



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

Public Outreach Committee Members:

*George Riley, Chair
Amy Anderson
Karen Paull*

Alternate:

Safwat Malek

Staff Contacts:

*David J. Stoldt,
General Manager*

*Stephanie Locke,
Water Demand Manager*

*Joel G. Pablo,
Board Clerk*

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 on the District's website prior to the meeting. Documents distributed at the meeting will be made available upon request and posted to the District's website within five days following the meeting.

**Agenda
Public Outreach Committee
of the Monterey Peninsula Water Management District**

Thursday, April 14, 2022 at 1:30 p.m., *Virtual Meeting*

As a precaution to protect public health and safety, and pursuant to provisions of AB 361, this meeting will be conducted via Zoom Video/Teleconference only.

Join the meeting at:

<https://us06web.zoom.us/j/88207028370?pwd=Sitt29USEJUYjhKL3JpeEpMUjV1dz09>

Or access the meeting at: <https://zoom.us/>

Webinar ID No.: 882 0702 8370

Webinar Password: 04142022

Participate by phone: (669) 900-9128

For detailed instructions on connecting to the Zoom meeting see page 2 of this agenda.

Call to Order / Roll Call

Comments from the Public – *The public may comment on any item within the District's jurisdiction. Please limit your comments to three minutes in length.*

Action Items – *Public comment will be received on all Action Items*

1. Consider Adoption of October 25, 2021 Committee Meeting Minutes
2. Adopt the 2022 Committee Meeting Schedule
3. Develop Recommendation to the Board Regarding Adoption of the 2021 MPWMD Annual Report

Discussion Items - *Public comment will be received*

4. Provide Guidance on Scope and Method for Public Outreach Services for Next 2-3 Years
5. Discuss Near-Term Messaging - Monthly, Drought, Measure J, Drought Messaging

Suggest Items to be Placed on a Future Agenda

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 description of the requested materials and preferred alternative format or auxiliary aid or service by noon on Monday, April 11, 2022. Requests should be forwarded to joel@mpwmd.net or by phone at 831-658-5652. Alternatively, you may reach Sara Reyes, Admin Services Division at (831) 658-5610.

Instructions for Connecting to the Zoom Meeting

Note: If you have not used Zoom previously, when you begin connecting to the meeting you may be asked to download the app. If you do not have a computer, you can participate by phone.

Begin: Within 10 minutes of the meeting start time from your computer click on this link: <https://us06web.zoom.us/j/88207028370?pwd=Sitt29USEJUYjhKL3JpeEpMUjV1dz09> or paste the link into your browser.

DETERMINE WHICH DEVICE YOU WILL BE USING (PROCEED WITH ONE OF THE FOLLOWING INSTRUCTIONS)

USING A DESKTOP COMPUTER OR LAPTOP

1. In a web browser, type: <https://www.zoom.us>
2. Hit the enter key
3. At the top right-hand corner, click on “Join a Meeting”
4. Where it says “Meeting ID”, type in the Meeting ID# above and click “Join Meeting”
5. Your computer will begin downloading the Zoom application. Once downloaded, click “Run” and the application should automatically pop up on your computer. (If you are having trouble downloading, alternatively you can connect through a web browser – the same steps below will apply).
6. You will then be asked to input your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
7. From there, you will be asked to choose either ONE of two audio options: Phone Call or Computer Audio:

COMPUTER AUDIO

1. If you have built in computer audio settings or external video settings – please click “Test Speaker and Microphone”.
2. The client will first ask “Do you hear a ringtone?” •If no, please select “Join Audio by Phone”.
•If yes, proceed with the next question:
3. The client will then ask “Speak and pause, do you hear a replay?” •If no, please select “Join Audio by Phone”
•If yes, please proceed by clicking “Join with Computer Audio”

PHONE CALL

1. If you do not have built in computer audio settings or external video settings – please click “Phone Call”
2. Dial one of the numbers listed below using a phone. Select a phone number based on your current location for better overall call quality.

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3. Once connected, it will ask you to enter the Webinar ID No. and press the pound key
4. It will then ask you to enter your participant ID number and press the pound key.
5. You are now connected to the meeting.

USING AN APPLE/ANDROID MOBILE DEVICE OR SMART PHONE

1. Download the Zoom application through the Apple Store or Google Play Store (the application is free).
2. Once download is complete, open the Zoom app.
3. Tap “Join a Meeting”
4. Enter the Meeting ID number
5. Enter your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
6. Tap “Join Meeting”
7. Tap “Join Audio” on the bottom left hand corner of your device
8. You may select either ONE of two options: “Call via Device Audio” or “Dial in”

DIAL IN

1. If you select “Dial in”, you will be prompted to select a toll-free number to call into.
2. You may select any of the numbers listed below:

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3. The phone will automatically dial the number, and input the Webinar Meeting ID No. and your Password.
4. Do not hang up the call, and return to the Zoom app
5. You are now connected to the meeting.

Present Public Comment

Receipt of Public Comment – the Chair will ask for comments from the public on all items. Limit your comment to 3 minutes.

(a) Computer Audio Connection: Select the “raised hand” icon. When you are called on to speak, please identify yourself.

(b) Phone audio connection **with** computer to view meeting: Select the “raised hand” icon. When you are called on to speak, press *6 to unmute yourself and please identify yourself.

(c) Phone audio connection only: Press *9. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press *9 to end the call.

Submit Written Comments

If you are unable to participate via telephone or computer to present oral comments, you may also submit your comments by e-mailing them to comments@mpwmd.net with one of the following subject lines "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT – ORAL COMMUNICATIONS". Comments must be received by 12:00 p.m. on Thursday, April 14, 2022. Comments submitted by noon will be provided to the committee members and compiled as part of the record of the meeting.

PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF OCTOBER 25, 2021 COMMITTEE MEETING MINUTES

Meeting Date:	April 14, 2022	Budgeted:	N/A
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	N/A
Prepared By:	Joel G. Pablo	Cost Estimate:	N/A

General Counsel Review: N/A
Committee Recommendation: N/A
CEQA Compliance: No CEQA Review Required

SUMMARY: Attached as **Exhibit 1-A** are draft minutes of the October 25, 2021 committee meeting.

RECOMMENDATION: The committee should review and approve the draft minutes.

EXHIBIT

1-A Draft minutes of the October 25, 2021 committee meeting



EXHIBIT 1-A

DRAFT MINUTES

Monterey Peninsula Water Management District Public Outreach Committee

Monday, October 25, 2021

Pursuant to AB 361, the meeting was conducted with virtual participation via Zoom.

Call to Order / Roll Call

The meeting was called to order by Chair Adams at 2:30 PM.

Committee members present: Mary Adams - Chair
Amy Anderson
Safwat Malek

Committee members absent: None

District staff members present: David J. Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Sara Reyes, Sr. Office Specialist

District Counsel present: None

TMD Consulting: Athena Morris and Nick Pasculi with TMD Creative

Comments from the Public: *Opened Public Comment; No comments were directed to the committee.*

Action Items

1. **Consider Adoption of July 26, 2021 Committee Meeting Minutes**

No public comments were directed to the committee for Item No. 1

A motion was made by Anderson and second by Adams to approve the committee meeting minutes of July 26, 2021. The motion passed on a roll-call vote of 2-Ayes (Adams and Anderson), 0-Absent and 1-Abstain (Malek)

2. **Review and Approve Committee Meeting Schedule for January and February 2022**

No public comments were directed to the committee for Item No. 2

By consensus, the committee adopted the meeting schedule for January and February 2022.

Discussion

3. **Discuss District E-mail List and Provide Direction**

No public comments were directed to the committee for Item No. 3.

Stephanie Locke, Water Demand Manager provided a verbal progress report on efforts made by the District in consultation with TMD Creative on the best method to collect e-mail addresses, maintenance of an e-mail distribution list, utilizing e-mail marketing sites such as MailChimp, Constant Contact and iContact. Locke provided an overview of a document entitled “Questions Asked About E-mail Lists.” *A copy of the document is on file at the District office and can be viewed on the district website.* Nick Pasculi, President/CEO of TMD Creative recommended that the committee consider iContact to meet the needs of the organization that will allow for broader customizations and noted accessibility benefits to both TMD Creative and the District. Pasculi suggested an opt-in and opt-out tool to maintain e-mail distribution lists.

By consensus, the Committee provided general direction to District Staff and TMD Creative to maintain current e-mail databases, grow existing lists to reach the broader community and consider iContact or other platforms to use for the District’s public outreach efforts.

4. **Discuss Outreach Postcard to Hospitality**

No public comments were directed to the committee for Item No. 4.

Stephanie Locke, Water Demand Manager provided a verbal status report on outreach postcards to both the hospitality sector and with local restaurants. Locke noted completion of and delivery of outreach postcards with the hospitality sector and restaurant establishments by the end of 2021 or early 2022.

5. **Discuss Redistricting Commission Outreach**

No public comments were directed to the committee for Item No. 5.

David Stoldt, General Manager provided a verbal status report on the District’s Redistricting Commission Outreach and answered questions from the committee. Stoldt shared an ad from the County of Monterey on the Redistricting process. *A copy of the ad is on file at the District office and can be viewed on the district website.* Stoldt informed the committee the District is working on creating advertisements in local newspapers that will include information on the District’s efforts and ask for volunteers to be a member of the MPWMD Redistricting Advisory Commission. He noted interested applicants/volunteers will be confirmed at either the December 2021 or January 2022 Regular Board Meeting.

6. **Discuss District Branding Ads for November 2021 and December 2021**

No public comments were directed to the committee for Item No. 6.

Stephanie Locke, Water Demand Manager provided a verbal status report on the District’s Branding Ads for November 2021 and December 2021 and answered questions from the committee. Locke provided an overview of rebate program and branding ads. The committee and staff discussed additional newsworthy material to promulgate to include additional information on the Cease-and-Desist Order, Measure J, drought and highlights on the District’s work and end-of-year summary.

Suggest Items to be Placed on a Future Agenda

None

Adjournment

Chair Adams adjourned the meeting at 3:25 PM.

Received by the MPWMD Board of Director's on April __, 2022

Approved by the MPWMD Legislative Advocacy Committee on April __, 2022

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PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

2. ADOPT THE 2022 COMMITTEE MEETING SCHEDULE

Meeting Date: April 14, 2022

From: David J. Stoldt,
General Manager

Prepared By: Joel G. Pablo

SUMMARY: Shown below is a proposed committee meeting schedule for 2022. Please review and advise Joel G. Pablo if you cannot participate on any of the proposed dates. Any meeting may be cancelled if there is no business for committee consideration.

RECOMMENDATION: The Committee should review and adopt the meeting schedule.

Day of Week	Date	Time
Thursday	April 14, 2022	1:30 p.m.
Monday	June 27, 2022	4:00 p.m.
Monday	August 22, 2022	4:00 p.m.
Monday	October 24, 2022	4:00 p.m.
Thursday	December 15, 2022	3:00 p.m.



2021 Annual Report

Monterey Peninsula Water Management District

Accomplishments

- **Pure Water Monterey Project** – The District provided project management for the development of Deep Injection Wells 3 & 4 of the Project, working in partnership with Monterey One Water, which owns and operates the system. The project injected 3,511 Acre Feet (AF) into the Seaside Groundwater Basin. The District has also built up the Operational Reserve for the Project to over 1,200 AF. At 3,500 AF per year, it is the largest project to come online to date to help offset the Cease-and-Desist Order.
- **Aquifer Storage and Recovery (ASR)** – Since inception of the ASR program in 1998, a total of 10,873 AF has been diverted from the Carmel River for storage and subsequent recovery through the end of Water Year (WY) 2021. Cal-Am continued to use District facilities to treat produced waters recovered from ASR and Pure Water Monterey.
- **Pumping's Effect on the River** – In cooperation with the United States Geological Survey (USGS), the District finished an integrated groundwater/surface water GSFLOW/MODFLOW model to help understand Carmel River flows related to changes in groundwater pumping. In addition, the District completed a draft instream flow study and hydraulic model to simulate flow requirements for steelhead in the Carmel River. These models will allow the District to simulate different water supply scenarios and their impacts on the Carmel River environment in the Los Padres Dam alternatives analysis (see below) currently underway in conjunction with Cal-Am and the National Marine Fisheries Service.
- **Integrated Regional Water Management Program** – The District continued to manage an Integrated Regional Water Management (IRWM) Implementation Round 1 Grant agreement for the Monterey Peninsula region in the amount of \$2,238,904. The District, as “Grantee”, has many duties including: (a) administration of the agreement with California Department of Water Resources, (b) invoicing, with documentation, on behalf of the Local Project Sponsors, and (c) progress reporting. There are three projects – all non-District—that are being supported by this Implementation Round 1 Grant: The Coe Avenue Recycled Water Pipeline in Seaside sponsored by Marina Coast Water District, the Del Monte Manor Low Impact Development Project sponsored by the City of Seaside, and the West End Stormwater Improvement Project in Sand City.
- **Legally-Mandated Carmel River Mitigation and Stewardship** – The District carried out the Mitigation Program associated with its Water Allocation Environmental Impact Report required by the California Environmental Quality Act. This Mitigation Program is designed to offset the impacts associated with water extraction in the Carmel River Alluvial Aquifer and ultimately flows in the Carmel River. The Mitigation Program includes rescue and rearing of threatened steelhead from drying portions of the Carmel River, streambank restoration and maintenance, and lagoon habitat monitoring.



Pure Water Monterey Groundwater Replenishment Project | Recipient of the American Society of Civil Engineers – 2022 Honor Award

The District successfully rescued 7,961 steelhead from the Carmel River Basin in 2021, including 11 adult steelhead (kelts) trying to get back out to the ocean. Approximately 7,724 rescued steelhead were taken to the Sleepy Hollow Steelhead Rearing Facility (SHSRF). Over 5,000 were released back into the Carmel River from SHSRF, including 3,200 implanted with a tag in January 2022.

A total of 123 adults were counted at the District's steelhead counting station in 2021. Of those, 100 were implanted with a tag in order to collect data on fish migration and survival. These data assist with ongoing studies that the District and NOAA Fisheries have been collaborating on. The District also monitors the health of the juvenile population, which is continuing to increase since the last drought, which ended in 2015.



Fish Release into the Carmel River from the Sleepy Hollow Rearing Facility

District crews carried out the Vegetation Management Program in the active channel of the Carmel River at six sites to prevent debris dams and erosion. This includes trimming back encroaching vegetation and reducing the hazard of downed trees in preparation for winter flows. Trash was removed from the active channel of the river before winter rains washed it into the ocean. District staff also planted native trees on exposed banks to improve habitat value, protect water quality, and reduce bank erosion.

District staff continued revegetation and irrigation at the Carmel River Bank Stabilization Project just downstream of Rancho San Carlos Road. This work prevented streambanks from further collapse during the 2020-2021 winter season. MPWMD employed an environmentally friendly stabilization technique consisting of logs, rocks, and native plantings built into a cribwall at the site.

- **Los Padres Dam Alternatives** – A study of upstream volitional fish passage alternatives continued and a study of alternatives to the dam and management of reservoir sediment are in progress. District expenses have been partially reimbursed by Cal-Am under a Public Utilities Commission decision to plan for the long-term future of the dam and associated reservoir. The final report is anticipated to be complete in October of 2022.
- **Salinas and Carmel Rivers Basin Study** – The District continued work on a Basin Study to evaluate future water demands and water supplies taking into account the effects of climate change. The area includes all the Salinas River Valley through Monterey and San Luis Obispo Counties, the Monterey Peninsula, and the Carmel River Basin. The US Bureau of Reclamation is providing \$1.8 million in grant funds for the effort. Study metrics and refining of hydrologic modeling of ASR operations were carried out during 2021. The study, which began in 2017, is expected to be complete in 2022.
- **Well Permitting** – MPWMD approved 2 amendments to Cal-Am Water Distribution Systems, one for the Wolter properties and the other for Moo Land Company. Nineteen Confirmation of Exemptions from the Water Distribution System permit requirements were issued for private properties that met criteria established in District Rules and Regulations. Applications were reviewed for potential impacts to the water resource system and other water users.
- **Conservation** – The Conservation and Permits office reopened to the public after COVID shutdown on July 6, 2021. During 2021, the District approved 913 rebate applications in the amount of \$341,997, for quantifiable annual savings of 12.127-plus acre-feet of water. Properties transferring ownership continued to self-certify compliance with the water efficiency requirements, and the District provided a Certification of Compliance as verification. Staff completed 815 property inspections to verify compliance with water efficiency standards for changes of ownership or use using COVID-19 protocols for safety.

During 2021, the District issued 761 Water Permits and 85 Water Use Permits to Benefited Properties (i.e., properties eligible to receive a portion of a Water Entitlement). Staff conducted 595 onsite inspections to verify compliance with Water Permits and water efficiency requirements.

As the regional entity responsible for compliance with State landscaping regulations, the District issued 62 Water Permits for new and refurbished landscapes. A total of 213,823 square feet of new landscape area was permitted. Rehabilitated area totaled 127,357 square feet.

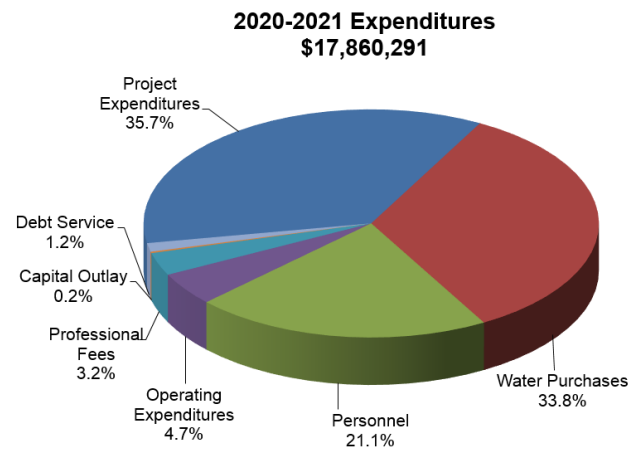
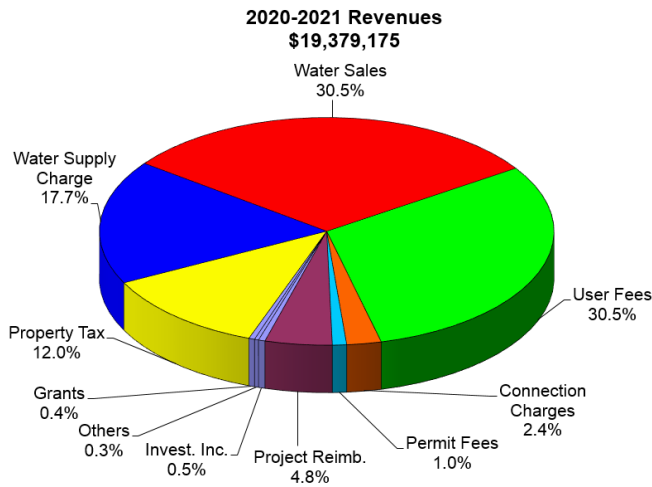
- Community Outreach** – The District hosted four virtual classes on water conservation topics such as rainwater capture, composting to improve soil water holding capacity, landscape design, and removing lawn. Staff distributed water conservation devices at various community events including the Carmel Valley Fiesta, Monterey County Fair, and the West End Celebration. The District posted regular updates to its Facebook page and Twitter account. As a partner with the Water Awareness Committee for Monterey County, the District participated in presentations and assemblies at local schools. The District also ran monthly ads covering District activities in local media.
- Summer Splash** – With the continued spread of COVID-19 and the inability to gather in-person throughout much of 2021, the District, in partnership with Cal-Am, again sponsored a fun family-oriented conservation game called *Summer Splash Water Challenge Giveaway 2*. The challenge was to complete an educational gameboard where participants visited the event website and watched water efficiency videos to find the answers to the gameboard questions. The Challenge was designed for families and was launched in the summer when children were out of school. Completed gameboards could be submitted for an entry into a sweepstakes to win prizes. The prizes offered included a High Efficiency Clothes Washer, Amazon Gift Cards, and iPads. The gameboards were printed in the newspaper, and the event was promoted on Facebook. The challenge went for one month and received 65 entries for the sweepstakes.
- Measure J** – In November 2018, voters passed an initiative requiring the District to acquire the local water supply and distribution facilities of California American Water, if feasible. In 2021, the District prepared an application to the Monterey County Local Agency Formation Commission (LAFCO) to annex 58 parcels, update its Municipal Services Review (MSR), and to “activate” the District’s authority to provide water service directly to end-use customers. LAFCO approved the annexation and MSR, but denied the activation of powers, which will be challenged by the District in 2022.



Congrats to Paul from Monterey for Winning a Brand New iPad! – 2021 Summer Splash

Financial Analysis

The District prepared its seventh consecutive Annual Comprehensive Financial Report (ACFR), which is a set of government financial statements comprising a report that complies with the accounting requirements promulgated by the Government Accounting Standards Board, as well as relevant statistical information about the District. MPWMD received a clean financial audit report with no material weakness or deficiencies. The audit for fiscal year 2020-2021 was conducted by Hayashi Wayland, an independent auditing firm. The Government Finance Officers Association of the United States and Canada (GFOA) awarded a Certificate of Achievement for Excellence in Financial Reporting to the District for its ACFR for the fiscal year ended June 30, 2020. The District has received the ACFR award for six consecutive years. As shown on the next page, total revenues in Fiscal Year 2020-2021 were \$19,379,175, while expenditures totaled \$17,860,291, generating an increase in fund balance of \$1,518,884. As of June 30, 2021, the District’s total fund balance was \$19,610,793. The budget for Fiscal Year 2021-2022 anticipates revenues of \$24,495,700 and expenditures of \$27,297,800 with \$2,802,100 coming from fund balance.



Future Financing Methods

Until 2012, the District has historically paid for costs associated with water supply projects on a pay-as-you-go basis, with majority of the funding coming from User Fees, which was the District’s largest and most fluid revenue source. However, beginning in 2012 the User Fee revenue from Cal-Am customers was not available to the District. The District has been funding its water supply projects from the Water Supply Charge established in 2012. However, in 2016 the CA Supreme Court reinstated the User Fee, which the District resumed collecting in April 2017. Possible sources of funds to pay for actual construction of future water supply projects include ongoing revenue increases, user fees, water supply charge, property tax, PWM water sales, new revenue categories, grants, and bond financing.¹ Actual funding sources will depend on the type of project, the amount of funding needed and other variables.

Water Supply

Available Water Supplies: In WY 2021, approximately 9,850 AF of water was legally available to serve Cal-Am customers within the District, assuming 1,474 AFY from Seaside Groundwater sources, 200 AFY from the Sand City Desalination Facility, 1,300 AFY from Aquifer Storage and Recovery, 3,500 AFY from Pure Water Monterey and 3,376 AFY from Carmel River sources. Similarly, approximately 3,046 AF of water were assumed to be available to serve non-Cal-Am users extracting water from the Carmel Valley Aquifer and the Seaside Basin.

Future Capital Improvements: Because of legal and regulatory constraints, long-term water supplies available to Cal-Am’s customers in the future will be reduced and new, permanent replacement water supplies will be required. A Water Purchase Agreement for a 2,250 AFY expansion of the Pure Water Monterey (PWM) project was filed in 2021 to be considered by the California Public Utilities Commission in 2022. The District envisions expansion of PWM to be more affordable and better for the environment than a desalination project, in addition to meeting long term needs for decades. However, Cal-Am continues to pursue a 6,252 AFY desalination plant in North Marina.

¹ **Groundwater Charge Zone:** In June 1980, the District Board approved formation of a groundwater charge (or fee) zone to provide a revenue source for a well-monitoring program consisting of well registration, well metering, and water production reporting. However, the District has abandoned groundwater charges as a source of revenue. No groundwater charges were established during 2021.

EXHIBIT 4-A

Possible Scope for District Public Outreach Services

<p align="center">General Outreach</p> <ul style="list-style-type: none"> • Annual Outreach Plan • Attend District Meetings • Monthly Branding Ads • Workshop Ads • Newsletter (Semi-Annual) • Annual Report • Drought/Flood Special Outreach • Prop 218 Special Outreach • Identify/Work-with 3rd Party Designer • Update Brochures • Order Collateral (Gifts, Stuff, Things) • Develop Video Clips • Update/Maintain Photo Library • Create/Maintain Press Clip Library • Create/Maintain List of Awards • Surveys • Event Coordination • Update Costs of Direct Mail Annually • Update History of the District/Water on the Monterey Peninsula 	<p align="center">Website/Social Media</p> <ul style="list-style-type: none"> • Oversee New Website • Optimize Website for Phones • Ongoing Website Upkeep • Social Media Posts 	<p align="center">Contact Management</p> <ul style="list-style-type: none"> • Develop Mailing Lists (Restaurants, Hotels, Key Organizations) • Develop Email Lists (Global, Restaurants, Hotels, CII, Realtors, Builders, Architects, Others)
	<p align="center">Press Relations</p> <ul style="list-style-type: none"> • Maintain Print, TV, and Radio Contacts • Regular Press Releases • Work w Key Staff on Guest Opinions • Update Costs of Media Buys Annually 	<p align="center">Local Outreach</p> <ul style="list-style-type: none"> • Chambers of Commerce, MCAR, MCHA, MCPOA, Military, Others • Leverage Other Organization Newsletters • Attend Outside Meetings as Needed • Public Liaison • County OES
	<p align="center">Associations & Publications</p> <ul style="list-style-type: none"> • Monitor Activities of Industry Organizations/Submit District Press Info (ACWA, CSDA, WateReuse, etc) • Submit Annual Award Applications • Submit Press Info to Publications (ACWA, CSDA, JournalAWWA, WaterWorld,Opflow (AWWA), Source) • Look for Opportunities to Submit Scholarly Articles or Submit Posters at Conferences) 	<p align="center">Other</p> <ul style="list-style-type: none"> • Assist w/ Legislative Affairs • Letters of Support • Coordinate Grant Writing

EXHIBIT 5-A

Regular Public Outreach Messaging as of January 2021

Month	Pine Cone/Weekly Branding	Radio
January	<ul style="list-style-type: none"> • Steelhead/Lagoon Breach • ASR Injection 	
February	<ul style="list-style-type: none"> • AT&T Golf – Recycled Water 	
March	<ul style="list-style-type: none"> • Fix a Leak Week, Conservation, Rebates 	Fix a Leak Week, Conservation, Rebates
April	<ul style="list-style-type: none"> • Pure Water Monterey Update 	
May	<ul style="list-style-type: none"> • ASR Results or Drought Announcement 	
June	<ul style="list-style-type: none"> • Summer Forecast • Fish Rescues 	Summer Forecast; Conservation
July	<ul style="list-style-type: none"> • Water Waste • District Transparency 	
August	<ul style="list-style-type: none"> • Car Week - Conservation 	
September	<ul style="list-style-type: none"> • Water Supply • River Vegetation Management 	
October	<ul style="list-style-type: none"> • Water Supply • Rebates • Fish Releases 	
November	<ul style="list-style-type: none"> • Turn off Irrigation 	Turn off Irrigation
December	<ul style="list-style-type: none"> • ASR Injection • Holiday Message 	

- Measure J events and progress on a separate schedule.
- Conservation workshops on a separate schedule.
- “Water Matters” newsletter: late-January & late-July