

Monterey Peninsula Water Management District

Public Outreach Committee 7/9/12

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. The email capture system has been implemented and within the last month we have collected 9 new contacts
- B. As of 7/8/13, we now have 648 total contacts in the MPWMD Master Database with 577 of them coming from our internal email "harvest". There are more to come and we expect to have over 100 by the end of the year.

2. Events

- A. TBC has continued to work with division heads on the creation of a master calendar. All events and items of interest will be uploaded into the calendar and onto Facebook by 7/19.
- B. Promoted Greywater event with stories appearing in:
 - Monterey Herald
 - Santa Cruz Sentinel
 - Salinas Californian
 - MC Weekly
 - KION & KCBA News
 - KSBW News
 - Cedar Street Times
 - City of PG Weekly Report
 - Carmel Pine Cone

3. Newsletter

TBC has reviewed the August newsletter and will be implementing interactive measures and uploading for release upon approval.

4. Non-Residential Property Mailer

- A. Joint letter Cal Am and District has been approved by Cal Am and will be sent with co-branded mailer.
- B. District's own mailer will be sent out week of 7/15

5. Brand Messaging

TBC and District Staff will be finalizing District's Key Messages for additional review and approval.

6. Social Media

Social Media continues to improve with engagement and likes increasing.

7. Public Outreach with MRWPCA

TBC has met and initiated discussions with Karen Harris and Mike McCullough regarding joint public outreach efforts regarding GWR.

Additional Activities Completed:

1. Attended recent Water Workshop in Carmel
2. Promoted Greywater Event with stories appearing in:

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.