



**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 20, 2019

**TIME:** 9:30 A.M.

**LOCATION:** 1) MMWD Board Room, 220 Nellen Ave., Corte Madera, CA 94925  
2) Hampton Inn - San Francisco Airport, 300 Gateway Blvd, South San Francisco, CA 94080 (Director Russell)

**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 November 21, 2018 Meeting	<i>Approve</i>	9:35 a.m.
2. Communications Activities Update	<i>Information</i>	9:38 a.m.
3. Rate Outreach Plan Update	<i>Information</i>	9:45 a.m.

Stephanie Eichner-Gross  
Board Secretary  
*A.S. Div. Manager*

**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

**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.*

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 20, 2019  
**MEETING:** Board of Directors /  
Communications  
Committee

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**STAFF REPORT**

**SUBJECT:** Minutes for the Communications Committee meeting of November 21, 2018  
**SUBMITTED BY:** Charisse Beronilla, Administrative Assistant  
Charles Duggan, Manager/Treasurer,  
Administrative Services Division  
**RECOMMENDED ACTION:** Approval

**ATTACHMENT:**

1. Minutes of November 21, 2018 Communications Committee Meeting

**MINUTES OF NOVEMBER 21, 2018 COMMUNICATIONS COMMITTEE MEETING**

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

**IN ATTENDANCE:**

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

**CALL TO ORDER:** Director 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 15, 2018 MEETING**

By simple motion, the minutes were approved.

**ITEM 2. MMWD COMMUNICATIONS DEPARTMENT ACTIVITIES UPDATE**

Emma Detwiler and Ann Vallee, Communications Specialists, gave an overview of Communications Department activities since the previous committee meeting. Highlights included: MMWD featured in various media stories, a campaign to increase awareness of and participation in MMWD's Discounted Rate Programs, continuation of the "MMWD at Work" campaign, promotion of our various school programs for the 2018-2019 school year, notification to customers of numerous pipeline replacement projects, partnering with other local agencies to get word out about our infrastructure projects, the design and publication of the recent *On the Water Front* customer newsletter, the development of an FAQ and bill insert on California's new water efficiency legislation and its implications for MMWD and our customers, the publishing and promotion of MMWD's new *Watershed Approach to Landscaping* handbook, and the continuation and expansion of the district's digital communications. A video from MMWD's Instagram account of a helicopter rescue on the watershed was shown. A brief discussion followed.

**ITEM 3. INSIDE SOURCE E-NEWSLETTER**

Ann Vallee presented on the rebranding and relaunching of the district's monthly *Inside Source* e-newsletter. Among other topics, subscribers will find updates on the new water conservation legislation; conservation resources, rebates and how-to tips; how and why of MMWD infrastructure investments, and updates on pipeline projects in their neighborhoods; watershed stewardship news, projects and volunteer opportunities; water supply news and rainfall/reservoir updates; and meetings, events and other opportunities to engage with MMWD. Ms. Vallee shared some analytics on open rates and click-throughs, which offer useful feedback on how readers are engaging with the content.

**ITEM 4. SPEAKERS BUREAU UPDATE**

Emma Detwiler gave the Board an update on the Speakers Bureau, informing them of the 24 presentations given so far. The Board expressed support for continuing this outreach to the community.

**ADJOURNMENT**

There being no further business, the meeting of November 21, 2018 adjourned at 10:35 a.m.



**STAFF REPORT**

**SUBJECT:** Communications Department Activities Update

**SUBMITTED BY:** Ann Vallee & Emma Detwiler, Communications Specialists  
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 November 21, we:

- Were featured in 39 media stories in local newspaper, radio and television
- Continued our "MMWD at Work" campaign highlighting the skilled workforce who operate our water system 24/7/365, including producing a video featuring Senior Customer Service Representative Gloria Hughes.
- Promoted our Water Scholars program via a special mailing, news release and social media. (The application deadline was February 8, 2019.)
- 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. We also produced a news update video about the San Francisco Blvd pipeline project in San Anselmo.
- Posted a notification on Nextdoor to targeted neighborhoods regarding our water main cleaning (flushing) program.
- Met with the San Rafael Pacifics and outlined our sponsorship agreement for the 2019 season.
- Planned our outreach efforts for #FixALeakWeek and #DrinkingWaterWeek.
- Created annual outreach materials for our 2019 volunteer program, including English and Spanish brochures and posters.
- Designed and published the January-February and March-April *On the Water Front* customer newsletter.
- Designed and published the December and January *Inside Source* e-newsletters.
- Continued to expand the district's digital communications including video, website, social media and blog.

**STRATEGIC PLAN ALIGNMENT:** This item aligns with the district's Strategic Plan Goal 3 (Communications).

**ATTACHMENTS:** None



**MARIN MUNICIPAL  
WATER DISTRICT**

**ITEM NO.** 3  
**MEETING DATE:** February 20, 2019  
**MEETING:** Board of Directors /  
Communications  
Committee

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**STAFF REPORT**

**SUBJECT:** Rates Outreach Plan Update

**SUBMITTED BY:** Emma Detwiler & Ann Vallee, Communications Specialists  
Charles Duggan, Manager/Treasurer,  
Administrative Services Division

**RECOMMENDED ACTION:** Information

**EXECUTIVE SUMMARY:** MMWD's Communications Department has been developing the outreach plan and materials for the proposed rate increase and 218 notification process. Our primary foci have been:

- Developing messaging and talking points
- Direct outreach to interested groups and media
- Planning two community workshops for April
- Developing FAQs and other content for web, social media and video
- Developing the Prop 218 notice mailer as well as the Scope of Work for the mailing contract

At this meeting, we will share details about our efforts so far, and welcome the board's feedback on the outreach plan.

**STRATEGIC PLAN ALIGNMENT:** This item aligns with the district's Strategic Plan Goal 3 (Communications) and Goal 2 (Financial Stewardship)

**ATTACHMENTS:** None