

MPWMD PUBLIC OUTREACH REPORT

February 25 – April 27

PROOF.

34" migrating steelhead ready for river release (2.5.26)

HEALTHY STEELHEAD — HEALTHY CARMEL RIVER

For hundreds of years, steelhead on the Carmel River have played the role of an indicator species. 40 years ago, population reduction indicated the fish were in trouble. Mismanagement of the river through dams and over drafting had taken its toll, and the Carmel River was named the eighth-most-endangered river in the country.

GETTING IT DONE

Today, largely due to State regulations on the Carmel River and the Monterey Peninsula Water Management District's (MPWMD) leadership, the Carmel River Watershed has transformed into a healthy ecosystem. And the thriving steelhead population proves it.

MPWMD's 40 YEAR RESTORATION

- Mitigation programs now monitor hydrology, water quality, river and lagoon health.
- Over half a million juvenile steelhead have been rescued from dry portions of the river during the summer.
- Restoration projects have replaced erosion-prone rubble.
- Vegetation management helps prevent debris dams and stabilizes streambanks.
- The innovative Aquifer Storage and Recovery project stores winter surplus water in the Seaside Aquifer.
- Pure Water Monterey, the advanced water purification project MPWMD co-developed with Monterey One Water, now provides **60%** of the Peninsula's drinking water.

MPWMD.NET

Feb 26

- **NEWSLETTER**
- Steelhead Thriving
- Deliveries: 20,755 / Opened: 7,105 (34.2%)*
- Clicks: 116
- *A good open rate is anywhere from 20% to 30%

JOIN US FOR FIX A LEAK WEEK



One drip per second can waste 3,000 gallons per year.

CHECK YOUR METER: Turn off all water for two hours. If the meter reading changes, you likely have a leak.

THE TOILET TEST: Place a drop of food coloring in the toilet tank. If color appears in the bowl after 15 minutes without flushing, your flapper is leaking.

PICK UP FREE KITS: MPWMD provides free toilet leak detection kits and water-saving devices like low-flow showerheads and sink aerators.

LOOK & LISTEN: Check under sinks, listen for running toilets, and inspect outdoor hose bibs and irrigation systems. Part of the U.S. EPA's WaterSense program, this annual event encourages residents to "hunt down the drips" to prevent the nearly 1 trillion gallons of water wasted annually by household leaks nationwide.

Rebates and Rewards

SMART FLOW METERS: Get a rebate of up to \$200 for purchasing and installing a smart flowmeter (like Flume), which provides real-time leak alerts on your phone.

HIGH EFFICIENCY APPLIANCES: Rebates are also available for qualifying high-efficiency toilets, clothes washers, and irrigation controllers.

REBATES

March 19

- **NEWSLETTER**
- Fix A Leak Week
- Deliveries: 20,577 / Opened: 6621 (32.2%)
- Clicks: 120

MULCH MADNESS

FREE
Truckload
or Bags

APRIL 4

Two Cubic Yards of Mulch per Service Address

- Only California American Water or Monterey Peninsula Water Management District customers are eligible to participate.
- Must bring water bill showing where mulch will be used and photo ID.
- After entering ReGen Monterey on Charlie Benson Road, turn right at the four-way stop, follow Mulch Madness signs to Keith Day Landscape Supply. Stay in vehicle and drive through verification station before proceeding to loading area. Mulch will be loaded into pick-up trucks with assistance from a tractor. Bring your own tarp to cover mulch during transportation.
- Bagged mulch will also be available in smaller quantities for those without a truck. Supplies may be limited and are on a first-come, first-served basis. For personal use only. Not for resale.

Saturday, April 4, 9am to Noon
14201 Del Monte Blvd. (one mile north of Marina)
831.658.5601

March 26

- **BRAND AD**
- Mulch Madness
- Half page / MC Weekly & Pinecone
- Results:
- 2026 April – 212 vehicles, 700 bags, 75 truckloads
- 2025 Oct – 153 vehicles, 515 bags, 50 truckloads
- 2025 July – 200 vehicles, 680 bags, 63 truckloads

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

MULCH MADNESS



**FREE
Truckload
or Bags**

**APRIL
4**

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April 2

- **NEWSLETTER**
- Mulch Madness
- Deliveries: 20,394 / Opened: 7,391 (36.2%)

**GIVE THE
EARTH
SOME LOVE**



FREE

Free Water Efficient Hose Nozzle.
Up to 2 per Household as Long as Supplies Last

MPWMD / Monday to Friday / 9 - 4 pm, 5 Harris Ct., Building G, Monterey
Earth Day Celebration / April 18 / 10 - 2 pm, Devendorf Park, Carmel-By-The-Sea
Earth Day Celebration / April 19 / 1 - 4 pm, Laguna Grande Regional Park, Seaside
Earth Day Celebration / April 22 / 10 - 2 pm, Monterey Peninsula College, Monterey Campus
Good Old Days / May 2, 3 / 10 - 4 pm, City of Pacific Grove

Designated
Watering Days
Wed. & Sat.
PLEASE

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

MPWMD.NET

April 16

- **ADS**
- Free Nozzle
- Half page: MC Weekly & Pinecone



April 23

- **BROCHURE INSERT**
- Annual Report
- MC Weekly
- 20,000



The graphic features a background image of industrial water pipes. At the top, the Monterey Peninsula Water Management District logo is displayed. A central black box contains the text '2025 Annual Report' and a large '60%' figure. Below the percentage, a small text block states: 'The completed Pure Water Monterey project **NOW** provides 60% of the drinking water needed on the Peninsula for housing, jobs, growth, and drought for years to come.' Below this box, the title 'Annual Report Highlights' is written in a large, bold font. Underneath, five key topics are listed: 'Pure Water Allocated for Housing & Projects', 'Supply Gets Boost from Storage', 'District Asks State to Drop Restrictions on New Water Meters', 'How Your Money is Spent', and 'Carmel River Environmental Stewardship'. At the bottom, a black button with the word 'DOWNLOAD' in white capital letters is centered.

April 23

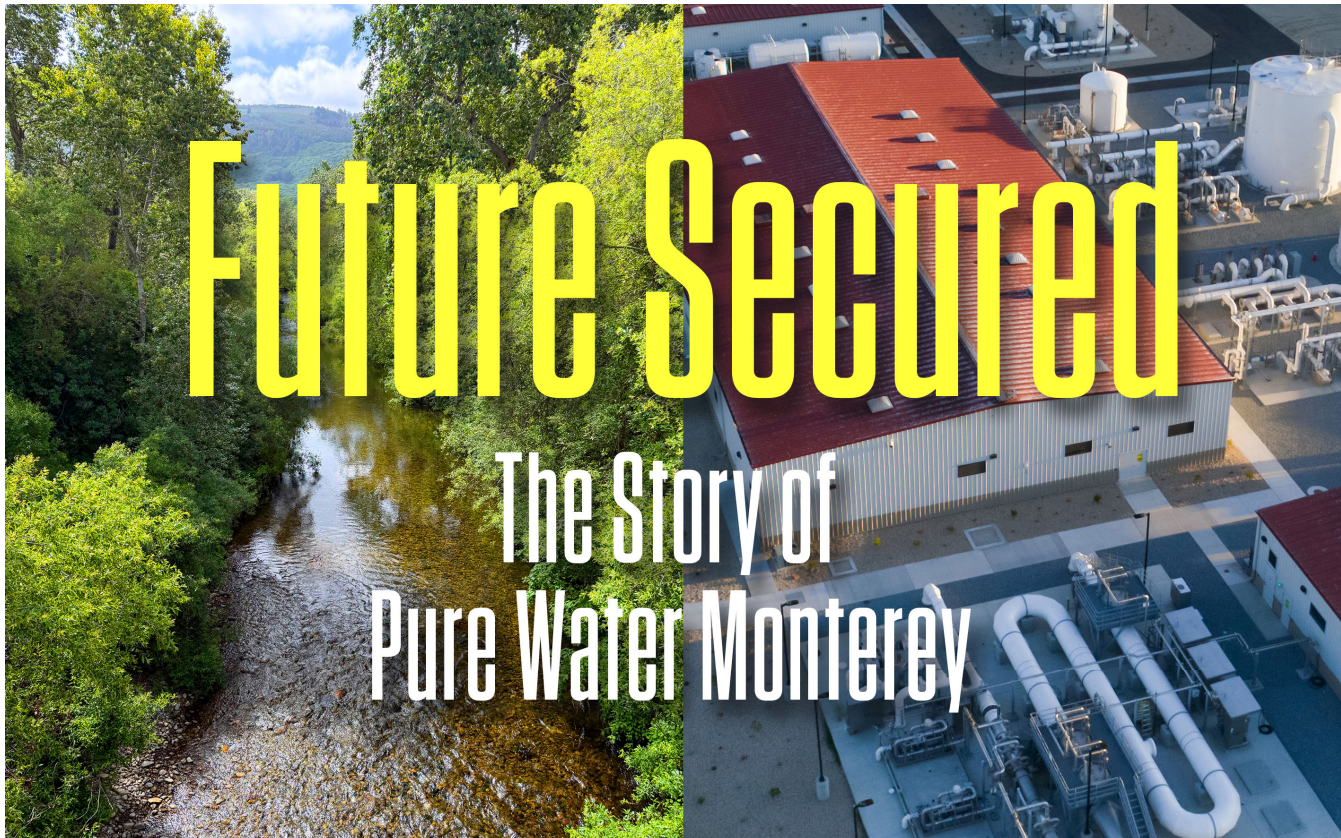
- NEWSLETTER
- Annual Report
- Deliveries: 20,470 / Opened: 6,395 (31.2%)
- Clicks: 129

COMING SOON!

May 1 – NPR Underwriter Ads on KAZU for 6 mos. / 66 spots per mo. (15 sec ea.)

July 1 – Summer Splash – New theme: Global Water Use – Update images to match
Stephanie Kister to report

A little something extra...



Future Secured

The Story of
Pure Water Monterey