



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

Thursday, June 25, 2015 4 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 May 11, 2015 Committee Meeting Minutes
2. Develop Recommendation to the Board on Awarding \$125.00 Scholarships for ARCSA Attendance to Residents/Professionals Within the MPWMD Boundaries
3. Review Scope for Public Outreach and Communication Services with Thomas Brand Consulting for Fiscal Year 2015-2016

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

4. Discuss Outreach Plan for 2015-16
5. Review Materials Presented at May 29, 2015 Tour for SWRCB Member, Tam Doduc
6. Review Public Outreach Related to Draft Monterey Peninsula Water Conservation and Rationing Plan
7. Provide Direction on Continued Use of Terms "Water Project 1 (ASR)", "Water Project 2 (ASR 2)" and "Water Project 3"

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 Tuesday, June 23, 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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EXHIBIT 1-A

**DRAFT MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
May 11, 2015**

Call to Order

The meeting was called to order at 2:43 pm in the Water Management District conference room.

Committee members present: Dave Pendergrass
Kristi Markey (by phone)

Committee members absent: Brenda Lewis
Jeanne Byrne

District staff members present: David Stoldt, General Manager
Stephanie Pintar, Water Demand Manager
Paula Soto, Office Specialist

Others present: Steve Thomas, Thomas Brand Consulting

Comments from the Public: No comments presented.

Action Items

1. **Consider Adoption of Minutes of March 30, 2015 Committee Meeting**
On a motion by Markey and second of Pendergrass, the committee approved the March 30, 2015 minutes on a vote of 2 – 0 by Markey and Pendergrass.
2. **Develop Recommendation to the Board on Implementation of New MPWMD Website**
On a motion by Markey and second of Pendergrass, the committee recommended that the new website and its features be demonstrated to the full Board at its next meeting and provide direction to staff. The motion was approved on a vote of 2 – 0 by Markey and Pendergrass.

Discussion Items

3. **Review of Pure Water Monterey Advanced Purification Demonstration Facility Award Nomination**
Staff showed the video clip prepared by the Association of California Water Agencies (ACWA) in which the District was recognized as one of the finalists to receive the Clair A. Hill Water Agency Award for Excellence, for the Pure Water Monterey Advanced Water Treatment Demonstration Facility. Stoldt reported staff intends to produce its own videos demonstrating the various aspects of the project.
4. **Review of Pure Water Monterey Public Information Meeting Items**
Staff and partnering agencies will be participating in public information meetings to present and discuss the various aspects and processes of the project as well as an opportunity for questions and comments from the public. The meetings are scheduled for Wednesday, May 20, 2015 from 6:00 to 8:00 PM at the Oldemeyer Center in Seaside, and Thursday, May 21 at the Hartnell

College Student Services Building Room B208 from 4:00 to 6:00 PM. Staff will also be attending meetings sponsored by California American Water (Cal-Am) regarding the Monterey Peninsula Water Supply Project EIR.

Schedule Next Meeting Date

No date was scheduled. Staff will coordinate with the committee on a meeting date.

Adjournment

The meeting was adjourned at 3:15 pm.

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PUBLIC OUTREACH COMMITTEE

2. DEVELOP RECOMMENDATION TO THE BOARD ON AWARDING \$125.00 SCHOLARSHIPS FOR ARCOSA ATTENDANCE TO RESIDENTS/ PROFESSIONALS WITHIN THE MPWMD BOUNDARIES

| | | | |
|----------------------|---|-----------------------------------|---|
| Meeting Date: | June 25, 2015 | Budgeted: | Yes |
| From: | David Stoldt General Manager | Program/ Line Item No. | Conservation Efficiency Workshops/Training 4-2-3 E |
| Prepared By: | Stephanie Locke Water Demand Manager | Cost Estimate: | \$2,100 |

General Counsel Review: N/A

Committee Recommendation: The Administrative Committee reviewed this item on June 17 and recommended _____.

CEQA Compliance: N/A

SUMMARY: Staff is requesting authorization to expend budgeted funds to offer \$125.00 scholarships to MPWMD professionals and homeowners who attend the two-day American Rainwater Catchment Systems Association (ARCOSA) Level 200 workshop on August 26-27th. ARCOSA is a non-profit organization that was founded to promote rainwater catchment systems in the United States and offers rainwater harvesting and accreditation workshops. ARCOSA trainers are scheduled to conduct class in the Monterey area on Wednesday, August 26 and Thursday, August 27. The workshop will be held in California American Water's (Cal-Am) training room in Pacific Grove. The District offered this same workshop and scholarship in 2010.

ARCOSA's 200 Level workshops are open to the public, as well as to any industry professional looking to expand their knowledge about rainwater harvesting. The workshop is a prerequisite for accreditation as an ARCOSA Accredited Professional. Individuals must also pass an ARCOSA Accreditation Exam in order to attain the ARCOSA Accredited Professional designation. Topics covered will include rainwater catchment design and installation, in-home rainwater use, installation and safety, rules and regulations, guidelines and restrictions, and other pertinent industry topics.

ARCOSA requires a minimum of 15 participants in its Level 200 workshop and registration is handled by ARCOSA. The workshop costs \$395 for ARCOSA members and \$495 for non-members. The registration cost is set by ARCOSA, and increased by \$100 over 2010 pricing when MPWMD last hosted an ARCOSA workshop. The scholarship would be offered to offset the cost of the registration fees for MPWMD professionals and residents only.

Staff recommends that the District sponsor the Level 200 workshop at \$125 per person up to 15 people, or \$1,875, to participants that reside within the Monterey Peninsula Water Management District. Additional District costs for the workshops include incidentals (snacks, coffee and beverages) for the two days. District staff will be assisting with registration and attending the workshops. Cal-Am will be assisting with outreach.

RECOMMENDATION: Staff recommends the Board approve District issued scholarships for attendance at American Rainwater Harvesting and Accreditation 200 Level Workshop August 26-27 for a not-to-exceed cost of \$2,100. The recommendation includes providing scholarships of \$125 to residents and employees of businesses located within the District who participate in the Level 200 workshop, and refreshments for both days.

IMPACT TO STAFF/RESOURCES: Funds to provide scholarships for the workshops are available in the Fiscal Year 2015-2016 budget. The majority of the expenditure is reimbursable by Cal-Am through the California Public Utilities Commission (CPUC) approved conservation budget Conservation and Efficiency Workshops/Training (4-2-3 E). The entire District cost is not reimbursable by Cal-Am, as participants may reside within the MPWMD but may not be customers of Cal-Am. Reimbursable funds are only available to participants within the Cal-Am service area. Additional finds are available through the un-reimbursable Best Management Practices (4-2-2 A) fund.

PUBLIC OUTREACH COMMITTEE

3. REVIEW SCOPE FOR PUBLIC OUTREACH AND COMMUNICATION SERVICES WITH THOMAS BRAND CONSULTING FOR FISCAL YEAR 2015-2016

| | | | |
|----------------------|---|------------------------------------|--------------------------|
| Meeting Date: | June 25, 2015 | Budgeted: | Yes |
| From: | David J. Stoldt, General Manager | Program/ Line Item No.: | Professional Fees |
| Prepared By: | Stephanie Locke | Cost Estimate: | \$49,200 |

General Counsel Review: N/A

Committee Recommendation: The Public Outreach Committee reviewed this item on June 25, 2015 and recommended _____.

CEQA Compliance: N/A

SUMMARY: Attached as **Exhibit 3-A** is a draft proposed Scope of Work for Public Outreach & Communication Services submitted by Thomas Brand Consulting (TBC). TBC has been providing services to the District since 2013.

TBC has proposed a \$4,100 retainer for Fiscal Year 2015-2016 for a total budget of \$49,200. Costs in addition to the retainer include design services for graphic and website design, printing, media buys, etc. Funding for contractor assistance with public outreach and communication services was included in the District's budget.

RECOMMENDATION: The committee should review and discuss the proposed services and make a recommendation to the Board. A contract with TBC for Fiscal Year 2015-2016 will be considered by the Board at its July meeting.

EXHIBIT

3-A Proposed Scope of Work

**Proposed Scope of Work
For Public Outreach &
Communication Services
FY15-16**

Prepared for:

Monterey Peninsula Water Management District

Submitted by:

Thomas Brand Consulting, LLC

183 Forest Avenue, Suite 4 • Pacific Grove, CA 93950
Tel: 831.920.1693 • Fax: 831.920.1729
www.thomasbrandconsulting.com
Attn: Stephen Thomas
steve@thomasbrandconsulting.com

Introduction to the Proposed Scope of Work

Over the past year, the Water Management District has continued to position itself as a true resource in the eyes of the public and the media. Facing a number of highly controversial and problematic issues including the drought, developing alternative water sources, impending CDO and misguided lawsuits, the district has laid the groundwork to continue this positive trend, but the momentum must be sustained for it to continue.

TBC is a full service agency with expertise in multiple disciplines; because we examine a company or organization from a brand perspective, we are able to implement a strategic plan that takes into account many different aspects of current and future messaging. Laying the groundwork in this manner, will ultimately lead a more streamlined and cohesive voice and ensure that the district's key messages are consistent across all platforms.

By bringing this unique skill-set, an unwavering commitment to excellence and a true belief, both personally and professionally, in the goals of the District and this ongoing project, the TBC team is uniquely positioned to effectively manage and facilitate the needs of the MPWMD .

Scope of Work

Upon approval, Thomas Brand Consulting will continue to represent the MPWMD across several areas. These areas, as listed below, constitute the scope and type the work proposed. While there are no changes in the type of work being performed, the individual deliverables will be listed in detail. This list, will be also be presented with the associated "hard costs" of these activities for individual approval as needed.

- **Ongoing Internal Communications Representation**
 - Including Internal community outreach integration facilitated through communications with staff, board of directors, relevant partners and stakeholders to determine the need for publication and/or distribution
- **Ongoing Brand Management & Key Message Development**
 - Regular ongoing meetings with the Monterey Peninsula Water Management District(MPWMD) Board of Directors, its staff and relevant stakeholders to ensure approval of any new, revised or ongoing key message development, as well as branding issues

▪ Public Relations Tactics

- Including but not limited to:
 - Press Release Development
 - Media Kit Development
 - Ongoing message-specific campaign to targeted media outlets
 - Updating of any relevant listings in trade, community and other member-based organizations, in which the MPWMD is active or represented
 - Targeted regions: additional local and regional outreach with a focus on areas of significance in relation to current resident or stakeholder base
 - Distribution of press releases to trade publications, trade/business organizations, community groups/advocates and general news outlets
 - Vetting of media inquiries, as well as facilitation and coordination of valuable media opportunities, interviews and FAM tours
 - Tracking, review and clipping of media coverage

▪ Community Relations & Public Events

- Outreach and relationship building with current user base, targeted community groups/advocates, stakeholders, relevant local businesses, educational institutions and other potential partners
- Outreach, introductions and relationship building with local, state and federal agencies
- Coordination of regular and special events and promotions geared towards locals and partners as a vehicle to garner increased exposure of your services, programs and projects.
- Regular communication and dissemination of news and promotions to targeted locals, as well as District support groups/committees via email blast capabilities, advertising and in-person contact
- Continued, regular communication, meetings and brainstorming with the MPWMD, its current partners, targeted stakeholders and the community at large
- Identification and facilitation of new community, business and agency partnerships designed to further the goals of the District and support existing projects and programs
- Facilitation of community workshops held in each district to establish an open line of communication between Directors and their constituents

▪ Social Media

- Ongoing implementation of the social media communications strategy
- Refreshed and additional content development and postings of relevant material and coverage from and of events, the media and the MPWMD
- Management of your current Social Media presence to ensure consistent messaging and relevant content
- Identification of new and viable platforms to utilize and integrate into the plan including Yelp, You Tube, Twitter, Pinterest, Instagram, etc.
- Outreach to, and integration with, industry blogs and information sources

- **Advertising**
 - Review existing advertising commitments, as well as research and provide strategic counsel as relevant advertising opportunities arise in alignment with agreed upon MPWMD based outreach.
 - Upon receipt from graphic designer/artist/producer, provide appropriate artwork and related materials/information to advertising outlets
 - Manage an advertising schedule to ensure proper placement, per agreed upon contracts
 - Post-buy analysis to ensure agreed upon audience composition, reach and frequency

- **Data/Contact Information Collection System**
 - Management of current Data Collection System, MailChimp
 - Continued creation of tactics and themes for future email marketing efforts and the outreach of the MPWMD
 - Continued creation and implementation of data collecting initiatives to increase database totals and targeted reach
 - Creation of industry partnerships to ensure widespread reach of public outreach initiatives

- **Coordination of Annual Newsletter/Copywriting**
 - Utilizing agreed upon messaging and information, TBC will oversee the creation of the MPWMD newsletter including creative direction and copywriting as needed.
 - If desired TBC can also design the newsletter or work with your current graphic artist
 - TBC also recommends the coordination of key messages, language and style of the newsletter and your other publications or collateral material

- **Specific Initiatives Continued From FY: 14-15**
 - Conservation & Drought Outreach
 - a. Ongoing meetings with CAW regarding joint conservation efforts
 - b. Outreach to Hospitality Industry regarding best management practices
 - c. Postcard to non-CAW users regarding conservation
 - d. Public Outreach to CAW and non-CAW customers
 - e. Continued outreach to multi-family homes and developments
 - f. Email Blasts through Chambers and business associations
 - g. Continued Guest Commentary Series
 - h. Continued Speakers Bureau Series

 - Website
 - a. Content creation and updates for both websites

 - Ongoing Rebate Program
 - a. Commercial Customer:
 - b. Residential: Development of in-store rebate point of purchase display
 - c. Residential: additional outreach for rebates available to district residents

- **Regular attendance at Board of Directors Meetings & Relevant Events**
- **General Strategic Counsel & Regular Meetings/Communication with MPWMD Board of Directors, Staff, Shareholders, and Project Partners.**

Disclosure

Thomas Brand Consulting is not party to any former or current ongoing civil or criminal investigation or litigation. At no time has our company defaulted or failed to perform our duties leading to a legal termination of contract.

Specific Deliverables

Upon the agreement of both parties to the Scope of Work, a schedule of deliverables will be determined based upon an agreed to communications strategy and outreach plan. The tenants of which follow on a separate document

Budget

Per the above outlined Scope of Work, Thomas Brand Consulting, LLC proposes a contractual retainer for 12 months with a range of 30 to 32 hours per month. A \$4100 retainer is proposed for July 1, 2015 through June 30, 2016 totaling \$49,200. All out of scope work unless otherwise agreed upon in writing by both parties shall be billed at \$150 per hour. The costs of any associated media buys or collateral production that would fall under the proposed Scope of Work will be determined upon examination of current programs.

The proposed contract does not include creative expenses such as graphic design, web development, photography, video production, any and all media buys and out of pocket expenses including travel/mileage, printing, postage and items associated with the production of events. Thomas Brand Consulting requires client approval for outside expenses greater than \$150.00.

Upon the approval of the of the agreed upon contract and any additional budget stipulations, work will start on an agreed upon date with the first month's or portion of the first month's payment due. From that point forward, the client will be invoices on the 1st of each month, payable within 30 days unless otherwise agreed to by both parties. TBC will work within your established accounting practices to ensure a smooth process.

Additional contractual stipulations to include:

1. Monthly reporting of specific hours utilized per individual project.

District Wide Outreach Assistance

- Prepare individual cost budgets and plans for 2015-16 outreach activities
- Establish formal "Style Guide" for staff to reference prior to updating webpages, preparing memos/papers, etc.
- Order stationary, folders, and logo wear
- Establish a "Media Kit"
- Develop "About the District" brochure
- Maintain website/facebook/twitter
- Implement Outreach Committee priorities/direction
- Ensure regular op-ed pieces are written and published in newspaper
 - Assist with development of press releases as needed
- Manage regular news articles for local HOA/clubs/organizations newsletter/epapers
 - Includes chambers, CVA, city newsletters, etc.
- Prepare and place advertisements for District workshops in month prior to class
- Attend meetings/events as requested. Provide schedule for approval at beginning of month. (Photograph, feedback, participate, etc.)
- MPC Farmers market information table quarterly or semi-annually
- Award applications and identification of deadlines
- District calendar with regular updates
- Maintain District outreach event participation

Fisheries/River Mitigation Program

- Signage/wrap for steelhead rescue truck
- Fisheries specific handout

Water Demand Program

- Gardener contacts at Pebble Beach gates
- Ads in local special event publications
 - Prominent visitor information regarding water use during Concour, AT&T, Film Festival, etc.
- Shopping carts, dividers
- Develop print material
 - Rationing
 - Water softeners
 - Pressure regulators
 - Cooling towers
 - Permit process

- Water saving posters for restaurants, hospitality, etc.
- Plant tags (and distribution)
- Signage for nonpotable water supplies
- Interpretive sign for cistern installations
- *Water efficient business* certification sticker/sign
- Shrink wraps for buckets
- Develop and oversee mailing of restaurant enforcement effort
 - MCHA mailing list and chambers
 - District/CAW list
- Oversee cling distribution (This might be a job for an intern/student)
- Assist with implementation of pressure regulator program outreach



**Monterey Peninsula Water Management District
Draft Public Outreach Plan
FY 15-16**

District Wide Outreach

Included in TBC Monthly Retainer:

- Prepare individual cost budgets and plans for 2015-16 outreach activities
- Establish formal "Style Guide" for staff to reference prior to updating webpages, preparing memos/papers, etc.
- Oversee Development and delivery of stationary, folders, and logo wear
- Develop a "Media Kit"
- Develop a "About the District" brochure
- Maintain website/facebook/twitter
- Implement Outreach Committee priorities/direction
- Ensure regular op-ed pieces are written and published in newspaper
 - Assist with development of press releases as needed
- Manage regular news articles for local HOA/clubs/organizations newsletter/epapers
 - Includes chambers, CVA, city newsletters, etc.
- Prepare and place advertisements for District workshops in month prior to class
- Attend meetings/events as requested. Provide schedule for approval at beginning of month. (Photograph, feedback, participate, etc.)
- Oversee MPC Farmers market information table quarterly or semi-annually
- Facilitate award applications and creation of submission deadlines
- Develop district calendar with ongoing updates
- Maintain District outreach event participation
- Facilitate District Division Social Media Training Workshops

Items Requiring Public Outreach Budget Line

- | | |
|---|----------|
| • Design and Printing of stationary, folders, and logo wear | \$2500 |
| • Design and Printing of Media Kit | \$2000 |
| • Design and Printing of About the District brochure | \$2500 |
| • Updates to www.montereywaterinfo.org website | \$2500 |
| • Ad design and placement for District workshops | \$20,000 |
| Eight (8) classes at \$2500 each including Print and Radio | |
| • MPC Farmers market information table quarterly or semi-annually | \$1000 |
| • Event Participation Fees | \$2500 |

Fisheries/River Mitigation Program

Included in TBC Monthly Retainer

- Oversee design and implementation of Signage/wrap for steelhead rescue truck
- Develop Fisheries specific handout

Items Requiring Public Outreach Budget Line Item

- Design and Installation of Signage/wrap for steelhead rescue truck \$2500
- Design and printing of Fisheries specific handout \$2000

Water Demand Program

Included in TBC Monthly Retainer

- Establish contacts with Pebble Beach Co for Landscaper Info Distribution
- Oversee placement of Ads in local special event publications
- Facilitate Point of Purchase advertising in supermarkets
- Develop print material for:
 - Rationing
 - Water softeners
 - Pressure regulators
 - Cooling towers
 - Permit process
 - Water saving posters for restaurants, hospitality, etc.
 - Plant tags (and distribution)
 - Signage for nonpotable water supplies
 - Interpretive sign for cistern installations
 - *Water efficient business* certification sticker/sign
 - Shrink wraps for buckets
- Develop and oversee mailing of restaurant enforcement effort
 - MCHA mailing list and chambers
 - District/CAW list
- Oversee cling distribution (This might be a job for an intern/student)
- Assist with implementation of pressure regulator program outreach

Items Requiring Public Outreach Budget Line Item

- Design and Printing of Landscape focused conservation material \$2000
- Design and Placement of Advertising in Visitor-Serving
Event publications \$5000
- Design and Placement of Advertising in Supermarkets \$5000
- Design and printing for the following collateral material:
 - Rationing \$250
 - Water softeners \$250

| | |
|--|---------------|
| ○ Pressure regulators | \$250 |
| ○ Cooling towers | \$250 |
| ○ Permit process | \$250 |
| ○ Water saving posters for restaurants, hospitality, etc. | \$1500 |
| ○ Plant tags (and distribution) | \$1500 |
| ○ Signage for nonpotable water supplies | \$1500 |
| ○ Interpretive sign for cistern installations | \$1000 |
| ○ <i>Water efficient business</i> certification sticker/sign | \$1000 |
| ○ Shower buckets | \$1500 |
| • <u>Design, Printing and Mailing of restaurant enforcement info</u> | <u>\$7500</u> |
| Total: | \$66,250 |