



Proposed FY 2017-18 Scope of Work

Communication Activity	Timing												Est. Cost	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		
<b>News Bureau</b>													\$60,000	
Arrange deskside briefings		■			■			■			■			
Develop news releases		■		■		■		■		■		■		
Op-ed placement			■				■				■			
Write key messages	■		■		■		■		■		■			
Draft letter-to-editor		■			■			■			■			
Write project FAQ	■			■			■			■				
<b>Social Media</b>													\$24,000	
Provide technical support	■	■	■	■	■	■	■	■	■	■	■	■	■	
Monthly social media calendar	■	■	■	■	■	■	■	■	■	■	■	■	■	
Monitor social media channels	■	■	■	■	■	■	■	■	■	■	■	■	■	
<b>Marina Coast Future H20</b>														
Create project microsite	■	■												\$12,300
Create infographic		■												\$4,000
<b>Annual Report</b>													\$7,700	
Draft copy	■													
Present initial comps	■													
Edit copy per MCWD		■												
Create initial layout		■	■											
Finalize annual report			■											
<i>*Cost for printing not included</i>														
<b>Community Engagement</b>													\$12,000	
Identify community events	■	■	■	■	■	■	■	■	■	■	■	■	■	
Host community forum								■						
Ratepayer notification	■		■		■		■		■		■			
<b>Proposed FY 17-18 Budget</b>													\$120,000	



June 21, 2017

**TO:** Keith Van Der Maaten, Jean Premutati

**FR:** Scott Rose

**RE:** Future Community Engagement

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The Marina Coast Water District (MCWD) engaged Runyon Saltzman (RSE) to provide community outreach and education services in March of 2016. Since that time, much of the proposed scope of work has been accomplished, including:

- Materials audit
- Board interviews
- Ratepayer survey
- Technology plan (digital audit, website improvements, Twitter and Facebook)
- Communication plan
- UWMP infographic
- Water supply video
- News bureau (NGEN, conservation rates, FORA agreement, PCA agreement, Monterey Herald briefing, Monterey Weekly op-ed, etc.)
- GSA materials

Through these efforts, significant progress has been made to appropriately position MCWD as an innovative regional leader in the effort to secure adequate water supplies to meet future demands, e.g., population growth and Fort Ord Reuse build out. With continued obstacles challenging MCWD progress in the form of the recently circulated Environmental Impact Report (EIR) for the Monterey Peninsula Water Supply Project and Monterey County notification to become the Groundwater Sustainability Agency (GSA) for the Monterey Subbasin, there is a clear need to more precisely define the MCWD story and continue outreach and engagement among ratepayers and stakeholders.

The pieces or individual chapters of the MCWD story are inextricably connected and should be told moving forward under the banner ***MarinaCoastFutureH2O***. Many of the pieces are in place but we're recommending that we embark on the next step to more accurately define our message. It begins with the creation of a platform in which we can more clearly tell our story. Ideally, RSE will create a microsite – connected to the current MCWD website through a branded subdomain – breaking down the various elements along the following blocks of content, which build upon one another:

**Supply:** Currently, MCWD provides 3,200 acre feet of water annually from the Salinas Valley Groundwater Basin (less than 1% of total withdrawals). The story of the subbasins needs to be told graphically and in a way that counters recent assertions that the deep aquifer is not resupplying and

highlighting the recent studies of the 180/400 foot aquifer. As noted in the Urban Water Management Plan, projecting out to 2020 and beyond, added sources of water will be necessary to meet projected population growth and to meet obligations of the Fort Ord Reuse Plan.

**Management/Conservation:** MCWD has a long and successful record of proactively managing its supplies and encouraging conservation. MCWD has invested heavily in science to better understand the geohydrology of the groundwater and has worked with ratepayers to lower per capita water use to among the lowest levels in the state. MCWD is a trusted steward of resources.

**MarinaCoastFutureH2O:** History has taught there are no silver bullets to solve regional water supply on the Peninsula. It requires:

**Regional Leadership:** MCWD has engaged with others in a thoughtful pursuit to identify news sources of supply such as the three party agreement and contribution to Pure Water Monterey.

**Infrastructure/Investment:** MCWD along with FORA and Monterey Regional Water Pollution Control Agency are construing a 10-mile long pipeline to transport advanced treated water to recharge groundwater basins to supply an additional 1,400 acre feet per year to the Ord Community. Other investments include irrigation water supply for ratepayers and many of the investments as outlined in RUWAP.

**Realistic Solutions:** Armstrong Ranch Groundwater Recharge proposal holds great promise and can potentially produce added supplies at a more affordable price per acre foot than other proposals.

**Local Control:** Ratepayers have entrusted MCWD to carefully manage supplies which is exactly what it has done and will continue to do so. In order to plan for the future, MCWD must safeguard current supplies since it is currently 100% groundwater dependent. In order to fulfill this obligation, MCWD has taken appropriate and transparent steps to become the Groundwater Sustainability Agency (GSA) for subbasins (including Monterey Subbasin) within its service territory only.

These are the elements of MarinaCoastFutureH2O but presented in a different manner than currently exists on the website. Rather than leading with acronyms, the thought is to package the story in a way that will spark a more emotive response to MCWD endeavors.

Ideally, RSE will create a simple microsite that is easily navigable with content broken out roughly as outlined above, and integrate into the existing site. We recommend creating the subdomain FutureH2O.mcwd.org, which will replace the “Water Supply” tab on the existing site. Many of the existing elements that have been created can be housed on the new site including the UWMP infographic and the recently produced video. It is possible to build within the existing site, however, it will be more challenging. Additionally, having a subdomain will allow us to establish the MarinaCoastFutureH2O brand as a separate, proactive approach that MCWD is undertaking with regional partners, while still having it connected to the existing MCWD brand.

**Moving Forward:** The final chapter in the story arch for MarinaCoastFutureH2O is explaining the steps to making it become a reality. First and foremost, it requires the successful recognition of MCWD as the GSA for the subbasins within its service area, further study of the geohydrology including the study by Professor Night and continued research on the feasibility of Armstrong Ranch among others. Lastly, and most importantly, it also requires that regional leaders cooperate to identify a suitable location for the Monterey Peninsula Water Supply Project other than the current CEMEX plant site which jeopardizes subbasins and compromises the promise of Armstrong Ranch.

Beyond the microsite, several activities will continue to share information with stakeholders and ratepayers.

**News Bureau:** RSE will create a MarinaCoastFutureH2O fact sheet that can be shared with key reporters and stakeholders. We also recommend adapting MCWD PowerPoint presentations to reflect this approach. We must continue to aggressively work through legacy media channels to ensure the MCWD story is accurately reflected through the release of data from new studies, continued deskside briefings, submission of op-eds, letters-to-the editor, etc.

**Social Media:** While we do not recommend creating separate social media accounts for MarinaCoastFutureH2O, we will integrate with the Facebook and Twitter profiles created this year (MarinaCoastH2O) and will provide a great deal of content for future activity. RSE will continue creating monthly content calendars and monitoring these channels.

**Infographic:** RSE will create a MarinaCoastFutureH2O infographic that can be printed and passed out at conservation outreach events and at presentations made by General Manager Keith Van Der Maaten and others as appropriate.

**Ratepayer Outreach:** Develop an informational serial campaign to ratepayers that can be delivered as a stand-alone piece or included as an insert for utility notices. As we've discussed in our status calls, due to the large number of multifamily units in the service area, it is more effective to mail stand-alone information. Different topics can include:

- ***Where Does Your Water Come From?*** A primer on groundwater and groundwater management.
- ***MarinaCoastFutureH2O*** Planning for future growth and economic development requires enhanced sources of water. The vision for MCWD includes regional leadership, infrastructure/investment, realistic solutions and local control (see above).
- ***Myth vs. Fact Monterey Peninsula Water Supply Project*** Much has been written and said on this particular subject, a plain and simple presentation of the data collected and analyzed by MCWD.
- ***Your Role in the Future Water Supply*** Don't forget, conservation has been a way of life long before the drought and must continue after (as it appears the drought has ended).

**Community Outreach:** General Manager Keith Van Der Maaten and, to a lesser extent, Director Moore spend a significant amount of time making presentations to stakeholder groups. We're recommending that the universe of community presentations be expanded to include community groups, chambers of commerce, civic groups and non-profit organizations. It may be advisable to develop a tailored presentation of **MariaCoastFutureH2O** for these groups.

**Budget:**

The existing agreement with RSE included a budget amount of \$161,750. Through April 30, 2017, RSE has invoiced \$144,531.80 for services and vendor costs, e.g., ratepayer survey and video production, leaving a balance of \$17, 218.20 for the balance of FY16/17.

With the planned scope of work for FY17/18 budgeted at \$120,000, RSE would like to immediately emphasize community engagement.

We very much appreciate working with MCWD, its staff and directors and look forward to continuing to support you in your important endeavors.

## Estimate

Marina Coast Water District  
Attn: Jean Premutati  
11 Reservation Road  
Marina, CA 93933

Estimate : 4632 - 1 - 1  
Date : 3/30/2017  
Page : 1/1

**Estimate:** 004632 MCWD - 2017 Annual Report  
**Component:** 01 MCWD - 2017 Annual Report  
**Quote:** 01  
**Revision:** 0

**Job:** 019365 2017 Annual Report  
**Component:** 01 2017 Annual Report

Estimate includes RSE staff time to write and layout a Customer Progress Report for MCWD. RSE will provide two cover options + one inside spread for review. Once design is chosen, RSE to finalize one cover and flush out remaining pages. Two rounds of revisions included in price. If additional edits are needed, change order will be provided. Production and printing costs will be provided in separate estimate.

<u>Description:</u>	<u>Amount:</u>
Creative Fee	7,200.00
Stock Photography	500.00
<b>SubTotal:</b>	<b>7,700.00</b>
<b>Tax:</b>	<b>0.00</b>
<b>Total For Estimate:</b>	<b>\$7,700.00</b>

Agency  
Authorization:

*Brian Redmond*

Client Approval  
Approved By:

Date: 3/30/2017

Date: