



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

<p><b>Public Outreach Committee Members:</b> <i>Jeanne Byrne, Chair</i> <i>Kristi Markey</i> <i>Brenda Lewis</i></p> <p><b>Alternate:</b> <i>David Pendergrass</i></p> <p><b>Staff Contacts:</b> <i>Stephanie Locke</i> <i>Arlene Tavani</i></p> <p><i>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 <a href="http://www.mpwmd.net">www.mpwmd.net</a>. Documents distributed at the meeting will be made available in the same manner.</i></p>	<p style="text-align: center;"><b>AGENDA</b> <b>Public Outreach Committee</b> <b>of the Monterey Peninsula Water Management District</b> *****</p> <p style="text-align: center;">Wednesday, January 14, 2015, 2:00 pm MPWMD Conference Room, 5 Harris Court, Building G., Monterey, CA</p> <p><b>Call to Order</b></p> <p><b>Comments from Public</b> <i>The public may comment on any item within the District's jurisdiction. Please limit your comments to three minutes in length.</i></p> <p><b>Action – Public comment will be received on all Action Items</b></p> <ol style="list-style-type: none"><li>1. Consider Adoption of Minutes of November 25, 2014 Committee Meeting</li><li>2. Develop Recommendation to the Administrative Committee re Mid-Year Adjustment to Pure Water Monterey Outreach Budget</li></ol> <p><b>Discussion Items – Public comment will be received on all Discussion Items</b></p> <ol style="list-style-type: none"><li>3. Update on Public Outreach Activities in Progress</li></ol> <p><b>Schedule Next Meeting Date</b></p> <p><b>Adjournment</b></p>
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**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**

<b>Meeting Date:</b>	<b>January 14, 2015</b>	<b>Budgeted:</b>	<b>N/A</b>
<b>From:</b>	<b>David J. Stoldt, General Manager</b>	<b>Program/ Line Item No.:</b>	<b>N/A</b>
<b>Prepared By:</b>	<b>Arlene Tavani Steve Thomas</b>	<b>Cost Estimate:</b>	<b>N/A</b>

**General Counsel Review:** N/A  
**Committee Recommendation:** N/A  
**CEQA Compliance:** N/A

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**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 [www.purewatermonterey.org](http://www.purewatermonterey.org) 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**

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

EXHIBIT 2-B

No.	Platform	Line Item	Org. Funds	To Date	Addl Funds	Notes
<b>1</b>	<b>Online Outreach</b>					
1a		E-Blast & Email			\$500.00	Licence and Management of data capture modual and implementation of e-blasts
1b		Website Updates	\$5,000	\$4,000.00	\$1,500.00	Additional updates to purewatermonterey.org to create a more user-friendly interactive informational source
			\$5,000		\$2,000.00	
<b>2</b>	<b>Elevation of Project</b>					
2a		State & Natl Events			\$10,000.00	Elevating the Project Beyond Regional Status
					\$10,000.00	
<b>3</b>	<b>Collateral Development</b>					
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	\$5,000.00	Printing Costs for collateral items
3c		Mailing	\$7,500		-\$2,500.00	Mailing costs to all ratepayers for various items
			\$11,500	\$3,300.00	\$5,000.00	
<b>4</b>	<b>Outreach Team</b>					
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 input 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 trafficking of information

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

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



## **PUBLIC OUTREACH COMMITTEE**

### **3. UPDATE ON PUBLIC OUTREACH ACTIVITIES IN PROGRESS**

<b>Meeting Date:</b>	<b>January 14, 2015</b>	<b>Budgeted:</b>	<b>N/A</b>
<b>From:</b>	<b>David J. Stoldt, General Manager</b>	<b>Program/ Line Item No.:</b>	<b>N/A</b>
<b>Prepared By:</b>	<b>Arlene Tavani Steve Thomas</b>	<b>Cost Estimate:</b>	<b>N/A</b>

**General Counsel Review: N/A**  
**Committee Recommendation: N/A**  
**CEQA Compliance: N/A**

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**SUMMARY:** Attached as **Exhibit 3-A** is a general update on public outreach activities. Attached as **Exhibit 3-B** 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

**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.

93901 – 2  
 93906 – 3  
 93907 – 6  
 93908 – 6  
 93921 – 16  
 93922 – 3  
 93923 – 42  
 93924 – 20  
 93927 – 1  
 93928 – 1  
 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  
 95819 – 2