



# NOTICE OF COMMUNICATIONS & WATER EFFICIENCY COMMITTEE SPECIAL MEETING/SPECIAL MEETING OF THE 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:** May 30, 2023

**TIME:** 9:30 a.m.

**LOCATION:** This special meeting will be held remotely and in-person.

Open Session	Remotely
Marin Water Board Room 220 Nellen Avenue Corte Madera, CA 94925	<b>URL:</b> <a href="https://us06web.zoom.us/j/89081546829">https://us06web.zoom.us/j/89081546829</a>  <b>Webinar ID:</b> 890 8154 6829 <b>Phone Call:</b> 1-669-900-6833

**EMAILED PUBLIC COMMENTS:** Submit your comments in advance of the meeting to [BoardComment@MarinWater.org](mailto: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. 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.

### **PARTICIPATION DURING THE MEETING:**

**In-person Attendee:** Fill out a speaker card prior and place it next to the Board Secretary. List the number of the agenda item(s), for which you would like to provide a comment. Once you're called, proceed to the lectern to make your comment.

**Virtual Attendee:** Click on 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 staff will call on you by the last four digits of your phone number.

*(Note: The board president may shorten the amount of time for public comment due to large numbers of both in-person and virtual attendees.)*

AGENDA ITEMS	RECOMMENDATIONS
<b>Call to Order and Roll Call</b>	
<b>Adopt Agenda</b>	<i>Approve</i>
<p><b>Public Comment - Items Not on the Agenda</b></p> <p>Members of the public may comment on any items not listed on the agenda during this time. Comments will be limited to three (3) minutes per speaker, and time limits may be reduced by the board president to accommodate the number of speakers and ensure that the meeting is conducted in an efficient manner.</p>	
<b>Calendar (9:40 a.m. - Time Approximate)</b>	
<p>1. Minutes of the Communications &amp; Water Efficiency Committee Meeting/Special Meeting of the Board of Directors (Communications &amp; Water Efficiency) of February 15, 2023 <i>(Approximate Time 1 Minute)</i></p>	<i>Approve</i>
<p>2. Water Efficiency Program Overview: Review of Current Programs, Policies, Engagement and Look-Ahead at What Is Next <i>(Approximate Time 90 Minutes)</i></p>	<i>Information</i>
<b>Adjournment (10:41 a.m. - Time Approximate)</b>	

**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 Marin Water to make reasonable arrangements to ensure accessibility.

INFORMATION PACKETS 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 AND COMMITTEE MEETINGS:**

<b>Dates</b>	<b>Meetings</b>
Tuesday, June 6, 2023 5:00 p.m. and 6:30 p.m.	<ul style="list-style-type: none"><li>• Board of Directors' Regular Bi-Monthly Meeting (Closed Session and Open Session)</li></ul>
Thursday, June 15, 2023 1:30 p.m.	<ul style="list-style-type: none"><li>• Watershed Committee Meeting/Special Meeting of the Board of Directors (Watershed)</li></ul>
Friday, June 16, 2023 9:30 a.m.	<ul style="list-style-type: none"><li>• Operations Committee Meeting/Special Meeting of the Board of Directors (Operations)</li></ul>

  
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Board Secretary



**Item Number:** 01  
**Meeting Date:** 05-30-2023  
**Meeting:** Communications & Water Efficiency Committee/ Board of Directors  
 (Communications & Water Efficiency)

## Approval Item

**TITLE**

Minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting o of the Board of Directors (Communications & Water Efficiency) of February 15, 2023

**RECOMMENDATION**

Approve the minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors (Communications & Water Efficiency) of February 15, 2023

**SUMMARY**

The Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) held its quarterly meeting on February 15, 2023. The minutes of that meeting are attached.

**DISCUSSION**

None

**FISCAL IMPACT**

None

**ATTACHMENT(S)**

1. Minutes of the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors (Communications & Water Efficiency) of February 15, 2023

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 MEETING/SPECIAL MEETING OF THE  
BOARD OF DIRECTORS (COMMUNICATIONS & WATER EFFICIENCY)**

**MINUTES**

**Wednesday, February 15, 2023**

**Via teleconference**

(In accordance with Assembly Bill (AB) 361)

**CALL TO ORDER AND ROLL CALL:**

Chair Ranjiv Khush called the meeting to order at 9:30 a.m.

**Directors Present:** Larry Russell, Matt Samson, Monty Schmitt, Jed Smith, and Ranjiv Khush

**Directors Absent:** None

**ADOPT AGENDA:**

On motion made by Director Smith and seconded by Director Samson, the board approved the adoption of the agenda. The following roll call vote was made.

Ayes: Directors Russell, Samson, Schmitt, Smith, and Khush  
Noes: None

There were no public comments on this item.

**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) Meeting of November 16, 2022**

On motion made by Director Russell and seconded by both Directors Samson and Smith, the board approved the minutes by the following roll call vote:

Ayes: Directors Russell, Samson, Schmitt, Smith, and Khush

Noes: None

There were no public comments on this item.

**Item 2 Water Efficiency Master Plan Update**

Water Efficiency Manager Carrie Pollard presented this item, including discussing past planning efforts, the proposed goals and outcomes of the 2023 Water Efficiency Master Plan and its current schedule. Discussion ensued.

There were no public comments.

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

**Item 3 Communications Activities Update**

Communications & Public Affairs Manager Adriane Mertens provided a presentation, including the 2023 Rate Setting Outreach Update, Prescribed Fire Outreach Planning, and the Strategic Water Supply Assessment Outreach Update. Discussion between the board and staff occurred throughout the presentation.

There was one (1) public comment.

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

**ADJOURNMENT**

There being no further business, the Communications & Water Efficiency Committee Meeting/Special Meeting of the Board of Directors (Communications & Water Efficiency) adjourned at approximately 10:45 a.m.

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Board Secretary



**Item Number:** 02  
**Meeting Date:** 05-30-2023  
**Meeting:** Communications and Water Efficiency Committee/ Board of Directors  
(Communications & Water Efficiency)

## Informational Item

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**TO:** Communications and Water Efficiency Committee/Board of Directors (Communications & Water Efficiency)

**FROM:** Paul Sellier, Water Resources Director

**THROUGH:** Ben Horenstein, General Manager

**DIVISION NAME:** Water Resources

**ITEM:** Water Efficiency Program Overview: Review of Current Programs, Policies, Engagement and Look-Ahead at What Is Next

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### SUMMARY

Staff will provide a review and discussion on the Water Efficiency Program including an update on the development of the Water Efficiency Master Plan.

### DISCUSSION

Staff will review the Water Efficiency Program with a breakdown of the three main components: Incentives, Policy and Regulations, and Community Engagement.

Incentives are intended to drive participation in programs that increase water savings. Prior discussions have presented the Strategic Water Supply Assessment's Water Conservation Element incentive offerings. This will be an opportunity to review the entire package of incentive offerings, including a review of the recently completed Flume customer end use analysis. The Flume end use analysis will provide insights on fixture saturation to inform the need for ongoing fixture incentives. Additionally, the analysis provides indoor and outdoor water use trends to determine the current level of efficiency within the community. This data will help inform the Water Efficiency Master Plan goals, targets, and saving potential.

Policy and Regulations can be used to increase participation, although there is a practical limit to the effectiveness of this approach related to the challenges associated with enforcement. There are State and local regulations which are designed to reduce water use through ensuring that new and retrofit development are as efficient as possible and water waste is minimized. Staff will review the current District Codes, facilitate discussion on potential revisions and discuss additional Non Functional Turf regulations for consideration.

There are multiple facets to community engagement including providing education, assistance, resources, partnerships, and marketing of the program and offerings. Staff will review these key areas of the District's community engagement program.

Overview of the District's Water Efficiency Program update will wrap up with a discussion on future initiatives under development with the 2023 Water Efficiency Master Plan. The Master Plan will provide a framework to progress towards the highest level of water savings supported by the community and ultimately serve as the long term plan for achieving water savings beyond the savings quantified in the Strategic Water Supply Assessment (SWSA) Water Conservation Element. The Master Plan will use the Flume saturation data and current water use trends to determine the "Water Conservation Saving Potential". The Water Conservation Saving Potential will include a range from a "Theoretical Ceiling" down to "Passive Savings", as summarized below:

The Theoretical Ceiling represents the water savings that could be achieved if all customers were instantaneously at the most theoretically efficient levels of water usage and this approach assumes the effective prohibition on all non-functional turf and full saturation of water efficient landscaping throughout the service area.

The Technical Maximum Conservation Potential assumes no rebound in outdoor demands, saturation of most efficient fixtures and assumes new development will come online at maximum efficiency. Attaining the Technical Maximum Conservation Potential would require continued aggressive conservation actions.

Maximum Cost-Effective Conservation Potential will be based on the analysis of District's savings and program research. It will be calculated using program savings generated from the conservation programs to evaluate cost-effectiveness. This level would include the SWSA Water Conservation Element savings and may be built out to additional cost-effective programs.

Passive Program Savings are the level of conservation achievable with programs aimed at maximizing current plumbing codes and landscape ordinances, public messaging and outreach, and maintaining behavior-change savings from past customer efforts. These savings were analyzed as part of the 2020 Urban Water Management Plan and were confirmed in development of the SWSA's Water Conservation Element.

Staff will provide an update on the schedule of the Master Plan.

**FISCAL IMPACT**

There is no fiscal impact.

**ATTACHMENT(S)**

None