

EXHIBIT 2-A

**Monterey Peninsula Water Management District
Public Outreach Committee**

**Public Outreach Initiatives & Accomplishments
April 2013 – Jan 2014**

Executive Summary:

Since April of 2013, Thomas Brand Consulting (TBC) has been working diligently with the MPWMD Public Outreach Committee and MPWMD staff on a number of public outreach initiatives, outlined in the current scope of work. These efforts have been a resounding success with the District enjoying a new level of public awareness and positive positioning not only for its conservation, rebate and Carmel River restoration efforts, but for its critical legislative, financial and economic assistance on all of the water supply projects currently in play.

The following is a list of the approved initiative and related accomplishments:

1. Overall MPWMD Public Perception and Media Relations

Due to the efforts of TBC in concert with District Staff, the public perception of the Water Management District has positively increased by 147% Year to date. This figure is reached by comparing stories in the press from 4/1/12 to 4/1/13 and 4/1/13 to 1/31/14 that mention the district in a positive or negative light. (Please see [Attachment 1](#)) Additionally, the press now views the District as a source of factual and important information rather than a roadblock to a story which is an integral component of pitching stories and placing “product” on the news.

2. District Branding and Key Messages

TBC created 20 key messages that are currently being used in all District public outreach activities including press releases, mailers, social media, websites and advertisements. These messages include:

1. The MPWMD is focused on providing the Monterey Peninsula with a long term sustainable water supply for our families and future generations.
2. Focused on the present and the future, the MPWMD’s mission is to manage our valuable water resources for the benefit of the community and the environment.
3. We are committed to working with public and private entities on a timely and cost effective solution to the water supply issues facing the Monterey Peninsula.
4. We take the time to understand and respond to the broad range of water related issues experienced by our constituents.

5. Our constituents, the local water users, can rely on the Monterey Peninsula Water Management District to carry its leadership role in water resource management.
6. The MPWMD is committed to an environmentally responsible water supply.

Environmental

7. The MPWMD partners with local groups and organizations to actively monitor and repair water based habitats along the Carmel River.
8. Since 2000 the MPWMD has rescued over 165,000 endangered Steelhead Trout and Managed the Sleepy Hollow Steelhead Rearing Facility.
9. A true environmental steward, the MPWMD has created Steelhead spawning habitats, planted extensive native vegetation to help stabilize river banks and planted thousands of trees to create bird and wildlife habitats.
10. The MPWMD protects our community with state of the art programs designed to provide early warning against seawater intrusion and floods.
11. The MPWMD protects our water supply by monitoring overall water quality and quantity in our rivers, streams and wells utilizing a series of real-time data collection stations and monthly testing.

Ratepayer

12. The MPWMD has been entrusted by our community to continually monitor Cal-Am's daily water operations to ensure proper water supply management decisions.
13. The MPWMD regularly appears before the Public Utilities Commission to present options for a fair and balanced rate structure for the local water customer.
14. The MPWMD works with the PUC and the Department of Ratepayer Advocates on the development of water rates, how they are implemented and who they effect.
15. Each year, the MPWMD works on behalf of the ratepayer to make sure that Cal Am's rates are accurate and to serve as an intermediary between the two.
16. The Monterey Peninsula Water Management District works diligently to help individuals and businesses be treated fairly by their water supplier by continually monitoring rates and surcharges.

Rebate Programs

17. The MPWMD works closely with local and regional partners to offer generous rebates to individual homeowners.
18. The MPWMD also supports local businesses by offering generous rebates to the non-residential customer helping to lower water costs and save money.
19. Individual homeowners, businesses and commercial property owners can obtain free indoor and outdoor water saving devices by simply stopping by the District's offices.
20. Working with California American Water, the Monterey Peninsula Water Management District offers thousands of dollars in rebates on water saving devices to individual home and commercial property owners through their "Freebates" program.

3. Press Tracking

In the past 10 months, stories directly attributed to releases, pitched stories, calendar alerts or enhanced press relations have appeared in the following news outlets:

- Monterey County Herald x 11
- Santa Cruz Sentinel x 4
- MC Weekly x 8
- KION & KCBA News Broadcast x 5
- KION & KCBA News Website x 7
- Cedar Street Times x 6
- City of PG Weekly Report x 4
- Carmel Pine Cone x 5
- Seaside Post x 4
- Telemondo x 2
- Univision x 3
- San Jose Mercury News x 2
- Contra Costa Times x 2
- SF Chronicle x 1

4. Data Collection

As of January 31, 2014 we have over 1,000 contacts in our email database. This is a growth of over 500% from April 1, 2013, when we started at 154.

5. Events

Staff has participated in numerous public outreach events over the past year, providing information about water use efficiency, the Carmel River and other District projects, Steelhead rescues and rearing and more. TBC has attended most events and has documented participation through photographing staff and public interactions. The following is a list of events with District staff participation:

- State Water Resources Control Board (SWRCB) Tour of Sleepy Hollow
- Multiple other Sleepy Hollow tours for local and state level policy-makers and other agencies
- Presentations by Dave Stoldt to local jurisdictions, service organizations, clubs, etc.
- Presentations by Water Demand Division staff to local organizations, including Carmel Garden Club, Monterey Bay Aquarium, Stevenson School Parents, etc.
- Carmel River Watershed Awareness Day
- Carmel River Festival and Feast
- Tularcitos School Carmel River Discussion (40 students + 6 adults)
- Laundry to Landscape (Greywater) Workshop
- Earth Day events at Monterey Peninsula College and Naval Postgraduate School
- Cutting Day (City of Monterey)
- Good Old Days

- Certified Landscape Irrigation Auditor Training
- Monterey Bay Business Expo
- Pacific Grove Business Expo

6. Newsletter

TBC has provided content, copywriting and editing for two newsletters in addition to providing enhanced interactive measures through social email and e-blast augmentation.

7. Commercial Customer Rebate Program

In collaboration with staff, developed a summer and winter Commercial Customer Rebate Program outreach campaign including rebranding. Items included:

- Drafting joint District and Cal Am letter
- Creation of Key Messages
- Creative Direction and Design of Postcards
- Facilitated Mailing
- Designed and Placed Advertising
- Redesigned Website Landing Page
- Pitched and Facilitated all Press Coverage

8. Social Media

Increased overall organic social media interaction by 72%

- Increased Facebook likes from 48 to 97
- Increased Facebook reach from 321 to 11,587*
- Launched Twitter Page
- Launched Youtube Channel with District videos
- Researched and edited as needed all online listings and postings
- Posted media coverage (television and print) to Facebook page
- Updated information regularly

*Reach is calculated by combining the Page Likes, Post Likes, Shares, Comments and Check-Ins

9. Attendance at all Board of Directors and Relevant Public Presentations

Allowed for observation of public and press interaction and to formulate new public outreach strategies based upon comments and director's focus.

10. Copywriting and Editing

Wrote or edited the following pieces:

- Stephanie Pinar Guest Commentary – Published
- Board of Directors Public Now Initiative Statement – Draft
- Dave Stoldt Guest Commentary – Draft
- Board of Directors MCTA Lawsuit Statement – Published

- Dave Stoldt MC Weekly Piece – Sent

11. GWR Outreach

Starting in late September of 2013, attended and served as the District's Public Outreach representative at all GWR Joint Public Outreach Committee Meetings. Tasks included:

- Assure that the District's Branding and Positioning needs were being met
- Review and editing of all material produced
- Offer strategic council on all manner of public communication
- Research and Creation of mass media advertising and promotional plan
- Organizing fact-finding tour to Orange County GWR facility and meeting with Disney and Orange County Chamber of Commerce representatives
- Proposed expansion of GWR outreach efforts to be included in GWR budget

12. Additional Activities:

- Editing of Cal Poly Desalination Videos
- Edited Steelhead release video
- Review and recommendations regarding website vendor
- Increase, through press relations and in person contact the public visibility of District's Ratepayer, Environmental and Governmental work
- Creation of a Photo Bank of images to be used across all mediums