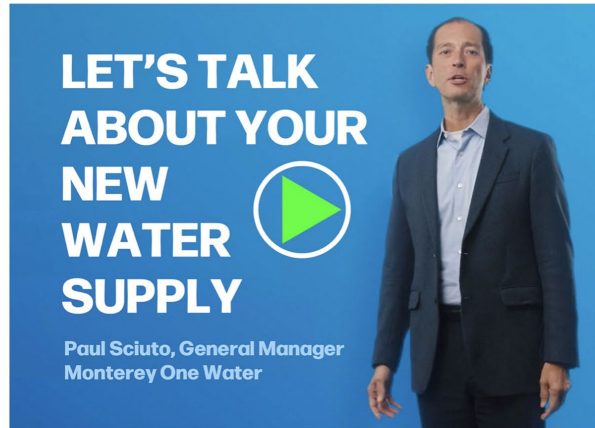


MPWMD PUBLIC OUTREACH REPORT

November 25 to February 24



PURE WATER MONTEREY NOW SUPPLIES 60% OF THE PENINSULA'S WATER.

Pure Water Monterey (PWM) is an advanced water recycling project originally initiated in 2014. The recent expansion of PWM was jointly developed by Monterey One Water, the Monterey Peninsula Water Management District, and the Marina Coast Water District. Completed in October of 2025, PWM now supplies the Monterey Peninsula with 60% of its drinking water from a clean, safe, and sustainable source. ([read more](#))

Dec. 3

- **NEWSLETTER**
- PWM Video
- Deliveries: 21,130 / Opened: 6,058 (28.7%)*
- *A good open rate is from 20 to 30
- Clicks: 313



Like. Comment. Share. Join the water dialogue.

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THE GOVERNOR'S INVESTMENT IN PURE WATER MONTEREY NOW HELPS PROVIDE PART OF THE 2.9 BILLION GALLONS ADDED TO CALIFORNIA'S WATER SUPPLY

In a December 2, 2025 Release, the Governor's Press Office stated, "In October, Monterey One Water opened the [Advanced Water Purification Facility](#) (also known as Pure Water Monterey), which will add 2,250 acre feet of recycled water per year to water supplies on the Monterey Peninsula, enough to serve 6,750 households. The State Water Board provided a \$15 million grant for the project to help expand water capacity to benefit more than 92,000 people."

Pure Water Monterey (PWM) now provides 60% of the water supply on the Monterey Peninsula (1.87 billion gallons per year) and significantly reduces stress on the natural supply from the

Dec. 18

- **NEWSLETTER**
- Newsom Delivers
- Deliveries: 21,055 / Opened: 6,508 (30.9%)

Dec. 19

- **BRAND AD**
- Rebate
- Quarter page - MC Weekly, Pinecone

TOP FIVE FOR 2025

WATER SUPPLY

Pure Water Monterey Expansion is now online.
Increased underground water storage for drought.

TRANSPARENCY

National award for fiscal transparency.
Ended Water Supply Charge. Sending refunds.

COMMUNITY

Petitioned State to lift moratorium on new meters.
Allocated water to cities for new housing & jobs.

ENVIRONMENT

Conservation reduced water use to 1958 level.
Enhanced wildlife habitat on Carmel River.

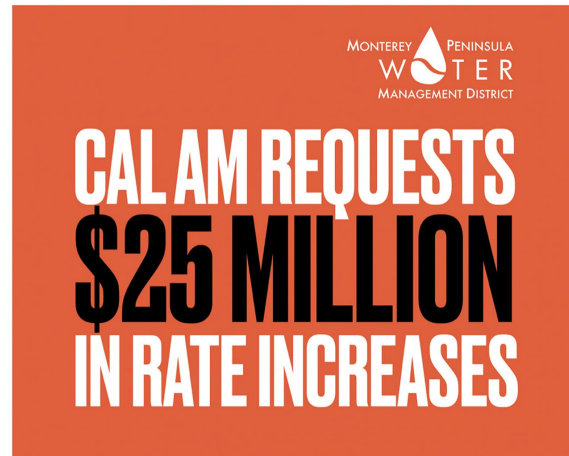
ADVOCACY

Lobbied for lower rates at CPUC and legislature.
Recognized for outreach by industry association.

Jan. 15

- **BRAND AD**
- Annual Review
- Half page / MC Weekly & Pinecone

- **NEWSLETTER**
- Annual Review
- Deliveries: 20,944 / Opened: 5,871 (28%)



**SHARE YOUR THOUGHTS AT A PUBLIC PARTICIPATION HEARING ON JAN. 13, 2pm or 6pm, Sand City Council Chambers
1 Pendergrass Way, Sand City, CA**

Every three years Cal Am presents a General Rate Case to the CPUC and the public gets a chance to comment.

The approved increase would be phased in over three years. Customer bills would increase, even for the same usage.

An administrative law judge will hold hearings, consider evidence, testimony, and public comments before drafting a proposed decision on this application. CPUC commissioners will then vote on a final decision at a public meeting in late 2026 or early 2027.

[Post written comments >](#)



Like. Comment. Share. Join the water dialogue.

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Jan. 10

- **NEWSLETTER**
- Cal Am Rate Increase
- Deliveries: 20,932 / Opened: 7,960 (38%)
- Clicks: 171



CAL-AM IS OPPOSING MODIFICATION OF THE CEASE & DESIST ORDER (CDO) ON THE CARMEL RIVER — FURTHER PREVENTING NEW HOUSING & JOBS ON THE MONTEREY PENINSULA

Despite letters of support from a long list of Peninsula city councils, mayors, politicians, businesses, organizations, and community leaders to modify the CDO, Cal-Am has asked the State Water Board to deny or delay MPWMD's application to amend the CDO moratorium on new water connections.

WONDERING WHAT GOT US HERE?


As a result of Cal-Am's overdraft of the Carmel River Aquifer, the State Water Board filed a CDO in 2009. It imposed a strict timeline

Jan. 26

- **NEWSLETTER**
- Does Cal Am Care?
- Deliveries: 20,845 / Opened: 6,639 (31.8%)
- Clicks: 100

Monterey Peninsula Water Management District
Published by Phil Wellman · February 21 at 10:37 AM ·

Despite letters of support from a long list of Peninsula city councils, mayors, politicians, businesses, organizations, and community leaders to modify the Cease and De... See more



See insights and ads [Boost post](#)

You and 1 other

[Like](#) [Comment](#) [Share](#)

Comment as Monterey Peninsula Water Management District

Jan. 26

- **SOCIAL AD**
- Does Cal Am Care?
- Facebook / 114 to 118 followers (2 likes)
- Instagram / 997 to 1,077 followers (5 likes)



34" migrating steelhead ready for river release (2.5.26)

HEALTHY STEELHEAD — HEALTHY CARMEL RIVER

For hundreds of years, steelhead on the Carmel River have played the role of an indicator species. 40 years ago, population reduction indicated the fish were in trouble. Mismanagement of the river through dams and over drafting had taken its toll, and the Carmel River was named the eighth-most-endangered river in the country.

GETTING IT DONE

Today, largely due to State regulations on the Carmel River and the Monterey Peninsula Water Management District's (MPWMD) leadership, the Carmel River Watershed has transformed into a healthy ecosystem. And the thriving steelhead population proves it.

MPWMD'S 40 YEAR RESTORATION

- Mitigation programs now monitor hydrology, water quality, river and lagoon health.
- Over half a million juvenile steelhead have been rescued from dry portions of the river during the summer.
- Restoration projects have replaced erosion-prone rubble.
- Vegetation management helps prevent debris dams and stabilizes streambanks.
- The innovative Aquifer Storage and Recovery project stores winter surplus water in the Seaside Aquifer.
- Pure Water Monterey, the advanced water purification project MPWMD co-developed with Monterey One Water, now provides **60%** of the Peninsula's drinking water.

Jan. 26

- **BRAND AD**
- 40 Year Restoration
- Half Page / MC Weekly & Pinecone

Jan. 26

- **NEWSLETTER**
- 40 Year Restoration

COMING UP!

Annual Report – Printed in April, inserted into MC Weekly

Video – Exploring objectives, strategies

Social Media – Looking at ways to expand engagement