

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



**Public Outreach
Committee Members:**

*Jeanne Byrne, Chair
Molly Evans
Alvin Edwards*

Alternate:

Mary Adams.

Staff Contacts:

*Stephanie Locke
Arlene Tavani*

*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 at 5
Harris Court, Building G,
Monterey, CA during
normal business hours. In
addition, such documents
may be posted on the
District website at
www.mpwmd.net.
Documents distributed at
the meeting will be made
available in the same
manner.*

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

Thursday, June 27, 2019, 4:00 pm
MPWMD Conference Room, 5 Harris Court, Building G., Monterey, CA

Call to Order

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 – Public comment will be received on all Action Items

1. Consider Adoption of March 12, 2019 Committee Meeting Minutes
2. Consider Contract for District Public Outreach and Communications Services with Thomas Brand Consulting for Fiscal Year 2019-2020

Discussion - Public comment will be received on all Discussion Items

3. Formation of a Working Group to Review and Expand Upon District-Wide Water Conservation Strategies

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 written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service by 5:00 pm on June 24, 2019. Requests should be sent to the Board Secretary, MPWMD, P.O. Box 85, Monterey, CA, 93942. You may also fax your request to the Administrative Services Division at 831-644-9560, or call 831-658-5600.

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PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF MARCH 12, 2019 COMMITTEE MEETING MINUTES

Meeting Date: June 27, 2019 **Budgeted:** N/A

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

Prepared By: Arlene Tavani **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 March 12, 2019 committee meeting.

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

EXHIBIT

1-A Draft minutes of the March 12, 2019 committee meeting

DRAFT MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
March 12, 2019

Call to Order

The meeting was called to order at 4:00 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne - Chair
Molly Evans
Alvin Edwards

Committee members absent: None

District staff members present: David Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

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

Action Items

1. Consider Adoption of September 5, 2018 and October 10, 2018 Committee Meeting Minutes

On a motion of Director Evans and second by Director Edwards, the minutes of September 5, 2018 and October 10, 2018 were approved as presented on a vote of 3 – 0 by Evans, Edwards and Byrne.

2. Develop Recommendation to the Board Regarding Adoption of 2018 MPWMD Annual Report

Director Edwards offered a motion that was seconded by Evans, to recommend that the Board adopt the 2018 MPWMD Annual Report as presented, with the addition of information on the passage of Measure J and implementation of Rule 19.8. The motion was approved on a vote of 3 – 0 by Edwards, Evans and Byrne.

The committee requested that staff provide an estimate of the cost to send a mailer out District wide.

3. Review and Approve Committee Meeting Schedule for 2019

On a motion by Director Evans and second by Director Edwards, the committee schedule was approved on a vote of 3 – 0 by Evans, Edwards and Byrne.

Discussion Items

4. Review of District Branding Campaign and Schedule for 2019

Mr. Thomas reviewed advertisements that had been published in 2018. He noted that advertisements were also placed on radio, social media, and internet platforms. The committee

expressed support for the advertising strategy, and interest in development of an e-newsletter. It was also suggested that the District should work with Access Monterey Peninsula on televising public interest programs that feature the MPWMD.

Schedule Next Meeting Date – April 25, 2019

Adjournment – The meeting was adjourned at 4:55 pm.

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PUBLIC OUTREACH COMMITTEE

2. CONSIDER CONTRACT FOR DISTRICT PUBLIC OUTREACH AND COMMUNICATIONS SERVICES WITH THOMAS BRAND CONSULTING FOR FISCAL YEAR 2019-2020

Meeting Date:	June 27, 2019	Budgeted:	Yes
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	Professional Fees
Prepared By:	Stephanie Locke	Cost Estimate:	\$42,000

General Counsel Review: N/A

Committee Recommendation: N/A

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

SUMMARY: At the June Board meeting, Director Byrne moved, and the Board supported, to refer the proposed public outreach contract with Thomas Brand Consulting (“TBC”) for Fiscal Year 2019-20 to the Public Outreach Committee for review. Steve Thomas of TBC has provided the attached PowerPoint presentation for the meeting (**Exhibit 2-A**) and will provide additional information at the meeting. TBC’s proposed Scope of Work and Outreach Plan are attached as **Exhibit 2-B**. The Public Outreach Plan for Fiscal Year 2019-20 is similar to the previous year with a focus on branding, social media, and promotion of District events and activities.

The contract with Thomas Brand Consulting for work related to MPWMD outreach and communications has a retainer of \$3,400 per month (e.g., up to \$42,000 for FY 19-20). Funding for contractor assistance with public outreach and communication services was included in the District’s budget. In addition to the retainer, funds were separately budgeted for services such as graphic design, printing, website upgrades, media buys, etc.

RECOMMENDATION: The Public Outreach Committee should review the proposed outreach plan and provide a recommend to the Board.

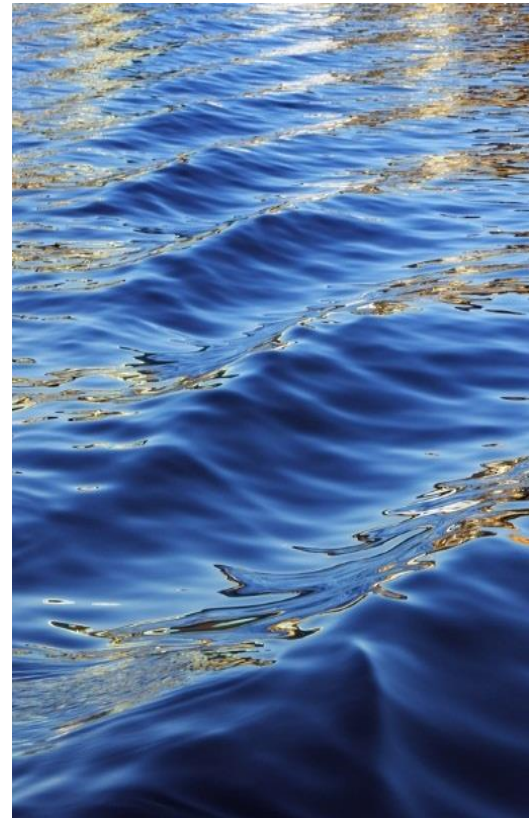
EXHIBITS

2-A PowerPoint for 6/27/19 meeting

2-B Proposed Scope of Work for Public Outreach & Communication Services, FY19-20

Public Outreach Committee Meeting June 27, 2019

Public Outreach Activities
18-19 Review and 19-20 Plan



● Updates to the Public

❖ Purpose

- a) Engage District Residents & Businesses
- b) Inform of District Activities and Milestones
- c) Create Branded Interaction with Public
- d) Set the Record Straight

❖ Goals

- a) Solidify District as “Go To” Authority on Regional Water Issues
- b) Create Stand Alone Brand re: Other Water Entities
- c) Positive Emotional Response
- d) An Agent for Change

MPWMD Outreach Activities Review

July 2018-June 2019

- Overview of the Public Outreach Process



● Public Relations

❖ District Generated News Items – General

- a) Evans Water Talks x 2
- b) Brower Retirement
- c) Hoffman Appointment
- d) Rebates

❖ Measure J

- a) Passage
- b) Feasibility Study Sessions
- c) Next Steps

❖ Press Clippings

- | | | |
|-----------------------|----------------|---------------------|
| a) Herald | b) Weekly | c) Maven's Notebook |
| d) Pine Cone | e) Californian | f) Mercury News |
| g) Cedar Street Times | h) KRML | i) WateReuse |
| j) KION Radio | k) KION TV | l) Univision |
| m) KSBW | n) Telemundo | o) KAZU |
| p) KQED | q) ACWA & CSDA | |

Earned Media Reach: 287,912 unique people 6.78x

Events

❖ Workshops & Classes

- a) Water Wise Workshops
- b) Measure J Press Conference
- c) Classes at MLK
- d) MLK Ribbon Cutting

❖ Other Events

- a) Measure J Listening Sessions
- b) MCHA Golf Tournament
- c) Good Old Days
- d) Fix A Leak Week
- e) Mo Co Fair



● Social Media & Online Presence

❖ Facebook

Fans: 676

+ 26.1%

Engagement: +92.6%

❖ Twitter

Followers: 227

+24.8%

Engagement: +23.6%

❖ YouTube

Subscribers: 11

+ 100%









Engagement N/A

❖ Website

- > Organic Search: 782 Visitors: 23,207 Sessions: 39,082
- > Page Views: 114,610 Avg. Time: 2:40 84% New Visitors
- > Visitor Demos: 65+: 22% - 55-64: 26% - 45-54: 19% - 35-44: 15%
25-34: 11% - 18-24: 7%
- > 24.6% Via Social Media: 55-65+: 36% 35-54: 42% 18-34: 22%










Top Landscape Posts

Jul 2, 2018 - Jun 24, 2019

Published At	Post	Eng. Total	Eng. Rate ▼
Dec 14 2018 7:30 PM UTC	 mpwmd.net  <p>Interested in participating in our feasibility study regarding the public takeover of Cal-Am? We've scheduled a series... Measure J Information Monterey Peninsula Water Management...</p>	72	10.7%
May 17 2019 10:30 PM UTC	 mpwmd.net  <p>Steelhead numbers are on the rise! Great story from KSBW Caitlin Conrad and KSBW TV Action News 8 on the work the... Steelhead numbers are up in the Carmel River \$ Likely Boosted</p> 	32	4.75%
Mar 19 2019 1:55 AM UTC	 mpwmd.net  <p>We are closing in on the beginning of our monthly Board of Directors meeting. If you can't join us in person, join us on TV! Visit AMP Media for...</p> 	17	2.54%




Top Landscape Posts

Jul 2, 2018 - Jun 24, 2019

Published At	Post	Eng. Total	Eng. Rate ▾
May 21 2019 8:42 PM UTC	 mpwmd.net  At last night's Board of Directors meeting, we celebrated the career of our Planning and Engineering Manager/District Engineer, Larry Hampson. Larry... 	16	2.38%
Apr 4 2019 8:59 PM UTC	 mpwmd.net  #TBT Throwing it back to the early 1990's to when the Carmel River was in tough shape from over-pumping. The District stepped in and worked to not... 	15	2.25%
May 7 2019 10:40 PM UTC	 mpwmd.net  A huge shout out to everyone who made Saturday's Martin Luther King, Jr. School Of The Arts planting celebration and demonstration garden ribbon... 	14	2.09%







Top Landscape Posts

Jul 2, 2018 - Jun 24, 2019

Published At	Post	Eng. Total	Eng. Rate ▼
Feb 2 2019 4:40 PM UTC	 mpwmd.net @mryh2odistrict Nice article in the Monterey Herald on the amazing progress of Pure Water Monterey and our partnership with Monterey One... Pure Water Monterey project hits home stretch...	10	4.61%
Jan 10 2019 2:32 AM UTC	 mpwmd.net @mryh2odistrict Join our own @carmel_steph as she discusses how @mryh2odistrict protects our region's water supply and the water of the... Monterey Bay Ecotourism Region on Twitter: "Sustainable...	6	2.76%
Dec 14 2018 7:30 PM UTC	 mpwmd.net @mryh2odistrict Interested in participating in our feasibility study regarding Measure J? We've scheduled a series of listening sessions... Measure J Information Monterey Peninsula Water Management...	6	2.76%

Top Landscape Posts

Jul 2, 2018 - Jun 24, 2019

Published At	Post	Eng. Total	Eng. Rate ▾
Jan 8 2019 10:00 PM UTC	 mpwmd.net @mryh2odistrict Tonight's Measure J Feasibility Study Listening Session will begin at 6pm in our... google.com/maps/place/Mon...  Google Maps	5	2.30%
Feb 13 2019 5:13 PM UTC	 mpwmd.net @mryh2odistrict With winter rains and high winds expected this week, please take a moment to safely check your gutters and rain spouts...  With winter rains and high winds... - Monterey Peninsula...	5	2.29%
Feb 8 2019 9:39 PM UTC	 mpwmd.net @mryh2odistrict As a member of @SeeMonterey's #SustainableMoments campaign we are proud to help encourage sustainable tourism and...  Portola Hotel & Spa on Twitter: "Three Tips for...	4	1.85%

● Community Engagement

❖ Industry Associations & Agencies

- a) AWWA
- b) DDW
- c) WaterReuse Fdn
- d) ACWA



❖ Local & State Entities

- a) Chambers
- b) Rotaries
- c) HOA's
- d) Cities
- e) Elected Leaders

The Monterey Vista Neighborhood Association invites you to its

ANNUAL NEIGHBORHOOD MEETING



6:30-8pm Tuesday, May 14
Monterey Public Library Community Room

**Our regional water supply:
now and into the future.**

WHAT IS FEASIBILITY?

Approved by voters in November, Measure J requires the Monterey Peninsula Water Management District (MPWMD) to conduct a feasibility study as a first step to get the facts on a public buyout of Cal Am. If the study shows that a public buyout is financially feasible and in the public interest, MPWMD would proceed under eminent domain to negotiate and buy Cal Am's local system. MPWMD would become our new public water utility.

Is feasibility a simple matter of dollars and cents, or are there intangible benefits to local ownership and control that should be considered as well?

Speaker: Molly Evans, MPWMD Chair

A NEW WATER SOURCE

Pure Water Monterey is a groundwater replenishment project that plans to replace the 3,500 acre feet per year of water that is currently being pumped out of the Carmel River by treating and reusing a variety of wastewaters from the area. This advanced purified recycled water is being injected into the Seaside Basin to be stored to provide for the water needs of our region.

The water generated from Pure Water Monterey will provide the Monterey Peninsula with a new source of potable water beginning this summer.

Speaker: Mike McCullough,
Monterey One Water
Government Affairs Administrator

MVNA


The Monterey Vista Neighborhood Association
montereyvistaneighborhood.org



Recommendations

- Encourage Directors to present to constituents
- Encourage Staff and Directors to engage on social
- Instagram: Launches on July 1
- Produce more video related content
 - a) More Content = More Viewers
 - b) Engage with more topical content
 - c) Can be used on multiple platforms

Advertising



EXHIBIT 2-A


FALL WATER-WISE WORKSHOPS
Rainwater Harvesting & Greywater Systems
 10am-12pm 1pm-3pm
 October 13, 2018
5 Harris Court • Building G • Monterey







These FREE workshop includes information on:

- Importance of Harvesting
- Code Requirements
- Storage Options
- Greywater Compatible Products & Plants
- Installation Process
- Parts Identification & Installation
- Rebate Information
- Mulch Basin Construction
- System Design & Maintenance

The Event is FREE & Open to the Public. Lunch will be provided to attendees of both workshops
 For more information contact Stephanie Kister at 831.658.5601 or skister@mpwmd.net
 To register online visit montereywaterinfo.org/events

WATER MATTERS



STEELHEAD SUPERHIGHWAY

The Carmel Lagoon is open and the steelhead are on the road!



Juvenile Steelhead swim downstream to the ocean to grow



Adult Steelhead swim upstream to spawn



The MPWMD protects the environment to help them survive



For more info on this project visit: MPWMD.net

WATER MATTERS

THE WINTER RAINS WERE GOOD FOR OUR WATER SUPPLY



Rainfall totals for this water year are over 150% of the yearly average

Over 400 million gallons of excess river flows were captured and stored in the Seaside Basin - the second highest total ever

But we still need to conserve until a new water supply is available



For more info on water supply visit mpwmd.net

● Methodology

❖ Scheduled Monthly Updates

- a) Carmel Pine Cone – Coast Centric with Politically Active Readers
- b) MC Weekly – District Wide – Younger Audience with In-Depth Features

❖ Support

- a) Social Media
- b) Website
- c) E-Blasts
- d) Press Release

● Content Calendar

<u>Month</u>	<u>Topic</u>
❖ February	Steelhead Superhighway
❖ March	Water Awareness Month
❖ April	Spring is Here: Landscaping Checkup
❖ May	Water Supply
❖ June	Water Waste
❖ July	Water Wise Items
❖ August	Car Week
❖ September	Rebates
❖ October	PWM Congratulations
❖ November	Rainbarrels

● Current Specific Initiatives

- a) SRT Truck Decals
- b) Updating Collateral Pieces
- c) Measure J
- d) Instagram Launch – July 1, 2019
- e) Regular E-Blast “Newsletters”
- f) Directors: Speakers Tour



● Ongoing & Future Initiatives

❖ Ongoing

- a) Social Media
- b) Website – Blogs, Posts, Updates
- c) Award & Abstract Submissions
- d) Rebate Updates
- e) Media Release/Pitching
- f) Graphic Design & Copywriting



❖ Future

- a) Educational Opportunities
- b) Vacation/STR Outreach
- c) Fall Events*
- d) HEART Program
- e) Annual Report Distribution

To Answer Some Questions...

- Mailing Costs for All Residents:

Production

a) 8x10 postcard to Peninsula apx: 6500.00

b) 11x17 Annual Report apx: 8000.00

Mailing

Must at 10,500.00 for mail costs for 50,000 pieces

- Mailing Costs for Cal Am Customers/HH:

Production

a) 8x10 postcard to Peninsula apx: 4500.00

b) 11x17 Annual Report apx: 6000.00

Mailing

Must at 6700.00 for mail costs for 32,000 pieces

● Reader & Listenership

Print:

Herald: Approximately 8-10,000

Weekly: 33,942 printed copies and 33,037 e-newsletter subscribers

Pine Cone: 21,000 printed copies and 16,000 distributed via email

Radio:

KRML: About 5000 people per day listening over the air and online

Mapleton: KWAV, KPIG, KCDU, KHIP, BOB-FM: 2500-7,500 per spot

● A Typical Month:

❖ Communications with Staff or Directors:	4 Hours
❖ Copywriting Ads, Press Releases or other Written Materials	4 Hours
❖ Posting and Monitoring Social Media	6 Hours
❖ Website Posting and Updates	3 Hours
❖ Attendance at Meetings	2-4 Hours
❖ Design and Placement of Advertising	4 Hours
❖ Media Monitoring	4 Hours
❖ <u>Current Initiatives</u>	<u>4 Hours</u>

32 Hours

Questions?

Thank You!



**Proposed Scope of Work
For Public Outreach &
Communication Services
FY19-20**

Prepared for:

Monterey Peninsula Water Management District

Submitted by:

TBC Communications & Media

183 Forest Avenue, Suite 4 • Pacific Grove, CA 93950
Tel: 831.920.1693 • Fax: 831.920.1729
www.tbccommunications.com
steve@thomasbrandconsulting.com

Introduction to the Proposed Scope of Work

In 2018, the Monterey Peninsula Water Management District began to be widely regarded as the region's authority on matters of water supply, demand and conservation. This newly gained level of public trust, was a contributing factor to the passage of Measure J. In 2019-20, there will be an ongoing need to continue the promotion of the District's accomplishments and messaging to the public for informative purposes and to help combat any negative messaging that may arise in the process of the measure's completion. This also offers an opportunity to increase its top of mind position with the general public and local, state and federal elected officials and organizations.

TBC is a full-service agency with expertise in multiple disciplines; because we examine a company or organization from a brand perspective, we are able to implement a strategic plan that takes into account many different aspects of current and future messaging. Laying the groundwork in this manner, will ultimately lead a more streamlined and cohesive voice and ensure that the district's key messages are consistent across all platforms.

By bringing this unique skill-set, an unwavering commitment to excellence and a true belief, both personally and professionally, in the goals of the District and this ongoing project, the TBC team is uniquely positioned to effectively manage and facilitate the needs of the MPWMD .

Scope of Work

Upon approval, TBC Communications & Media will continue to represent the MPWMD across several areas. These areas, as listed below, constitute the scope and type the work proposed. While there are no changes in the type of work being performed, the individual deliverables will be listed in detail.

- **Ongoing Internal Communications Representation**
 - Including Internal community outreach integration facilitated through communications with staff, board of directors, relevant partners and stakeholders to determine the need for publication and/or distribution
- **Ongoing 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
- **Public Relations Tactics**
 - Including but not limited to:
 - Press Release Development
 - Media Kit Development
 - 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
 - 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
- **Community Relations & Public Events**
 - Outreach and relationship building with current user base, targeted community groups/advocates, stakeholders, relevant local businesses, educational institutions and other potential partners

EXHIBIT 2-B



- 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.
 - 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
-
- **Social Media**
 - Ongoing implementation of the 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 YouTube, Twitter, Pinterest, Instagram, etc.
 - Outreach to, and integration with, industry blogs and information sources
-
- **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
-
- **Data/Contact Information Collection System**
 - Management of current Data Collection System, MailChimp
 - Continued creation of tactics and themes for future email marketing efforts and the outreach of the MPWMD

EXHIBIT 2-B



- 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
- **Coordination of Annual Newsletter/Copywriting**
 - Utilizing agreed upon messaging and information, TBC will work with MPWMD staff to provide creative direction and copywriting as needed.
 - If desired TBC can also design the newsletter or work with your current graphic artist
 - TBC also recommends the coordination of key messages, language and style of the newsletter and your other publications or collateral material
- **Specific Initiatives Continued From FY: 18-19***
- **Specific Initiatives Initiated for FY: 19-20***
- **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.**

Disclosure

Thomas Brand Consulting is not party to any former or current ongoing civil or criminal investigation or litigation. At no time has our company defaulted or failed to perform our duties leading to a legal termination of contract.

***Specific Deliverables**

Upon the agreement of both parties to the Scope of Work, a schedule of deliverables will be determined based upon an agreed to communications strategy and outreach plan. The tenants of which follow on a separate document. That draft schedule is included on a separate sheet

Budget

Per the above outlined Scope of Work, TBC Communications & Media proposes a contractual retainer for 12 months with a range of 30 to 32 hours per month. A \$3500 retainer is proposed for July 1, 2019 through June 30, 2020 totaling \$42,000. All out of scope work unless otherwise agreed upon in writing by both parties shall be billed at \$175 per hour. The costs of any associated media buys or collateral production that would fall under the proposed Scope of Work will be determined upon examination of current programs.

The proposed contract does not include creative expenses such as graphic design, web development, photography, video production, any and all media buys and out of pocket expenses including travel/mileage, printing, postage and items associated with the production of events. Thomas Brand Consulting requires client approval for outside expenses greater than \$150.00.

Upon the approval of the of the agreed upon contract and any additional budget stipulations, work will start on an agreed upon date with the first month's or portion of the first month's payment due. From that point forward, the client will be invoices on the 1st of each month, payable within 30 days unless otherwise agreed to by both parties. TBC will work within your established accounting practices to ensure a smooth process.

Additional contractual stipulations to include:

1. Monthly reporting of specific hours utilized per individual project.

EXHIBIT 2-B



Addendum:

INSURANCE

- A. Consultant shall obtain and keep insurance policies in full force and effect for the following forms of coverage:
 - 1. Automobile liability including property damage and bodily injury with a combined single limit of \$300,000.
 - 2. Comprehensive General Liability (CGL) with a combined single limit of \$1,000,000
 - 3. Consultant shall add to his/her Comprehensive General Liability insurance policy a severability or interest clause or such similar wording if his/her policy does not automatically have this clause already written into it. Such language shall be similar to: "The insurance afforded applies separately to each insured against whom claim is made or suit is brought, including claims made or suits brought by any person included within the persons insured provision of this insurance against any other such person or organization."
- B. Consultant shall provide photocopies of its current Automobile insurance policy [or policies], including endorsements thereto, or current certificates of insurance in lieu thereof, to MPWMD.
- C. Consultant shall provide notice to MPWMD of any cancellation or material change in insurance coverage where MPWMD has been named as an insured, such notice to be delivered to the MPWMD in accord with Section XV of this Agreement at least sixty (60) days before the effective date of such change or cancellation of insurance.
- D. Evidence acceptable to MPWMD that Consultant has complied with the provisions of this Section VII shall be provided to the MPWMD, prior to commencement of work under this Agreement.
- E. All policies carried by Consultant shall provide primary coverage instead of any and all other policies that may be in force. MPWMD shall not be responsible for any premium due for the insurance coverage specified in this Agreement.

Acceptance of Proposal:

David J. Stoldt or Suresh Prasad
Monterey Peninsula Water Management District

Date

Stephen C. Thomas
TBC Communications & Media
MPWMD - Proposed Scope of Work – Public Outreach & Communication

Date

EXHIBIT 2-B



Monterey Peninsula Water Management District Draft Public Outreach Items and Deliverables July 1, 2019 – June 30, 2020

Fiscal Year 2019-20

- Monthly Deliverables
 - a. District Branding
 - Content Creation
 - Graphic Design
 - Placement
 - Specific Social Media
 - Eblast
 - Blog Post
 - b. Generic Outreach
 - Blog Posts on District & Monterey Water Info websites
 - Social Media Posts
 - District Update Eblast

Current District Initiatives:

- Water Compliant Business Recognition
- Updates to collateral pieces
- Conservation Vignettes – Rain Barrel Installation, Leaks, Faucets Etc.

New Initiatives:

- BOD Public Outreach
- Multi-Family Unit or HEART Program
- Vacation/STR Outreach & Table Tent
- Measure J Assistance
- MCCVB Sustainable Moments Campaign

General Ongoing Non-Date Specific Deliverables

- Award & Abstract Submission
- Rebate Outreach
- Conservation Event Outreach
- Website Updates
- Collateral Updates
- Editorials
- Letters to the Editor – District Support
- Press Releases & Media Relations