



**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, May 16, 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 February 21, 2018 Meeting	<i>Approve</i>	9:35 a.m.
2.	Community Survey Results	<i>Information</i>	9:38 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 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


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.*

days in advance of the meeting. Advance notification within this guideline will enable the district to make reasonable arrangements to ensure accessibility.

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**MARIN MUNICIPAL
WATER DISTRICT**

ITEM No. 1
MEETING DATE: May 16, 2018
MEETING: Board of Directors /
Communications
Committee

STAFF REPORT

SUBJECT: Minutes for the Communications Committee meeting of February 21, 2018

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 February 21, 2018 Communications Committee Meeting

MINUTES OF FEBRUARY 21, 2018 COMMUNICATIONS COMMITTEE MEETING

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

IN ATTENDANCE:

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

DIRECTORS ABSENT: Armando Quintero

CALL TO ORDER: Cynthia Koehler called the meeting to order at 9:34 a.m.

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

PUBLIC EXPRESSION: There was no public expression.

ITEM 1. MINUTES OF DECEMBER 7, 2017 MEETING

By simple motion, the minutes were approved.

ITEM 2. WATER SCHOLARS PROGRAM UPDATE

Ann Vallee, Communications Specialist, provided an update on MMWD's Water Scholars Program including the outreach methods used to promote the program. A brief discussion followed.

General Manager Krishna Kumar expressed interest in continuing the scholarship on a yearly basis.

ITEM 3. COMMUNICATIONS STRATEGIC PLAN

Lon Peterson, Water Conservation Manager, gave an update on MMWD's Communications Strategic Plan. Mr. Peterson briefed the Board on MMWD's current efforts and plans to help 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 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 MMWD's assets and resources. A PowerPoint presentation was included.

ITEM 4. MMWD AT WORK CAMPAIGN

Emma Detwiler, Communications Specialist, presented the MMWD at Work Campaign, which features employees from across the District's divisions and highlights their roles and responsibilities in supporting our mission.

ADJOURNMENT

There being no further business, the meeting of February 21, 2018 adjourned at 10:28 a.m.



STAFF REPORT

SUBJECT: Community Survey Results

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

RECOMMENDED ACTION: Information

EXECUTIVE SUMMARY: In an effort to keep up to date on public perception of the District, staff partnered with Probolsky Research to conduct focus groups and multi-mode (landlines, mobile phones, and online) surveys of District customers in Spring 2018.

In May of 2015, Probolsky Research conducted a similar polling project and presented results to the Board on June 19, 2015. The 2018 Community Survey used many of the same questions as the 2015 survey so that benchmarks could be made from 2015 to present.

Mr. Probolsky is here today to present the results of the Community Survey and answer any questions.

Due to the size of the Community Survey results PDF, it is not attached to this staff report. To request a copy, contact the Communications Department at water@marinwater.org, or 415-945-1421.

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

ATTACHMENTS: None