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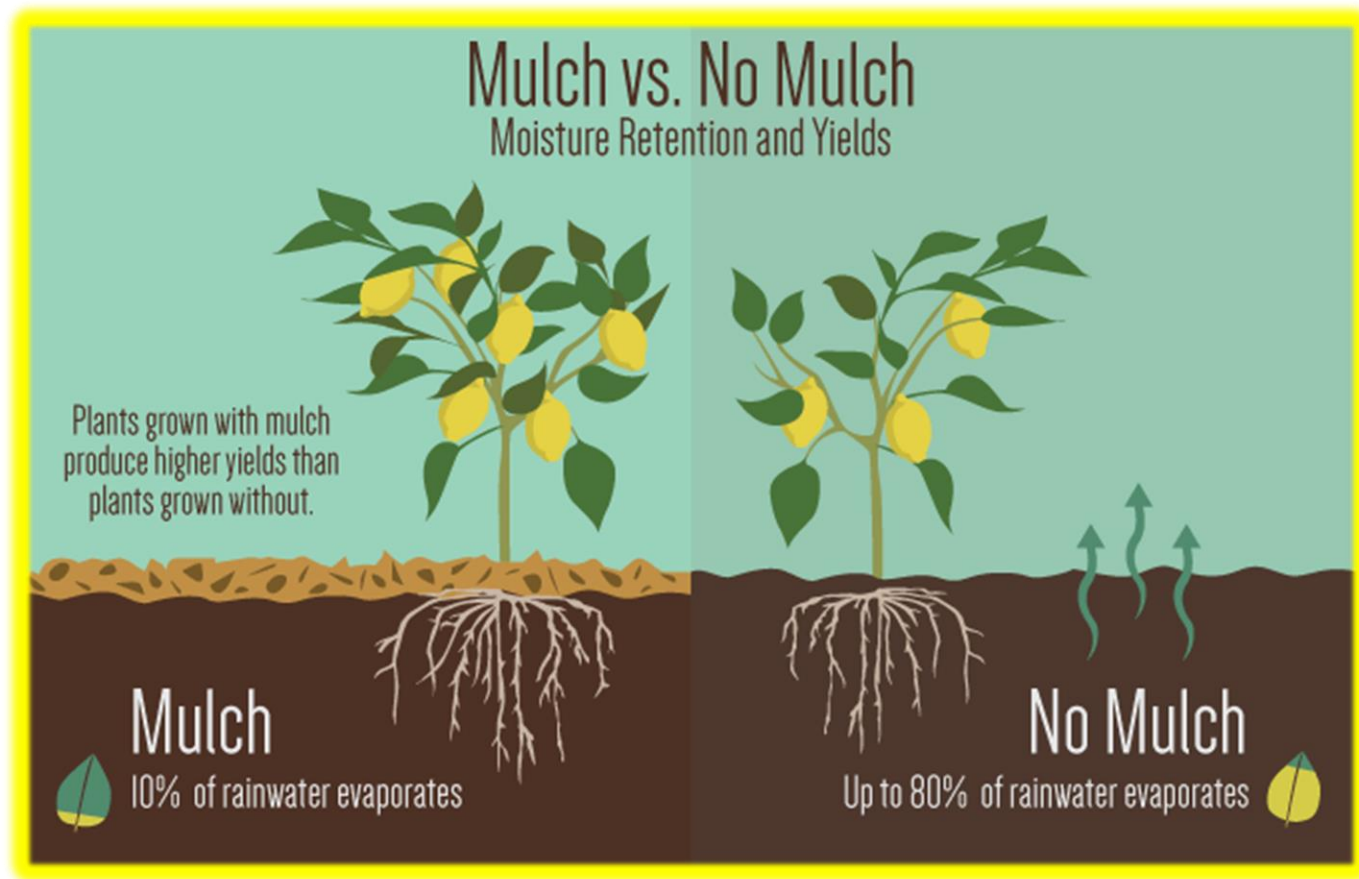
## Action Item 18:

Consider Expenditure of Budgeted Funds for the  
“Mulch Madness” Conservation Event

# Mulch

- Mulch is a layer of organic material applied to the surface of the soil to conserve soil moisture, improve fertility, regulate soil temperature, and reduce weed growth
- Mulch can reduce water needs by 20-25 percent
- “Mulch Madness” event promotes water conservation in the landscape by providing coupon for 2 free cubic yards of mulch
  - Co-sponsored with California American Water

# Why Mulch?



# “Mulch Madness” Event

- Coming in May 2022, co-sponsored with California American Water
- Applications will be available at [www.MontereyWaterInfo.org](http://www.MontereyWaterInfo.org)
- Voucher good for 2 cubic yards of mulch at Tope's Sustainable Garden Center, 115 Monterey-Salinas Hwy, Salinas
- Cost to District is \$15/cu yd + tax compared to the normal \$35/cu yd

# “Mulch Madness” Event

- Customer must pick up the mulch or pay for delivery
  - Option to bag mulch
  - 2 cubic yards should fit in trunk or pickup bed
- Additional mulch will be available at \$25/cu yd -- a discount of nearly 30%
- Topes will bill District/CAW for redeemed vouchers



# “Mulch Madness” Outreach

- Promoted by Cal-Am’s email database
- Promo ads in local papers
- Social media pages
- Facebook ads
- [www.MontereyWaterInfo.org](http://www.MontereyWaterInfo.org) website

# Budget

- Total Budget: \$20k to be shared between MWPM and CAW at \$10,000 each
- Mulch \$7,500
- Advertising \$8,500
- Design Work \$2,500
- Website changes \$600
- Legal \$900



# Recommendation

The Administrative Committee recommends approval of the expenditure of budgeted funds for up to \$10,000 to partner with California American Water for the Mulch Madness conservation program.





Staff reports, ordinances and presentation materials can be found on the District's website at:

[www.mpwmd.net](http://www.mpwmd.net)

PowerPoint presentations will be posted on the website the day after the meeting