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**Public Outreach Committee Members:**

*George T. Riley, Chair  
Amy Anderson  
Karen Paull*

**Alternate:**

*Alvin Edwards*

**Staff Contacts:**

*David J. Stoldt,  
General Manager*

*Stephanie Locke,  
Water Demand Manager*

*Phil Wellman with  
Wellman Ad, Public  
Outreach Consultant*

*Joel G. Pablo,  
Board Clerk*

**Mission Statement**

Sustainably manage and augment the water resources of the Monterey Peninsula to meet the needs of its residents and businesses while protecting, restoring, and enhancing its natural and human environments.

**Vision Statement**

Model ethical, responsible, and responsive governance in pursuit of our mission.

**Board's Goals and Objectives**

Are available online at: <https://www.mpwmd.net/who-we-are/mission-vision-goals/bod-goals/>

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

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Monday, June 26, 2023 at 3:00 p.m. [PST]

Join the Virtual Meeting at:

<https://mpwmd-net.zoom.us/j/85094046665?pwd=enZFQzIYSFFRMVM5Snp0Z2pjMm53UT09>

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

Webinar ID No.: 850 9404 6665

Webinar Password: 06262023

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 April 24, 2023 Committee Meeting Minutes

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

2. Status of Public Outreach Projects / WellmanAd (Verbal Report)
3. Nature of District Outreach Regarding Litigation, Positions and Outcomes (Verbal Report)
4. Suggest Items to be Placed on a Future Agenda (Verbal Report)

**ADJOURNMENT**

## Accessibility

In accordance with Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), 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. Submit requests at least 48 hours prior to the scheduled meeting date/time: (1) Joel G. Pablo, Board Clerk by e-mail at [joel@mpwmd.net](mailto:joel@mpwmd.net), or at (831) 658-5652; and (2) Sara Reyes, Sr. Office Specialist by e-mail at [sara@mpwmd.net](mailto:sara@mpwmd.net) or at (831) 658-5610.

## Provide Public Comment at the Meeting

**Attend via Zoom:** See below “Instructions for Connecting to the **Zoom Meeting**”

### Submission of Public Comment via E-mail

Send comments 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.” Staff will forward correspondence received to the Board. Correspondence is not read during public comment portion of the meeting. However, all written public comment received becomes part of the official record of the meeting and placed on the District’s website as part of the agenda packet for the meeting.

### Submission of Written Public Comment

All documents submitted by the public must have no less than one (1) copy to be received and distributed by the **Clerk** prior to the Meeting.

### Document Distribution

In accordance with Government Code §54957.5, any materials of public record relating to an agenda item for a meeting of the Board of Directors that are provided to a majority of the members less than 72 hours before the meeting will be made available at the District Office, 5 Harris Court, Building G, Monterey, CA, during normal business hours. Materials of public record that are distributed during the meeting shall be made available for public inspection at the meeting if prepared by the Board or a member of its legislative/advisory body, or the next business day after the meeting if prepared by some other person.

## Instructions for Connecting to the **Zoom Meeting**

**The public may remotely view and participate in the meeting to make public comment by computer, by phone or smart device.**

Please log on or call in as early as possible to address any technical issues that may occur and ensure you do not miss the time to speak on the desired item. Follow these instructions to log into Zoom from your computer, smart device or telephone. (Your device must have audio capability to participate).



**PUBLIC OUTREACH COMMITTEE**

**1. CONSIDER ADOPTION OF APRIL 24, 2023 COMMITTEE MEETING MINUTES**

<b>Meeting Date:</b>	<b>June 26, 2023</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**

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**SUMMARY:** Attached as **Exhibit 1-A** are draft minutes of the April 24, 2023 committee meeting for your review and consideration for approval.

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

**EXHIBITS**

**1-A** Draft Minutes of the April 24, 2023 Committee Meeting



**EXHIBIT 1-A**

**Minutes (Draft)  
Monterey Peninsula Water Management District  
Public Outreach Committee  
Monday, April 24, 2023**

**Call to Order | Roll Call**

Chair Riley called the meeting to order at 3:01 p.m.

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

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager (*Left at 3:51 p.m.*)  
Phil Wellman, Public Outreach Consultant with WellmanAd  
Joel G. Pablo, Board Clerk

District Counsel Present: David C. Laredo with De Lay and Laredo

Comments from the Public: Chair Riley opened public comment; *no comments were directed to the committee.*

**Action Item**

**1. Consider Adoption of February 27, 2023 Committee Meeting Minutes**

Riley introduced the matter and opened public comment; *no comments were directed to the committee.*

A motion was made by Anderson with a second by Paull to approve the February 27, 2023, Committee Meeting Minutes. The motion passed on a roll-call vote of 3-Ayes (Paull, Anderson and Riley), 0-Noes and 0-Absent.

## Discussion Items

### 2. Status of Public Outreach Projects / WellmanAd

David J. Stoldt, General Manager provided introductory remarks. Phil Wellman, *Public Outreach Consultant* with WellmanAd presented via slide-deck entitled, “MPWMD Public Outreach Report / April 24, 2023: *Projects completed since our last Public Outreach meeting*” *A copy of the presentation is available online on the District website and available upon request at the District office.* Wellman covered projects completed to include:

1. **March 9, 2023:** Published Newsletter in the Monterey Herald entitled, “State, Federal Officials Laud Pure Water Monterey Expansion” and noted 8,000 out of the 23,000 e-mails sent are opened.
2. **March 16, 2023:** Branding Ad published in the Monterey County Weekly and the Carmel Pine Cone promoting Fix a Leak Week and Landscaping Webinars.
3. **March 23, 2023:** Sent E-mail Newsletter “Water District to Finalize Appraisal of Cal-Am Monterey Water System and Make an Offer: Measure J Voter Initiative Moves Forward with Public Presentation on April 3.”
4. **March 30, 2023:** Event Ad published in the Monterey County Weekly and Carmel Pine Cone announcing the Public Presentation on Monday, April 3, 2023 on the Cal Am Buyout Offer.
5. **March 30, 2023:** Sent E-mail Newsletter that included Public Presentation Details: Introduction and Overview of Appraisal and Offer Process on Monday, April 3, 2023.
6. **March / April 2023:** Social Media Postings coincided and simultaneously published online with the Newsletter, Branding Ads and Event Ads.
7. **April 3, 2023:** Printed 250 reports and made available at the MPWMD Special Board Meeting on Monday, April 3, 2023 at Monterey City Hall-Council Chambers.
8. **April 13, 2023:** Branding Ad published in the Monterey County Weekly and Carmel Pine Cone announcing signing of the Water Purchasing Agreement.
9. **April 13, 2023:** Sent E-mail Newsletter “New Water Supply on the Way.”
10. **April 20, 2023:** Sent E-mail Newsletter “Cal Am Asks for \$15.3 Million Rate Increase to Peninsula Water Bills.

Wellman briefly covered future upcoming projects to include:

1. Response to Misinformation – Newsletter / OpEd: Wellman commented the District can respond to misinformation by including a Frequently Asked Questions section towards the end of each newsletter.
2. Annual Report: Wellman and Stoldt agreed to delay electronic distribution of the MPWMD Annual Report by one week.
3. Board Objectives and Strategies: Wellman plans to incorporate recently approved objectives and strategies into Public Outreach Planning.
4. Website: Wellman stated he plans to work on the District site to include: meeting American with Disabilities Act regulations, website redesign and anticipates completing the project within the next 90 to 120 days. Stoldt and Wellman agreed that internal discussion and information gathering from District staff on the website is necessary in order to determine next steps.

Riley suggested at the next MPWMD Board meeting that staff should gather Board input on the District site that may include areas of improvement, potential additions and modifications.

Stoldt provided a preview of his presentation before the California Public Utilities Commission at its meeting on Tuesday, April 25, 2023 to be held at the City of Seaside- City Hall for Cal-Am’s recent request for rate increases. He presented via slide-deck entitled, “A.22-07-001 Public Participation Hearings – Seaside, CA.” *A copy of the presentation is available online on the District website and available upon request at the District office.*

*No members of the public were present during Item No. 2. No verbal or written public comment was received.*

*Stephanie Locke, Water Demand Manager left the meeting at 3:51 p.m.*

**3. Update on Distribution of District Annual Report**

*Matter was covered and discussed during Item No. 2.*

**4. Update on Measure J Activity Calendar / Outreach Needs**

David J. Stoldt, General Manager pointed direction to **Exhibit 4-A: Measure J Calendar**. Stoldt shared the District is entering into a new phase of the Measure J process and discussed next steps in the process to include:

- |              |  |
|--------------|--|
| <b>April</b> | <ul style="list-style-type: none"><li>• Offer Letter Sent and Likely to be Rejected by Cal-Am</li></ul>    |
| <b>May</b>   | <ul style="list-style-type: none"><li>• Develop Findings</li><li>• Draft Resolution of Necessity</li></ul> |

- June**
- Special Closed Session
  - Board Decides on Hearing of Public Necessity
- July**
- Hearing of Public Necessity, if Board decides
  - File Condemnation Action (Maybe August)

Discussion ensued and the committee members agreed that the District should inform the public that the District will minimize its outreach efforts and provide the basis for doing so as it transitions into the next phase of the Measure J process.

*No members of the public were present during Item No. 4. No verbal or written public comment was received.*

## 5. Suggest Items to be Placed on a Future Agenda

Request Made During Item No. 2

Director Riley: Riley suggested at the next MPWMD Board meeting that staff should gather Board input on the District site that may include areas of improvement, potential additions and modifications.

## Adjournment

There being no further business, Chair Riley adjourned the meeting at 4:13 p.m.

/s/ Joel G. Pablo

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

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

Approved by the MPWMD Public Outreach Committee on June XX, 2023





**MPWMD Website Update / Redesign / 6.7.23  
WellmanAd Final Proposal**

**Project Objectives:**

- Overall
  - Optimize staff / public interface and experience
- Internal
  - Improve content management and access
  - Review agenda management options
- External
  - Raise profile and build public trust
  - Improve public access to information on water, buyout, environment, conservation, etc.
  - Streamline permit application process

**Design Objectives**

- Use existing Wordpress template (bring plug-ins up to date)
- Fully responsive and optimized for all platforms: mobile, tablet, and desktop—all ADA compliant
- Homepage maximizes public and media access
- Provide easy to use content management dashboard for employees
- Streamline backend document access – Establish system – Develop naming conv. (w/District staff)
- Optimize search functionality
- Align with government regulations (in addition to ADA)
- Integrate SEO best practices
- Research agenda management software (determine best options / timing for integration)
- Coordinate with MPWMD's web host on setting up a staging environment for the new site

**Project Outline**

- Comprehensive audit of existing site to include MPWMD employees, board, and public feedback
- Content will be reviewed, edited, updated, and added to
- The redesign will employ a similar yet updated site map and menu to accommodate current needs
- The new site design wireframe will provide Primary, Secondary, and Tertiary layout templates
- Develop site and code
- Review and test – Desktop, tablet, mobile layouts and plugins
- Proof and finalize layouts
- Set up analytics
- Final test and launch

**Design / Content / Project Management**

- WellmanAd – Project management, design, writing costs covered in monthly retainer
  - Costs outside of project parameters must be approved before proceeding
- Outside costs (photography, illustration, etc.)
  - Must be approved before proceeding – Invoiced separately

**Fast Atmosphere (Scott White) Development Cost**

- \$19,500

## **EXHIBIT 2-A**

- 50% deposit due before beginning project
- Balance due upon completion
- Additional costs – Any new software formatting not included in the current website

### **Completion Schedule**

- 90 to 120 days from inception

## **EXHIBIT 2-B**

Recent Branding Ad and Newsletter



**540  
Million  
Gallons  
Stored**

- 2023 – Second-best year ever for Aquifer Storage & Recovery
- 540 million gallons of excess Carmel River rainwater stored in Seaside Basin (1,656 acre-feet (AF))
- Capable of supplying over 17% of the Peninsula's annual water needs
- We now have almost 3,000 AF of stored water supply

MONTEREY PENINSULA  
**WATER**  
MANAGEMENT DISTRICT

MPWMD.NET

Doug Steakley Photo



Doug Steakley

## ASR EXCEEDS RAINWATER STORAGE GOALS

The past winter brought the Peninsula the 8th wettest winter in a century. The Monterey Peninsula Water Management District and California American Water did not let it go to waste, instead capturing excess Carmel River flows and storing it in the Seaside Basin for future use. The Aquifer Storage and Recovery (ASR) program achieved the following milestones:

- **2023 — Second-best year ever for Aquifer Storage & Recovery**
- **540 million gallons of excess Carmel River rainwater stored in Seaside Basin (1,656 acre-feet (AF))**
- **Capable of supplying over 17% of Peninsula's annual water needs**
- **We now have almost 3,000 AF of stored water supply**

The ASR program ran daily from December 31st to May 31st with utility workers in raincoats and boots checking gauges, turning valves, setting pumps, and a few were sighted – singin' in the rain.



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