



# STAFF REPORT

---

**Meeting Type:** Planning Committee/Board of Directors  
**Title:** 2025 School Education Program Refresh  
**From:** Paul Sellier, Director of Water Resources  
**Through:** Ben Horenstein, General Manager  
**Meeting Date:** August 26, 2025

---

*PS* *BH*

**TYPE OF ITEM:**                      Approve        X        Review and Comment

**RECOMMENDATION:** Review and comment on the updated 2025 School Education Program

**SUMMARY:** The 2025 School Education Program is being refreshed in alignment with the 2024 Water Efficiency Master Plan. The goals of the Program refresh are to increase participation through broadening the program offerings, developing new marketing strategies and incorporating Next Generation Science Standards into the current curriculum for the 2025-2026 school year and beyond.

**DISCUSSION:** Marin Water’s School Education Program was developed in 2009. It consists of in-classroom presentations and “water walk” field trips to Lake Lagunitas, which go hand-in-hand to educate and engage students on where their water comes from, why it’s important to save water and the interconnectedness of water and energy. The Program is designed to educate students in grades 3-5, as well as high school-aged students, within Marin's local school system. During the 2024-2025 school year, Water Efficiency staff taught 13 classroom presentations, led 22 field trips and participated in 2 school-wide Earth Day events from Sept – Nov and from March – May. Marin Water also partners with ZunZun and Marin Clean Energy to offer local “musical watershed” assemblies, reaching 19 schools and over 7,200 students in the most recent school year.

Periodically, the Program is reviewed and updated to ensure that its content and messaging is effective, to expand educational offerings and to keep-pace with new teaching and educational trends and standards. The 2025 refresh was designed with input from Sonoma Water staff, Marin Water staff, and local teachers. Each session now focuses on key themes relevant to curriculums in each grade level, such as “adaptations” for 4<sup>th</sup> graders and “ecosystems” for 5<sup>th</sup> graders, ensuring that the District’s School Education Program connects to what students are actively learning.

Other key highlights include offering teacher trainings in coordination with ProjectWET. ProjectWET is an industry recognized, non-profit organization offering resources and trainings on water education to educators globally. ProjectWET has partnered with the Department of Water Resource’s Climate Team

to offer localized teacher training focused on climate change. The training schedule has yet to be finalized; however, the District will offer this training for local teachers in the coming months.

Finally, a new opportunity has been developed to engage high school students. A video contest, modeled after other Bay Area water utilities' contests, will encourage local high-school students to create awareness around relevant issues related to our local watershed, water supply, and water conservation in a new, unique way. Students will win a cash award with 50% of the prize money going to the individual(s) who submitted the video and 50% to the high school they attend. The first place winner will receive \$1,500, 2nd place \$1,000, and 3rd place \$500. The videos will be judged by District staff, a professional videographer and technical experts, relative to the annual theme. The videos will be judged on: connection to the theme, creativity, entertainment value, accuracy of information, and composition. Final videos can be used by Marin Water for educational outreach – on our website, social media, mentioned in e-news, etc. The 2025-2026 theme will be "Our Water's Journey". Winners will be announced and presented their awards at a May 2026 Board of Directors meeting, prior to the end of the school year.

**ENVIRONMENTAL REVIEW:** Not Applicable.

**FISCAL IMPACT:** None.

**ATTACHMENT(S):** None.