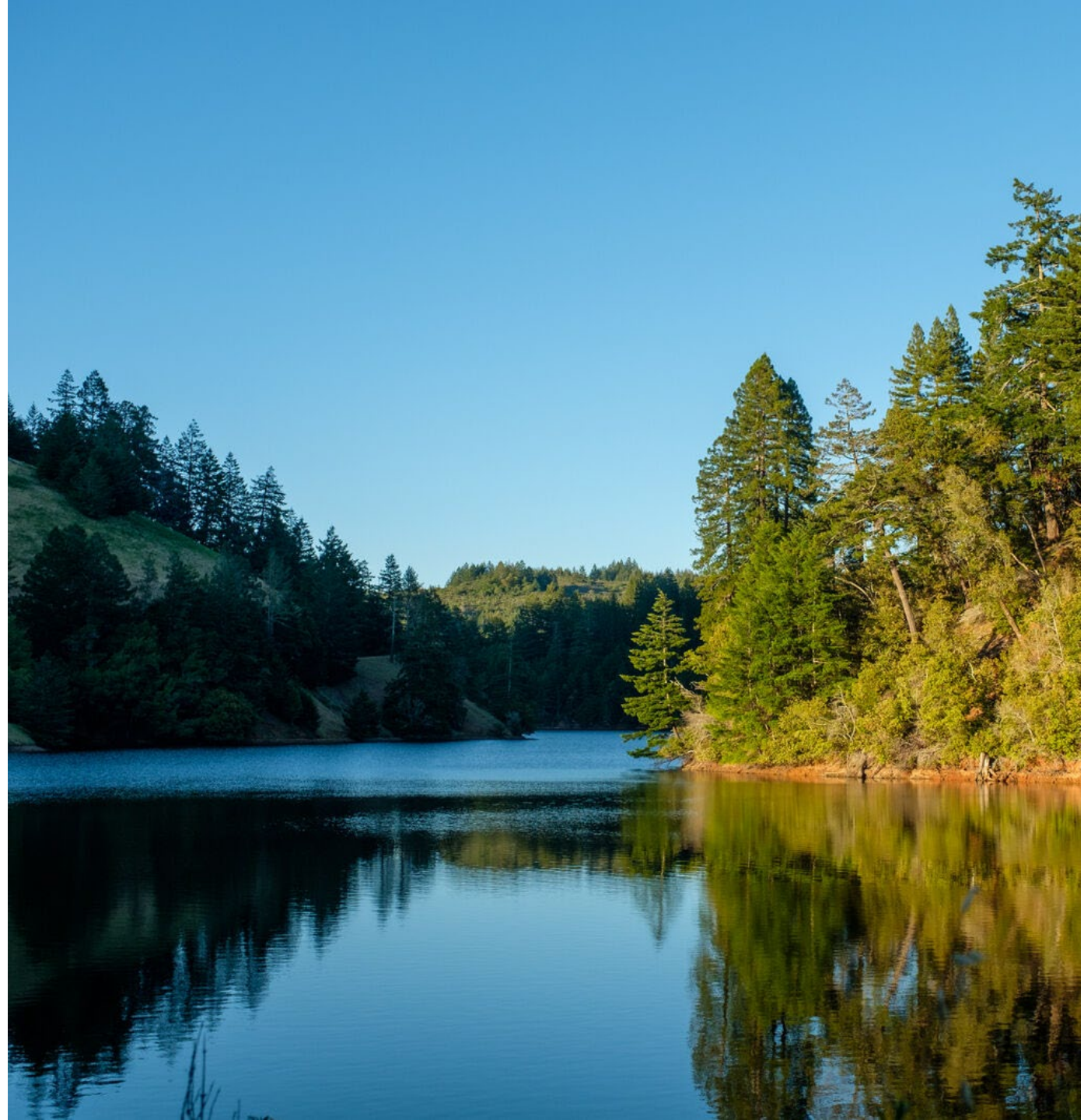




Water Efficiency Outreach Activities Update

May 15, 2024



Overview

1. Outreach Campaigns Review
2. Summer Outreach Plans
3. Community Events
4. Next Steps



Outreach Campaigns Review



Monthly E-News



Performance review

- Growing subscriber base
 - Website pop-up tool helped gain ~400 new subscribers over last 6 months
- Maintaining strong open rate
 - March E-News – 60.1% (second highest of all time)
 - YTD average – 55% (well above industry standard)
- Statewide communications award winner
 - 2024 EPIC Award, Newsletter or Magazine Category, California Association of Public Information Officials (CAPIO)



Efficiency Estimator

Background

Website tool for single family and duplex residential customers that estimates household's bi-monthly bill total and, during winter months, estimates efficiency of household's indoor water use



marinwater.org/Estimator

Efficiency Estimator

Key methods used to connect customers with the tool

- E-News feature article in February
- Special bill insert ran March - April
- Postcard mailer (x4 phased mailings) in March and April
- Targeted digital ads (x2 month-long campaigns) in Feb/Mar and Apr/May

MARIN WATER

An efficient customer uses 40 gallons of water or less per person per day inside the home.

How does your household compare?

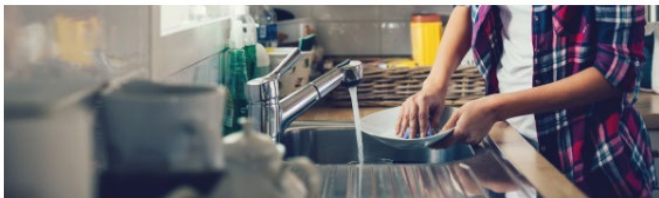
Inefficient Opportunity Zone Efficient

Find out

Scan code or visit the URL below to use our efficiency estimator now

marinwater.org/estimator

Is your household water efficient? Why it's important to know even if we're out of a drought



Water is our most precious resource. That fact came into sharp focus during the recent drought. But it's no less precious today. With prolonged drought

Marin Independent Journal

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

MARIN WATER

An efficient customer uses 40 gallons of water or less per person per day inside the home.

"To have this roadway constantly being degraded and at risk of going down to one 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."

MARIN WATER

How efficient is your indoor water use?

Even during the rainy season, it's important to preserve our most precious natural resource. To help you gauge how efficient your indoor water use is, check out our efficiency estimator tool available online. Enter your usage and household info to see the results and explore how small changes can make a big impact on savings.

Inefficient Opportunity Zone Efficient

Whether you're doing great, have opportunities for water savings or fall outside the norm, we have resources and tailored recommendations to help you reach your goals and save on your bill. This tool will be available until the summer irrigation season begins, so try it out today!

Scan or visit link to go to the efficiency estimator: marinwater.org/Estimator.

EASY WAYS TO REDUCE INDOOR WATER WASTE

- Find and fix every leak – many household leaks are hidden and can result in substantial water loss
- Replace old appliances with new, high-efficiency models – we have rebates to help
- Marin Water offers free water-efficient fixtures available for pickup at our main office, including faucet aerators, showerheads and more
- Install a Flume smart home water monitoring device for real time water use updates and leak detection
- Schedule a free at-home consultation with one of our water efficiency experts

Learn more at marinwater.org/HomeWaterSavings. divmwd-148346

Efficiency Estimator

Targeted Direct-Mail Postcards

- Mid-March – Sent to residential customers with higher water usage (~8K total households)
- April – Sent to 'opportunity zone' customers
- Frontside highlighted indoor efficiency estimator
- Backside promoted Conservation Assistance Program

Conversions

- 30 CAP appointments booked in Mar-Apr 2024
 - (Compared to 9 for Mar-Apr 2023)
 - 10 specifically mentioned mailer when booking CAP appointments
- CAP appointments now currently booked solid thru mid-June



MARIN WATER

An efficient customer uses 40 gallons of water or less per person per day inside the home.

How does your household compare?

Efficient Opportunity Zone Inefficient

Find out!
Scan code or visit the URL below to use our efficiency estimator now

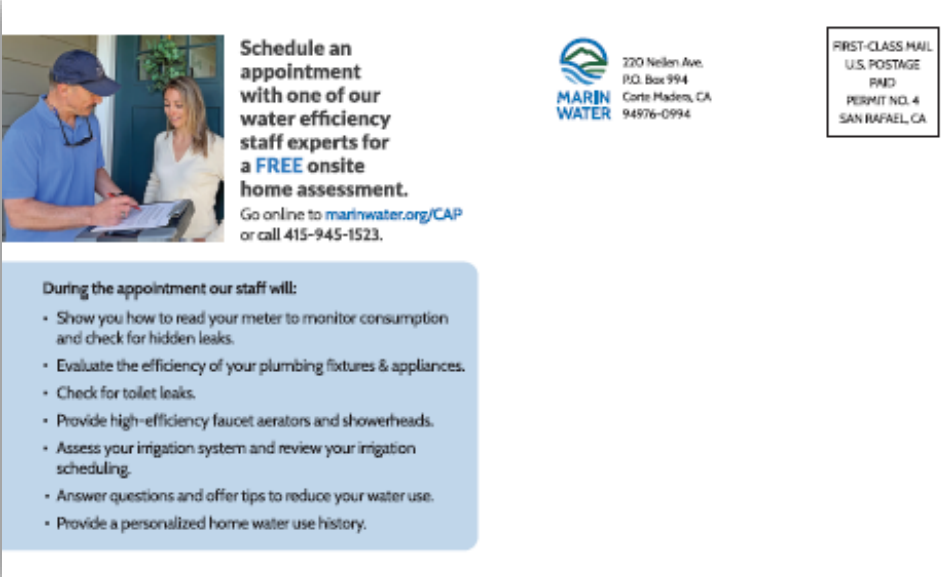
Actions for indoor water savings

Find and fix leaks. The average household leaks nearly 10,000 gallons of water per year. March 16-24 is Fix-a-Leak Week – the perfect time to commit a few minutes to checking your home for potential water leaks. Get DIY leak detection guidance at marinwater.org/LeakDetective.

Monitor household water usage in real time. The Flume Smart Home Water Monitor sends real-time water usage updates, including leak alerts, right to your smartphone. During Fix-a-Leak Week, Marin Water customers receive a deep discount on these devices at flumewater.com/partners/marin.

Check appliances to make sure they're up to date. Older model clothes washing machines and dishwashers can use up to three times as much water per load as high-efficiency models. Find rebates for high-efficiency appliances at marinwater.org/rebates.

marinwater.org/estimator



MARIN WATER

220 Neelen Ave.
P.O. Box 994
Corte Madera, CA
94976-0994

Schedule an appointment with one of our water efficiency staff experts for a FREE onsite home assessment.
Go online to marinwater.org/CAP or call 415-945-1523.

During the appointment our staff will:

- Show you how to read your meter to monitor consumption and check for hidden leaks.
- Evaluate the efficiency of your plumbing fixtures & appliances.
- Check for toilet leaks.
- Provide high-efficiency faucet aerators and showerheads.
- Assess your irrigation system and review your irrigation scheduling.
- Answer questions and offer tips to reduce your water use.
- Provide a personalized home water use history.

FIRST-CLASS MAIL
U.S. POSTAGE
PAID
PERMIT NO. 4
SAN RAFAEL, CA

Efficiency Estimator

Targeted Digital Ads

- Served to residential customers on web and mobile
- 2 campaigns, Feb-March and April-May

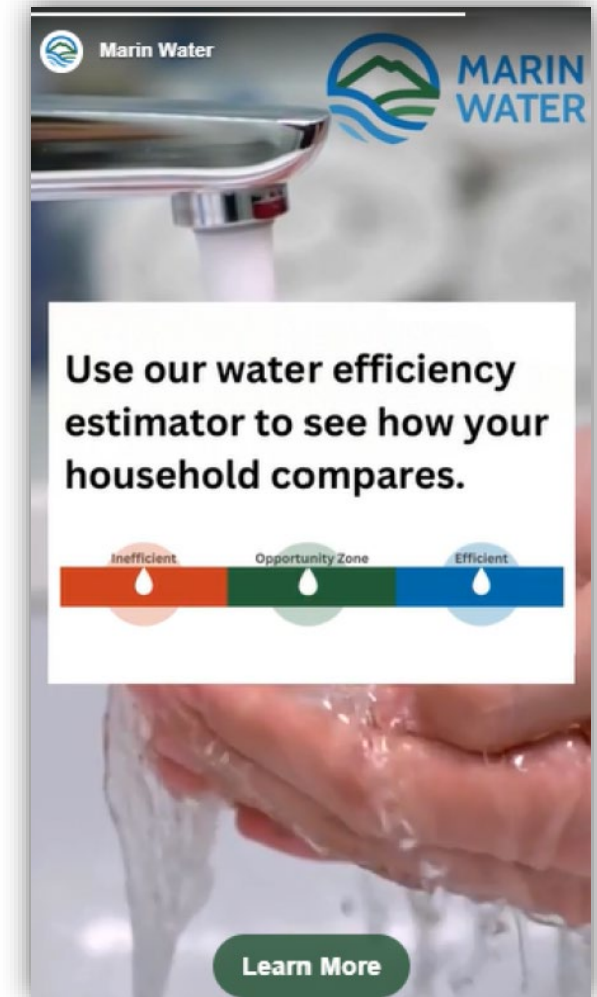
Ad Campaign Performance Highlights

Campaign 1: residential, entire service area

- 430,020 impressions
- 1861 direct ad clicks to estimator tool
- 812 view throughs (served ad, didn't click, but went to tool later)
- .62% engagement rate (8.86x the national average)

Campaign 2: residential, targeted to high water users and opportunity zoners

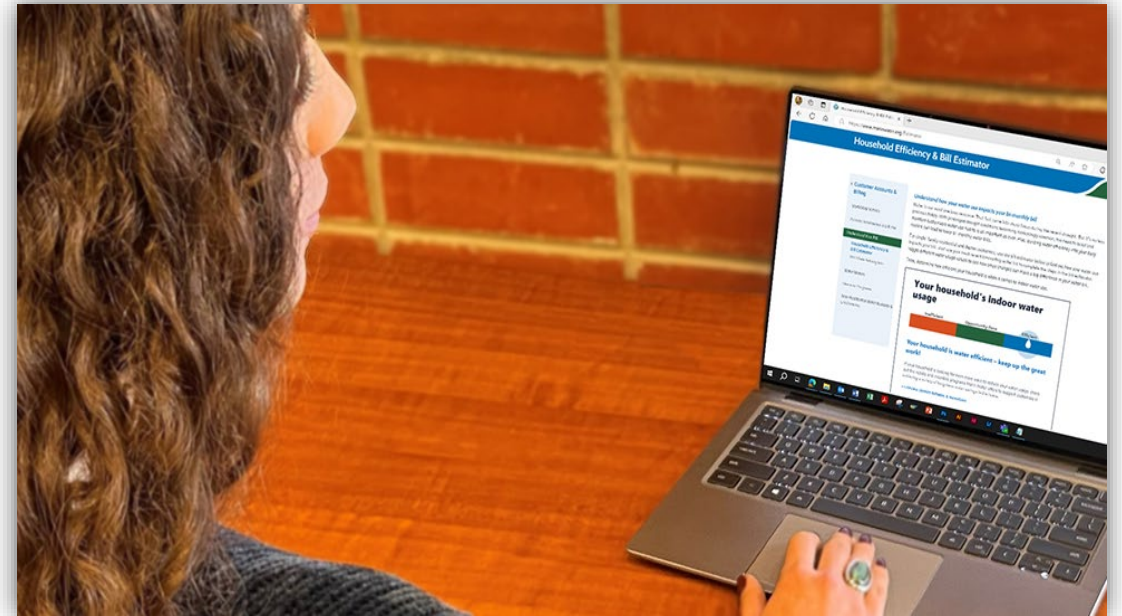
- 415,790 impressions
- 2,226 direct ad clicks to estimator tool
- 868 view throughs (served ad, didn't click, but went to tool later)
- .69% engagement (9.86x the national average)



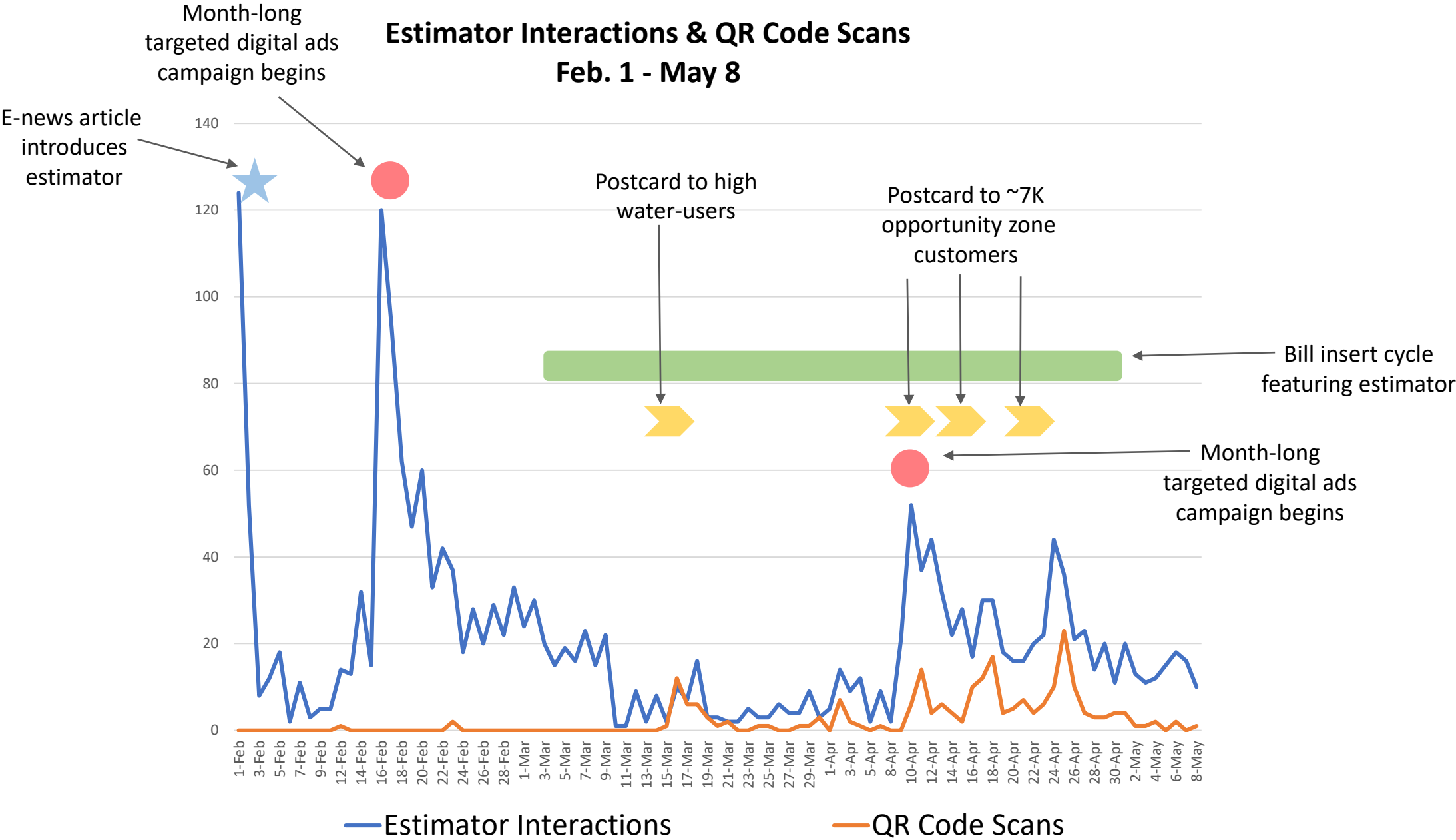
Efficiency Estimator

Overall Traffic to Estimator Tool (February – Early May)

Month	Efficiency Estimator Interactions
Feb.	958
Mar.	287
Apr.	627
May	115
Total	1872



Estimator Interactions & QR Code Scans Feb. 1 - May 8



Customer Success Stories

Background

A collection of real stories featuring our customers meant to inspire water efficiency actions. Hosted on District website and each story is re-packaged for sharing through bill inserts, mailers, social, E-News, paid advertorials to maximize their value and exposure.



Garden Makeover Brings Happiness, Water Savings

In her quest to build a modern, sustainable backyard oasis — one filled with native plants to nurture pollinators — San Anselmo resident Marty B. tapped into a Marin Water rebate program while also tapping into her own creative process.

Customer Success Stories

Conversions

Anne's Story – Jan-Feb bill insert, Dec E-News feature

- 28% YOY web traffic growth to District's rebates page during Jan-Feb On the Waterfront bill insert cycle that featured Anne's story
- 26 Flume sales in one day after Dec E-News published
- 287 overall Flumes purchased Dec – early May
 - Compared to 102 purchased this same timeframe in previous year

Chris' Story – March E-News

- 48 Flume purchases in March
- 48 Weekly Watering Schedule subscribers

Marty's Story – Marin Living Advertorial, May E-News, June-July bill insert (upcoming)

- 173 visits to Cash for Grass page after Marty's story ran in Marin Living advertorial and May E-News
 - 62 proceeded to actual application form
 - 2 applications received



Technology helps find mystery leak

Anne, from San Anselmo, used the discounted Flume Smart Home Water Monitor to pinpoint leaks and reduce her water usage.



Research & DIY work cuts water use, costs

Chris, from Tiburon, cut his outdoor watering by half thanks to Marin Water's Weekly Watering Schedule and some low-cost fixes to his irrigation system.



Lawn replacement saves water, stokes creativity

San Anselmo resident Marty B. wasn't happy with her "ugly" yard. With the help of Marin Water's Cash for Grass program, she got rid of it.



Summer Outreach Plans



Summer Outreach Plans

Promoting Turf Replacement & Other Outdoor-Efficiency Rebates


- Postcard mailer targeted only to historically higher summer water users – share customer success story as part of the messaging/encouragement
- Digital ads targeting higher water users
- PSAs on streaming services targeted to higher water users
- Marin County Fair mini-billboard advertising at six water stations throughout event

Cash for Grass | Lawn Replacement Program

Water Efficiency

- Rebates and Incentives
 - Cash for Grass
 - Rainwater Catchment
- Water Rules
- Home Water Saving Guidance
 - Detecting Leaks
 - Conservation Assistance Program
 - Free Water Efficient Fixtures
 - Customer Success Stories
 - Household Efficiency & Bill Estimator
- Business Water Saving Guidance
- WaterSmart Gardening
- Commercial Lawn Irrigation Rules
- Landscape Plan Review
- Customer Resource Library

Lawns typically need four times more water than climate appropriate shrubs and perennials, which makes converting lawns to sustainable landscapes one of the best ways to use water more efficiently. Marin Water customers who replace their lawn with a more water-efficient alternative could be eligible for a rebate to offset conversion costs. And once converted, the new landscaping will use less water. That can translate to smaller bi-monthly water bills!



Lawn replacement rebates available for Marin Water customers

Customers may receive a rebate of up to \$3 per square foot for replacing grass in their landscapes. Homeowner reimbursements will be capped at 1,000 square feet, and business owners capped at 5,000 square feet. The base rebate of \$1.50 per square foot has fewer requirements to provide customers with more flexibility while still achieving water savings. The top tier rebate of \$3 per square foot is available to customers who follow best management practices to optimize long-term water savings, including:

- Sheet mulching in place versus physical removal of lawn.
- Installation of mostly California native low water use plants over at least 50% of the project area based on mature plant size.
- Installation of an alternative water source or stormwater capture feature such as a rain garden, rainwater harvesting cistern, or graywater system.

Turf replacement rebates exempt from State income tax requirements!

As another small benefit of the rebate program, Assembly Bill 2142, which was signed by Gov. Gavin Newsom in September 2022, ensures that turf replacement rebates issued in 2022 and beyond will be exempt from state income tax requirements. (Federal tax rules do still apply). An IRS W-9 Form will be needed for tax filing.

Pre-approval is required to participate in the Cash for Grass program; the first step is to submit a rebate application.

[Apply for rebate](#)

Get inspired by another customer's lawn transformation!

Sometimes the best inspiration comes from our neighbors. Read about a Marin Water customer who took advantage of the District's Cash for Grass program to transform her backyard into an oasis of for native plants and pollinators. [Read story](#)

Frequently asked questions

- What is the process to apply for the Cash for Grass rebate?
- How much is the Cash for Grass rebate?

Summer Outreach Plans

Enhanced Rain Barrel Rebate


- “Planning Your Rainwater Catchment System for the next rainy season.”
- Improved rebate now available thanks to additional funds provided to Marin Water and North Marin Water District (NMWD) from the Marin County Stormwater Pollution Prevention Program.
 - \$0.75/gallon rebate (previously \$0.50)
 - Max of \$2,000/customer (previously \$1,000)
- Joint publicity efforts with NWMD to begin week of 5/21 to announce the added program benefit for customers.
 - News release
 - Marin Living advertorial
 - Social media
 - June E-News

Rainwater Catchment: Everything you need to know

Water Efficiency

- Rebates and Incentives
 - Cash for Grass
 - Rainwater Catchment
- Water Rules
- Home Water Saving Guidance
 - Detecting Leaks
 - Conservation Assistance Program
 - Free Water Efficient Fixtures
 - Customer Success Stories
 - Household Efficiency & Bill Estimator
- Business Water Saving Guidance
- WaterSmart Gardening
- Commercial Lawn Irrigation Rules
- Landscape Plan Review
- Customer Resource Library

Rain barrels or cisterns linked to roof drainage systems capture and store rainwater that can later be used to irrigate landscapes and gardens during periods of little rainfall. This practice can reduce potable water use while also helping to limit erosion and polluted runoff that harm our creeks. Just one inch of rain on a 1,000 square-foot roof produces 600 gallons of runoff.



Rain barrel and cistern rebates available for Marin Water customers

Thanks to funding from the Marin County Stormwater Pollution Prevention Program, Marin Water is currently able to provide enhanced incentives for residential and commercial customers who install rain catchment systems at their properties. Through this partnership with MCSTOPPP, Marin Water is offering customers \$0.75 per gallon of water stored – with a cap of \$2,000 per customer. The rebate cannot exceed system cost.

[Apply for the rebate](#)

Summer Outreach Plans

DIY Recycled Rain Barrel Giveaway

- “Planning Your Rainwater Catchment System for the next rainy season.”
- Approximately 50 recycled barrels (donated by EO Products) to be distributed per month.
- Piloting through August and will re-evaluate.
- Customers register online for their barrels.
- Pickup days hosted once a month at District for all selected registrants.
- Customers must take some additional DIY steps to assemble their barrel.
- Soft-launch at Eco-Friendly Garden Tour, May 25; full launch the following week on digital channels.
- Barrel and signage will be on-display as part of outreach booth setup at upcoming summer events.

DIY Recycled Rain Barrel GIVEAWAY

Create a rainwater catchment system for your landscape or garden!

Learn more and apply for FREE barrels:



marinwater.org/DIYRainBarrelGiveaway

EO Products has donated barrels used in their company operations to Marin Water. Now you can put them to use as rain barrels in your own yard.



One inch of rain on a 1,000 square-foot roof produces 600 gallons of runoff.

Catch this water when it rains and use it to supplement your outdoor irrigation!





Community Events



Community Events

- *Earth Day at the Village (Corte Madera) – complete*
- *Earth Day (Mill Valley) – complete*
- *Ross Garden Walk (Ross) – complete*
- Eco-Friendly Garden Tour
(sites in San Rafael, Mill Valley, Corte Madera)
- Fairfax Festival and Parade (Fairfax)
2-day event
- Canal Community Picnic (San Rafael)
- Marin County Fair (San Rafael)
5-day event
- Marin Senior Fair (San Rafael)
- Marin Green Home Tour
(Virtual, 6 homes featured throughout Marin)



Next Steps

- ✓ Launch summer campaigns
- ✓ Monitor campaigns, assess performance, make necessary adjustments in preparation for next seasons campaigns
- ✓ Staff summer outreach events to connect with customers
- ✓ Provide progress updates to Board of Directors at future committee meetings