

EXHIBIT 2-A

Monterey Peninsula Water Management District

Commercial Customer Rebate Program

Draft Messaging

The following draft messaging should be included in all advertising, public relations and collateral development for this project:

1. Project Title: Monterey Peninsula's Commercial Customer Rebate Program
2. Simple Title: Commercial Customer Rebate Program
3. Cal Am's commercial customers with in the Water Management District are eligible for cash rebates on water efficient appliances
4. These upgrades are requirements the Water Management District's conservation program and help Cal Am's customers receive the lowest available rates
5. The deadline for all non-residential water efficiency retrofits is December 31, 2013
6. Rebates include up to \$200 for a high efficiency toilet and up to \$1,000 for a commercial grade high efficiency clothes washer, as well as many other rebates for a wide variety of commercial water use devices
7. The deadline to apply for most commercial rebates is December 31, 2013
8. For more information contact the Water Management District's Water Conservation Office at 831.685.5601 or www.montereywaterinfo.org
9. Save money while saving water. Act Today!

Public Outreach Plan

Non-Residential Property Owners and Tenants

Draft Plan

Advertising

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|--|-------------------------------|
| 1. Design, Printing and Mailing to Cal Am's Commercial Customer Mailing List
Approximately 20,000 6x11 full color, 2 sided mailers | 2500.00 |
| 2. Design, Printing and Mailing to Commercial Property Owners
Approximately 2000 6x11 full color 2 sided mailers | 1000.00 |
| 3. Creation 60 sec radio commercial and associated advertising buy
KWAV & ESPN 630: 110 spots | 1500.00 |
| 4. Creation of 30 sec TV commercial and associated advertising buy
KION & KCBA TV: 35 spots
KSBW: 20 Spots
Comcast Cable: 100 spots | 1500.00
1500.00
1000.00 |
| 5. Design and purchase of print based advertising
Carmel Pine Cone: 1/6 th Page ad 5 times
Monterey Herald: 1/6 th Page Ad 4 times | 1000.00
<u>1000.00</u> |
| | 11,000.00 |

Electronic Media

1. Facebook
2. Twitter
3. E-blasts to:
All Chamber of Commerce Members
All Business Groups
All Hospitality Associations

Public Relations

1. Press Release
2. Social Media
3. Appearances on local radio & television
4. Appearances at local Chamber of Commerce/Business Association Meetings

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SFX	Voice
<p>SFX: Toilet Flushing</p> <p>SFX: Cash Register Ringing</p> <p>SFX: Background Music: Light, upbeat</p>	<p>VO: Attention Business Owners -</p> <p>VO: That's the sound of your business flushing money down the drain by not using water efficient appliances.</p> <p>VO: That's the sound of cash in your pocket from the local Commercial Customer Rebate Program</p> <p>VO: Commercial Customers of Cal Am are eligible for generous rebates on water efficient appliances now through December 31.</p> <p>VO: Could you use a two hundred dollar rebate for a new high efficiency toilet or a rebate of up to a thousand dollars on a high efficiency clothes washer?</p> <p>VO: These appliances are soon to be requirements of all businesses, so act today!</p> <p>VO: Saving water will save you money.</p> <p>VO: Don't wait! This offer ends December 31.</p> <p>VO: For more information on the program and eligible appliances, call 831.658.5601 or visit montereywaterinfo.org.</p>

SFX: Toilet Flushing

VO: So, to review – Would you rather flush your business’s money down the drain

SFX: Cash Register Ringing

VO: Or,

VO: Put cash in your pocket from the Monterey Peninsula’s Commercial Customer Rebate Program.

VO: Call 658.5601 or visit montereywaterinfo.org and start saving money today!