



# NOTICE OF COMMUNICATIONS & WATER EFFICIENCY COMMITTEE 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:** August 16, 2023

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

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

<b>Open Session</b>	<b>Remotely</b>
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>
<b>Public Comment - Items Not on the Agenda</b>  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.	
<b>Calendar (9:40 a.m. - Time Approximate)</b>	
1. Minutes of the Communications & Water Efficiency Committee Meeting of May 30, 2023 (Approximate Time 1 Minute)	<i>Approve</i>
2. Communications Activities Update (Approximate Time 30 Minutes)	<i>Information</i>
<b>Adjournment (10:11 a.m. - Time Approximate)</b>	

**ADA NOTICE AND HEARING IMPAIRED PROVISIONS:**

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**FUTURE BOARD AND COMMITTEE MEETINGS AND UPCOMING AGENDA ITEMS:**

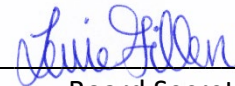
Dates	Meetings
Friday, August 18, 2023 9:30 a.m.	<ul style="list-style-type: none"> <li>Operations Committee Meeting/Special Meeting of the Board of Directors (Operations)</li> </ul>
Thursday, August 24, 2023 9:30 a.m.	<ul style="list-style-type: none"> <li>Finance &amp; Administration Committee Meeting/Special Meeting of the Board of Directors (Finance &amp; Administration)</li> </ul>

Tuesday, September 5, 2023  
6:30 p.m.

- Board of Directors' Regular Bi-Monthly Meeting  
(Closed Session prior to start of 6:30 p.m. meeting)

**Upcoming Key Item for Future Communications & Water Efficiency Committee Meeting**

- At November 15, 2023 Communications & Water Efficiency Committee Meeting
  - Water Efficiency Master Plan Update



Board Secretary



**Item Number:** 01  
**Meeting Date:** 08-16-2023  
**Meeting:** Communications & Water Efficiency Committee/  
Board of Directors  
(Communications & Water Efficiency)

## Approval Item

### TITLE

Minutes of the Communications & Water Efficiency Committee Meeting of May 30, 2023

### RECOMMENDATION

Approve the minutes

### SUMMARY

The Communications & Water Efficiency Committee held a meeting on May 30, 2023. The minutes of that meeting are attached.

### DISCUSSION

None

### FISCAL IMPACT

None

### ATTACHMENT(S)

1. Minutes of the Communications & Water Efficiency Committee Meeting of May 30, 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**

**MINUTES**

**Tuesday, May 30, 2023**

**Via Remote and In-Person**

**Location:** Marin Water Board Room, 220 Nellen Avenue, Corte Madera, CA 94925

**CALL TO ORDER AND ROLL CALL:**

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

**Directors Present:** Matt Samson and Ranjiv Khush

**Directors Absent:** Larry Russell, Monty Schmitt, Jed Smith,

**ADOPT AGENDA:**

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

Ayes: Directors Samson and Khush

Noes: None

Absent: Directors Russell, Schmitt, and Smith

There were no public comments on this item.

**PUBLIC COMMENT:**

There were no public comments.

**CALENDAR ITEMS:**

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

On motion made by Director Samson and seconded by Chair Khush, the committee approved the minutes by the following roll call vote:

Ayes: Directors Samson and Khush

Noes: None  
Absent: Directors Russell, Schmitt, and Smith

There were no public comments on this item.

**Item 2 Water Efficiency Program Overview: Review of Current Programs, Policies, Engagement and Look-Ahead at What is Next**

The committee received presentations from Water Efficiency Manager Carrie Pollard, Communications & Public Affairs Manager Adriane Mertens, and consultant Peter Mayer with WaterDM. Topics included current water efficiency programs, Flume SMART Home Water Monitor Program, regional partnerships, proposed regulations, and outreach activities. Discussion between the committee and staff occurred throughout the presentation.

There were four (4) public comments.

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

**ADJOURNMENT**

There being no further business, the Communications & Water Efficiency Committee Meeting adjourned at 11:30 a.m.

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Board Secretary



**Item Number:** 02  
**Meeting Date:** 08-16-2023  
**Meeting:** Communications & Water Efficiency Committee/ Board of Directors  
(Communications & Water Efficiency)

## Informational Item

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**TO:** Communication and Water Efficiency Committee/Board of Directors

**FROM:** Adriane Mertens, Communications & Public Affairs Manager

**THROUGH:** Ben Horenstein, General Manager

**DIVISION NAME:** General Manager

**ITEM:** Communications Activities Update

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### SUMMARY

Staff will provide a presentation to update the Board on recent and planned communications activities in support of the District's Water Use Efficiency Programs and Incentives, including sharing the findings of a recent customer survey that will help to inform the development and messaging of future program outreach campaigns.

### DISCUSSION

Staff continues concerted outreach efforts on the District's key initiatives, including promoting the District's many water use efficiency programs and resources available to customers.

Staff will provide a brief update on recent, ongoing, and planned communications and outreach activities to promote water-use efficiency programs, including the results of a customer survey recently conducted on behalf of the District. The survey was developed to gather information to help the District better understand the customer's level of familiarity with District water use efficiency programs and what would help to motivate District customers to engage in these programs. The survey also presented the opportunity to ask a few broader questions about the District to illuminate a better understanding of District customers. The recent survey was conducted by the research firm FM3 through email, text message and phone call methods within the District's service area. The information, combined with other available demographic data for the District's service area and additional planned community engagement, will be used in the development of new targeted marketing campaigns to promote District water use efficiency programs and resources. Some of the more general survey questions targeted overall customer satisfaction with District Services and their understanding of the District's primary water source. The survey also sought information on customer preferences for receiving District information.

**FISCAL IMPACT**

None

**ATTACHMENT(S)**

None