



June 12, 2017

Memo To: Keith Van Der Maaten and Jean Premutati
From: Scott Rose
RE: 2017-18 Proposed Scope of Work - REVISED

We are pleased to submit this proposed scope of work to continue providing communication and outreach activities in support of Marina Coast Water District (MCWD) initiatives and activities.

All estimates contained in this scope are based on the discounted hourly rates RSE has offered MCWD. We have applied these rates against our projected staff level of effort to complete tasks identified for FY 2017-18.

We propose to continue the News Bureau and Social Media support as we have for the past year with both activities supporting the various projects and issues facing MCWD such as establishing the Groundwater Sustainability Agency, educating ratepayers on the impacts related to the proposed Monterey Peninsula Water Supply Project, participation in the Regional Urban Water Augmentation Project, establishing the Marina Coast FutureH2O initiative, etc. Specific activities will continue to be identified through the bi-weekly status calls and the ad hoc strategic meetings led by the General Manager.

In a February 9, 2017 memo to MCWD, RSE recommended organizing various MCWD initiatives under the umbrella of the Marina Coast FutureH2O. Included in the proposed scope of work for FY 2017-18 are two important projects identified in that memo including creation of a microsite and infographic for Marina Coast FutureH2O.

Lastly, we are recommending enhanced community outreach in the coming FY, particularly in light of the ongoing process to consider approval of the Monterey Peninsula Water Supply Project and proceeding with the annexation of the Ord Community. Both topic matters have drawn keen interest of ratepayers, stakeholders and regional residents. This activity will allow MCWD enhanced ability to host a community forum and more directly engage in the public debate.

We look forward to providing support as MCWD faces key challenges in the coming year. We are happy to address any questions or provide further information.