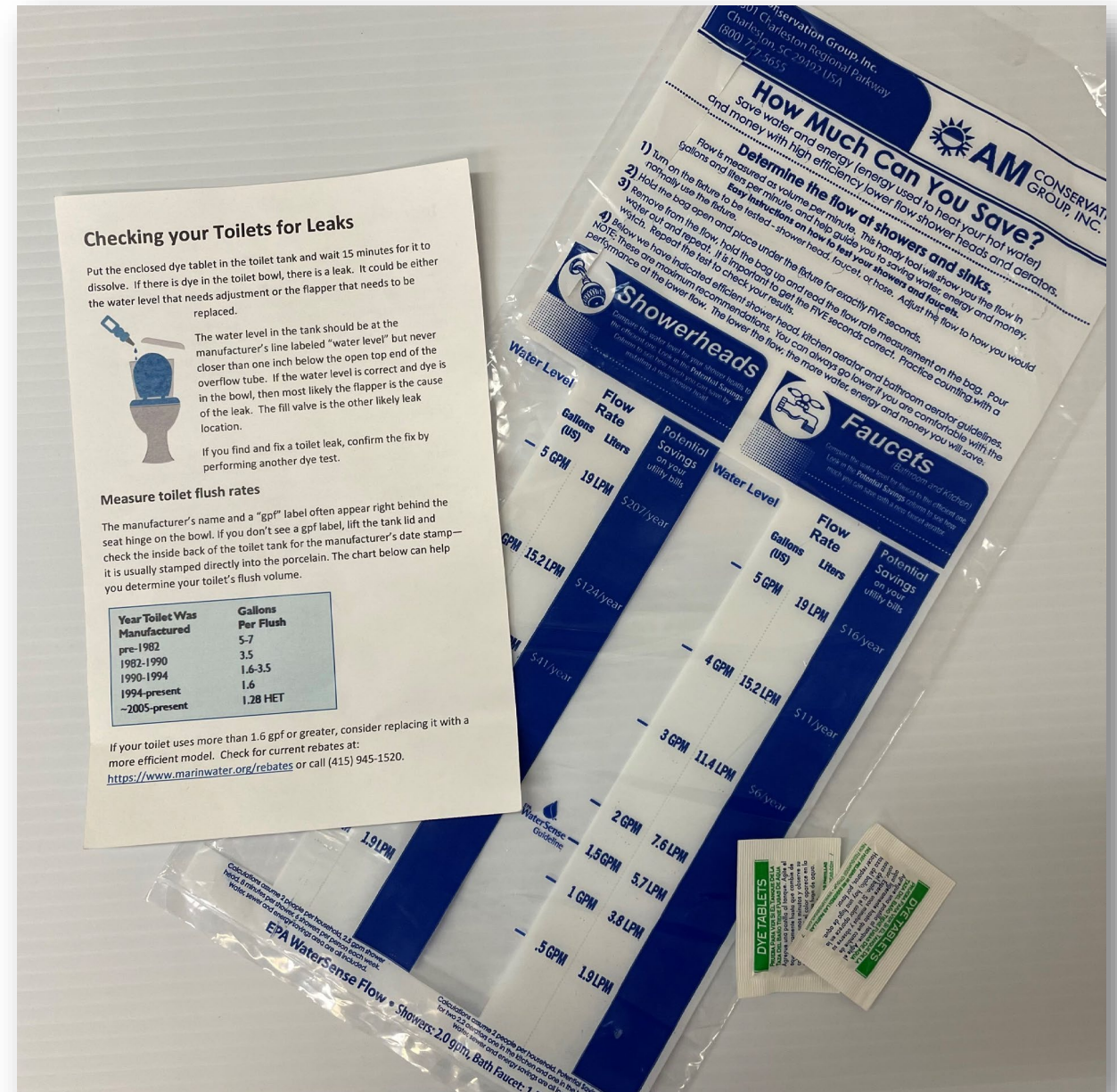
Overview: About the District

- **Our Mission:** *"To manage our natural resources for the benefit of present and future generations."*



Branding Looking Ahead

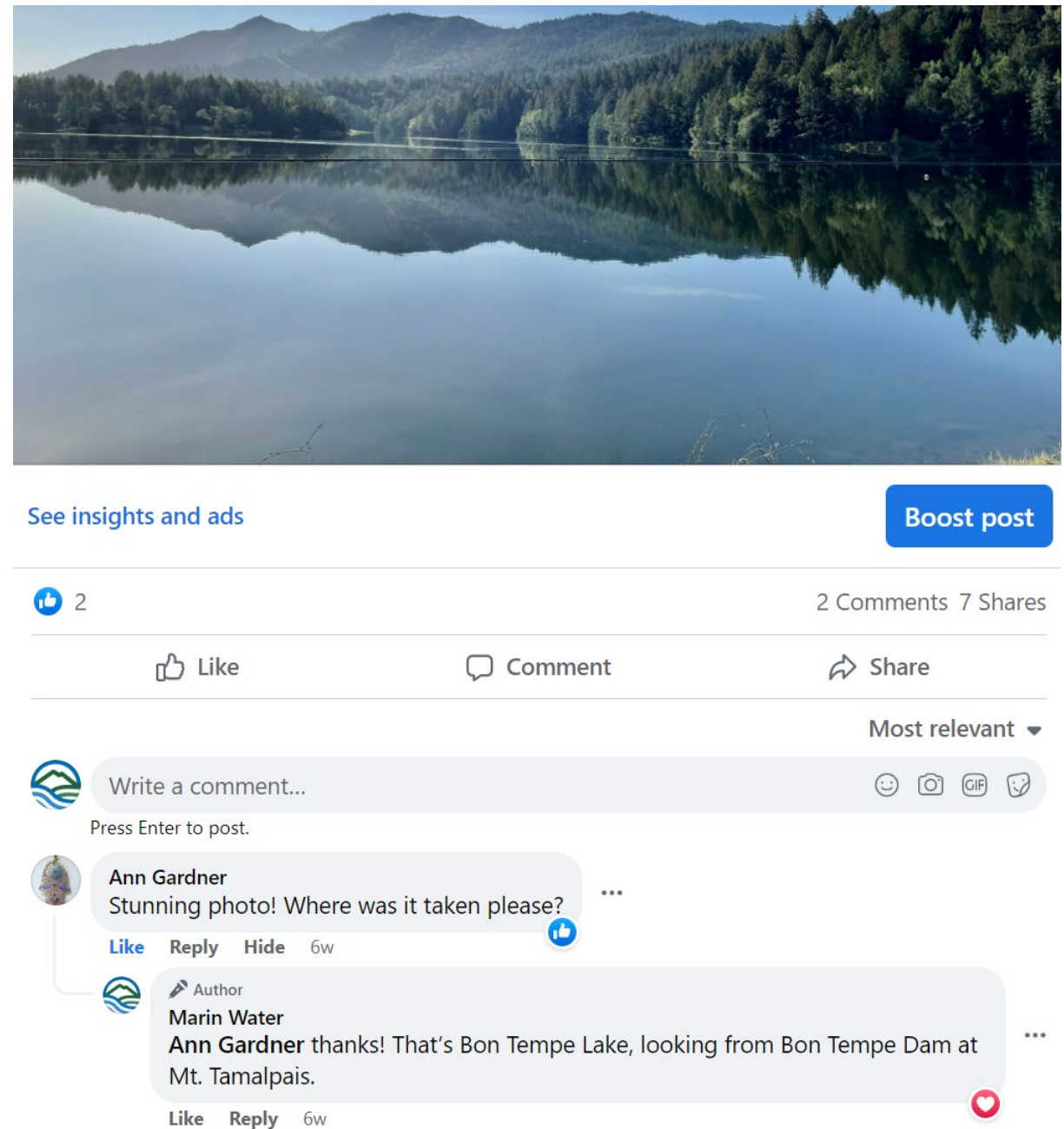
- CAP kit redesign
- Continued enhancements to Customer Service lobby experience



Digital Presence


Social Media Engagement

- Tailoring content to the audiences within each of five platforms
- Quick, professional, accurate communication with our network of “followers,” “friends” etc.



Digital Presence


Social Media Engagement (continued)



Melissa M. • Boyle Park

wow, nice rendered plans and colors here! who drew these, they look great! 🌿

26 Jul Like Reply Share



Marin Water Info Author • Marin Municipal Water District

Melissa M. we agree! The plans were originally created by Ann Baker, a Petaluma landscape architect, along with a team of local designers, landscape contractors and the Petaluma nonprofit Daily Acts. The plans are made available through the Saving Water Partnership, a group of 13 water utility providers in Sonoma and Marin counties (including Marin Water).

26 Jul Like Reply Share


2



Matt Larson
I hope that you enhance and add to your staffed. I was shocked to hear how few rangers are left patrolling Mt Tam and protecting the safety of visitors.

Like Reply Hide 2w

Marin Water
Matt Larson thanks for your comment. We are currently hiring rangers and ranger aides! See our job postings here: <https://www.calopps.org/marin-municipal-water-district>. If you know someone who would be a great fit, please pass it along!

 CALOPPS.ORG
Marin Municipal Water District | CalOPPS


Like Reply Remove Preview 2w

Marin Water
Published by Michael Silvy • July 21 at 1:16 PM

The Downtown [San Rafael Public Library](#) will host a free Ranger Storytime event next week, bringing a Mount Tamalpais Watershed Ranger to the library lawn at 10:30 a.m. July 28 to read a nature-related book, sing a song and share neat info about the flora and fauna present in our local open spaces.

Don't miss out on an exciting opportunity to meet one of Marin Water's very own Watershed Rangers!

Mark your calendars right here: <https://srpubliclibrary.org/event/ranger-stor...> See more



Digital Presence

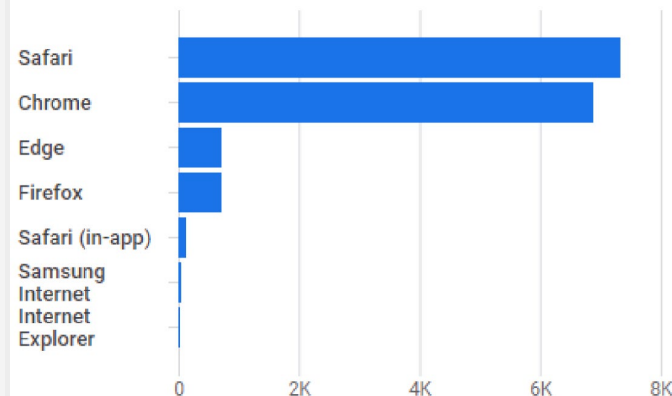
- Monthly analytics reports now provide more frequent review of performance

Marin Water

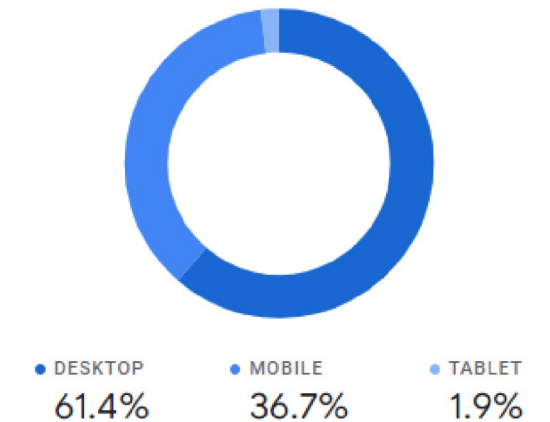
Public Information Activity Analytics Report

July 2022

Users by Browser



Users by Device



Digital Presence

Quarterly Analytics Report: Web Presence

Site Traffic May 10 – Aug. 10

Page Views 186k Views

Engagement 1 min. 27 sec.

Unique Users 50k

Most Visited Pages

Home Page

Water Watch

Billing Log in

Customer Service

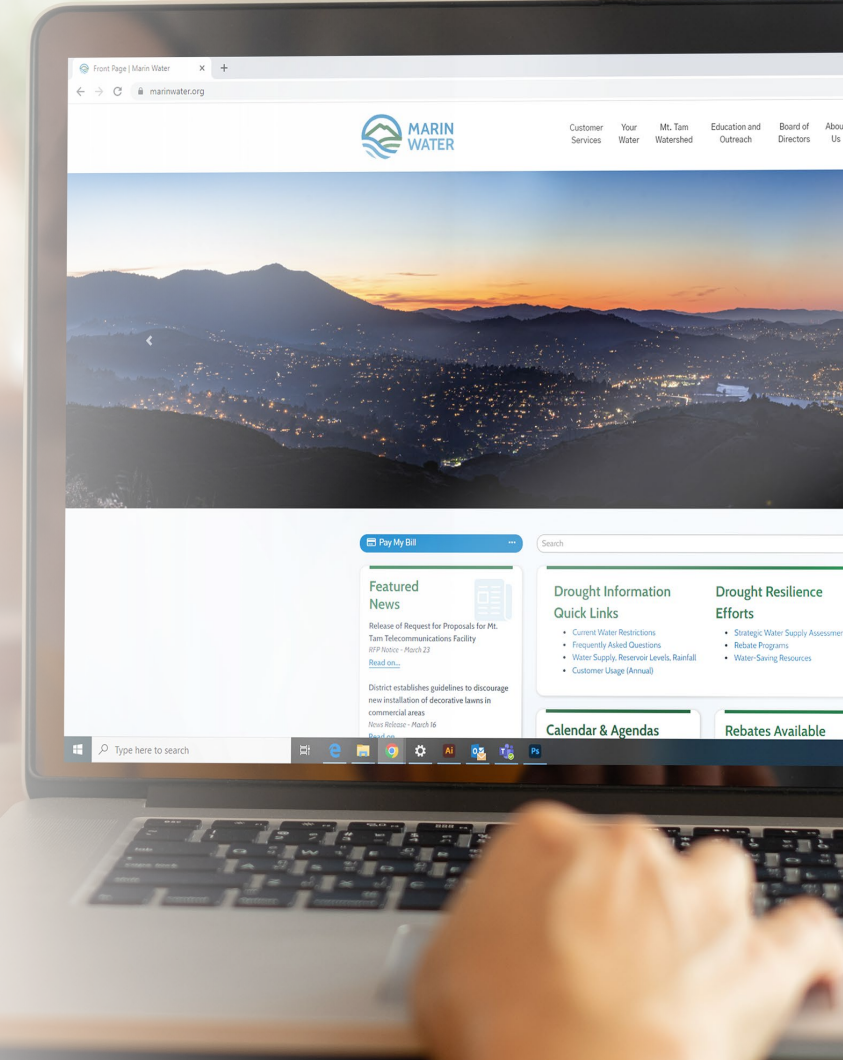
Water Rules

Users by Device

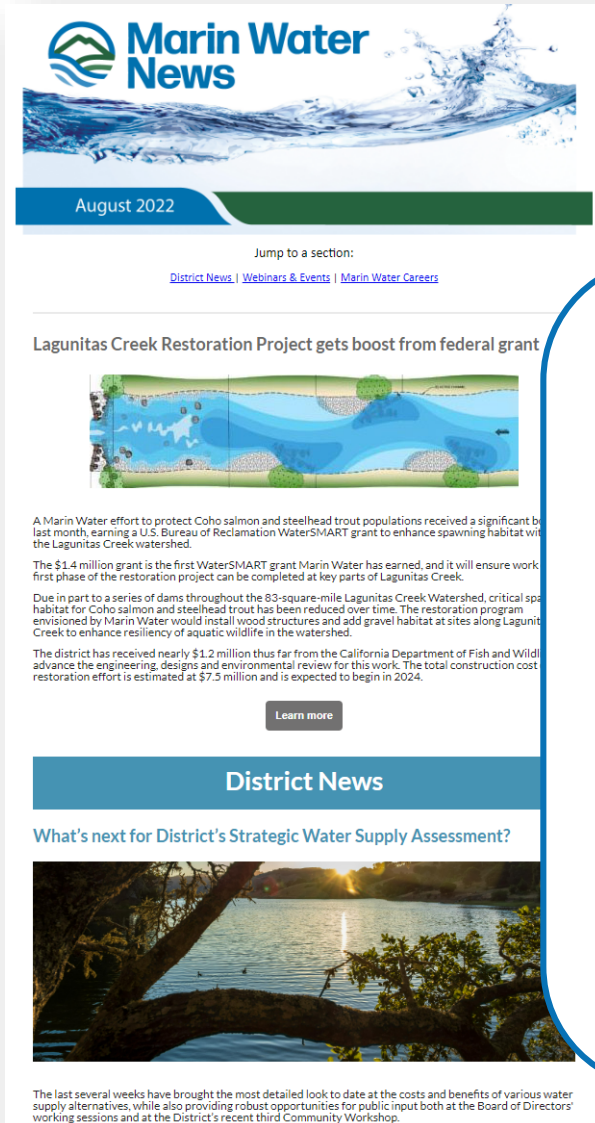
Desktop 60%

Mobile 37.9%

Tablet 2.1%



Analytics Report: Email Campaigns



Marin Water e-News

Subscribers: 22,556
(Industry Standard Open Rate 32.5%)

June: Schedule a free water efficiency check up with our experts

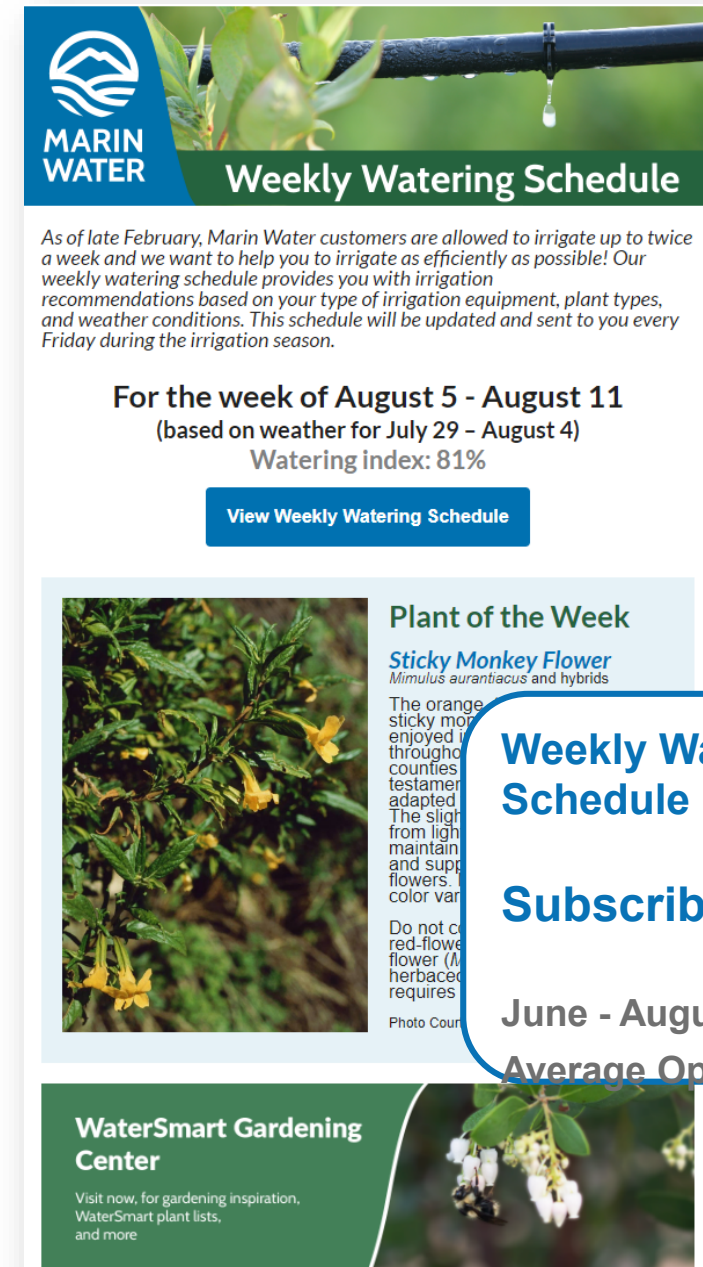
Open Rate: **45%**

July: New tool offers interactive look at District infrastructure projects

Open Rate: **50.3%**

Aug: Lagunitas Creek Restoration Project gets boost from federal grant

Open Rate: **50%**



Weekly Watering Schedule

Subscribers: 1,925

June - August

Average Open Rate: 57.5%

Analytics Report: Social Channels May 10 - Aug 10

Instagram

Followers: 2,166
Total Posts: 87
Reach: 2,055



WRMP reminder

Facebook

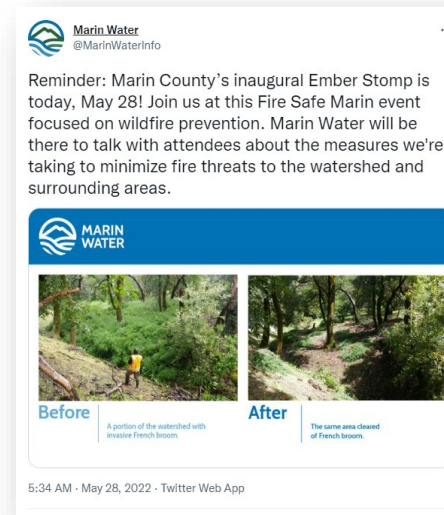
Followers: 1,747
Total Posts: 69
Reach: 7,542



Recycled Water Filling Station closure

Twitter

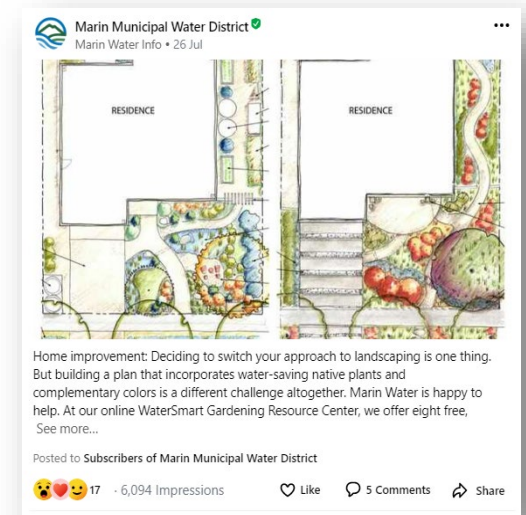
Followers: 2,694
Total Posts: 66
Impressions: 34.7k



Ember Stomp engagement

Nextdoor

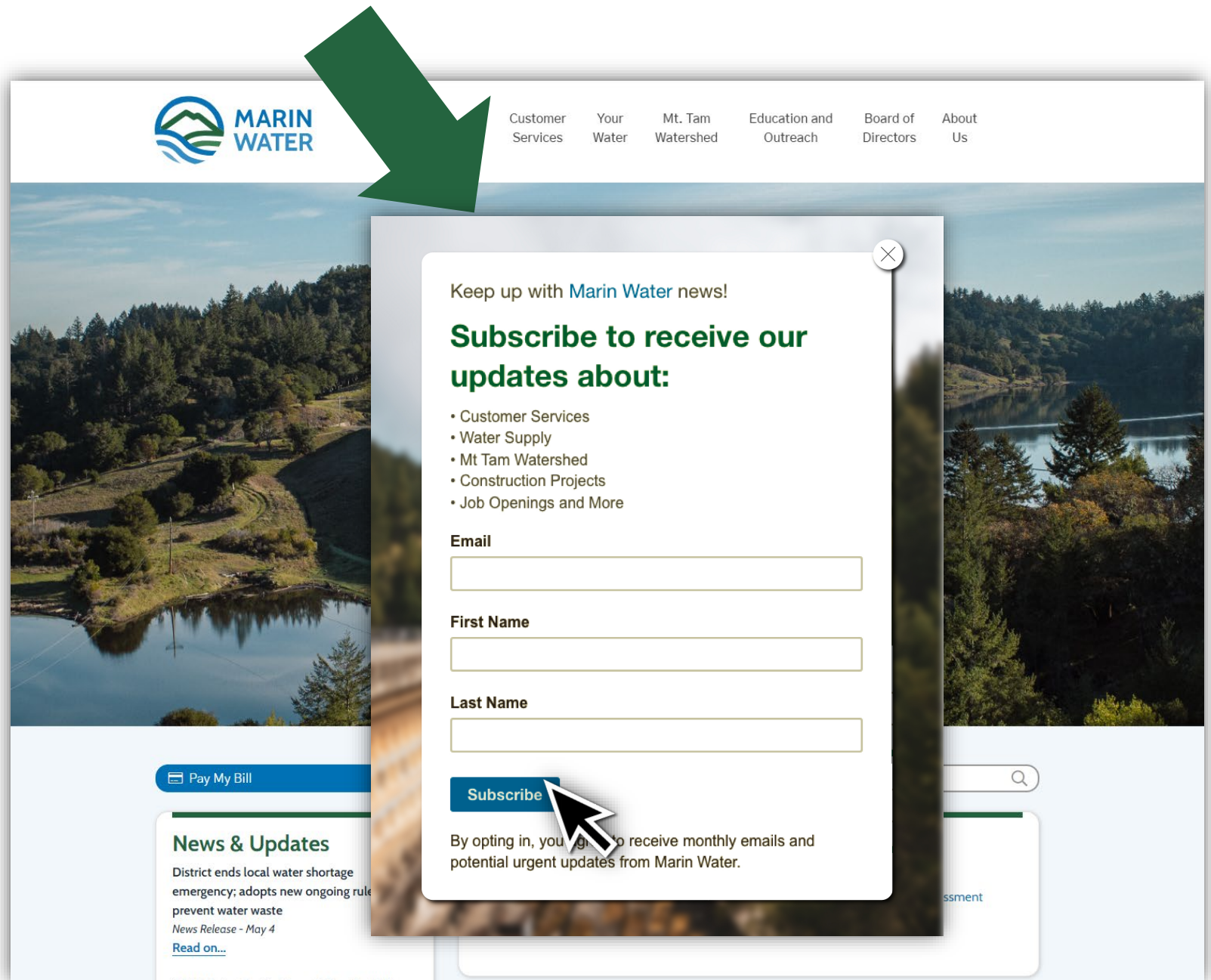
Members: 140,275
Total Posts: 30
Impressions: 163.4k



Free landscape plans reminder

Digital Presence *Looking Ahead*

- Establish annual digital analytics goals
- Launch campaign to build eNews subscriptions



Community Events & Partnerships

- June - Fairfax Festival & Parade
- July - Conservation Night @ Marin Art & Garden Center
- August - Strawberry Recreation Night



Conservation Night @
The Marin Art and
Garden Center

Community Events & Partnerships – *Looking Ahead*

New Creative Partnership Opportunities



Fall Webinar Series
Partnership with Sloat Garden
Center & UC Master Gardeners



Regional Saving Water
Partnership Pop-ups
Aug 20 - The Urban Farmer Store



Sound Summit by Roots &
Branches Conservancy
Oct. 21 - Mt. Tam State Park

Earned Media

Recent Coverage Boosts Awareness

California cities introduce rules and fines on water use during the drought

by: Matthew Nobert, via Nexstar Media Wire
Posted: Aug 1, 2022 / 11:52 AM PDT
Updated: Aug 2, 2022 / 09:47 AM PDT

SHARE    ...

CALIFORNIA (KTXL) — As California enters yet another year of drought, cities and counties across the state implemented water restrictions in the hopes of reducing strain on the states water sources.

According to the state, banning the watering of non-functional lawns will save hundreds of thousands of acre-feet of water a year.

Water restrictions in Northern California

Marin County

The [Marin Water Board of Directors](#) created new guidelines in March to prohibit the installation of new decorative lawns in commercial areas.

"The board's decision is intended to discourage new installations of purely decorative grass around business complexes and in street medians by restricting use of the District's potable and recycled water supplies for grass care and maintenance," Marin Water said in a press release.

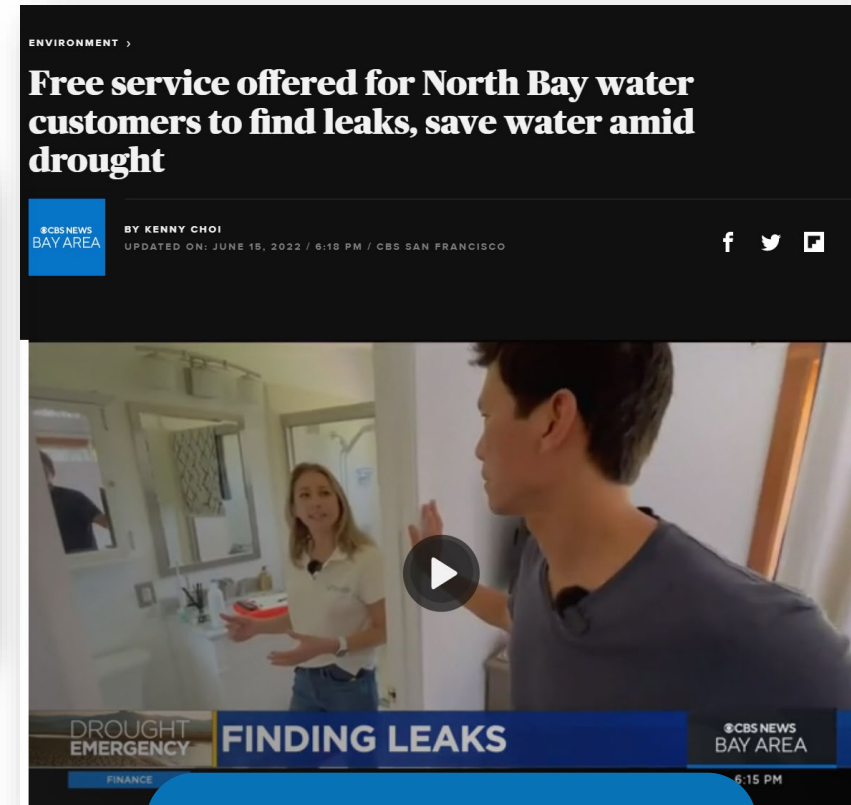
Non-functional Turf Ordinance

August – Printed in several southern CA news outlets



Advanced Metering Infrastructure

June – CBS News



Customer Assistance Program

June – CBS News

Earned Media

Planning for future media events

- Rebounding Coho Salmon Population – building toolkit for outdoor press events
- Watershed Resiliency – developing foundation for future coverage opportunities

Endangered coho salmon, considered on the brink of extinction, make a major comeback at Bay Area creek

Amanda Bartlett, SFGATE
Updated: June 26, 2022 9:37 a.m.



<https://www.sfgate.com/bayarea/article/Endangered-coho-salmon-17484441.html>

Clouded by Coho

By Cole Hersey | Jun 22, 2022



Coho spend parts of their lives in freshwater and parts of their lives in the ocean. They live in freshwaters for a year and a half before they venture out to the ocean, only returning to breed in their third year of life, after which they pass away. Photo by Joanna Tinn SPLASH Coho numbers may have less to do with rains than assumed.

Last winter's coho run spawns hope

By Cole Hersey



Marin Independent Journal



NEWS > ENVIRONMENT

Marin salmon got huge boost from late-2021 rain, researchers say



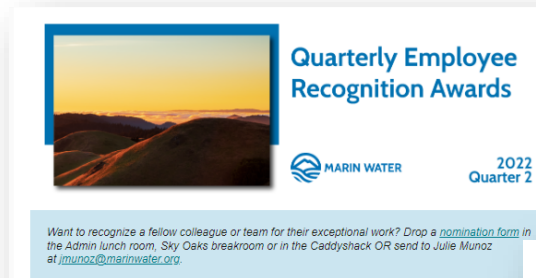
A sign along at Lagunitas Creek trail alerts people to the sensitive fish habitat in Lagunitas on Thursday, Dec. 3, 2020. (Sherry LaVars/Marin Independent Journal)

By WILL HOUSTON | whouston@marinij.com |

PUBLISHED: June 13, 2022 at 3:42 p.m. | UPDATED: June 13, 2022 at 3:42 p.m.

Internal Outreach

- Quarterly Recognition eblast with detailed descriptions of accomplishments
- Bi-weekly PIO reports empower public-facing staff, ensure communications clarity



Jump to an award category:
[Safety](#) | [Innovators](#) | [Green](#) | [Extraordinary Service](#) | [Teamwork](#)
[Leadership](#) | [Unsung Hero](#)



Award:

Safety

Individual winner: Darrell Nickerson

It took just two days for Maintenance Worker II Darrell Nickerson to answer our Fisheries Program team's call for a safer route to the Marin Water fish trap near Point Reyes Station. Nickerson's Sky Oaks Maintenance Department procured temporary stairways, which are removable to prevent damage during winter floods, making the path to the creek much safer!



Team winner: Treatment Plant Clarifier Cleaners

A super team from multiple departments led the first cleanout of the clarifier's at San Geronimo Treatment Plant in more than a decade. Working together, the team used shovels and buckets to remove sludge, hauling it 17 feet up and out of the plant while damaged pumps were replaced safely and professionally. This team included: Ray Del Santo, Utility Crew Leader; Dennis Soldavini, Maintenance Worker II; Justin Codoni, Utility Worker I; Teresa O'Hagan, Utility Worker I; Blake Burlington, Utility Worker I; Steve Whorton, Utility Worker I; Jeff Andersen, Utility Worker I; Isileli Alatini, Heavy Equipment Operator; Jake Elledge, Assistant Utility Maintenance Worker; Ian Thompson, Heavy Equipment Operator; Stephan Glenn, Maintenance Worker II; Mason Bokkin, Utility Worker I; Chris King, Utility Worker I; Kevin Alioto, Mechanical & Electrical Maintenance Worker III; Art Pungprakea, Mechanical & Electrical Maintenance Worker II; and Darrel Patchin, Utility Crew Leader.



Award:

Innovators

Individual winner: Chris Del Santo



Meter Reader and Repair Worker II Chris Del Santo saved Marin Water more than \$20,000 when he acted quickly to flag, repair, and then replace a broken meter at the site of the District's largest water-user customer (San Quentin State Prison). Chris acted quickly, calling his supervisor and working with a technician to get the meter running again within six hours before eventually helping to replace the unit and bring it into the district's ever-expanding network of smart meters.

Team winner:
Capital Improvement Program Map Team

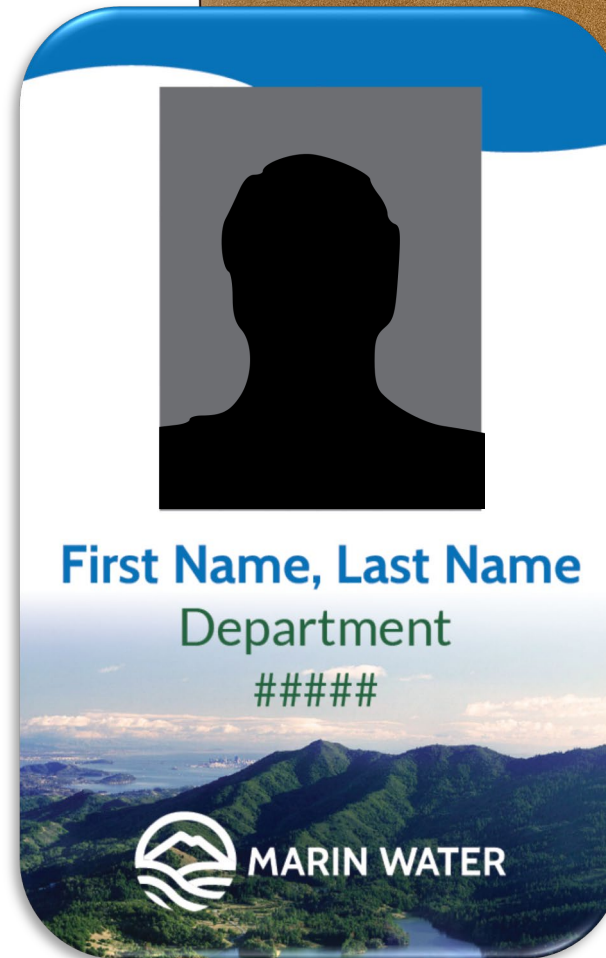
A multi-pronged team from Engineering, GIS and Communications was essential in developing a public-facing, interactive map of the district's various construction efforts. Built and designed by Gavin McGhie, Information Systems Supervisor; Mariette Shin, Information Systems Analyst III; Matt Steiner, Assistant Engineer; Gavin Murray, Communications Specialist; Jessie Underhill, Senior Administrative Assistant; and Adriane Mertens, Communications & Public Affairs Manager; The Capital Improvement Program map is part of Marin Water's ongoing effort to effectively communicate with customers. Whether our users want to learn more about the timeline, cost or expected benefits of a given construction project, MMWD's exciting new interactive tool can help.



Internal Outreach

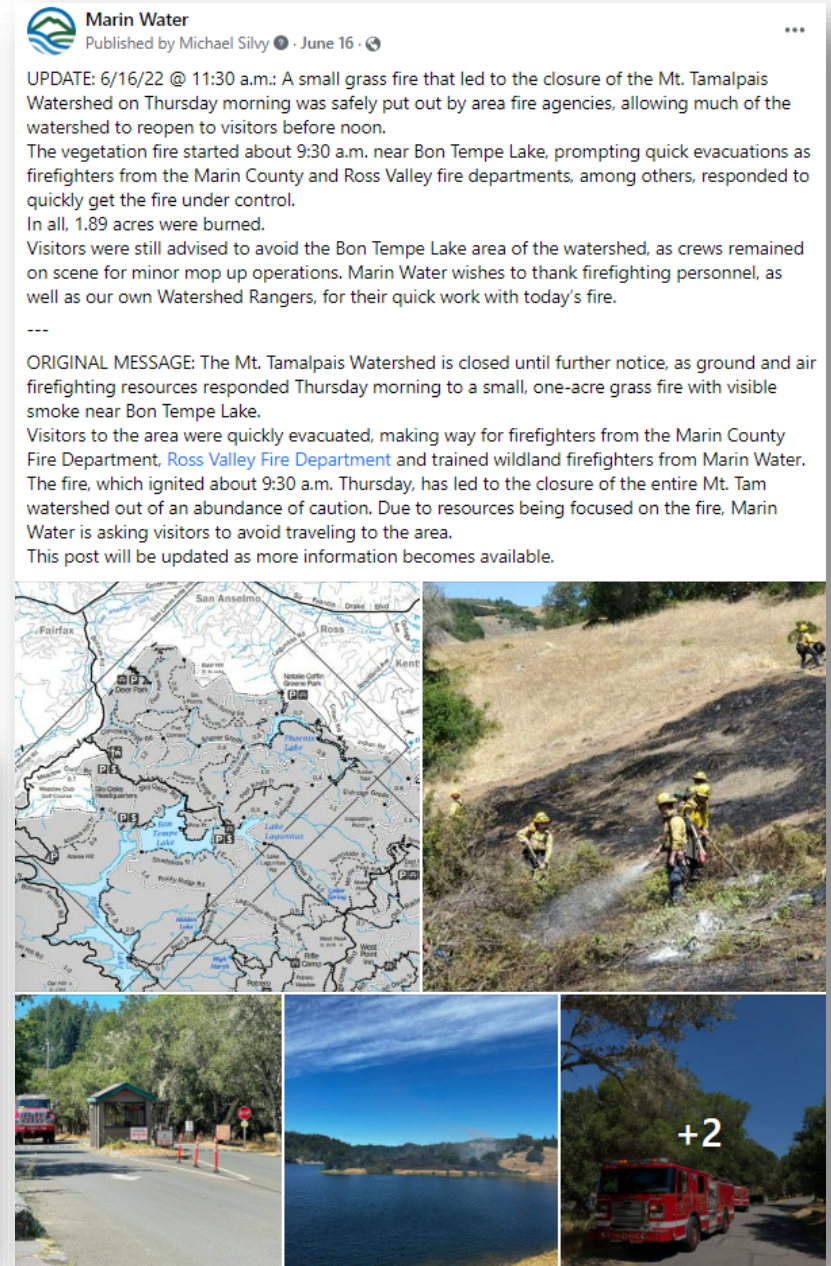
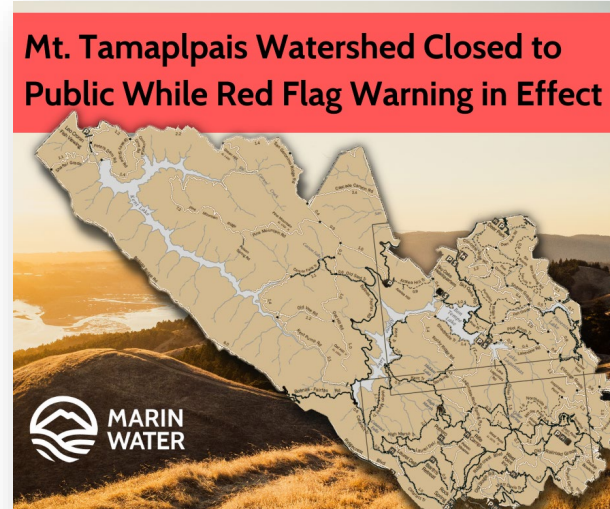
Looking Ahead

- Re-establish an internal newsletter
- District ID cards rebrand
- Reviewing internal signage/bulletin board opportunities for more information sharing




Emergency Preparedness

- New outreach procedures for communicating Watershed Closures due to Red Flag Warnings
 - eNews, social media, interagency coordination
- Ongoing work with watershed staff
 - Education and emergency signage projects
 - Public information coordination during incident response with watershed



Additional Key Activities


Strategic Water Supply Assessment



Marin Water

July 27 at 10:00 AM · 🌐

Reminder: This Thursday, at 5 p.m., Marin Water will host our third virtual Community Workshop on the District's Strategic Water Supply Assessment. Through deep study and robust public dialogue, the assessment process promises to ensure safe, reliable drinking water for generations to come. Call in or attend the workshop online. Instructions for how to participate can be found at marinwater.org/node/961.




MARIN WATER

STRATEGIC WATER SUPPLY ASSESSMENT

Community Workshop No. 3

5 p.m. Thursday on Zoom



Rec Management Plan

Watershed Recreation Management Plan

Community Survey

Protecting water quality, maintaining biodiversity and ensuring a reliable water supply for ratepayers is a key goal for Marin Water. But we also know that our local Mount Tamalpais Watershed draws more than 1 million visitors each year to hike, bike and recreate right in our own backyard.

So, we need your help. We're asking visitor groups, residents and ratepayers to take our Mt. Tam Watershed Visitor survey. Your input is crucial to help Marin Water develop a forward-thinking recreation management plan that balances a broad range of community interests.





MARIN WATER

Scan the QR code or visit the URL to take the survey:



marinwater.org/WatershedSurvey



Plan de manejo de actividades recreativas en la cuenca

Encuesta a la comunidad

La protección de la calidad del agua, conservación de la biodiversidad y un suministro confiable de agua para los clientes es un objetivo clave para Marin Water. Pero también sabemos que nuestra cuenca local de Monte Tamalpais atrae a más de 1 millón de visitantes cada año que practican el senderismo y el ciclismo en nuestra propia comunidad.

Así que necesitamos de su ayuda. Estamos pidiendo a los grupos de visitantes, residentes y clientes que contesten nuestra encuesta a visitantes de la cuenca Mt. Tam. Su aporte es crucial para ayudar a Marin Water a desarrollar un plan de manejo de actividades recreativas con visión a futuro que equilibre una amplia gama de intereses de la comunidad.





MARIN WATER

escanee el código o visítenos en la Web para tomar la encuesta:



marinwater.org/WatershedSurveyESP



Recruitment Support



Marin Water

Being a park ranger is no ordinary job. At Marin Water, rangers who oversee nearly 22,000-acres of land on the Mount Tamalpais Watershed are designated peace officers, they're trained to fight wildfires, are protectors of our reservoirs and serve as ambassadors to the great outdoors.

If that sounds like an exciting career path, we've got great news: we're hiring!

Marin Water is looking for its next park ranger to help steward the Mt. Tam Watershed. So, if you're P.O.S.T.-certified, have a strong sense of duty and if cubicles give you the willies, check out our job posting and apply soon. The application deadline is July 24.

<https://www.governmentjobs.com/.../park-ranger-i-ii-for...>

Have specific questions about this job opportunity? Contact the recruiter at 650-587-7314.



Youth Career Development Opportunities



marinwater.org/CareerDevelopment

Next Steps

- Continue implementation of strategic communications work plan
- Continue meeting with various District teams to collaborate on projects
- Distribute digital analytics reports monthly
- Provide work plan progress updates to Board of Directors at future committee meetings