

## Monterey Peninsula Water Management District

### Public Outreach Committee 6/5/13

#### Public Outreach Initiatives & Accomplishments

##### 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

**Result: TBC met with Mark Dudley, reviewed the website and has recommended an Email Signup form that is integrated with the existing email database program and is currently beta testing for launch this week.**

- 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

**Result: As of 6/5, TBC has received all contacts and is currently uploading to email system. TBC will collate, clean and scrub the list before sending out an initial eblast to all contacts. This eblast will be focused on the Greywater Workshop.**

##### 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.

**Result: After receiving the Calendar on 5/24, TBC has met with Stephanie Pintar and Dave Stoldt to review and has created a marketing and outreach calendar based upon that information. Calendar will be available for review at meeting.**

##### 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.

**Result: TBC is working with Arlene on the upcoming newsletter. We are redesigning the template to allow for maximum integration and “click-ability” while translating that design into the printed version.**

#### **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.

**Result: The District’s contact information is now included on all pieces sent out by Cal Am. A co-branded letter was created to be included in Cal Am’s non-residential mailer and a piece, to be reviewed at the meeting will be sent directly by the District.**

#### **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.

**Result: TBC has created 20+ key messages broken down into categories that reflect some of the tenants the Board and Staff should attempt to integrate, when appropriate, in communicating with the press, public and project partners**

#### **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.

**Result: TBC has implemented Water Wise Wednesdays which focuses on indoor water saving practices and Water Wise Weekends which highlights outdoor tips. TBC is also reaching out, through social media, to environmentally active partners in the community to engage a greater audience with our messaging.**

## 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.

Result: Due to the nature of the SWRCB meeting, there will not be the opportunity for formal lobbying of the board, however, the presentation, reviewed by the full board at the 5/20/13 meeting represents the District in exactly the manner recommended by TBC.

### Additional Activities Completed:

1. Assist District with website developer identification
2. Creation of Greywater Workshop Flyer (See Attached)
3. Creation and release of Greywater Workshop Calendar Alert
  - Monterey Herald Write Up 6/1/13
  - Monterey Herald Event Calendar
  - KION/KCBA News
4. Research and recommendations regarding bulk mailing permit for District
5. Messaging recommendations for KAZU story
6. Creation of District You Tube account
7. Receipt and editing of Cal Poly Design Team Photos for Upload
8. Contact with MRWPCA on GWP project

### Ongoing Activities

1. Editing of Cal Poly Video for Upload
2. Review and recommendations regarding website vendor
3. Work with chosen vendor on content and design
4. Revisions and finalization of key messages
5. Mailing of Non-Residential Customer card
6. Ongoing collaboration with MRWPCA on GWP website
7. Press Releases for upcoming events
8. Release of updated newsletters
9. Prepare District for possible Initiative as needed
10. Increase public visibility of District's Ratepayer, Environmental and Governmental work
11. Creation of electronic and print based District information kit that provides an easily accessible point of reference for all District activities. Kit can be updated in real time and then printed as needed.