



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

Public Outreach Committee Members:

*Mary Adams, Chair
Amy Anderson
Safwat Malek*

Alternate:
Karen Paull

Staff Contacts:
*Stephanie Locke
Joel G. Pablo*

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**

Monday, July 26, 2021, 4:00 PM, *Virtual Meeting*

Pursuant to Governor Newsom's Executive Orders N-29-20 and N-33-20, and to do all we can to help slow the spread of COVID-19, meetings of the Monterey Peninsula Water Management District Board of Directors and committees will be conducted with virtual (electronic) participation only using Zoom.

Join the meeting at:

<https://zoom.us/j/98108219167?pwd=MHFaQkdJelFEQI9Gb1ZkYjBzUU9KUT09>

Or access the meeting at: www.zoom.us

Webinar ID No.: 981 0821 9167

Webinar Password: 07262021

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 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 June 28, 2021 Committee Meeting Minutes

Discussion Items - Public comment will be received

2. Update on Summer 2021 Newsletter
3. Discuss LAFCO Annexation Outreach
4. Review Hospitality Sector Water Awareness Placard
5. View Recent Fish Rescue Video; Discuss Its Use

Suggest Items to be Placed on a Future Agenda

Adjournment

The next regularly scheduled meeting of the MPWMD Public Outreach Committee will be on August 23, 2021 at 4:00 PM.

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, July 23, 2021. 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://zoom.us/j/98108219167?pwd=MHFaQkdJelFEQI9Gb1ZkYjBzUU9KUT09> 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 Monday, July 26, 2021. 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 28, 2021 COMMITTEE MEETING MINUTES

Meeting Date: July 26, 2021

From: David J. Stoldt,
General Manager

Prepared By: Joel G. Pablo

SUMMARY: Attached as **Exhibit 1-A** are draft minutes of the June 28, 2021 committee meeting.

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

EXHIBIT

1-A Draft minutes of the June 28, 2021 committee meeting



EXHIBIT 1-A

DRAFT MINUTES

Monterey Peninsula Water Management District Public Outreach Committee

Monday, June 28, 2021 *Virtual Meeting*

Call to Order / Roll Call

The virtual meeting was called to order by Chair Adams at 3:00 PM via Zoom.

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
Joel G. Pablo, Executive Assistant / Board Clerk

District Counsel present: None

TMD Consulting: Athena Morris with TMD Creative

Comments from the Public: None

Action Items

1. **Consider Adoption of May 7, 2021 Committee Meeting Minutes**
Public Comment: None

A motion was made by Anderson and second by Malek to approve the revised committee meeting minutes of May 7, 2021. The motion passed unanimously on a vote of 3-Ayes (Adams, Anderson and Paull), 0-Noes and 0-Absent.

Discussion

2. **Discuss Public Outreach Design Services for the Santa Margarita Aquifer Storage and Recovery Site**

David J. Stoldt, General Manager provided introductory remarks.

Maureen Hamilton, Senior Water Resources Engineer expressed the need for providing local public outreach and education to pedestrians who pass by the Santa Margarita Aquifer Storage and Recovery Site. She explained the steps leading towards recommending Ecological Concerns Incorporated as the firm charged with providing landscaping and outreach design services. She mentioned additional coordination needed to take place with the City of Seaside, ECI and MPWMD's Water Demand Division to provide three potential design concepts to

present before the City and the District. Stoldt explained funding for the project is in the budget, however, would like staff to look for a potential grant.

Public Comments: None

3. **Receive Proposal from the Marketing Department for Services for Fiscal Year 2021-2022 and Provide Direction to Outreach Consultant**

Stephanie Locke, Water Demand Manager summarized her staff report and asked the committee to receive the report along with TMD's proposal for services for Fiscal Year 2021-2022. Stoldt, Locke and committee members agreed that a summer newsletter should be released in July, 2021 to include the following topics: Measure J Updates, Drought, Seawater Intrusion, Steelhead Rescues and Rebates. Locke stated that TMD is currently working on hospitality cards to provide to local hotels. She mentioned and discussion ensued among committee members pertaining to the district's effort for a revamped webpage. Stoldt and Locke noted work on a new webpage will more than likely occur in the Fall or Winter of 2021. Athena Morris with TMD Creative responded to Anderson's question on the idea of blogging to serve as an educational outlet for the district and the site may allow for comments from members of the public. Locke mentioned that the backend or maintenance of the district's current webpage current setup could be better maintained and organized. Stoldt touched on the board/committee agenda production process as handled by district staff and noted the process will remain in place.

Public Comment: None

Suggest Items to be Placed on a Future Agenda

None

Adjournment

Chair Adams adjourned the meeting at 3:49 PM.

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PUBLIC OUTREACH COMMITTEE

2. UPDATE ON SUMMER 2021 NEWSLETTER

Meeting Date: July 26, 2021 **Budgeted:** N/A

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

Prepared By: Stephanie Locke **Cost Estimate:** N/A

General Counsel Review: N/A

CEQA Compliance: **This action does not constitute a project as defined by the California Environmental Quality Act Guidelines section 15378.**

SUMMARY: The Public Outreach Committee directed staff to prepare summer and winter newsletters for 2021. Topics for the summer include:

- 1. Measure J Updates / Next Steps
- 2. Drought
- 3. Seawater Intrusion
- 4. Steelhead Rescues
- 5. Rebates

Staff would like further direction on timing of the newsletter given delays in activities related to Measure J. Costs associated with two different types of mailings to the nearly 58,000 addresses in the District will also be provided at the meeting. TMD will display several newsletter templates to consider, and a timeline will be discussed.

RECOMMENDATION: The Public Outreach Committee should review the topics, costs, templates, and timeline at the meeting and provide direction.

EXHIBITS

None