



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

**Public Outreach Committee Members:**

*George Riley, Chair  
Amy Anderson  
Karen Paull*

**Alternate:**

*Safwat Malek*

**Staff Contacts:**

*David J. Stoldt,  
General Manager*

*Stephanie Locke,  
Water Demand Manager*

*Joel G. Pablo,  
Board Clerk*

*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 on the District's website prior to the meeting. Documents distributed at the meeting will be made available upon request and posted to the District's website within five days following the meeting.*

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

\*\*\*\*\*

Monday, June 27, 2022 at 4:00 p.m., *Virtual Meeting*

*As a precaution to protect public health and safety, and pursuant to provisions of AB 361, this meeting will be conducted via Zoom Video/Teleconference only.*

Join the meeting at:

<https://us06web.zoom.us/j/84675329675?pwd=ajZSdVZlVhY2xHTGE1V0FGc2VJOT09>

Or access the meeting at: <https://zoom.us/>

Webinar ID No.: 846 7532 9675

Webinar Password: 06272022

Participate by phone: (669) 900-9128

**For detailed instructions on connecting to the Zoom meeting see page 2 of this agenda.**

**Call to Order / Roll Call**

**Comments from the Public** – *The public may comment on any item within the District's jurisdiction. Please limit your comments to three minutes in length.*

**Action Items** – *Public comment will be received on all Action Items*

1. Consider Adoption of April 14, 2022 Committee Meeting Minutes

**Discussion Items** - *Public comment will be received*

2. Identify Public Outreach Needs and Effectiveness: Are the District's Needs Being Met?
3. Identify Public Outreach Needs Best Suited for District Staff (and Board) and by an Outside Consultant (*Verbal Report*)
4. Consultant Resources and Availability

**Suggest Items to be Placed on a Future Agenda**

**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 description of the requested materials and preferred alternative format or auxiliary aid or service by noon on Friday, June 24, 2022. Requests should be forwarded to [joel@mpwmd.net](mailto:joel@mpwmd.net) or by phone at 831-658-5652. Alternatively, you may reach Sara Reyes, Admin Services Division at (831) 658-5610.

## Instructions for Connecting to the Zoom Meeting

Note: If you have not used Zoom previously, when you begin connecting to the meeting you may be asked to download the app. If you do not have a computer, you can participate by phone.

**Begin:** Within 10 minutes of the meeting start time from your computer click on this link:

<https://us06web.zoom.us/j/84675329675?pwd=ajZSdVZlVk9hY2xHTGE1V0FGc2VJQT09> or paste the link into your browser.

### DETERMINE WHICH DEVICE YOU WILL BE USING (PROCEED WITH ONE OF THE FOLLOWING INSTRUCTIONS)

#### USING A DESKTOP COMPUTER OR LAPTOP

1. In a web browser, type: <https://www.zoom.us>
2. Hit the enter key
3. At the top right-hand corner, click on “Join a Meeting”
4. Where it says “Meeting ID”, type in the Meeting ID# above and click “Join Meeting”
5. Your computer will begin downloading the Zoom application. Once downloaded, click “Run” and the application should automatically pop up on your computer. (If you are having trouble downloading, alternatively you can connect through a web browser – the same steps below will apply).
6. You will then be asked to input your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
7. From there, you will be asked to choose either ONE of two audio options: Phone Call or Computer Audio:

#### COMPUTER AUDIO

1. If you have built in computer audio settings or external video settings – please click “Test Speaker and Microphone”.
2. The client will first ask “Do you hear a ringtone?” •If no, please select “Join Audio by Phone”.  
•If yes, proceed with the next question:
3. The client will then ask “Speak and pause, do you hear a replay?” •If no, please select “Join Audio by Phone”  
•If yes, please proceed by clicking “Join with Computer Audio”

#### PHONE CALL

1. If you do not have built in computer audio settings or external video settings – please click “Phone Call”
2. Dial one of the numbers listed below using a phone. Select a phone number based on your current location for better overall call quality.

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3. Once connected, it will ask you to enter the Webinar ID No. and press the pound key
4. It will then ask you to enter your participant ID number and press the pound key.
5. You are now connected to the meeting.

### **USING AN APPLE/ANDROID MOBILE DEVICE OR SMART PHONE**

1. Download the Zoom application through the Apple Store or Google Play Store (the application is free).
2. Once download is complete, open the Zoom app.
3. Tap “Join a Meeting”
4. Enter the Meeting ID number
5. Enter your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
6. Tap “Join Meeting”
7. Tap “Join Audio” on the bottom left hand corner of your device
8. You may select either ONE of two options: “Call via Device Audio” or “Dial in”

### **DIAL IN**

1. If you select “Dial in”, you will be prompted to select a toll-free number to call into.
2. You may select any of the numbers listed below:

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3. The phone will automatically dial the number, and input the Webinar Meeting ID No. and your Password.
4. Do not hang up the call, and return to the Zoom app
5. You are now connected to the meeting.

### **Present Public Comment**

Receipt of Public Comment – the Chair will ask for comments from the public on all items. Limit your comment to 3 minutes.

- (a) Computer Audio Connection: Select the “raised hand” icon. When you are called on to speak, please identify yourself.
- (b) Phone audio connection **with** computer to view meeting: Select the “raised hand” icon. When you are called on to speak, press \*6 to unmute yourself and please identify yourself.
- (c) Phone audio connection only: Press \*9. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press \*9 to end the call.

### **Submit Written Comments**

If you are unable to participate via telephone or computer to present oral comments, you may also submit your comments by e-mailing them to [comments@mpwmd.net](mailto:comments@mpwmd.net) with one of the following subject lines "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT – ORAL COMMUNICATIONS". Comments must be received by 12:00 p.m. on Monday, June 27, 2022. Comments submitted by noon will be provided to the committee members and compiled as part of the record of the meeting.

**PUBLIC OUTREACH COMMITTEE**

**1. CONSIDER ADOPTION OF APRIL 14, 2022 COMMITTEE MEETING MINUTES**

<b>Meeting Date:</b>	<b>June 27, 2022</b>	<b>Budgeted:</b>	<b>N/A</b>
<b>From:</b>	<b>David J. Stoldt, General Manager</b>	<b>Program/ Line Item No.:</b>	<b>N/A</b>
<b>Prepared By:</b>	<b>Joel G. Pablo</b>	<b>Cost Estimate:</b>	<b>N/A</b>

**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 April 14, 2022 committee meeting.

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

**EXHIBIT**

**1-A** Draft minutes of the April 14, 2022 committee meeting



## **EXHIBIT 1-A**

### **Draft Minutes Monterey Peninsula Water Management District Public Outreach Committee Thursday, April 14, 2022**

*Pursuant to AB 361, the meeting was conducted with virtual participation via Zoom.*

#### **Call to Order | Roll Call**

Chair Riley called the meeting to order at 1:30 p.m.

Committee members present: George Riley - Chair  
Amy Anderson  
Karen Paull

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Joel G. Pablo, Board Clerk

District Counsel present: None

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

#### **Action Items**

##### **1. Consider Adoption of October 25, 2021 Committee Meeting Minutes**

*No public comments were directed to the committee for Item No. 1*

A motion was offered by Anderson with a second by Paull to approve the October 25, 2021 Committee meeting minutes. The motion passed on a roll-call vote of 3-Ayes (Anderson, Paull and Riley), 0-Noes and 0-Absent.

##### **2. Adopt the 2022 Committee Meeting Schedule**

*No public comments were directed to the committee for Item No. 2*

A motion was offered by Paull with a second by Anderson to adopt the 2022 Committee Meeting Schedule. The motion passed on a roll-call vote of 3-Ayes (Anderson, Paull and Riley), 0-Noes and 0-Absent.

##### **3. Develop Recommendation to the Board Regarding Adoption of 2021 Annual Report**

David J. Stoldt, General Manager provided introductory remarks and recommended approval of the 2021 MPWMD Annual Report. Director Paull and Anderson offered to make suggested editorial changes in coordination with the Board Clerk following the committee meeting and

prior to the publication of the Regularly Scheduled Board meeting packet for Monday, April 18, 2022. Director Riley stated he would like the District to move away from the standard template used each year for the Annual Report. David J. Stoldt, General Manager acknowledged Riley’s comments and explained that there is a need for a Public Outreach staff member to engage with the public on the District’s work, conservation efforts, accomplishments and enhance the District’s publications. The committee expressed a desire for improvements to be made to the District’s Annual Report, Website, Branding Ads and other messaging.

*No comments were directed to the committee on Item No. 3.*

A motion was offered by Paull and seconded by Anderson to allow the committee to make further editorial changes to the 2021 Annual Report and referred the matter for formal adoption by the Board at its regularly scheduled meeting on April 18, 2022. The motion passed on a roll-call vote of 3-Ayes (Anderson, Paull and Riley), 0-Noes and 0-Absent.

#### **Discussion**

#### **4. Provide Guidance on Scope and Method for Public Outreach Services for Next 2-3 Years**

David J. Stoldt, General Manager and Stephanie Locke, Water Demand Division Manager provided introductory remarks, background information on the Scope and Method for Public Outreach Services and answered committee questions. Stoldt explained as the District is nearing its adoption of its Fiscal Year 2022-23 Budget there is need to decide whether to hire an in-house staff person or continue hiring a consultant. Stoldt and Locke described past experiences in working with an in-house Public Outreach Employee, the District’s past and current use of consultants. Riley stated he would like the District to release and promote newsworthy material as it occurs rather than to delay or publicize the information in an Annual Report months later. After much deliberation, Stoldt suggested and based off committee discussion to budget for a full-time Public Outreach staff member and continue exploring the idea of hiring a consultant.

*No comments were directed to the Committee on Item No. 4.*

#### **5. Discuss Near-Term Messaging- Monthly, Drought, Measure J, Drought Messaging**

David J. Stoldt, General Manager provided a summary of his staff note, directed to Exhibit 5-A and answered committee questions. Stoldt stated the District will focus on messaging to include: water waste enforcement, water efficiency at home and drought/conservation messaging.

*No comments were directed to the Committee on Item No. 5*

#### **Suggest Items to be Placed on a Future Agenda**

None

#### **Adjournment**

Chair Riley adjourned the meeting at 2:45 p.m.

---

Joel G. Pablo, Board Clerk

Received by the MPWMD Board of Director's on July \_\_, 2022  
Approved by the MPWMD Public Outreach Committee on June \_\_, 2022

U:\staff\Board\_Committees\PublicOutreach\2022\20220627\01\Item-1-Exh-A.docx

**PUBLIC OUTREACH COMMITTEE**

**ITEM: DISCUSSION**

**2. IDENTIFY PUBLIC OUTREACH NEEDS AND EFFECTIVENESS: ARE THE DISTRICT'S NEEDS BEING MET?**

**Meeting Date: June 27, 2022** **Budgeted: N/A**

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

**Prepared By: David J. Stoldt** **Cost Estimate: N/A**

**General Counsel Approval: N/A**

**Committee Recommendation:**

**CEQA Compliance: Action does not constitute a project as defined by CEQA**

**SUMMARY:** At its April 14, 2022 meeting of the Public Outreach Committee Staff identified key aspects of a scope of service for District public outreach needs, attached again here as **Exhibit 2-A**. Items in bold could be provided by an outsourced marketing or media relations firm. Other items could be added to responsibilities of an in-house staff member, if hired. The Fiscal Year 2022-23 budget adopted by the Board on June 20, 2022 has a budget for a full-time staff member, but can easily be transitioned to outsourcing. The Committee is encouraged to discuss the different service delivery alternatives and provide Staff with additional direction.

**RECOMMENDATION:** Provide general direction to Staff for delivery of public outreach services for the District.

**EXHIBIT**

**2-A Identified Scope for District Public Outreach Services**



**EXHIBIT 2-A**

Identified Scope for District Public Outreach Services

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

**PUBLIC OUTREACH COMMITTEE**

**ITEM: DISCUSSION**

**4. CONSULTANT RESOURCES AND AVAILABILITY**

**Meeting Date: June 27, 2022** **Budgeted: N/A**

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

**Prepared By: David J. Stoldt** **Cost Estimate: N/A**

**General Counsel Approval: N/A**

**Committee Recommendation:**

**CEQA Compliance: Action does not constitute a project as defined by CEQA**

---

**SUMMARY:** Staff has traditionally sought public outreach services that are local, in order to ensure knowledge of local issues, key players, and attendance at meetings and events. However, the number of firms locally sourced appears limited. **Exhibit 4-A** identifies local outreach resources identified by staff. The Committee is encouraged to provide Staff with guidance about internal vs. external (out-sourced) resources, as well as local vs. non-local resources.

**EXHIBIT**

**4-A Identified Local Outreach Resources**

**EXHIBIT 4-A**

Identified Local Outreach Resources

*Firms the District has not utilized:*

Armanasco Public Relations	armanasco.com
Brickman Marketing	brickmanmarketing.com
eLab Communications	elabcommunications.com
Spoke Consulting	spokeconsulting.com
WellmanAd	wellmanad.com

*Firms the District has utilized:*

TBC Communications  
TMD Creative

*Firms the District has met with or contacted, but did not seem a “fit”:*

Communication Planners, Monterey (demised)  
Environmental Relations, Monterey (demised)  
Lewis Leader, Carmel Valley  
Moxxy Marketing, Salinas  
Peterson Communications, Carmel  
Strategy Market Planning (Terry Feinberg), Gilroy

*Firms that specialize:*

Barkis & Co. (Design & Photography), Monterey barkis.com  
Zestful Media & Design (web design, branding or graphic design), Pebble Beach  
zestfulmediadesign.com