



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*

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

\*\*\*\*\*

Monday, August 22, 2022 at 4:00 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://mpwmd-net.zoom.us/j/85759228427?pwd=NUFsbTRGclJsTkxjRzBpSlpXT2VzZz09>

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

Webinar ID No.: 857 5922 8427

Webinar Password: 08222022

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 (3) minutes in length.*

**Action Items** – *Public comment will be received on all Action Items. Please limit your comments to three minutes in length.*

1. Consider Adoption of June 27, 2022 Committee Meeting Minutes

**Discussion Items** - *Public comment will be received. Please limit your comments to three (3) minutes per item.*

2. Identify Priority Need- Board Driven
3. Models for Provision of Public Outreach Services
4. Scope of Services – Examples

**Suggest Items to be Placed on a Future Agenda**

**Adjournment**

*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.*

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 Friday, August 19, 2022. Requests should be forwarded to [joel@mpwmd.net](mailto: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://mpwmd-net.zoom.us/j/85759228427?pwd=NUFsbTRGclJsTkxjRzBpSlpXT2VzZz09> 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](mailto: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 Monday, August 22, 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 JUNE 27, 2022 COMMITTEE MEETING MINUTES**

<b>Meeting Date:</b>	<b>August 22, 2022</b>	<b>Budgeted:</b>	<b>N/A</b>
<b>From:</b>	<b>David J. Stoldt, General Manager</b>	<b>Program/ Line Item No.:</b>	<b>N/A</b>
<b>Prepared By:</b>	<b>Joel G. Pablo</b>	<b>Cost Estimate:</b>	<b>N/A</b>

**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 June 27, 2022 committee meeting.

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

**EXHIBIT**

**1-A** Draft minutes of the June 27, 2022 committee meeting



## **EXHIBIT 1-A**

### **Draft Minutes Monterey Peninsula Water Management District Public Outreach Committee Monday, June 27, 2022**

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

#### **Call to Order | Roll Call**

Chair Riley called the meeting to order at 4:00 p.m.

Committee members present: George Riley - Chair  
Amy Anderson  
Safwat Malek, *Alternate*

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Joel G. Pablo, Board Clerk

District Counsel present: None

Comments from the Public: No comments were directed to the committee.

#### **Action Items**

##### **1. Consider Adoption of April 14, 2022 Committee Meeting Minutes**

*Chair Riley opened the public comment period. No comments were received.*

A motion was offered by Anderson with a second by Riley to approve the April 14, 2022 Committee meeting minutes. The motion passed on a roll-call vote of 3-Ayes (Anderson, Malek and Riley), 0-Noes and 0-Absent.

#### **Discussion Items**

David J. Stoldt, General Manager provided introductory remarks and requested the Committee to hear a discussion topic on concept designs for the Santa Margarita Aquifer and Storage Recovery Site (herein after referred to as "ASR"). Chair Riley accepted and allowed staff to present on the matter with no objections from other committee members.

Maureen Hamilton, Sr. Water Resources Engineer presented via MS PowerPoint entitled, "Santa Margarita ASR Site- Outreach Installation Draft Design." *A copy of the presentation is on file at the District office and can be viewed on the District website.* Hamilton provided background information and reminded the committee the MPWMD Board of Director's at its July 2021 meeting authorized staff to contract with Ecological Concerns, Inc. for landscape and outreach design services at the Santa Margarita Aquifer Storage and Recovery Site located on General Jim Moore Boulevard in Seaside at the

intersection of Coe/Eucalyptus.

Hamilton's provided an overview of the:

1. Map of the Location Site
2. Goals of the Design and Outreach Efforts to help explain ASR, the Seaside Basin and the Carmel River
3. Overview of the Sign Detail, Sign Location / Placement and Messaging
4. Next steps to include gaining City concurrence, grant and funding opportunities, graphic design and print quality.

Following Mrs. Hamilton's presentation, Chair Riley asked about including additional informative pieces that touch upon Pure Water Monterey and the Seaside Groundwater Basin Watermaster. Riley believes including those two pieces along with a collaborative approach in asking other water agencies to produce signage along Eucalyptus will help with educational outreach efforts on water resources on the Peninsula. Committee Member Anderson shared her concerns about the amount of information that could be contained on the display boards ("Raindrop" shape) and asked staff to consider potential alternatives, *if possible* to include looking into different display shapes and sizes. In response to Anderson, Hamilton and Stoldt shared the raindrop panel will contain textual information and is consistent with the City of Seaside's sizing requirements. By committee consensus and discussions had, staff will continue working on educational outreach efforts at the ASR and work with additional draft concept drawings (addressing shapes, sizes and additional ideas) that may work for the ASR.

David J. Stoldt, General Manager screenshared an interpretive sign and provided an overview of the Songbird Sanctuary owned by the Big Sur Land Trust. *A copy of the presentation is on file at the District office and can be viewed on the District website.*

*Opened Public Comment; No comments were directed to the Committee.*

## **2. Identify Public Outreach Needs and Effectiveness: Are the District's Needs Being Met?**

*Item 2 and 3 were addressed in the same discussion.*

Chair Riley introduced the following matter. David J. Stoldt, General Manager provided a brief overview of Exhibit 2-A: Identified Scope for District Public Outreach Services and noted the text found in bold can be taken care of by an outside Public Relation (PR) person and those not found in bold are those items District staff member can be tasked with. Committee Member Malek expressed a desire for the District to hire a PR firm to drive the District's outreach goals, specifically KP Public Affairs. In response to Malek, Stoldt noted the matter will be discussed further in Item No. 4, Consultant Resources and Availability. Stoldt stated he would be amenable to looking into local and out-of-area PR firms to assist the District with outreach efforts. Chair Riley explained the District should look at and be assertive in telling the District narrative and think about how messaging is conveyed to the broader public. Anderson added marketing is key skill. In addition, Anderson shared those close to her are unaware of the District's work on conservation and water supply. Anderson believes a PR firm are better geared and have the experience necessary to deliver on the District's outreach efforts. In response to Committee Member Anderson and Malek, Chair Riley asked both committee members to explore defining public outreach effort goals (short-term and long-term) and problems. Stoldt, General Manager provided a summary of discussions and desires of the committee to be understood as (a) working on, identifying and defining themes; (b) hire an in-house staff member to work on Measure J and building community support around the voter-approved initiative; and (c) hiring an outside PR firm or person(s).

**3. Identify Public Outreach Needs Best Suited for District Staff (and Board) and by an Outside Consultant**

*Item 2 and 3 were addressed in the same discussion.*

**4. Consultant Resources and Availability**

David J. Stoldt, General Manager provided an overview and reviewed Exhibit 4-A: Identified Local Outreach Resources and covered each public relations persons or businesses in detail.

By committee consensus, Chair Riley asked staff to explore hiring an in-house public outreach position and explore the idea of hiring an outside Public Relations firm to dive into various outreach effort themes as discussed among the Committee members.

*No comments were directed to the Committee on Item No. 4*

**Suggest Items to be Placed on a Future Agenda**

None

**Adjournment**

Chair Riley adjourned the meeting at 5:33 p.m.

---

Joel G. Pablo, Board Clerk

Received by the MPWMD Board of Director's on September \_\_, 2022

Approved by the MPWMD Public Outreach Committee on August \_\_, 2022

U:\staff\Board\_Committees\PublicOutreach\2022\20220822\01\Item-1-Exh-1A.docx

## **PUBLIC OUTREACH COMMITTEE**

### **ITEM: DISCUSSION ITEM**

#### **2. IDENTIFY PRIORITY NEED – BOARD DRIVEN**

**Meeting Date:** August 22, 2022                                  **Budgeted:** N/A  
**From:** David J. Stoldt    **Program/  
General Manager**    **Line Item No.:** N/A  
**Prepared By:** David J. Stoldt    **Cost Estimate:** N/A

**General Counsel Approval:** N/A

**Committee Recommendation:** N/A

**CEQA Compliance:** Action does not constitute a project as defined by CEQA

---

**SUMMARY:** The Committee should discuss what need it is trying to fill. Examples include:

- Build support for Measure J Hearing of Public Necessity
- Counter Cal-Am's Messaging at All Levels
- Promote District's View (Supply v Demand; Need for Desalination Plant; Rates; Other...)
- Tell District Story ("Did You Know" series, "Water Matters", or "Water Ya Talkin' About", etc)

The Committee should also discuss "How": Its vision for the type of delivery vehicle(s): printed press, radio, TV, mailing, other? Speaking and email blasts to opinion-makers?

The Committee should formulate a recommendation to the full Board.

### **EXHIBIT**

None



**PUBLIC OUTREACH COMMITTEE**

**ITEM: DISCUSSION ITEM**

**3. MODELS FOR PROVISION OF PUBLIC OUTREACH SERVICES**

**Meeting Date: August 22, 2022 Budgeted: N/A**

**From: David J. Stoldt Program/  
General Manager Line Item No.: N/A**

**Prepared By: David J. Stoldt Cost Estimate: N/A**

**General Counsel Approval: N/A**

**Committee Recommendation: N/A**

**CEQA Compliance: Action does not constitute a project as defined by CEQA**

---

**SUMMARY:** Please see **Exhibit 3-A** and discuss at the meeting of the Committee.

**EXHIBIT**

**3-A Models for Provision of Public Outreach Services**

# Large Outside “Campaign” Firm

---



## Strengths/Weaknesses:

- No staff oversight available
- No local insight
- Need to develop delivery “infrastructure” first
- May not have enough control (website, lists, etc)
- Cost
- Can focus on “themes”
- High quality product

# Local Consulting Firm

---

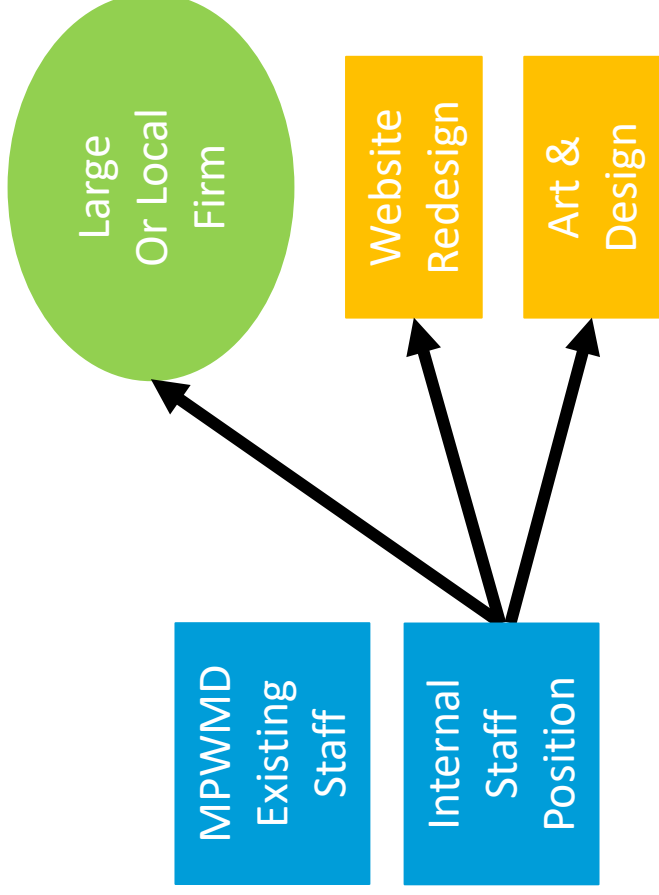


## Strengths/Weaknesses:

- Not many candidates
- Can treat like staff
- Local insight
- Need to develop delivery “infrastructure” first

# In-House Solution

---



## Strengths/Weaknesses:

- Staff oversight available
- Local insight
- Can develop delivery “infrastructure” first
- Greater control (website, lists, etc)
- Rely on outside help for focus on “themes”
- May not get to “Big Themes” right away



**EXHIBIT 4-A**  
**MONTEREY PENINSULA WATER MANAGEMENT DISTRICT**

**COMMUNITY RELATIONS SPECIALIST**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

**DEFINITION**

To plan and conduct the District's community relations program, designed to inform the public about MPWMD activities and how they benefit water customers and the environment; to maintain and improve public relations, ensure public education and promote community involvement; serves as the District Public Information Representative.

**SUPERVISION RECEIVED AND EXERCISED**

Receives direction from the General Manager.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS**

*The following duties are typical for positions in this classification. Any single position may not perform all of these duties and/or may perform similar related duties not listed here:*

**Essential Functions:**

1. Plan and direct development and communication of information designed to keep the public informed of the District's programs, projects, accomplishments, and positions on relevant issues.
2. Design a strategic plan for promotion of the District's accomplishments and value to the community.
3. Represent the District at meetings and community functions; meet with businesses, other agencies, and public/private interest groups.
4. Design, write, and coordinate production and distribution of District publications including brochures, periodic newsletters and Annual Report.
5. Develop and maintain the District's social media presence. Create and update an MPWMD Facebook page, Twitter account, blog and e-newsletter that are linked with the District's website and coordinated with information presented there.
6. Coordinate with District website developer to organize content and present District programs and projects in visually compelling format.
7. Work with other staff members to plan and organize community outreach events such as annual open house and project site tours. Develops displays and promotional materials.
8. Coordinate with the Water Demand Manager and California American Water on joint conservation program advertising and joint website materials.
9. Develop print, television, radio and web-based advertising materials; purchase advertising space and time as required.
10. Prepare news releases before and after Board meetings, workshops and other public meetings relating to water issues; prepare news releases on District programs and activities; make relevant statements to the press and other news media; meet with news editors and reporters to develop understanding of District programs and priorities and establish clear avenues of communication.
11. Review local media articles and televised news reports on water issues and coordinate with other District staff to determine the accuracy of information presented. Assist in developing measured responses that correct errors and misinterpretations of fact.
12. Monitor government and water industry publications for opportunities to submit articles related to District accomplishments and projects; participate in recognition programs, and attend functions sponsored by those agencies in order to increase regional awareness of MPWMD activities.

**MONTEREY PENINSULA WATER MANAGEMENT DISTRICT**  
**Community Relations Specialist (*Continued*)**

13. Serve as the primary staff contact for Public Outreach Committee meetings, developing agenda topics.
14. Perform related duties and responsibilities as required.

**QUALIFICATIONS**

**Knowledge of:**

Principles and practices of communications and public relations.  
Knowledge of basic water management principles.  
Modern office equipment including computer-based media programs involving web design and other design programs.  
Business letter, media correspondence and report writing.  
English usage, spelling, grammar and punctuation.

**Ability to:**

Communicate effectively both orally and in writing with coworkers, outside agencies, interest groups, and the general public.  
Synthesize complex and diverse information and present in terms that are understandable to the general public.  
Design strategic messaging to convey ideas and concepts.  
Effectively speak in public meetings and answer questions from reporters and the general public.  
Establish and maintain cooperative working relationships with those contacted in the course of work.  
Elicit community and organizational support for District programs.  
Gather, organize and analyze information.  
Learn to interpret and explain District policies and procedures  
Operate a variety of automated office equipment including standard applicable software.  
Maintain tactfulness and courtesy in high stress situations.  
Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

**Experience and Training Guidelines** — *Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Experience:**

Three years of increasingly responsible community relations, public relations, public education, or related experience.

**Training:**

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, public relations, public administration or a related field.

**License or Certificate**

Possession of, or ability to obtain, an appropriate, valid driver's license.

**MONTEREY PENINSULA WATER MANAGEMENT DISTRICT**  
**Community Relations Specialist (*Continued*)**

**WORKING CONDITIONS**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environmental Conditions:**

Office and field environment; exposure to computer screens, work closely with others and work alone; exposure to dust, atmospheric conditions and slippery and uneven conditions.

**Physical Conditions:**

Essential and marginal functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; light to moderate lifting and carrying; use of both hands, fingers, arms and legs.

**Vision:**

See in the normal visual range with or without correction; vision sufficient to read small print, computer screens and other printed documents; specific vision abilities required by this job include close and distant vision and depth perception.

**Hearing:**

Hear in the normal audio range with or without correction.





#

## **Community Relations Liaison**

**Salary: \$4,792 - \$5,758/month**

The Monterey Peninsula lies on the Central Coast of California, approximately two hours south of San Francisco. The Monterey Peninsula Water Management District (MPWMD) serves a population of 112,000 and includes Carmel-by-the-Sea, Del-Rey Oaks, Monterey, Pacific Grove, Seaside, Sand City, Monterey Peninsula Airport District and portions of Unincorporated Monterey County, including Pebble Beach and Carmel Valley. The MPWMD was established in 1978 to conserve and augment water supplies within the District's service area through integrated management of surface and ground water. In addition, the District promotes water conservation and reclamation, and works to prevent degradation of the area's natural resources. MPWMD has its main offices in Monterey, situated at Ryan Ranch. The District also operates a field office and the Sleepy Hollow Steelhead Rearing Facility in Carmel Valley.

**THE COMMUNITY RELATIONS LIAISON POSITION:** Monterey Peninsula Water Management District is seeking an individual to plan and conduct the District's community relations program, designed to inform the public about MPWMD activities and how they benefit water customers and the environment; to maintain and improve public relations, ensure public education and promote community involvement; serves as the District Public Information Representative.

### **Essential Functions:**

1. Plan and direct development and communication of information designed to keep the public informed of the District's programs, projects, accomplishments, and positions on relevant issues.
2. Design a strategic plan for promotion of the District's accomplishments and value to the community.
3. Represent the District at meetings and community functions; meet with businesses, other agencies, and public/private interest groups.
4. Design, write, and coordinate production and distribution of District publications including brochures, periodic newsletters and Annual Report.
5. Develop and maintain the District's social media presence. Create and update an MPWMD Facebook page, Twitter account, blog and e-newsletter that are linked with the District's website and coordinated with information presented there.

6. Coordinate with District website developer to organize content and present District programs and projects in visually compelling format.
7. Work with other staff members to plan and organize community outreach events such as annual open house and project site tours. Develops displays and promotional materials.
8. Coordinate with the Water Demand Manager and California American Water on joint conservation program advertising and joint website materials.
9. Develop print, television, radio and web-based advertising materials; purchase advertising space and time as required.
10. Prepare news releases before and after Board meetings, workshops and other public meetings relating to water issues; prepare news releases on District programs and activities; make relevant statements to the press and other news media; meet with news editors and reporters to develop understanding of District programs and priorities and establish clear avenues of communication.
11. Review local media articles and televised news reports on water issues and coordinate with other District staff to determine the accuracy of information presented. Assist in developing measured responses that correct errors and misinterpretations of fact.
12. Monitor government and water industry publications for opportunities to submit articles related to District accomplishments and projects; participate in recognition programs, and attend functions sponsored by those agencies in order to increase regional awareness of MPWMD activities.
13. Serve as the primary staff contact for Public Outreach Committee meetings, developing agenda topics.
14. Perform related duties and responsibilities as required.

## **QUALIFICATIONS**

### **Knowledge of:**

Principles and practices of communications and public relations.

Knowledge of basic water management principles.

Modern office equipment including computer-based media programs involving web design and other design programs.

Business letter, media correspondence and report writing.

English usage, spelling, grammar and punctuation.

### **Ability to:**

Communicate effectively both orally and in writing with coworkers, outside agencies, interest groups, and the general public.

Synthesize complex and diverse information and present in terms that are understandable to the general public.

Design strategic messaging to convey ideas and concepts.

Effectively speak in public meetings and answer questions from reporters and the general public.

Establish and maintain cooperative working relationships with those contacted in the course of work.

Elicit community and organizational support for District programs.

Gather, organize and analyze information.

Learn to interpret and explain District policies and procedures

Operate a variety of automated office equipment including standard applicable software.

Maintain tactfulness and courtesy in high stress situations.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

**Experience and Training Guidelines** — *Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

### **Experience:**

Three years of increasingly responsible community relations, public relations, public education, or related experience.

### **Training:**

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, public relations, public administration or a related field.

### **License or Certificate**

Possession of, or ability to obtain, an appropriate, valid driver's license.

### **EMPLOYEE BENEFITS**

**Insurance:** Anthem Blue Cross Prudent Buyer medical insurance coverage, Delta Dental, and Vision Services Plan. The premium for employee is currently 100% paid by the District with a small co-pay for dependent coverage. The District also provides an employee assistance plan, life, long-term, and short-term disability insurance.

**Retirement:** Public Employees' Retirement System (PERS): Employees are covered by the 2% @ 55 plan, Retirement annuity is based upon the single highest year's compensation, with the employee portion of 7% paid by the District and reported to PERS as income for retirement benefit purposes. Some survivor benefits also provided.

**Leave:** Thirteen paid holidays, including two floating holidays, and twelve days of sick leave per year. Ten days of vacation per first year, fifteen days per second through fourth year, twenty days after five years of service and a total of twenty-two vacation days after fifteen years of service.

**Other Benefits:** Other benefits offered by the District include tuition reimbursement, a Wellness program, a deferred compensation program, AFLAC supplemental insurance, and a flexible spending plan with insurance premiums, unreimbursed medical expenses and child or dependent care expenses paid with pre-tax salary dollars.

**TO APPLY:** The required job application, supplementary questionnaire and filing information can be downloaded from the Human Resources section of the District's web site at <http://www.mpwmd.net>. Send completed application materials by US Mail to PO Box 85 Monterey, CA 93942-0085. Send by UPS or FEDEX to 5 Harris Court, Building G, Monterey, CA 93940. The application form may also be submitted as a scanned document, in PDF format, attached to an e-mail sent to [cynthia@mpwmd.net](mailto:cynthia@mpwmd.net), with the completed supplemental questionnaire and resume as attachments. *However, in order to be accepted, the application must include the applicant's signature.* The Final Filing Date is Friday, AUGUST 26, 2011. Call Cynthia Schmidlin at (831) 658-5613 e-mail: [cynthia@mpwmd.net](mailto:cynthia@mpwmd.net) for further information.

**SELECTION PROCESS:** A screening panel will review applications, and those applicants with the most appropriate qualifications will be invited to appear before an interview panel, tentatively set to meet on or about September 9, 2011.

The District will make reasonable efforts in the examination process to accommodate applicants with disabilities. Please advise the District of such special needs at the time of application. MPWMD IS AN EQUAL OPPORTUNITY EMPLOYER



## EXHIBIT 4-B

By utilizing an experienced group of strategic partners and our team of professionals, XXX is able to address a wide range of client needs including:

### **Opportunities:**

- Community Relations & Outreach
- Strategic Communication Planning
- Brand Management
- Collateral Development & Graphic Design
- Advertising Design & Placement
- Competitive Analysis
- Program Development
- Social Media

### **Event Management & Execution:**

- Sponsorship Management & Acquisition
- Grand Openings, Ribbon Cuttings
- Conferences, Events & Meetings
- Trade Shows & Festivals
- Team Building
- Media Tours
- Press Conferences
- Site Tours

### **Media:**

- Media Kit Development
- E-Press Releases to Local, Regional & National Markets
- Media (FAM) Tours & Pitching
- Interview Coordination
- E-Newsletters Targeted to Internal & External Audiences
- Online Placement
- Non-traditional/Social Media Marketing

### **Additional Services:**

- Copywriting & Editing
- Internal Communications & Auditing
- Key Messaging, Talking Points, Speech Writing
- Promotional Product Development
- Strategic Communications & Counsel
- Communications Training
- Video Production
- Website Production Management

## Scope of Work

### ▪ **Communications Audit**

- Extensive review of MPWMD's current communications plan and practices
- Internal community outreach evaluation, through interviews of staff, board of directors, relevant partners and stakeholders to determine the current actual and current perceived status of MPWMD
- Creation and implementation of a customized internal survey with analytical results to be tabulated and presented as part of the audit
- Facilitation, as needed, of division/department focus groups to establish group based findings and community outreach desires

#### **Direction:**

An internal communications audit is an important component in establishing a solid and responsive communications plan. By establishing a quantitative baseline of how you are internally perceived and reviewing your organization's current practices a better understanding of "where you are and where you need to go" can be determined.

### ▪ **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
- Creation of ongoing timeline and calendar for public outreach and marketing action plan
- Due diligence and research of all relevant organizational information, past and present media coverage, collateral materials (print and web), and any current organizational publications and outreach materials to ensure consistent brand and messaging
- Integrated key and brand messaging (talking points) for entire organization, hot button issues, events and promotion.

#### **Direction:**

This ensures that the MPWMD is "speaking" with one, consistent/cohesive voice. This is a crucial aspect of any strategic communications and public outreach plan. This will also ensure that during interaction with local, state and federal officials, press conferences, meetings with District constituents, project partners and the general public, your message is consistent, accurate and on-point.

### ▪ **Public Relations Tactics**

#### ▪ **Media/Information Kit Development**

- Creation of, or update to, media/information kit components
  - Additional components of the kit may include, but are not limited to:

- Awards & Accolades
- District Affiliated Project Updates
- Overview of District Services, Activities & Programs
- Educational Information
- Organizational Information/Background
- Staff & Board Member Biographies
- Community Testimonials
- Community Events, Outreach & Sponsorships
- CD of Outreach & Project Images, Videos and/or Maps

**Direction:**

With the consolidation of media groups and the subsequent reductions in staff levels across all industries, the press/information kit has become more important than ever. Previously, these pieces were used as background information, but in this day and age they provide the actual content for articles, blogs and staff reports. By having a kit that matches your key messaging and brand, you are ensuring that your voice is consistent. Additionally, the continual update of the kit with fresh information and content allows for new stories and exposure from the media, as well as serving as a foundation for discussions with community partners in education, programming and outreach to underserved communities. A version in Spanish is highly recommended.

▪ **Media Relations**

- 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

Topics may include, but are not limited to the following:

- District News or Activities
- New Services & Programs
- Educational Outreach
- Facility Improvements
- District/Employee Milestones
- Awards/Recognition
- Community Involvement & Volunteer Opportunities
- Localized Promotions or Events
- District Sponsored Project Updates
- 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

**Direction:**

It goes without saying that the release of information to the press regarding specific events or story ideas is an extremely important part of any communications plan. With consistent key messaging and specific information directed at targeted outlets and audience, the MPWMD will be able to effectively promote its monthly programs to the community, notice the public of regular and special meetings and push the District's message to a wider audience utilizing traditional and web based delivery systems.

**▪ Community Relations/Relationship Building**

- 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. (see Event Management & Coordination Section for further detail)
- 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

**Direction:**

Transparency and forward thinking communication are vital to ensuring the continued support of Monterey County residents, current partners and the media. By actively strengthening the MPWMD's current relationships, the District is laying the groundwork for establishing new and expanded partnerships. The community likes to see the forward progression of government and by establishing regular public workshops or community focus groups, the MPWMD can be "out in front" of any potential issues that might arise and more effectively establish programs and services that address the ongoing needs of the residents and businesses of Monterey County.

**▪ Social Media**

- Review of your current and implementation of a revised 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, Four Square, You Tube, Twitter, Pinterest, Instagram, etc.
- Outreach to, and integration with, industry blogs and information sources

**Direction:**

Social Media is the most rapidly growing and continually changing media platform man has ever seen. At its core, it is a way for people to share information, but more accurately become part of the information process. People want their voice heard and now they have a manner in which to do that. That manner, much like water related issues on the Monterey Peninsula, is continually evolving and adapting. A comprehensive social media strategy integrated with your existing online presence is a key to capturing a new and diversified audience and in real time, effectively communicating your message. This form of new media is also one of the easiest ways to market and promote to visitors on a regional, national and international level.

▪ **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

**Direction:**

With a solid communications strategy as the basis of your outreach, the traditional advertising of events and programs must also reflect the key messages and branding of the District. To fully connect the public with your projects, your organization's desired direction or thoughts on a potential voter initiative, an advertising campaign to support your outreach is a necessary component of your overall plan. As a full service agency, XXX can create and implement a wide variety of advertising vehicles. From print and radio to television and online media, our team has executed multiple campaigns with tremendous success.

▪ **Data/Contact Information Collection System**

- Revision and/or creation of a system to simply and efficiently collect support and partner data
- 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

**Direction:**

How do you organically grow your reach? You must give people a reason to connect with you. By implementing a simple data collection system, your marketing efforts can reach a wider more diversified audience and consequently allow your message to broadcast more effectively

▪ **Coordination of Annual Newsletter/Copywriting**

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

**Direction:**

As another piece of the communications puzzle, the annual newsletter can be a great promotional vehicle. XXX will look for ways that the item can have a greater impact and be of more use to the general public. As with everything, a consistent message is extremely important.

▪ **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.**

## **Recommended Additional Projects: (outside of the Proposed Scope of Work)**

While the Proposed Scope of Work is a comprehensive piece based upon our discussion, XXX has identified four other important pieces that should be considered as part of your overall public outreach plan. While these items were discussed as needs, they have been categorized as individual projects that can easily be addressed to maintain a cohesive organizational voice. Project costs will be determined upon request.

### ▪ **Website**

- Creative direction and project management of current website
- Additional search engine optimization, email marketing and on-line facilitation with current vendor
- Refreshed and additional content development and postings of relevant material and coverage from and of events, the media and the MPWMD
- Monthly email marketing campaign to customers, key stakeholders, media and partner databases
- Implementation of a online blog designed to enhance SEO and provide fresh content

#### **Direction:**

In today's world, a company or organization's website is a critical component of the public outreach process. The general public must feel that the company is investing back into itself by utilizing current best practices and the company's partners need to feel that they have something to gain by aligning themselves with said company. The website also serves as an accurate and real-time platform for delivering your message. Additionally, the wealth of information and data that can be gained by a modern, interactive website is an important piece of the public information puzzle.

### ▪ **Public Outreach/Education Campaign**

- Utilizing agreed upon messaging and approved budget, creation of a public outreach campaign that complements the public relations and outreach components of the scope of work.
- Campaign will be focused on supporting the key messages of the District, its events and project programs
- Creative direction and production of all campaign materials will be managed by XXX
- Campaign can utilize multiple media platforms including but not limited to:
  - Collateral Material

- Direct Mail
- Television
- Radio
- Print
- Internet
- Social Media/You Tube
- Outdoor
- In-Person

**Direction:**

If desired, a complete Public Information, Advertising and Outreach campaign can be created and implemented. This campaign could be focused on any number of projects including but not limited to; General Public Awareness, Ballot Initiatives and Project Updates

▪ **Event Management and Coordination**

- Create and implement special events, designed to enhance the visibility of the District and its programs to the community, media, trade organizations and, hospitality, non-profits and educational groups
- Coordination and promotional support of existing events

**Direction:**

In the world of public relations, nothing is better than an event. It allows for an expanded communications push specifically designed to promote the specific message and desired outcome of the event. In the case of the MPWMD, the numerous environmentally focused events on the Monterey Peninsula are an extraordinary opportunity to introduce or reacquaint the community, media and potential partners to the various projects you are involved in or spearheading.

▪ **External Public Perception Audit**

- External community outreach evaluation to determine the current actual and current perceived public status of MPWMD
- Creation and implementation of a customized public survey and questionnaire with analytical results to be tabulated and presented as part of the audit
- Facilitation, as needed, of public groups and individuals to establish findings and community outreach desires

**EXHIBIT 4-C**

Possible Scope for District Public Outreach Services

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