



Marina Coast Water District

Minutes Community Outreach Committee Meeting

November 1, 2022

1. Call to Order:

The November 1, 2022 Community Outreach Committee meeting was called to order at 7:38 p.m. by Director Zefferman. In attendance via Zoom teleconference were:

- Committee members: Director Zefferman, and Director Moore
- Staff: Remleh Scherzinger, Patrick Breen, and Paula Riso
- Public members: None

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

There was no public comment.

3. Approve the Draft Minutes of the October 4, 2022 Meeting:

Director Moore made a motion to approve the minutes of October 4, 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 Update on District Communications:

Mr. Scherzinger gave a quick update with the following:

- Rauch Communications was working on distributing an e-flyer through social media, Instagram, Twitter, Facebook, and LinkedIn. He said they were also going to run ads in the local newspapers, as well as the Sac Bee, with Director Moore's recent editorial.
- Rauch was helping President Shriner prepare another editorial for publication.
- On Facebook, the District received over 17,000 impressions in the last 30 days; while Instagram received 12,000 impressions; and with the e-flyers, the engagement increased from 43% to 57%.
- Shared the EPA Award on social media
- The Recycled Water grand opening went well and will begin flowing tomorrow
- Senator Laird's tour was posted
- MCWD was moving to 100% renewable energy

5. Discuss the Water Conservation Education Program Metrics:

Mr. Breen introduced this item and reviewed different metrics that the District receives each year from the Education Program. Some of those metrics are:

- Students Reached
 - Breakdown by school
- % Students reached
 - Breakdown by school
- Instruction hours per Student

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Agenda item 5 (continued):

- Instruction hours per School
- Number of special presentations
 - Breakdown by School
- Homework return percentage
- Teacher feedback percentage
- Expenditure per hour instruction
- Breakdown of hours of Instruction vs. Preparation
- Results of Before/After Comprehension testing (optional)

Mr. Breen was asked to take these metrics and go backwards to see if there were any gaps during the years.

6. Identify Agenda Items for the Next Committee Meeting:

The listed items will be brought forward when the information is available.

7. Committee Member Comments:

Director Moore thanked staff for their good work. Director Zefferman stated that he was glad to finally see the metrics.

8. Adjournment:

Meeting adjourned at 8:30 p.m.