

Submitted by staff  
at 11/13/14 Water  
Demand Committee  
Item 2

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**Coalition of Peninsula Businesses**

A coalition to resolve the Peninsula water challenge to  
comply with the CDO at a reasonable cost

MPWMD

*Members Include: Monterey County Hospitality Association, Monterey Commercial Property Owners' Association,  
Monterey Peninsula Chamber of Commerce, Carmel Chamber of Commerce, Pacific Grove Chamber of Commerce,  
Monterey County Association of Realtors, Associated General Contractors-Monterey Division, Community Hospital of the Monterey Peninsula*

November 10, 2014

Honorable Dave Potter, Chair, and Members of the Board  
Monterey Peninsula Water Management District  
5 Harris Court, Building G  
Monterey, California 93942-0085

Transmitted by fax to: 831-644-9560

Re: discussion and development of outdoor seating policy

Dear Chair Potter:

On November 13<sup>th</sup> both your Technical Advisory Committee and your Water Demand Committee will take up the issue of developing and recommending to the Board a policy for outdoor seating. Your Board is scheduled to take up the recommendations and adopt a policy on November 17<sup>th</sup>.

The Coalition of Peninsula Businesses urges that you take more time to deal with this issue. As your agenda item staff report notes, outdoor seating has been an increasingly popular and useful phenomenon for the past two decades. The Coalition poses the following questions:

- In what studies has the District engaged to determine what effects outdoor seating has on water use or water consumption?
- Do you have any statistics on whether water use has increased, decreased or stayed the same while outdoor seating has increased?
- Do you have any studies that indicate whether overall eating establishment patronage has increased due to the availability of out door seating or whether the availability of outdoor seating simply persuades diners to change venues?
- Do you have any studies about whether individual eating establishment patronage increases absolutely or relatively based on the availability of outdoor seating?

Without taking the time to engage in such studies of water use, eating establishment patronage, and individual establishment seating preferences you are relegated to comparing hunches and opinions rather than dealing with facts – in short, you would be speculating. That is a poor way to establish policy and should yield to developing facts and factual information through proper study. The Coalition is ready to work with you if the studies indicate a policy response is necessary.

Sincerely,



John Narigi, Co-chair



Mike Zimmerman, Co-chair