

MPWMD PUBLIC OUTREACH REPORT / April 24, 2023

Projects completed since our last Public Outreach meeting

Item No. 2 on the MPWMD Public Outreach Committee
Monday, April 24, 2023

Distributed to the Board of Director's, General Manager and District Counsel

March 9

- [Newsletter](#)
- [Officials Laud PWM Expansion](#)
- [23,000 Deliveries / 8,000+ Opens](#)



State, Federal Officials Laud PURE WATER MONTEREY EXPANSION

By Dennis L. Taylor



U.S. Representative Jimmy Pannetta

MARINA – Standing on a concrete pad that will support a major new water supply for the Monterey Peninsula, state and federal officials on Monday struck celebratory tones in describing government partnerships that will help usher in an expansion of the Pure Water Monterey project.

Tanya Trujillo, the U.S. Dept. of the Interior assistant secretary for water and science, told gathered reporters that Pure Water Monterey and its expansion is a good example of how to address unprecedented dry conditions with innovative technologies that provide for new water.

March 16

- **Branding Ad** – MCW / PC – (half)
- Promote Fix a Leak Week and Landscaping Webinars

LEAKS
FIX & SAVE!

The average household's leaks can account for nearly 10,000 GALLONS of wasted water per year.

Worn toilet flappers, dripping faucets, and leaking valves are often EASY TO FIX and only require simple tools.

FIX A LEAK WEEK **MAR 20-26**

Learn how to find and fix leaks: epa.gov/watersense

10 percent of homes have leaks that waste 90 gallons or more per day	A leaky faucet dripping at the rate of one drip per second can waste more than 3,000 gallons per year.
1 trillion gallons of wasted water each year and is equal to annual household water use in nearly every home.	A shower leaking at 10 Drips per minute wastes more than 500 gallons per year.
11 million homes	Repair leaks by checking faucet washers and gaskets for wear and replacing them if necessary.
Replace old toilets with WaterSense models & save 13,000 gallons of water savings for the average family.	Homeowners call now look for WaterSense <small>U.S. EPA Choice</small>
Homeowners save 10 percent on their water bills.	

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT
WATER MATTERS
Sign up for our Water Newsletter. MPWMD.net

March 16

- [Newsletter](#)
- Promote Fix a Leak Week & Landscaping Webinars

Fix your leaks and **SAVE!**

The average household's leaks can account for nearly 10,000 GALLONS of wasted water per year. Worn toilet flappers, dripping faucets, and leaking valves are often EASY TO FIX and only require simple tools.

Fix a Leak Week March 20-26

Learn how to find and fix leaks:
epa.gov/watersense
(Register for Leak Detection Webinar below)

10
percent of homes have leaks that waste 90 gallons or more per day

A leaky faucet dripping at the rate of one drip per second can waste more than
3,000 gallons per year

Did you know?
Minor water leaks account for nearly

1
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of wasted water each year and is equal to annual household water use in nearly

A shower leaking at
10 Drips
per minute wastes more than
500
gallons per year

11
million homes

Repair
leaks by checking faucet washers and gaskets for wear and replacing them if necessary

Replace old toilets with WaterSense models & save

13,000
gallons of water savings for the average family

Homeowners can save

10 percent on their water bills

look for

WaterSense
Meets EPA Criteria

Learn the Watershed Approach to Landscaping

This series of webinars sponsored by Monterey Peninsula Water Management District, California American Water, and Water Awareness Committee help you design, install, and manage your landscape using the Watershed Approach. The result is a gorgeous living space that functions as a healthy mini-watershed.

Click to [DOWNLOAD Handbook](#)

Register for Webinars

3/14	6:00 PM - 7:00 PM	Turf: Remove, Replace or Maintain
3/22	6:00 PM - 7:00 PM	Outdoor Leak Detection
4/04	6:00 PM - 7:00 PM	Garden Design - Shade and Other
4/20	6:00 PM - 7:00 PM	Resilient Alternatives to Lawn Removal
5/11	6:00 PM - 7:00 PM	Compost: Building the Soil Sponge
5/23	6:00 PM - 7:00 PM	Permeable Everywhere

Click to [REGISTER](#) for any of the above

NEWS AND INFORMATION

Monterey Peninsula Water Management District
<https://www.mpwmd.net>

March 23

- [Newsletter](#)
- [Press Release – Appraisal and Cal Am Buyout Offer](#)



Water District to Finalize Appraisal of Cal-Am Monterey Water System and Make an Offer



Measure J Voter Initiative Moves Forward with Public Presentation on April 3

On March 21, 2023, the Monterey Peninsula Water Management District announced that it will finalize a formal appraisal of California American Water Company's Monterey Water System in support of an offer to acquire the system and place it under public ownership and operations. The Water District will hold a public presentation and Q&A session Monday, April 3, 2023 at Few Memorial Hall (Monterey City Council Chambers) beginning at 5:30 pm to reveal the valuation, discuss the methodology, review the public benefits, and talk about next steps. It is expected that an offer to purchase the system will be made to Cal-Am on or about the same time.

"It has been a lengthy process to get to this point," said District Chair, Supervisor Mary Adams, "and we are simply following through on what the voters instructed us to do."

In November 2018, voters resoundingly passed Measure J by 56% (23,757 voted yes) to 44% (18,810 voted no). Measure J directed that, if and when feasible, the District shall acquire all assets of California American Water, or any successor in interest to California American Water, for the benefit of the District ratepayers as a whole.

District General Manager Dave Stoldt said "Approximately 85% of all urban water supplies in California are provided by public agencies, so public ownership and operation is the standard. We look forward to answering the public's questions at the April 3rd presentation." Stoldt added that the District's professional appraisers will attend the presentation and be available for the Q&A.

About Monterey Peninsula Water Management District

The mission of the Monterey Peninsula Water Management District is to sustainably manage and augment the water resources of the Monterey Peninsula to meet the needs of its residents and businesses while protecting, restoring, and enhancing its



Like or follow. Join the water dialogue.

March 30

- **Event Ad** – MCW / PC – (full)
- Announce Public Presentation of Cal Am Buyout Offer

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

CALAM BUYOUT BEGINS.

Public Presentation and Q&A
Water District reveals valuation, methodology, public benefits, and next steps
Monday, April 3, 5:30 pm
City of Monterey City Council Chambers, 580 Pacific Street, Monterey

Participate on Zoom: <https://tinyurl.com/2s46ff34> / Live on Comcast Channel 24
Stream on YouTube: <https://tinyurl.com/yeyzuw62>

*In November 2018, Monterey Peninsula voters passed Measure J by 56%.
Measure J directed that, if and when feasible, the Water District acquire all assets of
California American Water for the benefit of District ratepayers.
In November of 2019, consultants concluded it was feasible and presented
their findings in a public presentation.*

Stay Current on Buyout Progress / Sign up for our Newsletter: MPWMD.net

March 30

- **Newsletter**
- Public Presentation Details:
Introduction and Overview of
Appraisal and Offer Process



PUBLIC PRESENTATION and Q&A **Monday, April 3, 5:30 pm**

Monterey City Council Chambers, 580 Pacific Street, Monterey

Participate on Zoom: <https://tinyurl.com/2s46R34> / Live on Comcast Channel 24
Stream on YouTube: <https://tinyurl.com/yeyzaw62>

PRESENTATION

Introduction and Overview of Appraisal and Offer Process
David Stoldt, General Manager, MPWMD

Methodology and Findings / Appraised Value of Monterey Water System
Raffelis Financial Consultants

Other Issues and Next Steps
David Stoldt, General Manager, MPWMD

HOW WE GOT HERE

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March / April

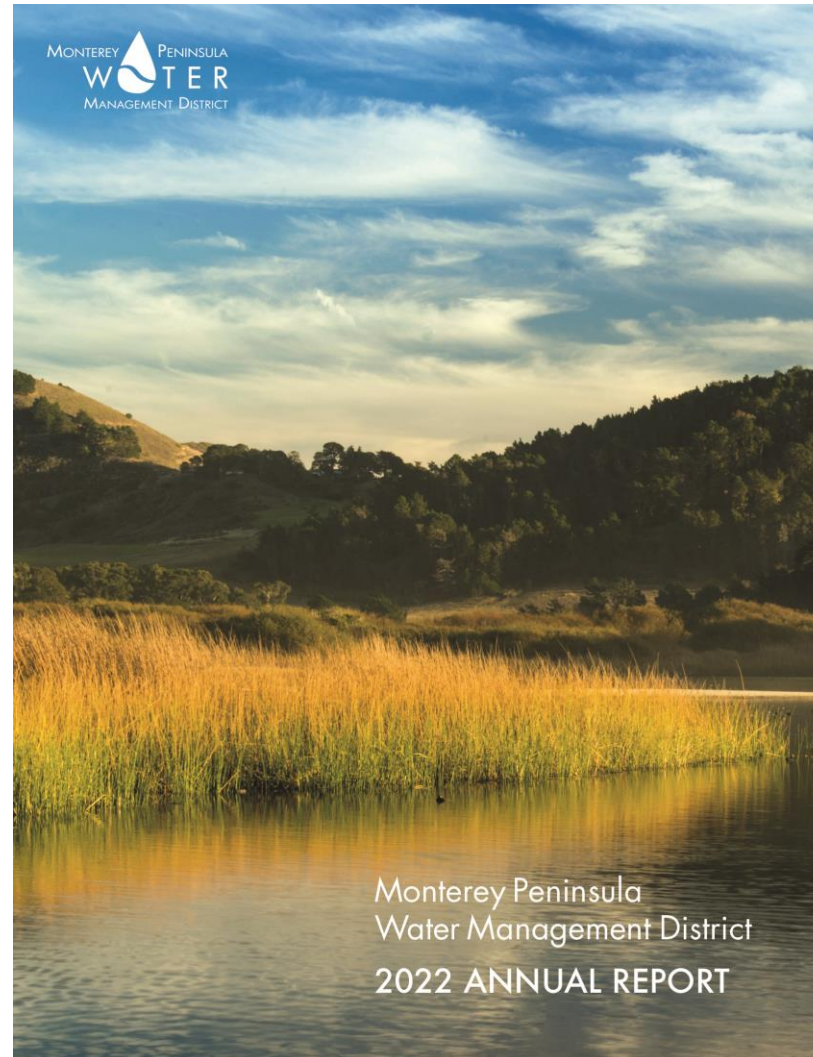
- **Social Media**

- Events
- News
- Info

The image shows a screenshot of a Facebook post from the Monterey Peninsula Water Management District. The post is dated March 28 at 1:21 PM. The main text of the post reads: "MPWMD TO MAKE OFFER / Public Presentation and Q&A / Monday, April 3, 5:30 pm / Monterey City Council Chambers, 580 Pacific Street, Monterey / Participate on Zoom: <https://tinyurl.com/2s46ff34> / Live on Comcast Channel 24... See more". Below the text is a large graphic with a blue-to-green gradient background and the text "CALAM BUYOUT BEGINS." in large, white, bold, sans-serif capital letters. The post includes a "Send message" button, a "See insights" link, and a "Boost again" button. The engagement section shows 17 comments and 8 shares, with a "Like" button. A comment from Jan Shriner is visible, stating: "MPWMD partners with 2 other publicly owned water and wastewater services to create Pure Water Monterey to make advanced treatment of water for indirect potable use. The expansion of the project is delayed for several years by a".

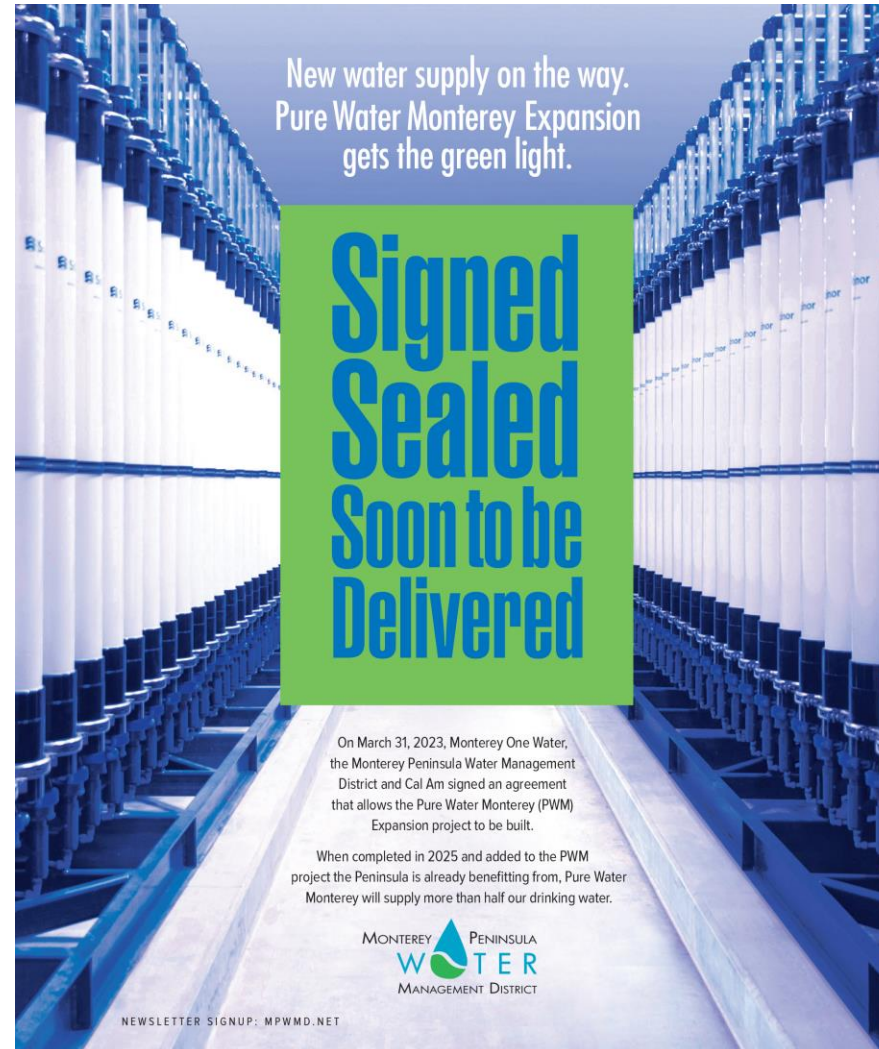
April 3

- **Annual Report** – 250 printed
- Made available at Public Presentation at Monterey City Council Chambers



April 13

- **Branding Ad** – MCW (full) / PC (half)
- Announced signing of WPA



April 13

- [Newsletter](#)
- Pure Water Monterey Expansion
WPA agreement signed



NEW WATER SUPPLY ON THE WAY



Pure Water Monterey Expansion Gets Green Light

On March 31, 2023, Monterey One Water, the Monterey Peninsula Water Management District, and Cal Am signed a Water Purchase Agreement that gives the go-ahead for the Pure Water Monterey (PWM) Expansion project to be built.

When completed, it will add 2,250 acre-feet per year of purified water to PWM's initial production of 3,500 acre-feet per year. The combined total will provide over half of the Peninsula's drinking water. Construction of the expanded Pure Water Monterey facility will be completed in 2025.

Pure Water Monterey was recently lauded by Tanya Trujillo, the U.S. Dept. of the Interior assistant secretary for water and science, as a national model for water reuse.

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April 20

- [Newsletter](#)
- Announcement and Invitation to CPUC Public Rate Hearing



CAL AM Asks for \$15.3 Million Rate Increase to Peninsula Water Bills

The California Public Utilities Commission is holding a public hearing Tuesday, April 25, at the Seaside City Hall to consider Cal-Am's latest request for rate increases. The CPUC wants to hear from ratepayers. You can attend (and speak) at the 2 pm or 6 pm session. There is no Zoom option.

Cal-Am asks for rate increases every three years. Their current request is for authorization to increase its revenues on the Monterey Peninsula by \$9.4 million in 2024, by \$2.5 million in 2025, and by \$3.4 million in 2026. All of this arrives on the heels of Cal-Ams \$8.5 million rate increase in January of this year.



Dave Stoldt Will Argue Against Rate Increases

In accordance with the Assigned Commissioner's Scoping Memo and Ruling issued on March 21, 2023, David J. Stoldt, General Manager, will deliver the presentation for the Monterey Peninsula Water Management District. The District will argue:

- Cal-Am's Monterey system is 2 to 3 times less affordable than other Cal-Am systems, so statewide cost allocations discriminate against Monterey ratepayers
- Cal-Am proposals have many subsidies that create a different set of rules than 85% of water ratepayers across the state
- Low-income subsidies are starting to hurt other Monterey ratepayers
- The fixed-meter charge should not be raised
- Capital projects that support existing water supplies (Pure Water Monterey, Aquifer Storage and Recovery, and Sand City Desal) must be prioritized
- The conservation budget should not be cut

Monterey Peninsula Water Management District

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COMING UP

- **Response to Misinformation** – Newsletter / OpEd
- **Annual Report** – Announce and distribute through newsletter (pdf link) on April 27
- **Board Objectives and Strategies** – Incorporate into Public Outreach Planning
- **Website** – Update existing desktop and mobile version to optimize communication and meet ADA (Americans with Disabilities Act) regulations
 - Review existing website to determine communication and editing priorities
 - Redesign layout on current Wordpress platform
 - Acquire quote from Fast Atmosphere (current vendor) to develop (code)
 - Complete within approx. 90 to 120 days

A.22-07-001

*Public Participation
Hearings – Seaside, CA*

David J. Stoldt
General Manager

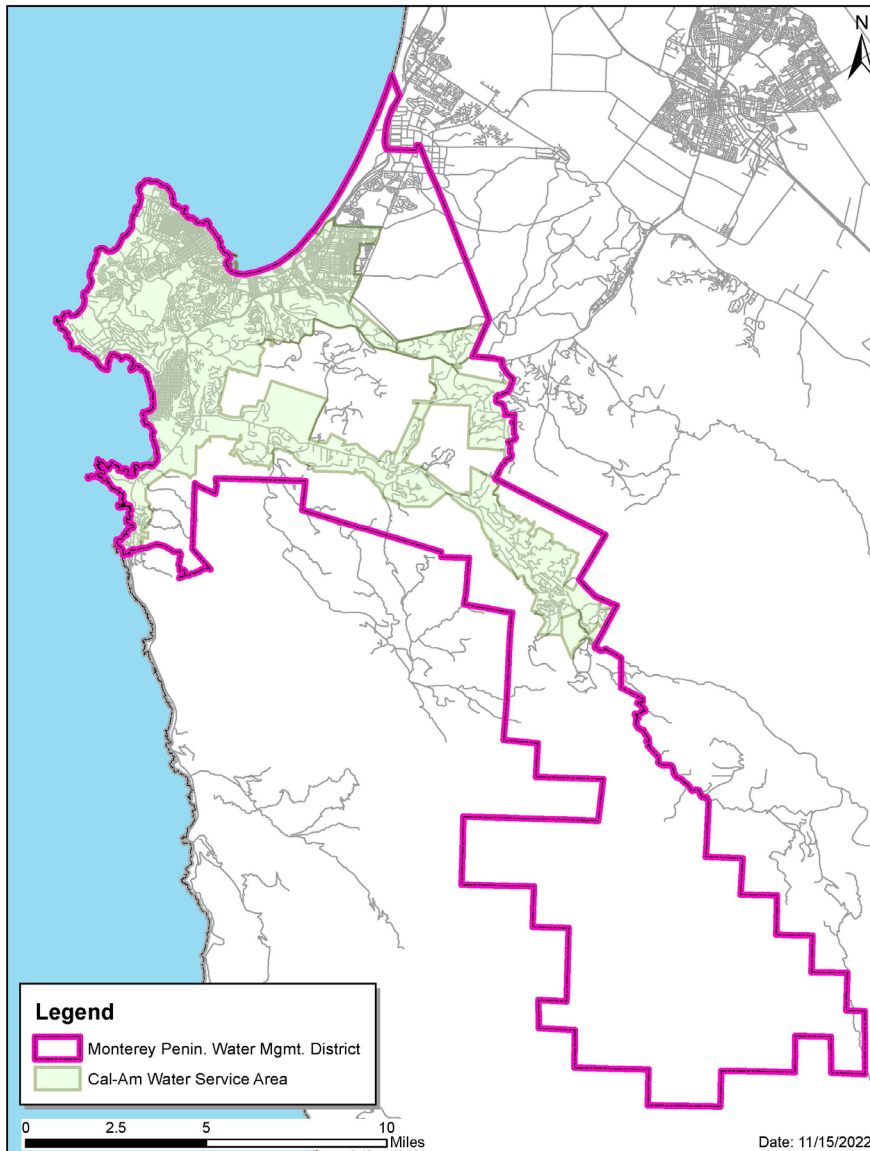
April 25, 2022



What is MPWMD?

- Special District Created by the Legislature in 1977
- Approved by Voters in 1978
- Serves 105,000 people
- 7 Member Board – 5 Elected, 1 Supervisor, 1 Mayor

District and Cal-Am Boundaries



MPWMD
includes all of
Cal-Am's
Monterey Main
System

MPWMD Duties & Activities

District Duties	Example of Activities
Augment Water Supply	Pure Water Monterey Aquifer Storage & Recovery
Promote Water Conservation, Reuse, and Recycling	Conservation programs Pure Water Monterey Pebble Beach Reclamation Project
Environmental Stewardship	Fish Rescues Habitat Restoration
Integrated Management of Ground and Surface Water	Compliance w State Cease and Desist Order Adjudication of Seaside Basin Water Quality & Level Monitoring

Statewide Allocations Penalize Monterey Ratepayers

Special Request #5 (Acquisitions)

Special Request #4 (Consolidation of T&D)

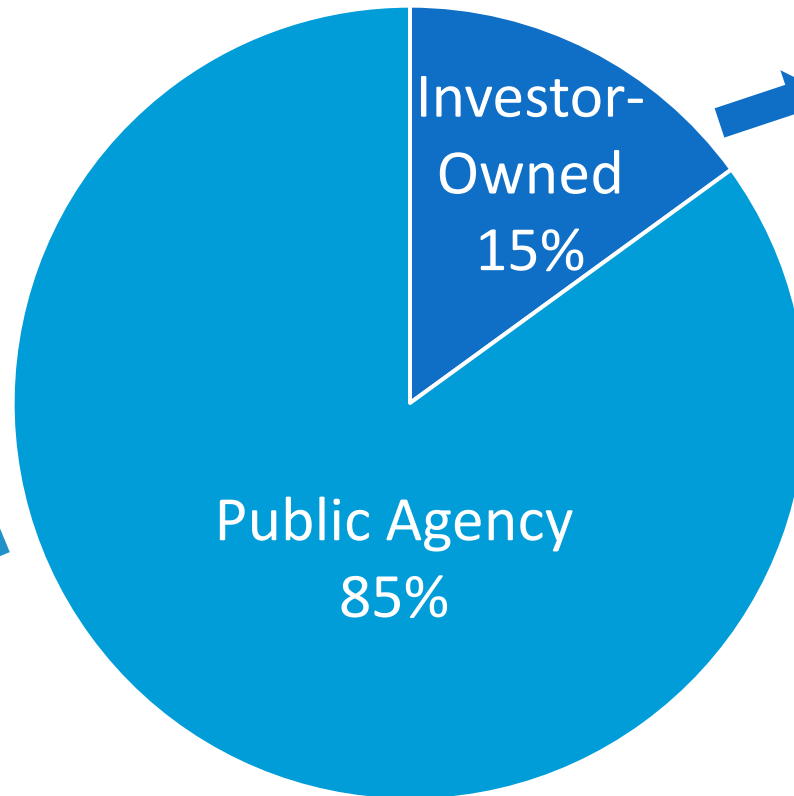
Special Request #6 (Catastrophic Events)

Cal-Am District	Essential Usage Bill (per Month)	Affordability Ratio (AR20)
LA - Duarte	\$38.22	2.24%
Monterey Main	\$114.86	6.64%
Sacramento	\$37.73	2.76%
San Diego	\$49.36	3.71%
Ventura	\$41.77	2.23%

Any statewide allocation should be adjusted for affordability

Cal-Am Proposals Create Uneven Playing Field

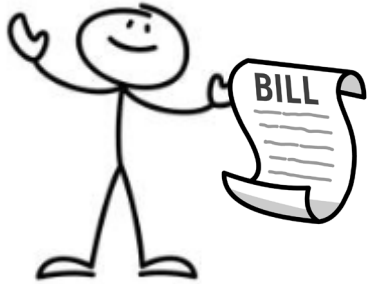
Provider of Urban Water



- No Subsidies (Article XIIIID of CA Constitution)
- Rates Reflect True Costs

- Subsidies between Customer Classes
- Subsidies between Regions
- Hides True Costs
- Promotes IOU Acquisitions
- No Evidence of Benefits to Existing Ratepayers

Low-Income Programs Hurt Monterey Ratepayers



- CAP discount of 30% is already higher than other divisions; Should not go to 35%
- CAP subsidy represents “tax” on non-CAP customers
- Hardship Benefit Program getting expensive
 - 2018: 0% Ratepayer funded
 - 2019 GRC: 50% Ratepayer funded
 - 2022 GRC: 75% Ratepayer funded
- Monterey Affordability Ratio is already high

Fixed Meter Charge Should Remain at 30%

- Fixed meter charge just went to 30% in last GRC – Too soon to raise again
- National Resources Defense Council says higher fixed charges hurt low-income customers
- EPA says shift from volumetric to fixed charges discourages efficiency for all ratepayers
- American Water Works Association says it is more difficult to send conservation-oriented pricing signals if fixed charges are high
- California Water Efficiency Partnership best management practice says 30%



Capital Projects Must Be Funded & Built

- Focus on projects to optimize existing water supply sources
 - Pure Water Monterey needs more extraction capacity
 - ASR needs more Carmel Valley wells
 - Sand City desal needs new intake well
- CPUC should encourage timely completion – most needed projects are approved, but not yet built
- Stronger cooperation between Cal-Am and MPWMD needs to be enforced

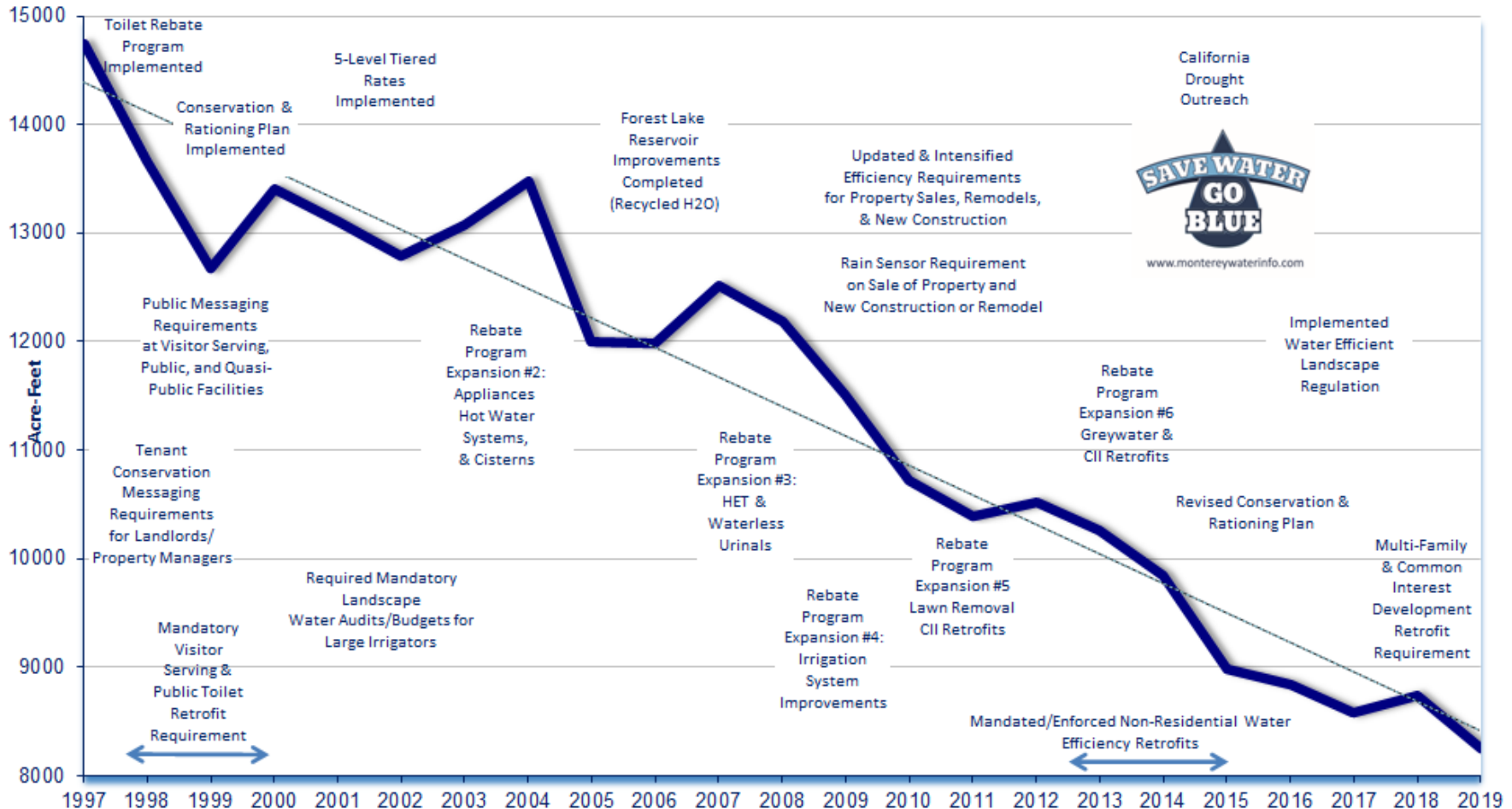
Conservation Budget Should not be Cut

- Cal-Am proposes 10.3% cut in conservation budget
- Monterey still has regulatory restrictions and a supply shortage
- Proposed budget ignores public outreach, workshops, and training
- Monterey conservation budget should be \$1,805,000



In Monterey, Conservation is a Way of Life

Monterey Peninsula Water Demand (Thru Last GRC)



Questions?

