

PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEMS

1. ADOPT MINUTES OF DECEMBER 19, 2012 COMMITTEE MEETINGS

Meeting Date: January 23, 2013

From: David J. Stoldt,
General Manager

Prepared By: Arlene Tavani

SUMMARY: Attached as Exhibit 1-A, are draft minutes of the December 19, 2012 committee meeting.

RECOMMENDATION: The Committee should review the minutes and adopt them by motion.

EXHIBITS

1-A Draft Minutes of the December 19, 2012 Public Outreach Committee Meeting



EXHIBIT 1-A

DRAFT MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
December 19, 2012

Call to Order

The meeting was called to order at 2 p.m. in the District conference room.

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

District staff members present: David Stoldt, General Manager
 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 May 9, June 18 and October 4, 2012 Committee Meetings**
 On a motion of Director Markey and second by Director Pendergrass, the minutes were approved unanimously on a vote of 3 – 0.

Discussion Items

2. **Newsletter and/or Other Information Options**
 The committee discussed continued publication of the Water Matters newsletter and other options for disseminating an accurate message about the District's achievements and ongoing projects. The discussion is summarized here. (A) Publication of a quarterly newsletter to be distributed by email to all city council persons, county reps, and persons/groups interested in water. The District would have control of the message, so that recipients have accurate information when they talk to each other about what they have read. Presentations to city councils could be scheduled in tandem with release of the quarterly newsletter. (B) Annual mailer or annual report with defined messages, professionally produced and distributed by mail to all residents/businesses within the District boundaries. (C) A weekly or monthly column could be published in local newspapers, possibly authored by a volunteer from the community or a person that receives payment for preparation of the column. The column would provide accurate information to members of the public that are confused by the conflicting messages published in local newspapers. The concern was expressed that local newspapers focus on controlling the message and the timing for publication of information. The editor of the Cedar Street Times has expressed support for receipt of a column. Stoldt will speak with local newspaper editors to determine if they would welcome the addition of a regular weekly or monthly column from the District. (D) The General Manager could give quarterly updates to city councils. Directors who represent the jurisdictions could be present to introduce themselves, but would not be required to make the presentation.

3. Review Outreach Plan for Non-Residential Water Users

Pintar reviewed the outreach plan components. An informational flyer regarding the rebate program for non-residential customers will be developed by California American Water (Cal-Am). The District is working with Cal-Am on the flyer which should include information on the MPWMD rebate requirements. Staff has also discussed distribution of a letter to owners of non-residential properties listed in the Water Supply Charge data base describing the rebate program. The Cal-Am mailer and the letter from the District will provide notice to both water customers and property owners. Plans are also underway to conduct training for hotel/restaurant food service and maintenance staff, and separate training for management to educate them about effective water conservation measures and the associated cost savings.

4. Review Outreach Plan for Rebate Program

Cal-Am has spent \$51,000 on a mailer to all residential customers and other activities to advertise the rebate program. The rebate program is operated by the District. Pintar reported that she will make presentations to city councils about the rebate program. Rebate application forms and complete information are on the Monterey Water Info website. Within a month, an on-line application form should be available to the public.

5. Develop Talking Points/PowerPoint for Directors' Presentation to the Community – ASR Update, Contingency Desalination Project and Los Padres Dam

The committee recommended that General Manager Stoldt make presentations to the community, and develop talking points for the use of individual directors upon request. Other proposals are listed here. (A) An effort should be made to increase the number of presentations regarding the Water Supply Charge. (B) Host a Brown Bag Lunch, coordinated by the Monterey Chamber of Commerce. (C) Encourage Directors to meet with their constituents. (D) Supporters of the District's mission might be approached to host a house party where staff/Directors could make a presentation. (E) The Ordinance No. 152 Oversight Committee members should be required to participate in tours of water production facilities in Carmel Valley and the Seaside Basin, the Sleepy Hollow Fish Rearing Facility, and the Orange County wastewater reclamation facility.

6. Discuss Director "Office Hours" Concept

There was consensus that setting up specific office hours for Directors would not be effective in reaching a significant number of concerned constituents. In the future, a location and schedule might be developed, if there is a pressing issue that the public had questions about.

7. Discuss Interpretive Sign Development

The committee agreed that staff should move ahead with development of interpretive signs that describe work accomplished by the District at the following locations. (A) **Garland Park** -- where information can be provided on fish rescues, this would be in coordination with the Monterey Peninsula Park District. (B) **Songbird Sanctuary** near Schulte Bridge, in cooperation with the Big Sur Land Trust, describing habitat created by the District's riparian management program. (C) **Signage** regarding lagoon management, describing the importance of the Carmel River Lagoon and why it is breached.

8. Progress Report on MPWMD Tours

Tours have been well attended. Tours will be scheduled again when dry weather conditions facilitate access to Carmel River water production facilities.

Adjournment

The meeting was adjourned at 2:55 pm.

Distribution/Cost of Outreach Materials 1/23/2013						
Outreach Completed	Method of Distribution	Number Printed	Number Distributed	Cost to Print	Cost to Distribute	Cost per Piece
Facebook Updates	Ongoing		75 followers of page	0	0	
Board Action Update	Chimpmail/Email		167 on list 86 opened doc			
Oct. 2012 Water Matters	Direct mail (2 page)	51,000	50,927	\$4,690	\$9,584 Postage \$7,384 Prep \$2,200	28 cents
	Chimpmail/Email		159 on list 53 opened			
July 2012 Water Matters	Meetings/Front Counter (4 page)	200		\$195		97 cents
	Chimpmail/Email		159 on list 71 opened			
April 2012 Water Matters	Meetings/Front Counter (4 page)	Estimate 200		Estimate \$195		97 cents
	Chimpmail/Email		141 on list 70 opened			
Jan 2012 Water Matters	Meetings/Front Counter (4 page)	Estimate 200		Estimate \$195		97 cents
	Chimpmail/Email		141 on list 74 opened			
2011 Annual Report	Mail/Meetings/Front Counter (4 page)	1,000	Unknown	\$1,490		\$1.49

Distributed by staff
at 1/23/13 committee
meeting.
Item 2

PUBLIC OUTREACH COMMITTEE

ITEM: DISCUSSION ITEM

5. DISCUSS OPTIONS FOR DISTRIBUTION OF 2011 ANNUAL REPORT

Meeting Date: April 11, 2012

From: David J. Stoldt,
General Manager

Prepared By: Rachel Martinez

SUMMARY: Staff has developed the following suggested distribution list for the 2011 Annual Report:

Posted online at District website

Printed copies available at following locations:

- District lobby
- City Hall
 - Carmel
 - Del Rey Oaks
 - Monterey
 - Pacific Grove
 - Sand City
 - Seaside
- Public Library
 - Harrison Memorial Library, Main Branch, Carmel
 - Harrison Memorial Library, Park Branch, Carmel
 - Monterey Public Library
 - Pacific Grove Public Library
 - Seaside Branch, Monterey County Free Library
 - Carmel Valley Branch, Monterey County Free Library

Mailed copies to:

- Mayors and City Managers

- Carmel
- Del Rey Oaks
- Monterey
- Pacific Grove
- Sand City
- Seaside
- Monterey Regional Water Pollution Control Agency
- Pebble Beach Community Services District
- Resource Conservation District of Monterey County
- Carmel Area Wastewater District
- Carmel Valley County Sanitation District
- Seaside County Sanitation District
- Monterey County Water Resources Agency

E-mail blast to:

- District's agenda/packet distribution list
- Local Media
- Community Organization Representatives
 - Monterey Peninsula Chamber of Commerce
 - Pacific Grove Chamber of Commerce
 - Carmel Chamber of Commerce
 - Seaside/Sand City Chamber of Commerce
 - Monterey County Business Council
 - Monterey County Hospitality Association
 - Coalition of Peninsula Businesses
 - Carmel Valley Association

An excerpt of the report has been added to the draft April 2012 District newsletter. Additional distribution could include purchasing ad space in local print publications. A summary of advertising costs is presented as **Exhibit 5-A**.

BACKGROUND: At the March 8 Public Outreach Committee meeting, the committee reviewed the

2011 draft annual report and discussed potential distribution. In recent years, the report was posted on the District's website and printed copies were made available in the main District office. The committee expressed a desire to increase distribution of the 2011 report.

The Board approved the 2011 Annual Report at its March 19 meeting.

RECOMMENDATION: The committee should review the suggested distribution list and offer any recommended additions.

EXHIBITS

5-A Print Publication Ad Rates

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EXHIBIT 5-ALocal Media Ad Rates

Publication	Circulation	Frequency	Insert	Full Page	3/4 Page	2/3 Page	1/2 Page
Herald	33,766	Daily	\$1468.75 10-days prior	\$1504 / \$1787			\$937 / \$1078
MC Weekly	36,000	Weekly – Thurs	\$65/thousand	\$1989	\$1479	\$1316	\$1036
Pine Cone	19,000 print	Weekly – Fri	\$65/thousand	\$1651.20	\$1238.40	\$1100.80	\$825.60
Cedar St. Times	3,500	Weekly – Fri	\$45/thousand	\$460 / \$575	\$430 / \$460	\$325 / \$430	\$230 / \$300
PG Hometown Bulletin	16,500	Bi-monthly		\$737			\$424

Publication	1/3 Page	1/4 Page	1/6 Page	1/8 Page	1/12 Page	1/16 Page
Herald		\$653 / \$724				
MC Weekly	\$771	\$632	\$446	\$334	\$235	\$208
Pine Cone	\$550.40	\$412.80	\$275.20	\$206.40	\$137.60	\$103.20
Cedar St. Times	\$175 / \$230	\$155 / \$175	\$135 / \$155	\$75 / \$100	--	--
PG Hometown Bulletin	\$292	\$230	\$159	\$124	\$88	--

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