

EXHIBIT 2-B

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

Ongoing and Additional Public Outreach Initiatives

Executive Summary:

Over the past nine months, Thomas Brand Consulting (TBC) has successfully implemented the overall public outreach approved by the MPWMD Public Outreach Committee. TBC is recommending a continuation of that approved scope of work, along with some additional actions and focus areas. The current drought, the need for an overhaul on the MPWMD website and the Public Water Now Initiative has necessitated a greater level of outreach than the current public outreach plan allows. The following is a summary of the current scope of work, as well as recommendations and a proposal for additional services necessary to properly position the District as top of mind within each of these outreach silos through Fiscal Year 2013-2014.

Ongoing Initiatives

1. Overall MPWMD Public Perception and Media Relations

The media and the public perception of the District is currently trending strongly in the positive. Our recommendation is to stay on task regarding media access to the district and continue to lead by expertise and example in all the water related arenas we are in.

We are also working on the following:

- Maintain updated media contact and backup chart
- Regular press releases
- Pitching of individual themes to the various media outlets, often resulting in follow up by the press
- Providing updated and “story ready” background info
- Creation of an interactive media kit in English and Spanish
- Additional focus on Spanish Language and Education Oriented outlets

2. District Branding and Key Messages

TBC will be creating additional draft key messages and statements for use across all platforms for any current or upcoming initiatives as needed.

TBC will continue to assist with dissemination of outreach materials for public consumption.

TBC will also be initiating a program to foster better partnerships among local agencies, municipalities and organization. This will not only strengthen our brand, but our public perception as well

3. Press Tracking

TBC will continue to track press coverage and provide monthly updates to the committee

4. Data Collection

With the launch of the new website, email contacts will grow significantly. In addition, TBC is proposing the collection of emails addresses through the following points of contact:

- Events
- Visitors Requesting Free Fixtures
- Rebate Applicants – Residential
- Rebate Applicants – Commercial

5. Events

The following events are currently scheduled with additional options, based upon staff availability and budget. Training/workshop costs are reimbursable by California-American Water (CPUC-approved conservation budget). Other costs associated with these events are covered under separate line items (i.e., conservation equipment, Best Management Practices, etc.)

- CSUMB Focus 2014
- Laundry to Landscape
- Monterey Home & Garden Expo
- Water Awareness Day at MC Fair
- Rainfall Catchment Workshop
- Rebate/Conservation Seminar
- Commercial/Institutional/Industrial Water Efficiency Workshops (2-day)
- Conservation Showcase Event

Event Hard Costs:

1. Laundry-to-Landscape (i.e., greywater)
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

6. Newsletter

TBC will continue to provide content, copywriting and editing of all newsletters, in addition to continuing to provide enhanced interactive measures through social email and e-blast augmentation.

Newsletters are planned for Winter and Spring 2014.

7. Commercial Customer Rebate Program

Will continue to work with staff to promote and market the remaining rebate eligible items through the following avenues:

- Press
- Social Media
- Mailers
- Public Outreach to and through Hospitality, Business and Chamber Groups

8. Social Media

Will continue to promote the District and its activities through Facebook, Twitter and other social media platforms.

Upcoming initiatives include:

- Expansion of Water Wise Wednesday and Weekend Tips of the Week
- Conservation Reminders
- Targeted addition of followers and fans
- Regular postings of media coverage related to MPWMD and related topics

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

Will continue to attend all relevant meetings and public presentations and report back to public outreach committee on findings and points of interest. Work with staff on post meeting follow up actions as needed.

Upcoming reports to include:

- Recently, TBC attended a number of the Public Outreach Presentations given by Dave Stoldt. A report will be drafted highlighting the public's line of questions as it related to each group's focus. This report will be the basis for future outreach strategies and tactics as they are needed.

10. Copywriting and Editing

Will continue to write and/or edit all District related guest commentaries or op-ed pieces as needed including but not limited to upcoming topics such as:

- Stage 4 Rationing
- Public Water Now Initiative
- Care of the Carmel River
- Drought awareness

Additional Initiatives as Identified by MPWMD Staff

1. 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. TBC will be working directly will staff to oversee and facilitate these initiatives

- A. Scheduled for January 30, MPWMD & CAW will meet regularly to coordinate outreach and other efforts regarding the voluntary conservation program, regulatory compliance and other actions related to the conservation program. TBC & Staff will be directly working with CAW on updated messaging and joint advertising.

Additional efforts from this joint effort will include:

- Joint Mailers & Print Ad campaigns reminding all users of revised outdoor watering days and water waste restrictions
Budget: CAW Funded
- Updated refrigerator magnet mailer (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
- Coordination with key stakeholders to complete program revisions in a timely manner.
Budget: No Fiscal Impact
- Additional initiatives may be identified as meetings proceed and need arises

- B. 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 \$1,500
- 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
- Review CAW customer survey responses to determine level of inaccuracy and identify ways to increase truthfulness.
Budget: No Fiscal Impact

2. Website

TBC along with Staff will project manage, from concept to completion the redesign of all District managed websites, with initial focus on the main District website.

- A. Development of redesigned District website configured for upgraded user interface and communication with District constituents.
Budget: Already budgeted for FY13-14 (\$12,500)
- B. Update to montereywaterinfo.org website to reflect updates conservation tactics, drought requirements and better user connectivity
Budget Addition: NTE \$3,000.00
- C. TBC will be writing content and performing updates on an ongoing basis for both websites.

3. Rebate Program

TBC and Staff will project manage, from concept to completion, all aspects of the enhanced rebate program

- A. Commercial Customer: Postcard with rebate information to common-area laundry room accounts
Budget Addition: NTE \$2,000
- B. 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: \$3,000 (May be Reimbursable)
- C. 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.

Additional Initiatives (As Needed Basis)

1. Governmental Affairs/Code

- A. Consider ordinance to require common-area laundry room retrofits
Budget Addition: CEQA filing \$2,200 for Negative Declaration
- B. Need understanding of enforcement process (Reg XI)
- C. Refocus priorities from COT inspections to water waste and CII enforcement.
- D. Notify Realtors regarding MPWMD inspections only when necessary (with examples)
Budget Addition: Mailing costs NTE \$500 unless MCAR is willing to do outreach
- E. Investigate CAW survey responses >6 persons
Budget Addition: \$1,000
- F. Outreach to Private Well Owners regarding updated regulation
- G. 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

2. Public Water Now Initiative

- A. Development of Key Messages regarding the District's involvement and position on the initiative
Budget: No Fiscal Impact
- B. 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
- C. Creation of Guest Commentary and letter writing campaign regarding the initiative and the facts surrounding the District.
Budget: No Fiscal Impact

3. Possible Future Initiatives

- A. 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.
- B. In-line meter program and/or expand rebate program to sub-meter installation
- C. Smart metering (i.e., Barnacles)
 - Program undertaken in Palo Alto
- D. Pressure reducing valve program (GRC 2015)
- E. Water Expo Fall 2014