

## **EXHIBIT 23-A**

From August 22, 2022 Public Outreach Committee Meeting:

### **Recommended Additional Projects: (outside of the Proposed Scope of Work)**

While the Proposed Scope of Work is a comprehensive piece based upon our discussion, XXX has identified four other important pieces that should be considered as part of your overall public outreach plan. While these items were discussed as needs, they have been categorized as individual projects that can easily be addressed to maintain a cohesive organizational voice. Project costs will be determined upon request.

#### ▪ **Website**

- Creative direction and project management of current website
- Additional search engine optimization, email marketing and on-line facilitation with current vendor
- Refreshed and additional content development and postings of relevant material and coverage from and of events, the media and the MPWMD
- Monthly email marketing campaign to customers, key stakeholders, media and partner databases
- Implementation of a online blog designed to enhance SEO and provide fresh content

#### **Direction:**

In today's world, a company or organization's website is a critical component of the public outreach process. The general public must feel that the company is investing back into itself by utilizing current best practices and the company's partners need to feel that they have something to gain by aligning themselves with said company. The website also serves as an accurate and real-time platform for delivering your message. Additionally, the wealth of information and data that can be gained by a modern, interactive website is an important piece of the public information puzzle.

**Possible Scope for District Public Outreach Services**  
(From August 22, 2022 Public Outreach Committee Meeting)

<p style="text-align: center;"><b>General Outreach</b></p> <ul style="list-style-type: none"> <li>• Annual Outreach Plan</li> <li>• Attend District Meetings</li> <li>• Monthly Branding Ads</li> <li>• Workshop Ads</li> <li>• Newsletter (Semi-Annual)</li> <li>• Annual Report</li> <li>• Drought/Flood Special Outreach</li> <li>• Prop 218 Special Outreach</li> <li>• Identify/Work-with 3<sup>rd</sup> Party Designer</li> <li>• Update Brochures</li> <li>• Order Collateral (Gifts, Stuff, Things)</li> <li>• Develop Video Clips</li> <li>• Update/Maintain Photo Library</li> <li>• Create/Maintain Press Clip Library</li> <li>• Create/Maintain List of Awards</li> <li>• Surveys</li> <li>• Event Coordination</li> <li>• Update Costs of Direct Mail Annually</li> <li>• Update History of the District/Water on the Monterey Peninsula</li> </ul>	<p style="text-align: center;"><b>Website/Social Media</b></p> <ul style="list-style-type: none"> <li>• Oversee New Website</li> <li>• Optimize Website for Phones</li> <li>• Ongoing Website Upkeep</li> <li>• Social Media Posts</li> </ul>	<p style="text-align: center;"><b>Contact Management</b></p> <ul style="list-style-type: none"> <li>• Develop Mailing Lists (Restaurants, Hotels, Key Organizations)</li> <li>• Develop Email Lists (Global, Restaurants, Hotels, CII, Realtors, Builders, Architects, Others)</li> </ul>
	<p style="text-align: center;"><b>Press Relations</b></p> <ul style="list-style-type: none"> <li>• Maintain Print, TV, and Radio Contacts</li> <li>• Regular Press Releases</li> <li>• Work w Key Staff on Guest Opinions</li> <li>• Update Costs of Media Buys Annually</li> </ul>	<p style="text-align: center;"><b>Local Outreach</b></p> <ul style="list-style-type: none"> <li>• Chambers of Commerce, MCAR, MCHA, MCPOA, Military, Others</li> <li>• Leverage Other Organization Newsletters</li> <li>• Attend Outside Meetings as Needed</li> <li>• Public Liaison</li> <li>• County OES</li> </ul>
	<p style="text-align: center;"><b>Associations &amp; Publications</b></p> <ul style="list-style-type: none"> <li>• Monitor Activities of Industry Organizations/Submit District Press Info (ACWA, CSDA, WateReuse, etc)</li> <li>• Submit Annual Award Applications</li> <li>• Submit Press Info to Publications (ACWA, CSDA, JournalAWWA, WaterWorld,Opflow (AWWA), Source)</li> <li>• Look for Opportunities to Submit Scholarly Articles or Submit Posters at Conferences)</li> </ul>	<p style="text-align: center;"><b>Other</b></p> <ul style="list-style-type: none"> <li>• Assist w/ Legislative Affairs</li> <li>• Letters of Support</li> <li>• Coordinate Grant Writing</li> </ul>