



MARIN MUNICIPAL WATER DISTRICT

Posting Date: February 16, 2018

220 Nellen Avenue Corte Madera CA 94925-1169

www.marinwater.org

NOTICE OF SPECIAL MEETING BOARD OF DIRECTORS/COMMUNICATIONS COMMITTEE*

Notice is hereby given that a Special Meeting of the Marin Municipal Water District's Board of Directors /Communications Committee will be held as follows:

MEETING DATE: Wednesday, February 21, 2018

TIME: 9:30 A.M.

LOCATION: 1) MMWD Board Room, 220 Nellen Ave., Corte Madera, CA 94925

AGENDA

ITEM	RECOMMENDATION	APPROX. START
<input type="checkbox"/> CALL TO ORDER		9:30 a.m.
<input type="checkbox"/> ADOPT AGENDA		9:31 a.m.
<input type="checkbox"/> PUBLIC EXPRESSION**		9:32 a.m.
<input type="checkbox"/> CALENDAR		
1. Minutes of December 7, 2018 Meeting	<i>Approve</i>	9:35 a.m.
2. Water Scholars Program Update	<i>Information</i>	9:38 a.m.
3. Communications Strategic Plan	<i>Information</i>	9:45 a.m.
4. MMWD at Work Campaign	<i>Information</i>	10:05 a.m.



Stephanie Eichner-Gross
Board Secretary

ADA NOTICE AND HEARING IMPAIRED PROVISIONS: The board room is equipped with sound amplifying units for use by the hearing impaired. The units operate in conjunction with the room's sound system. You may request the personal sound amplifier from the Board Secretary for use during meetings.

In accordance with the Americans with Disabilities Act and California Law, it is the policy of the Marin Municipal Water District to offer its public programs, services, and meetings in a manner that is readily

MMWD BOARD OF DIRECTORS: Larry Bragman, Jack Gibson, Cynthia Koehler, Armando Quintero; Larry Russell

**The designated chair is Director Koehler and the designated vice chair is Director Gibson. Other board members may attend as they wish.*

***Anyone wishing to speak on an item other than those listed on this agenda will be recognized at this time. We ask any person wishing to be heard to come to the podium to address the board and state your name and address for the public record. A 3-minute limit is customary; however the committee chair may adjust the actual time allotted to accommodate the number of speakers.*

accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, an agenda, and/or agenda packet in an appropriate alternative format, or if you require other accommodation, please contact Stephanie Eichner-Gross at (415) 945-1448, at least two days in advance of the meeting. Advance notification within this guideline will enable the district to make reasonable arrangements to ensure accessibility.

* * * * *



**MARIN MUNICIPAL
WATER DISTRICT**

ITEM No. 1
MEETING DATE: February 21, 2018
MEETING: Board of Directors /
Communications
Committee

STAFF REPORT

SUBJECT: Minutes for the Communications Committee meeting of December 7, 2017

SUBMITTED BY: Charisse Beronilla, Administrative Assistant
Lon Peterson, Water Conservation Manager
Charles Duggan, Manager/Treasurer,
Administrative Services Division

RECOMMENDED ACTION: Approval

ATTACHMENT:

1. Minutes of December 7, 2017 Communications Committee Meeting

MINUTES OF DECEMBER 7, 2017 COMMUNICATIONS COMMITTEE MEETING

**MARIN MUNICIPAL WATER DISTRICT
BOARD OF DIRECTORS / COMMUNICATIONS COMMITTEE**

IN ATTENDANCE:

DIRECTORS PRESENT: Larry Bragman, Jack Gibson, Larry Russell, Cynthia Koehler

DIRECTORS ABSENT: Armando Quintero

CALL TO ORDER: Cynthia Koehler called the meeting to order at 9:35 a.m.

ADOPT AGENDA: By simple motion, the agenda was adopted.

PUBLIC EXPRESSION: There was no public expression.

ITEM 1. MINUTES OF AUGUST 16, 2017 MEETING:

By simple motion, the minutes were approved.

ITEM 2. COMMUNICATIONS DEPARTMENT ACTIVITIES UPDATE

Ann Vallee, Communications Specialist, Administrative Services Division, updated the board on MMWD's outreach activities. Among those highlighted were: Red Flag Warnings for MMWD watershed lands, "Be Prepared" brochure/bill insert for customers, *On the Water Front* customer newsletters, MMWD's water education programs for the 2017-18 school year, the Marin-Friendly Virtual Garden Tour, MMWD's participation in MillerFest, and the district's digital communications. Ms. Vallee shared a video of one of the Marin-Friendly Virtual Garden Tour interviews from the fall. A brief discussion followed.

ITEM 3. WATER SCHOLARS PROGRAM

Ann Vallee, Communications Specialist, Administrative Services Division, summarized the new Water Scholars Program, which was created at the board's recommendation to promote water education and water awareness for high school students. The details of the scholarship and outreach efforts were discussed by the committee.

ITEM 4. PUBLIC OPINION SURVEY

Emma Detwiler, Communications Specialist, Administrative Services Division, informed the Board of the upcoming focus groups and multi-mode surveys of District customers by Probolsky Research. Ms. Detwiler went over the previous survey done by Probolsky in May of 2015, and asked the board for their input and suggestions on what they would like to see in the new surveys and focus groups.

Adam Probolsky, President of Probolsky Research, gave an overview of the program and responded to board questions.

ADJOURNMENT

There being no further business, the meeting of December 7, 2017 adjourned at 10:45 a.m.



STAFF REPORT

SUBJECT: Communications Strategic Plan

SUBMITTED BY: Lon Peterson, Water Conservation Manager
Charles Duggan, Manager/Treasurer,
Administrative Services Division

RECOMMENDED ACTION: Information

EXECUTIVE SUMMARY: The Conservation Department is creating a communications strategic plan to guide MMWD's outreach efforts over the next two years. The plan will have a solid foundation in research and serve as a road map for MMWD's communications efforts related to helping customers understand the value of water, investing in infrastructure, stewardship of the District's incredible watershed, using water efficiently and other themes.

The communications strategic plan is envisioned to include three prongs: Water Conservation Outreach focused on helping customers "Make Water Conservation a California Way of Life" over the long-term, Drought Emergency Outreach focused on helping customers reduce their water use quickly during a drought and Community Outreach and Engagement focused on educating and engaging customers in our ongoing investments in infrastructure (including green infrastructure) what it takes to deliver reliable, high-quality water to homes and businesses and manage and provide stewardship of the MMWD's assets and resources.

The communications strategic plan will take into account AWWA's overall marketing plan and messages when possible and feasible. The ultimate goal is to educate and motivate customers to undertake behaviors most likely to yield water savings (especially actions that can be taken in the landscape) both during a drought and as a foundation for anticipated new state requirements for long-term water conservation framework (Making Water Conservation a California Way of Life), and to increase understanding of how MMWD operates, current and future challenges with a focus on the District's capital improvement program, budget and finances, as well as the rate development process.

STRATEGIC PLAN ALIGNMENT: This item aligns with the District's 5-Year Strategic Plan Goal 3 (Communications)

ATTACHMENTS: None



STAFF REPORT

SUBJECT: Water Scholars Program Update
SUBMITTED BY: Ann Vallee, Communications Specialist
Lon Peterson, Water Conservation Manager
Charles Duggan, Manager/Treasurer,
Administrative Services Division
RECOMMENDED ACTION: Information

EXECUTIVE SUMMARY: In September 2017 we launched our new Water Scholars Program, created at the board’s recommendation to promote water education and water awareness for high school students. The program invites high school seniors to share their ideas about the importance of clean water, water conservation and watershed preservation in an original essay, with the opportunity to earn a \$1,000 scholarship to support their post-high school education.

As this is the first year of the program, we were pleased to receive applications from 18 students representing seven public and private high schools throughout our service area. Communications staff are currently screening the applications, and Director Quintero has agreed to serve as judge. We plan to award the scholarships in a board meeting presentation in April or May. Up to two scholarships will be awarded, with funding from non-ratepayer funds within the FY 2017-18 Community Outreach budget.

Water Scholars Program timeline:

Sept. 2017	Program launched
Sept. 2017 – Jan. 2018	Program promoted (see details below)
Jan. 26, 2018	Application deadline
Feb. 2018	Applications screened by Communications staff
March 2018	Final judging
April-May 2018	Winners notified; presentation at board meeting TBD

We promoted the Water Scholars Program via:

- Inclusion in our annual *Water Wonders* school programs brochure, mailed to 1,570 educators in our service area
- *Water Wonders* email to 1,356 educators and school board members
- Special mailing to high school guidance counselors
- Listing in Naviance scholarship database
- News release

- Facebook/Instagram ad campaign
- Website and social media postings
- Direct outreach to teacher participants in our school programs

STRATEGIC PLAN ALIGNMENT: This item aligns with the District's 5-Year Strategic Plan Goal 3 (Communications)

ATTACHMENTS: None



STAFF REPORT

SUBJECT: MMWD at Work Campaign

SUBMITTED BY: Emma Detwiler, Communications Specialist
Lon Peterson, Water Conservation Manager
Charles Duggan, Manager/Treasurer, Administrative Services Division

RECOMMENDED ACTION: Information

EXECUTIVE SUMMARY: In an effort to inform our customers about MMWD’s complex distribution system, 24/7 reliability of safe water, watershed stewardship and the expertise needed to accomplish our mission, the Communications Department is launching the “MMWD at Work” campaign.

The MMWD at Work campaign features employees from across the District’s divisions and highlights their roles and responsibilities in supporting our mission. The features will be prominently posted to our website as homepage slides, will be used as blog posts, appear in the employee newsletter *Inside the Waterfront* and other outreach materials as appropriate.

STRATEGIC PLAN ALIGNMENT: This item aligns with the District’s 5-Year Strategic Plan Goal 3 (Communications)

ATTACHMENTS: None