

FOR IMMEDIATE RELEASE



For Immediate Release

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Images Available

WATER MANAGEMENT DISTRICT ANNOUNCES GOVERNOR'S SIGNING OF SB 936

Bill Would Allow the Public Financing of the Proposed Cal-Am Desalination Plant

Monterey, Calif., September 19, 2014— The Monterey Peninsula Water Management District (MPWMD) is proud to announce that the Honorable Governor Jerry Brown has signed Senate Bill 936 into law. The bill, Sponsored by State Senators William Monning and Anthony Canella allows for the Monterey Peninsula Water Management District to issue water rate relief bonds to finance a portion of the proposed desalination plant with low-cost funds.

"We are extremely pleased by the legislature's unanimous approval of SB 936 and Governor Brown's signing of the bill into law," commented David Stoldt, MPWMD General Manager. "I'd like to thank Senator Monning for his leadership on this critical piece of the Monterey Peninsula's water supply solution."

The bill allows for the MPWMD to issue Rate Relief Bonds which are asset backed securities that are structured to minimize the borrowing costs normally incurred by private utilities for infrastructure projects. The projected savings to the ratepayers of the Monterey Peninsula is over \$66 million dollars.

"This bill is an important step toward providing a water supply solution for the Peninsula," continued Stoldt. "I'd also like to thank the Monterey Peninsula Regional Water Authority for their support and hard work toward making this become a reality."

For more information on Senate Bill 936, please visit www.mpwmd.net

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About Monterey Peninsula Water Management District

The mission of the Monterey Peninsula Water Management District is to promote or provide for a long-term sustainable water supply, and to manage and protect water resources for the benefit of the community and the environment. We strive to ensure a public role in the development, ownership and oversight of water supply solutions and will lead the efforts in water resource management. For more information visit www.mpwmd.net

SENATOR WILLIAM W. MONNING

NEWS

REPRESENTING THE
17TH SENATE DISTRICT

STATE CAPITOL • SACRAMENTO, CA 95814 • TEL (916) 651-4017 • FAX (916) 651-4917



FOR IMMEDIATE RELEASE
September 22, 2014

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(916) 651-4017

Governor Signs Water Rate Relief Legislation

(SACRAMENTO, CA) – Legislation authored by Senator Bill Monning (D-Carmel), and coauthored by Senator Anthony Cannella and Assemblymembers Luis Alejo and Mark Stone, to allow the Monterey Peninsula Water Management District to issue water rate relief bonds was signed into law by the Governor.

“Senate Bill (SB) 936 will help to address the mandatory water reductions facing the Monterey Peninsula and provide assistance in the development of a desalination plant, as well as conveyance and storage facilities, in conjunction with Cal-Am,” said Senator Monning. “By enabling an alternative financing mechanism to be issued, water users could realize rates that are lower than those achieved with traditional utility financing mechanisms.”

SB 936 authorizes the California Public Utilities Commission to issue a financing order that will allow the use of an alternative financing mechanism, known as “Water Rate Relief Bonds”; apply only to water supply property serving the Monterey Peninsula; and generate ratepayer savings estimated to be more than \$8 million in the first year and a cumulative savings of up to \$66 million.

Senator Monning added, “This legislation would not have been a success without the leadership of Carmel Mayor Jason Burnett, Monterey Peninsula Water Management District General Manager Dave Stoldt, and California American Water President Robert MacLean.”

“This new law will help the Monterey Peninsula develop new reliable, safe water sources, and it will lower the overall cost to ratepayers. I’m pleased the Governor signed this important measure,” said Assemblymember Mark Stone (D-Monterey Bay).

“This year, we passed a \$7.5 billion water bond proposal with significant provisions benefitting Monterey County and the Central Coast,” states Assemblymember Alejo (D-Salinas), who is a principal coauthor of SB 936. “However, with the extent of the current drought, it is apparent that we must do all we can to ensure that there is plenty of water for future generations. This bill will do just that by allowing the Peninsula to issue its own bonds to fund water supply infrastructure projects to develop new sources of water. I thank Senator Monning for bringing this measure forward.”

In order to meet the reduction in water supply mandated in the State Water Resources Control Board Order No. WR 95-10 and adjudication of the Seaside Groundwater Basin, Cal-Am has proposed the construction of a desalination plant, plus conveyance and storage facilities, that are estimated to cost \$277 to \$320 million.

###

REVIEW ITEM

2 ~~3~~ UPDATE ON PUBLIC OUTREACH ACTIVITIES IN PROGRESS

Meeting Date: September 23, 2014 **Budgeted:** No
From: David J. Stoldt, **Program/** N/A
 General Manager **Line Item No.:**
Prepared By: Stephanie Locke **Approved Cost:** N/A

General Counsel Review: N/A

Committee Recommendation:

CEQA Compliance: N/A

SUMMARY: With the final approval of the Save Water Go Blue logo and graphic treatment on 8/8/14, the creation of the campaign materials and production work began. Several items have been completed (please reference included examples) and others close to completion. The campaign has picked up steam with residents discussing the initiative and municipalities joining the effort. For additional information, please see the list and timeline below.

Also included are the additional previously established activities already in progress

Completed: Yard Signs
 Large Signage
 Door Hangers
 Hospitality Reminder Cards – Indoor
 Hospitality Reminder Cards – Outdoor
 Banners
 Commercial Rebate Flyers

In Progress: Montereywaterinfo.org Website Update
 Brochure
 Print Ads
 Radio Ads
 Television Ads
 Mailers
 Promotional Products (Stickers, Giveaways Etc.)
 Trades Flyers

Working Timeline:

- Week of 9/23 Messaging Finalized
Radio Commercials Produced
TV Spots Begin Production
Graphic Designer Designs Print Ads & Generic Collateral Material
Team Blue Interns Requested
Car Wraps Initiated
Scheduling of Events
Scheduling of Speaking Engagements
- Week of 9/29: Radio Commercials Begin
Print Ads Begin
Internet & Social Media Ads Begin
Chambers Begin Eblasts
Television Commercial Production Wraps
Graphic Designer Designs Targeted Material
Interns Finalized
- Week of 10/6: TV spots begin
Phase 2 of Platforms Finalized: Movie Pre-Roll, Supermarket Dividers
- Week of 10/13: Speaking Engagements Begin
Events Begin: Drought Day Drive Thru & Meet Your District
- Ongoing: Events and Speaking Engagements Continue

The following is a list of event locations:

Drought Day Drive Thru:

- | | |
|-----------------------|---------------|
| Carmel | Week of 11/15 |
| Pacific Grove | Week of 10/13 |
| Monterey/Del Rey Oaks | Week of 10/27 |
| Sand City/Seaside | Week of 11/10 |

The District has participated in the following external events:

Monterey County Fair
PG Chamber Showcase
Greywater & Rainwater Event

Upcoming Events:

Monterey C of C Business Showcase
Fall Water Wise Workshop – Greywater & Rainwater

Additional Public Outreach Activities in Progress:

Meet Your District:

Carmel Valley	TBD in 2014
Cachagua Area	TBD in 2014
Carmel	2015
Pacific Grove:	2015
Monterey/Del Rey Oaks	2015
Sand City/Seaside	2015
District Offices	2015

Partnership with Resource Conservation Group on Cachagua Valley Classes and Potential Greywater/Rainwater Demonstration System Installation

Outreach to Local School Districts on Ordinance 162

Director's Guest Commentary Series

Stormwater Group Partnership

Residential Rebate Clings	Approved Week of 9/29
	Delivered Week of 10/6

ASR Facility Facelift

**SAVE WATER
GO
BLUE**

OUTDOOR WATER WASTE REMINDER

You are receiving this Water Waste Reminder because all **Restaurants, Hotels and Businesses** on the Monterey Peninsula are required to comply with the State of California's **Outdoor** Emergency Water Waste Regulation Title 23, Section 863, 864 and 865 and the Monterey Peninsula Water Management District's Stage 1 Conservation Rules which prohibit the following:

- Use of hoses without shut-off nozzles
- Cleaning sidewalks, patios, driveways and other hard surfaces with potable water
- Landscape irrigation that causes run-off
- Watering any landscaping between 9am and 5pm
- Watering on days other than Wednesdays and Saturdays unless by professional landscapers or gardener and not exceeding two watering days per week. Non-sprinkler Smart Controlled irrigation is exempt from two day per week watering
- Non-recirculating water features using potable water

**FAILURE TO COMPLY WITH THESE
REGULATIONS CAN RESULT
IN FINES OF UP TO \$500 PER VIOLATION***

**Fines for high volume customers using over 1 million gallons per year are tripled*



**SAVE WATER
GO
BLUE**

RECORDATORIO DE DESPERDICIO DE AGUA AL AIRE LIBRE

Usted está recibiendo esta Notificación de desperdicio de agua porque todos los **Restaurantes, Hoteles y Negocios** en la Península de Monterey están obligados a cumplir con los Reglamentos de Emergencia de desperdicio de agua del Estado de California y etapa 1 de conservación el Distrito de Administración de Agua de la Península de Monterey. La MPWMD Etapa 1 reglas prohíben las siguientes:

- **Uso de mangueras sin boquillas de cierre**
- **Limpieza de aceras, patios, caminos y otras superficies con agua potable**
- **Riego que causa la escorrentia**
- **Riego entre 9am y 5pm**
- **Riego en días otros que Miércoles y Sábado a menos por paisajistas profesionales o jardinero y no mas de dos días de riego por semana. No inteligente controlado por rociadores de riego está exento de dos días por semana**
- **No riego de agua de recirculación en fuentes utilizando agua potable**

EL INCUMPLIMIENTO DE ESTAS REGULACIONES PUEDE RESULTAR A MULTAS DE HASTA 500 DÓLARES POR VIOLACIÓN*

**Las multas para los clientes de mayor volumen con más de 1 millones de galones por año se triplican*

**SAVE WATER
GO
BLUE**

INDOOR WATER WASTE REMINDER

You are receiving this Water Waste Reminder because all **Restaurants, Hotels and Businesses** on the Monterey Peninsula are required to comply with the State of California's Emergency Water Waste Regulations and the Monterey Peninsula Water Management District's Stage 1 Conservation Rules. The MPWMD Stage 1 Rules prohibit the following:

- **Serving drinking water to guests unless specifically requested**
- **Use of non-water efficient toilets (over 1.6 gpf) urinals (over .5 gpf) and clothes washers (Water-Factor over 5)**
- **Use of non-water efficient showerheads (flow over 2.0 gpm)**
- **Failure to address correctable leaks, breaks or malfunctions within 72 hours**

**FAILURE TO COMPLY WITH THESE
REGULATIONS CAN RESULT
IN FINES OF UP TO \$500 PER VIOLATION***

**Fines for high volume customers using over 1 million gallons per year are tripled*



**SAVE WATER
GO
BLUE**

RECORDATORIO DE DESPERDICIO DE AGUA INTERIORES

Usted está recibiendo esta Notificación de desperdicio de agua porque todos los **Restaurantes, Hoteles y Negocios** en la Península de Monterey están obligados a cumplir con los Reglamentos de Emergencia de desperdicio de agua del Estado de California y etapa 1 de conservación el Distrito de Administración de Agua de la Península de Monterey. La MPWMD Etapa 1 reglas prohíben las siguientes:

- Servir agua potable a los huéspedes a menos que se solicite.
- Uso de excusados (más de 1.6 gpf). los urinarios (mas de .5gpf) y lavadoras de ropa (factor de agua mas de 5)
- Uso de regaderas de agua no eficiente (flujo de 2.0 gpm)
- Falta de corregir fugas, roturas o desperfectos después de un período razonable de tiempo

EL INCUMPLIMIENTO DE ESTAS REGULACIONES PUEDE RESULTAR A MULTAS DE HASTA 500 DÓLARES POR VIOLACIÓN*

**Las multas para los clientes de mayor volumen con más de 1 millones de galones por año se triplican*



SAVE WATER GO BLUE

WHILE YOU WERE OUT

A conservation representative called today for the following reason:

- Irrigation operating on an improper day. Irrigation is limited to Wednesdays and Saturdays.
- Excess water was running off your property due to landscape irrigation. Please check watering time, sprinkler adjustment and placement so that water does not flow off of the landscape.
- Irrigation running between 9 a.m. and 5 p.m.
- A leak or broken sprinkler/missing emitter has been reported on the property. If you have a leak, a reasonable effort must be made to repair it, or arrange for its repair within three (3) days.
- Use of a hose without a quick acting positive action shut off nozzle.
- Use of a hose for outdoor washing of a driveway or hard surface.
- Other: _____

If you have any questions about this notice or about the District's water waste regulations, please contact us at conserve@mpwmd.net or 831-658-5601.

NOTE: Key water restrictions that are currently in place are listed on the back of this notice. Please follow these regulations to avoid fines up to \$500 per violation.*

THANK YOU FOR YOUR COOPERATION.

**Fines for high volume customers using over 1 million gallons per year are tripled*



SAVE WATER GO BLUE

Water conservation is critical at this time, and that's why we are urging residents of the Monterey Peninsula to SAVE WATER AND GO BLUE.

The State of California and the Monterey Peninsula Water Management District have issued the following Emergency Drought Regulations and Stage 1 Conservation and Water-Waste Rules:

- **Limits on Watering Days:** Watering or irrigating of lawn, landscape or other vegetated area is limited to **Wednesdays** and **Saturdays**. Exemptions for gardeners and smart controllers may be available. See District Rule 172 for information.
- **Obligation to Fix Leaks, Breaks or Malfunctions:** All leaks, breaks or other malfunctions must be repaired within three days (72 hours) of notification unless other arrangements are made with the District.
- **Use of a Positive Action Shut Off Nozzle on Hoses:** Hoses used for watering or car washing must have a positive action shut off nozzle.
- **No Washing Hard or Paved Surfaces:** Washing down hard or paved surfaces is prohibited except when necessary to alleviate safety or sanitary hazards.
- **Limits on Watering Hours:** Watering or irrigating of lawn, landscape or other vegetated area is prohibited between the hours of 9:00 a.m. and 5:00 p.m. on any day.
- **No Excessive Water Flow or Runoff:** Watering or irrigating of any lawn, landscape or other vegetated area in a manner that causes or allows excessive water flow or runoff is prohibited.
- **Recirculating Water Required for Water Fountains and Decorative Water Features:** Operating a water fountain or other decorative water feature that does not use recirculated water is prohibited.

More information about local water conservation programs and the full definition of water waste can be found at: www.montereywaterinfo.org.

If you need to speak with a conservation representative, please call (831)-658-5601.

