



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/Board of Directors
Title: Water Efficiency Outreach Activities Update
From: Adriane Mertens, Communications & Public Affairs Manager *Am*
Through: Ben Horenstein, General Manager *BH*
Meeting Date: February 28, 2024

TYPE OF ACTION: Action X Information Review and Refer

RECOMMENDATION: Receive a staff update on recent, current and planned outreach activities to promote the District’s water efficiency programs and services to customers

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 highlighting a new website tool for customers, targeted outreach campaigns, featured customer success stories, and community events.

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 launch of a new website tool that that measures the efficiency of single-family and duplex residential customers’ water usage and suggests District resources that may support additional efficiency enhancements based on customers’ usage. Digital and printed outreach materials promoting the new website tool targeted to higher water user residential customers in the District’s service area will also be presented during the update.

Staff will also share the “Customer Success Stories” series that recently launched on the District’s website and has been featured in bill inserts and in the District’s monthly digital newsletter as a way to encourage water savings through the real experiences of other customers.

The District’s plans for participation in various community events this spring and summer will also be shared, including an exciting water efficiency activation and engagement opportunity at this year’s annual Marin County Fair.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.