

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



**Public Outreach
Committee Members:**

*Marc Eisenhart, Chair
Amy Anderson
George Riley*

Alternate:

Alvin Edwards

Staff Contacts:

*David J. Stoldt,
General Manager*

*Stephanie Locke,
Water Demand Manager*

*Phil Wellman with
Wellman Ad, Public
Outreach Consultant*

*Sara Reyes,
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**

Tuesday, February 20, 2024 at 3:00 p.m. [PST]

Join the Virtual Meeting at:

[https://mpwmd-
net.zoom.us/j/85169638207?pwd=1duBjhyp07dpvUya2tDJSJTeobqeRO.1](https://mpwmd-net.zoom.us/j/85169638207?pwd=1duBjhyp07dpvUya2tDJSJTeobqeRO.1)

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

Webinar ID No.: 851 6963 8207

Webinar Password: 022024

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 August 28, 2023 Committee Meeting Minutes
2. Adopt 2024 Public Outreach Committee Meeting Schedule

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

3. Status of Public Outreach Projects / WellmanAd (Verbal Report)
4. Review Draft of 2023 Annual Report
5. Discuss Delivery Options for Annual Report (Verbal Report)
6. Suggest Items to be Placed on a Future Agenda (Verbal Report)

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. Submit requests at least 48 hours prior to the scheduled meeting date/time to Sara Reyes, Board Clerk by e-mail at sara@mpwmd.net or at (831) 658-5610.

Provide Public Comment at the Meeting

Attend via Zoom: See below “Instructions for Connecting to the **Zoom Meeting**”

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 one (1) copy 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 the Board of Directors 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**

The public may remotely view and participate in the meeting to make public comment by computer, by phone or smart device.

Please log on or call in as early as possible to address any technical issues that may occur and ensure you do not miss the time to speak on the desired item. Follow these instructions to log into Zoom from your computer, smart device or telephone. (Your device must have audio capability to participate).

Join the Virtual Meeting at:

<https://mpwmd-net.zoom.us/j/85169638207?pwd=1duBjhyp07dpvUya2tDJSJTeobqeRO.1>

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1. Use the “raise hand” function to join the queue to speak on the current agenda item when the Chair calls the item for Public Comment.

COMPUTER / SMART DEVICE USERS: You can find the raise hand option under your participant name.

TELEPHONE USERS: The following commands can be entered using your phone’s dial pad:

- *6 – Toggle Mute / Unmute
 - *9 – Raise Hand
2. Staff will call your name or the last four digits of your phones number when it is your time to speak.
 3. You may state your name at the beginning of your remarks for the meeting minutes.
 4. Speakers will have up to three (3) minutes to make their remarks. *The Chair may announce and limit time on public comment.*
 5. You may log off or hang up after making your comments.

Refer to the Meeting Rules to review the complete Rules of Procedure for MPWMD Board and Committee Meetings:
<https://www.mpwmd.net/who-we-are/board-of-directors/meeting-rules-of-the-mpwmd/>

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PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF AUGUST 28, 2023 COMMITTEE MEETING MINUTES

Meeting Date:	February 20, 2024	Budgeted:	N/A
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	N/A
Prepared By:	Sara Reyes	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 August 28, 2023 committee meeting for your review and consideration for approval.

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

EXHIBITS

1-A Draft Minutes of the August 28, 2023 Committee Meeting



EXHIBIT 1-A

Draft Minutes Monterey Peninsula Water Management District Public Outreach Committee Monday, August 28, 2023

Call to Order | Roll Call

Chair Riley called the meeting to order at 3:03 p.m.

Committee members present: George T. Riley – Chair
Amy Anderson
Karen Paull

Committee members absent: None

District staff members present: David J. Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Phil Wellman, Public Outreach Consultant with WellmanAd
Sara Reyes, Sr. Office Specialist

District Counsel Present: David Laredo with De Lay and Laredo

Comments from the Public: Chair Riley opened public comment; *no comments were directed to the committee.*

Action Item

1. Consider Adoption of June 26, 2023 Committee Meeting Minutes

Riley introduced the matter and opened public comment; *no comments were directed to the committee.*

A motion was made by Paull with a second by Anderson to approve the June 26, 2023, Committee Meeting Minutes. The motion passed on a roll-call vote of 3-Ayes (Paull, Anderson and Riley), 0-Noes and 0-Absent

Discussion Items

2. Status of Public Outreach Projects / WellmanAd

Phil Wellman, Public Outreach Consultant with WellmanAd presented via slide-deck

entitled, MPWMD Public Outreach Report / August 28, 2023. A copy of the presentation is available online on the District website and available upon request at the District office. Mr. Wellman covered projects completed to include:

1. Summer Splash Ad Campaign in the Monterey County Weekly, Carmel Pinecone and the Monterey Bay Parent Magazine
2. Newsletter mailing
3. Branding Ads in the Monterey County Weekly and Carmel Pinecone

Mr. Wellman also provided an update on the status of the website update project.

3. Discuss Current Status of Plans for Possible Hearing of Necessity Regarding Acquisition of the Monterey Water System (Measure J)

General Manager Stoldt provided a brief update and stated the Board will meet on September 7, 2023, to discuss the matter and determine a hearing date in October. Once a hearing date is determined, it will be noticed on the District website and email blast. The committee stated additional communication on how to notify the public could be discussed on September 7.

4. Suggest Items to be Placed on a Future Agenda
None

Adjournment

There being no further business, Chair Riley adjourned the meeting at 3:36 p.m.

/s/ Sara Reyes

Sara Reyes, Sr. Office Specialist

Approved by the MPWMD Public Outreach Committee on _____, 2024

Received by the MPWMD Board of Director's on _____, 2024

PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

2. ADOPT 2024 PUBLIC OUTREACH COMMITTEE MEETING SCHEDULE

Meeting Date: February 20, 2024

From: David J. Stoldt,
General Manager

Prepared By: Sara Reyes

SUMMARY: Shown below is a proposed committee meeting schedule for Calendar Year 2024. Please review and advise Sara Reyes if you cannot participate on any of the proposed dates. Any meeting may be cancelled if there is no business for committee consideration.

RECOMMENDATION: The Committee should review and adopt the meeting schedule.

Day of Week	Date	Time
Monday	April 29, 2024	3:00 p.m.
Monday	June 24, 2024	3:00 p.m.
Monday	August 26, 2024	3:00 p.m.
Monday	October 28, 2024	3:00 p.m.
Tuesday	December 17, 2024	3:00 p.m.

PUBLIC OUTREACH COMMITTEE

ITEM: DISCUSSION ITEM

4. REVIEW DRAFT OF 2023 ANNUAL REPORT

Meeting Date: February 20, 2024 **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 review the attached draft Annual Report and suggest changes or edits. The goal is to adopt the Annual report at the March 18, 2024 Regular Board Meeting.

EXHIBIT

4-A Draft 2023 Annual Report

EXHIBIT 4-A

2023 ANNUAL REPORT

MONTEREY
PENINSULA
WATER
MANAGEMENT
DISTRICT

Pure Water Monterey Expansion Expected to Meet Water Needs for Decades.

AS A RESULT of legal and regulatory constraints on the Carmel River and Seaside Aquifer over the last twenty-five years, long-term water supplies available to Monterey Peninsula customers from those sources have been reduced. New, permanent replacement water supplies are now being expanded.

The Pure Water Monterey project, funded and built by Monterey One Water, MPWMD, and Marina Coast Water, now provides 38% of the Peninsula's water. The District believes that the expansion of Pure Water Monterey can supply all the drinking water needed for housing, jobs, growth, and drought mitigation for the next 30 years and is more affordable and

better for the environment than desalination. The California Public Utilities Commission approved a Water Purchase Agreement to support the 2,250 acre-feet per year (AFY) expansion, signed on March 31, 2023. Construction began in August 2023 and is expected to be completed in late 2025.

Cal-Am continues to pursue a large-scale desalination plant in North Marina. It was originally projected to become operational by December 2021. Cal-Am received a conditional Coastal Development Permit from the California Coastal Commission in November 2022, but with 20 onerous conditions they must comply with, it may be years before they receive final approval.





Water Supply Gets Boost from ASR

In the second-best year ever, the District injected 1,656 AF (acre-feet) via the Aquifer Storage and Recovery Project (ASR), enough to meet 18% of annual demand. At the end of the year, the District had 1,870 AF stored in the Pure Water Monterey Operating Reserve and 2,159 AF in the Aquifer Storage and Recovery banked storage.

Customer demand for 2023 decreased by 441 AF over the year prior due to reduced irrigation needs during a very wet spring. That resulted in a production total for the year of 9,118 AF of drinking water. Water supply sources included 3,548 AF from Pure Water Monterey, 3,020 AF from the Carmel River, 1,571 from Seaside Groundwater sources, and 173 AF from the Sand City Desalination Facility.

District Prepares for Lifting of CDO

Construction of the Pure Water Monterey Expansion project is expected to be completed in late 2025. If Cal-Am, the District, and the State Water Board all cooperate, the PWM Expansion is expected to bring the permanent replacement water supply that will lift the State's cease and desist order (CDO) and the moratorium on service connections for new housing.

The new supply (over and above existing demand) would be allocated to local cities and other jurisdictions through a process led by the District, and would involve the Technical Advisory Committee (TAC) and the Policy Advisory Committee.

Due to a delay in the County process of adopting a 2023-2031 Draft Housing Element to send to the State, the District was not ready to move forward with TAC meetings in 2023. The Allocation Process will become a priority for 2024. The jurisdictions will need to agree on several items, including but not limited to:

- The methodology of forecast for water demand by jurisdiction
- How much shall be allocated and how much retained in the District Reserve
- How to incorporate existing unused jurisdictional allocations
- The impact of available entitlements by jurisdiction



Public Outreach Keeps Community Informed

To help the public better understand the role of the District in conservation and water supply on the Monterey Peninsula, we ran monthly ads in the local newspapers, posted on social media, and produced a regular email newsletter. The District also actively engaged with local media on water supply projects, the Cal-Am acquisition (Measure J), and other relevant topics.

Permits and Rebates Assure Greater Water Efficiency

The District approved 642 rebate applications for \$248,863 for annual savings of 6.858 acre-feet of water. Properties transferring ownership continued to self-certify compliance with the water efficiency requirements, and the District provided a Certification of Compliance as verification.

The District issued 743 Water Permits and 74 Water Use Permits to Benefited Properties (i.e., properties eligible to receive a portion of a Water Entitlement).

Staff completed 1,020 property inspections to verify compliance with water efficiency standards for changes of ownership and use, and 794 inspections were done to verify compliance with Water Permits. Staff mailed notices to property owners and businesses and conducted 77 Non-Residential property inspections to verify compliance with water efficiency standards. As the regional entity responsible for compliance with State landscaping regulations, the District issued 55 Water Permits for new and refurbished landscapes. A total of 140,766 square feet of new landscape area was permitted. The rehabilitated area totaled 181,103 square feet.

The District also approved two Water Distribution System Permit amendments. The September Ranch system was amended to allow the water pumped from the permitted system to be conveyed to Cal-Am's plant and returned to the property to serve 45 Parcels. The second amendment was to set System Limits and add a Residential Use to the Scarlett WDS Permit. Thirteen Confirmation of Exemptions from the Water Distribution System permit requirements were issued for private properties who met criteria.

Locals Win Big in Summer Splash Challenge

Entries were up 136% over the previous year for the 2023 Summer Splash Challenge, a fun family-oriented conservation game sponsored by the District in partnership with Cal-Am. Prizes included a High-Efficiency Clothes Washer, an iPad, and Amazon Gift Cards.

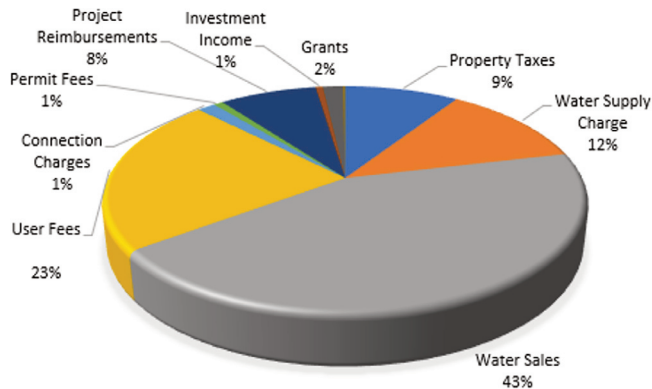
The game was designed for families and launched in the summer when children are out of school. The Challenge was to complete an educational gameboard where participants visited the event website and watched water efficiency videos to find the answers to gameboard questions. Look for the 2024 Challenge this summer.



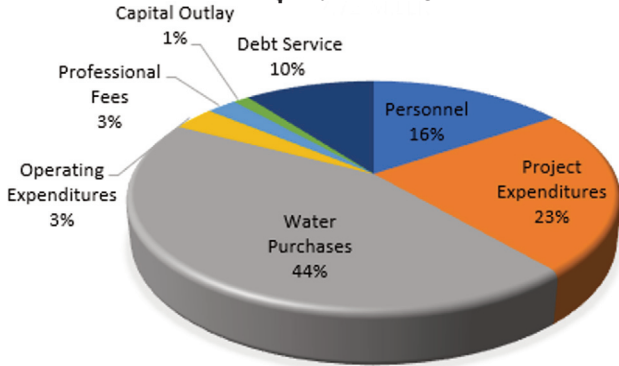
Water Conservation Classes Cover Range of Topics

Topics for 20 courses presented online by the District included rainwater capture, composting to improve soil water holding capacity, landscape design, greywater, protecting trees, irrigation basics, and removing lawns. Staff distributed water conservation devices at various community events, including the Carmel Valley Fiesta, Monterey County Fair, and the West End Celebration. The District posted regular updates to its Facebook page and Instagram account. As a partner with the Water Awareness Committee for Monterey County, the District participated in presentations and assemblies at local schools. The District also ran monthly ads in local media covering District activities.

2022-23 Expenditures \$28.02 Million



2022-23 Revenues \$27.72 Million



MPWMD Awarded Certificate of Financial Excellence

Clifton Larson Allen, an independent auditing firm, conducted the fiscal year 2022-2023 audit. The District received a clean financial audit report with no material weaknesses or deficiencies. The District included the audit in its ninth consecutive Annual Comprehensive Financial Report (ACFR). The report consists of a set of government financial statements that comply with the accounting requirements promoted by the Government Accounting Standards Board and include relevant statistical information about the District.

In 2023, the Government Finance Officers Association of the United States and Canada (GFOA) awarded a Certificate of Achievement for Excellence in Financial Reporting to the District for its ACFR for the June 30, 2022 fiscal year. The District has received the ACFR award for eight consecutive years.

As shown here, total revenues in Fiscal Year 2022-2023 were \$28,022,905, while expenditures totaled \$27,723,329, generating an increase in fund balance of \$299,576. As of June 30, 2023, the District's total fund balance was \$21,683,950. The Fiscal Year 2023-2024 budget anticipates revenues of \$48,438,250 and expenditures of \$43,247,500, with \$5,190,750 going into reserves.

Grants Administered by District Bring New Projects

MPWMD continues to manage grants for the Monterey Peninsula. Duties include: (a) Application coordination and submission; (b) Agreement execution and coordination with the California Department of Water Resources; (c) Invoicing, with documentation, on behalf of the Local Project Sponsors; and (d) Reporting.

In 2023, two grants were awarded to the District for the benefit of the Pure Water Monterey Expansion project: 1) Urban Community Drought Relief Grant from the Department of Water Resources for \$11,935,206 and 2) Directed Assistance Grant coordinated by the State Water Resources Control Board for \$4,800,000.

This year, the District was awarded an Integrated Regional Water Management (IRWM) Implementation Round 2 Grant for the Monterey Peninsula region for \$1,488,961. The two project recipients are: 1. Carmel River Floodplain Restoration and Environmental Enhancement (Carmel River FREE), sponsored by Monterey County, and 2. the Olivier Street Stormwater Diversion Project, sponsored by the City of Monterey.

The District received the IRWM Implementation Round 1 Grant in 2020. The grant award was \$2,238,904 for three non-district projects: 1) The Coe Avenue Recycled Water Pipeline in Seaside sponsored by Marina Coast Water District; 2) The Del Monte Manor Low Impact Development Project located in a severely disadvantaged community and sponsored by the City of Seaside; and 3) The West End Stormwater Improvement Project located in a disadvantaged community and sponsored by the City of Sand City. The Coe Avenue and Del Monte Manor projects were completed in 2023, and the West End Project will be under construction in 2024.

Groundwater Charge Zone: In June 1980, the District Board approved the formation of a groundwater charge (or fee) zone to provide a revenue source for a program consisting of well registration, well metering, and water production reporting. However, the District has abandoned groundwater charges as a source of revenue. No groundwater charges were established during 2023.



Over 6,000 Juvenile Steelhead are Rescued

The District implemented the mitigation program associated with its Water Allocation Environmental Impact Report. It includes rescue and rearing of threatened steelhead from drying portions of the Carmel River, streambank restoration and maintenance, and lagoon habitat monitoring. This work is required under the California Environmental Quality Act. It is designed to offset the impacts associated with water extraction in the Carmel River Alluvial Aquifer and, ultimately, the flows in the Carmel River.

The District successfully rescued 6,352 juvenile steelhead from four Carmel River Basin tributaries in 2023 which were released into the Carmel River at the creek confluences. 304 rescued fish were implanted with radio tags before release.

Extremely high Carmel River damaged the District's steelhead counting station flows in early 2023, and no adult fish were counted or sized because of continued heavy flows. The District also monitors the status of the juvenile population, which has continued to be healthy since the end of the 2015 drought.

District crews carried out a Vegetation Management Program in the active channel of the Carmel River to prevent debris dams and erosion. This included trimming back encroaching vegetation and reducing the hazard of downed trees in

preparation for winter flows. In addition, the District took emergency action and cut several large trees that had fallen into the river during winter storms into smaller sections. The smaller debris will be naturally scattered by the flowing river when winter storms return. The District also assisted property owners along the Carmel River by evaluating streambanks for stability after high erosive stream flows and recommending protective measures.

Sleepy Hollow Retrofit Completed

The District recently completed a retrofit of the Sleepy Hollow Steelhead Rearing Facility. It is an integral part of the District's mitigation program that rescues threatened steelhead from drying reaches of the Carmel River, rears them in an artificial channel during the summer months, and then releases them back to the Carmel River when it is flowing.

Future of the Los Padres Dam and Reservoir

The District and Cal-Am finalized the Los Padres Alternatives Study which investigated the technical, biological, and economic feasibility of a broad suite of alternatives for the Los Padres Dam and Reservoir. Alternatives include removal, sediment management, storage expansion by dredging, and fish passage improvements. This study was partially funded by Cal-Am, the owner and operator of the dam. The final report and technical memoranda are located on the District's website under Water Supply (Los Padres Dam and Reservoir).

Impact of Climate Change on Water Basins

The District continued to work with the Basin Study Team (USGS and U.S. Bureau of Reclamation) to evaluate future water demands, supplies, and the effects of climate change. The study includes the Salinas River Valley through Monterey and San Luis Obispo Counties, the Monterey Peninsula, and the Carmel River Basin. The U.S. Bureau of Reclamation is providing \$1.8 million in grant funds. The U.S. Bureau of Reclamation recently submitted a project extension request through May 2026.