



**MARIN
WATER**

Water Efficiency Update

February 28, 2024



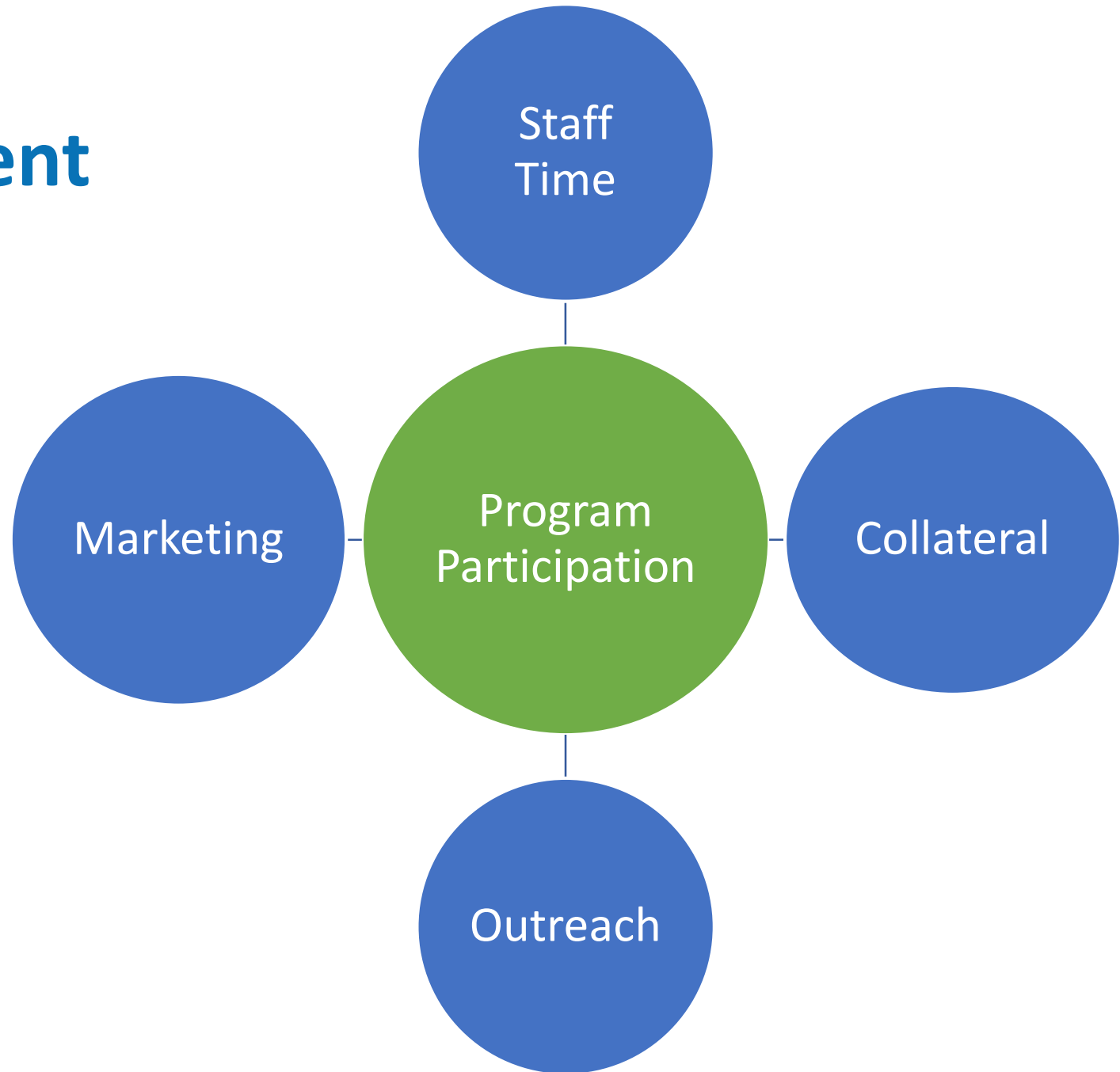
Overview

- 2023 Incentive Program Status
- Water Efficiency Master Plan Update
- Leveraging Multi-Benefit Funding with Marin County

2023 Incentive Program Status Update

Community Engagement Drives Participation

- Outreach
- Marketing
- Program Collateral
- Staff Time
 - 1:1 with Customers
 - Community Events



Evaluating Incentive Programs

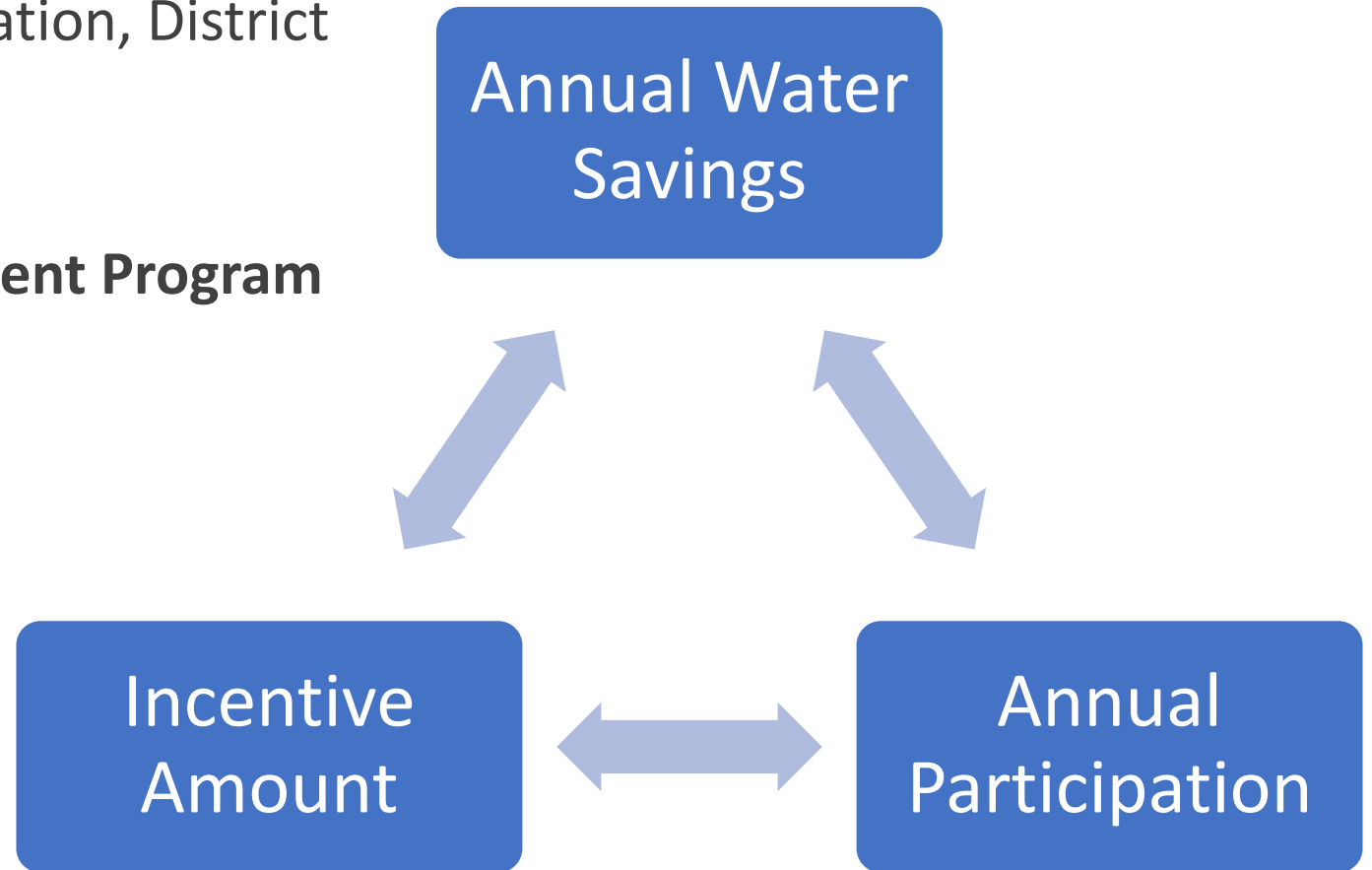
Inputs include: water savings, participation, District program costs

Sample Program: 2023 Turf Replacement Program

- \$1.50/sqft & \$3/sqft rebates
- Savings of 28 gallons/year/sqft
- Useful savings life: 23 years
- 2023 Participation:
 - 62,978 sqft @\$1.50 &
 - 4,706 sqft @\$3/sqft

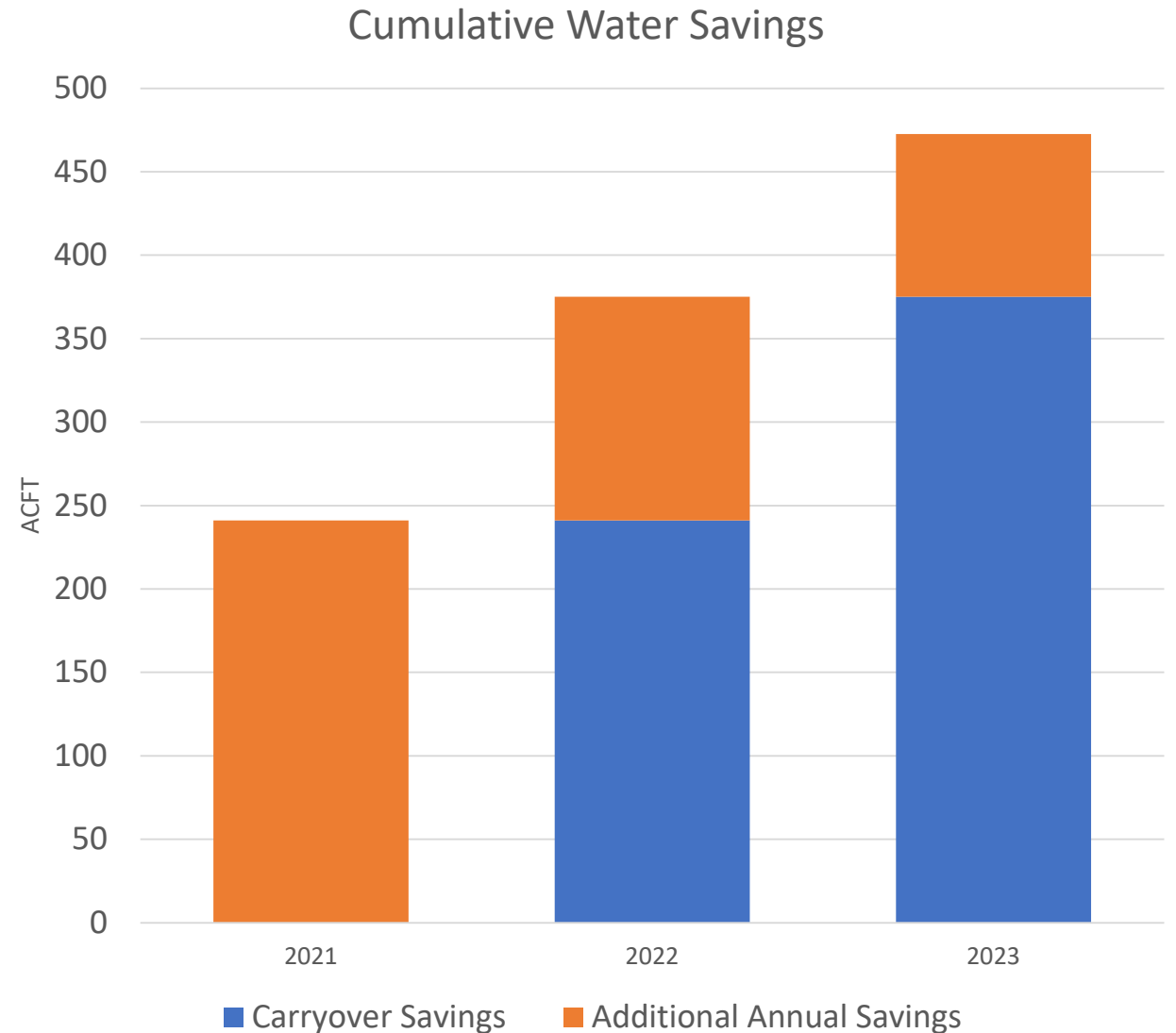
2023 Program Cost:

➤ \$2,700/acft



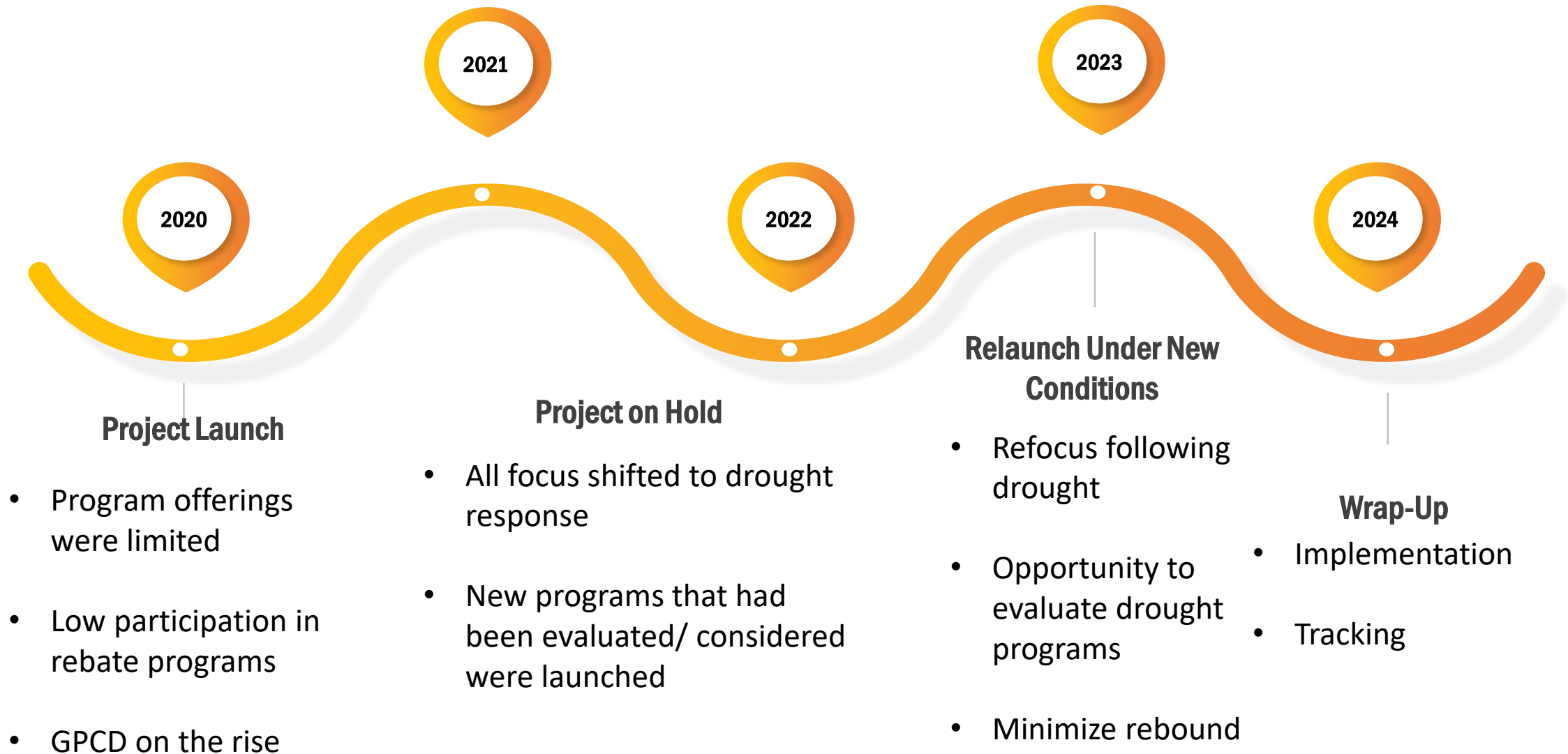
2023 Progress Report

- Exceeded our participation goals:
 - AMI Leak Letters
 - Smart Irrigation Controllers
 - Rain Barrel Rebate
- Majority of the water savings attributed to:
 - AMI Leak Letters
 - Flume Smart Home Water Monitor
 - CAPs
 - Turf Conversion Rebates
- SWSA Goal: 160 acft/yr



Water Efficiency Master Plan Update

Timeline of Developing the Master Plan

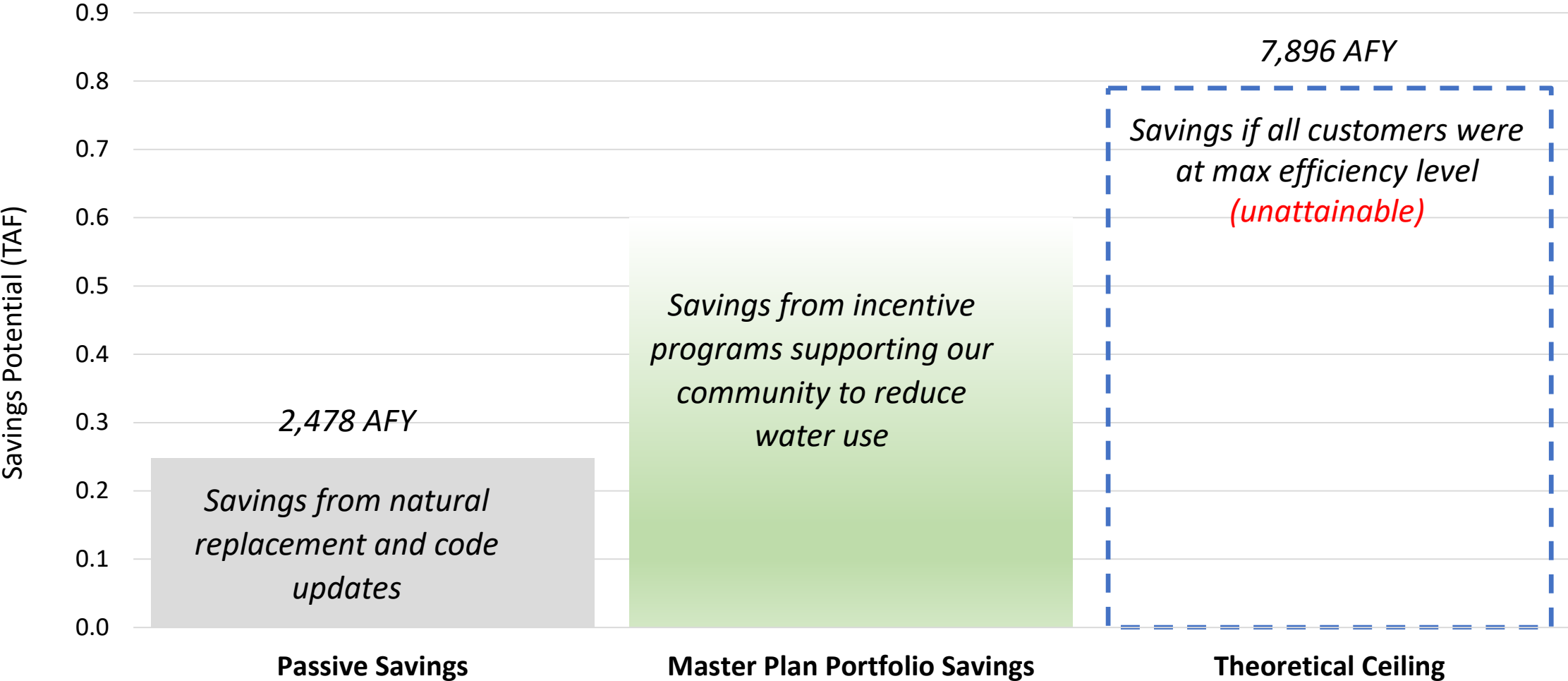


Purpose of Master Plan: To Drive District Potable Water Savings

Factoring in our current and historical water use patterns:

- Identify strategies to achieve maximum practicable water savings
 - Determine remaining water savings potential
 - What strategies we can employ to achieve these additional savings?
- Strive to Exceed District's Strategic Plan Goal of Reliable Water Supply
 - Objective 1 - Reduce Potable Water Use: *The District will reduce water use and water waste by 800 AF in the next five years*

Remaining Conservation Savings Potential in 2045



Portfolio Measures Evaluated for WEMP

Existing Measures

- AMI Leak Notifications (current AMI accounts)
- Non-Functional Turf Conversion Rebates
- Turf Conversion Rebates
- Pool Cover Rebates
- Residential CAP's (site visits)
- Laundry-to-Landscape Graywater Kits
- Rain Barrel Rebate Program
- Non-Residential Water Use Surveys
- Flume Direct Distribution
- High Efficiency Faucet Aerator / Showerhead Giveaway
- Residential and Commercial Smart Irrigation Controller Rebates

Potential New Measures

- Informational Commercial Large Landscape Water Budgets
- Targeted Landscape Efficiency Programs for Municipal Large Landscape
- Informational Residential Water Budget Pilot Program
- AMI Implementation
- Water Loss Reduction Program

Additional Components of Master Plan

- Pilot Projects
 - Test new technology, measure and verify savings, further understand water use patterns
- Measurement and Evaluation
 - Measuring and tracking success, source of saving estimates and actions to refine program design
- Policy Considerations
 - Review current policy and propose policy updates
- School Education
 - Tracking participation, evaluation of offering to align with State Standards

Leveraging Multi-Benefit Funding with Marin County

Leveraging Multi-Benefits: Marin County Stormwater Pollution and Prevention Program (MCSTOPPP)

FY24 Supplemental funding to support water efficiency projects that align with County goals of reduced stormwater pollution (\$15,032 for MW)

- *Rainwater Rebate*
 - Proposal to increase rainwater rebate by \$0.25 and increase the maximum rebate to \$2,000 while funds last
- *Best Practices Turf Removal Program*
 - County is developing specific site parameters for Best Practices Turf Removal Program funding
 - Proposal will be developed and presented to Board for FY25



Next Steps

- Ongoing program tracking of participation and annual report-out on water saving estimates
- Continue to develop the Water Efficiency Master Plan with Board input
- Board consideration of MCSTOPPP funding agreement to increase rain barrel rebate by \$0.25/gallon bringing the rebate to \$0.75 while funding lasts