TOWN OF FAIRFAX
COUNCIL REPORT

To: **Mayor, Members of the Town Council**

From: **Pam Hartwell-Hererro, Councilmember**

Date: **January 13, 2010**

Subject: **Discussion of Pilot Water Conservation Project**

DISCUSSION

There has been much discussion about securing the water future for Marin County. Marin Municipal Water District (MMWD) is our main water district and through them we procure 75% of our water from our local watershed and import 25% of our water from outside the county, the average MMWD client uses 140 gallons of water per person, per day and plans are moving forward on a costly Desalination plant to meet a projected future demand and provide during drought. The conservation department and many concerned citizens believe we can live sustainably in our watershed and now it is time to put our money where our mouth is.

Fairfax has been selected by MMWD Conservation Department as just the right town for a pilot program promoting water conservation. Sustainable Fairfax will be the hub and main operators of the pilot. Water project staff and volunteers will be approaching every business, school and resident in Fairfax to see "How Far We Can Go" to reduce our water use through technology and behavior. The idea is to focus intensively on one community to increase water conservation to see if that is an effective model resulting in long-term water savings. Education and rebates will be brought to the community through a number of events, staffing at the Sustainability Center, and on a one on one basis.

Our Town Manager and Mayor have met with representatives from MMWD and Sustainable Fairfax to find ways the Town can support this effort through modeling and possible resolutions or ordinances. It is my hope that the Town Council and staff will support this effort wholeheartedly and I will be bringing forth opportunities to do so.

AGENDA ITEM #15