

This meeting is not subject to Brown Act noticing requirements. The agenda is subject to change.

Public Outreach Committee Members:

Jeanne Byrne, Chair Kristi Markey Brenda Lewis

Alternate:

David Pendergrass

Staff Contacts:

Stephanie Locke Arlene Tavani

After staff reports have been distributed, if additional documents are produced by the District and provided to the Committee regarding any item on the agenda, they will be made available at 5 Harris Court, Building G, Monterey, CA during normal business hours. In addition, such documents may be posted on the District website at www.mpwmd.net. Documents distributed at the meeting will be made available in the same manner.

AGENDA

Public Outreach Committee of the Monterey Peninsula Water Management District

Wednesday, January 14, 2015, 2:00 pm MPWMD Conference Room, 5 Harris Court, Building G., Monterey, CA

Call to Order

Comments from Public

The public may comment on any item within the District's jurisdiction. Please limit your comments to three minutes in length.

Action - Public comment will be received on all Action Items

- 1. Consider Adoption of Minutes of November 25, 2014 Committee Meeting
- 2. Develop Recommendation to the Administrative Committee re Mid-Year Adjustment to Pure Water Monterey Outreach Budget

Discussion Items – Public comment will be received on all Discussion Items

3. Update on Public Outreach Activities in Progress

Schedule Next Meeting Date

Adjournment

Upon request, MPWMD will make a reasonable effort to provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. MPWMD will also make a reasonable effort to provide translation services upon request. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service by 5:00 pm on Monday, January 12, 2015. Requests should be sent to the Board Secretary, MPWMD, P.O. Box 85, Monterey, CA, 93942. You may also fax your request to the Administrative Services Division at 831-644-9560, or call 831-658-5600.

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PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF MINUTES OF NOVEMBER 25, 2015 COMMITTEE MEETING

Meeting Date: January 14, 2015 Budgeted: N/A

From: David J. Stoldt, Program/ N/A

General Manager Line Item No.:

Prepared By: Arlene Tavani Cost Estimate: N/A

General Counsel Review: N/A Committee Recommendation: N/A

CEQA Compliance: N/A

SUMMARY: Attached as **Exhibit 1-A** are draft minutes of the November 25, 2014 committee meeting.

RECOMMENDATION: The committee should review and approve the draft minutes.

EXHIBIT

1-A Draft minutes of the November 25, 2014 committee meeting

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EXHIBIT 1-A DRAFT MINUTES

Monterey Peninsula Water Management District Public Outreach Committee November 25, 2014

Call to Order

The meeting was called to order at 2:10 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne

Brenda Lewis

Committee members absent: Kristi Markey

District staff members present: David Stoldt, General Manager

Stephanie Pintar, Water Demand Manager

Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

Comments from the Public: No comments presented.

Action Items

1. Consider Adoption of Minutes of October 30, 2014 Committee Meeting

On a motion by Lewis and second of Byrne, the committee approved the October 30, 2014 minutes on a vote of 2-0 by Lewis and Byrne. Markey was absent.

Discussion Items

2. Update on Communications with Restaurant Owners re Outdoor Seating

Locke advised that a letter had been sent to restaurants within the California-American Water (Cal-Am) service area announcing that the Board would consider outdoor seating rules at its December 15, 2014 meeting, and providing current information regarding non-residential water conservation requirements. Stoldt stated that staff would provide options for Board consideration on December 15, 2014 such as: (a) restaurants must maintain seating at the level authorized by their water permits; and (b) if seating exceeds the permitted number, only the permitted number of seats can be filled. The District could consider establishment of a cap on the number of seats than could be added at a restaurant. There was a discussion of limiting restaurant water use to the water use capacity associated with the number of seats in the restaurant. Concern was expressed that this would be similar to setting a ration for each restaurant, and it could be unfair to apply this only to restaurants and not to other commercial uses.

3. Update on Public Outreach Activities in Progress

Steve Thomas reviewed a summary of public outreach activities that had occurred since the last committee meeting. It was suggested that following a cistern installation workshop, signage should be installed stating that the cistern was sponsored by the Monterey Peninsula Water Management District. It was also suggested that cistern construction should be encouraged because stormwater regulations require that efforts be made to retain stormwater on site.

4. Progress Report on Pure Water Monterey Project

Steve Thomas reviewed a summary of activities related to the Pure Water Monterey Project. Stoldt reviewed an informational brochure on the project that will be used to educate legislators and environmental resource agencies, in an effort to obtain grant funds. He reported that a tour of water production facilities is being coordinated for the Latino Water Coalition, and cosponsored by the Water Management District. On December 12, 2014, the group will tour the San Clemente Dam decommissioning site, and also sites associated with the Pure Water Monterey Project such as a produce washing facility, the Blanco Drain and features of the Castroville Seawater Intrusion Project.

5. Update on Status of Rebate Program

Locke reported that California American Water has agreed to fund the rebate program through the end of December 2014. Staff is working with Cal-Am to sustain funding through 2015.

Schedule Next Meeting Date

The meeting was set for January 14, 2015 at 2 pm.

Adjournment

The meeting was adjourned at 3:30 pm.

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PUBLIC OUTREACH COMMITTEE

2. DEVELOP RECOMMENDATION TO THE ADMINISTRATIVE COMMITTEE RE MID-YEAR ADJUSTMENT TO PURE WATER MONTEREY OUTREACH BUDGET

Meeting Date: January 14, 2015 Budgeted: N/A

From: David J. Stoldt, Program/ N/A

General Manager Line Item No.:

Prepared By: Arlene Tavani Cost Estimate: N/A

Steve Thomas

General Counsel Review: N/A Committee Recommendation: N/A

CEQA Compliance: N/A

SUMMARY: Attached as **Exhibit 2-A** is a general update on public outreach activities related to Pure Water Monterey. Attached as **Exhibit 2-B** is a draft budget for Pure Water Monterey related to public outreach activities for July 14, 2014 through June 30, 2015.

RECOMMENDATION: The committee should review the draft budget and recommend that the Administrative Committee approve the budget..

EXHIBITS

- **2-A** Update on Pure Water Monterey Outreach Activities
- **2-B** Pure Water Monterey Draft Budget FY 14-15 July 14 through June 15



EXHIBIT 2-A

Currently the Pure Water Monterey Public Outreach Team is Working on the Following:

1/14/15

1. Initial Information Kit

A. Created informational kit for Latino Coalition Tour. Included updated brochure, fact sheet, maps, and powerpoint. Kit is customizable and will be utilized for future outreach

2. Website

A. Revision to the existing <u>www.purewatermonterey.org</u> website are ongoing. Newly designed site will be live in 2 weeks.

3. Latino Coalition Tour:

A. Hosted 20+ legislative staffers for an in-depth discussion of water on the Monterey Peninsula, a lunch where the PWM project was reviewed and a tour highlighting the regional points involved in the process.

4. Events/Appearances:

A. 1/15/15 – Dave Stoldt

5. Team begins planning for Draft EIR release at end of March

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Pure Water Monterey Draft Budget FY 14-15 July14-June15

No.	Platform	Line Item	Org. Funds	To Date	Addl Funds	Notes
1	Online Outreach					
						Licence and Management of data capture modual
1a		E-Blast & Email			\$500.00	and implementation of e-blasts
1b		Website Updates	<u>\$5,000</u> \$5,000	\$4,000.00	<u>\$1,500.00</u> \$2,000.00	Additional updates to purewatermonterey.org to create a more user-friendly interactive informational source
2	Elevation of Project					
2a		State & Natl Events			\$10,000.00 \$10,000.00	Elevating the Project Beyond Regional Status
3	Collateral Development					
3a		Collateral Design	\$2,500	\$1,600.00	\$2,500,00	Design of or updates to all collateral including brochures, Powerpoints, mailers, banners, advertisements, etc.
3b		Printing	\$4,000	\$1,700.00		Printing Costs for collateral items
3c		Mailing	\$7,500	71,700.00		Mailing costs to all ratepayers for various items
			\$11,500	\$3,300.00	\$5,000.00	
4	Outreach Team					
4a		TBC Media	\$25,000	\$25,000.00	\$30,000.00	Project Lead overseeing all Public Outreach activities related to the project
4b		Data Instincts	\$15,000	\$13,000.00	\$18,000.00	Providing strategic imput and recommendations. Extensive experience with water supply projects. Prop 218 Research
4c		Karen Harris	\$7,500			Administrative management & Liasion with MRWPCA. Responsible for all admin, scheduling of speakers & tours and trafficing of information

Pure Water Monterey Draft Budget FY 14-15 July14-June15

				<u> </u>		Responsible for specific community stakeholder
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4d		Community Activists	\$5,000			outreach
						"Boots on the ground" to provide support at events
4e		Outreach Coordinators	\$2,500			and person to person outreach
			\$51,000	\$38,000.00	\$48,000.00	
5	Promotional Items					
5a		Tour & Event Items			\$3,100.00	Branded giveaway items previously approved
					\$3,100.00	
6	CEQA Outreach					
						Guages public perception of project and informs of
6a		Phone Survey			\$6,000.00	upcoming meetings
6b		Utility Bill Inserts			\$4,700.00	Provides information to all MRWPCA customers
						Special Section with all relevant documents &
6c		CEQA Website Buildout			\$2,000.00	calendar of events
						Specialized production of EIR reports and CEQA
6d		Community Advocates			\$4,000,00	Community Info Guide
6e		Translation				Services and Equipment for public meetings
00		Translation			75,000.00	Specialized production of EIR reports and CEQA
6f		Collateral Production			\$7,000,00	Community Info Guide
01		Conditional Troduction			\$7,000.00	Including Public Meetings, Draft EIR & Final
6g		Events			\$3,500.00	
- 6		Events			43,300.00	Classified and General Media Advertising of
		Dublic Nations			¢F 000 00	Meetings & Events
		Public Noticing				
		+			\$37,200.00	
8	Additional Expenses					
8	•	+	\$5,000			For As Necessary Items or Expenses
oa		+	\$5,000			TOTAS NECESSARY ILEMS OF EXPENSES
		+	33,000			
	Gross Total		\$90,000	\$45,300.00	\$105 200 00	\$44,700 rollover + \$105,200 = \$150,000
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PUBLIC OUTREACH COMMITTEE

3. UPDATE ON PUBLIC OUTREACH ACTIVITIES IN PROGRESS

Meeting Date: January 14, 2015 Budgeted: N/A

From: David J. Stoldt, Program/ N/A

General Manager Line Item No.:

Prepared By: Arlene Tavani Cost Estimate: N/A

Steve Thomas

General Counsel Review: N/A Committee Recommendation: N/A

CEQA Compliance: N/A

SUMMARY: Attached as <u>Exhibit 3-A</u> is a general update on public outreach activities. Attached as <u>Exhibit 3-B</u> is a summary of participation in the Go Blue Drought Day Drive Thru events.

EXHIBITS

- **3-A** Update on Public Outreach Activities
- **3-B** Drought Day Drive Thru Attendee Report

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EXHIBIT 3-A

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

1/14/15

1. Save Water - Go Blue Initiative

- A. Print & Radio Ads have concluded
- B. Television Ads will finish this week
- C. Additional Collateral Material -

Clings

Shower Buckets

Preliminary Numbers:

Television: 125,125 people reached 3.2 times

Radio: 61,125 people reached 4.8 times Print: 51,851 people reached 1.9 times

D. Drought Days Drive Thrus

Pacific Grove 11/26/14 – Approx. 250 people Monterey – 12/5/14 – Approx. 500 people Seaside – 12/6/14 – Approx. 100 people

Carmel - 11/24/14 - Approx. 150 people

2. Website

- A. Division Staff providing feedback on content
- B. TBC Meeting with Divisions this month

3. Upcoming District Classes/Partnerships:

A. Carmel Valley Community Center Cistern Installation – Jan 31 @ 10am-12:30p Promoted through Print, Radio & Social Media

4. Additional Items:

- A. Outreach to Retailers regarding rebates
- B. Guest Commentary
- C. Application for District Association Awards



Drought Day Drive Thru Attendee Report

The four Save Water Go Blue Drought Day Drive Thru events were deemed to be a great success. The four events, held in Carmel, Pacific Grove, Monterey at the MPC Farmer's Market and Seaside served approximately 1000 district residents and businesses distributing free water saving devices and material. A staff member was present at all four days as were three capable interns from CSUMB.

Of the total number of attendees, 397 zip codes and 133 emails were captured. Due to the ebb and flow of attendees, only about half of the zip codes were able to be obtained with a much smaller percentage willing to give their email. Of note, many of the older residents did not have email, but were willing to provide their address. Approximate location totals were: Carmel: 150, Pacific Grove: 250, MPC: 500, Seaside: 100

The events were promoted through Print, Social Media and Radio and earned media was obtained through stories on KSBW, KION and the Herald, Weekly, Pine Cone and Cedar Street Times. Additionally, the Carmel and Pacific Grove events were promoted through their respective Chambers of Commerce.

The outreach team will be conducting a post program de-brief to identify improvements for the staff and interns as well as for the attendees.

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- 93933 7
- 93940 113
- 93942 3
- 93946 1
- 93950 111
- 93953 25
- 93955 35
- 93963 1
- 93973 1
- 94539 1
- 95060 1
- 95076 2
- 95540 2
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