

EXHIBIT 2-A

Monterey Peninsula Water Management District PUBLIC OUTREACH PLAN

Adopted by the MPWMD Board on June 16, 2008

THE PURPOSE OF PUBLIC OUTREACH

- To encourage the public to actively participate in water management, augmentation and protection.
- To actively involve, educate and encourage the public to support water solutions.
- To positively raise the visibility and image of the Water Management District by broadcasting its achievements and accomplishments.
- To gain broader public support for the work of the District through greater accessibility and transparency.
- To increase the public's access to information on water regulations, updates and changes.

KEY OUTREACH MESSAGES

Public outreach messages should include, but not be limited to the following broad topics and issues:

1. Conserve Water

- Reduce the amount of water used at household and business level through reuse, recycling and "drought proofing."
- Be aware of and observe the Expanded Water Conservation and Standby Rationing Plan at its different stages.

2. Augment the Water Supply

- Capture water through rainwater harvesting (e.g., in cisterns at household level) and advocate for community level harvesting (e.g., in larger scale reservoirs)
- Provide input on proposals, planning, development and review of new sources of water for the District, e.g., desalination, recovery and reuse of stormwater and treated wastewater through public advocacy and lobbying at local and state levels.

3. Protect the Environment

- Water conservation and augmentation will help fulfill Order 95-10 and its goals in preserving and protecting Carmel River vegetation, fish and wildlife.
- District monitoring of wells helps prevent Carmel River/Seaside Groundwater Basin seawater intrusion, toxins and septic contamination.
- Carmel River flow gaging stations contribute to erosion protection.

KEY PARTNERS

In order to fulfill the District's goal of establishing respectful and effective relationships with California American Water, the eight land use jurisdictions, the Seaside Basin Watermaster, and the general public, partnerships should be established between the District and key groups such as:

1. Water Utilities (Attachment 1)

California American Water

Seaside Municipal Water

Monterey Regional Water Pollution Control Agency (MRWPCA)

Carmel Area Wastewater District

Pebble Beach Community Services District

2. Public Sector (Attachment 2)

Water for Monterey County (formerly REPOG)

Water Awareness Committee of Monterey County, Inc.

Carmel River Watershed Conservancy

Hospitality associations

Real estate organizations

Environmental groups

Homeowner, property, & neighborhood associations and organizations

Nurseries, garden supply providers

Educational facilities, public and private

3. District Land Use Jurisdictions (Attachment 3)

City of Carmel-by-the-Sea

City of Del Rey Oaks

City of Monterey

City of Pacific Grove

City of Sand City

City of Seaside

Monterey County, including the Monterey County Water Resources Agency

Monterey Peninsula Airport District

4. Local, State & Federal Legislators and Regulatory Agencies (Attachment 4)

U.S. Senators

U.S Representative, California 17th District

State Senator, 12th District

State Senator, 15th District

State Assembly Member, 27th District

State Assembly Member, 28th District

State Water Resources Control Board (SWRCB)

California Public Utilities Commission (CPUC)

CPUC Division of Ratepayer Advocates

California Department of Fish & Game

National Marine Fisheries Service

Seaside Basin Watermaster

5. Local Media (Attachment 5)

Newspapers (Monterey County Herald, Carmel Pine Cone, Coast Weekly, etc.)

Radio (KAZU, KBOQ, KIDD, KWAV, KMBY, KPIG, etc.)

Television (KSBW, AMP, KION, KCBA)

TOOLS & METHODS

1. Internet Website

Maintaining a website is an essential and cost-effective method to allow the public access to contact information, meeting schedules, agendas and minutes, plans, finances, projects, forms, important announcements and educational messages and materials. The website should include, but not be limited to:

- Mission Statement
- About MPWMD
- Meetings
- Webcasts
- Q & A's by Subject
- Current Talking Points
- Announcements
- Rebate Program Summary & Application
- Free Water Saving Device Notification
- Projects
- Forms
- Finance and Administration
- Water Permits and Conservation
- Rules & Regulations
- Water Wells
- Map Gallery
- Water Resources Management
- Document Library
- Human Resources
- Printed Materials (including brochures, garden shop resources, landscape architects, water wise, annual reports, etc.)
- Links

2. Community Outreach

MPWMD Annual Report

- Prepare and distribute updated annual progress reports to every household in the District at the end of the water year
- Post Annual Report to website

Special Direct Mailings

- Prepare mailers as needed (e.g. on emergency or critical notifications, water fact sheets, conservation tips, reports, letter from the General Manager, etc.) for general or specialized groups (e.g., legislators, general public, city officials, business or civic groups)

Group Exhibitions (Open Houses, Tours, Fairs)

Provide opportunities for the public to get to know the District, its staff and activities by having the public come to our offices or have staff go into the community. Have on hand packets of educational/advocacy materials, water conservation supplies, posters, District banners, and "portable booths" ready to go or use in house.

- Hold District Open House events annually or as needed
- Participate in and/or sponsor water and environmental-related events, local celebrations, festivals and street fairs, Monterey County Fair, school events, etc. (**Attachment 6**)
- Conduct Special Interest Tours as needed (to Carmel River riparian restoration areas, ASR Facilities, steelhead rearing/protection facility, dam sites, etc.)

Speakers Bureaus and Trained Speakers

Reach specialized community groups through standing speakers groups such as stakeholders, business, political, charitable, and/or trade groups and public education organizations. Select and train specific staff members or hire specialized consultant to hone presentation skills, prepare speeches and visual aids (PowerPoint presentations and/or handouts) for presentations to local, civic and special interest clubs and organizations such as:

- Chambers of Commerce
- League of Women Voters
- Local Business/Trade Associations/Corporations

- Local Citizen Coalitions
- City Councils
- Civic clubs (e.g. Rotary, Lions, Kiwanis, Leadership Monterey Peninsula, etc.)
- Other local organizations and clubs (**Attachment 7**)

Community Advisory Groups

Form specialized ad hoc or standing citizen groups to provide feedback and recommendations to the Board on policies, projects, specific emergency issues, water rates, bond measures, etc.

3. Legislative Outreach

A proactive legislative outreach focal point is required in order to keep abreast of the vast amount of legislation and regulations affecting water that is proposed, discussed, and enacted, to keep track of incoming and outgoing legislators, to be more aware of available funding for District projects and activities, and to ensure that specific legislators are aware of District needs and issues.

- City
- County
- State (Assembly, Senate, and Governor's Office)
- Federal

4. Media Outreach

In order to more effectively reach the public and broadcast key water messages and issues, the District should develop and sustain good working relationships with the media. Media outreach requires:

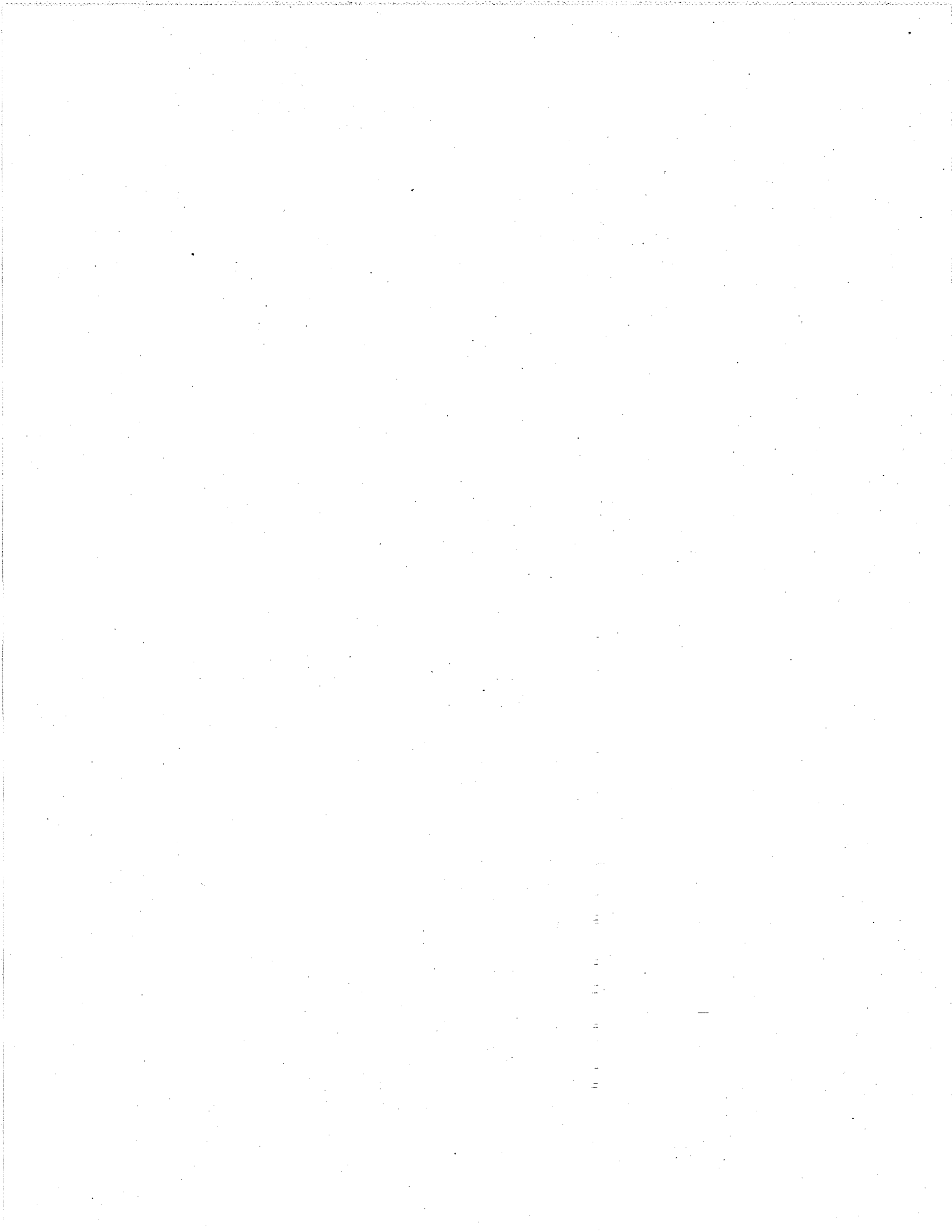
- Developing media objectives
- Media policy and protocol
- Training/appointing a media spokesperson
- Identifying messages similar to public outreach
- Identifying target audiences and matching them to specific media
- Developing tools such as news releases, video footage, photos, editorial briefings, opinion pieces, public service announcements, advertisements, etc.

5. Community Presence

Encourage staff and Board participation in local organizations. Maintain a list of staff participation (***Attachment 8***) to demonstrate community involvement and commitment and to help identify potential outreach portals.

Attachments:

1. Water Utilities
2. Public Sector
3. Land Use Jurisdictions
4. Local, State & Federal Legislators and Regulatory Agencies
5. Local Media
6. Local Outreach Events
7. Local Organizations and Clubs
8. Staff Involvement in Local Organizations



Attachment 1

**MONTEREY AREA WATER UTILITIES
CONTACT INFORMATION**

- California American Water – 511 Forest Lodge Road, Ste 100, Pacific Grove, (831) 646-3205
- Seaside Municipal Water – 440 Harcourt, Seaside (831) 899-6842
- Monterey Regional Water Pollution Control Agency (MRWPCA) – 5 Harris Court, Bldg. D, Monterey, CA (831) 372-3367
- Carmel Area Wastewater District – P.O. Box 221428, Carmel, CA (831) 624-1248
- Pebble Beach Community Services District – 3101 Forest Lake Road, Pebble Beach, CA (831) 373-1274

**PUBLIC SECTOR ORGANIZATIONS
CONTACT INFORMATION
(Not a complete list)**

- Water for Monterey County (formerly REPOG)
- Water Awareness Committee of Monterey County, Inc.
- Carmel River Watershed Conservancy - 151 Crossroads, Carmel CA 93922
- Hospitality associations
- Real estate organizations
- Environmental groups
- Homeowner, property, & neighborhood associations and organizations
- Nurseries, garden supply providers
- Educational facilities, public and private

**MPWMD POLICY ADVISORY COMMITTEE AND TECHNICAL ADVISORY
COMMITTEE REPRESENTATIVES
2008-09**

JURISDICTION

Carmel-by-the-Sea
Del Rey Oaks
Monterey
Pacific Grove
Sand City
Seaside
Monterey County
Monterey Peninsula
Airport District

POLICY ADVISORY

Paula Hazdovac, Councilwoman
Joe Russell, Vice Mayor
Chuck Della Sala, Mayor
Dan Cort, Mayor
David Pendergrass, Mayor
Tom Mancini, Councilmember
Dave Potter, Supervisor District 5
Leonard McIntosh, Director

TECHNICAL ADVISORY

Sean Conroy
Ron Langford
Chip Rerig
Sarah Hardgrave,
Steve Matarazzo
Diana Ingersoll
Jennifer Bodensteiner
Thomas Greer

**LOCAL, STATE AND FEDERAL LEGISLATORS AND REGULATORY
AGENCIES
CONTACT INFORMATION**

- U.S. Senators

The Honorable Barbara Boxer
U.S. Senator
112 Hart Senate Office Building
Washington, D.C. 20510-0504
(202) 224-3553

The Honorable Dianne
Feinstein
U.S. Senator
331 Hart Senate Office Building
Washington, D.C. 20510-0504
(202) 224-3841

- U.S Representative, California 17th District

The Honorable Sam Farr
17th District, State Senate
101 W. Alisal Street
Salinas, CA 93901
(831) 424-2229

- State Senator, 12th District

The Honorable Jeff Denham
12th District, State Senate
369 Main Street, #208
Salinas, CA 93901
(831) 769-8040

- State Senator, 15th District

The Honorable Abel Maldonado
15th District, State Senate
590 Calle Principal
Monterey, CA 93940
(831)657-6315

- State Assembly Member, 27th District

The Honorable John Laird
27th District, State Senate
99 Pacific Street, Suite 555-D
Monterey, CA 93940
(831) 649-2832

- State Assembly Member, 28th District
The Honorable Anna Caballero
28th District, State Senate
101 W. Alisal Street, Ste 134
(831) 759-8676
- State Water Resources Control Board (SWRCB) – P.O. Box 100,
Sacramento, CA (916) 341-5615
- California Public Utilities Commission (CPUC) – 505 Van Ness Avenue, Rm
5218, San Francisco, (415) 703-5091
- CPUC Division of Ratepayer Advocates
- California Department of Fish & Game – 20 Lower Ragsdale Drive, Ste 100,
Monterey, CA (831) 643-2870
- National Marine Fisheries Service
- Seaside Basin Watermaster

LOCAL MEDIA CONTACTS

- Monterey County Herald
- KAZU 90.3, 167 Central Ave, Pacific Grove, 831-375-7275
- Carmel Pine Cone – P.O. Box G-1, Carmel, CA
- Coast Weekly – 668 Williams Avenue, Seaside
- KAZU – 167 Central Avenue, Pacific Grove, (831) 375-7275
- KBOQ – 60 Garden Court, Monterey, (831) 644-9550
- KIDD -
- KWAV – 5 Harris Court, Monterey, (831) 375-6300
- KMBY -
- KPIG -
- KSBW – 238 John Street, Salinas, CA (831) 758-8888
- AMP – 2200 Garden Road, Monterey (831) 333-1267
- KION - 1550 Moffett, Salinas, CA (831) 422-3500
- KCBA – 1550 Moffett, Salinas, CA (831) 422-3500

**POSSIBLE MONTEREY PENINSULA OUTREACH EVENTS
2008-2009**

- July 31, 2008: Monterey Chamber of Commerce Business Excellence Awards
- First weekend in August: Carmel Valley Fiesta
- August 16, 2008: Water Awareness Day, Monterey County Fair, Monterey*

* Sponsorship opportunity

**MONTEREY PENINSULA CIVIC CLUBS AND LOCAL ORGANIZATIONS
(Not a complete list)
2008-2009**

- American Red Cross – P.O. Box 853, Carmel, CA (831) 375-5730
- Alliance on Aging – 2200 Garden Road, Monterey (831) 655-1334
- Carmel Foundation - Carmel-By-The-Sea, CA, (831) 624-1588
- CHISPA (Community Housing Improvement Systems and Planning Association, Inc.) - 295 Main St, Salinas, CA, (831) 757-6251
- Housing Authority of the County of Monterey - 123 Rico St, Salinas, CA, (831) 424-2892
- Lyceum of Monterey County - 1073 6th St, Monterey, CA, (831) 372-6098
- Monterey Jazz Festival - 9699 Blue Larkspur Ln, #204, Monterey, CA, (831) 373-3366
- United Way - 2511 Garden Rd, #C100, Monterey, CA, (831) 372-8026
- Monterey County Hospitality Association – P.O. Box 223452, Carmel, CA
- Monterey Commercial Property Owners Association – 479 Pacific, Monterey
- Chambers of Commerce
- Convention and Visitors Bureau
- Soroptimist International
- Rotary Clubs
Salinas Rotary Club
(831) 759-9553
www.salinasrotary.org
- Kiwanis Clubs
- Lions Clubs
- Professional Women's Network of the Monterey Peninsula
- Girl Scouts
- Boy Scouts
- Toastmasters International
- New Monterey and Old Monterey Business Associations

**MPWMD EMPLOYEE COMMUNITY INVOLVMENT
(Not a complete list)
2008-2009**

- Boy Scouts of America
- Friends of Pacific Grove Library
- Leadership Monterey Peninsula
- Benevolent and Protective Order of the Elk
- PEO
- Monterey Civic Club
- Parent Sponsors Club, Stevenson School
- Carmel Ski Club
- Water for Monterey County Coalition, Public Information and Involvement Work Group
- Village North Lagoon HOA
- Skyline Forest HOA
- Community Partnership for Youth
- VOS Bicycle Racing Team