



**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, August 15, 2018
- TIME:** 9:30 A.M.
- LOCATION:** 1) MMWD Board Room, 220 Nellen Ave., Corte Madera, CA 94925
2) 1014 Torney Ave., San Francisco, CA 94129 (Director Koehler)

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 May 16, 2018 Meeting	<i>Approve</i>	9:35 a.m.
2. Miscellaneous Agreement No. 5634 for MMWD Printing Projects	<i>Recommendation</i>	9:38 a.m.
3. Water Scholars and School Program Outreach	<i>Information</i>	9:43 a.m.
4. Communications Department Activity Update	<i>Information</i>	9:48 a.m.


Stephanie Eichner-Gross
Board Secretary

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.*



**MARIN MUNICIPAL
WATER DISTRICT**

ITEM No. 1
MEETING DATE: August 15, 2018
MEETING: Board of Directors /
Communications
Committee

STAFF REPORT

SUBJECT: Minutes for the Communications Committee meeting of May 16, 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 May 16, 2018 Communications Committee Meeting

MINUTES OF MAY 16, 2018 COMMUNICATIONS COMMITTEE MEETING

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

IN ATTENDANCE:

DIRECTORS PRESENT: Jack Gibson, Cynthia Koehler, Armando Quintero, Larry Russell

DIRECTORS ABSENT: Larry Bragman

CALL TO ORDER: Director Koehler called the meeting to order at 9:30 a.m.

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

PUBLIC EXPRESSION: There was no public expression.

ITEM 1. MINUTES OF FEBRUARY 21, 2018 MEETING

By simple motion, the minutes were approved.

ITEM 2. COMMUNITY SURVEY RESULTS

Lon Peterson, Water Conservation Manager, introduced Adam Probolsky, President of Probolsky Research. Mr. Probolsky presented results from the focus groups and multi-mode (landlines, mobile phones, and online) surveys of District customers conducted in spring 2018. The surveys gauged community perceptions of MMWD, knowledge about our water supply, conservation actions our customers have taken or would consider, and similar topics. The 2018 survey used many of the same questions as the 2015 survey so that benchmarks could be made.

Mr. Probolsky answered questions from the board, and a brief discussion followed.

ADJOURNMENT

There being no further business, the meeting of May 16, 2018 adjourned at 10:30 a.m.



STAFF REPORT

SUBJECT: Miscellaneous Agreement No. 5634 for MMWD Printing Projects

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

RECOMMENDED ACTION: For review and referral to the Board with the Communications Committee's recommendation to approve Resolution No. 8509 authorizing award of Miscellaneous Agreement No. 5634 to Business Communications Resources in the amount of \$38,589.88.

EXECUTIVE SUMMARY:

On July 26, 2018, MMWD received seven bids for the subject contract, which involves a variety of printing projects for the district including our customer newsletter, bill inserts, brochures, Annual Water Quality Report, stationary, envelopes and similar items printed on an annual or recurring basis. These materials support our public outreach efforts on conservation, water quality, watershed, and other topics, as well as customer service and billing.

The apparent low bid was submitted by Folger Graphics; however, the bid contained a miscalculation making it in fact the third low bid. The apparent second low bid was submitted by Divdat; however, the bid was deemed non-responsive due to failure to sign and return the Addendum No. 1 acknowledgement document. Therefore, the lowest responsible bid was submitted by Business Communications Resources (BCR) in the amount of \$38,589.88.

The print contract is one-year agreement beginning September 1, 2018 and ending August 31, 2019. MMWD has the option to renew the contract for a second and third year. The grand total of the contract for the three years, should MMWD elect to extend the contract, would be \$115,769.64 with possible price increases in years two and three that are deemed reasonable and justifiable by legitimate material cost increases to the supplier.

BCR has completed numerous printing projects for the district and held the district's two most recent print contracts. Their bid documents have been reviewed. The documents are complete and satisfactory.

Based on BCR's qualifications and their submittal of the lowest responsible bid on this contract, staff recommends that the Communications Committee refer this item to the board with the recommendation to approve Resolution No. 8509 authorizing award of Miscellaneous

MARIN MUNICIPAL WATER DISTRICT

RESOLUTION NO. 8509

WHEREAS, On July 26, 2018, the District received seven bids for Miscellaneous Agreement No. 5634; and

WHEREAS, the bid of Folger Graphics, the apparent low bid, contained a miscalculation making it in fact the third low bid, and the bid of Divdat, the apparent second low bid, is deemed non-responsive due to failure to sign and return the Addendum No. 1 acknowledgement document;

NOW, THEREFORE, BE IT RESOLVED that the bid of \$38,589.88 submitted by Business Communication Resources for the MMWD Printing Projects under Miscellaneous Agreement No. 5634 was the lowest responsible bid submitted therefor, and said bid is hereby accepted.

BE IT FURTHER RESOLVED that a contract for this project be awarded to said low bidder, and the General Manager and Secretary are authorized and directed to execute said contract on behalf of the District upon receipt of a performance bond, payment bond, proof of insurance, and the executed contract for the work from said bidder.

BE IT FURTHER RESOLVED that upon complete execution of said contract, the bonds and/or checks of the other bidders are to be returned to said other bidders, and all bids other than that of Business Communication Resources, are to be rejected.

PASSED AND ADOPTED this 21st day of August 2018 by the following vote of the Board.

AYES: @

NOES: @

ABSENT: @

President, Board of Directors

ATTEST:

Secretary



STAFF REPORT

SUBJECT: Water Scholars Program and School Outreach

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

RECOMMENDED ACTION: Information

EXECUTIVE SUMMARY: At the board's recommendation, in September 2017 we launched our new Water Scholars Program to help promote water education and water awareness for high school students. The program invited high school seniors to share their ideas about the importance of clean water, water conservation and watershed preservation in an original essay.

We received applications from students representing seven public and private high schools throughout our service area, and were very impressed by the quality and diversity of the applications. In May 2018, we awarded \$1,000 scholarships to five graduating seniors. Over the summer, we highlighted the students' work via our blog, website, *On the Water Front* customer newsletter, social media and a news release.

Due to the success of the Water Scholars Program, we are continuing the program for the 2018-19 school year. As back-to-school time approaches, Communications staff is working on school program outreach for the coming year, which will include additional promotion of the scholarships.

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

ATTACHMENTS: None



**MARIN MUNICIPAL
WATER DISTRICT**

ITEM No. 4
MEETING DATE: August 15, 2018
MEETING: Board of Directors /
Communications
Committee

STAFF REPORT

SUBJECT: Communications Department Activities Update

SUBMITTED BY: Ann Vallee & Emma Detwiler, Communications Specialists
Lon Peterson, Water Conservation Manager
Charles Duggan, Manager/Treasurer,
Administrative Services Division

RECOMMENDED ACTION: Information

EXECUTIVE SUMMARY: MMWD's Communications Department continues to expand our outreach activities and amplify our reach. In the period since our last meeting on May 16, we:

- Were featured in 25 media stories in local newspaper, radio and television
- Produced the Annual Water Quality Report, and notified customers via a bill insert, special postcard mailing to non-billing customers, Facebook, Twitter, Nextdoor and Instagram postings
- Notified our customers of numerous pipeline replacement projects that created traffic impacts in their neighborhoods through targeted Nextdoor postings, website updates, and letters mailed to their homes
- Worked closely with engineering, watershed management and other departments to post information about the many different landslide repairs happening on the watershed. We coordinated closely with Marin County Parks as one of our projects is located on Crown Road which falls under their jurisdiction. Hiker, biker and equestrian groups were given advanced notice of the projects and recreational reroutes were offered whenever possible.
- Continued our "MMWD at Work" campaign highlighting the skilled workforce who operate our water system 24/7/365, including producing a video featuring MMWD Park Ranger Matt Cerkel
- Designed outreach letters and fliers to notify AMI Pilot Program participants of potential leaks and to encourage them to sign up for the EyeOnWater customer portal
- Continued our "Stop Running Toilets" campaign in partnership with the San Rafael Pacifics
- Created new MMWD collateral—including an-already-in-demand dog bowl—along with new signage for our lobby conservation giveaway bins
- Designed and published the July-August *On the Water Front* customer newsletter
- Continued to expand the district's digital communications including video, website, social media and blog