



**Submitted by staff at 1/14/15  
Committee Meeting – Item 2**

Pure Water Monterey  
Public Outreach Committee Agenda Report 1/14/15  
Mid-Year Budget Addition

February 1, 2015 marks a critical point in the public outreach process for the Pure Water Monterey Project. To date, the Public Outreach Team has been working closely with the larger project team to foster an open communications path between all the parties while facilitating the development of targeted collateral pieces, events, website updates, promotion within the recycled water community and the local press. With the anticipated release of the draft EIR at the end of March, 2015, the public outreach team is recommending a “ramping up” of the project’s strategic communications plan to specifically address the necessary Notification Requirements of the California Environmental Qualities Act (CEQA) regarding public noticing and participation during the draft EIR’s review window.

This document’s scheduled release, coupled with the anticipated completion of the project’s legal agreements, will immediately thrust this project into the public eye and require our team to have in place a near and far term timeline regarding not only the certification of the EIR, but also the elevation of the project at the state and federal levels. Work has already begun in earnest on this process, but California law requires certain public outreach thresholds be met regarding CEQA documents and the following Mid-Year Budget Adjustment request allows for the proper implementation of that process.

As one of the key components of the Water Supply Project, the Pure Water Monterey offers several overriding benefits above any beyond a standard water supply solution:

1. A regional solution to a regional problem. This project has the attention of state and federal entities for its unique approach to solving our water supply issue
2. Drought Resistant
3. Environmentally Responsible & Sustainable, offering a much smaller carbon footprint than other proposed water supply proposed projects
4. A Completely Public Project
5. It fits completely within Governor Brown’s recycled water mandates

In the development of this budget, a review of similar public outreach budgets from comparable projects and locations was conducted.

- a. In Orange County, the initial project public outreach plan approached 5 million dollars (Adjusted to 2013 figures) and continues at approximately 1.5 million dollars per year.
- b. In Santa Cruz County, where water supply issues similar to the Monterey Peninsula persist, approximately \$700,000 was spent by 2 agencies over multiple years on public outreach for

their proposed joint desalination project only to have it put on hiatus due to not having provided enough public education and outreach.

- c. To inform and engage the public about the critical role of water, the Santa Clara Valley Water District's budget for outreach to support their Community and Media Relations Work Plan was \$1,221,000 in YR2013/14.

The Public Outreach team's overriding interest is in the success of the project as a whole. Understanding the fiscal realities of the situation has prompted a highly value-added approach to our activities resulting in a carry over budget of \$44,7000. Consequently, we are respectfully asking for an adjustment of \$105,200. This constitutes a total budget reduction of 45% from the initial FY14-15 budget developed in May of 2014.

## Pure Water Monterey

## Draft Budget

FY 14-15 July14-June15

No.	Platform	Line Item	Org. Funds	To Date	Addl Funds	Notes
<b>1</b>	<b>Online Outreach</b>					
1a		E-Blast & Email			\$500	License and Management of data capture modual and implementation of e-blasts
1b		<u>Website Updates</u>	<u>\$5,000</u>	<u>\$4,000</u>	<u>\$1,500</u>	Additional updates to purewatermonterey.org to create a more user-friendly interactive informational source
			\$5,000	\$4,000	\$2,000	
<b>2</b>	<b>Elevation of Project</b>					
2a		<u>State &amp; Natl Events</u>	<u>\$10,500</u>	<u>\$0</u>	<u>\$10,000</u>	Elevating the Project Beyond Regional Status
<b>3</b>	<b>Collateral Development</b>					
3a		Collateral Design	\$2,500	\$1,600	\$2,500	Design of or updates to all collateral including brochures, Powerpoints, mailers, banners, advertisements, etc.
3b		Printing	\$4,000	\$1,700	\$5,000	Printing Costs for collateral items
3c		<u>Mailing</u>	<u>\$7,500</u>		<u>-\$2,500</u>	Mailing costs to all ratepayers for various items
			\$14,000	\$3,300	\$5,000	
<b>4</b>	<b>Outreach Team</b>					
4a		TBC Media	\$25,000	\$25,000	\$30,000	Project Lead overseeing all Public Outreach activities related to the project
4b		<u>Data Instincts</u>	\$15,000	\$13,000	\$18,000	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
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

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

			\$55,000	\$38,000	\$48,000	
<b>5</b>	<b>Promotional Items</b>					
5a		<u>Tour &amp; Event Items</u>			<u>\$3,100</u>	Branded giveaway items previously approved
<b>6</b>	<b>CEQA Outreach</b>					
6a		Phone Survey			\$6,000	Guages public perception of project and informs of upcoming meetings
6b		Utility Bill Inserts			\$4,700	Provides information to all MRWPCA customers
6c		CEQA Website Buildout			\$2,000	Special Section with all relevant documents & calendar of events
6d		Community Advocates			\$4,000	Specialized production of EIR reports and CEQA Community Info Guide
6e		Translation			\$5,000	Services and Equipment for public meetings
6f		Collateral Production			\$7,000	Specialized production of EIR reports and CEQA Community Info Guide
6g		Events			\$3,500	Including Public Meetings, Draft EIR & Final Meetings
		<u>Public Noticing</u>			<u>\$5,000</u>	Classified and General Media Advertising of Meetings & Events
					\$37,200	
<b>7</b>	<b>Federal Strategy</b>					
7a		Ginger Bryant & Assoc.	\$0	\$0	<u>\$38,000</u>	
<b>8</b>	<b>Additional Expenses</b>					
8a			<u>\$5,500</u>	<u>\$0</u>	<u>\$6,700</u>	For As Necessary Items or Expenses
	<b>Gross Total</b>		\$90,000	\$45,300	\$150,000	

# Rainwater Cistern Installation Presentation & Tour

January 31, 2015 • 10am-12:30pm

**Carmel Valley Community Youth Center**

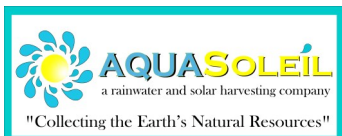
**25 Ford Road • Carmel Valley, CA**

*Tour of cistern sites will follow presentation from 11am-12:30pm • Attendees are asked to please car pool if possible*



This **FREE** workshop includes information on:

- General Rainwater Harvesting Information
- Tank Sizes and Types
- System Design & Maintenance
- Permitting Requirements
- Where to Purchase Equipment
- Water Capture Expectations
- Water Management
- Available Rebate Programs



**The Event is FREE & Open to the Public**

For more information contact Stevie Kister at 831.658.5601 or [skister@mpwmd.net](mailto:skister@mpwmd.net)

To register online visit [www.mpwmd.net/rainwater](http://www.mpwmd.net/rainwater)

## CALENDAR ALERT

Submitted by staff at 1/14/15 meeting  
Item 3



**For Immediate Release**

**Contact:**

Stevie Kister

Monterey Peninsula Water Management District

831.658.5601/skister@mpwmd.net

*Images Available*

### **WATER MANAGEMENT DISTRICT TO HOST RAINWATER CISTERN INSTALLATION PRESENTATION & TOUR**

*Review of Systems and Tour of Examples Offered During FREE Event*

**Monterey, Calif., January 6, 2015**— The Monterey Peninsula Water Management District (MPWMD) will host a Rainwater Cistern Installation Presentation followed by a tour of previously installed cistern locations. The event is free and will focus on an overview of rainwater harvesting, tank sizes and types, permitting requirements, system design, maintenance and available rebate programs. The event is part of the District's ongoing Save Water, Go Blue initiative.

#### **Rainwater Cistern Installation Presentation & Tour**

**Date:** Saturday • January, 31 2015 • 10am-12:30pm

**Description:** *Join expert Jon Ramsay as he discusses the water and money saving advantages to installing a rainwater harvesting and catchment system.*

**Location:** Carmel Valley Community Youth Center • 25 Ford Road • Carmel Valley, CA

**COST:** The event is free and open to the public.

To RSVP, visit [www.montereywaterinfo.org](http://www.montereywaterinfo.org) and click on events or call Stevie Kister at 831.658.5601

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#### ***About Monterey Peninsula Water Management District***

The mission of the Monterey Peninsula Water Management District is to promote or provide for a long-term sustainable water supply, and to manage and protect water resources for the benefit of the community and the environment. We strive to ensure a public role in the development, ownership and oversight of water supply solutions and will lead the efforts in water resource management.



**SAVE WATER  
GO  
BLUE**

# RAINWATER CISTERN INSTALLATION PRESENTATION & TOUR

***Save Water and Money at This Special FREE Event***

*Join Jon Ramsay for an interactive cistern installation demo, followed by a tour of Cistern examples in Carmel Valley Village. Attendees will learn how to harvest the rain to help conserve water and save money!*

**Saturday, January 31, 2015 • 10am-12:30pm**

**Carmel Valley Community Youth Center  
25 Ford Road • Carmel Valley, CA**

*Tour of cistern sites will follow presentation from 11am-12:30pm  
Attendees are asked to please car pool if possible*

**JOIN THE WINNING TEAM AND GO BLUE!**

To RSVP for this FREE water saving workshop visit [www.montereywaterinfo.org](http://www.montereywaterinfo.org)  
or call 831.658.5601



"Collecting the Earth's Natural Resources"





# SHOWER BUCKET





# REBATE ELIGIBLE APPLIANCE

