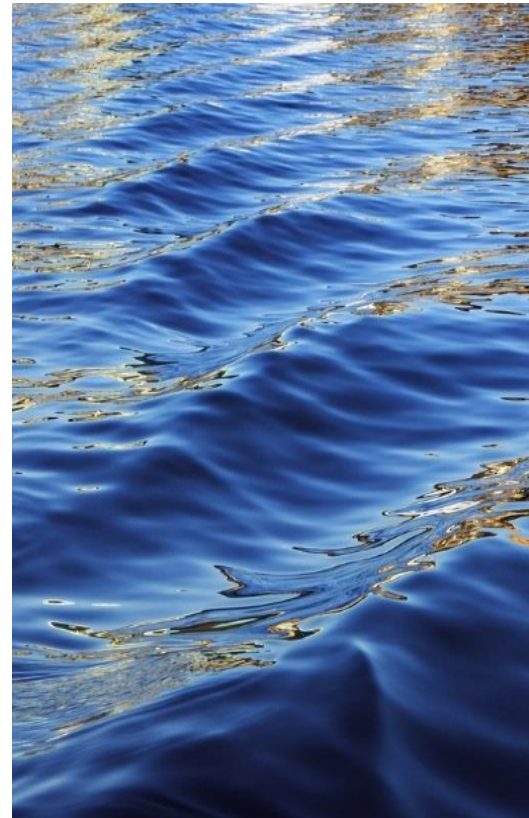


# REVIEW 2023 PUBLIC EDUCATION CLASSES/ WORKSHOPS

February 27, 2023

MONTEREY PENINSULA  
**WATER**  
MANAGEMENT DISTRICT



# G3 Classes

- • Beautiful Gardens in Drought: Tuesday, February 21, 2023
- • Garden Design Part 1: Tuesday, February 28, 2023
- • Rainwater Capture: Wednesday, March 8, 2023
- • Turf Removal: Tuesday, March 14, 2023
- • Outdoor Leak Detection: Wednesday, March 22, 2023
- • Garden Design 2 - Special Conditions: Tuesday, April 4, 2023
- • Alternatives to Removing the Lawn: Thursday, April 20, 2023
- • Compost: Thursday, May 11, 2023
- • Permeable Everywhere: Tuesday, May 23, 2023
- • Everything is Coming up Roses: Thursday, June 15, 2023
- • Birds, Bees and other Pollinators: Tuesday, June 27, 2023
- • Drip Irrigation: Wednesday, July 12, 2023
- • Irrigation Basics / Controller: Thursday, July 27, 2023
- • Weeds & Pests: Wednesday, August 16, 2023
- • Beautiful Gardens in Drought: Thursday, September 14, 2023
- • Protecting Trees: Tuesday, September 26, 2023
- • Graywater: Thursday, October 12, 2023
- • Rainwater Capture: Tuesday, October 24, 2023
- • Birds, Bees and other Pollinators: Tuesday, November 14, 2023

# Certified Landscape Irrigation Auditor Training by the Irrigation Association (June 2023)

- District's landscape regulations require new Major Landscapes to be audited by a CLIA to verify permit compliance
- There are few local CLIAs. Goal is to increase local CLIA's
- Two-day session covers field tests, calculating accurate watering schedules based on plant water use, soils, and local weather data.
- Training to be promoted to the tri-county area water agencies, landscape architects, and landscape professionals to encourage a robust attendance.

# Food Service/Hospitality Water Auditing

- Late summer/early fall 2023
- One day hands-on water efficiency training at Asilomar Hotel & Conference Grounds (or similar facility)
- Classroom training focus includes a high-level overview for management level attendees, as well as an more detail on kitchens and hotel/restaurant water use, including restrooms, pools, linen programs, cooling towers, etc.
- Half of the instruction time is dedicated to classroom training and half dedicated to water audit instruction in the field
- District and Cal-Am successfully hosted this training approximately 10 years ago
- Training will be marketed primarily to the local hospitality industry



## Questions?

*Public Outreach Committee on February 27, 2023  
Item No. 4*

*Slide-Deck Distributed and Sent Via E-mail on February 27,  
2023 to the Board Members, Committee Members and District  
Counsel*

## **MPWMD PUBLIC OUTREACH REPORT / February 27, 2023**

From the beginning, we've been primarily focused on three communication goals for the Water District's Public Outreach.

- 1) Counter Cal Am's misinformation
- 2) Clearly inform Monterey Peninsula ratepayers about the Water District's role in developing an affordable and sustainable water supply
- 3) Educating ratepayers about the stewardship role the Water District plays in caring for an environment that provides our essential resource.

**Here's the projects we've completed since we last met.**

## JANUARY 5

- Full page ad in the Weekly pointing out how Cal Am is holding the Peninsula's water hostage and calling on ratepayers to contact the CPUC to insist that Cal Am sign the Water Purchase Agreement NOW!

# Cal Am is holding our water hostage.

Cal Am's signature is all that stands between the Monterey Peninsula and the water we desperately need from the Pure Water Monterey Expansion project for housing, jobs, and drought protection.

**On December 1, the CPUC approved** an agreement authorizing Cal Am to purchase 2,250 acre-feet of water from the Pure Water Monterey Expansion. The CPUC also authorized \$60 million of ratepayer funding for Cal Am to build additional company-owned delivery infrastructure.

**On December 6, Cal Am announced** it would NOT sign the agreement that would allow construction to begin, claiming inadequate funding. Cal Am is seeking a new hearing to collect more, even though the CPUC has already ruled ratepayer funding in excess of \$60 million is not justified.

“This recalcitrant investor-owned utility (Cal Am) is digging in its heels to the detriment of its customers, and in violation of water supply requirements set by the State Water Resources Control Board.”  
— MPWMD Petition to CPUC, December 16

MONTEREY PENINSULA  
**WATER**  
MANAGEMENT DISTRICT

**CONTACT the CPUC. INSIST Cal Am Sign Now!**  
[tinyurl.com/493344zr](https://tinyurl.com/493344zr) (click Add Public Comment)  
SIGN UP FOR OUR WATER SUPPLY UPDATE: [MPWMD.NET](https://MPWMD.NET)

## JANUARY 5

- Newsletter story about the development of the Pure Water Monterey Expansion Project with a link to contact the CPUC to insist that Cal Am sign the Water Purchase Agreement



WATER SOLUTIONS

### LONG & WINDING ROAD TO PURE WATER MONTEREY EXPANSION.

**DAVE STOLDT, General Manager,**  
Monterey Peninsula Water Management District (MPWMD)



It is not widely known that the suggestion to consider expansion of the successful Pure Water Monterey (PWM) project came from the California Public Utilities Commission (CPUC) itself five years ago.

Monterey Peninsula Water Management District (MPWMD) and Monterey One Water (M1W) worked diligently to show the potential and promise of PWM Expansion, first as a supplemental source of water, then as a back-up in case of failure of the desalination plant to move forward, then finally as a potential outright alternative.

#### Water Production Potential

Irrespective of what you believe the purpose of PWM Expansion might be, it can produce urgently needed water (2,250 acre-feet per year) in the shortest time (two years), supporting needed housing, jobs, and drought protection.

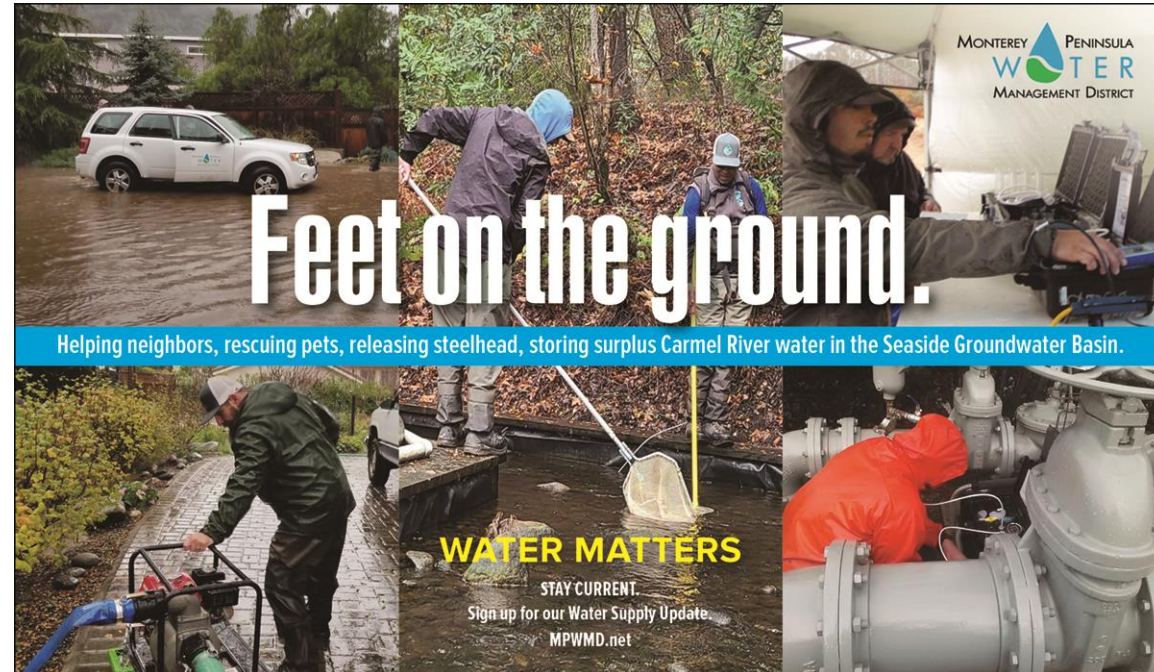
Desalination, even with the Coastal Commission's conditional approval (20 onerous conditions) is at least six years away, if not longer.

Until PWM Expansion is complete, the community faces a 1,000 to 1,200 acre-foot (AF) annual shortfall for which we must rely on hopes of rain, use of reserves, or reckless over-pumping of



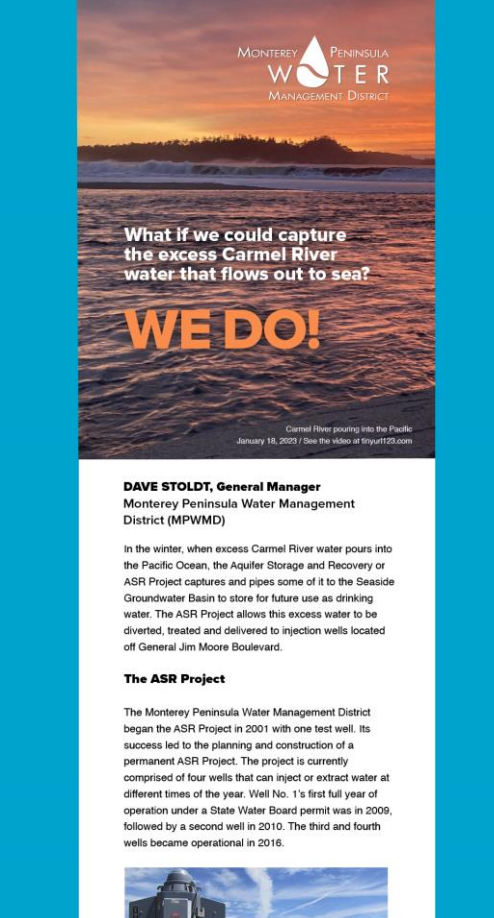
## JANUARY 16

- Half page ads in the Weekly and Pine Cone showing how the Water District helped the community during the heavy rains



## JANUARY 26

- Newsletter story about Aquifer Storage and Recovery



MONTEREY PENINSULA  
WATER  
MANAGEMENT DISTRICT

What if we could capture  
the excess Carmel River  
water that flows out to sea?

**WE DO!**


Carmel River pouring into the Pacific  
January 18, 2023 / See the video at fnyurt123.com

**DAVE STOLDT, General Manager**  
Monterey Peninsula Water Management  
District (MPWMD)

In the winter, when excess Carmel River water pours into the Pacific Ocean, the Aquifer Storage and Recovery or ASR Project captures and pipes some of it to the Seaside Groundwater Basin to store for future use as drinking water. The ASR Project allows this excess water to be diverted, treated and delivered to injection wells located off General Jim Moore Boulevard.

**The ASR Project**

The Monterey Peninsula Water Management District began the ASR Project in 2001 with one test well. Its success led to the planning and construction of a permanent ASR Project. The project is currently comprised of four wells that can inject or extract water at different times of the year. Well No. 1's first full year of operation under a State Water Board permit was in 2009, followed by a second well in 2010. The third and fourth wells became operational in 2016.




## FEBRUARY 16


- Half Page ads in Weekly and Pine Cone describing Water District's role in Steelhead restoration on the Carmel River

**Carmel River Steelhead**


We care for them.  
They care for us.



Rescued in the lower river in late spring



Sorted by size and reared during summer/fall



Released in the winter when the rain comes

**Nurturing the Watershed**

Every winter, the MPWMD fisheries team releases thousands of steelhead to migrate to the Pacific. The marine nutrients they accumulate from the ocean will nurture the Carmel River watershed when they return to spawn.

MONTEREY PENINSULA  
**WATER**  
MANAGEMENT DISTRICT

**WATER MATTERS**

Sign up for our Water Supply Newsletter. [MPWMD.net](http://MPWMD.net)

## FEBRUARY 16

- Newsletter story about the Water District's Sleepy Hollow Steelhead Rearing Facility on the Carmel River



### Carmel River Steelhead. The Renewal.

For Millenia, over 8,000 adult steelhead returned to the Carmel River every spring looking for a suitable place to spawn. With a four to seven-year lifespan, many would swim back out to the Pacific after depositing or fertilizing eggs and later return to the river to spawn again.



MPWMD Associate Biologist Beverly Chaney

For those steelhead who spawned-out and reached the end of their lives on the Carmel River, the vital nutrients they had accumulated at sea would enrich the watershed.

In 1883 the first dam was built on the Carmel River to bring drinking water to the Monterey Peninsula. The San Clemente Dam replaced it in 1921, and in 1948, the Los Padres dam was added. Both helped provide an expanded drinking water supply to meet the growing demand of the Monterey Peninsula.

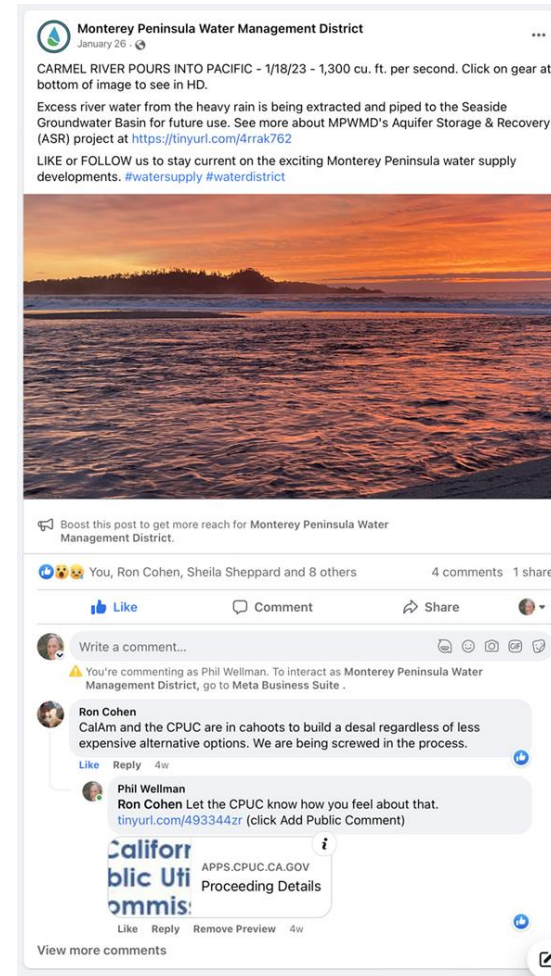
#### But What About the Steelhead?

The steelhead's translucent silver heads and unique genetics are ideal for struggle, but between the Carmel River dams and Cal Am's over-pumping of the river's aquifer in the decades that followed, life got a lot tougher for them, and annual migrations dwindled.



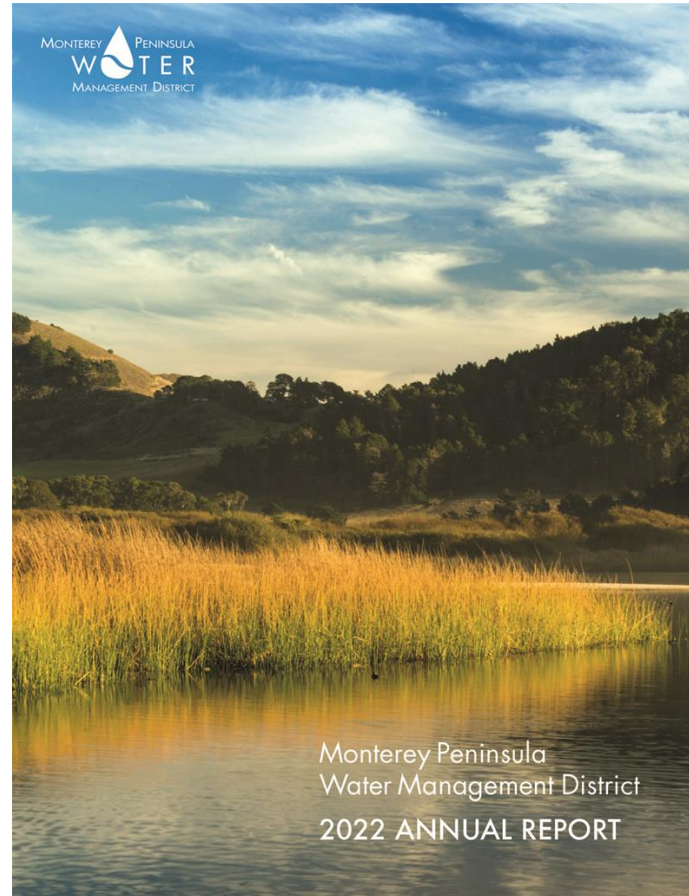
## JANUARY / FEBRUARY

- Social media posts were coordinated with current ads and newsletters
- Posted links to relevant local and regional newspaper articles



## ANNUAL REPORT

- Developed two new design options to choose from



## COMING UP

- **Measure J** – Re-educate public, etc.
- **Fix a Leak Week** – Newspaper Ad / Newsletter promotion
- **Update Collateral** – Develop 8.5 x 11 flyers for the Water District (define who we are),  
Water Supply, Environmental Stewardship, and Conservation
- **Website** – Meet with leadership team to develop objectives and strategies  
Develop sitemap and design site layout / Update content and photography  
Code site (have acquired cost estimate)

- Public Outreach Committee on February 27, 2023
- Item No. 5
- Slide-Deck Distributed via E-mail to the General Manager, District Counsel and Committee Members