

EXHIBIT 3-A

MPWMD 6-Month Outreach Plan

May	May (Conservation)	June	June (Conservation)
<ul style="list-style-type: none">• Water Awareness Month• Tentative: Press Release on Start of Fish Rescues• Ongoing: Media Queries/interviews on User Fee• May 1: Monterey City Council Presentation (User Fee)• May 2: Press release on GWR MOU signing• May 2: PG City Council Presentation (User Fee)• May 9: Sustainable PG Presentation (Water Supply)• May 15: Sand City City Council Presentation (User Fee)• May 20: Watershed Awareness Day (Carmel River planting w/MPRPD & RCDMC)	<ul style="list-style-type: none">• Tentative: Rebate Promotion• May 17-21: Public Works Week (Booth at Monterey Farmer's Market)	<ul style="list-style-type: none">• Tentative: Press Release on Rebates• June 15: Editorial on Status of User Fee	<ul style="list-style-type: none">• Monterey Farmer's Market• Rebate promotion• TBD: NARI Presentation on rebates• TBD: Pebble Beach Community Services District Open House

July

- MPWMD Newsletter
- Watershed Tour

July (Conservation)

- Monterey Farmer's Market
- Rebate promotion
- Launch non-residential 'Super-Saver' program

August

- Begin school outreach program ('understanding your water supply' w/MRWPCA)
- Watershed Tour

August (Conservation)

- Monterey Farmer's Market
- Rebate promotion
- Aug 25-26: Sand City West End

September

- Continue school outreach
- Sleepy Hollow Tours

September (Conservation)

- Sept 1: Water Awareness Day at County Fair (Coordinated by Water Awareness Committee)

October

- Continue school outreach
- MPWMD Newsletter
- Sleepy Hollow Tours

October (Conservation)

- Monterey Peninsula Chamber Business Expo (??)

*List is not all-inclusive and is subject to change