

**EXHIBIT 1-A**

DRAFT MINUTES  
**Monterey Peninsula Water Management District  
Public Outreach Committee  
November 30, 2015**

**Call to Order**

The meeting was called to order at 3:15 pm in the Water Management District conference room and adjourned for lack of a quorum.

The meeting reconvened at 3:35 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne - Chair  
Kristi Markey

Committee members absent: Brenda Lewis

District staff members present: David Stoldt, General Manager  
Stephanie Pintar, Water Demand Manager  
Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

**Comments from the Public:** No comments presented.

**Action Items**

**1. Consider Adoption of Minutes of June 25, 2015 Committee Meeting**

On a motion by Markey and second of Byrne, the June 25, 2015 committee meeting minutes were approved on a vote of 2 – 0. No comments were directed to the committee during the public comment period on this item.

**2. Develop Response to California Supreme Court Decision in MPWMD v CPUC (Cal-Am); CA Supreme Court Case No. S208838**


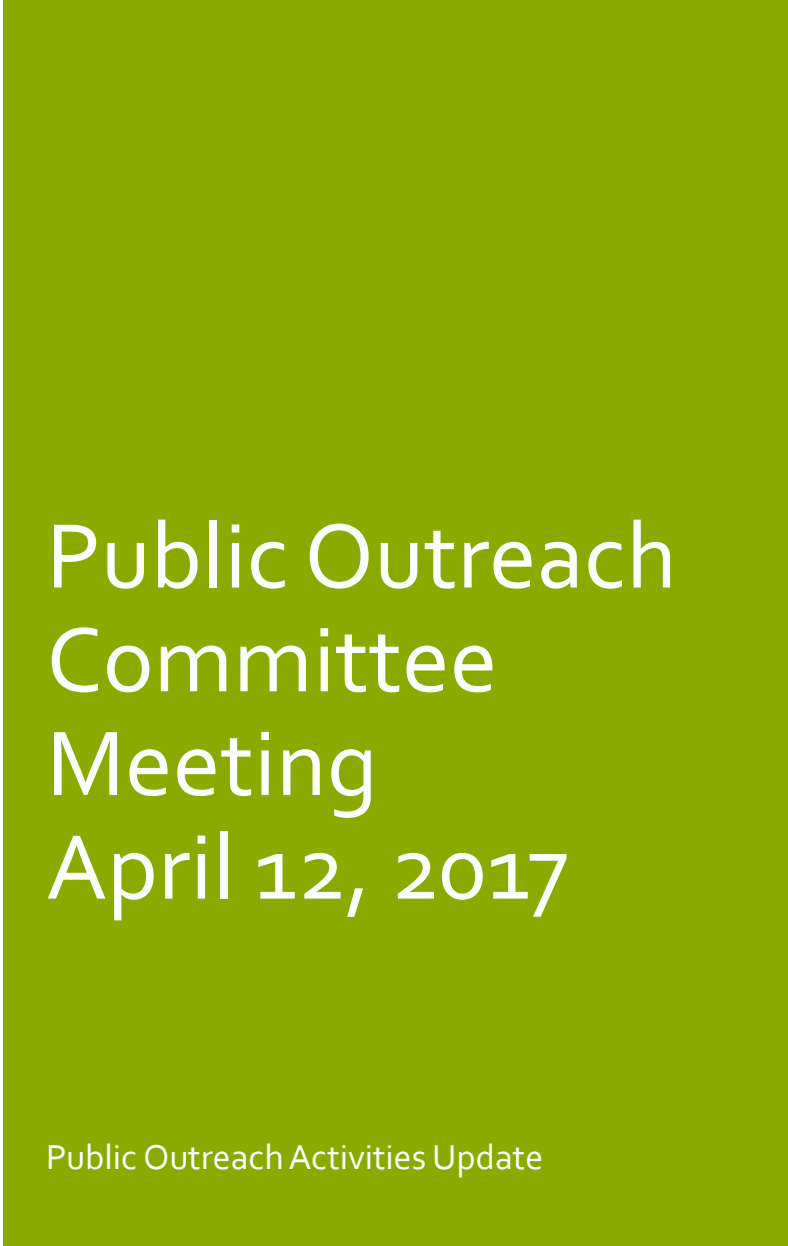
Stoldt advised the committee that it may be 90 days before the Supreme Court issues a decision on the case. The committee reviewed and commented on a draft press release prepared in advance of the Supreme Court decision. No comments were directed to the committee during the public comment period on this item.

**Schedule Next Meeting Date:** No meeting date was scheduled.

**Adjournment:** The meeting adjourned at 4 pm.

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Submitted by S. Thomas at 4/12/17  
committee meeting: Item 3



# Public Outreach Committee Meeting April 12, 2017

Public Outreach Activities Update



# MPWMD Outreach Activities Review

July 2016-March 2017

- Overview of the Public Outreach Process



# ● Public Relations

## ❖ District Generated News Items – General

- a) Report on Steelhead Numbers
- b) ACWA Outreach Award
- c) Stoldt Honored by MPCC



## ❖ Press Clippings

- a) Herald
- b) Weekly
- c) Pine Cone
- d) Californian
- e) Cedar Street Times
- f) KRML
- g) KION Radio
- h) KION TV
- i) KSBW
- j) Telemundo
- k) KQED
- l) ACWA & CSDA



Earned Media Reach: 100,784 unique people 4.21x

# Events

## ❖ Workshops & Classes

- a) Greywater Installation
- b) Drought Tolerant Garden Installation
- c) Landscape Irrigation Auditor



## ❖ Other Events

- a) Rain Barrel Give-A-Way
- b) MPCC Business Expo
- c) PG Business Expo
- d) Fix A Leak Week
- e) Mo Co Fair



# ● Social Media & Online Presence

- ❖ Facebook

- ❖ Twitter

- ❖ Website

  - a) New District Website Launched in April 2016

  - b) Google Analytics Established May 2016

    - > Rebate Page

    - > Agendas

    - > Tie: Fish Count and Rules and Regulations



# Advertising

IT'S AT&T WEEK. HERE ARE SOME TIPS TO KEEP YOU FROM BEING A "WATER HAZARD"

Two simple things to **SAVE OVER 50 GALLONS OF WATER** or more during your visit!



**USING THE SINK?**  
Begin activity. Then, grasp handle firmly while turning to off position. Complete activity, then reverse.



**WHEN SHOWERING,**  
don't get distracted. Turn water on, then immediately enter shower.



**EVERY ~~STROKE~~ DROP COUNTS!**

[www.montereywaterinfo.org](http://www.montereywaterinfo.org)  
 831.658.5601






## SAVE A LITTLE GREEN AND A LITTLE BLUE

*During Fix a Leak Week*

**Save 10,000 Gallons  
in 10 minutes!**



**Toilets    Plumbing  
Faucets    Irrigation Systems**



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Water is becoming more expensive so why not save a little green and a little blue!

Get a **FREE Leak Detection Kit** and other water saving devices at our District offices



**March 20-26, 2017**  
**Fix a Leak Week**

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MONTEREY PENINSULA  
**WATER**  
MANAGEMENT DISTRICT

For More Information on **FREE** water saving devices, workshops and generous rebates, visit [www.montereywaterinfo.org](http://www.montereywaterinfo.org) or call 831.658.5601





**HARVEST  
RAINWATER**



**IRRIGATE  
YOUR LANDSCAPE**



**REDUCE  
RUNOFF POLLUTION**



# ● Community Engagement

## ❖ Industry Associations & Agencies

- a) AWWA
- b) SWRCB
- c) WaterReuse Fdn
- d) ACWA

## ❖ Local Entities

- a) Chambers
- b) Rotaries
- c) HOA's
- d) Cities





# ● Current Initiatives

## ❖ Current

- a) ASR Press Release
- b) Conservation Editorial
- c) Water Compliant Businesses
- d) Updating Collateral Pieces
- e) [montereywaterinfo.org](http://montereywaterinfo.org)
- f) Steelhead Rescue Team Logo
- g) Water Warriors Program



# ● Ongoing & Future Initiatives

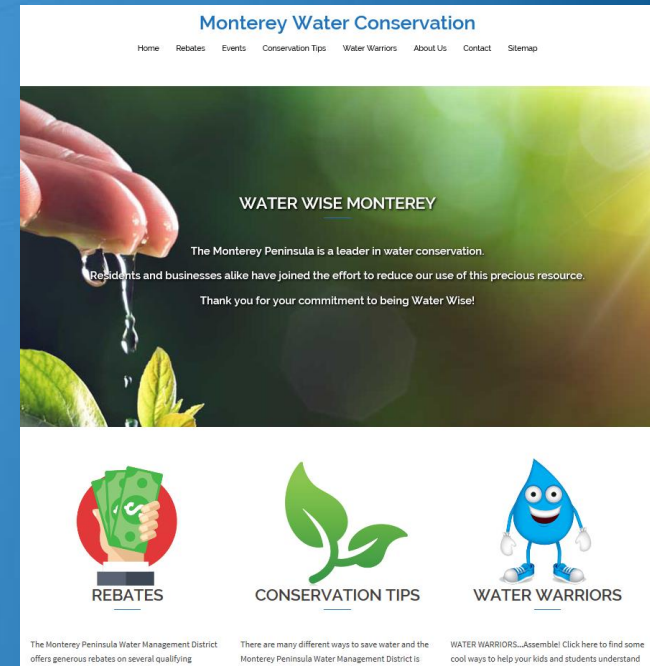
## ❖ Ongoing

- a) Social Media
- b) Website – Blogs, Posts, Updates
- c) Award & Abstract Submissions
- d) Rebate Updates
- e) Media Release/Pitching
- f) Graphic Design & Copywriting



## ❖ Future

- a) Multi-Family Unit Workshop
- b) Vacation/STR Outreach
- c) Summer & Fall Events
- d) District Updates to Public



# ● Updates to the Public

## ❖ Purpose

- a) Engage District Residents & Businesses
- b) Inform of District Activities and Milestones
- c) Create Branded Interaction with Public
- d) Set the Record Straight

## ❖ Goals

- a) Solidify District as “Go To” Authority on Regional Water Issues
- b) Create Stand Alone Brand re: Other Water Entities
- c) Positive Emotional Response
- d) An Agent for Change

# ● Methodology

## ❖ Scheduled Monthly Updates

- a) Monterey Herald – Publication of Record
- b) Carmel Pine Cone – Coast Centric with Politically Active Readers
- c) MC Weekly – District Wide – Younger Audience with In-Depth Features

## ❖ Support

- a) Social Media
- b) Website
- c) E-Blasts
- d) Press Release

# Content Calendar

Month	Topic	When
❖ May	<b>Water Awareness Month</b>	<b>Week 1</b>
❖ June	ASR #'s – Summer Break	Week 2
❖ July	Fish Rescue – Smart Irrigation Mo	Week 1
❖ August	<b>Car Week – Project Updates</b>	<b>Week 2</b>
❖ September	<b>Fall Conservation Events</b>	<b>Week 1/2</b>
❖ October	Time Change = Irrigation Adjust	TBD
❖ November	New Water Year	Week 1
❖ December	<b>Year In Review</b>	<b>Week 3</b>
❖ January	Letter from the Chair	Week 1/2
❖ February	AT&T – Project Updates	Week 1
❖ March	<b>Fix A Leak Week – TC = Irr. Check</b>	<b>Week 2</b>
❖ April	Drought Tolerant Tips – Events	Week 1



# ● Methodology Part 2

## ❖ Quarterly Highlights

- a) Strategic Radio Buys Support Printed Information
- b) 2 Week Run on Select Stations
- c) Facebook Ad Buy
- d) Sync with Pre-Approved Event Promotion or Compliment with Additional Buy Strength

## ❖ Support

- a) Website
- b) E-Blasts
- c) Press Release

# Proposed Cost Matrix

❖ Print

<u>Outlet</u>	<u>Size</u>	<u>Cost</u>	<u>Total</u>
Herald	Full Page	1300.00	
<b>Herald</b>	<b>½ Page</b>	<b>675.00</b>	<b>8100.00</b>
Herald	1/4 Page	400.00	
Pine Cone	Full Page	1327.00	
Pine Cone	½ Page	774.00	
<b>Pine Cone</b>	<b>1/4<sup>th</sup> Page</b>	<b>421.00</b>	<b>5052.00</b>
MC Weekly	Full Page	1697.00	
MC Weekly	½ Page	950.00	
<b>MC Weekly</b>	<b>¼ Page</b>	<b>554.00</b>	<b>6648.00</b>
			<b>19,800.00</b>

# Proposed Cost Matrix

❖ Radio - 2 Week Runs a Quarter - :30 sec spots

Outlet	# of Spots/Quarter	Cost	Total
KRML	120 + Interviews	1600.00	
		1750.00	
		1600.00	
		1500.00	6450.00
Reach: A25-64	36,876 2.9 times		
KWAV	100/75/75/100	2000.00	8000.00
Reach: A25-64	67,911 1.3 times		
The Beach/KPIG	120 + Free Rotators	2000.00	8000.00
Reach: A25-64	78,258 4.2 times		
			14,450.00

*Questions?*

Thank You!



**Pure Water Monterey**  
A Groundwater Replenishment Project

***SOMETIMES BACKWARDS IS BETTER***  
A New Twist on Public Outreach for Potable Reuse

**WaterReuse California Annual Conference**  
**March 21, 2017**





# Environmentally Sustainable

- Minimizes discharge into the Monterey Bay National Marine Sanctuary
- Uses less energy than desalination
- Improves the water quality in the Seaside & Salinas Valley Basins
- Protects against seawater intrusion



# 2014...Things Are Not So Good





# Monterey Peninsula

## Groundwater Replenishment Project

*Providing A Safe And Sustainable Water Supply*



**Mis-Information**

**MisTAKES**

**Mis-Trust**



# OPERATION: BACKFLUSH





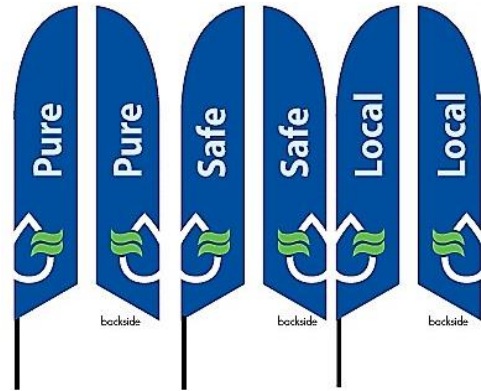
# To Move Forward, Sometimes You Have To Step Back



**S**trength  
**W**eaknesses  
**O**pportunity  
**T**hreats  
**A**nalysis







**An Environmentally Sound Solution for Monterey Peninsula's Water Crisis**

**State Water Mandates Threaten Monterey Peninsula Water Supply**

**The economy is threatened by a chronic and ongoing water shortage.**

**State and Federal Funding Needed to Solve Water Crisis**

**Water is a precious resource and a vital component of our economy. It is essential for our health, safety, and well-being. It is also a key element of our environment and our quality of life. Water is a finite resource, and we must take steps to ensure that we have enough water to meet our needs for the future.**

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## 1. Rebranding of the Project

## 2. Initiating Strategic Collaboration

- A. Monterey Regional Water Pollution Control Agency
- B. Monterey Peninsula Water Management District
- C. City of Salinas
- D. Marina Coast Water District
- E. Monterey Regional Waste Management District
- F. Monterey County Water Resources Control Agency

## 3. Identifying Leverage

Who Holds The Keys?

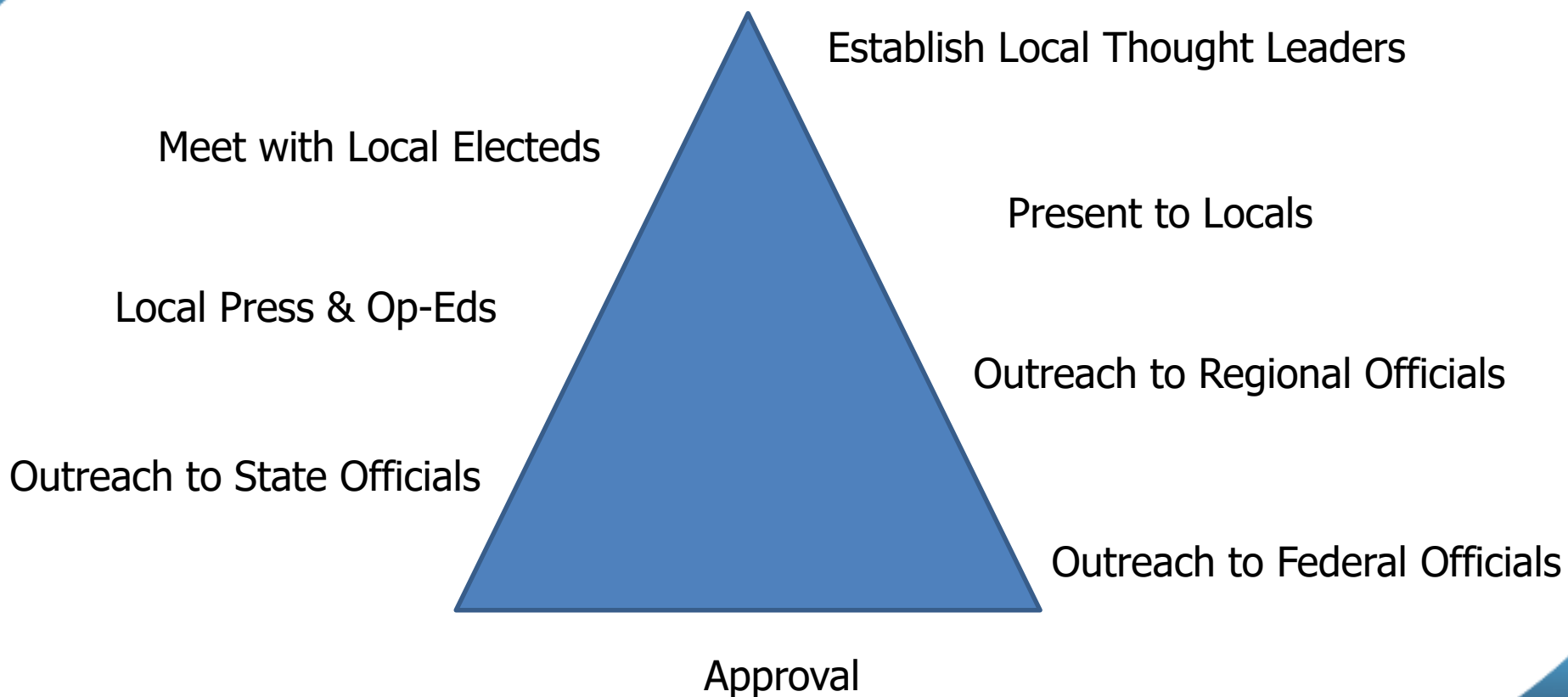


**Pure Water Monterey**  
A Groundwater Replenishment Project

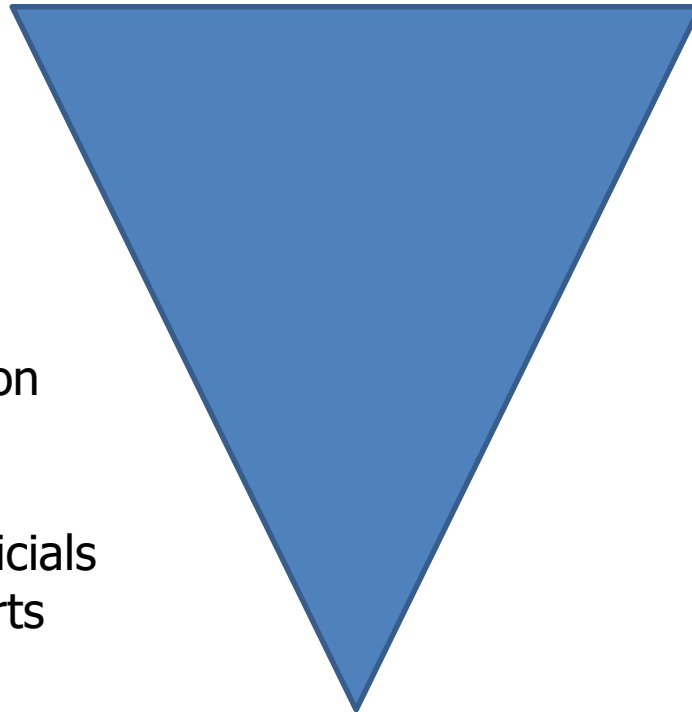
- G. Ford Ord Reuse Authority
- H. City of Seaside
- I. County of Monterey



## Traditional Coalition Building



# Pure Water Monterey Coalition Building



Meet with High Level Officials

Identify State & Federal Thought Leaders

Industry Promotion

Receive Public Support

Outreach to Local Officials by their Counterparts

State & Federal Support Promoted Locally

Info, Benefits, Tours x 10

Approval



- Miles Traveled: 25,786
- Presentations and Meetings: 36
- **Elected & Appointed Officials Visited including:** Sen Barbara Boxer, Sen. Diane Feinstein, Rep. Sam Farr, Rep. Anthony Canella, Gov. Jerry Brown, Lt. Gov Gavin Newsome, Sec. John Laird, State Sen. Bill Monning, Assembly Member Mark Stone, Entire SWRCB including Chair Felicia Marcus, Entire California Coastal Commission.
- **State & Federal Agencies:** Environmental Protection Agency, Bureau of Land Management, National Marine Fisheries Service, Federal Fish and Wildlife, Army Corps of Engineers, National Oceanic and Atmospheric Administration, Department of Drinking Water



- Appearances before the Board of Supervisors: 8
- Local City Council Presentations: 17
- Local Service Organization Presentations: 36
- Local Activist Organization Presentations: 16
- Tours at Demonstration Facility: 43



## Where Are We Now?

Federal & State Approvals Being Completed

Local Approvals Also Being Completed

Local Media Support

Community Support with un-attached opposition

Closing in on 100% Design on all Elements

Bid-Packets Out with Contracts Executed In Mid-Spring

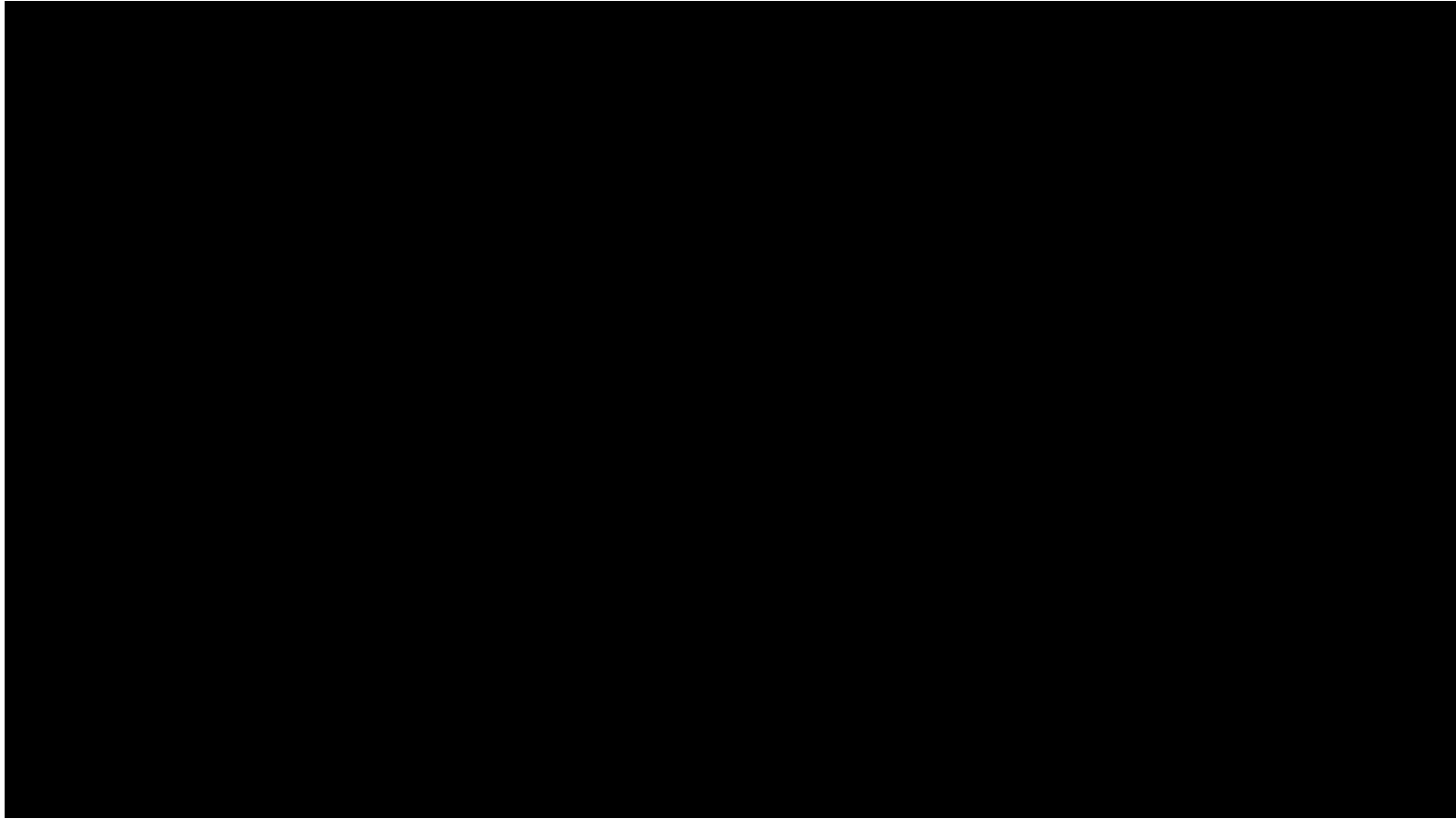


**Groundbreaking on May 5, 2017**

**Project Completion – Summer 2018**







### **Branding**

- Give-a-ways
- Water Cups 2 kinds
- Squeezy Balls
- Additional Apparel requested by PCA
- Bottled Water

### **Revised Key Messages**

- Finally a project!
- Safety First
- Everyone Supports
- Timeline is Tight but Doable

### **Collateral**

- Maps
- Demo Facility
- Partners
- Hype Piece
- Water Sources
- Review and update of current pieces
- Review and update PowerPoints

### **Demo Facility**

- Partners Banner and Pull up
- Table Topper
- Additional Needs
- Coalition and presentation of outreach survey results

### **Video**

Produce Pieces for:

General Use

As Required for Industry Awards

### **Social Media/Website**

- Continued Expansion of Social Media Reach
- Google +
- Ongoing updates Website
- Begin Eblasts following NOAA/NMFS approval

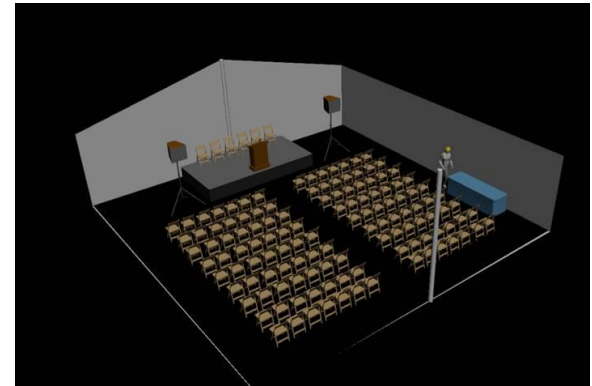


## **Events**

- Grand Opening May 5th
- Strategic Planning with PO & Exec Team
- Facilities Planning
- Tenting, Catering, Giveaways. Collateral,
- Tour Schedule – Coordination with PCA
- Educational Tour Outreach – Setting up post groundbreaking tours with schools

## **Outreach**

- Appearances Locally – ongoing presentations to local groups and municipalities
- Abstracts & Attendance at Conferences (Already Submitted)
- WaterReuse CA 3/19-3/22
- International Water Association – 7/26-7/28
- Association award application and facilitation process
- Editorial 1 per Quarter + letters to the editor following approval
- Media Tours pre groundbreaking
- Funding – Data Instincts will continue to promote the project for grant funding through federal recycled water bill and WaterReuse





**QUESTIONS?**





# Pure Water Monterey

A Groundwater Replenishment Project





# Group Report

Jul 01, 2016 - Mar 31, 2017



The Group Report helps you understand the growth and health of your social profiles across social channels. The report combines your activity and growth across all your Twitter, Facebook, LinkedIn and Instagram profiles to provide a clear picture of where to focus your social efforts.



## Included in this Report

 Monterey Peninsula Water Management District

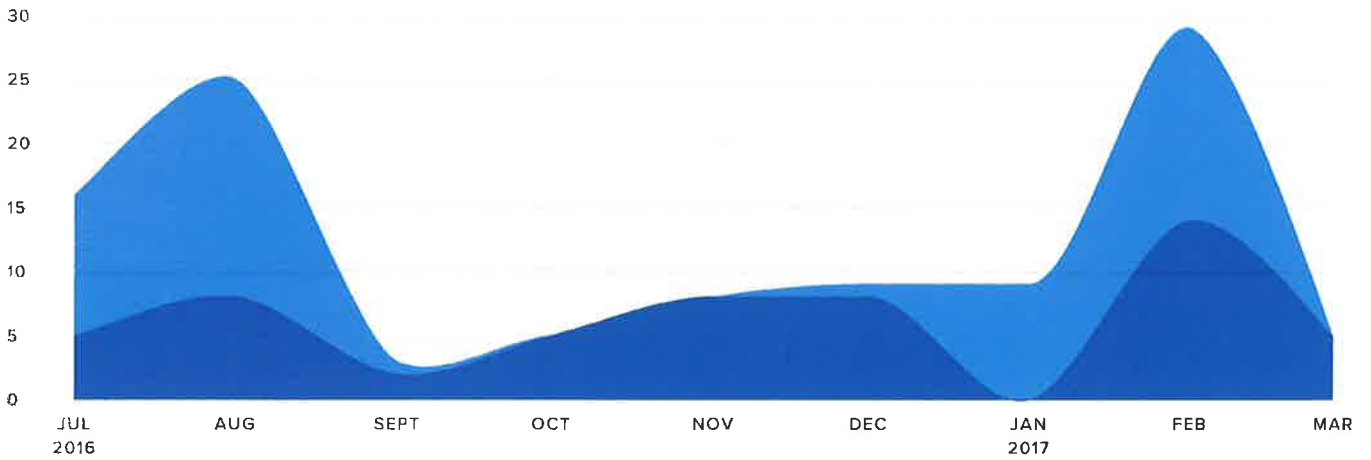
 MRYH2ODISTRICT

## Activity Overview

 <p><b>230,610</b> Impressions</p>	 <p><b>2,178</b> Engagements</p>	 <p><b>132</b> Link Clicks</p>
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## Audience Growth

AUDIENCE GROWTH, BY MONTH



■ FACEBOOK ■ TWITTER

AUDIENCE GROWTH METRICS

	TOTALS	CHANGE
<b>Total Fans</b>	<b>696</b>	<b>▲ 8.1%</b>
New Facebook Fans	20	▼ 37.5%
New Twitter Followers	21	▲ 113.3%
Total Fans Gained	41	▲ 136.3%

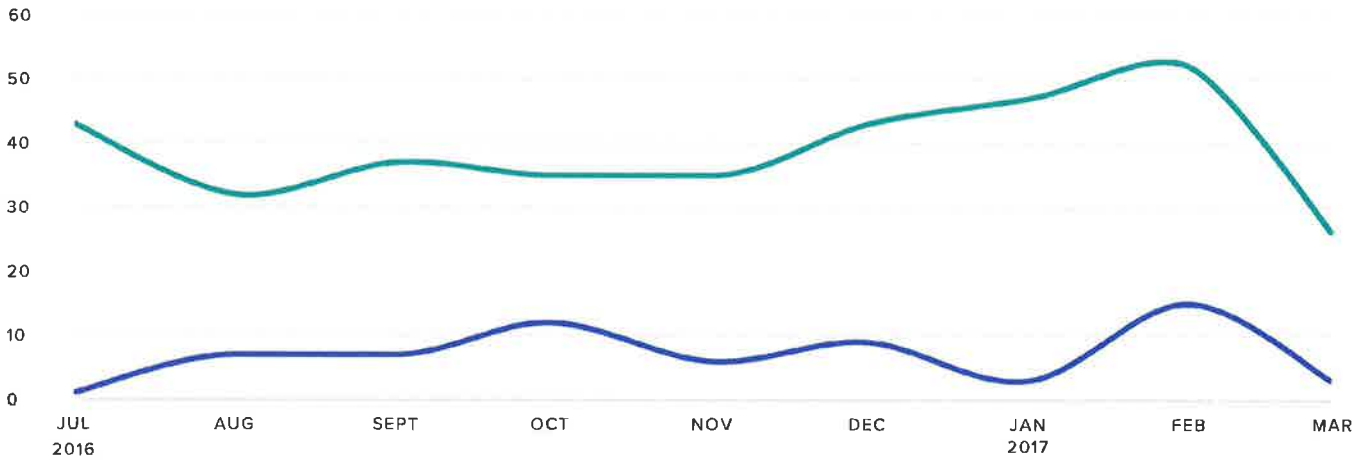
Total fans increased by

**▲ 8.1%**

since previous date range

## Message Volumes

### MESSAGES PER MONTH



■ SENT MESSAGES ■ RECEIVED MESSAGES

#### SENT MESSAGES METRICS

	TOTALS	CHANGE
Facebook Posts Sent	180	▼ 6.3%
Twitter Messages Sent	170	▼ 9.6%
<b>Total Messages Sent</b>	<b>350</b>	<b>▼ 7.9%</b>

The number of messages you sent decreased by

**▲ 7.9%**

since previous date range

#### RECEIVED MESSAGES METRICS

	TOTALS	CHANGE
Facebook Messages Received	3	▼ 49.1%
Twitter Messages Received	35	—
<b>Total Messages Received</b>	<b>36</b>	<b>▼ 30.0%</b>

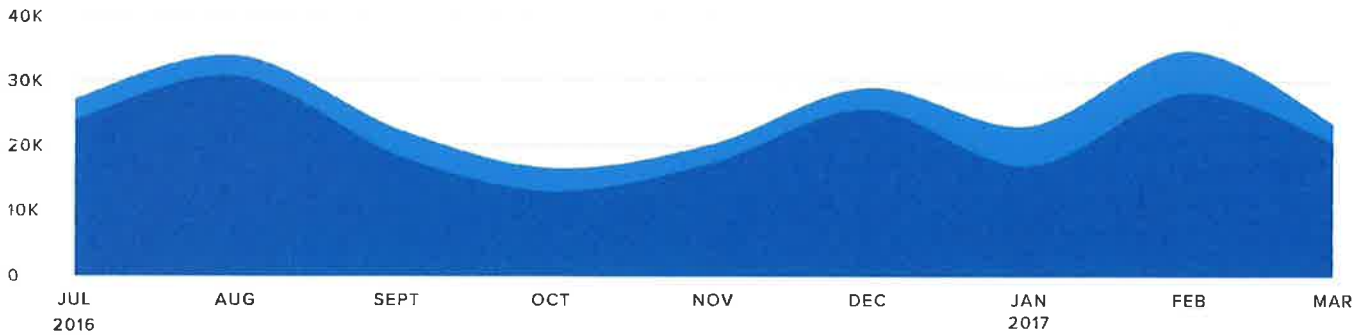
The number of messages you received decreased by

**▼ 30.0%**

since previous date range

## Impressions

### IMPRESSIONS PER MONTH



■ FACEBOOK ■ TWITTER

#### IMPRESSIONS METRICS

	TOTALS	CHANGE
Facebook Impressions	194,690	▲ 16.0%
Twitter Impressions	35,920	▲ 23.2%
<b>Total Impressions</b>	<b>230,610</b>	<b>▲ 17.2%</b>

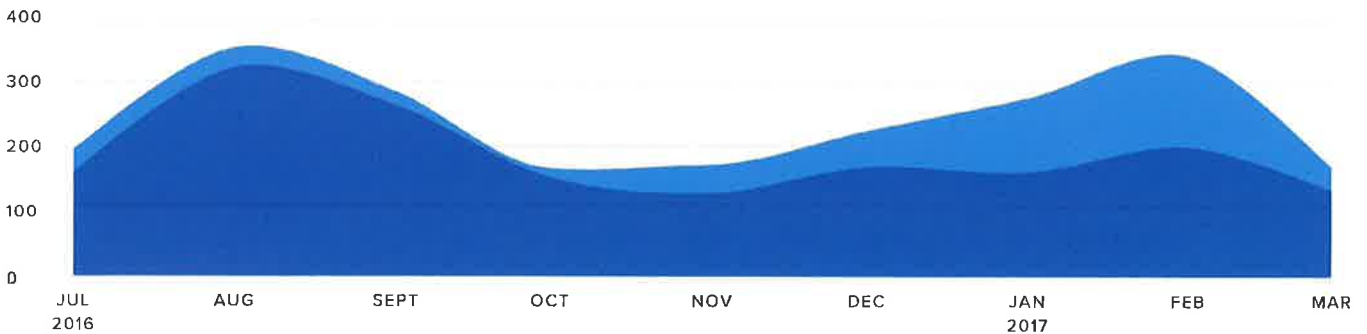
Total Impressions increased by

▲ **17.2%**

since previous date range

## Engagements

### ENGAGEMENTS PER MONTH



■ FACEBOOK ■ TWITTER

#### ENGAGEMENT METRICS





	TOTALS	CHANGE
Facebook Engagements	1,687	▲ 13.2%
Twitter Engagements	491	▼ 27.3%
<b>Total Engagements</b>	<b>2,178</b>	<b>▲ 0.6%</b>

The number of engagements increased by

▲ **0.6%**

since previous date range

## Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 <b>Mont.....District</b>  Facebook P:	531	7.63%	180	194,690	1,082	1,687	9.4	85
 <b>MPWaterDist..</b>  @mryh2odi...	165	8.56%	170	35,920	211	491	2.9	47

### Regular Public Outreach Messaging

Month	Pine Cone/Weekly	Herald	Radio
January	?	?	
February	AT&T Golf - Conservation	AT&T Golf - Conservation	
March	Fix a Leak Week	Fix a Leak Week	Fix a Leak Week
April	?	Excerpt Newsletter or Annual Report	
May	ASR Results or Drought Announcement	ASR Results or Drought Announcement	
June	Summer Forecast	Summer Forecast	Summer Forecast
July	Fish Rescues	Fish Rescues	
August	Car Week - Conservation	Car Week - Conservation	
September	Turn off Irrigation	Excerpt Newsletter or Annual Report	Turn off Irrigation
October	Water Supply	Water Supply	
November	?	?	
December	?	?	Water Supply

Also, when Pure Water Monterey pipeline is going, do regular construction schedule promotions