



# MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

Home Page: [www.mcwd.org](http://www.mcwd.org)

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## Board of Directors Community Outreach Committee Meeting

Marina Coast Water District

July 5, 2022 at 7:30 p.m.

### DIRECTORS

JAN SHRINER  
President

HERBERT CORTEZ  
Vice President

THOMAS P. MOORE  
GAIL MORTON  
MATT ZEFFERMAN

Due to Governor Newsom's Executive Order N-29-20 and recommendations on protocols to contain the spread of COVID-19, staff and Committee members will be attending the July 5, 2022 meeting remotely from various locations and the meeting will be held via Zoom conference. There will be NO physical location of the meeting.

To join the webinar:

[https://us02web.zoom.us/j/89250595818?pwd=2\\_k\\_JTtGtD6HkUwNmz5w4au-XFK5Uz.1](https://us02web.zoom.us/j/89250595818?pwd=2_k_JTtGtD6HkUwNmz5w4au-XFK5Uz.1)

Passcode: 670615

To join via phone: 1-669-900-6833

Webinar ID: 892 5059 5818

Passcode: 670615

### Committee Members

Thomas P. Moore

Matt Zefferman

Herbert Cortez - Alternate

### **Agenda**

*This meeting has been noticed according to the Brown Act rules. The Committee will receive information on, discuss and consider making recommendations to the MCWD Board on the items contained in this agenda.*

1. Call to Order/Roll Call
2. Public Comment on any item Not on the Agenda *Anyone wishing to address the Committee on matters not appearing on the Agenda may do so at this time. Please limit your comment to four minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Committee.*
3. Approve the Draft Minutes for the June 7, 2022 Meeting
4. Receive Update on District Communications
5. Identify Agenda Items for the Next Committee Meeting
6. Committee Member Comments
7. Adjournment



# Marina Coast Water District

## Draft Minutes Community Outreach Committee Meeting

June 7, 2022

### 1. Call to Order:

The June 7, 2022 meeting was called to order at 7:34 p.m. by Director Zefferman. In attendance via Zoom teleconference were:

- Committee members: Director Zefferman, and Director Moore
- Staff: Remleh Scherzinger, Derek Cray, and Paula Riso
- Public members: Martin Rauch

### 2. Public Comments on Any Item Not on the Agenda:

There was no public comment.

### 3. Approve the Draft Minutes of the April 5, 2022 Meeting:

Director Moore made a motion to approve the minutes of April 5, 2022. Director Zefferman seconded the motion. The minutes were approved by a vote of 2-Ayes (Moore, Zefferman), 0-Noes, and 0-Absent.

### 4. Receive an Update on the Public Relations Firm:

Mr. Scherzinger stated that Rauch Communications Consultants has replaced the team member that was in question and Mr. Rauch was available to answer any questions from the Committee members. Mr. Rauch gave a brief background on Jean McCauley noting that she was from the Bay Area and not involved with the local politics. He added that she has been working as a campaign manager and is active in grassroots, political organizing, community activism, and has been a Grand Juror.

### 5. Receive an Update on Signage at the District's Corporation Yard:

Director Moore commented that the Corporation Yard signage is old, small and hard to see. He suggested putting a large "MCWD Corporation Yard" sign on both the North and South sides of the property in an effort to lessen probable complaints from new homeowners located around the yard. Mr. Scherzinger commented that perhaps there could be discussion with the developer to add the notification to the sale documentation that there is a corporation yard in the neighborhood.

### 6. Identify Agenda Items for the Next Committee Meeting:

Director Moore suggested discussing the ASR1 issue and how it is being discussed in the media. Mr. Scherzinger commented that it was better to wait until the Public Relations Firm is on board to tackle this issue. The Committee asked to discuss a communication plan to go over with the PR Firm. Mr. Scherzinger said once the PR Firm is in place, a brainstorming session can be held to discuss a communication plan and later, they can bring back a draft plan for review.

Community Outreach Committee

June 7, 2022

Page 2

7. Committee Member Comments:

Director Moore thanked staff for their good work, to keep it up, and to stay safe. Director Zefferman commented that he was glad progress was being made on the PR Firm and it was going to come before the Board for consideration.

8. Adjournment:

Meeting adjourned at 8:00 p.m.



Marina Coast Water District is committed to providing sustainable and eco-friendly water services by developing recycled water, decreasing greenhouse gas emissions, and more.

**Media Notice for Immediate Release**

June 27, 2022

**Contact:** Remleh Scherzinger MBA, P.E., CSDM, General Manager  
(831) 883-5925 or [customerservice@mcwd.org](mailto:customerservice@mcwd.org)

***Marina Coast Water District is switching to 100% renewable energy***  
*This is the first step in a comprehensive climate action plan*  
*to reduce its environmental impacts.*

Marina, CA — At its regular Board meeting on June 20, the Marina Coast Water District Board of Directors authorized the purchase of 100% renewable energy to meet its power needs. The switch to 100% renewable energy will cut the District's greenhouse gas emissions by over 50%, allowing the District to provide water and wastewater services more sustainably.

**The transition to 100% renewable energy will prevent roughly 250 metric tons of greenhouse gas emissions from entering the environment each year.** The renewable energy sources — 50% wind and 50% solar — will be purchased from Central Coast Community Energy (3CE). The increase in cost for the District to purchase 100% renewable energy is only about \$1 per year per water user.

**The Board also received a District-wide Greenhouse Gas Baseline Inventory as an initiation of the Climate Action Planning process.** The 2018 Baseline Inventory assessed the District's greenhouse gas emissions and outlined possible actions to reduce District emissions, including the transition to 100% renewable energy.

**Looking to the future, the Board of Directors established an Ad Hoc Committee to focus on the District's Climate Action Plan including mitigation and adaptation strategies moving forward.** The Committee will work with staff to review recommendations for the Plan that may include adding solar and battery storage systems; converting to an electrically powered vehicle fleet; providing incentives for employees to carpool, take transit, and bike to work; as well as many other actions.

**District Board President Jan Shriner commented how pleased she and the rest of the Board are “to be able to support the great work contained for the Climate Action Plan.”** She also thanked “the team responsible for the work, especially District Water Resources Manager Patrick Breen, CivicSpark Fellow Amelia Cane, and Director Matt Zefferman for his expert review and support of the team.”

These climate actions are just a few of the many that the District takes to provide water services that are safe, affordable, reliable, and sustainable.

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***About Marina Coast Water District:*** *The MCWD's mission is to provide customers with high-quality potable and recycled water, wastewater collection, and conservation services that are safe, affordable, reliable, and sustainable through planning, management, and development of water resources in an environmentally sensitive manner. To learn more about Marina Coast Water District, visit [www.mcwd.org](http://www.mcwd.org).*