



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
October 4, 2012

Call to Order

The meeting was called to order at 4 p.m. in the District conference room.

Committee members present: Jeanne Byrne, Chair
 Kristi Markey
 David Pendergrass

District staff members present: David Stoldt, General Manager
 Rachel Martinez, Community Relations Liaison
 Arlene Tavani, Executive Assistant

Comments from the Public

No comments directed to the committee.

Action Items

1. **Adopt Minutes of July 19, 2012 Committee Meeting**
 On a motion of Director Pendergrass and second by Director Markey, the minutes were approved unanimously on a vote of 3 – 0.

Discussion Items

2. **Review Distribution of District Newsletter**
 The committee members agreed that staff should develop text for a one-page (front and back) newsletter that would be mailed throughout the District. Staff would develop the draft and email it to the committee members for review. Some suggestions for topics were: (a) the water supply charge; (b) describe the user fee that appears on the California American Water (Cal-Am) bill that is titled "MPWMD" user fee but funds Cal-Am's mandated mitigation program; (c) the District's plan to provide forms and other assistance to persons that want to contact the California Public Utilities Commission (CPUC) to resolve disputes over high water bills; (d) extension of time to utilize water credits authorized by adoption of Ordinance No. 154; (e) describe some of the basic facts about water supply development such as: Cal-Am owns the distribution system that would be utilized, water rights issues, and concerns about open ocean intake with desalination; and (f) refer to additional direction that was provided under discussion of Agenda Item 3, below. Options for cost-effective distribution of the newsletter were discussed, such as mailing only to registered voters, or to the list of California-American Water company customers that are property owners within the District which was developed by staff. The committee also discussed the possibility of publishing a biennial newsletter for distribution throughout the District, and a quarterly newsletter for distribution by email.
3. **Methods for Providing Notice to the Public about Contacting the CPUC re Billing Concerns and Notice re Extension of Term for Retention of Water Credits**
 The committee members reviewed a bill insert and a fact sheet prepared by Cal-Am for customers

that might be experiencing higher than usual water bills. The committee determined that the soon-to-be published newsletter will include some information provided by Cal-Am, and also additional facts such as contact information for the CPUC and a description of resources and guidance that District staff will provide to the public. The committee also agreed that the newsletter should include information regarding extension of the term for retention of water credits authorized by adoption of Ordinance No. 154, and the extension of time to receive water credit for retrofit of a high efficiency toilet with an ultra-high efficiency toilet that will be in effect if Ordinance No. 151 is adopted on second reading. It was also suggested that District staff could inform the media of these new regulations, and possibly a mailer could be sent to persons that would be affected.

4. Progress Report on MPWMD Tours

Rachel Martinez reported that an invitation was placed on the MPWMD Facebook page and free notices were placed in the Monterey County Herald, Monterey County Weekly and Cedar Street Times regarding the October 7, 2012 MPWMD tour of the Sleepy Hollow Steelhead Rearing Facility, and the October 8, 2012 tour of the upper Carmel Valley Watershed. Notice was also emailed to some community groups. Three persons registered for the October 7 tour, and one person expressed interest in the October 8 tour. The October 8 tour will be cancelled.

Adjournment

The meeting was adjourned at 5:15 pm.

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