

*Submitted by consultant
at 4/17/13 committee
meeting. Item 2*

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Monterey Peninsula Water Management District

Public Outreach Committee 4/17/12

Initial Public Outreach Initiatives

Contract Signed on 4/5/13

Overview:

Since officially beginning on 4/5/13, Thomas Brand Consulting (TBC) has been working closely with Monterey Peninsula Water Management District (MPWMD) staff on the initiation of several projects/goals tied directly to the approved scope of work and of a time sensitive nature

A kick of meeting was held to determine initial steps to achieve these goals. From that meeting, the following action items were agreed upon:

1. Database Growth

TBC, working with Arlene Tavani reviewed the current website, Email Marketing System (EMS) and data collection practices and have initiated the following:

- A. TBC will meet with Mark Dudley, MPWMD IT Manager to review site and upload a data capture widget to the homepage. The widget will allow visitors to request ongoing information on a variety of topics and will capture Name, Email, Zip and feed directly into EMS
- B. TBC, working through the GM and division managers will request the download of all relevant outlook contacts, clean the lists and create targeted sub categories to upload to the EMS

2. Events

TBC, working with Dave Stoldt, Stephanie Pintar and district staff is in the process of creating a Master Media Calendar that will list any and all event, initiative, or organizational based items that can be used for brand promotion and public outreach. For example, District presence at Pacific Grove Good Old Days or testimony at PUC meetings in S.F.

3. Newsletter

TBC, again working with Arlene Tavani has reviewed some of the most recent newsletters and is making the following recommendations:

- A. Dual formats should be implemented for the printed and emailed newsletter. The printed version will more likely be read (like a newspaper) where the emailed version will only be scanned. Consequently, the emailed version should have multiple links back to the website for additional information and include all relevant social media links and a QR code. The District should also strive to have as many pictures as possible. Once updated key messaging has been approved, that should be weaved into the content whenever possible.

4. Non-Residential Property Mailer

TBC, again working with Stephanie Pintar is creating a mail piece to be sent out to 2217 Non-Residential Properties informing them of the current rebate offer. We are also working with Cal Am to insure that our messaging is included in their mailer as well.

5. Brand Messaging

TBC Will be working with this committee and District Staff to create new and update existing key messages to focus on the District's position as the Lead on a Water Supply Solution and better defining your role in that effort. This messaging will be included in all public outreach.

6. Social Media

TBC will be implementing Water Wise Wednesdays with a weekly water wise tip. The idea is to first engage the social media audience with useful and easy to relate to tips and information. This approach allows for the organic growth of your fans and followers. This will also be a way to strengthen the community partnerships you have already established and wish to initiate. All postings, especially newsletters and coverage of district activities will be posted as well.

7. PUC & State Water Recourses Control Board meetings in Monterey County

Working with Dave Stoldt, TBC will be preparing an action plan to capitalize on the PUC and SWRCB meetings to be held in the Monterey Area. It is important that the district capitalize on this opportunity to establish itself as the lead on some of the projects in question as well as strengthen the position as an equal partner in the others.