

Currently the Public Outreach Team is working on the following projects:

5/6/14

1. Conservation/Drought

TBC & Staff has met with Cal Am and is currently reviewing all conservation outreach collateral.

Additional efforts from this joint effort include:

- Joint Mailers & Print Ad campaigns reminding all users of revised outdoor watering days and water waste restrictions
- Updated refrigerator magnet mailer (Completed)
- Press Release distributed through Chambers/Hospitality groups and general press reminding restaurants and hotels of signage and drinking water requirements (May)
- Save Water Go Blue Campaign

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

- Public Outreach to Large MPWMD pumpers and large CAW customers (Laundry, Irrigation Accounts, Jurisdictions, Military and Schools) per April BOD meeting
- Periodic email blasts (need to conserve) from local chambers, business and community organizations

2. Website

See Previous Agenda Item

3. Upon Confirmation of Current Rebate Program Budget:

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

- A. 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 (Mid to Late May)
- B. Commercial: Mailer advertising open washer rebate program. (1 week)

4. Public Water Now Initiative

- A. Creation of Guest Commentary and letter writing campaign regarding the initiative and the facts surrounding the District.

5. District Classes/Partnerships:

- A. Greywater x 2
- B. Rainwater Harvesting
- C. Stormwater Rebates with City of PG and Regional Stormwater Group

6. Events:

- A. Good Old Days
- B. Me Earth
- C. Home & Garden Expo

7. Pure Water Monterey

- A. Brochure
- B. Fact Sheets
- C. Completion of Pilot Plant
- D. Presentation Before IAP Group
- E. Speaker's Bureau Preparation

8. Possible Future Initiatives

- A. Water Expo Fall 2014