



Public Outreach Meeting October 24, 2019

District Public Outreach Activities



● Measure J Feasibility Study Findings Outreach Plan

The public outreach for this event will be divided into three “sections”

- Public Relations
- Social Media
- Paid Media including print ads & social media

Public Relations:

Draft, Edit and Release Information to local and regional press:	10/14/19
Pitch event to media	10/14-10/16
Follow Up	10/28-11/1

Community Outreach:

Send Info to Local Organizations, Groups, Associations for web and Newsletter inclusion	10/14/19
1 st Email to MPWMD list	10/25/19
2 nd Email to MPWMD	11/7/19
Reminder/Close Email	11/11/19

Social Media:

Establish Events on Facebook	10/14/19
Promote via Facebook, Twitter and Websites	10/14-11/11

Approved Paid Media Costs:

Social Media:	9000-15,000 engagement	10/7-11/11	250.00
Print:	4x 1/4 th page ad in Weekly and Pine-Cone	W/O: 10/28 & 11/4	2000.00
Design:			
Ad Design			500.00
			2750.00

● Additional Proposed Costs

Proposed Paid Media Costs:

Print:	2x 1/4 th page ad in	Herald	900.00
		Seaside Post	500.00
		Cedar Street Times	500.00
		W/O: 10/28 & 11/4	
Design:			
Ad Design			500.00
			<hr/>
			2400.00

PUBLIC MEETING ANNOUNCEMENT:

**MEASURE J:
FEASIBILITY OF PURSUING
PUBLIC OWNERSHIP OF
CAL-AM'S MONTEREY
PENINSULA WATER SYSTEM**

Tuesday, November 12, 2019 @ 6pm

**EMBASSY SUITES
1441 CANYON DEL REY BLVD.
SEASIDE, CA 93955**

This special meeting of the MPWMD Board of Directors will include an overview of the feasibility study process and a presentation on the findings

Public Comment will be received



**The meeting will be streamed live
at www.ampmedia.org/peninsula-tv**

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

Branding Ad - November

WATER MATTERS



RAIN, RAIN ^{DON'T} **GO AWAY**

**Rainy Season is Coming...
Invest in a Rain Barrel...
Get a Rebate...
Save Money**

- Rainwater Harvesting Saves Water and Money
- Rebates Available Through the Water Management District*
- Systems Are Easy to Install and Manage

*Rebates Available for 50 to 25,000 gallons



For more info on water
conservation visit
montereywaterinfo.org

Measure J: What we Said at August 19th Board Meeting

The District Board is expected to meet with the District's legal consulting team the first week of October 2019 to discuss parameters related to its potential acquisition of Cal-Am's property and assets, including assumptions, findings, and conclusions related to valuation and acquiring the Monterey Peninsula Main System. This will be the Board's first opportunity to discuss price and terms of payment (to be established by a formal appraisal) related to real property negotiation. The overall schedule is shown below:

3 rd week of September	Draft consultant reports/memos to District Counsel
1 st week of October	District Board real property negotiation meeting
1 st week of November	Release of Feasibility Report to public
2 nd week of November	Public workshop during special Board meeting
December/January	Presentations to city councils and organizations ⁴
February 2020	District Board to discuss follow-up steps

Next Steps

- Advise staff on advertising November 12th public workshop.
- Consider authorizing additional consulting and legal work in advance of a Resolution of Necessity – majority Board vote; Determine when.
 - More detailed operations plan
 - CEQA compliance
 - LAFCO Process
 - Formal appraisal
 - Findings
- Advise staff regarding additional public outreach on report
- Meet to review additional material and decide whether to move forward
- Vote on Resolution of Necessity – super-majority Board vote

WATER MATTERS

DON'T
RAIN, RAIN ^ GO AWAY

**Rainy Season is Coming...
Invest In A Rain Barrel...
Get a Rebate...
Save Money**

- Rainwater Harvesting Saves Water and Money
- Rebates Available Through the Water Management District or Cal Am*
- Systems Are Easy to Install and Manage

*Rebates Available for 50 to 25,000 gallons

Options wrt Coastal Commission

- 1 • Letter of Support for Desal
- 2 • Letter saying: *“In its Reply Brief of January 9, 2018 to the California Public Utilities Commission, the Water Management District expressed its support for the 6.4 MGD desalination plant. To date, the District has not officially changed its position.”*
- 3 • Letter saying: *“The District’s public statements about the community being able to afford missing a State Water Resources Control Board milestone were not intended to reflect a lack of support for the desalination project by the District.”*
- 4 • Letter Rescinding Support
- 5 • No Letter

Summary of Key Provisions of SB 13 / AB 68 / AB 670 / AB 881

Reduced Costs and Burdens for Developing ADUs

- Cities must approve ADU applications within 60 days, without a hearing or discretionary review.¹
- For ADUs permitted by 2025, cities cannot require the owner to live at the property.²
- Cities cannot charge any impact fees for ADUs under 750 sqft; fees for larger ADUs are limited.³
- Homeowners associations must allow the construction of ADUs.⁴
- ADUs can be developed at the same time as a primary unit, under most of the same rules.⁵
- A city must delay code enforcement against an existing unlawful ADU to allow it to be legalized.⁶

ADUs Subject to Automatic Approval — No Local Limits

Cities must permit certain categories of ADU without applying any local development standards (e.g., limits on lot size, unit size, parking, height, setbacks, landscaping, or aesthetics), if proposed on a lot developed with one single-family home.⁷ ADUs eligible for this automatic approval include:

- An ADU converted from existing space in the home or another structure (e.g., a garage), so long as the ADU can be accessed from the exterior and has setbacks sufficient for fire safety.⁸
- A new detached ADU that is no larger than 800 sqft, has a maximum height of 16 feet, and has rear and side setbacks of 4 feet.⁹
- Both of the above options (creating two ADUs), if the converted ADU is smaller than 500 sqft.¹⁰

ADUs Subject to Ministerial Approval — Minimal Local Limits

Even if not subject to automatic approval, a city generally must approve any attached or detached ADU under 1,200 sqft unless the city adopts a new ADU ordinance setting local development standards for ADUs.¹¹ If a city adopts such an ordinance, it must abide by the following restrictions:

- No minimum lot size requirements.¹²
- No maximum unit size limit under 850 sqft (or 1,000 sqft for a two-bedroom ADU).¹³
- No required replacement parking when a parking garage is converted into an ADU.¹⁴
- No required parking for an ADU created through the conversion of existing space or located within a half-mile walking distance of a bus stop or transit station.¹⁵
- If the city imposes a floor area ratio limitation or similar rule, the limit must be designed to allow the development of at least one 800 sqft attached or detached ADU on every lot.¹⁶

Adding Units to Multifamily Properties

The new laws allow units to be added to multifamily buildings. Cities must permit these types of units in multifamily buildings without applying any local development standards:

- New units within the existing non-living space of a building (e.g., storage rooms, basements, or garages). At least one unit and up to ¼ of the existing unit count may be created this way.¹⁷
- Two new homes on the same lot as the multifamily building but detached from it, with 4-foot side and rear setbacks and a 16-foot maximum height.¹⁸

Unless otherwise noted, references are to Gov. Code § 65852.2 as amended in Section 1.5 of AB 881, Stats. 2019 c. 659. ¹ § 65852.2(a)(3). ² § 65852.2(a)(6). ³ § 65852.2(f)(3)(A). ⁴ AB 670, Stats. 2019 c. 178. ⁵ §§ 65852.2(a)(3); (j)(1); (j)(9). ⁶ § 65852.2(n). ⁷ § 65852.2(e)(1). ⁸ § 65852.2(e)(1)(A). ⁹ § 65852.2(e)(1)(B). ¹⁰ § 65852.2(e)(1)(B); AB 68 (Ting), Stats. 2019 c. 655 § 2 (amending Gov. Code § 65852.22(h)(1)). ¹¹ § 65852.2(a)(4). ¹² § 65852.2(a)(1)(B)(i). ¹³ § 65852.2(c)(2)(B). ¹⁴ § 65852.2(a)(1)(D)(xi). ¹⁵ §§ 65852.2(d)(1), (d)(3), (j)(10). ¹⁶ § 65852.2(c)(2)(C). ¹⁷ § 65852.2(e)(1)(C). ¹⁸ § 65852.2(e)(1)(D).