

Submitted by Staff  
Item 6

3/30/15

Public Outreach Team is working on the following projects:

**1. Ongoing Drought Outreach**

- A. E-blast re: updated State Requirements Week of 3/30
- B. Social Media: Water Wise Tips of the Week:
  - Recent Fix A Leak Week Promotion: Stories in the Cedar Street Times & KION TV. Facebook Push garnered 58 new likes and reached 4250 people
- C. Water Waste Enforcement ongoing
- D. Outreach to all restaurants re: outdoor seating begins with final BOD adoption
- E. Certification of Monterey Bay Friendly Landscaping Recognition Program sites

**2. Website**

- A. All updated Navigation Bar requests received
- B. Updates complete on 4/1/15
- C. Final Staff Review: 4/2-4/3/15
- D. Phase 1 Critical Upload begins: 4/6/15

**3. Upcoming District Classes/Events:**

- A. Training Day at Board of Realtors on Water Conservation/Efficiency Requirements – 4/3/15
- B. MCAR Rainwater/Greywater Presentation -- 4/10/15
- C. Good Old Days: 4/11/15 9am-5pm
- D. Water Wise Workshop: 4/18/15 and 7/18/15 – 10am-3pm at District Offices  
Greywater & Rainwater Sections
- E. Cistern Installation: 4/25/15 and 7/25/15 – 10am-1pm
- F. Presentation at PG Museum on Carmel Watershed by Thomas Christensen 3/16/15
- G. Earth Day:
  - Presidio of Monterey – 4/30/15 11am-1pm
  - MPC – 4/22/15 10am-2pm
- H. ARCSA Rainwater Catchment System Design and Installation Training – Date TBD
- I. Commercial Conservation/Efficiency for DTZ – 5/21/15

**4. Additional Items:**

- A. Outreach to Retailers & Media regarding rebates upon BOD adoption of updated rebate levels
  - Plan includes letter and “poster” with information and in-person workshops with public support through earned and social media
- B. Guest Commentary
  - Subjects could include: Rebates, Water Supply Project Updates, District’s Support of Business, Conservation
- C. Application for District Association Awards

ACWA Clair Hill Award of Excellence in Water Leadership Award

D. Press Release regarding MPTA Suit picked up by all news outlets

## FREE Rainwater Cistern Installation

*With Jon Ramsey*

March 25, 2015 • 10am-1pm

619 Spazier Avenue

Pacific Grove, CA



This **FREE** workshop includes information on:

- General Rainwater Harvesting Information
- Tank Sizes and Types
- System Design & Maintenance
- Permitting Requirements
- Where to Purchase Equipment
- Water Capture Expectations
- Water Management
- Available Rebate Programs



**The Event is FREE • Registration Required**

For more information contact Stevie Kister at 831.658.5601 or [skister@mpwmd.net](mailto:skister@mpwmd.net)

To register online visit [www.mpwmd.net/rainwater](http://www.mpwmd.net/rainwater)



# Water Wise Workshops



March 18, 2015  
9am-3pm  
5 Harris Ct, Bldg. G • Monterey



**GREYWATER WORKSHOP**  
10am-12pm



**Rainwater Harvesting Workshop**  
1pm-3pm



## Join the Monterey Peninsula Water Management District for two **FREE** Water Wise Workshops

You'll receive money-saving information from Dan Finklea on Greywater and Rainwater systems including system design and maintenance, permitting requirements, hands-on demonstrations and available rebates.

District residents that attend both classes will receive lunch.

The event is **FREE** and open to the public.

To register online visit:  
[www.mpwmd.net/workshops](http://www.mpwmd.net/workshops)



## 2015 Direct Mail Estimated Calendar

Activity	Mar	Apr	May	Jun	Jul
<b>Formal Letter</b> Stage 1 Requirements	X				
<b>Formal Letter</b> Governor's Directive		X			
<b>Self-Mailer</b> Residential Rebates			X		
<b>Postcard</b> High-Water Users (Rain Sensors)				X	
<b>Postcard</b> Commercial Customers (Rebates & Audits)				X	
<b>Postcard</b> Medical Offices					X
<b>Postcard</b> Restaurants					X

## 2015 Direct Mail Estimated Budget

- **Formal 1-Page Letters**
  - Stage 1 Requirements Letter: \$25,000
  - Governor's Directive Letter: \$25,000
- **Direct Mail**
  - Residential Rebates Self-Mailer: \$30,000
- **Targeted Mailings**
  - Commercial Customer Postcard – Rebates & Audits: \$5,000
  - High-Water User Postcard – Rain Sensors: \$5,000
  - Restaurant Postcard: \$3,000
  - Medical Office Postcard: \$3,000
    - Restaurant and Medical Office Lists: \$2,000
- **TOTAL: \$98,000**

Submitted by Staff  
Item 7

Currently the Pure Water Monterey Public Outreach Team is Working on the Following:

**3/30/15**

**1. Federal Information Kit**

- A. Creating component based Info Kit for federal funding asks

**2. Collateral:**

- A. Creation of New Federal Funding Brochure for Use on DC Lobbying Trip
- B. Creation of a 2 page "Ask" Sheet
- C. Custom Presentation Folder

**3. Website**

- A. Existing [www.purewatermonterey.org](http://www.purewatermonterey.org) site has been launched

**4. Events/Appearances:**

- A. Public Water Now
- B. League of Women Voters
- C. Neil & Larry Radio Show

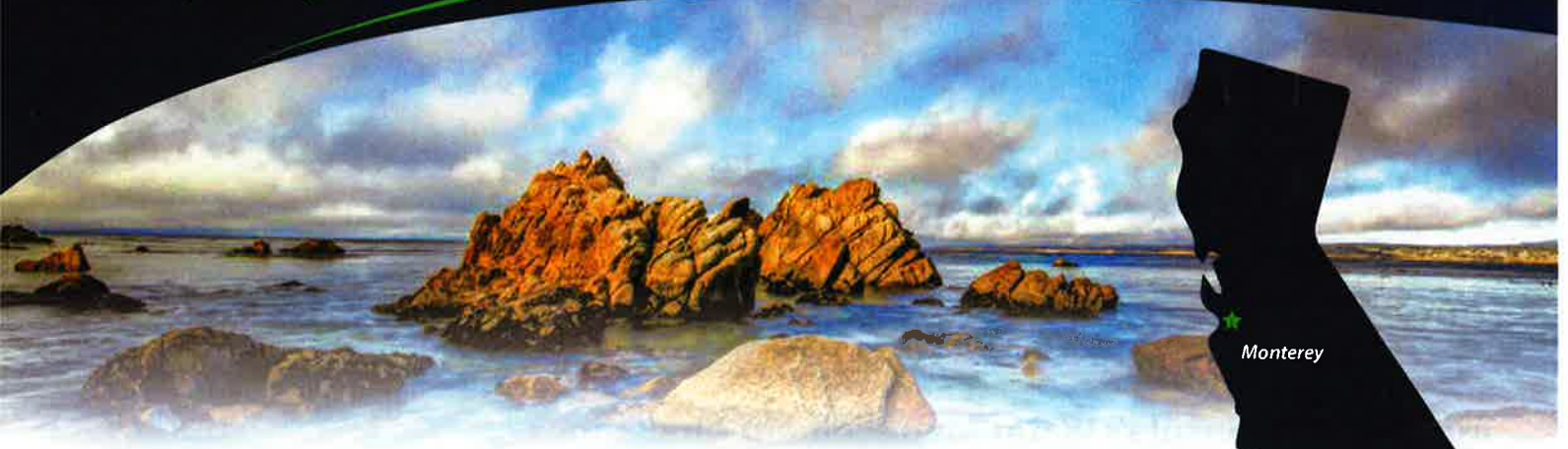
**5. Team begins planning for Draft EIR release**

- A. Creation of Draft EIR Public Outreach Plan



## Pure Water Monterey

A Groundwater Replenishment Program



## Pure Water Monterey Program a Regional Water Solution

The Pure Water Monterey Program (Program) is a multi-agency partnership of 6 local entities working together to address water supply shortages in the region. The Program area encompasses approximately 275 square miles in the Monterey Peninsula and Salinas Valley and is home to a global agricultural industry, robust tourism, and diverse riparian and aquatic habitats that drain into the Monterey Bay National Marine Sanctuary.

food supply and provides employment to our economically disadvantaged communities,

A diverse urban community that in addition to its well known recreation and tourism, is also is home to the federal Defense Language Institute, Naval Postgraduate School and California State University Monterey Bay and,

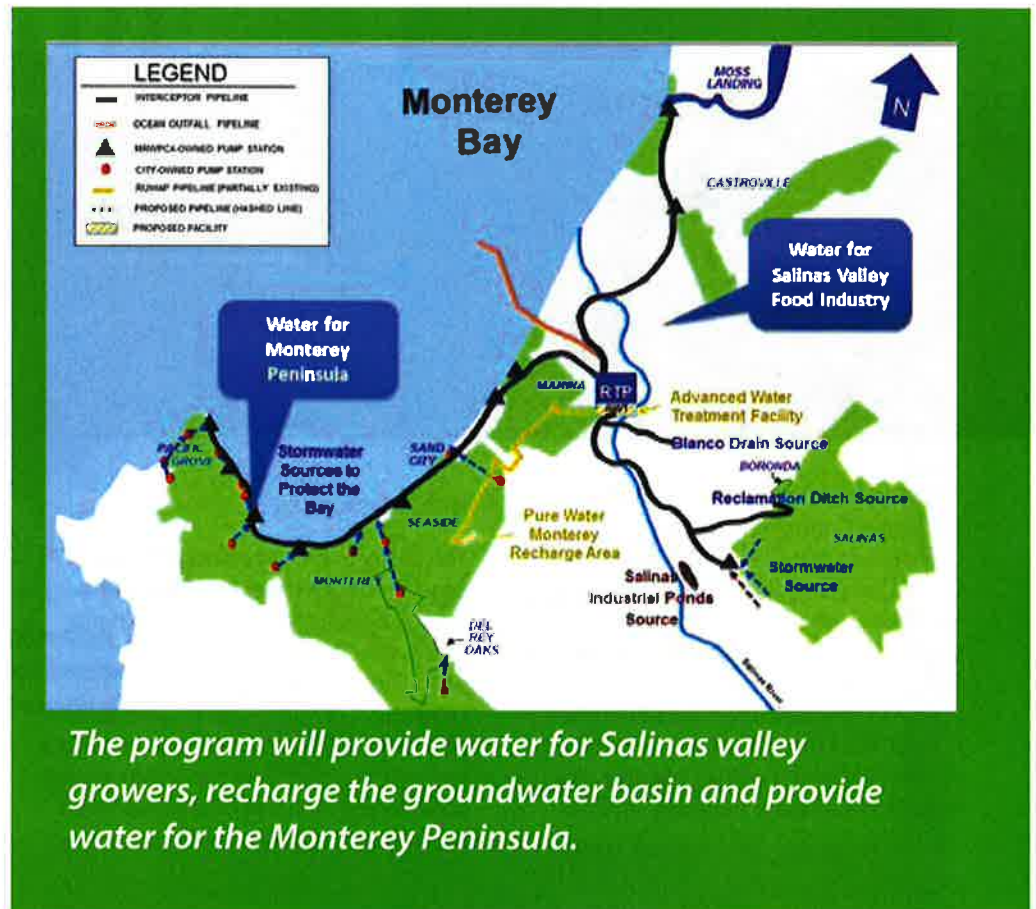
The state of California recognizes the region as an 'Area of Special Biological Significance', it is home to many state and federally listed species whose habitats will be enhanced by both water quality and quantity improvements.

***By working together, our agencies have created the Program to ensure a future water supply***

Like much of California and the West, our region is severely water-short and we are planning a diverse portfolio of projects - that when constructed - will incrementally build resiliency into our water supply to meet the needs of our urban, agricultural and environmental water users.

By working together, our agencies have created the Pure Water Monterey Program to ensure a future water supply for the diverse and world-class resources of the region including:

A vibrant, productive agricultural economy that significantly contributes to our nation's



***The program will provide water for Salinas valley growers, recharge the groundwater basin and provide water for the Monterey Peninsula.***





## Monterey Peninsula's Water Management Challenges

The Monterey Peninsula region currently uses 11,000 to 13,000 acre-feet of water annually, which is a significant reduction from its historical usage (in 1988 it used 17,000 acre-feet).

More than 75% of its water supply comes from the Carmel River, 20% from the Seaside Groundwater Basin, and less than 5% from other sources (desalination and conjunctive use.) Under a current California (CA) state order, those sources will be cut by more than half.

threatened species under the Federal Endangered Species Act.

A Cease and Desist Order (CDO) issued by the SWRCB in 2009 reduces Cal-Am's production from the Carmel River System from 2010 through December 2016 to 30% of previous levels. In addition, a moratorium issued by the California Public Utilities Commission (CPUC) prohibits any new water connections, and customers may be subject to water rationing and/or fines if water production

Clearly, a solution is needed quickly to address the water shortage in this world renowned tourist destination.

### The Program Promises Many Inter-Regional Benefits:

- Deliver up to 5,000 acre-feet of recycled water to Salinas Valley growers helping combat seawater intrusion
- The City of Salinas will be better able to meet its industrial wastewater and stormwater permit requirements and receive advantages which will help attract and keep businesses and jobs
- Impaired agricultural runoff waters will be intercepted, improving water quality in Monterey Bay.
- The Marina Coast Water District can utilize a stranded investment in pipeline facilities and have the opportunity to use reclaimed water for irrigation in the future.
- Provides recharge of the over-drafted Seaside Groundwater Basin and establishes a drought reserve.
- A dilution source for the desalination plant discharge, an environmental mitigation to the desalination project.
- Is expected to have lower lifecycle costs than a larger desalination plant, reducing cost and rate increases exposure to ratepayers.



In the early 1990's the CA State Water Resources Control Board (SWRCB) determined that the California American Water Company's (Cal-Am) withdrawals from the Carmel River far exceeded its legal water rights. In 1995 the SWRCB ordered Cal-Am to implement actions to terminate unlawful diversions from the Carmel River. Concerns were heightened by the 1997 listing of the California red-legged frog and the steelhead trout as

limits are exceeded.

The ability to produce water from the Seaside Groundwater Basin has been limited by adjudication by the Superior Court, which imposed a series of pumping reductions designed to limit production of natural basin water to its safe yield. The court judgment will reduce available supplies from the groundwater basin to less than half of previous levels.

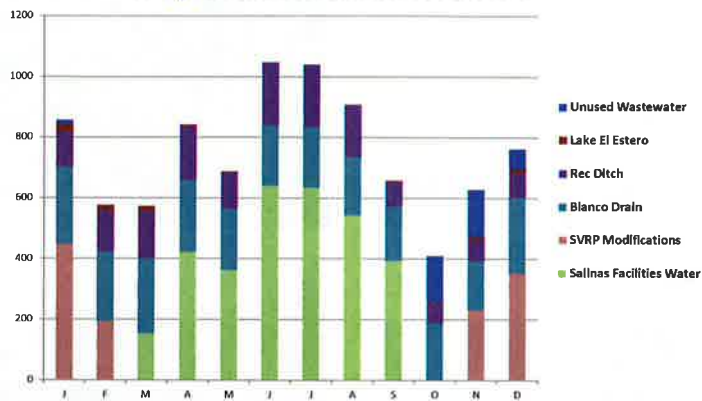
## Pure Water Monterey Addresses Multiple Concerns:

Supports the state water policy "to move toward clean, abundant, local water for California by emphasizing appropriate water recycling."

- Helps meet the SWRCB Ocean Plan from the dual benefit of reducing wastewater discharge and, by decreasing the size of the desalination plant required, reducing the discharge of brine waste to the National Marine Sanctuary.
- Satisfies the goals of California's AB 32, the Global Warming Solutions Act of 2006, because the program would use 1/6th to 1/8th the electric energy that desalination requires.
- By intercepting and treating stormwater, the project is a significant step in meeting the SWRCB goal of water quality protection for Areas of Special Biological Significance, the Monterey Bay.

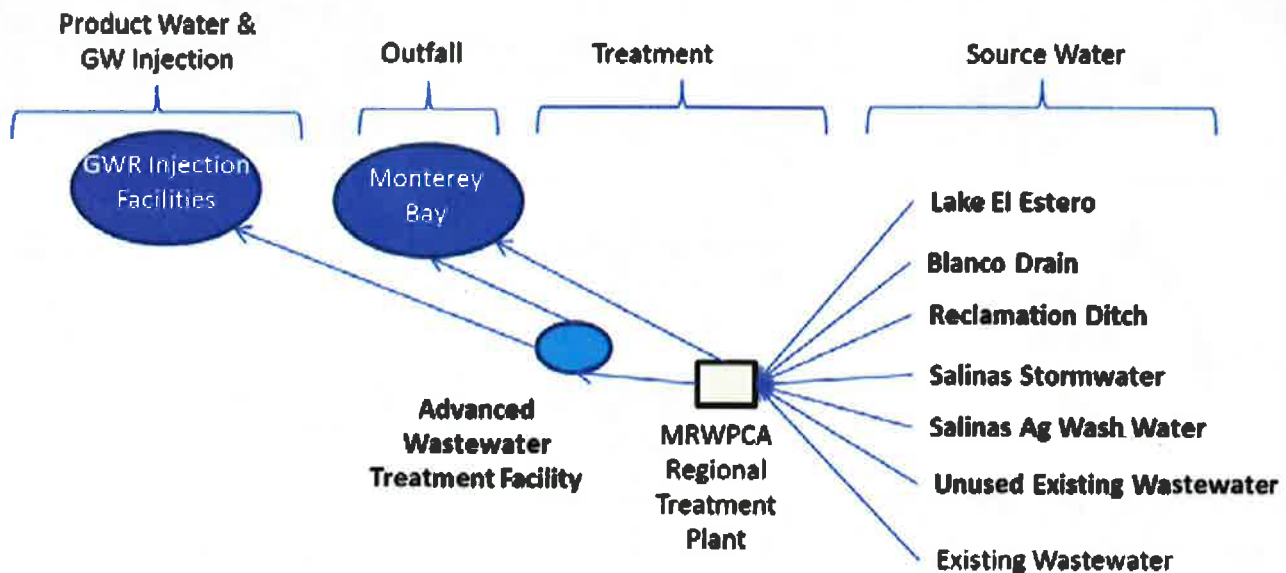


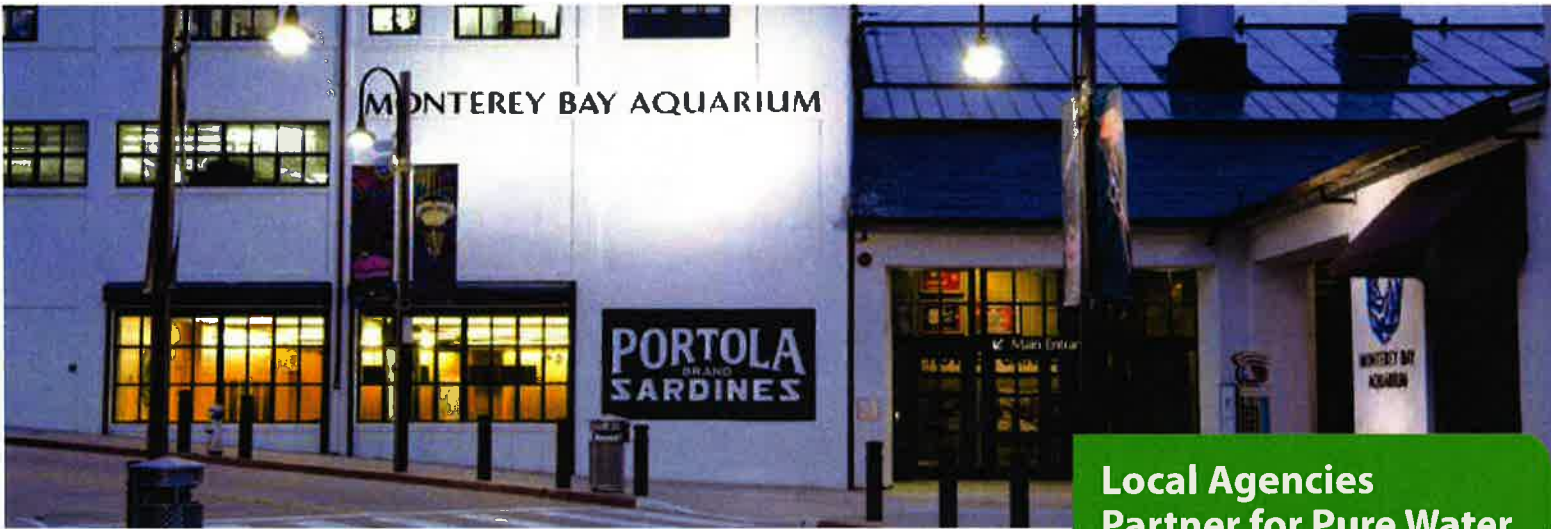
### Proposed Solution Sources



### Program Overview

The Pure Water Monterey Program (Program) consists of six member agencies in an area encompasses approximately 275 square miles in the Monterey Peninsula and Salinas Valley. The agencies are working together to plan and implement diverse water resource management projects to mitigate the effects of weather variability, drought and groundwater supplies. The Pure Water Monterey program consists of individual facilities that serve different purposes for source water collection, treatment, water conveyance, and groundwater injection.





## Pure Water Monterey: Multiple Benefits for the Region

The Pure Water Monterey Program will provide environmental and economic benefits to the entire Monterey Peninsula region, with an emphasis on advanced water recycling to protect groundwater resources, sustain agricultural food crop irrigation, and reduce environmental impacts. Because it supports these many facets and provides additional water resource for disadvantaged communities, it is well qualified to receive federal support.

The project provides both purified potable water for domestic use, as well as a supply



for irrigating one of the state's most fertile agricultural areas in the Salinas Valley, irrigating over 12,000 acres food crops.

The Project will be the first of its kind to utilize not just wastewater, but storm water, food industry processing water, and impaired surface waters of the State.

Pure Water Monterey will provide benefits to five public agencies, eight cities, urban water users, and agriculture. Successful implementation of the project will provide a broad array of benefits that extend beyond the boundaries of the Monterey Peninsula.

Using proven, advanced, multi-stage treatment to provide a safe, reliable and sustainable drinking water supply that will comply with or exceed strict state and federal drinking water standards, the project will reduce water taken from the Carmel River and the Seaside Basin. In doing so, it will help meet regulatory orders and enhance water supply reliability by diversifying local water sources as well as assisting disadvantaged communities.

## Local Agencies Partner for Pure Water Monterey Project

The MPWMD and MRWPCA have created Pure Water Monterey to develop a source of environmentally sustainable, potable water for Monterey County's residential, commercial and agricultural communities.

Additional project stakeholders include: the Monterey County Water Resources Agency, the Monterey County Board of Supervisors, the City of Salinas, the Marina Coast Water District and Salinas Valley Agricultural Interests.



**Pure Water Monterey**  
A Groundwater Replenishment Program



Partners for Pure Water Solutions

**The Pure Water Monterey Project is supported through the CPUC Settlement Agreement by the following parties:**

SIERRA CLUB • CALIFORNIA-AMERICAN WATER COMPANY • CITIZENS FOR PUBLIC WATER • CITY OF PACIFIC GROVE • COALITION OF PENINSULA BUSINESSES • COUNTY OF MONTEREY • CPUC DIVISION OF RATEPAYER ADVOCATES • LANDWATCH MONTEREY • COUNTY MONTEREY COUNTY FARM BUREAU • MONTEREY COUNTY WATER RESOURCES AGENCY • MONTEREY PENINSULA REGIONAL WATER AUTHORITY • MONTEREY PENINSULA WATER MANAGEMENT DISTRICT • MONTEREY REGIONAL WATER POLLUTION CONTROL AGENCY • PLANNING AND CONSERVATION LEAGUE FOUNDATION • SALINAS VALLEY WATER COALITION • SURFRIDER FOUNDATION