

# MPWMD 2021 Strategic Plan

Outreach Committee Discussion





## Goals

- + Provide a safe, reliable, sustainable, diversified, affordable, legal water supply to the Monterey Peninsula Region
- + Pursue public ownership of the water distribution system as directed by the voters in Measure J
- + Plan for long-range surface and groundwater resource needs
- + Protect and enhance the District's financial resources
- + Be a regional leader on water issues, continue to raise the District profile and
- + instill public trust
- + Promote and enhance organizational efficiency and effectiveness

# Outreach Related Objectives

- Build case for Pure Water Monterey expansion with State regulators and the community through meetings, filings, and presentations as needed
- Hold a hearing of public necessity in 2021
- Measure J: Develop a public awareness campaign with District outreach consultant for use in Q3 and Q4 of 2021, and in 2022






## Outreach Related Objectives

- Leadership: Conduct community engagement meetings in each Division on water needs and required resources, at least one per Division this year (Covid dependent) or as needed
- Conduct a constituent survey by end of CY2022
- Conduct a customer survey by end of CY2022





Discuss and provide direction  
for outreach plan for FY 2021-  
22

- Staff outreach plan
- Marketing consultant plan