



Water Efficiency Efforts

Over the past four years, Marin Water has taken an aggressive approach to driving water efficiency, building new and innovative incentives and award-winning programs while also adopting a creative, targeted approach to public education and engagement.

This sustained effort, along with community support, has helped our customers achieve a water savings of 4,000 acre-feet per year, leading to a supply goal reduction of 2,000 acre-feet per year.

Going forward, Marin Water will strive to gain additional savings through implementation of its **Water Efficiency Master Plan** to help to ensure a resilient and sustainable water future.



Water Efficiency Master Plan Strategies

The 2024 Water Efficiency Master Plan outlines a comprehensive five-year approach to achieving community supported water savings and the program activity levels needed to reach those projected water savings. The Plan is guided by the following strategies:



Enhance technology and analysis – Implement advanced metering infrastructure district-wide; emphasize use of Flume and similar technologies; remove barriers to program participation and tracking through tech upgrades



Update water use policies – Pursue water efficiency policies that align with the community's willingness to increase water efficiency beyond rebates



Support customers with water savings through innovative programs – Fine tune rebate and incentive program offerings with a focus on those with the highest water-savings potential, including the lawn conversion program



Develop internal water loss control program – Track, report and reduce system water loss through piloting leakage management technology and improved field data collection



Refine Outreach and Water Education – Adjust school education materials as needed and reboot their promotion to educators within the service area; target outreach to high-water users, historically underserved areas and large landscape business customers; leverage community partnerships to advance programs

Learn more about our efficiency programs: marinwater.org/WaterEfficiency