



THE WATER LINE

NOVATO'S WATER CONSERVATION NEWSLETTER • VOLUME 8 ISSUE 16 SPRING 2007

NMWD Conservation Incentive Tier Rate Pricing

For the past six years NMWD has stepped up efforts to curb peak (summer) water demand with many voluntary water conservation programs. While conservation efforts have been successful, there is still more to be done, and Conservation Incentive Tier pricing will further reduce peak water demand.

Why are we doing this?

Population and development growth in Sonoma County have increased water demand considerably, which makes expansion of the water transmission system in Sonoma County necessary to reliably deliver adequate Russian River water to NMWD. That expansion has been held up in the courts and by regulatory compliance and is not expected to be completed for a decade or more. In planning to meet future Novato water needs, NMWD has imposed stringent water use requirements on new development, has encouraged existing customers to participate in water conservation programs, has made improvements to Stafford Treatment Plant and is constructing a recycled water supply facility.

To extend available water supply even further, NMWD needs customer action. This edition of the



Novato Water – It's Worth Saving!

WaterLine provides information on how you can reduce your water use and how the Conservation Incentive Tier (CITR) pricing will affect you.

Your **Personal Water Use Graph on page 2** compares your actual 2006 water use to the water use for a typical Novato single-family customer (in gallons per day or gpd). The graph is divided into 6 bimonthly water billing periods. **The graph shows any cost the new CITR would have added to your bill each period last year had it been in effect.**

Over 50% of summer water use is for landscape irrigation and the CITR pricing targets outdoor water use. To conserve water in the summer,

participate in NMWD water conservation programs listed on page 3.

Saving Water, Save\$ Money!

Water Savings = Mulch = Water Savings

\$5 Courtesy of Marin Landscape Materials / \$5 Courtesy of North Marin Water District

\$10 OFF

**your next purchase of MULCH at
Marin Landscape Materials**

7596 Redwood Blvd.

Shredded redwood, single or double grind. One yard minimum. Good for one purchase only.
One coupon per NMWD customer. Valid until June 30, 2007

- IN THIS ISSUE -

- Your Personal Water Use Graph and How to Read it..... Inside
- Swimming in your Landscape? Inside
- Menu of Water Conservation Programs .. Inside
- Smart Irrigation Controller Rebate..... Inside
- Water Conservation Seminar Back
- Native Plant Pilot Program..... Back

YOUR PERSONAL WATER USE GRAPH AND EFFECT OF CONSERVATION INCENTIVE TIER RATE

How to Read Your Water Use Graph

The shaded bars in the graph above depict your actual water usage in 2006 compared to the typical water use for a Novato Single Family customer (solid bars). The value shown on top of each shaded bar is the estimated additional dollar increase in each billing period for customers using between 615 and 1845 gallons per day last year and subject to the new Conservation Incentive Tier Rate (CITR) had it

been in effect during 2006. For questions on the CITR or general explanation of the graph, please call (415) 897-4133 ext. 8421.

Note: Customers with less than a full year of water usage in 2006, new customers since 2006, and customers in multi-unit dwellings are receiving a graph showing only the typical Novato household usage.

Swimming in your Landscape?

Simple adjustments and/or equipment installation can help you avoid water waste!

- **Schedule a Water Smart Home Survey** to help operate your irrigation efficiently and identify other appropriate water conservation measures.
- **Install a Weather Based Irrigation Controller** to automatically adjust your watering schedule.
- **Regularly adjust your existing irrigation controller** to match weather patterns.
- **Install low water use or native friendly plants.**
- **Replace spray irrigation with drip irrigation.**



Over-irrigating your lawn?

Menu Of Water Conservation Programs

~ Outdoor Programs ~

“Water Smart” Home Survey Program

Water use surveys free to all residential customers. Includes an indoor plumbing fixture efficiency check, landscape irrigation efficiency test and leak detection tests.

“WaterLine” Newsletter

Mailed to customers in spring and fall. Spring issue has each individual customer’s chart of water use compared to typical for the prior year.

Cash-For-Grass

Rebate program for removing regularly-mowed and irrigated lawn and replacing with eligible low water use California-native plant material. Pre- and post-inspections are required.

Smart Irrigation Controller Rebate

Rebates available for District-approved, weather-based irrigation controllers (up to \$450).

Mulch/Irrigation Incentive

Cash-for-Grass participants are eligible for rebates of 25% of mulch purchases (up to \$100).

Demonstration Garden

Water-conserving demonstration garden at NMWD headquarters for customers to visit and learn about different low water use plant material.

New Residential Construction Landscape Requirements

No more than 800 square feet of turf, and non-turf areas must be irrigated with a drip system and mulched. No turf strips less than 7 feet wide are allowed, and weather-based irrigation controllers must be installed.

~ Indoor Programs ~

Toilet Rebates

Rebates for replacement of all older non-conserving toilets with High-Efficiency Toilets (HET). \$150 rebate for toilets on qualified District list. Older toilets must be pre-inspected and recycled. HETs use 20% less water than standard ultra low flush toilets.

Screwdriver Maintenance

Free Leak detection tablets, showerheads and sink aerators.

Flapper Rebates

Rebates for purchase of new toilet flappers (up to \$5).

Plumbing Fixture Replacement Upon Change of Ownership

Also known as “Retrofit on Resale.” Upon change of dwelling ownership, seller must certify that all toilets, showerheads and sink aerators meet current water conservation standards (can synchronize with Toilet [HET] Rebate Program).

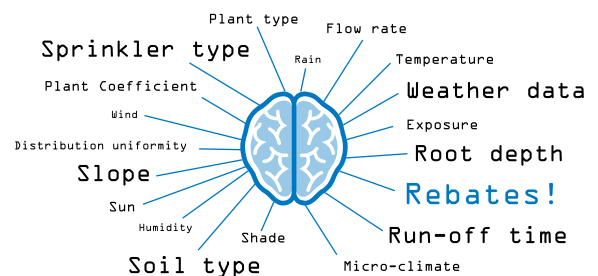
High-Efficiency Washing Machine Program

Rebate program for existing residential customer purchase of qualified, high-efficiency clothes washing machines (\$100 – \$150).

Smart Irrigation Controller Rebate

Take the guess work out of your irrigation scheduling with a controller that automatically adjusts to the local weather. Rebate available (up to \$450) for qualified weather based irrigation controllers. Landscape size and irrigation must meet specific criteria.

To water your lawn efficiently, take these factors into consideration and program your timer daily.



Call 897-4133, ext. 8421
www.nmwd.com

Or get a “Smart” Controller.
It has the brains to calculate water needs and program itself!

The Great Flapper Giveaway

Purchase a new flapper for your leaking toilet and receive the full purchase price as a credit on your next water bill!

Complete the coupon at right and mail with your receipt to NMWD by December 31, 2007. There is a limit of three flappers per household (up to \$5 maximum credit per flapper). Customers who received flapper credits in previous years are ineligible.

Please consult with the salesperson at Pini Hardware or call NMWD at 897-4133 ext. 8421, to confirm you are purchasing the CORRECT flapper for your toilet. If you purchase a flapper not designed for your toilet, the toilet will not work properly.

The Great Flapper Giveaway

Number of toilets in household _____

Number of flappers purchased _____

Total purchase price (include receipt) _____

Customer Name _____

Date _____

Address _____

Phone _____

Customer No. (from your water bill) _____

Clip & mail to:

North Marin Water District, P.O. Box 146, Novato, CA 94948

Questions? Call 897-4133 ext. 8421

Seminar: Novato Water – It's Worth Saving!

Questions about low water use native plants?

Want to water your landscape efficiently?

North Marin Water District offers a FREE seminar at the Novato Suburban Habitat store.

- Learn about native plants, Smart Controllers, and drip irrigation.
- Sunday, May 20, 2007 from 1:00 PM – 3:00 PM.
- Suburban Habitat: 866 Grant Avenue, Novato, CA

- Limited space available.
- Call (415) 898-7678 or visit Suburban Habitat to sign-up. Participants will receive a free low water use native plant and special discounts on water efficient irrigation equipment.



Water conserving landscapes are habitat forming!

Native Plant Pilot Program: A GREAT Opportunity to GO NATIVE!

NMWD is looking for six (6) home owners to create highly visible front yard demonstrations of low water use California native plants.

NMWD will pay \$3.00 for every square foot of regularly mowed, and irrigated front lawn area, replaced with low water use California native plants up to a maximum of \$1,200. NMWD will inspect existing conditions at all interested customers and qualifying

landscapes will be randomly drawn to obtain the final six participants.

The landscapes are to remain in place for 15 years and customers must allow the landscape to be featured on future native plant garden tours and to be used in future marketing materials.

Call (415) 897-4133 ext. 8421 to get started.



Standard
Presort
U.S. Postage
PAID
STRAHM
COMMUNICATIONS

