

**Monterey Peninsula Water Management District****Public Outreach Committee 1/23/14****Draft Public Outreach Plan & Budget for Remainder of FY13-14****Overview:**

During the first six months of fiscal year 2013-2014, Thomas Brand Consulting (TBC) has been working closely with Monterey Peninsula Water Management District (MPWMD) staff and Public Outreach Committee on the initiation of several projects/goals tied directly to the approved MPWMD Public Outreach Plan and some additional unanticipated projects.

Following discussions with David Stoldt, Stephanie Pintar and Arlene Tavani, Thomas Brand Consulting is recommending these additional public outreach projects in addition to the ongoing initiatives listed below.

**Ongoing Initiatives:****1. General District Public Outreach**

- Continuation of approved plan to increase public and media awareness of all ongoing District initiatives

Budget: Included in Current Budget

**2. Commercial Customer Rebate Program Outreach**

- Following the close of the "Phase 1" Commercial Customer Rebate Program, TBC & Staff are initiating "Phase 2" which includes promotion of the remaining rebate eligible items.

Action Items: Promote through Press & Social Media

Budget: Included in Current Budget

Budget Addition: Committee could decide to allocate funds for an additional mailer:  
5000.00

**3. Database Growth**

- Continuing to increase data base through event, online and in house data capture methods

Action Items: Improved Online Component tied to redesigned Website

Budget: Included in Current Budget

**4. Events**

- Continued promotion of District sponsored and attended local events through Press, Social Media and Database  
Action Items: Update to 2014 Event Calendar  
Budget: Included in Current Budget  
Budgets Additions: Committee could decide to allocate additional funds to include district in events not already scheduled: 1000.00

#### 5. Newsletter

- Continuing support and content direction/creation for MPWMD Newsletter  
Action Items: Support as directed by staff and PO Committee to assure a regularly released newsletter unless outside events require delay  
Budget: Included in Current Budget

#### 6. Brand Messaging

- Continue to refine and develop additional broad based Brand and Key Messages through the direction of staff and the PO Committee  
Budget: Included in Current Budget

#### 7. Social Media

- Continue to promote the District and its activities on Facebook and Twitter. Also continue our WaterWise Wednesday Tip of the Week and our WaterWise Weekend Tip of the Week providing valuable water and money saving tips.  
Budget: Included in Current Budget

### Upcoming/Additional Activities

#### **Conservation/Drought**

The following items have been identified as critical given the recent drought proclamation. Please note that these initiatives were already being formulated by Staff and TBC prior to the announcement.

1. Scheduled for January 30, MPWMD & CAW will begin regular meetings to coordinate efforts regarding the voluntary conservation outreach program and the conservation program in general. Following that meeting, Staff and TBC will report back as to the funding source for this effort and how the campaign will be facilitated.\*

Additional efforts from this joint effort could include:

- Joint Mailers & Print Ads reminding all users of outdoor watering days and water waste restrictions  
Budget: CAW Funded
- Updated refrigerator magnet (In progress)

Budget: CAW Funded

- Press Release distributed through Chambers/Hospitality groups and general press reminding restaurants and hotels of signage and drinking water requirements (MPWMD to Draft)

Budget: No Fiscal Impact

- Multi-lingual outreach regarding rebates, activities and conservation tools and tips

Budget: CAW Funded

- Additional initiatives may be identified as meetings proceed and need arises

\*Should the program not adequately address the District's desired needs and messaging, a stand-alone campaign, Save Water, Go Blue! has been drafted and can be implemented with this committee's approval. The 5 month campaign will reach a wide cross section of district constituents across Radio, Print and TV and will include free downloadable conservation posters and messaging from the district's website

Budget Addition: NTE \$20,000 for 5 month Print, TV, & Radio conservation campaign establishing District focused outreach campaign. Recommendation is to approve funding contingent upon outcome of Joint Conservation Meetings



2. District's stand-alone initiatives include the following items:

- Postcard to non-CAW users requesting reductions in use. Important for alluvial pumpers that may experience reduced water levels at a time when there is **no bail out** by CAW

Budget Addition: ~~NTE \$1500~~ 2500

- Public Outreach to Large MPWMD pumpers and large CAW customers (Laundry, Irrigation Accounts, Jurisdictions, Military and Schools) Planned for February and March by MPWMD & CAW

Budget: No Fiscal Impact

- Public Outreach to Large Pumpers outside boundaries/inside watershed and MCWRA

Budget: No Fiscal Impact

- Public Outreach to Multi-Family Homes and Impacted Developments

Budget: No Fiscal Impact

- Periodic email blasts (need to conserve) from local chambers, business and community organizations

Budget: No Fiscal Impact

- Creation of a Guest Commentary Series by District Staff regarding conservation and the drought. 1 every 6 weeks

Budget: No Fiscal Impact

*With our data base can develop a restaurant mailing list.*



### Public Water Now Initiative

1. Development of Key Messages regarding the District's involvement and position on the initiative  
Budget: No Fiscal Impact
2. Public Outreach to local media and thought leaders regarding the "facts" of the district's contribution to the community and ongoing involvement in the process to find a sustainable water supply solution  
Budget: No Fiscal Impact
3. Creation of Guest Commentary and letter writing campaign regarding the initiative and the facts surrounding the District.  
Budget: No Fiscal Impact

### Rebate Program

1. Commercial Customer: Postcard with rebate information to common-area laundry room accounts  
Budget Addition: NTE \$2,000
2. Residential: Development of In-store display outreach (Best Buy, ACE, OSH, Home Depot, BID and all local stores) including rebate eligible clings (500) and table tents/tear pads (100) with information on rebate program  
Budget Addition: \$3000
3. \*Residential: Public Outreach Campaign across TV, Print and Radio (Previously approved by PO Committee) to inform District Constituents about rebates.  
Budget Addition: NTE \$20,000, however, initiation of campaign will depend on outcome of current rebate program application processing.

### Websites

1. Development of redesigned District website configured for upgraded user interface and communication with District constituents.  
Budget: Already budgeted for FY13-14 (\$12,500)
2. Update to montereywaterinfo.org website to reflect updates conservation tactics, drought requirements and better user connectivity  
Budget Addition: NTE 3000.00



### Events

1. Laundry-to-Landscape (i.e., graywater)  
Budget Addition: Reimbursable – Approx. \$2,500
2. CII retrofits – Bill Hoffman 3-day workshops.  
Budget Addition: Reimbursable – Approximately \$5,000
3. Rebate/conservation seminar  
Budget Addition: Reimbursable –NTE \$3,000

4. Expo Fall 2014 – (Fiscal impact TBD)

#### **Governmental Affairs/Code**

1. Consider ordinance to require common-area laundry room retrofits  
Budget Addition: CEQA filing \$2,200 for Negative Declaration
2. Need understanding of enforcement process (Reg XI)
3. Refocus priorities from COT inspections to water waste and CII enforcement.
4. Notify Realtors regarding MPWMD inspections only when necessary (with examples)  
Budget Addition: Mailing costs NTE \$500 unless MCAR is willing to do outreach
5. Investigate CAW survey responses >6 persons  
Budget Addition: \$1,000
6. Outreach to Private Well Owners regarding updated regulation
7. Public outreach regarding Water Waste and Non-Essential Water Use. Development of messaging and production of Notices, letters and website based information  
Budget Addition: \$1,000

#### **Public Outreach Consultant Contract Addition**

1. TBC, in coordination with District Staff will oversee, implement, support, coordinate and facilitate any and all of the initiatives listed above  
Budget Addition: \$3000 per Month January-June

#### **Possible Future Initiatives**

1. Rationing Plan revision and budget must be completed
  - Funding source
  - WHO (community members) will be involved in developing a program that works with the CDO restrictions?
  - Coordination with CAW, CPUC, etc.
2. In-line meter program and/or expand rebate program to sub-meter installation
3. Smart metering (i.e., Barnacles)
  - Program undertaken in Palo Alto
4. Pressure reducing valve program (GRC 2015)