

Monterey Peninsula Water Management District
2025 Strategic Goals and Objectives
Adopted March 17, 2025

Near-Term Goals (1-Year)

Goal #1: Continue planning and implementation for protecting and increasing water supply

Objectives:

- Engage State Water Board on lifting of Cease and Desist Order (CDO) & moratorium on new meters with target of December 2025.
- Work with Monterey One Water to deliver the Pure Water Expansion project by calendar year end.
- Examine increasing ASR capacity.
- Maintain focus on long-term supply and demand forecasting to inform additional water supply needs.
- Implement/monitor new regulatory requirements (Urban Water Management Plan, Water Use Efficiency Standards, Non-Functional Turf policy, etc.)

Goal #2: Implement public ownership of Monterey Water System as directed by the voters

Objectives:

- Pursue “bench trial” on the public “right to take,” including discovery and due diligence.
- Expand public outreach.
- Plan for financing, rates, staffing, and operations.

Goal #3: Focus on Seaside Groundwater Basin Management

Objectives:

- Collaborate with Marina Coast Water District, Seaside Municipal, Seaside Basin Watermaster, and others.
- Evaluate additional storage of water – sources, cost, infrastructure
- Communicate District activities, studies, and/or results to Watermaster

Goal #4: Increase public engagement and maintain leadership role on water issues

Objectives:

- Consider forming citizens' panel.
- Increase use of email, social media and town halls.
- Highlight progress on current goals and objectives.
- Increase visibility at state and local conferences.

Goal #5: Protect, enhance, and maintain District's financial health

Objectives:

- Review reserve policy and forecast of revenue sources/collections.
- Ensure fiscal stability in face of litigation activities, Pure Water Monterey reserve accumulation, refunds, other.
- Regularly report on exposure, risk policy, grants.
- Maintain GFOA award and CSDA transparency certificate of compliance.
- Continue to develop strategy for PERS and OPEB liabilities in budget planning.

Longer-Term Goals (1-3 Years)

Goal #6: Review Carmel River Mitigation Program

Objectives:

- Identify Carmel River mitigation activities required by regulatory conditions.
- Identify data monitoring needed to implement changes to Carmel River mitigation program requirements.
- Add climate change/climate action to Carmel River planning functions.