



NOTICE OF SPECIAL MEETING
BOARD OF DIRECTORS
(COMMUNICATIONS)

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

MEETING DATE: Tuesday, December 10, 2019
TIME: 9:30 a.m.
LOCATION: MMWD Board Room: 220 Nellen Ave., Corte Madera, CA 94925

AGENDA

Table with 3 columns: ITEM, RECOMMENDATION, APPROX. START. Rows include: CALL TO ORDER (9:30 a.m.), ADOPT AGENDA (9:31 a.m.), PUBLIC EXPRESSION* (9:32 a.m.), CALENDAR, 1. Minutes of May 15, 2019 Meeting (Approve, 9:35 a.m.), 2. Website Development Update (Information, 9:40 a.m.), 3. Communications Update (Information, 9:50 a.m.)

Handwritten signature of Donna Lahey
Acting Board Secretary
Donna Lahey

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

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

* 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 Board chair may adjust the actual time allotted to accommodate the number of speakers.

other accommodation, please contact Donna Lahey 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.

INFORMATION PACKETS ARE AVAILABLE FOR REVIEW AT THE CIVIC CENTER LIBRARY, CORTE MADERA LIBRARY, FAIRFAX LIBRARY, MILL VALLEY LIBRARY, MMWD OFFICE AND MMWD WEBSITE (MARINWATER.ORG)

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FUTURE BOARD OF DIRECTORS MEETINGS:

Tuesday, December 10, 2019 Special Meeting / E-Bikes Community Advisory Committee, 6:00 p.m.	MMWD Board Room
Tuesday, December 17, 2019 Regular Meeting, 7:30 p.m.	MMWD Board Room
Thursday, December 19, 2019 Special Meeting Watershed, 1:30 p.m.	MMWD Board Room



**MARIN MUNICIPAL
WATER DISTRICT**

ITEM NO. 1
MEETING DATE: December 10, 2019
MEETING: Board of Directors

STAFF REPORT

SUBJECT: Minutes of May 15, 2019 Meeting

SUBMITTED BY: Charisse Beronilla, Administrative Assistant

RECOMMENDED ACTION: Approve

ATTACHMENT:

1. Minutes of May 15, 2019 Special Board of Directors Meeting (Communications)

**THE BOARD OF DIRECTORS
OF MARIN MUNICIPAL WATER DISTRICT**

Minutes of the meeting of the Special Meeting of the Board of Directors (Communications) held on Wednesday, May 15, 2019 at 220 Nellen Avenue, Corte Madera, California.

Directors present: Cynthia Koehler, Jack Gibson, Larry Bragman and Larry Russell (Note: Director Koehler participated via teleconference)

Directors absent: Armando Quintero

CALL TO ORDER: Director Gibson called the meeting to order at 9:41 a.m.

ADOPT AGENDA: On motion of Director Bragman, seconded by Director Russell, the Board approved the agenda as presented by the following roll call vote:

Ayes: Directors Bragman, Gibson, Koehler, and Russell
Noes: None
Absent: Director Quintero
Abstain: None

PUBLIC EXPRESSION: None

ITEM 1. MINUTES OF THE FEBRUARY 20, 2019 MEETING

On motion of Director Bragman, seconded by Director Russell, the Board approved the minutes of the February 20, 2019 meeting as presented by the following roll vote:

Ayes: Directors Bragman, Gibson, Koehler, and Russell
Noes: None
Absent: Director Quintero
Abstain: None

ITEM 2. E-BIKES CITIZEN ADVISORY COMMITTEE

Crystal Yezman, Facilities and Watershed Division Manager, presented the staff report. In December 2018, MMWD hosted an E-bike public workshop. In March 2019, direction was received from the Board to form a Citizens Advisory Committee. Of the forty seven applications that were sent, a list of 10 individuals were recommended to serve on the Citizens Advisory Committee for 8 months and review issues associated with E-bikes on watershed lands. The committee members will then provide feedback to the Board regarding next steps.

Staff plans on contracting with an academic, not-for-profit professional facilitator to assist with the formation of the committee charter, meetings, consensus building, and drafting of a final report for CAC approval and presentation to the Board.

A question and answer period followed.

Debbie Rafael (spoke at 00:13:56 on the digital recording)

Jonathan Frieman spoke (at 00:15:51 on the digital recording)

A brief discussion by the Board followed.

ITEM 3. COMMUNICATIONS ACTIVITIES UPDATE

Emma Detwiler, Communications Specialist, presented the staff report and provided the Board with a communications activities update. There have been 49 media stories in local newspapers, radio and television since the February 20, 2019 meeting.

A short video of a pipeline project update was presented to the Board.

Ann Vallee, Communications Specialist, updated the Board on MMWD's participation in the Sonoma-Marin Saving Water Partnership's 2019 Eco-Friendly Garden Tour on May 4, 2019. An overview of the marketing efforts for this program was given to the Board. A short marketing video clip was presented to the Board.

Ms. Vallee gave the Board additional updates on various outreach activities, including: MMWD at Work, Fix a Leak Week, Drinking Water week, *On the Water Front* customer newsletters and bill inserts, *Inside Source* e-newsletters and Website enhancements.

Ms. Detwiler gave an overview of MMWD night with the San Rafael Pacifics.

Ms. Detwiler updated the Board on the Communications Department's coordination with District staff and agency partners to plan outreach efforts regarding PG&E's Public Safety Power Shutdown (PSPS) program.

ITEM 4. RATE OUTREACH UPDATE

Ms. Detwiler presented the staff report and provided the Board with a Rate Outreach Update. She gave an overview of MMWD's efforts including: two public workshops held on April 25 at the Mill Valley Community Center and May 15 at the Albert J. Boro Community Center, mailing of the rate notice to parcel owners and MMWD customers, in compliance with California Proposition 218, and creating and launching the marinwater.org/rates landing page, which provides a variety of informational materials, including residential bill calculator.

A brief discussion followed.

ADJOURNMENT

There being no further business, the meeting of May 15, 2019, was adjourned at 10:33 a.m.

President, Board of Directors

ATTEST:

Secretary



STAFF REPORT

SUBJECT: Website Development Update

SUBMITTED BY: Jeanne Mariani-Belding, Communications and Public Affairs Manager
Ben Horenstein, General Manager

RECOMMENDED ACTION: Information

EXECUTIVE SUMMARY:

The District’s website is one of the most important sources of public information, and it is an essential part of our communications and community outreach programs. Our website also plays an important role in increasing awareness and understanding of the District’s mission, programs and goals. We are in the process of developing a new user-focused website that is modern, easy to navigate, with content that successfully shares our story with the broadest audience possible.

FISCAL IMPACT: YES _____ NO _____ **FISCAL YEAR:** 2020 _____

FISCAL IMPACT NARRATIVE:

The budgeted amount of \$59,440 reflects total cost for planning, design, implementation, content migration, testing, quality assurance, and launch.

BACKGROUND:

The District began its efforts to develop a new website in September, by connecting with similar agencies that had recently developed new websites, and talking with website developers about Content Management Systems (CMS), technology, and design features so that the new website benefits from best practices and the latest technology.

In October, the District issued a Request for Proposals (RFP), and in November, selected MIG Inc. to design, develop and launch the new site. This Bay Area-based team has developed hundreds of sites over the years, including sites for local governments, watershed and conservation organizations, and public utilities. They are known for their award-winning design work, their collaboration, and technical support.

Initial design work is slated to begin in mid-December, with content migration and site testing expected in March/April 2020. Our target launch date is April/May 2020.

In addition to a clean, modern design that is easy to navigate, some key features of the District’s new website will include:

- An improved customer interface for customers who need to access their accounts and pay their bills
- Maximum optimization to make the website more responsive for mobile, tablet, desktop, and large monitor users
- Full compliance with the Americans with Disabilities Act and Web Content Accessibility guidelines (WCAG) and Section 508 accessibility laws
- Improved website architecture that is more intuitive for users, making it easier for the public to find information, with fewer clicks.
- A revamped library that is well organized, and easier to search and find documents
- Greater reliability, with 99.9% up time
- Improved design, visuals and graphics to better communicate the District’s story

STRATEGIC PLAN ALIGNMENT:

This item aligns with the District’s Strategic Plan Goal 3, Communications. Strategy 2: Develop effective community outreach (Evaluate and implement promising technology to improve outreach and education programs); Strategy 3: Improve customer experience (Provide transparent and easy public access to MMWD financial information).

REVIEWED BY:	A.S.D Manager/Treasurer	<input type="checkbox"/>	NA	<input checked="" type="checkbox"/>
	General Counsel	<input type="checkbox"/>	NA	<input checked="" type="checkbox"/>
	General Manager	<input checked="" type="checkbox"/>	NA	<input type="checkbox"/>

ATTACHMENTS:

None



STAFF REPORT

SUBJECT: Communications Department Highlights

SUBMITTED BY: Jeanne Mariani-Belding, Communications and Public Affairs Manager
Emma Detwiler, Communications Specialist

RECOMMENDED ACTION: Information

EXECUTIVE SUMMARY: In addition to some major projects, such as the new website, our communications team has been working on comprehensive improvements to our overall program. This includes a thorough review of outreach materials, and our social media programs. Work has also begun on examining all of our community outreach events and sponsorships across the agency to ensure they are in strategic alignment with our mission, vision, and goals.

FISCAL NARRATIVE: No fiscal impact.

BACKGROUND: Part of our work to revamp our programs and materials will include improving the quality of our overall messaging and developing fresh approaches to increasing public awareness and community engagement. This includes:

- Developing a stronger narrative that reflects the importance and complexity of the District’s mission and roles
- Evaluating the effectiveness of our programs, and reviewing frequency and formats
- Developing innovative ways to reach a broader audience in a more engaging and proactive way
- Using data to improve and expand our digital programs across all platforms

In addition, the communications team worked to get the District’s messaging out during the PG&E Public Safety Power Shutoffs by issuing several media advisories, using social media platforms, and coordinating with other public information officers in the county to expand the District’s reach.

The Communications team also joined other water agencies throughout the country who participated in the national “Imagine A Day Without Water” campaign via our social media channels, and supported a series of events in celebration of the 100th anniversary of Alpine Dam.

STRATEGIC PLAN ALIGNMENT: This item aligns with the District’s Strategic Plan Goal 3, Communications, Strategy 2; Develop effective community outreach, Objective 1; Develop a communications plan and coordination strategy (tailor messages, communication channels and outreach efforts to address key customers).

REVIEWED BY:	A.S.D Manager/Treasurer	<input type="checkbox"/>	NA	<input checked="" type="checkbox"/>
	General Counsel	<input type="checkbox"/>	NA	<input checked="" type="checkbox"/>
	General Manager	<input checked="" type="checkbox"/>	NA	<input type="checkbox"/>

ATTACHMENTS: None