

## EXHIBIT 11-A

### 2024 Outreach: Summer Splash Water Challenge Giveaway 5

**Summary:** The Summer Splash Water Challenge Giveaway was started in 2020 in response to COVID lockdown. It's a virtual/print educational water conservation gameboard designed for kids and families. Participants watch videos online and/or visit educational websites as linked on the event website to find the answers to the questions on the gameboard. Completed gameboards are submitted to MPWMD for a chance to win a prize. Winners are featured on MPWMD Facebook page. It will launch July 1 and run through Aug 17.

**Design:** The gameboard will follow the design from 2023.

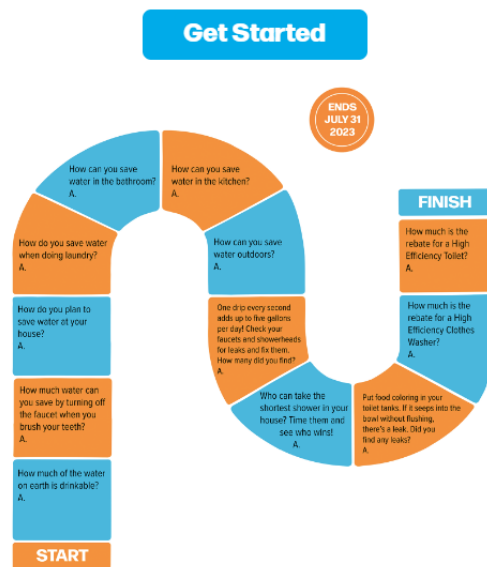
**Content:** The gameboard will have the following questions:

- How much of the water on earth is drinkable?
- What is one way people commonly waste water?
- What's one way to save water?
- What's your water footprint? (Take the quiz and report the answer)
- Where do you use the most water?
- What's one way to save water in that area?
- How much water does it take to make 1 serving of butter?
- Name one food with a small water footprint.
- How does mulch help save water?
- How much mulch can peninsula residents get for free?
- What is the rebate for a High Efficiency Clothes Washer?
- What's is the average flush for an Ultra-High Efficiency Toilet?

## SUMMER SPLASH!

Find Answers and Win BIG in our Water Challenge Giveaway  
High Efficiency Clothes Washer / Apple iPad / \$50 Visa Gift Cards

(Scroll down for entry requirements & details)



**Media Plan:** The Summer Splash Water Challenge Giveaway 5 will have an “event page” at [www.montereywaterinfo.org](http://www.montereywaterinfo.org) where the videos can be viewed and the answers recorded in a form for submission. It will be advertised for six weeks in the local new papers, Monterey Bay Parent Magazine, on social media, and by Cal-Am and District email blasts. The Ad Placement Plan has a cost estimate of \$20,000, including upgrades to the website.

**Prizes:** The 20 prizes offered will include High Efficiency Clothes Washers and Dishwashers, iPads, Smart Home Water Monitors, Plant Nursery Gift Cards, and Home Improvement and Visa gift cards. Participants will be able to select which prize they want to have a chance to win. Value of all prizes: \$5,000