

MPWMD PUBLIC OUTREACH REPORT

February 25 to April 28

**GIVE YOUR
TOILET
SOME LOVE**

Household leaks can waste 180 gallons per week.
Toilets are often the culprit. Most toilet leaks are due to
old or worn-out toilet flappers.



**MAR
17-23**

FIX A LEAK WEEK

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

MPWMD.NET

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

March 20

- **BRAND AD**
- **Fix a Leak Week**
- **Half page - MC Weekly, Pinecone**

District Hires Assistant General Manager



Mike McCullough

March 20, 2025 – Monterey, Calif. – The Monterey Peninsula Water Management District (District) announces the arrival of Mike McCullough as their new Assistant General Manager. McCullough, who has resided in the area for over 25 years, understands how important the management of local water resources is for the local communities. The District's General Manager, Dave Stoldt, said "The District conducted a national search for a dedicated water professional, and the top candidate was literally next door at Monterey One Water (M1W.) Mike has proven his knowledge of the complex local water issues

March 20

- **NEWSLETTER**
- Mike McCullough hired as AGM
- Recipients: 19,978 / Opened: 8,757 / Clicks: 30



March 20

- **SOCIAL MEDIA**
- Mike McCullough Hired as AGM
- Facebook followers – 112
- Instagram followers – 997



WE CARE. REALLY.

Since MPWMD was formed in 1978, we've passionately pursued the conservation of natural resources on the Monterey Peninsula and an affordable and sustainable water supply. **The results speak for themselves.**

Pure Water Monterey

PWM now provides 38% of the Peninsula's drinking water. PWM's Expansion will increase it to 60% later this year when construction is completed.

Seaside Aquifer Storage and Recovery (ASR)

In 2024 we injected a half million gallons of surplus Carmel River water into the Seaside Groundwater Basin for future use.

Carmel River Steelhead Rescue and Restoration

We've rescued 500,000 Steelhead from drying portions of the Carmel River since 1989 and released them safely to more viable locations.

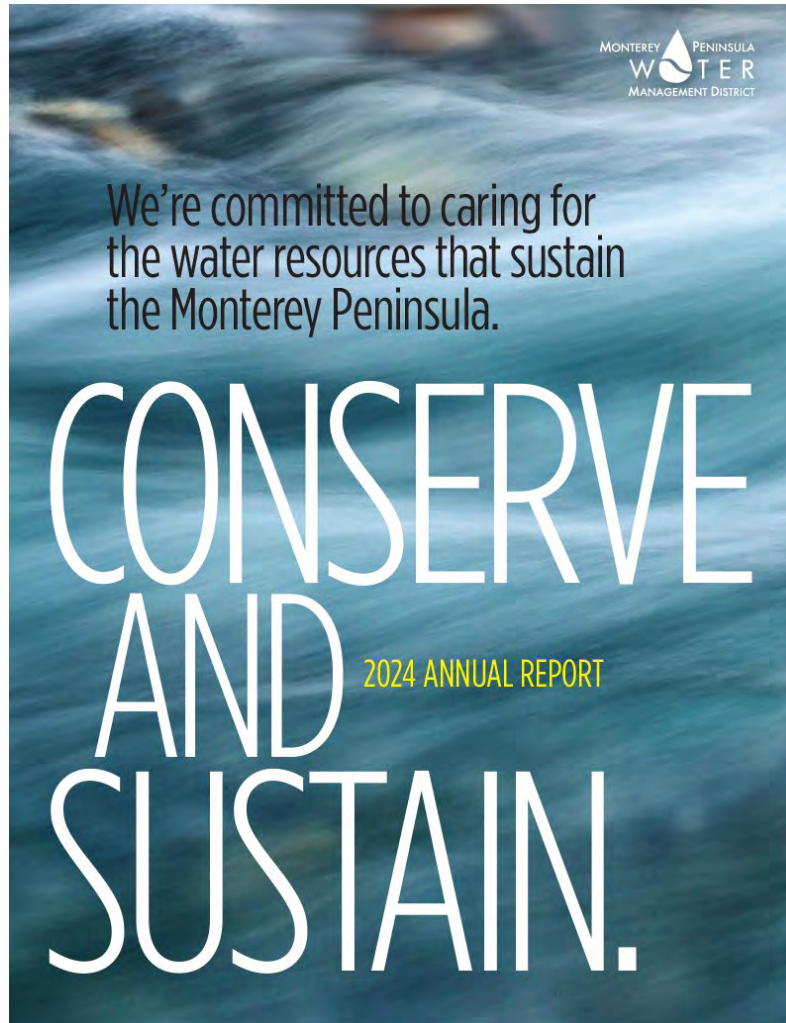
Lift Cease and Desist Order on Carmel River

We're working to eliminate the moratorium on new housing as early as the end of this year.

For more on these projects, see the MPWMD Annual Report at [MPWMD.NET](https://www.mpwmd.net)

April 17

- **BRAND AD**
- Annual Report Highlights
- Full Page - MC Weekly, Pinecone



April 24

- **ANNUAL REPORT Inserted**
- MC Weekly – Circulation: 20,000

The image shows the cover of the 2024 Annual Report for the Monterey Peninsula Water Management District. The top half features a blue, textured background with the text 'We're committed to caring for the water resources that sustain the Monterey Peninsula.' and 'CONSERVE AND SUSTAIN. 2024 ANNUAL REPORT'. The bottom half is a solid yellow background with the title 'Annual Report Highlights' and a list of five key achievements. A black 'DOWNLOAD' button is at the bottom.

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

We're committed to caring for
the water resources that sustain
the Monterey Peninsula.

CONSERVE
AND
SUSTAIN.
2024 ANNUAL REPORT

**Annual Report
Highlights**

PWM to Deliver 60% of Demand
Surplus Rain Results in Record Injection
Groundwork Laid for Lifting CDO
District Manages New Projects
Care for the Carmel River Expands

DOWNLOAD

March 24

- **NEWSLETTER**
- 2024 Annual Report Released
- Recipients: 19,844 / Opened: 7,758 / Clicks: 169

Monterey Peninsula Water Management District
Published by Phil Wellman
9m · 🌐

2024 ANNUAL REPORT FEATURES PLAN TO LIFT THE CDO.
Other highlights include PWM to Deliver 60% of the Peninsula's Water, Surplus Rain Results in Record Aquifer Injection, District Manages Grants for New Peninsula Projects, Certificate of Financial Excellence Awarded, District Expands Care of the Steelhead and Carmel River.
DOWNLOAD: https://www.mpwmd.net/.../M_Annual%20Report_2024_Singles.pdf



**MPWMD
IS ON THE
MOVE.**

See what we're doing
for YOU.

DOWNLOAD
our Annual Report at
MPWMD.net

Monterey Peninsula Water Management District Send message

i We're reviewing your last request to boost this post
Your last request was on Apr 28, 2025. We'll let you know if it's approved within the next 24 hours. ×

[See insights and ads](#) Boost again

April 27

- **SOCIAL MEDIA**
- 2024 Annual Report Released
- Facebook followers – 112
- Instagram followers – 997

MONTEREY PENINSULA

WATER

MANAGEMENT DISTRICT

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PUBLIC NOTICES

MEETINGS AND AGENDAS

REGIONAL WATER DATA

PENINSULA NEWS

Pure Water Monterey Expansion on Track for 2025

In January, the final phase of the PWM Expansion project was initiated on former Ft. Ord property. When completed, two new wells will inject 2,250 acre-feet per year (730 million gallons) of new drinking water into the Seaside Groundwater Basin for Peninsula use. [READ MORE >](#)

2024 Annual Report Features Plan to Lift the CDO

Other highlights include PWM to Deliver 60% of the Peninsula's Water, Surplus Rain Results in Record Aquifer Injection, District Manages Grants for New Peninsula Projects, Certificate of Financial Excellence Awarded, District Expands Care of the Steelhead and Carmel River. [READ MORE >](#)

Free Landscape Seminars Benefit from Master Gardeners

The first in a series of virtual seminars will be held Monday, March 5 at 6pm. They will continue through November. The seminars are sponsored by MPWMD, Cal Am, and the Water Awareness Committee and will help you design, install, and manage your landscape using the Watershed Approach. [READ MORE >](#)

OFFICE LOCATION:
5 Harris Court, Building G
Monterey, CA 93940
Hours: Monday-Friday, 9am-4pm
[Map & Directions](#)
[Office Closure Dates](#)

MAILING ADDRESS:
MPWMD
P.O. Box 85 Monterey, CA
93942-0085

NEWSLETTER

PERMITS AND CONSERVATION OFFICE:
Phone: (831) 658-5601
Fax: (831) 644-9558

REPORT WATER WASTE
waste@mpwmd.net

REQUEST PUBLIC RECORDS
[Email Request](#)

ADMINISTRATIVE OFFICES
Phone: (831) 658-5600
Fax: (831) 644-9560
[email: info@mpwmd.com](mailto:info@mpwmd.com)

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PENINSULA NEWS: Additions

- 2024 Annual Report
- Free Landscape Seminars



2025 SUMMER SPLASH

- Promotion starts July 1
- Illustration in development
- Aldo Crusher Samples



DRUMBEAT FOR 2025: Lift CDO

- Expand awareness & inform
- Gather support for Petition to Modify
- 2 to 3 minute video?