



Monterey Peninsula Water Management District

Draft Key Messages

V3

Mission Statement

The mission of the Monterey Peninsula Water Management District is to promote or provide for long-term sustainable water supply, and to manage and protect water resources for the benefit of the community and the environment.

Vision Statement

The MPWMD: (1) Will strive to ensure a public role in development, ownership, and oversight of water supply solutions in collaboration with private or other public entities, resulting in sustainable, legal, affordable, and environmentally responsible water supply, consistent with adopted general plans; (2) Shall carry out its leadership role in water resource management in a fiscally responsible, and professional manner.

Key Messages:

1. The MPWMD is focused on providing the Monterey Peninsula with a long term sustainable water supply for our families and future generations.
2. Focused on the present and the future, the MPWMD's mission is to manage our valuable water resources for the benefit of the community and the environment.
3. We are committed to working with public and private entities on a timely and cost effective solution to the water supply issues facing the Monterey Peninsula.
4. We take the time to understand and respond to the broad range of water related issues experienced by our constituents.
5. Our constituents, the local water users, can rely on the Monterey Peninsula Water Management District to carry its leadership role in water resource management.
6. The MPWMD is committed to an environmentally responsible water supply.

Environmental

7. The MPWMD partners with local groups and organizations to actively monitor and repair water based habitats along the Carmel River.
8. Since 2000 the MPWMD has rescued over 165,000 endangered Steelhead Trout and Managed the Sleepy Hollow Steelhead Rearing Facility.
9. A true environmental steward, the MPWMD has created Steelhead spawning habitats, planted extensive native vegetation to help stabilize river banks and planted thousands of trees to create bird and wildlife habitats.
10. The MPWMD protects our community with state of the art programs designed to provide early warning against seawater intrusion and floods.
11. The MPWMD protects our water supply by monitoring overall water quality and quantity in our rivers, streams and wells utilizing a series of real-time data collection stations and monthly testing.

Ratepayer

12. The MPWMD has been entrusted by our community to continually monitor Cal-Am's daily water operations to ensure proper water supply management decisions.
13. The MPWMD regularly appears before the Public Utilities Commission to present options for a fair and balanced rate structure for the local water customer.
14. The MPWMD works with the PUC and the Department of Ratepayer Advocates on the development of water rates, how they are implemented and who they effect.
15. Each year, the MPWMD works on behalf of the ratepayer to make sure that Cal Am's rates are accurate and to serve as an intermediary between the two.
16. The Monterey Peninsula Water Management District works diligently to help individuals and businesses be treated fairly by their water supplier by continually monitoring rates and surcharges.

Rebate Programs

17. The MPWMD works closely with local and regional partners to offer generous rebates to individual homeowners.
18. The MPWMD also supports local businesses by offering generous rebates to the non-residential customer helping to lower water costs and save money.
19. Individual homeowners, businesses and commercial property owners can obtain free indoor and outdoor water saving devices by simply stopping by the District's offices.
20. Working with California American Water, the Monterey Peninsula Water Management District offers thousands of dollars in rebates on water saving devices to individual home and commercial property owners through their "Freebates" program.

<Always direct questions back to the District>