



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
May 9, 2012

Call to Order

The meeting was called to order at 9:05 a.m. in the District conference room.

Committee members present: Jeanne Byrne, Chair
 Kristi Markey
 David Pendergrass

District staff members present: Rachel Martinez, Community Relations Liaison
 Stephanie Pintar, Water Demand Manager
 Arlene Tavani, Executive Assistant

Comments from the Public

No comments directed to the committee.

Action Items

1. **Adopt Minutes of April 11, 2012 Committee Meeting**
 On a motion by Markey and second of Pendergrass, the minutes were approved
 unanimously on a vote of 3 – 0.

Discussion Items

2. **Update on Water Use Fee Outreach and Discussion of Future Outreach**
 The committee discussed upcoming presentations scheduled for meetings of local city councils, chambers of commerce and other community organizations. The committee provided direction regarding the following issues. (1) Staff should develop a commentary for the Monterey County Herald that emphasizes the District's accomplishments including water projects that were planned but rejected by the voters, the projects in operation now and planned for the future. The commentary should be clear that the District has been working for the community, and that water development is a difficult topic for the community because as solutions are developed the public chooses to deny funding for them. (2) On a motion of Markey and second of Pendergrass, the committee voted unanimously to recommend to the Water Supply Planning Committee that it review the pros and cons of each desalination proposal, and develop a recommendation for the Board as to whether the Board should take a position in support of a particular proposal in conjunction with the Cities JPA. The motion was adopted unanimously on a vote of 3 – 0. (3) The Committee also asked staff why Cal-Am's proposed Moss Landing site was dropped, in spite of a successful pilot plant. This information could be distributed to the committee with a cc to the entire board.

3. Review Six-Month Outreach Plan

The committee reviewed items listed on the updated Six-Month Outreach Plan, the results of their discussion follows. (1) The committee expressed support for conducting Carmel River watershed tours in the summer months and conducting tours of the Sleepy Hollow Steelhead Facility in the Fall. (2) Martinez reported that she spoke with staff from the Big Sur Land Trust about signage at Garland Park. She will coordinate with the Land Trust on development of new signage at Garland Park that includes information on the District's vegetation management program. (3) It was suggested that the District's communications should focus on the nexus between water conservation measures and water supply. For example, the amount of water saved through conservation measures corresponds to a reduction in the amount of water that is pumped from the Carmel River. The slogan could be "water supply through conservation". (4) Martinez reported that she is working with Karen Harris of the Monterey Regional Water Pollution Control Agency on a joint outreach effort to school children. In the future, Martinez may develop a separate outreach program for schools with a focus on the local water supply and work done by the MPWMD. (5) The committee agreed to refer to the Water Demand Committee a proposal to modify the District's fee structure, with the intent of improving relations with the public. Currently, when a rebate is issued for installation of a water saving appliance, staff inspects the site for compliance. If the site is out of compliance, a repeat inspection is completed within 30 days. A fee is charged for that inspection and any subsequent inspections. It may be preferable to increase the initial application fee, and not charge for subsequent inspections.

4. Discuss Rebate Program Reactivation

Pintar explained that the California Public Utilities Commission (CPUC) issued a draft decision that allocates conservation program funds to the District and Cal-Am, including funds for the rebate program. The District would like to reinstate the rebate program in June 2012; however, there is no guarantee that the CPUC will issue its final decision before June. The District is seeking assurance from Cal-Am that if the rebate program is reactivated, Cal-Am will reimburse the District for rebates issued prior to the CPUC final decision. Pintar noted that a plan is in place to publicize the rebate program. The committee suggested that the public be advised that the rebate program is related to state mandates, such as the Cease and Desist Order which requires that water use be reduced through conservation measures. Also, that retrofitting to low-water-use fixtures results in lower water bills. Pintar advised the committee that the Board will consider adoption of an ordinance that would extend the deadline for commercial businesses to retrofit.

Schedule Next Committee Meeting Date

The meeting was scheduled for Thursday, June 7, 2012 at 3:30 pm in the District conference room.

Adjournment

The meeting was adjourned at 10:10 a.m.