



Water Efficiency Outreach Activities Update

February 28, 2024

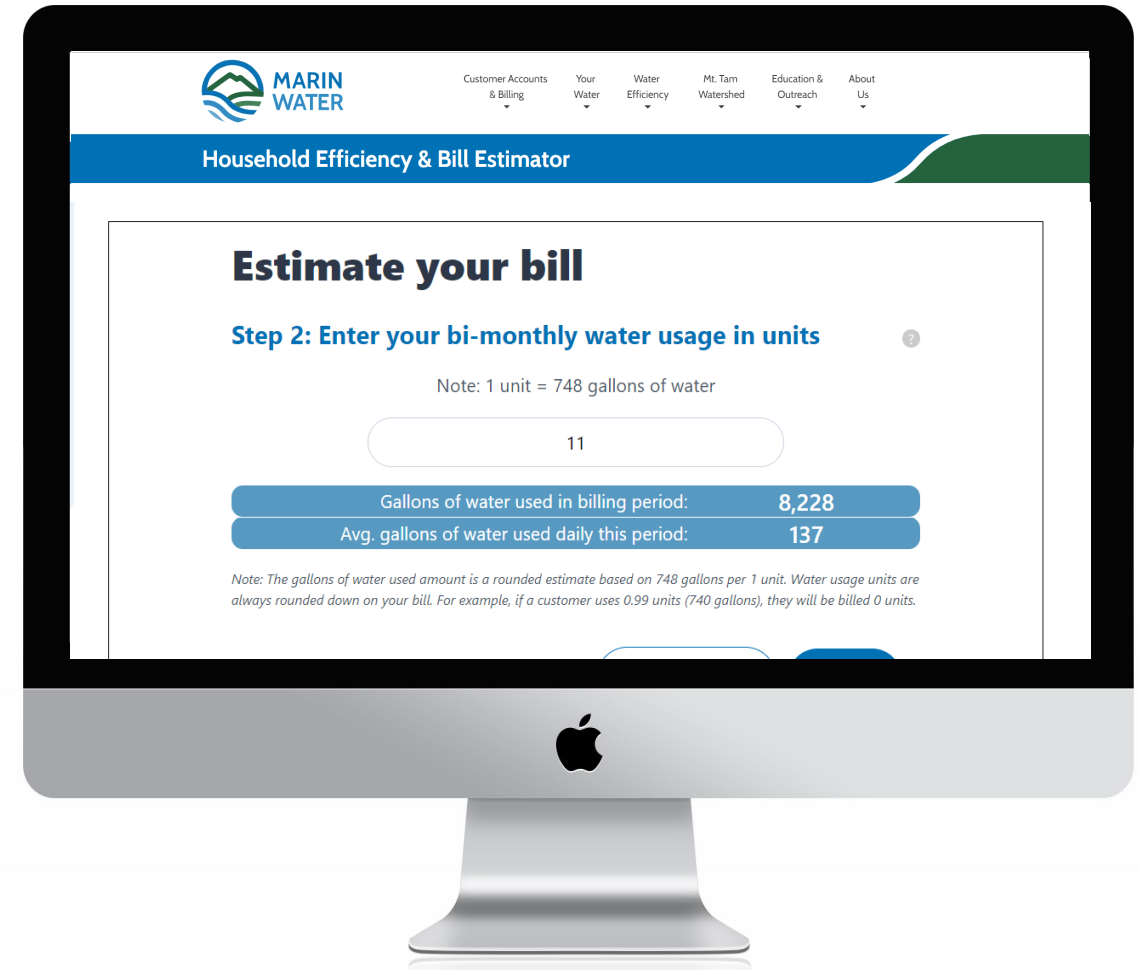


Overview

1. Efficiency Estimator Tool
2. Customer Success Stories
3. Targeted Outreach Strategies
4. 2024 Community Events
5. Next Steps

Efficiency Estimator

- New website tool for single family and duplex residential customers
- Two functions:
 1. Estimates household's bi-monthly bill total
 2. Estimates efficiency of household's indoor water use

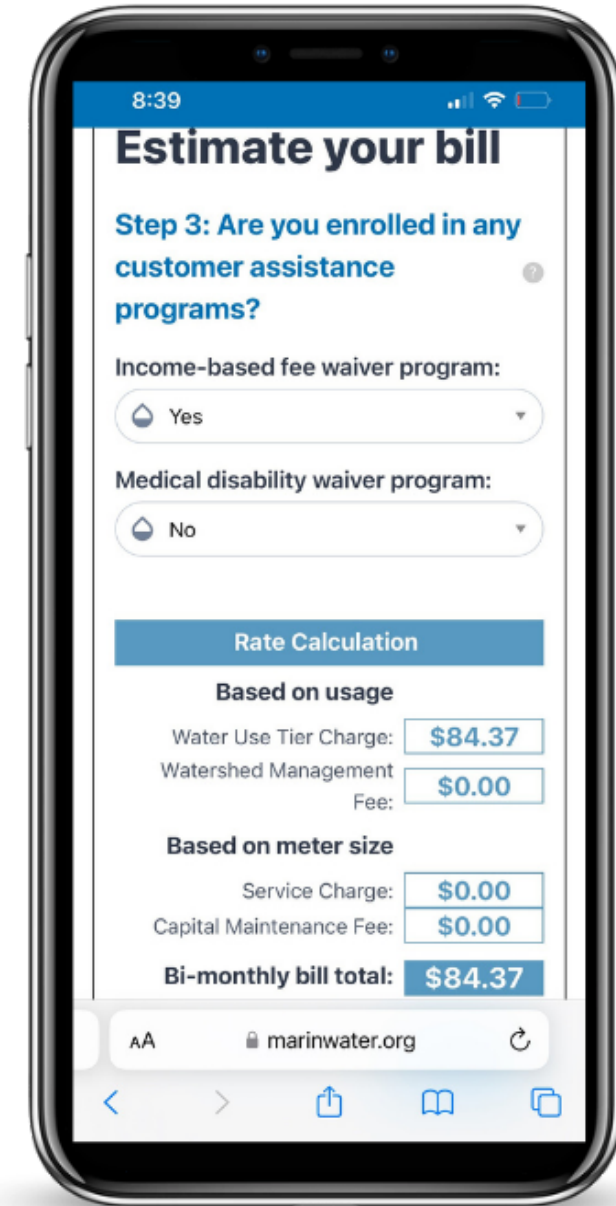


marinwater.org/Estimator

Efficiency Estimator (continued)

Function 1: Estimates household's bi-monthly bill total

- Customers can input different bi-monthly water usage amounts to better understand how water use impacts bi-monthly bill total
- Upgrades previous rate calculator that required download to use, providing greater ease of use and accessibility across devices and browsers



Efficiency Estimator (continued)

Function 2: Estimates efficiency of household's indoor water use

- Tailored to indoor use and available on web during winter months.
- Customers input bi-monthly water usage and total number of people in household
- Efficiency levels based on District Flume data for efficient indoor water use and State water use guidelines.
- Helps customers better understand how efficient their household indoor water use is and suggests District resources that may support additional efficiency enhancements based on the customer's usage



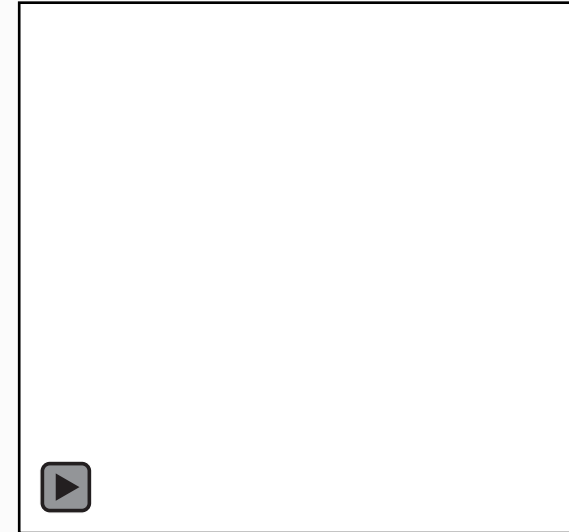
Targeted Outreach Strategies

Digital Ads Campaign

- Served to residential customers within District service area on web and mobile devices (running mid-Feb to mid-March)
- First 5 days of digital campaign yielded 587 direct ad clicks to the District's efficiency estimator
- The campaign is averaging a 0.75% click through rate – nearly 11 times the national average

Marin Independent Journal

Fairfax Town Councilmember Chance Cutrano recalled when a storm last year caused a one-lane closure on Bolinas Road, which made travel challenging for neighbors and MMWD staff.

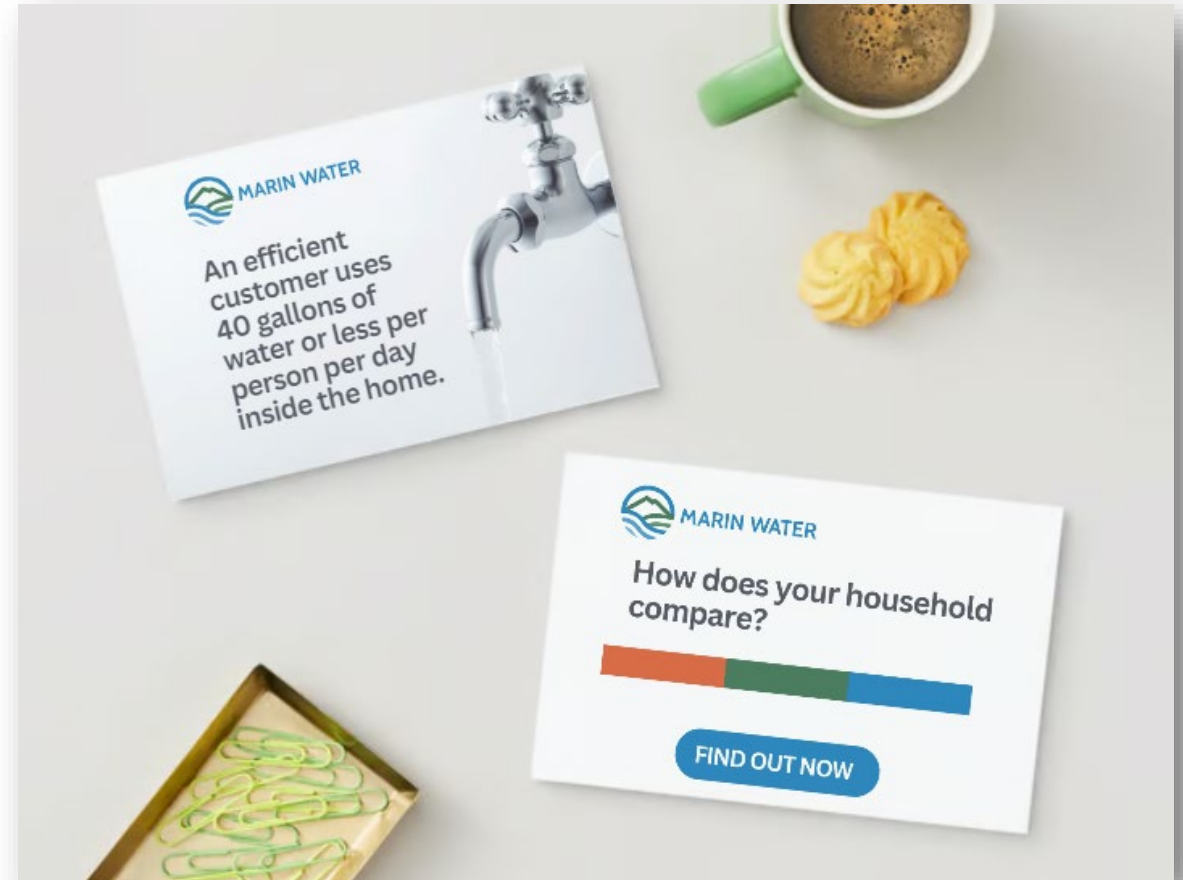


“To have this roadway constantly being degraded and at risk of going down to one lane or no lane or having interruptions like that – we can’t sit by and let that continue to happen,” he said. “We have to come up with a plan to address it.”

Targeted Outreach Strategies (continued)

Postcard Mailer

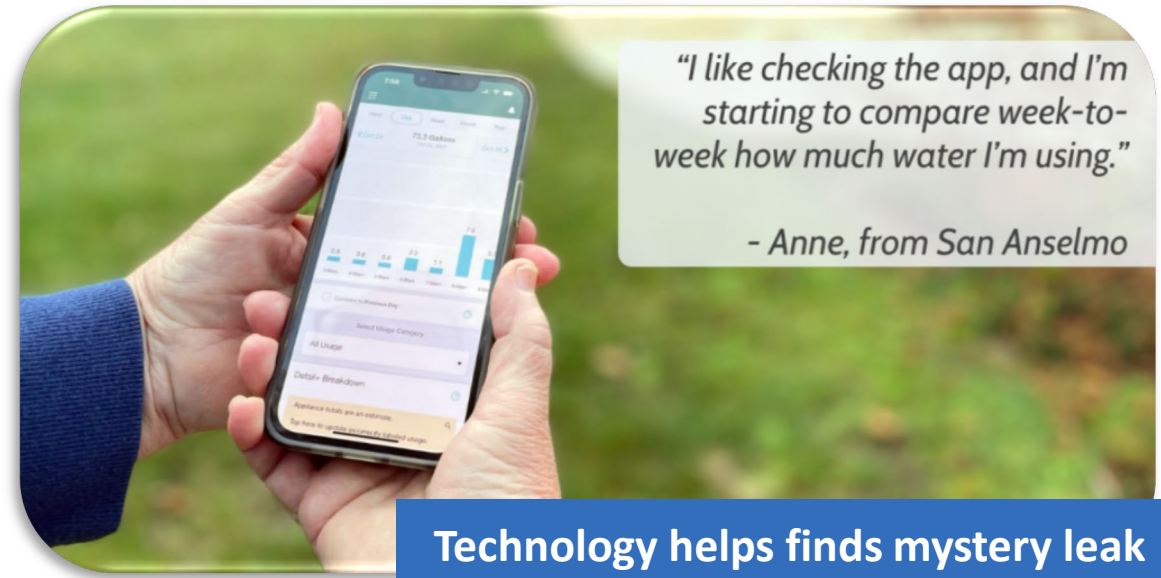
- Currently in development
- Mailing in mid-March
- Will be targeted to residential customers with higher water usage (5730 total households)
- Primary message highlights the indoor efficiency estimator
- Secondary message promotes resources for home leak inspections, Flume promotion, and Conservation Assistance Program



Not actual design

Customer Success Stories

- Real stories to inspire water efficiency actions
- Interviewing the featured customers to gather content to “cover” their story
- Each story built around different focus – Flume device discounts, outdoor irrigation system checkup, Cash for Grass rebate, etc.
- Series is hosted in new section of District's water efficiency web information
- To maximize exposure, stories are packaged for re-sharing through bill inserts, mailers, social, eNews
- December eNews highlighted Anne’s story on use of Flume to find leak – 26 Flume devices sold to District customers in first 12 hours following publication



“I like checking the app, and I’m starting to compare week-to-week how much water I’m using.”

- Anne, from San Anselmo

Technology helps find mystery leak



“In hindsight, we’ve been using more water and thereby spending more money than we needed to on the yard – for many years.”

- Chris, from Tiburon

Research & DIY work cuts water use, costs

Community Events

District's strategy for 2024 community event schedule includes seeking out events that are:

- Representative of service area
- Low-barrier for community participation
- Provide the right environment for meaningful interaction and engagement
- Meet people where they are



Community Events (continued)

2024 Event Calendar Preview

- Earth Day at the Villages (Corte Madera)
- Earth Day (Mill Valley)
- Home and Garden Walk (Ross)
- Eco-Friendly Garden Tour
(sites in San Rafael, Mill Valley, Corte Madera)
- Fairfax Festival and Parade
- Marin County Fair (San Rafael)



Community Events (continued)

Marin County Fair Activation

- 2024 fair theme – *Making a Splash*
- Plans for interactive exhibit in main activation tent hosted in partnership with North Marin Water District
- Fairgoers can take self-guided “tour” of a water efficient home and also learn more about the behind-the-scenes work that goes into delivering water from source to taps
- Leveraging some exhibit materials from Sonoma-Marín Saving Water Partnership



Next Steps

- ✓ Complete “indoor” efficiency campaign postcard mailing
- ✓ Monitor active campaigns and assess performance
- ✓ Make necessary adjustments in preparation for “outdoor” efficiency campaign development as winter season winds down
- ✓ Prepare for outreach event season
- ✓ Provide progress updates to Board of Directors at future committee meetings