



# STAFF REPORT

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**Meeting Type:** Communications & Water Efficiency Committee/Board of Directors  
**Title:** Water Efficiency Update  
**From:** Paul Sellier, Director of Water Resources  
**Through:** Ben Horenstein, General Manager  
**Meeting Date:** February 28, 2024

*PS* *BH*

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**TYPE OF ACTION:**                      Action                      X                      Information                      Review and Refer

**RECOMMENDATION:** Receive staff update on the District’s water efficiency program

**SUMMARY:** Staff will provide an update on the Water Efficiency Master Plan and other notable Water Efficiency Program highlights.

**DISCUSSION:** The District’s Water Efficiency Program continues to implement programs to support our customers to take actions and change behavior to reduce their overall water use.

### Water Efficiency Master Plan

The Water Efficiency Master Plan will provide a comprehensive look at our water use patterns, our water efficiency targets, and our strategies for advancing water conservation in the Marin Water service area. The process of developing the document provided an opportunity for staff to engage with our community as well as highlight the progress our community has already made and to discuss our remaining water savings potential and the strategies we can employ to achieve these additional savings. Building upon community input, the plan will highlight our key program initiatives, our strategies for the next five years, and our process for evaluating programs and tracking success over time. The District appreciates the efforts our community has already taken to use water wisely. The goal of this plan is to encourage further action among stakeholders, customers and other interested parties to use water wisely.

### 2023 Program Participation and Water Savings

As part of the Strategic Water Supply Assessment (SWSA), goals for participation levels in water efficiency programs were established. In addition, there are other programs that were not included in the SWSA that have continued to be offered for District customers. The table below shows the annual participation goal for the programs, the actual participation, and the associated water savings.

| <b>SWSA Activity Name (program offer)</b>                           | <b>Annual Participation Goal</b> | <b>2023 Actual Participation</b>                     | <b>2023 Savings* (AF)</b> |
|---|----------------------------------|--|---------------------------|
| AMI Leak Notifications (letters)                                    | 1,250 letters                    | 1,300  | 112                       |
| Non-Functional Turf Conversion (\$1.50-\$3/sqft)                    | 70,000 sqft                      | 0  | 0                         |
| Turf Conversion – (Standard: \$1.50/sqft, Best Practices: \$3/sqft) | 100,000 sqft                     | 67,684 sqft<br>(62,978 @ \$1.50<br>&<br>4,706 @ \$3) | 6                         |
| Pool Cover Rebates (\$100 rebate)                                   | 90 rebates                       | 29   | 1                         |
| Residential Irrigation Controller (\$100 rebate)                    | 100 rebates                      | 183  | 3                         |
| Residential CAP's (site visits)                                     | 500 visits                       | 385  | 7                         |
| Laundry-to-Landscape System (\$125 rebate)                          | 40 rebates                       | 3  | 0.04                      |
| Rain Barrel Rebate Program (\$0.50/gal of storage)                  | 15,000 gallons                   | 28,000   | 0.2                       |
| <b>Estimated Annual Savings</b>                                     |                                  |  | <b>130</b>                |

| <b>Beyond SWSA (program offer)</b>             | <b>Annual Participation Goal</b> | <b>2023 Actual Participation</b> | <b>2023 Savings* (AF)</b> |
|--|----------------------------------|----------------------------------|---------------------------|
| High Efficiency Toilets (\$150 rebate)         | NA                               | 18                               | 0.2                       |
| High Efficiency Clothes Washers (\$100 rebate) | NA                               | 112                              | 1.6                       |
| Flume Home Water Monitor (\$115 rebate)        | NA                               | 332                              | 10                        |
| Hot Water Recirculating System (\$50 rebate)   | NA                               | 17                               | 0.2                       |
| <b>Estimated Annual Savings</b>                |                                  |                                  | <b>12</b>                 |

\*Water savings are estimated based on measure assumptions. Actual savings may vary.

**ENVIRONMENTAL REVIEW:** Not Applicable.

**FISCAL IMPACT:** None.

**ATTACHMENT(S):** None.