
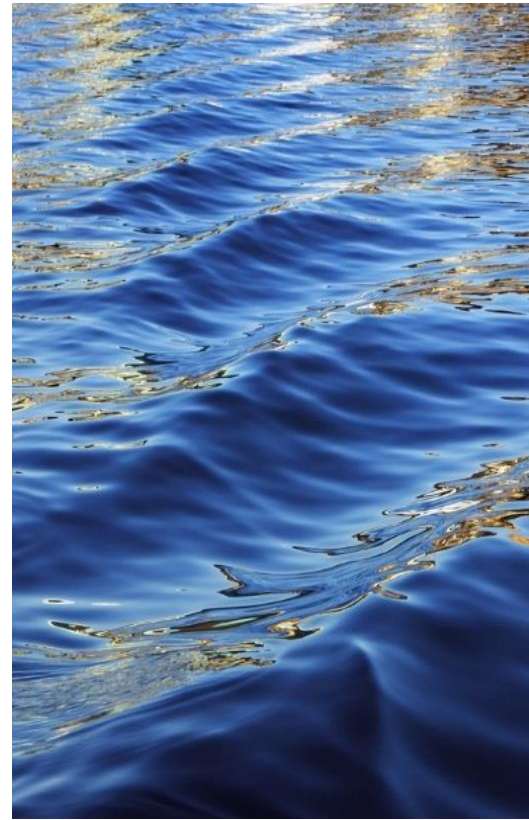


Submitted by Steve Thomas at 7/25/2019 meeting
Item 2



Public Outreach Meeting July 25, 2019

District Public Outreach Activities



● How To Reach 40K

MPWMD
Reaching 40,000 Residents
Demographics: 25-65+ Men and Women

Print:

	<u>½ Page</u>	<u>Full Page</u>	<u>Reach</u>
Herald:	\$862	\$1475	2.5K (8-9K)
Weekly:	\$988	\$1805	10K (120k)
Pine Cone:	\$835	\$1450	5K (20K)

Radio:

	<u>#Spots</u>	<u>Length</u>	<u>Stations</u>	<u>Reach</u>
Mapleton:	60	:30/:60	5	25,000
KRML	30	:30/:60	1	7,500
KAZU	Mentions	:15 read	1	5,000

● How To Reach 40K

TV:

	<u>#Spots</u>	<u>Length</u>	<u>Stations</u>	<u>Reach</u>
Comcast:	100	:30	ROS	15,000
KSBW:	10	:30	News	30,000

Social Media:

	<u>Type</u>	<u>Size</u>	<u>Reach</u>
Google Ads	Tracker Ad	250x250px	25,000
Promoted Posts	FB & SM	Promoted	15,000

Mailing:

	<u>Size</u>	<u>Print Run</u>	<u>Printing:</u>	<u>Mailing</u>
Newsletter	8.5x11	20K	\$3240	\$4200
		40K	\$6655	\$8000

● How To Reach 40K

Options:

#1 – Short Message, High Visibility

TV:	\$6000
Radio:	\$3500
KAZU:	\$1200
Google:	1500
<u>Social Media</u>	<u>\$500</u>
	\$12,700

Notes: The :30 second ads allow for high impact messaging that works well for call to action/branding initiatives. Frequency is key for this option to be effective

#2 – Info Heavy, Older Demo

Print Full Page:	\$4730
<u>Mailing</u>	<u>\$7500</u>
	\$12,230

Notes: This format conveys a larger amount of information, but in a longer more involved format. The recipient needs to have a "reason" to want the info

#3- Hybrid, A Bit of Both

TV – Comcast:	\$2500
Radio - :60 sec	\$1500
Print ½ Page:	\$2685
Google:	\$1500
Print to Businesses/Prop Mng.	Or
<u>Increase Budget on Others</u>	<u>\$4000</u>
	\$12,185

Notes: By blending option one and two, the initiative makes gains in each of the formats. Not as much direct visibility is balanced with an increase in information provided

Branding Ads



WATER MATTERS

GENEROUS REBATES AVAILABLE ON WATER SAVING DEVICES AND FIXTURES*

Up to \$500 on high-efficiency clothes washers

Up to \$125 on high-efficiency dishwashers

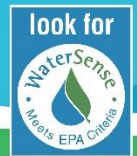
Up to \$75 on high-efficiency toilets

Rebates on landscaping, cisterns
and greywater systems
also available

**terms and conditions apply*

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

For more info on water
conservation visit
montereywaterinfo.org



Branding Ads - Aug

WATER MATTERS

PUT THE PEDAL TO THE METAL BUT
TAKE IT EASY ON THE WATER!

Welcome to Car Week!

Save Over 50 Gallons or More
During Your Visit

Take 5 Minute Showers

Turn Off the Water When
Brushing Your Teeth



For more info on water
conservation visit
montereywaterinfo.org

Branding Ads - Aug



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MONTEREY  PENINSULA
WATER
MANAGEMENT DISTRICT

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Branding Ads - Sept



WATER MATTERS

**DISTRICT'S STEELHEAD RESCUE TEAM
SAVES THOUSANDS OF FISH**

**SRT saved 437,528 steelhead through
2018 and XXXX this year!**

**Fish were released upstream or
brought to our Sleepy Hollow
Steelhead Rearing Facility to mature**

**In 2019, the District completed upgrades to
the facility and installed spawning gravel in
the Carmel River. These projects were
partially funded by state and federal grants**

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

For more info on our
steelhead rescue team
visit: mpwmd.net



MPWMD Apparel

MPWMD
Apparel Quote

Hats:

SRT: PH 4D5 Yrucker Hat – Grey	20	18.00	
WMD: PH 4D5 Trucker Hat – Grey	20	18.00	889.70

Collared Shirts:

WMD: Performance Jersey Polo – Frost Grey	59	18.17	1,213.06
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T-Shirts:

SRT: Pro-Club Heavyweight T-Shirt – Charcoal Grey	32	15.00	629.30
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MPWMD Newsletter



Summer 2019

Water Matters

The mission of the Monterey Peninsula Water Management District is to promote or provide for long-term sustainable water supply, and to manage and protect water resources for the benefit of the community and the environment.



2019-2020 Board of Directors

Conservation Staff Helps Public Save Water

Everybody knows that conserving water is important, but many of our residents and businesses wonder what they can do to help save this precious resource?

The District's conservation specialists are here to assist our constituents with questions and advice on how water can be saved through utilizing water-wise devices, fixtures and appliances.

In addition to the free devices distributed at our conservation desk and at the events we attend, the District also offers generous rebates.

Water savings from replacing regular toilets with high-efficiency models alone totaled 4.5 acre-feet in the 18-19 fiscal year!



Rebates of up to \$125 are available on high-efficiency and ultra high-efficiency toilets



Rebates are also available on commercial urinals

Winter Rains Fill Basins

Substantial winter rains during the 2018-2019 water year and a strong Aquifer Storage and Recovery (ASR) season have helped to fill our local basins to capacity.

The water year, which starts in October and runs through September has seen 30.93 inches of rain fall totaling approximately 150% of the long-term average. In comparison, only 13.52 inches of rain fell in 2018.

This heavy rainfall meant an abundance of excess winter flows in the Carmel River. A portion totaling over 400,000,000 million gallons of this water was able to be captured by the District's ASR project and injected into the Seaside Basin.

The water captured is an important source of potable water for use by residents and businesses on the Monterey Peninsula, but it also helps to prevent seawater intrusion into the Seaside Groundwater Basin.



Water Matters Summer 2019



Carmel River Lagoon – District staff monitor water level and temperature to assess conditions for migrating steelhead fish.



Contact Us

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5 Harris Court, Building G
Monterey, CA 93940
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Division 2
George Riley
Mayoral Representative
Dave Potter
Monterey County Rep.
Mary Adams

General Manager
David J. Stoldt

Water Solutions for Now and the Future

District Eyes Completion of Feasibility Study

Measure J or the Water Management District's Rule 19.2 stipulates that the District undertake a feasibility study on the public acquisition of California American Water's Monterey system.

Since the start of the process in January, District staff and consultants have been hard at work studying thousands of files, analyzing data and performing complex modeling in order to produce the conclusions necessary to fulfill the tenants of the measure Monterey Peninsula voters approved in November of 2018.

As the study continues, the District is looking to finalize the conclusions by the end of the summer. Once that happens, a series of public sessions will be held to review the findings and answer your questions regarding the next steps in the process.



Dave Stoldt, MPWMD General Manager, discusses the timeline of the Feasibility Study with the press earlier this year.

Prevent Water Waste With These Water-Wise Gardening Tips

- ▶ Organic mulch keeps roots cool and moist in hot weather and helps to retain moisture
- ▶ Native, drought-tolerant plants are beautiful and require much less water than other options
- ▶ Consider plants with nectar or pollen to help attract bees and birds, which are critical to healthy plants and flowers
- ▶ If you have an irrigation system, consider a moisture meter and please check for leaks. A tiny hole the size of a pin can waste hundreds of gallons per month
- ▶ Install a cistern to collect rainwater from your roof that can irrigate your garden. Rebates are available. Visit www.montereywaterinfo.org/rebates/your-home/ or contact the Water Management District office at 831-658-5601
- ▶ Water only on Wednesday and Saturday and only before 9am or after 5pm. Watering at those times optimizes moisture application and reduces evaporation



Drought tolerant plants are an easy and simple way to update your garden

Content to be determined

In



Find us on Facebook

Follow us on Facebook for the latest updates www.facebook.com/MPWMD

● Staff Outreach and Social Media Session

❖ What Does the Public Ask You About?

❖ How Do They Ask You?

a) In Person

b) Electronically

c) Phone Call

❖ How Do You Want to Answer Them?

a) With Collateral/Literature

b) Send to Website

c) Include a Key Message

Questions?

Thank You!