



This meeting is not subject to Brown Act noticing requirements. The agenda is subject to change.

Public Outreach Committee Members:

*George T. Riley, Chair
Amy Anderson
Karen Paull*

Alternate:

Alvin Edwards

Staff Contacts:

*David J. Stoldt,
General Manager*

*Stephanie Locke,
Water Demand Manager*

*Phil Wellman with
Wellman Ad, Public
Outreach Consultant*

*Joel G. Pablo,
Board Clerk*

Mission Statement

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 natural and human environments.

Vision Statement

Model ethical, responsible, and responsive governance in pursuit of our mission.

Board's Goals and Objectives

Are available online at: <https://www.mpwmd.net/who-we-are/mission-vision-goals/bod-goals/>

AGENDA

**Public Outreach Committee
of the Monterey Peninsula Water Management District**

Monday, April 24, 2023 at 3:00 p.m. [PST]

Join the Virtual Meeting at:

<https://mpwmd-net.zoom.us/j/88298591094?pwd=bkJDLzhK2puRHp0d2M3SU9EdUdPZz09>

Or access the meeting at: <https://zoom.us/>

Webinar ID No.: 882 9859 1094

Webinar Password: 04242023

Participate by phone: (669) 900-9128

For detailed instructions on connecting to the Zoom meeting see page 2 of this agenda.

Call to Order / Roll Call

Comments from the Public – *The public may comment on any item within the District's jurisdiction. Please limit your comments to three (3) minutes in length.*

Action Items – *Public comment will be received on all Action Items. Please limit your comments to three minutes in length.*

1. Consider Adoption of February 27, 2023 Committee Meeting Minutes

Discussion Items - *Public comment will be received. Please limit your comments to three (3) minutes per item.*

2. Status of Public Outreach Projects / WellmanAd
3. Update on Distribution of District Annual Report
4. Update on Measure J Activity Calendar / Outreach Needs
5. Suggest Items to be Placed on a Future Agenda

ADJOURNMENT

Accessibility

In accordance with Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), MPWMD will make a reasonable effort to provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. MPWMD will also make a reasonable effort to provide translation services upon request. Please send a description of the requested materials and preferred alternative format or auxiliary aid or service at least 48 hours prior to the scheduled meeting date/time. Requests should be forwarded to: (1) Joel G. Pablo by e-mail at joel@mpwmd.net, or at (831) 658-5652; and (2) Sara Reyes by e-mail at sara@mpwmd.net or at (831) 658-5610.

Provide Public Comment at the Meeting

Attend via Zoom (For detailed instructions, please see “Instructions for Connecting to the Zoom Meeting” below.)

- (a) Computer Audio Connection: Select the “raised hand” icon. When you are called on to speak, you may identify yourself for the record.
- (b) Phone audio connection **with** computer to view meeting: Select the “raised hand” icon. When you are called on to speak, dial *6 to unmute and you may identify yourself for the record.
- (c) Phone audio connection only: Press *9. Wait for the clerk to unmute your phone and you may identify yourself for the record and provide your comment. Press *9 to end the call.

Submission of Public Comment via E-mail

Send comments to comments@mpwmd.net with one of the following subject lines "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or “PUBLIC COMMENT – ORAL COMMUNICATIONS.” Staff will forward correspondence received to the Board. Correspondence is not read during public comment portion of the meeting. However, all written public comment received becomes part of the official record of the meeting and placed on the District’s website as part of the agenda packet for the meeting.

Submission of Written Public Comment

All documents submitted by the public must have no less than thirteen (13) copies to be received and distributed by the **Clerk** prior to the Meeting.

Document Distribution

In accordance with Government Code §54957.5, any materials of public record relating to an agenda item for a meeting of a legislative body that are provided to a majority of the members less than 72 hours before the meeting will be made available at the District Office, 5 Harris Court, Building G., Monterey, CA, during normal business hours. Materials of public record that are distributed during the meeting shall be made available for public inspection at the meeting if prepared by the Board or a member of its legislative/advisory body, or the next business day after the meeting if prepared by some other person.

Instructions for Connecting to the Zoom Meeting

Note: If you have not used Zoom previously, when you begin connecting to the meeting you may be asked to download the app. If you do not have a computer, you can participate by phone.

Begin: Within 10 minutes of the meeting start time from your computer click on this link: <https://mpwmd-net.zoom.us/j/88298591094?pwd=bkJDLzhK2puRHp0d2M3SU9EdUdPZz09> or paste the link into your browser.

DETERMINE WHICH DEVICE YOU WILL BE USING
(PROCEED WITH ONE OF THE FOLLOWING INSTRUCTIONS)

USING A DESKTOP COMPUTER OR LAPTOP

1. In a web browser, type: <https://www.zoom.us>
2. Hit the enter key
3. At the top right-hand corner, click on “Join a Meeting”
4. Where it says “Meeting ID”, type in the Meeting ID# above and click “Join Meeting”
5. Your computer will begin downloading the Zoom application. Once downloaded, click “Run” and the application should automatically pop up on your computer. (If you are having trouble downloading, alternatively you can connect through a web browser – the same steps below will apply).
6. You will then be asked to input your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
7. From there, you will be asked to choose either ONE of two audio options: Phone Call or Computer Audio:

COMPUTER AUDIO

1. If you have built in computer audio settings or external video settings – please click “Test Speaker and Microphone”.
2. The client will first ask “Do you hear a ringtone?” •If no, please select “Join Audio by Phone”.
•If yes, proceed with the next question:
3. The client will then ask “Speak and pause, do you hear a replay?” •If no, please select “Join Audio by Phone”
•If yes, please proceed by clicking “Join with Computer Audio”

PHONE CALL

1. If you do not have built in computer audio settings or external video settings – please click “Phone Call”
2. Dial one of the numbers listed below using a phone. Select a phone number based on your current location for better overall call quality.

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3. Once connected, it will ask you to enter the Webinar ID No. and press the pound key
4. It will then ask you to enter your participant ID number and press the pound key.
5. You are now connected to the meeting.

USING AN APPLE/ANDROID MOBILE DEVICE OR SMART PHONE

1. Download the Zoom application through the Apple Store or Google Play Store (the application is free).
2. Once download is complete, open the Zoom app.
3. Tap “Join a Meeting”
4. Enter the Meeting ID number
5. Enter your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
6. Tap “Join Meeting”
7. Tap “Join Audio” on the bottom left hand corner of your device
8. You may select either ONE of two options: “Call via Device Audio” or “Dial in”

DIAL IN

1. If you select “Dial in”, you will be prompted to select a toll-free number to call into.

2. You may select any of the numbers listed below:

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3. The phone will automatically dial the number, and input the Webinar Meeting ID No. and your Password.

4. Do not hang up the call, and return to the Zoom app

5. You are now connected to the meeting.

Refer to the Meeting Rules of the Monterey Peninsula Water Management District (Revised August 2022) at <https://www.mpwmd.net/who-we-are/board-of-directors/meeting-rules-of-the-mpwmd/>

PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF FEBRUARY 27, 2023 COMMITTEE MEETING MINUTES

Meeting Date:	April 24, 2023	Budgeted:	N/A
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	N/A
Prepared By:	Joel G. Pablo	Cost Estimate:	N/A

General Counsel Review: N/A

Committee Recommendation: N/A

CEQA Compliance: No CEQA Review Required

SUMMARY: Attached as **Exhibit 1-A** are draft minutes of the February 27, 2023 committee meeting for your review and consideration for approval.

RECOMMENDATION: The committee should review and approve the draft meeting minutes by motion.

EXHIBIT

1-A Draft Minutes of the February 27, 2023 Committee Meeting

Exhibit to be provided under separate cover and to be posted by end of day on April 21, 2023 on the District Website at:

(URL: <https://www.mpwmd.net/who-we-are/committees/board-committees/public-outreach-committee/>)

PUBLIC OUTREACH COMMITTEE

ITEM: DISCUSSION ITEM

2. STATUS OF PUBLIC OUTREACH PROJECTS

Meeting Date: April 23, 2023 **Budgeted:** N/A

From: David J. Stoldt **Program/**
General Manager **Line Item No.:** N/A

Prepared By: David J. Stoldt **Cost Estimate:** N/A

General Counsel Approval: N/A

Committee Recommendation:

CEQA Compliance: Action does not constitute a project as defined by CEQA

SUMMARY: Phil Wellman of WellmanAd will provide a verbal report. Since the last Public Outreach Committee meeting, the District has sent five email newsletter blasts (**Exhibit 2-A**) and run two prints (**Exhibit 2-B**).

EXHIBITS

2-A Summary of Email Blasts

2-B Summary of Print Ads

EXHIBIT 2-A

Recent Email Blasts



Reprinted from the Monterey Herald, March 6, 2023

State, Federal Officials Laud PURE WATER MONTEREY EXPANSION

By Dennis L. Taylor

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U.S. Representative Jimmy Panetta

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 sources.

Trujillo was joined by Paul Sciuto, the general manager of Monterey One Water; U.S. Rep. Jimmy Panetta, and Joaquin Esquivel, chairman of the state Water Resources Control Board.

Pure Water Monterey, a project of Monterey One Water, as well as its expansion, takes wastewater and purifies it before

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Peninsula.

Sciuto said part of the funding — \$10.3 million — for the expansion is from the Bipartisan Infrastructure Law, administered through the Department of Interior’s Bureau of Reclamation.

The current Pure Water Monterey project produces 3,500 acre-feet of water a year. When the project is expanded, it will produce 5,750 acre-feet, or roughly 1.9 billion gallons of water annually. For context, the average American family uses 300 gallons a day, according to the U.S. Environmental Protection Agency.

Sciuto noted that the expansion will supply more than 50% of the water demand for the Peninsula, with the rest made up primarily of water from the Carmel River and the Seaside Basin.

“That’s the most in the world,” Sciuto said, naming Singapore as second with supplying about 40% of its demand from recycled water projects. “It’s a drought-proof water source.”

Esquivel, whose agency is providing about \$12 million in funding for the project through the Urban Community Drought Relief Grant, said the Pure Water Monterey expansion is critical for the water needs of the region and that it represents the kind of new water sources needed in the state.

Panetta reminded reporters that not only is he a House member representing the Central Coast, but also someone who grew up in Carmel Valley and has a personal understanding of the area’s water challenge. He heralded the Pure Water Monterey expansion as a source of water for the future.

“My children will benefit from this project,” he said.

With climate change wreaking havoc on the Central Coast

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doing things will no longer suffice.

“We used to say we could save it or suck it,” he said, referring to reservoirs and groundwater. “Now it’s screen it, clean it and stuff it back in the ground. Projects like these will enhance aquifers and protect the environment.”

NEWS AND INFORMATION

Pure Water Monterey

purewatermonterey.org

Monterey One Water

montereyonewater.org

Monterey Peninsula Water Management District mpwmd.net



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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](https://www.epa.gov/watersense)

(Register for Leak Detection Webinar below)

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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

Did you know?

Minor water leaks account for nearly



trillion gallons

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



million homes



A shower leaking at

10 Drips

per minute wastes more than

500

gallons per year

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



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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

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NEWS AND INFORMATION

Monterey Peninsula Water Management District mpwmd.net



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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.

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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 natural and human environments. For more information, visit www.mpwmd.net.

PHOTO CREDIT MONTEREY HERALD



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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

Stream on YouTube:

<https://tinyurl.com/yeyzuw62>

PRESENTATION

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Methodology and Findings / Appraised Value of Monterey Water System

Raftelis Financial Consultants

Other Issues and Next Steps

David Stoldt, General Manager, MPWMD

HOW WE GOT HERE

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.

About Monterey Peninsula Water Management District

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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

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Monterey Peninsula Water Management District

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EXHIBIT 2-B

Recent Print Ads

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 Chamber, 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.*

New water supply on the way.
Pure Water Monterey Expansion
gets the green light.

Signed Sealed Soon to be Delivered

On March 31, 2023, Monterey One Water, the Monterey Peninsula Water Management District and Cal Am signed an agreement that allows the Pure Water Monterey (PWM) Expansion project to begin construction.

When completed in 2025 and added to the PWM project the Peninsula is already benefitting from, Pure Water Monterey will supply more than half our drinking water.



PUBLIC OUTREACH COMMITTEE

ITEM: DISCUSSION ITEM

4. UPDATE ON MEASURE J ACTIVITY CALENDAR / OUTREACH NEEDS

Meeting Date: April 23, 2023 **Budgeted:** N/A

From: David J. Stoldt **Program/**
General Manager **Line Item No.:** N/A

Prepared By: David J. Stoldt **Cost Estimate:** N/A

General Counsel Approval: N/A

Committee Recommendation:

CEQA Compliance: Action does not constitute a project as defined by CEQA

SUMMARY: The Committee will discuss the Measure J calendar and the need for public awareness outreach in support of transparency.

EXHIBITS

4-A Measure J Calendar

Next Steps

