



# MARIN MUNICIPAL WATER DISTRICT

Posting Date: November 21, 2018

220 Nellen Avenue Corte Madera CA 94925-1169  
[www.marinwater.org](http://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, November 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 August 15, 2018 Meeting	<i>Approve</i>	9:35 a.m.
2. Communications Department Activity Update	<i>Information</i>	9:38 a.m.
3. Inside Source e-Newsletter	<i>Information</i>	9:43 a.m.
4. Speakers Bureau Update	<i>Information</i>	9:48 a.m.

*Emma Detweiler Protem for*  
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.*

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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.

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# MARIN MUNICIPAL WATER DISTRICT

**ITEM No.** 1

**MEETING DATE:** November 21, 2018

**MEETING:** Board of Directors /  
Communications  
Committee

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## STAFF REPORT

**SUBJECT:** Minutes for the Communications Committee meeting of August 15, 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 August 15, 2018 Communications Committee Meeting

## **MINUTES OF AUGUST 15, 2018 COMMUNICATIONS COMMITTEE MEETING**

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

#### **IN ATTENDANCE:**

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

**DIRECTORS ABSENT:** Armando Quintero

**CALL TO ORDER:** Director Koehler called the meeting to order at 9:32 a.m.

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

**PUBLIC EXPRESSION:** There was no public expression.

#### **ITEM 1. MINUTES OF MAY 16, 2018 MEETING**

By simple motion, the minutes were approved.

#### **ITEM 2. MISCELLANEOUS AGREEMENT NO. 5634 FOR MMWD PRINTING PROJECTS**

Ann Vallee, Communications Specialist, gave the committee an overview of the bid results for the MMWD Printing Projects contract. The contract involves a variety of printing projects for the district including the customer newsletter, bill inserts, brochures, Annual Water Quality Report, stationary, envelopes and similar items printed on an annual or recurring basis. The committee referred this item to the board with the recommendation to approve Resolution No. 8509 authorizing award of Miscellaneous Agreement No. 5634 to the lowest responsible bidder, Business Communication Resources.

#### **ITEM 3. WATER SCHOLARS AND SCHOOL PROGRAM OUTREACH**

Ann Vallee updated the committee on the 2018 Water Scholars Program. In May MMWD awarded five \$1,000 scholarships to graduating high school seniors within the water district's service area. Over the summer, the students' accomplishments were highlighted via MMWD's blog, website, *On the Water Front* customer newsletter, social media and a news release. A brief discussion followed. Ms. Vallee also updated the committee on the school education program outreach for the 2018-19 school year.

#### **ITEM 4. COMMUNICATIONS DEPARTMENT ACTIVITY UPDATE**

Emma Detwiler, Communications Specialist, briefed the committee on the Communications Department's various outreach activities since the last meeting. Ms. Detwiler presented a video to the board highlighting our "MMWD at Work" campaign featuring MMWD Park Ranger Matt Cerkel. A brief discussion regarding MMWD outreach followed.

#### **ADJOURNMENT**

There being no further business, the meeting of August 15, 2018 adjourned at 10:10 a.m.



## MARIN MUNICIPAL WATER DISTRICT

ITEM No. 2

MEETING DATE: November 21, 2018

MEETING: Board of Directors /  
Communications  
Committee

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### 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 August 15, we:

- Were featured in 25 media stories in local newspaper, radio and television
- Developed and implemented a campaign to increase awareness of and participation in MMWD's Discounted Rate Programs. This included new artwork for our website, English/Spanish print and digital ads in the Marin IJ, bill message, articles in *On the Water Front*, *Inside Source* and social media
- Rebranded and relaunched our *Inside Source* e-newsletter (see Item 3 Staff Report)
- Continued our "MMWD at Work" campaign highlighting the skilled workforce who operate our water system 24/7/365
- Promoted our school programs for the 2018-19 school year via our "Water Wonders" flier and e-newsletter, each of which were sent to nearly 1,500 educators throughout our service area. Programs were also marketed via our website and social media, as well as print ads in the back-to-school editions of Marinscope papers and *Fast Forward* magazine
- 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
- Partnered with other local agencies to get the word out about our infrastructure projects
- Designed and published the September-October and November-December *On the Water Front* customer newsletter
- Developed an FAQ and bill insert on California's new water efficiency legislation and its implications for MMWD and our customers
- Published and promoted MMWD's new *Watershed Approach to Landscaping* handbook
- 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:** November 21, 2018

**MEETING:** Board of Directors /  
Communications  
Committee

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### STAFF REPORT

**SUBJECT:** Inside Source e-Newsletter

**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 communications staff rebranded and relaunched the district's monthly Inside Source e-newsletter.

According to the MMWD Public Opinion Survey conducted in spring 2018, email is one of the top two most preferred sources of information for MMWD customers, second only to bill inserts. The rebrand/relaunch of the e-newsletter is part of our effort to reach our customers where they are and provide information in the forms in which they prefer to consume it.

The communications team previously published an e-newsletter geared primarily to decision-makers. With the rebrand, we'll be marketing the e-newsletter to the wider community. Among other topics, subscribers will find:

- Updates on the new water conservation legislation, plus conservation resources, rebates and how-to tips
- How and why of MMWD infrastructure investments, plus updates on pipeline projects in their neighborhoods
- Watershed stewardship news, projects and volunteer opportunities
- Water supply news and rainfall/reservoir updates
- Meetings, events and other opportunities to engage with MMWD

The monthly e-newsletter will complement our bimonthly *On the Water Front* print newsletter, covering many of the same topics but providing opportunities for more timely and in-depth coverage. In addition, a digital format is better suited to a variety of shareable content, including embedded videos, graphics and links. Through our outreach efforts, we have found that many of our local city managers, community groups and partner agencies are eager for water-related content to share with their constituencies. By providing information in a readily

shareable format, we can help fulfill this need while also amplifying our own reach and impact.

**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:** November 21, 2018

**MEETING:** Board of Directors /  
Communications  
Committee

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### STAFF REPORT

**SUBJECT:** Speakers Bureau Update

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

**RECOMMENDED ACTION:** Information

#### EXECUTIVE SUMMARY:

There have been 24 presentations given so far as part of our Speakers Bureau program. Our community partners have heard from MMWD regarding:

- Who we are and what we do
- The value of clean water
- How and why we invest in infrastructure
- Proper stewardship of the District's incredible watershed
- Our water conservation efforts and new legislation affecting those efforts
- How to engage with us
- The human faces of MMWD /How MMWD staff provide an exceptional level of service to our consumers

Since August 2018, MMWD staff have presented at many community meetings, events, and other outreach opportunities including but not limited to: city council meetings, advocacy group meetings, school programs, HOA board meetings, green events (sustainability, water infrastructure, etc.), fairs, conferences, and more. It is our goal to reach our customers where they are, and deliver messages about MMWD's many roles and responsibilities in our community.

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

**ATTACHMENTS:** None