

MPWMD PUBLIC OUTREACH REPORT


July 1 to August 26

Completed projects and projects in development



FREE Flume Water Monitor and Leak Detector.

- 1) Buy Your Flume Home System (\$200)
(regularly \$249)
- 2) Self-install Your System in 10-minutes
- 3) Apply for Your \$200 Rebate from:
(Rebate does not include tax and shipping)




MORE ON OFFER: flumewater.com/rebate/ca/monterey/

July 18

- BRAND AD
- Flume Rebate
- MC Weekly, Carmel Pinecone



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[OFFER DETAILS](#)




Like or follow. Join the water dialogue.

MPWMD.NET

July 18

- **NEWSLETTER**
- Flume Rebate
- 20,866 Recipients / 7,769 Opened



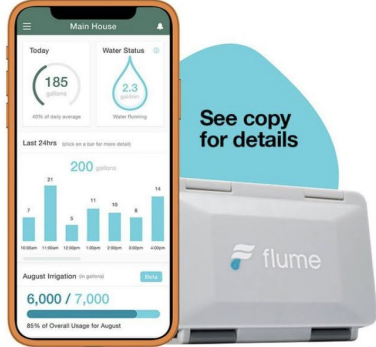
Monterey Peninsula Water Management District
Published by Phil Wellman
July 19

FREE FLUME WATER MONITOR (Details)

1) Buy Your Flume Home System for \$200 (reg. \$249)

2) Self-install Your System in 10-minutes... [See more](#)

FREE Flume Water Monitor and Leak Detector.




See copy for details

1) Buy Your Flume Home System (\$200)

2) Self-install Your System

3) Apply for Your \$200 Rebate from:

[See insights and ads](#)

[Boost again](#)

33 1 comment 5 shares

Like Comment Share

July 18

- **SOCIAL MEDIA**
- Flume Rebate
- Facebook followers – 98 (+8)
- Instagram followers – 958 (+26)

A close-up photograph of a red Ferrari car's dashboard and steering wheel. The dashboard features several analog gauges, including a tachometer and a speedometer. The steering wheel is made of wood and has a silver-colored center with the Ferrari prancing horse logo. The text "Welcome to Car Week. Shift Gears for Water Savings." is overlaid in yellow and white. A list of water-saving tips is in the bottom left, and the Monterey Peninsula Water Management District logo is in the top right. The text "MPWMD.NET" is written vertically on the right side of the dashboard.

Welcome to Car Week.
Shift Gears for Water Savings.

- Take a 5 minute shower
- Turn off the faucet when brushing
- Save water at every turn

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

MPWMD.NET

August 8 (two weeks)

- **BRAND AD**
- Car Week
- MC Weekly, Carmel Pinecone



August 8

- **SOCIAL MEDIA**
- Car Week
- Facebook followers – 98 (+8)
- Instagram followers – 958 (+26)

summer SPLASH!

PLAY now! win BIG!

GET STARTED!
[MontereyWaterInfo.org/Water Challenge](https://MontereyWaterInfo.org/WaterChallenge)



High Efficiency Clothes Washer
 2 winners (ARV \$800)

iPad 2 winners (ARV \$360)

High Efficiency Dish Washer
 1 winner (ARV \$700)

\$200 Gift Card
 2 winners - Low water use plants at local nursery

Flume Home Water Monitor
 2 winners (ARV \$200)

\$200 Gift Card
 from Home Depot - 2 winners

\$150 Gift Card
 from Visa - 8 Winners




NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. The sweepstakes is open only to California-American Water Company water customers in the Monterey County District of California who complete and submit a Summer Splash Water Challenge Giveaway entry form ("gameboard") with correct answers by mail postmarked by August 17, 2024 to MPWMD Summer Splash, P.O. Box 85, Monterey CA, 93942 or online at www.montereywaterinfo.org/waterchallenge by August 17, 2024 and who are at least 18 years of age as of the date of entry. Start: 12:01 a.m. PDT on 6/27/2024; deadline: 11:59 p.m. PDT on 7/17/2024. Two (2) Winners will receive a iPad (ARV \$360), two (2) Winners will receive a High Efficiency Clothes Washer (ARV \$800), one (1) Winner will receive a High Efficiency Dish Washer (ARV \$700), two (2) Winners will receive a \$200 gift card to a local plant nursery for low water use plants (ARV \$200), two (2) Winners will receive a Flume Smart Home Water Monitor (ARV \$200), two (2) Winners will receive an \$200 Home Depot Gift Card (ARV \$200), eight (8) Winners will receive an \$150 Visa Gift Card (ARV \$150).

OFFICIAL RULES: www.montereywaterinfo.org/waterchallenge_officialrules.pdf SPONSORS: Monterey Peninsula Water Management District, 5 Harris Ct, Building G, Monterey CA 93940 and California-American Water Company, 511 Forest Lodge Road, Pacific Grove CA 93950

SUMMER SPLASH CAMPAIGN

- July 1 thru August 17
- MC Weekly, Pinecone – 6 weeks
- Monterey Bay Parent – 2 months

MPWMD.NET

- **NEWSLETTER (2)**
- Summer Splash
- 20,757 Recipients / 7,745 Opened
- 20,577 Recipients / 7,683 Opened



Monterey Peninsula Water Management District

Published by Phil Wellman

July 8

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summer SPLASH!

GET STARTED!

[MontereyWaterInfo.org/Water Challenge](http://MontereyWaterInfo.org/WaterChallenge)



WIN BIG!

High Efficiency Clothes Washer (2)

Apple iPad (2)

High Efficiency Dish Washer (1)

\$200 Gift Card (4)

\$150 Gift Card (11)



START

[See content for entry requirements & details](#)

SPONSORED BY MPWMD AND CALIFORNIA AMERICAN WATER

[See insights and ads](#)

[Boost again](#)

27

1 comment

July 10

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START **FINISH**

CALIFORNIA AMERICAN WATER **MONTEREY PENINSULA WATER MANAGEMENT DISTRICT**

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SUMMER SPLASH RESULTS

- 2022 – 198 entrants
- 2023 – 437 entrants
- 2024 – 431 entrants
- Ad re winners?

Despite the additional products, advertising, and second eblast, participation dropped way off after the fourth week and we ended up with almost exactly the same number of entrants as last year.

I believe it's the initial excitement that drives participation. After four weeks, it's yesterday's news.

Next Year: Plans for refreshing the graphics with an illustrated gameboard will be a great way to maintain excitement.

Conserve and Sustain.

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 >](#)



Water District Releases 2023 Annual Report

Highlights include PWM Expansion on Its Way, District Prepares for Lifting of CDO, Water Supply Gets Boost from ASR, Permits and Rebates Ensure Greater Water Efficiency, Over 6,000 Steelhead Rescued, Future of Los Padres Dam, MPWMD Awarded Certificate of Financial Excellence.

[READ MORE >](#)



Half a Billion Gallons of Rainwater Stored for Future

Last winter, MPWMD injected 495 Million Gallons from the Carmel River into the Seaside Groundwater Basin—the third best ASR injection season ever! That's enough water to serve 8,000 homes for a year. We now have 3,677 acre-feet stored in the ground for future use in a dry period.

[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

NAME

EMAIL

SUBSCRIBE

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

FOLLOW US:



WEBSITE LAUNCH

- Staff currently making final review
- We are in contact with Deveera
- Should be ready to launch this week