

MPWMD PUBLIC OUTREACH REPORT

June 29 – August 31



Campaign runs thru October

- **RADIO AD**
- KAZU / 15 sec. spots – 56 paid per mo. (\$1,960)
- KAZU Classical / 15 sec. spots – 66 free per mo.
- Listening Audience – 72,500 weekly listeners
- Monterey Co. / Salinas Valley / Santa Cruz Co.
- #1 news / info radio station in market – 35+



July – Once a week

- **NEWS ADS**
- Summer Splash
- Full page: MC Weekly & Pinecone
- 75 entry referrals (since 7.15)



July – Once a week

- NEWSLETTER AD
- Summer Splash
- 130 entry referrals (since 7.15)



July

- **SOCIAL AD**
- Summer Splash
- Facebook Ad - Boosted
- 122 Likes / 11 Shares
- 51 entry referrals over last week of giveaway

Monterey Water Conservation

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Play Summer Splash!



Visit Link to Find Answer

<https://www.youtube.com/watch?v=Pz6AQXQGupQ>

1) How much usable water is there on earth?

(Required)

536

NEXT

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

CALIFORNIA
AMERICAN WATER

July

- **MontereyWaterInfo.org**
- 536 entries (+58 over last year)

DON'T LET YOUR FAUCET IDLE.

Whether you're here to enjoy the concours or the coastline, please remember, every drop makes a difference.

- Take shorter showers
- Reuse towels
- Turn off tap while brushing



CONSERVE AND SUSTAIN / MPWMD.NET



August 6

- NEWS AD
- Car Week
- Half page / MC Weekly & Pinecone

State Water Board to Consider Modifying the Cease and Desist Order.



Public comment due by August 19

Send emails to Cal-AmProject@waterboards.ca.gov
Your comment should address the two State Water Board Hearing questions below. On that date, Monterey Peninsula Water Management District (MPWMD) will also present its case to modify the CDO to the State Water Resources Control Board (SWRCB).

Hearing set for November 5

The public can participate online via zoom or in person at the CalEPA Building in Sacramento.

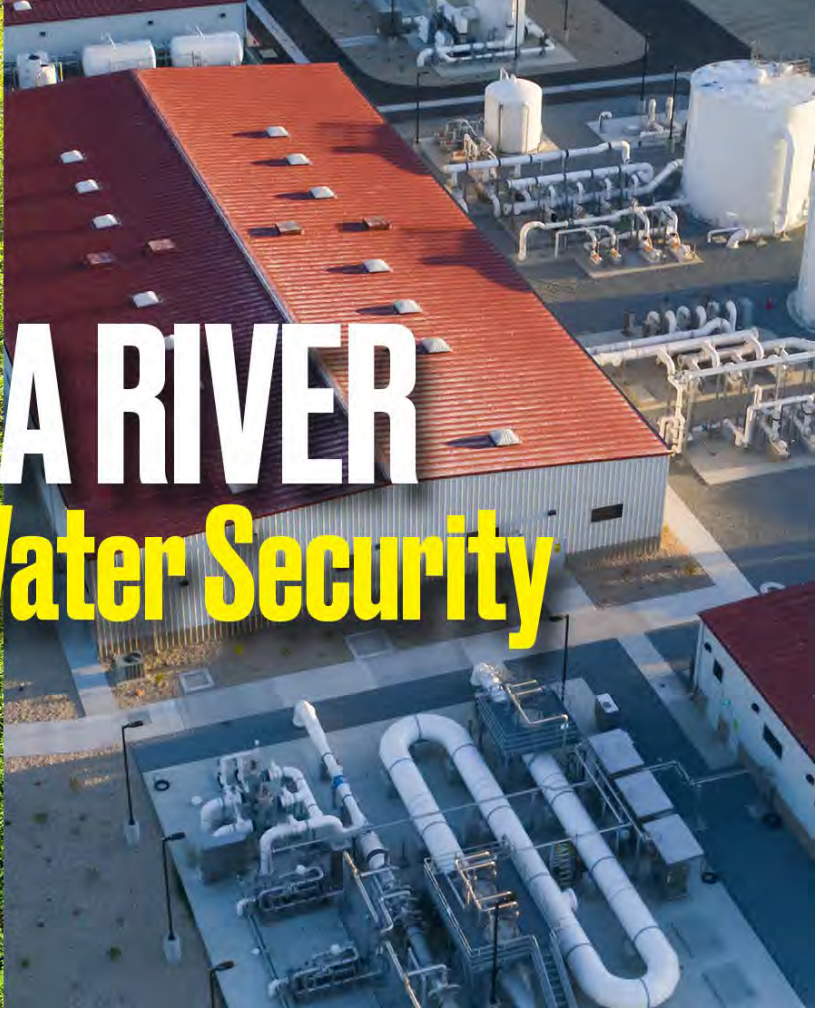
SWRCB Hearing Questions

1. Should Condition 2 of State Water Board Order WR 2009-00602 be modified to lift the moratorium on new service connections?

2. If Condition 2 is modified, is the following trigger appropriate for reimposing restrictions currently in Condition 2 such as the moratorium on new service connections?

August 11

- **NEWSLETTER**
- Modify CDO
- Sent: 19,792 / Opened: 8,008 (40.5% - Best ever)*
- Clicks: 41
- *Good open rate between 20% and 30%



SAVING A RIVER

The Road to Water Security

Pure Water Monterey Documentary

Joint Project of M1W and MPWMD

Phase One: Carmel River Filming (completed)

Phase Two: Research, Development (Aiming for late Sept or early Oct completion)

- Fully populate Carmel River and PWM timeline
- Continue information collection
- Organize research database / Verify facts
- Select and confirm interview subjects / Develop questions
- Select CV film clips & archival images from Tom Christensen collection
- Finalize Scope & Working Narrative / Visual treatment
- Develop and confirm filming schedule
- Develop timeline and budget for remaining project work

Phase Three: PWM Filming (October – Based on film crew and subjects availability)

- PWM Facility, Interviews, Injection site, Drone shots