



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:**  
*Vacant*

**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, December 15, 2022 at 10:00 a.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/82915396885?pwd=S0dZSTlQTkVtTFZUT3cvK05FNlI5UT09>

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

Webinar ID No.: 829 1539 6885

Webinar Password: 12152022

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 the October 24, 2022 Committee Meeting Minutes

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

2. Review Progress by Wellman Ad (*Verbal Report*)
3. Discuss Outreach Needs for Measure J Appraisal and Offer to Purchase (*Verbal Report*)
4. Discuss Style, Format and Content for 2022 MPWMD Annual Report (*Verbal Report*)

**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 5:00 p.m. on December 13, 2022. Requests should be forwarded to: (1) Joel G. Pablo by e-mail at [joel@mpwmd.net](mailto:joel@mpwmd.net), or at (831) 658-5652; and (2) Sara Reyes by e-mail at [sara@mpwmd.net](mailto:sara@mpwmd.net) or 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/82915396885?pwd=S0dZSTlQTkVtTFZUT3cvK05FNlI5UT09> 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 8:00 a.m. on Thursday, December 15, 2022. Comments submitted by 8:00 a.m. will be provided to the committee members and compiled as part of the record of the meeting.

**PUBLIC OUTREACH COMMITTEE**

**1. CONSIDER ADOPTION OF THE OCTOBER 24, 2022 COMMITTEE MEETING MINUTES**

**Meeting Date:** December 15, 2022                      **Budgeted:** N/A

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

**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 24, 2022 committee meeting for your review and consideration for approval.

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

**EXHIBIT**

**1-A** Draft minutes of the October 24, 2022 Committee Meeting



## **Exhibit 1-A**

### **Draft Minutes Monterey Peninsula Water Management District Public Outreach Committee Monday, October 24, 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 4:01 p.m.

Committee members present: George Riley – Chair  
Amy Anderson  
Karen Paull

Committee members absent: None

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

District Counsel present: None

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

#### **Discussion Items**

##### **1. Review Progress on Outreach Program Transition to WellmanAd: (a) Mailing List (MailChimp); (b) Social Media; (c) Website and (d) Print Ads**

Stephanie Locke, Water Demand Manager provided introductory remarks and remarked that the contract with WellmanAd has been executed. Phil Wellman thanked the District for welcoming him onboard the team. Wellman commented one of his public relations strategies for the District is “to inform, to educate, to counter misunderstandings... cultivate a dialogue between the Water District and the folks in the community” through the utilization of e-mails newsletters, various social media platforms, print ads and printed material. Locke stated how effective and efficient WellmanAd was in producing a handout for one of her staff members who attended and presented at the Irrigation Show and Education Week in Las Vegas, Nevada. Wellman informed the committee his e-mail newsletters in the coming weeks will be to inform the public on Pure Water Monterey, the public buyout and to educate the community on the upcoming CA Coastal Commission hearings on November 17, 2022. In addition, Wellman commented that he has envisioned several website designs for the District and will bring it forward in the coming weeks. Stoldt and Locke mentioned the e-mail newsletters have been highly effective in reaching wider audiences, have increased public engagement, and is eliciting responses from the community.

*No public comments were directed to the Committee on the matter.*

## **2. Overview of Next 4 Weeks – Coastal Commission**

Phil Wellman touched upon e-mail newsletters to be released within the coming weeks intended to inform the general community of how the sale of and acquisition of CalAm (Monterey) will impact ratepayer pocketbooks. In addition, Wellman stated he will include information that will provide public awareness of the CA Coastal Commission hearings on November 17, 2022 pertaining to CalAm's Coastal Development Permit [Monterey Peninsula Water Supply Project (MPWSP)]. Stoldt stated the last time projected costs (approximately \$298.1 million) for CalAm's desalination project was through an advice letter issued by the California Public Utilities Commission in September 2019. Stoldt mentioned capital costs for the proposed MPWSP should be updated due to several factors and believes costs to be over \$400 million. Stoldt informed the committee the State Revolving Fund Loan intended use plan dropped the CalAm project for its lack of progress and it is unclear now if CalAm intends to renew the loan.

*The following comments were directed to the committee:*

- (1) Marc Kelley: Requested the District to provide accurate timeframes in determining when water will be produced by the Pure Water Monterey- Expansion which he believes will be 2 ½ years from now. In addition, requested information on the inter-relatedness between the lifting of the SWRCB Cease-and-Desist Order and the production of Pure Water Monterey.

*No further comments were directed to the committee.*

## **3. Other Ongoing Outreach Efforts**

David J. Stoldt, General Manager provided a brief verbal status report on the District's ongoing outreach efforts to include presentations before the League of Women Voters, Monterey Rotary Club and Seaside City Council. In addition, Stoldt noted communication messaging / response efforts have been made with the Castroville Community Services District, Seaside Groundwater Basin Watermaster, LandWatch of Monterey County, and various attorneys. Lastly, the District have requested ex-parte meetings with CA Coastal Commissioners in relation to the upcoming Coastal Development Permit hearing on CalAm's Coastal Development Permit (MPWSP).

*No comments were directed to the committee.*

## **4. Summary of Recent and Future Public Presentations**

Stephanie Locke, Water Demand Manager mentioned there will be two workshops in coordination with California American Water on: (1) October 27, 2022: Protecting the Trees Online; and (2) November 10, 2022: Compost: Building the Soil Sponge.

David J. Stoldt commented future upcoming presentations or meetings will be conducted with the Seaside City Council, the City of Monterey and the Association of Monterey Bay Area Governments, re: Regional Housing Numbers Allocation (RHNA).

*The following comments were directed to the Committee:*

- (1) Marc Kelley: Re-iterated that the District should be wary in publishing press releases that projects construction completion dates close to two years due to various unknowns

that may slow the progress of the PWM- Expansion.

No further comments were directed to the Committee.

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

None

**Adjournment**

Chair Riley adjourned the meeting at 4:04 p.m.

/s/ Joel G. Pablo

---

Joel G. Pablo, *Board Clerk to the Public Outreach Committee*

Received by the MPWMD Board of Director's on January , 2023

Approved by the MPWMD Public Outreach Committee on December XX, 2022