

EXHIBIT 22-B



Monterey Peninsula Water Management District Draft Public Outreach Items and Deliverables July 1, 2018 – June 30, 2019

Fiscal Year 2018-2019

- Monthly Deliverables
 - a. District Branding
 - Content Creation
 - Graphic Design
 - Placement
 - Specific Social Media
 - Eblast
 - Blog Post
 - b. Generic Outreach
 - Weekly Blog Posts on District & Monterey Water Info websites
 - Social Media Posts minimum
 - District Update Eblast

Current District Initiatives:

- Water Compliant Business Recognition
- Updates to collateral pieces
- Conservation Vignettes – Rain Barrel Installation, Leaks, Faucets Etc.

New Initiatives:

- Pressure Valve Program – Hotels, Restaurants, etc.
- Multi-Family Unit or HEART Program
- Vacation/STR Outreach & Table Tent
- Measure H2O Assistance
- MCCVB Sustainable Moments Campaign

General Ongoing Non-Date Specific Deliverables

- Award & Abstract Submission
- Rebate Outreach
- Conservation Event Outreach
- Website Updates
- Collateral Updates
- Editorials
- Letters to the Editor – District Support
- Press Releases & Media Relations