

This meeting has been noticed according to the Brown Act rules. The Board of Directors meets regularly on the third Monday of each month, except in January, February. The meetings begin at 6:00 PM.



AGENDA
Special Meeting
Board of Directors
Monterey Peninsula Water Management District

Friday, July 31, 2020, 3:00 PM

Note: 3 pm start time

Pursuant to Governor Newsom's Executive Orders N-29-20 and N-33-20, and to do all we can to help slow the spread of COVID-19 (coronavirus), meetings of the Monterey Peninsula Water Management District Board of Directors and committees will be conducted with virtual (electronic) participation only using WebEx.

Join the meeting at this link:

<https://mpwmd.webex.com/mpwmd/onstage/g.php?MTID=e5ca48de73cee9ce72ed168bcad0ec7e5>

Or join at mpwmd.webex.com.

Meeting number: 126 440 5952

Meeting password: Wtr##Brd

Participate by phone: 1-877-668-4493

For detailed instructions on how to connect to the meeting, please see page 3 of this agenda.

Staff notes will be available on the District web site at

<http://www.mpwmd.net/who-we-are/board-of-directors/bod-meeting-agendas-calendar/>
by 5 PM on Wednesday, July 29, 2020

CALL TO ORDER/ROLL CALL

PLEDGE OF ALLEGIANCE

ADDITIONS AND CORRECTIONS TO AGENDA - The Clerk of the Board will announce agenda corrections and proposed additions, which may be acted on by the Board as provided in Sections 54954.2 of the California Government Code.

Board of Directors

Alvin Edwards, Chair – Division 1
Jeanne Byrne, Vice Chair - Division 4
George Riley – Division 2
Molly Evans – Division 3
Gary D. Hoffmann, P.E. – Division 5
Mary Adams, Monterey County Board of
Supervisors Representative
David Potter – Mayoral Representative

General Manager

David J. Stoldt

This agenda was posted at the District office at 5 Harris Court, Bldg. G Monterey on Wednesday, July 29, 2020. Staff reports regarding these agenda items will be available for public review on Wednesday, July 29 at the District office and at the Carmel, Carmel Valley, Monterey, Pacific Grove and Seaside libraries. After staff reports have been distributed, if additional documents are produced by the District and provided to a majority of the Board regarding any item on the agenda, they will be available at the District office during normal business hours, and posted on the District website at www.mpwmd.net/who-we-are/board-of-directors/bod-meeting-agendas-calendar/. Documents distributed at the meeting will be made available in the same manner. The Regular meeting of the Board of Directors is set for August 17, 2020 at 6 pm.

ORAL COMMUNICATIONS - Anyone wishing to address the Board on Closed Session items or matters not listed on the agenda may do so only during Oral Communications. Please limit your comment to three (3) minutes. The public may comment on all other items at the time they are presented to the Board.

ACTION ITEMS – Public comment will be received. Please limit your comment to three (3) minutes per item

1. **Consider Adoption of Addendum to the District's Prior ASR Environmental Impact Report for Construction of a Bypass Pipeline to Allow Simultaneous Pure Water Monterey Recovery and ASR Injection (Subject to CEQA Review per CEQA guideline Sections 15162 and 15164)**

Action: The Board will consider adoption of Resolution 2020-13 that would adopt Addendum 6 to the ASR EIR/EA.

2. **Consider Selection of a Public Outreach Consultant**

Action: The Board will review submissions received from three marketing firms and consider selection of a contractor to conduct public outreach for the District.

DISCUSSION ITEMS - Public comment will be received. Please limit your comment to three (3) minutes per item

3. **Discuss Options Related to Pure Water Monterey Final SEIR**

ADJOURN TO CLOSED SESSION

As permitted by Government Code Section 54956 et seq., the Board may adjourn to closed or executive session to consider specific matters dealing with pending or threatened litigation, certain personnel matters, or certain property acquisition matters. Public comment was received during the Oral Communications portion of the Board meeting.

4. **Anticipated Initiation of Litigation by MPWMD - CA Government Code Sec. 54956.9(g) – One Case**

The MPWMD Board will continue its conference with legal counsel on whether to protect its rights and interests by initiating litigation against Monterey One Water related to actions taken and responses given on the Pure Water Monterey Expansion SEIR.

ADJOURNMENT

Upon request, 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. Please submit a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service by noon on Thursday, July 30, 2020. Requests should be sent to the Board Secretary, at arlene@mpwmd.net or call 831-658-5652.

Board Meeting Schedule			
Monday, August 17, 2020	Regular Board Meeting	6:00 pm	Conducted by WebEx
Thursday, September 10, 2020	Board Strategic Planning Session	9:00 am	Location to be Determined
Monday, September 21, 2020	Regular Board Meeting	6:00 pm	Location to be Determined
A video recording of the meeting will be available on YouTube five days following meeting date - https://www.youtube.com/channel/UCg-2VgzLBmgV8AaSK67BBRg			

Instructions for Connecting to the WebEx Meeting

Note: If you have not used WebEx previously, when you begin connecting to the meeting you may be asked to download the app or join via the web. See the instructions below. If you do not have a computer, you can participate by phone.

Begin: Within 10 minutes of the meeting start time from your computer click on this link:
<https://mpwmd.webex.com/mpwmd/onstage/g.php?MTID=e5ca48de73cee9ce72ed168bcad0ec7e5>
Or go to: mpwmd.webex.com.

Under “Join a Meeting” enter the meeting number 126 440 5952 , hit the enter key and when prompted enter the meeting password Wtr##Brd, click “Next” and see the dropdown menu at the bottom of the screen “Use computer for audio” and select the method you will use to hear the meeting – see below.

1) Audio and video connection from computer with WebEx app – view participants/materials on your screen

Click on the “Use computer for audio” drop down list
Click “Join Meeting”
Once in the meeting, mute your microphone.
Turn your microphone on when it is your turn to speak.

2) View material on your computer screen and listen to audio on your phone

From the “Use computer for Audio” drop down list select “Call In”
Click on “Join Meeting” / You will see a toll-free telephone number, access code, and attendee ID # -- enter these numbers on your phone.
Mute the microphone on your computer.
Disable computer speakers using the Settings menu.

3) Join by phone only (no computer) dial 1-877-668-4493 and use the meeting number above.

Protocol for Meetings Conducted by Teleconference

- 1) The Chair will call the meeting to order.
- 2) Receipt of Public Comment – the Chair will ask for comments from the public on all items. Limit your comment to 3 minutes.
 - (a) Computer Audio Connection: Select the “raised hand” icon. When you are called on to speak, please identify yourself.
 - (b) Phone audio connection: Press *9. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press *9 to end the call.
- 3) For Action and Discussion Items the Chair will receive a presentation from staff and the Directors may ask questions. Following the question and answer period, the Chair will ask for comments from the public.

Submit Oral or Written Comments

If you are unable to participate via telephone or computer to present oral comments, you may also submit your comments by e-mailing them 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". Comments must be received by 12:00 p.m. on Friday, July 31, 2020. All comments submitted by **noon** will be provided to the Board of Directors and compiled as part of the record of the meeting.

ITEM: ACTION ITEM

1. **CONSIDER ADOPTION OF AN ADDENDUM TO THE DISTRICT'S PRIOR ASR ENVIRONMENTAL IMPACT REPORT FOR CONSTRUCTION OF A BYPASS PIPELINE TO ALLOW SIMULTANEOUS PURE WATER MONTEREY RECOVERY AND ASR INJECTION** (*Subject to CEQA Review per CEQA Guideline Sections 15162 and 15164*)

Meeting Date:	July 31, 2020	Budgeted:	N/A
From:	David J. Stoldt, General Manager	Program/ Line Item:	Water Supply Projects N/A
Prepared By:	Jonathan Lear	Cost Estimate:	N/A

General Counsel Review: Yes

Committee Recommendation: On July 6, 2020 Water Supply Planning Committee approved this recommendation 3-0

CEQA Compliance: Addendum to EIR under CEQA Guidelines Sections 15162 and 15164

NOTE: Since the July 20, 2020 Board meeting an additional memorandum has been prepared to address each of the issues raised by Marina Coast Water District in its July 20th letter to the District Board. That memorandum is attached as Exhibit 1-C.

SUMMARY: In June, staff reported to the Board that a bottleneck in simultaneous operation of ASR injection and Pure Water Monterey recovery had been identified due to the existing piping configuration in General Jim Moore Blvd. A bypass pipeline around the bottleneck was identified as a solution that would allow simultaneous operation of both projects. The proposed pipeline is above the length and diameter to be exempt from the CEQA process. In order to facilitate this solution in an expedited manner, Cal-Am asked the District to act at the Lead Agency under CEQA for the project. At the Board Meeting on June 22, 2020, MPWMD Board directed the General Manager enter into a reimbursement agreement with Cal-Am for the CEQA work to construct to bypass pipeline necessary to allow simultaneous PWM recovery and ASR injection. The appropriate agreements were executed and the environmental work has been completed.

At the July 6, 2020 Water Supply Planning Committee staff presented the EIR Addendum to the Committee. The introduction to the Addendum is attached to this staff note as **Exhibit 1-A**.

The entire document can be downloaded from this link: <https://www.mpwmd.net/water-supply/aquifer-storage-recovery/technical-aspects/>.

The Committee recommended that the Addendum be brought before the full Board for consideration of adoption. MPWMS staff worked with Denise Duffy and Associates to prepare the findings that will need to be made in order to adopt the Addendum. These findings are included in this staff note as **Exhibit 1-B**. If the MPWMD Board adopts this Addendum at its July meeting, construction on the pipeline would begin in August 2020.

RECOMMENDATION: Staff recommends that the Board adopt Resolution No. 2020-13 (**Exhibit 1-B**) adopting the Construction of a Bypass Pipeline Modification Addendum as Addendum 6 to the ASR EIR/EA.

DISCUSSION: The Pure Water Monterey (PWM) Project began injecting water into the Seaside Groundwater Basin in March 2020 and building up the 1,000 Acre Foot Operating Reserve. After the Operating Reserve has been injected, PWM water is available as a source to the water supply portfolio and will become a component of the Quarterly Water Budget and used to shift production away from the Carmel River and comply with the Cease and Desist Order (CDO). In meetings between District Staff and Cal-Am for planning the recovery schedule for PWM, it was identified that in order to recover all PWM and Native Seaside Groundwater, the Seaside well field would need to operate for more months of the year than previous operational protocols. Additionally, only the ASR wells are connected to the pipeline in General Jim Moore Blvd. that is attached to the transfer (Monterey) pipeline that can move water to the Forest Lake Tanks. The Forest Lake Tanks supply water to meet water demand in New Monterey, Pacific Grove, and the Del Monte Forest. The rest of the wells in Seaside provide water to meet demand in Seaside and Old Monterey as far as the Naval Post Graduate School and are isolated from the demands met by the Forest Lake Tanks. The demand on the Seaside system is between 10 to 12 Acre Feet per day and is not enough to consume all of the recovered PWM water, so water must be recovered by the ASR wells and moved through the transfer pipeline to the Forest Lake Tanks to ensure all of the PWM water can be consumed.

Project Description

Cal-Am proposes to construct a new 36-inch-diameter, 7,000 LF, potable water transmission pipeline (Bypass Pipeline) in located General Jim Moore Blvd (GJM) between Hilby Avenue and approximately 750 feet south of Coe Avenue in Seaside, CA. The proposed Bypass Pipeline would connect to an existing 36-inch pipeline at each end.

The Bypass Pipeline would be located in the Former Fort Ord within the Seaside Munitions Response Area (MRA).

The project would also include a new dechlorination facility and a new 16-inch diameter connection to the Cal-Am Aquifer Storage and Recovery (ASR) well sites 3 and 4 located at the Seaside Middle School.

Purpose

The proposed Bypass Pipeline would improve the existing ASR system and allow Cal-Am to perform simultaneous ASR injection and extraction operations in order to meet customer demand as a result of reduced Carmel River diversions. The Bypass Pipeline would be used to convey water from Crest Tank to ASR Wells 3 and 4 for injection. Extraction operations would be performed at ASR Wells 1 and 2 and would be conveyed through existing infrastructure to Forest Lake Reservoir in Pacific Grove.

Under current Cal-Am permit requirements, a 30-day retention period is required between ASR injection and extraction operations. Due to reduced Carmel River diversions, Cal-Am would not be able to meet customer demand during the 30-day retention period when extraction operations

are not allowed. The proposed dechlorination facility would dechlorinate water prior to injection into ASR Wells 3 and 4 which would remove the 30-day retention period requirement and allowing Cal-Am to meet customer demand.

Construction

The Bypass Pipeline would be constructed by open trench within the paved roadway of the northbound lanes of GJM. The typical trench width would be approximately 6-feet wide and 6.5-feet deep. Excess soil would be handled and disposed of per requirements of City of Seaside Programmatic On-Call Construction Support Plan – Roadways and Utilities – Seaside Munitions Response Area. Pavement and striping would be restored per City of Seaside requirements. Traffic control plans would be developed and submitted to the City of Seaside for review and approval.

The pipeline would include blow off and air vent appurtenances installed in either the sidewalk or median of GJM. Blow offs would be pump out style, located within utility boxes that are flush with the surrounding ground. Air vents would be installed above grade in locked cages. The locations of the appurtenances would be per approval of the City of Seaside.

EXHIBITS

- 1-A** Introduction to the Addendum
- 1-B** Resolution No. 2020-13
- 1-C** Memorandum responding to comments raised by Marina Coast Water District concerning the Aquifer Storage & Recovery Project EIR/EA – Addendum No. 6

ADDENDUM No. 6

TO THE

AQUIFER STORAGE AND RECOVERY PROJECT ENVIRONMENTAL IMPACT REPORT/ENVIRONMENTAL ASSESSMENT

FOR THE

BYPASS PIPELINE & DE-CHLORINATION FACILITY MODIFICATION

July 2020

**Prepared for
Monterey Peninsula Water Management District**

**Prepared by
Denise Duffy and Associates, Inc.**



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LIST OF ATTACHMENTS

1. Initial Study Checklist for the Proposed Modification to Support Addendum No. 6 to the ASR EIR/EA
2. Air Quality and GHG Calculations Spreadsheets dated June 19, 2020
3. ASR Bypass Pipeline & De-Chlorination Facility Modification – Botanical Survey Results (June 24, 2020)
4. Approved MMRP for the Aquifer Storage and Recovery Project

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I. INTRODUCTION

Pursuant to the California Environmental Quality Act, California Public Resources Code Sections 21000 et seq. (CEQA) and the California Environmental Quality Act Guidelines, Title 14, Chapter 3 of the California Code of Regulations (CEQA Guidelines), and in cooperation with other affected agencies and entities, the Monterey Peninsula Water Management District (MPWMD) has prepared this Addendum to the Final Environmental Impact Report/Environmental Assessment for the Monterey Peninsula Water Management District Phase 1 Aquifer Storage and Recovery (ASR) Project (EIR/EA), certified by MPWMD's Board of Directors on August 21, 2006, as modified by:

- Addendum No. 1 to the ASR EIR/EA, which addressed full implementation of ASR Phase 2 and was adopted by MPWMD's Board of Directors on April 16, 2012;
- Addendum No. 2 to the ASR EIR/EA, which addressed the addition of the Hilby Pump Station and was adopted by MPWMD's Board of Directors on June 20, 2016;
- Addendum No. 3 to the ASR EIR/EA, which addressed the Monterey Pipeline and was adopted by MPWMD's Board of Directors on February 22, 2017;
- Addendum No. 4 to the ASR EIR/EA, which addressed the Backflush Basin Expansion and was adopted by MPWMD's Board of Directors on July 16, 2018; and,
- Addendum No. 5 to the ASR EIR/EA, which addressed the Water Treatment Facility Modification and was adopted by MPWMD's Board of Directors on July 15, 2019.

MPWMD prepared this Addendum to the ASR EIR/EA to address the effects of constructing and operating the proposed Bypass Pipeline and De-Chlorination Facility Modification (Proposed Modification), which would constitute a minor modification to the ASR Project. This Addendum evaluates the potential environmental effects associated with the Proposed Modification, which consists of a 36-inch potable water transmission pipeline, located in General Jim Moore Boulevard between Hilby Avenue and Coe Avenue, and a proposed de-chlorination facility to serve the ASR project.

The ASR Project entails diversion of "excess" Carmel River winter flows, as allowed under water rights permits issued by the State Water Resources Control Board, which is then treated and transmitted via the California American Water (CalAm) distribution system to specially-constructed injection/recovery wells, known as ASR wells, in the Seaside Groundwater Basin and injected under an authorization from the Environmental Protection Agency (EPA). The excess water is diverted by CalAm wells only during periods when flows in the Carmel River exceed fisheries bypass flow requirements. After treatment to potable drinking water standards, water is then conveyed through CalAm's distribution system to ASR facilities (injection wells) to recharge the over-pumped Seaside Groundwater Basin. Available storage capacity in the Seaside Groundwater Basin serves as an underground reservoir for the diverted water. Water is then pumped back out from the Seaside Groundwater Basin in dry periods to help reduce pumping-related impacts on the Carmel River. This "conjunctive use" more efficiently utilizes local water resources to improve the reliability of the community's water supply while reducing the environmental impacts to the Carmel River and Seaside Groundwater Basins.

This Addendum evaluates whether construction and operation of the proposed Bypass Pipeline and De-Chlorination Facility would result in a new significant impact, or an impact that is substantially more severe than the impacts disclosed in the ASR EIR/EA as amended. This Addendum is supported by **Attachment 1, Initial Study Checklist for the Bypass Pipeline Modification**, which conclusively determines the following in accordance with CEQA Guidelines Section 15464:

- No new or previously unidentified adverse significant impacts would result from the construction and operation of the Proposed Modification.
- The Proposed Modification would not result in a substantial increase in the severity of the impacts identified in the ASR EIR/EA and Addenda.

MPWMD's Board of Directors will consider this Addendum, along with the certified ASR EIR/EA and its Addenda, prior to making a decision on any approvals pertaining to the Proposed Modification.

II. PROJECT LOCATION

The Proposed Modification is located in the City of Seaside. More specifically, the Proposed Modification includes the construction of the Bypass Pipeline, which is located within the existing paved area of the General Jim Moore Boulevard roadway between Hilby Avenue and approximately 750 feet south of Coe Avenue and the Paralta well site (see **Figure 1. Regional Map**). The Bypass Pipeline is primarily located in the northbound lane of General Jim Moore Boulevard and will tie into an existing pipeline at the intersection of Hilby Avenue and General Jim Moore Boulevard.

The Proposed Modification also includes the construction and operation of a de-chlorination facility located within the Paralta well site, which is a previously developed site that includes existing water distribution system infrastructure. The existing water distribution system improvements includes a well and associated infrastructure (see **Figure 2. Site Photos**). The de-chlorination facility would tie into an existing ASR pipeline along the southbound lane of General Jim Moore Boulevard. This existing pipeline would transfer de-chlorinated water to ASR Wells 3 and 4 to be injected into the Seaside Groundwater Basin. The de-chlorination facility would also connect to an existing water transfer pipeline, which would transfer water supplies from the proposed Bypass Pipeline to the de-chlorination facility, as more thoroughly described below. The Proposed Modification also includes the construction and operation of a de-chlorination facility at the existing Santa Margarita Treatment facility, located at 1910 General Jim Moore Boulevard. The de-chlorination facility at the Santa Margarita site would occur entirely within the existing footprint of the treatment facility.

The Proposed Modification also includes the use of an existing soil deposition site along the west side of General Jim Moore Boulevard. More specifically, the soil deposition site is along Mescal Street between Plumas Avenue and Kimball Avenue and has been used historically for soil deposition purposes (see **Figure 2. Site Photos**).

As previously mentioned, the Proposed Modification is located in the City of Seaside. Per the Seaside General Plan, the modification site is designated as Low-Density Single Family Residential. The surrounding land uses include existing residential uses to the north, habitat management and low-density single family residential to the south and east, and existing residential uses to the west (see **Figure 3. Surrounding Land Use**).

III. PROJECT DESCRIPTION

The Proposed Modification would improve the existing ASR system and allow CalAm to perform simultaneous ASR injection and extraction operations to meet customer demand as a result of reduced Carmel River diversions, as well as ensure the simultaneous recovery of Pure Water Monterey water and the injection of Carmel River water as part of the ASR program. The Proposed Modification would be used

to convey water from the existing Crest Water Tank to ASR Wells 3 and 4 for injection. Extraction operations would be performed at ASR Wells 1 and 2 and would be conveyed through existing infrastructure to Forest Lake Reservoir in Pacific Grove. Under current CalAm permit requirements, a 30-day retention period is required between ASR injection and extraction operations. Due to reduced Carmel River diversions, CalAm would not be able to meet customer demand during the 30-day retention period when extraction operations are not allowed.

The Proposed Modification consists of several distinct sub-components, including the construction and operation of the proposed Bypass Pipeline, de-chlorination facility, and the use of an existing soil deposition site. These components are collectively referred to as the “Proposed Modification” in this Addendum. The following includes a description of each of the separate sub-components of the Proposed Modification.

BYPASS PIPELINE MODIFICATION

The proposed Bypass Pipeline Modification is necessary to allow the simultaneous recovery of Pure Water Monterey water and the operation of the existing ASR system. Under existing operations, the simultaneous recovery of Pure Water Monterey water and the operation of the existing ASR system is not possible due to existing system limitations. As a result, an additional pipeline (i.e., the proposed Bypass Pipeline) is necessary to allow recovery of Pure Water Monterey water and injection of Carmel River water at the same time. If the proposed Bypass Pipeline Modification is not constructed, even if flows in the Carmel River are above permit conditions allowing injection, ASR injection would need to be stopped to recover all Pure Water Monterey water via the existing transfer pipeline. The proposed Bypass Pipeline Modification would allow both Pure Water Monterey and ASR water resources projects to function simultaneously.

In the absence of the proposed Bypass Pipeline Modification, ASR injection would be limited to certain months. This would substantially reduce the injection capacity of the ASR system. And it would further reduce the amount of available “ASR bank.” Without the Bypass Pipeline Modification, Seaside Basin and Carmel River source water may have a 200 acre-feet (AF) buffer or less. Whereas with the proposed Bypass Pipeline Modification, would increase the “ASR bank” and would result in an approximately 1,000 AF buffer. As a result, the proposed Bypass Pipeline Modification would improve existing system operation, provide additional system redundancy, and ensure the simultaneous operation of both the Pure Water Monterey and ASR projects.

The Bypass Pipeline consists of the construction and operation of a new 36-inch-diameter, 7,000 linear foot (LF), potable water transmission pipeline located in General Jim Moore Boulevard between Hilby Avenue and approximately 750 feet south of Coe Avenue in Seaside, CA (see **Figure 2. Site Photos**). The Bypass Pipeline would connect to an existing 36-inch pipeline at each end. The Bypass Pipeline would be constructed using open trench technology within the paved roadway of the northbound lanes of General Jim Moore Boulevard (see **Figures 4a. and 4b. Site Plan**). The typical trench width would be approximately 6-feet wide and 6.5-feet deep. Excess soil would be handled and disposed of per requirements of the Fort Ord Reuse Authority (FORA) and City of Seaside Programmatic On-Call Construction Support Plan – Roadways and Utilities – Seaside Munitions Response Area. Pavement and striping would be restored per City of Seaside requirements. Traffic control plans would be developed and submitted to the City of Seaside for review and approval. The pipeline would include blow off and air vent appurtenances installed in either the sidewalk or median of General Jim Moore Boulevard. Blow offs would be pump out style, located within utility boxes that are flush with the surrounding ground. Air vents would be installed above grade in locked cages. The locations of the appurtenances would be per approval of the City of Seaside.

DE-CHLORINATION FACILITY MODIFICATION

The Proposed Modification would include the construction and operation of the de-chlorination facility, which would be located at the Paralta well site on southwest corner of General Jim Moore Boulevard and Coe Avenue (see **Figure 4a. Site Plan**). The proposed de-chlorination facility modification would dechlorinate water prior to injection into ASR Wells 3 and 4 which would remove the 30-day retention period requirement discussed above thereby allowing CalAm to meet customer demand. The de-chlorination facility would include two connections at General Jim Moore Boulevard and Coe Avenue. One connection would be to an existing transfer pipeline that would bring water supplies in through the proposed Bypass Pipeline and the other connection would be to an existing ASR pipeline in order to inject the de-chlorinated water into ASR Wells 3 and 4 .

The de-chlorination facility would be housed in an approximately 268 square foot building and would include a skid pump, chemical tank, and associated piping. The energy use associated with the electrical components of de-chlorination facility include the building and the interior lighting, sodium bisulfite metering pumps, exhaust fan, sodium bisulfite analyzer system and chlorine residual analyzer systems, and instrumentation. These electrical components would require an additional load of approximately 20 Amps. The de-chlorination facility would connect to a new 16-inch diameter connection to existing ASR Wells 3 and 4 located at the Seaside Middle School.

The Proposed Modification would include the construction and operation of the de-chlorination facility at the existing Santa Margarita Treatment Facility, located at 1910 General Jim Moore Boulevard. This modification would occur entirely within the existing treatment facility footprint. The proposed de-chlorination facility modification would dechlorinate water prior to injection into ASR Wells 1 and 2 which would remove the 30-day retention period requirement discussed above thereby allowing CalAm to meet customer demand.

SOIL DEPOSITION MODIFICATION

The Proposed Modification also includes the use of a soil deposition site along the west side of General Jim Moore Boulevard, known as the Mescal site. More specifically, the soil deposition site is along Mescal Street between Plumas Avenue and Kimball Avenue and has been used for soil deposition associated with ASR construction activities in the past (see **Figure 4b. Site Plan**). Excess soil would be disposed of at this existing soil deposition site consistent with the requirements of FORA. Additionally, fencing and/or flagging will be installed at the soil deposition site under the direction of a qualified biologists to ensure that all documented special-status species are located outside of the soil deposition area.

CONSTRUCTION AND OPERATION

Construction is anticipated to begin in January of 2021 and will last approximately eight (8) months. Construction activities will include site grading and trenching. The total amount of earthwork for the Proposed Modification is 7,800 Cubic Yards (CY) of cut and 5,270 CY of fill, with a net cut and fill of approximately 2,530 CY. It is anticipated that a majority of native soils can be used as backfill. Construction is planned to occur Monday through Friday from 7am to 7pm. It is estimated that an average of eight (8) construction workers will be required onsite during construction with a peak on-site presence of approximately eight (8) to ten (10) personnel at the peak of construction. Materials and equipment will also be delivered to the site; it is anticipated that approximately 100 deliveries would occur during construction, which would include piping, fill material, the chemical building, chemical tank, pump skid, and concrete. This would mean that material delivery would occur approximately two (2) to three (3)

times per week throughout the duration of construction activities. Construction workers will access the site from General Jim Moore Boulevard and will park at or near the site. Traffic control will be required during construction. Traffic controls will include, at a minimum, measures to ensure safety of pedestrians and bicyclists on General Jim Moore Boulevard.

Additionally, operational workers will access the modification site (specifically the de-chlorination facility) in order to provide routine maintenance and material delivery. Furthermore, maintenance will take place once a month for the air valves on the pipeline alignment. Operational workers may visit the de-chlorination facility twice a week when the de-chlorination system is operated and ASR water is being injected to ASR Wells 3 and 4, which would probably be combined with maintaining the existing Paralta well site. Lastly, the chemical tank in the de-chlorination facility was sized for at least 14-days of storage so operational workers may deliver up to two (2) trucks of chemicals each month.

IV. COMPARISON TO THE CONDITIONS LISTED IN CEQA GUIDELINES SECTION 15162

MPWMD prepared this Addendum pursuant to CEQA Guidelines Section 15164, which states: "A lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred." CEQA Guidelines Section 15162 establishes the following criteria for the preparation of a Supplemental EIR.

- 1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- 2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
- 3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
 - a) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - b) Significant effects previously examined will be substantially more severe than shown in the previous EIR;
 - c) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
 - d) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

The following discussion summarizes the reasons why a subsequent or supplemental EIR, pursuant to CEQA Guidelines Section 15162, is not required in connection with approvals for the Proposed Modification and why an addendum is appropriate.

V. CHANGES TO THE PROJECT

1. Project Background

The ASR EIR/EA and its Addenda did not contemplate the Proposed Modification. The draft ASR EIR/EA can be accessed on the MPWMD website at the following address: <http://www.mpwmd.net/wp-content/uploads/2015/08/MPWMD-Draft-EIR-EA-3-06.pdf>; the final ASR EIR/EA can be accessed at the following address: https://www.mpwmd.net/wp-content/uploads/2015/08/FEIR_8-21-06.pdf. Addendum No. 1 to that document can be found online at the following address: http://www.mpwmd.net/asd/board/boardpacket/2012/20120416/16/item16_exh16b.pdf, Addendum No. 2 can be found here: <http://www.mpwmd.net/asd/board/boardpacket/2016/20160620/16/Item-16-Exh-A.pdf>, and Addendum No. 3 can be found here: <https://www.mpwmd.net/asd/board/boardpacket/2017/20170222/02/Item-2-Exh-A.pdf>. Addendum No. 4 can be found here: <https://www.mpwmd.net/asd/board/boardpacket/2018/20180716/16/Item-16-Exh-A.pdf>. Addendum No. 5 to that document can be found online at the following address: <https://www.mpwmd.net/asd/board/boardpacket/2019/20190715/18/Item-18-Exh-A.pdf>

2. Environmental Effects

As detailed in **Attachment 1, Initial Study Checklist for the Proposed Modification**, the Proposed Modification would not result in any new significant environmental effects that cannot be mitigated with existing, previously identified mitigation measures in the ASR EIR/EA and its Addenda. In addition, the Proposed Modification would not substantially increase the severity of environmental effects identified in the ASR EIR/EA and its Addenda.

3. New Information

No new information of substantial importance has been identified or presented to MPWMD such that the ASR Project would result in: 1) significant environmental effects not identified in the ASR EIR/EA and its Addenda, or 2) more severe environmental effects than described in the ASR EIR/EA and its Addenda, or 3) require mitigation measures which were previously determined not to be feasible, or mitigation measures that are considerably different from those recommended in the ASR EIR/EA and its Addenda.

4. Conclusion

Section 15164 of the CEQA Guidelines states that a lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred. Based on the information in this Addendum, MPWMD has determined that:

- No new significant environmental effects or a substantial increase in the severity of previously identified significant effects would occur as a result of the construction and operation of the Proposed Modification;
- No substantial changes have occurred or would occur with respect to the circumstances under which the ASR Project was originally undertaken, which would require major revisions to the previously certified ASR EIR/EA due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; and

- No new information of substantial importance has been received or discovered, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous ASR EIR/EA and its Addenda were certified as complete.

EXHIBIT 1-B**RESOLUTION NO. 2020-13****RESOLUTION OF THE BOARD OF DIRECTORS OF THE
MONTEREY PENINSULA WATER MANAGEMENT DISTRICT
CERTIFYING ADDENDUM No. 6
TO THE AQUIFER STORAGE AND RECOVERY EIR/EA**

WHEREAS, the Board of Directors of the Monterey Peninsula Water Management District (MPWMD) has directed that its staff pursue Aquifer Storage and Recovery (ASR) as a means to facilitate conjunctive use of local water resources for the benefit of the environment and the community; and

WHEREAS, MPWMD adopted Findings Related to the Certification of the MPWMD Phase 1 Aquifer Storage and Recovery Project EIR and Determining Compliance with the California Environmental Quality Act, adopted the Mitigation and Monitoring Plan, certified the Final Environmental Impact Report/Environmental Assessment (EIR/EA) for the Phase 1 ASR Project, and approved the Phase 1 ASR Project on August 21, 2006; and

WHEREAS, MPWMD approved and adopted the April 2012 Addendum to the Phase 1 ASR EIR/EA, adopted the April 2012 Mitigation Monitoring Plan, and approved the full implementation of ASR Water Project 2 on April 16, 2012; and

WHEREAS, MPWMD approved the Hilby Avenue Pump Station and adopted the June 2016 Hilby Avenue Pump Station Addendum as Addendum 2 to the Aquifer Storage and Recovery Project Environmental Impact Report/Environmental Assessment on June 20, 2016; and

WHEREAS, MPWMD approved a realignment of a segment of the Monterey Pipeline and adopted the February 2017 Monterey Pipeline Addendum as Addendum 3 to the ASR EIR/EA on February 22, 2017; and

WHEREAS, MPWMD approved an expansion to the backflush basin and adopted the July 2018 Backflush Basin Expansion Addendum as Addendum 4 to the ASR EIR/EA on July 16, 2018; and

WHEREAS, MPWMD approved a modification to the water treatment facility and adopted the July 2019 Water Treatment Facility Modification Addendum as Addendum 5 to the ASR EIR/EA on July 15, 2019; and

WHEREAS, MPWMD has followed guidelines of the California Environmental Quality Act (CEQA) and prepared the Bypass Pipeline and De-Chlorination Facility Modification Addendum 6 to modify the approved ASR Phase 1 Project by allowing the construction and operation of the proposed Bypass Pipeline, De-Chlorination Facility, and the Soil Deposition site; and

WHEREAS, MPWMD has prepared Findings of Environmental Review for the Bypass Pipeline and De-Chlorination Facility Modification Addendum to the ASR EIR/EA, attached hereto as **Attachment A** and hereby incorporated by reference.

NOW THEREFORE, BE IT RESOLVED:

We, the Board of Directors of the Monterey Peninsula Water Management District, certify the Bypass Pipeline and De-Chlorination Facility Modification Addendum as a true and accurate statement of the environmental impacts of the construction of the Bypass Pipeline and De-Chlorination Facility Modification; and

Adopt the July 2020 Bypass Pipeline and De-Chlorination Facility Modification Addendum as Addendum 6 to the ASR EIR/EA, which found that the proposed modifications to the approved ASR Phase 1 Project would not result in a measurable increase in environmental impacts over what was previously analyzed in the 2006 ASR EIR/EA, the 2012 ASR Phase 2 Addendum, the Hilby Avenue Pump Station Addendum, the Monterey Pipeline Addendum, the Backflush Basin Expansion Addendum, and the Water Treatment Facility Modification Addendum; and

Directs staff to post a Notice of Determination of this action in accordance with Section 15094 of the CEQA Guidelines.

On motion of Director _____ and second by Director the _____ foregoing resolution is duly adopted this 20 day of July 2020 by the following votes:

AYES:

NAYS:

ABSENT:

I, David J. Stoldt, Secretary to the Board of Directors on the Monterey Peninsula Water Management District, hereby certify that the foregoing is a resolution duly adopted on the 20 day of July 2020.

Witness my hand and seal of the Board of Directors this _____ day of July 2020.

David J. Stoldt, Secretary to the Board

ATTACHMENT A

**FINDINGS OF ENVIRONMENTAL REVIEW
FOR THE
BYPASS PIPELINE AND DE-CHLORINATION
FACILITY MODIFICATION ADDENDUM TO THE
ASR EIR/EA**

- 1) **FINDING:** The Monterey Peninsula Water Management District (MPWMD) Board of Directors adopted the Findings Relating to Certification of the MPWMD Phase 1 Aquifer Storage and Recovery Project EIR and Determining Compliance with the California Environmental Quality Act, adopted the Mitigation Monitoring Plan, certified the Final Aquifer Storage and Recovery (ASR) Environmental Impact Report/Environmental Assessment (EIR/EA) for the Phase 1 ASR Project, and approved the Phase 1 ASR Project on August 21, 2006.

EVIDENCE: The ASR EIR/EA and related documents are on file in the MPWMD office.

- 2) **FINDING:** The MPWMD Board of Directors approved and adopted the April 2012 Addendum to the Phase 1 EIR/EA (Addendum 1), adopted the April 2012 Mitigation Monitoring Plan for ASR Water Project 2, and approved the full implementation of ASR Water Project 2 on April 16, 2012.

EVIDENCE: Addendum 1 and related documents are on file in the MPWMD office.

- 3) **FINDING:** The MPWMD Board of Directors approved the Hilby Avenue Pump Station and adopted the June 2016 Hilby Avenue Pump Station Addendum as Addendum 2 to the ASR EIR/EA on June 20, 2016

EVIDENCE: Addendum 2 and related documents are on file in the MPWMD office.

- 4) **FINDING:** The MPWMD Board of Directors approved a realignment of a segment of the Monterey Pipeline and adopted the February 2017 Monterey Pipeline Addendum as Addendum 3 to the ASR EIR/EA on February 22, 2017.

EVIDENCE: Addendum 3 and related documents are on file in the MPWMD office.

- 5) **FINDING:** The MPWMD Board of Directors approved an expansion to the backflush basin and adopted the July 2018 Backflush Basin Expansion Addendum as Addendum 4 to the ASR EIR/EA on July 16, 2018; and

EVIDENCE: Addendum 4 and related documents are on file in the MPWMD office.

- 6) **FINDING:** The MPWMD Board of Directors approved a modification to the water treatment facility and adopted the July 2019 Water Treatment Facility Modification Addendum as Addendum 5 to the ASR EIR/EA on July 15, 2019; and

EVIDENCE: Addendum 5 and related documents are on file in the MPWMD office.

- 7) **FINDING:** MPWMD followed the California Environmental Quality Act (CEQA) Guidelines Sections 15162 and 15164 to determine that an Addendum evaluating the environmental effect of the Bypass Pipeline and De-Chlorination Facility Modification and related improvements (together hereinafter referred to as Modification) is appropriate based on the following:
- a. The Modification would not result in new significant environmental effects or a substantial increase in the severity of previously identified significant effects; and
 - b. No changes in circumstances have occurred involving new significant environmental effects or a substantial increase in the severity of previously identified significant effects; and,
 - c. No new information of substantial importance which was not known and could not have been known at the time of the previous EIR/EA and Addenda were found.

The MPWMD Board of Directors at their July 20, 2020 meeting reviewed the Bypass Pipeline and De-Chlorination Facility Modification Addendum (Addendum 6).

EVIDENCE:

- a. Construction and operational environmental impacts and mitigation measures at the Phase 1 ASR Project site were previously considered with the ASR EIR/EA; and
- b. The proposed Modification consists of several distinct sub-components, including the construction and operation of the proposed Bypass Pipeline, De-Chlorination Facility, and the Soil Deposition site. The proposed location of the Bypass Pipeline is within an existing roadway, the De-Chlorination Facility is located within the existing Paralta well site, similarly, the De-Chlorination modification at the Santa Margarita site is located entirely within the existing water treatment facility, and the Soil Deposition site has been used for soil deposition purposes in the past. The Modification's potential environmental effects are consistent with the impacts previously considered in the ASR EIR/EA and subsequent Addenda including impacts to air quality, noise, and sensitive species in addition to cultural resources and hazardous materials; and
- c. All appropriate measures to reduce impacts to less than significant described in the adopted ASR EIR/EA Mitigation and Monitoring Programs would apply to the Modification; and
- d. The proposed Modification would not result in any new significant environmental effects that cannot be mitigated with existing, previously identified mitigation measures in the ASR EIR/EA; and
- e. The proposed Modification would not substantially increase the severity of environmental effects identified in the ASR/EIR and its Addenda; and

- f. No new information of substantial importance has been identified or presented to MPWMD Board of Directors that the Modification would result in significant environmental effects not identified in the ASR EIR/EA and its Addenda, more severe environmental effects than described in the ASR EIR/EA and its Addenda, or require mitigation measures which were previously determined not to be feasible or are considerably different from those recommended in the ASR EIR/EA and its Addenda; and
 - g. The Agenda and supporting documents for the July 20, 2020 Board Meeting are on file in the District office.
- 8) **FINDING:** Addendum 6 reflects the independent judgement of the MPWMD Board, and each participating Director has reviewed and considered the information contained in the Addendum and related documents prior to making the decision on the Addendum.

EVIDENCE: Each Director on the Board received a copy of Addendum 6 and supporting documents as evidenced by the July 20, 2020 Board meeting packet.

- 9) **FINDING:** The MPWMD Board finds that the proposed modifications to the approved ASR Phase 1 Project would not result in a measurable increase in environmental impacts over what was previously analyzed in the August 21, 2006 ASR EIR/EA and subsequent Addenda.

EVIDENCE: The above stated facts.

**Denise Duffy & Associates, Inc.**

PLANNING AND ENVIRONMENTAL CONSULTING

MEMORANDUM

To: Monterey Peninsula Water Management District, Board of Directors

From: Denise Duffy & Associates, Inc.

CC: David Stoldt, General Manager, MPWMD
Jonathan Lear, PG, CHg, Water Resources Manager, MPWMD
Maureen Hamilton, Water Resources Engineer, MPWMD

Date: July 29, 2020

Subject: **Aquifer Storage & Recovery Project EIR/EA – Addendum No. 6: MCWD Response**

I. Introduction

This memorandum responds to comments raised by Marina Coast Water District (“MCWD”) in a letter dated July, 20, 2020 concerning modifications to the existing Aquifer Storage & Recovery (“ASR”) Project.¹ As described in Addendum No. 6 to the ASR Final Environmental Impact Report/Environmental Assessment (“ASR Final EIR/EA”)(SCH#2004121065), California American Water (“CalAm”) proposes to modify the existing ASR Project. More specifically, the proposed modification consists of the following: 1) Bypass Pipeline Modification; 2) De-Chlorination Facility Modification; and, 3) Soil Deposition Modification. These modifications are collectively referred to as the “Proposed Modification.” The Monterey Peninsula Water Management District (“MPWMD”) prepared Addendum No. 6 to the ASR Final EIR/EA to evaluate the potential environmental effects associated with the Proposed Modification in accordance with the requirements of the California Environmental Quality Act (“CEQA”) and consistent with prior modifications to the ASR Project. As discuss below, MPWMD appropriately considered the potential environmental effects associated with the Proposed Modification.

This memorandum consists of the following: 1) an introduction; 2) a brief procedural overview regarding the ASR Project, including prior modifications and related CEQA review; 3) a brief summary of the Proposed Modification; 4) a description of the applicable CEQA regulatory requirements; 5) a detailed response to Marina Coast Water District’s (“MCWD”) comments; and, 6) a general conclusion.

¹ The ASR Project entails diversion of “excess” Carmel River winter flows, as allowed under water rights permits issued by the State Water Resources Control Board (“SWRCB”). These diversions are subsequently treated and transmitted via CalAm’s distribution system to specially-constructed injection/recovery wells, known as ASR wells, in the Seaside Groundwater Basin. CalAm wells divert the excess flows only during specific periods when flows exceed fisheries bypass requirements. After treatment to potable drinking water standards, water is conveyed through CalAm’s distribution system to ASR facilities (injection wells) to recharge the over-pumped Seaside Groundwater Basin. Water is then pumped back out from the Seaside Groundwater Basin during dry periods to reduce pumping-related effects on the Carmel River. This “conjunctive use” more efficiently utilizes local water resources to improve the reliability of the community’s water supply while reducing adverse effects to the Carmel River and Seaside Groundwater Basins.

II. Procedural Overview

On March 23, 2006, MPWMD circulated the Draft EIR/EA for the ASR Project for public review. MPWMD received 13 public comments on the Draft EIR/EA. MPWMD subsequently prepared a Final EIR/EA that responded to public comments and made minor revisions/clarifications to the Draft EIR/EA. On August 21, 2006 MPWMD certified the Final EIR/EA for Phase 1 of the ASR Project, adopted a Mitigation Monitoring and Reporting Program (“MMRP”), and approved the ASR Project. ASR Phase 1 became operational in 2008.

Following certification of the ASR Final EIR/EA and construction of ASR Phase 1, MPWMD incorporated several modifications and refinements to the ASR Project to expand system operations, account for necessary modifications to improve system efficiency, and maximize allowable diversions of excess Carmel River flows. These modifications included the implementation of ASR Phase 2, addition of the Hilby Pump Station, modifications to the Monterey Pipeline, expansion of the existing backflush basin, and a water treatment facility modification. MPWMD evaluated the effects of these modifications consistent with the requirements of CEQA as follows:

- Addendum No. 1 to the ASR EIR/EA evaluated implementation of ASR Phase 2. MPWMD adopted Addendum No. 1 on April 16, 2012;
- Addendum No. 2 to the ASR EIR/EA evaluated the addition of the Hilby Pump Station. MPWMD adopted Addendum No. 2 on June 20, 2016;
- Addendum No. 3 to the ASR EIR/EA evaluated modifications to the Monterey Pipeline. MPWMD adopted Addendum No. 3 on February 22, 2017;
- Addendum No. 4 to the ASR EIR/EA evaluated the Backflush Basin Expansion. MPWMD adopted Addendum No. 4 on July 16, 2018; and,
- Addendum No. 5 to the ASR EIR/EA evaluated the Water Treatment Facility Modification. MPWMD adopted Addendum No. 6 on July 15, 2019.

In July 2020, MPWMD prepared Addendum No. 6 to the ASR Final EIR/EA. Addendum No. 6 included a comprehensive evaluation of the potential environmental effects associated with the construction and operation of the Proposed Modification in connection with the ASR Project, which MPWMD previously evaluated and approved. Based on the information contained in Addendum No. 6, MPWMD determined that the Proposed Modification would not result in any additional environmental effects beyond those previously identified in the ASR EIR/EA, as modified, or increase the severity of a previously identified significant impact. MPWMD prepared Addendum No. 6 consistent with the approach and methodology followed by MPWMD for previous modifications to the ASR Project.

Prior to adoption of Addendum No. 6, MPWMD received a letter from legal counsel representing MCWD regarding the Proposed Modification. These comments ranged from concerns related to pipeline sizing, the necessity of the Proposed Modification, as well as comments regarding the level of analysis contained in Addendum No. 6. A copy of that correspondence is included as **Attachment A**.

III. Overview of the Proposed Modification

The Proposed Modification consists of several distinct sub-components that would improve existing ASR system operations to allow for the simultaneous ASR injection and extraction operations and recovery of Pure Water Monterey (“PWM”) water (see MPWMD ASR Final EIR/EA Addendum No. 6, at pg. 2; see also MPWMD Water Supply Committee Board Report dated April 6, 2020). Simultaneous operations would occur in March, April, and May. Injection activities at Seaside Middle School (ASR Wells 3 and 4) would be fed by the Crest Tank and utilize the proposed Bypass Pipeline (discussed below). ASR Wells 1 and 2 would produce and treat PWM water at the Santa Margarita Well site and use the existing pipeline in General Jim Moore Boulevard to transfer water south to the Hilby Pump Station. The Proposed Modification includes the

construction and operation of the proposed Bypass Pipeline, de-chlorination facility modification, and use of an existing soil deposition site. (Ibid.). The following provides a brief overview of the Proposed Modification to provide additional background regarding the Proposed Modification and supporting CEQA analysis.

The proposed Bypass Pipeline Modification consists of the construction of a new 36-inch diameter, 7,000 linear foot (“LF”), potable water transmission pipeline in General Jim Moore Boulevard.² This modification would allow for the simultaneous recovery of PWM water and the operation of the existing ASR system (Ibid.). Under existing operations, simultaneous recovery is not possible due to existing system limitations (Ibid.). Absent the proposed Bypass Pipeline, ASR injection would be limited to certain months. This would reduce the injection capacity of the ASR system and would reduce the amount of available “ASR bank.” (Ibid.). **Attachment B** includes two (2) exhibits prepared by MPWMD showing the different scenarios with and without the proposed Bypass Pipeline. As shown in these exhibits, if the bypass pipeline is not constructed (even if flows in the Carmel River are above permit conditions allowing injection), ASR injection would need to stop to allow use of the existing singular pipeline for PWM recovery in order to comply with the Cease and Desist Order (“CDO”) and recover all PWM water (Ibid.). The proposed Bypass Pipeline would allow PWM and ASR projects to function simultaneously.

The Proposed Modification also includes the construction and operation of a de-chlorination facility at the Paralta well site. This facility would dechlorinate water prior to injection into ASR Wells 3 and 4. Under current CalAm permit requirements, a 30-day retention period is required between ASR injection and extraction operations (Ibid.). This requirement effectively precludes CalAm from being able to meet existing customer demand during the 30-day retention period when extraction operations are not allowed because of reduced Carmel River diversions. Similarly, this modification also includes a de-chlorination facility at the existing Santa Margarita Treatment Facility. This modification would be located entirely within the existing treatment facility footprint and would also remove the 30-day retention period requirement prior to extraction from ASR Wells 1 and 2.

Finally, the Proposed Modification also entails the use of an existing soil deposition site located along the west side of General Jim Moore Boulevard. This site is commonly referred to as the “Mescal Soil Deposition Site.” This site has been used for soil deposition associated with construction activities in the past and excess soil would be disposed of at this location consistent with soil disposal requirements for property located within the former Fort Ord. Fencing and/or flagging would be installed at the soil deposition site under the direction of a qualified biologist to ensure impacts to biological resources would be avoided.

In addition to the physical site improvements described above, the Proposed Modification would also be required to comply with applicable Project Environmental Commitments contained in the ASR Final EIR/EA (see **Attachment C**). Similarly, the Proposed Modification would also be required to comply with applicable mitigation measures identified in the MMRP prepared for the ASR Project. MPWMD identified the mitigation measures that would be applicable to the Proposed Modification in Addendum No. 6 (see Attachment 4 to Addendum No. 6). The implementation of these measures would ensure that the Proposed Modification would not result in any new significant environmental effects beyond those identified in the ASR Final EIR/EA or increase the severity of a previously identified significant effect. MPWMD would be responsible for ensuring that all applicable environmental commitments and mitigation measures are implemented in connection with the Proposed Modification.

² Public Resources Code Sec. 21080.21 excludes pipelines of less than one (1) mile in length (i.e., less than 5,280 LF) from CEQA review if the pipeline is within a public street or highway or any other public right-of-way. Here, the proposed Bypass Pipeline is entirely within the existing paved right-of-way of General Jim Moore Boulevard. However, because the proposed Bypass Pipeline is 7,000 LF it exceeds that one (1) mile, the Bypass Pipeline is not excluded from further CEQA review. As a result, MPWMD determined that an Addendum to the existing ASR Final EIR/EA would be the appropriate level of environmental review due to the direct nexus between the Proposed Modification and the ASR Project.

IV. Applicable CEQA Requirements

Sec. 15164 of the CEQA Guidelines governs the preparation of an addendum to an EIR or Negative Declaration. Section 15164(a) states that the “lead agency... shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for the preparation of a subsequent EIR have occurred.” CEQA Guidelines Sec. 15162(a) indicates that “no subsequent EIR shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in light of the whole record, one or more of the following:³

- 1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- 2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
- 3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
 - a) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - b) Significant effects previously examined will be substantially more severe than shown in the previous EIR;
 - c) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
 - d) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.”

As described below, MPWMD determined that an Addendum was the appropriate level of environmental review for the Proposed Modification, MPWMD concluded that a subsequent or supplemental EIR was not required under CEQA Guidelines Section 15162. Here, MPWMD determined that the Proposed Modification would not result in: 1) a substantial change in the project which would require *major revisions* of the environmental impact report; 2) substantial changes with the respect to the circumstances under which the project is being undertaken which would require *major revisions* in the environmental impact report; and, 3) new information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available that would result in additional environmental effects beyond those previously identified in the ASR Project Final EIR/EA. As a result, MPWMD determined that the Proposed Modification would not result in any additional adverse

³ CEQA Guidelines Sec. 15162 implements the requirements of Public Resources Code Sec. 21166, which limits the preparation of subsequent EIRs under certain situations. Sec. 15162 interprets the three (3) situations in which Public Resources Code Sec. 21166 requires preparation of a subsequent EIR. Public Resources Code Sec. 21166 states that: “When an environmental impact report has been prepared for a project pursuant to this division, no subsequent or supplemental environmental impact report shall be required by the lead agency or by any responsible agency, unless one or more of the following events occurs: (a) Substantial changes are proposed in the project which will require major revisions of the environmental impact report; (b) Substantial changes occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report; or, (c) New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available.”

environmental effects beyond those disclosed in the ASR Final EIR/EA or result in an increase in the severity of a previously identified significant impact. MPWMD based their conclusion on substantial evidence, including, but not limited to, 1) existing site characteristics (i.e., developed/disturbed nature of the site); 2) description of the Proposed Modification, including information related to each of the proposed sub-components, anticipated construction schedule, and supporting exhibits; 3) site visits conducted by DD&A and MPWMD's staff familiarity with the site; 4) existing information contained in the ASR Final EIR/EA; 5) existing mitigation measures and Project Environmental Commitments identified in the ASR Final EIR/EA; 6) technical documentation previously prepared in support of the ASR Project; and, 7) project-level technical review of the Proposed Modification.

V. Response to MCWD Comments

MCWD submitted written comments regarding the adequacy of MPWMD's environmental review, as well as the necessity of the Proposed Modification (see **Attachment A**). As described above, MPWMD previously described the purpose of the Proposed Modification. The following specifically responds to environmental issues raised by MCWD's legal counsel.

a. The Proposed Modification would modify the existing ASR Project and MPWMD is the appropriate lead agency.

MCWD states that it appears that the proposed Bypass Pipeline is necessary to address deficiencies with CalAm's proposed Monterey Peninsula Water Supply Project ("MPWSP") rather than address existing operational needs of the ASR Project. MCWD contends that the Proposed Modification is an attempt to avoid mitigation requirements required by the California Public Utilities Commission ("CPUC") identified in the MPWSP Final EIR/EIS. MCWD further appears to suggest that MPWMD is not that appropriate Lead Agency to consider the Proposed Modification.

As noted above, the Proposed Modification is an important component of the ASR Project and is necessary to ensure the simultaneous operation of the ASR Project and the PWM Project under existing conditions regardless of whether the MPWSP or PWM Expansion are pursued in the future. MPWMD previously identified that failure to construct the Proposed Modification would limit ASR operations and thereby reduce available water supply to serve existing demand (see **Attachment B**). While the Proposed Modification would connect to CalAm's transfer pipeline and could be used to transfer other source supplies in the future (e.g., PWM expansion), the Proposed Modification has separate and independent utility from both the PWM Expansion and MPWSP. The Proposed Modification is necessary to ensure the simultaneous operation of the ASR Project and PWM under existing conditions. As a result, there is a direct nexus between the Proposed Modification and the existing ASR Project. Therefore, the Proposed Modification has independent utility from the MPWSP and PWM Expansion – if neither project is constructed, the Proposed Modification would still be needed, could still be implemented by MPWMD, and is not contingent upon the approval of either project. (see *Del Mar Terrace Conservancy, Inc. v. City Council of the City of San Diego* (1992) 10 Cal. App. 4th 712 (upholding an EIR that treated as a project one freeway segment within a long term, multi-segment regional plan because the one segment would serve a viable purpose even if the later segments were never built); see also *Sierra Club v. West Side Irrigation Dist.* (2005) 128 Cal.App.4th 690, 698-700 (finding independent utility where two projects could be implemented independently of each other and where they were approved by different independent agencies.) For these reasons, MPWMD appropriately evaluated the Proposed Modification as a modification to the ASR Project.

In addition, as identified in Sec. 15051(b) of the CEQA Guidelines, "[i]f a project is to be carried out by a nongovernmental person or entity, the lead agency shall be the public agency with the greatest responsibility for supervising or approving the project as a whole." Here, MPWMD is the public agency with the greatest responsibility for supervising or approving the Proposed Modification. The Proposed Modification, which includes several sub-components, is directly related to improving existing ASR system

operations to account for previously identified system limitations that will prevent MPWMD and CalAm for maximizing ASR diversions. Moreover, the Proposed Modification is not merely limited to the proposed Bypass Pipeline. The Proposed Modification also includes the construction and operation of a de-chlorination facility at the Paralta Well site to eliminate the 30-day retention period for ASR Wells 3 and 4. Similarly, the Proposed Modification also includes the addition of a de-chlorination facility at the Santa Margarita Well site to eliminate the 30-day retention period for ASR Wells 1 and 2. MPWMD is the primary public entity responsible for the oversight and operation of the ASR program. Therefore, because the Proposed Modification is to the existing ASR Project it is appropriate that MPWMD serves as the Lead Agency for the Proposed Modification.

As identified by MPWMD, the Proposed Modification would be required to comply with all applicable mitigation measures identified in the ASR Final EIR/EA. While the mitigation measures contained in the ASR Final EIR/EA may be different from those contained in the MPWSP EIR/EIS, MPWMD previously determined that these mitigation measures were appropriate to ensure that the potential environmental effects associated with the ASR Project and subsequent modifications were adequately addressed within the context of CEQA. Furthermore, it is also important to recognize that the Proposed Modification is located primarily within paved portions of the General Jim Moore Boulevard road right-of-way and previously developed/disturbed sites (i.e., Paralta Well site and Santa Margarita Well site) that are improved with existing ASR Project infrastructure. As a result, the existing mitigation measures contained in the ASR Final EIR/EA are more than adequate to address that the potential effects associated with the Proposed Modification.

The Proposed Modification, as described in Addendum No. 6 and supporting documentation presented before the MPWMD Water Supply Committee, clearly demonstrate the necessity of the Proposed Modification to ensure the simultaneous operation of both the ASR Project and the PWM Project. MPWMD served as lead agency for prior modifications to the ASR Project and it is appropriate for MPWMD to serve as lead agency in connection with the Proposed Modification. As described above, the Proposed Modification is necessary to ensure system reliability and redundancy, maximize allowable Carmel River diversions and maintain consistency with SWRCB Orders related to reducing diversions from the Carmel River.

For these reasons, MPWMD appropriately considered the Proposed Modification as a change to the approved ASR Project and the Proposed Modification has independent utility from potential future water supplies. Furthermore, MPWMD is the appropriate lead agency to consider the Proposed Modification.

b. MPWMD appropriately considered and evaluated the potential environmental effects associated with the Proposed Modification consistent with the requirements of CEQA Guidelines Secs. 15162 and 15164.

MCWD suggests that Addendum No. 6 is not adequate to cover the additional project components and that MPWMD only considered the additional project components included in the Proposed Modification in isolation. MCWD states that an agency must consider the impacts caused by the project modifications in combination with the impacts previously analyzed in the EIR to determine whether there would be any new or more severe impacts.

MPWMD did not consider the potential impacts associated with the Proposed Modification in isolation. In fact, MPWMD clearly evaluated the effects of the Proposed Modification within the context of the entire ASR Project and related modifications. MPWMD summarized the findings of the prior CEQA documentation, evaluated the effects of the Proposed Modification, and then subsequently concluded whether the Proposed Modification would increase the severity of a previously identified significant impact (i.e., MPWMD considered whether the Proposed Modification would contribute, that is add, to a previously identified impact for the approved ASR Project). MPWMD included a detailed evaluation of the individual effects associated with the Proposed Modification and evaluated whether those effects would increase the

severity of a previously identified impact. This approach is consistent with the requirements of CEQA – the only way to effectively determine whether a project would increase the severity of a previously identified impact is to consider the incremental effects associated with a modification in combination with the effects associated with the original project. In this instance, Addendum No. 6 clearly concludes under each of the respective CEQA topical sections that the Proposed Modification would not result in any additional impacts *or* increase the severity of a previously identified impact. Based on this analysis, MPWMD appropriately concluded that the Proposed Modification would not result in any additional environmental effects beyond those previously identified or increase the severity of any significant impacts identified in the ASR Final EIR/EA and related addenda.

For these reasons, MPWMD did not consider the Proposed Modification in isolation and appropriately considered whether the Proposed Modification would increase the severity of a previously identified impact.

c. Addendum No. 6 does not constitute improper “piecemealing.”

MCWD suggests that Addendum No. 6 violates CEQA’s supplemental review requirements and constitutes improper “piecemealing.”

CEQA requires that a lead agency must consider the “whole of the action” – in other words CEQA does not allow a project proponent or Lead Agency to “piecemeal” a project (i.e., pursue separate smaller projects that are part of a larger action to minimize the level of environmental review). In this instance, MPWMD considered and fully evaluated the environmental effects associated with the construction and operation of the ASR Project. Subsequently, MPWMD and CalAm identified that additional modifications were necessary to improve system function and reliability, maximize diversions of excess Carmel River flows, and incorporate additional modifications to account for design changes due to the development of other water supply projects (e.g., Monterey Pipeline, PWM, etc.). The preparation of an addendum to account for necessary modifications to an existing project does not constitute “piecemealing.”

Here, MPWMD prepared Addendum No. 6 to consider further modifications to the ASR Project proposed by CalAm. These modifications are necessary to address existing system deficiencies and ensure system reliability. This approach does not constitute piecemealing – MPWMD considered these modifications within the context of previous environmental review process, including prior addenda. The incorporation of a modification to an existing project that was subject to prior environmental review does not constitute piecemealing. Rather, this is the exact circumstance that the legislature envisioned when providing for a process to amend an existing EIR or Negative Declaration. i.e., when some changes or additions are necessary to a project, but those revisions would not result in additional environmental effects or an increase the severity of an identified significant impact. Moreover, the Proposed Modification, as previously described, is directly related to the ASR Project. As a result, an addendum to the ASR Project is the appropriate form of review for the Proposed Modification. This does not constitute a situation of improper “piecemealing” – the Proposed Modification is not being pursued independently from the ASR Project. Rather, MPWMD considered and evaluated the effects of the Proposed Modification within the context of the existing ASR Project and associated environmental review.

As noted above, CEQA allows for lead agencies to prepare an addendum to a previously certified EIR if some changes or additions are necessary provided the project would not result in any additional significant environmental effects or increase the severity of a previously identified significant impact. As identified throughout Addendum No. 6, none of these conditions would occur in connection with the Proposed Modification. In fact, Addendum No. 6 clearly identifies that the Proposed Modification would be exclusively located within the existing paved right-of-way of General Jim Moore Boulevard and previously disturbed/developed sites that are improved with existing water supply infrastructure associated with the ASR Project. Moreover, MPWMD also identified that the Proposed Modification would be required to comply

with applicable mitigation measures and project environmental commitments identified in the ASR Final EIR/EA. MPWMD did not consider the Proposed Modification in isolation, but rather considered the Proposed Modification within the context of the ASR Project, as a whole, as well as site-specific environmental conditions.

MPWMD appropriately evaluated the potential effects associated with the Proposed Modification and did not improperly “piecemeal” the Proposed Modification.

d. MPWMD appropriately evaluated potential air quality effects associated with the Proposed Modification consistent with the Monterey Bay Air Resources District (“MBARD”) CEQA Guidelines.

MCWD erroneously contends that MPWMD determined that Proposed Modification does not require CEQA review for air quality and greenhouse gas emissions because it does not meet threshold screening criteria given the limited scope of the Proposed Modification. This is factually incorrect. MCWD also further suggests that the analysis must consider whether adding the new components would result in new or more severe impacts.

MPWMD evaluated the potential air quality effects, including potential greenhouse gas emissions, associated with the construction and operation of the Proposed Modification. In fact, MPWMD clearly identified that the Proposed Modification would generate emissions during construction and operation of the Proposed Modification. Table 1, Construction Air Quality Emissions, identifies that the Proposed Modification would result in temporary air quality emission during construction-related activities. The temporary increase in construction-related emissions would be below applicable MBARD CEQA thresholds of significance. In addition, Table 2, Operational Air Quality Emissions, also identifies that the Proposed Modification would generate additional air quality emissions during operation. In addition, MPWMD also identified anticipated greenhouse gas emissions associated with the Proposed Modification (see Addendum No. 6, at pg. 23 – 24). These potential effects are also below applicable MBARD thresholds of significance. Contrary to MCWD assertions, MPWMD clearly evaluated potential air quality effects associated with the Proposed Modification.

MPWMD clearly identified that the Proposed Modification would not increase the severity of a previously identified significant impact. As discussed above, MPWMD appropriately considered whether the environmental effects would increase the severity of a previously identified impact (i.e., would the Proposed Modification, when considered with the ASR Project and prior modifications, increase the severity of a previously identified impact). Here, the potential air quality effects associated with the Proposed Modification are relatively insignificant. Similarly, the ASR Final EIR/EA identified that potential air quality effects associated with the ASR Project, as modified, would be relatively insignificant and would not exceed applicable MBARD thresholds of significance. The relatively minor increase in air quality effects associated with the Proposed Modification would not increase the severity of any previously identified air quality effect. In addition, it is also worth noting that construction-related effects are temporary in nature and therefore the incremental increase in impacts associated with the Proposed Modification would not contribute to other ASR related construction emissions since the ASR Project, as modified, has already been constructed.

MPWD appropriately evaluated potential air quality effects, including greenhouse gas emissions.

e. Addendum No. 6 contains sufficient information to determine the extent of potential environmental effects associated with the Proposed Modification and appropriately concludes that the Proposed Modification would not result in new or substantially more severe significant impacts than those disclosed in the ASR Final EIR/EA, as modified.

MCWD states that there is insufficient information to determine whether the ASR Project, as modified, would result in new or substantially more severe impacts that were not disclosed in the EIR.

MPWMD determined that the Proposed Modification would not result in any new environmental effects beyond those associated with the ASR Project, as modified, or increase the severity of a previously identified significant effect. MPWMD based this determination on a variety of factors, including, but not limited to: 1) existing site characteristics (i.e., developed/disturbed nature of the site); 2) description of the Proposed Modification, including information related to each of the proposed sub-components, anticipated construction schedule, and supporting exhibits; 3) site visits conducted by DD&A, MPWMD's environmental consultant, as well as MPWMD's staff familiarity with the site; 4) existing information contained in the ASR Final EIR/EA; 5) existing mitigation measures and Project Environmental Commitments identified in the ASR Final EIR/EA; 6) technical documentation previously prepared in support of the ASR Project; and, 7) project-level technical review of the Proposed Modification. MPWMD relied on this information to determine the extent of potential environmental effects associated with the Proposed Modification and whether the Proposed Modification would result in any new or more severe environmental effects.

In addition to the factors listed above, it is also important to recognize that the extent of potential impacts associated with the Proposed Modification would be limited given the existing developed/disturbed nature of the site. For instance, the proposed Bypass Pipeline modification would be entirely within the existing paved right-of-way of General Jim Moore Boulevard. Potential resources-related effects, therefore, would be limited. Similarly, the Proposed De-chlorination Facility Modification, which includes a de-chlorination facility at the Paralta Well site and a facility at the Santa Margarita Well site, would also be within existing developed/disturbed areas - the Paralta and Santa Margarita Well sites are both improved with existing ASR infrastructure. Given the existing developed/disturbed nature of the project footprint, MPWMD concluded that the extent of environmental effects would be limited primarily to temporary construction-related effects (e.g., temporary air quality emissions, temporary construction-related erosion, temporary traffic-related effects due to lane closures, temporary construction-related noise, etc.).⁴ MPWMD appropriately disclosed the nature of potential impacts associated with the Proposed Modification. MPWMD also appropriately identified that temporary construction-related effects would be addressed through the implementation of existing mitigation measures identified in the ASR Final EIR/EA.⁵

While the location of a project informs the extent of potential environmental effects, it is also important to recognize that the project type also similarly informs the extent of potential effects. Here, the Proposed Modification consists of a new pipeline, de-chlorination facilities, and the temporary use of an existing soil deposition in accordance with soil disposal requirements for properties in the former Fort Ord. Most impacts associated with these types of activities are typically temporary in nature and are associated with construction. For instance, impacts associated with potable pipelines tend to be limited to construction. Most pipelines are typically underground and do not result in above ground features that would permanently alter the existing character of a site following construction and subsequent restoration-related activities. Once constructed, operational impacts are limited to periodic maintenance related activities and routine inspections. Here, the Proposed Modification includes the construction of a new pipeline within the existing paved right-of-way of General Jim Moore Boulevard. Given the nature of this modification (and the existing developed nature of the site), MPWMD appropriately concluded that the effects would be relatively insignificant and confined to temporary construction impacts. Similarly, the De-chlorination Facility Modification would also primarily result in temporary construction-related effects. Unlike the proposed Bypass Pipeline, the De-Chlorination Facility Modification would include permanent above ground features. This could result in

⁴ MPWMD also identified that the Proposed Modification would result in potential operational impacts associated with routine maintenance related activities associated with the proposed de-chlorination facility modification.

⁵ It is also worth noting that construction-related effects are temporary in nature and therefore construction-related effects associated with the ASR Project have already occurred. Therefore, the incremental construction-related effects associated with the Proposed Modification would not substantially increase construction effects associated with the ASR Project.

potential effects due to on-going operation, including potential aesthetic-related effects, hydrology/drainage, noise, traffic, etc. MPWMD clearly disclosed these effects in Addendum No. 6. Additionally, the use of an existing soil deposition site to temporarily stockpile soil in accordance with soil handling procedures for properties within the former Fort Ord would result in limited environmental effects. The Proposed Modification includes measures to ensure that temporary construction effects due to the use of this area would be addressed. Again, just like the characteristics of a site inform the environmental analysis, the project type also equally informs environmental analysis and extent of potential effects.

Finally, as noted elsewhere in this memorandum, it is necessary to reiterate that MPWMD did not consider the Proposed Modification's potential environmental effects in isolation. MPWMD clearly summarized the effects of the ASR Project, as modified, evaluated the impacts associated with the Proposed Modification, and then subsequently considered whether the Proposed Modification would result in any new environmental effects or increase the severity of a previously identified impact. In order to determine whether the Proposed Modification would increase the severity of a previously identified impact, MPWMD necessarily considered whether the Proposed Modification would contribute (i.e., add) to a previously identified impact. MPWMD appropriately concluded that the Proposed Modification would not increase the severity of a previously identified impact.

For these reasons, MPWMD adequately disclosed the extent of potential impacts associated with the Proposed Modification based on a detailed review of the Proposed Modification, as well as existing technical information prepared in support of the ASR Project, including documentation prepared in support of previous modifications to the ASR Project.

f. MPWMD appropriately evaluated potential transportation related impacts.

MCWD states that the analysis of transportation impacts is also inadequate. MCWD, incorrectly, states that MPWMD did not analyze the extent of potential traffic disruption or the amount of traffic. MCWD further states that the conclusion that traffic control measures would be sufficient to ensure that temporary construction-related traffic effects due to temporary lane closures is not adequate.

MPWMD appropriately identified that construction of the Proposed Modification could result in temporary traffic-related impacts due to lane closures associated with the construction of the proposed Bypass Pipeline. More specifically, MPWMD identified that temporary lane closures could potentially affect the existing transportation circulation system and affect emergency access. MPWMD also further identified that the Proposed Modification would result in temporary increases in construction-related traffic, as well as a minor increase in operational traffic due to on-going maintenance related activities and routine deliveries. MPWMD further identified anticipated construction and operational traffic associated with the Proposed Modification.

MPWMD concluded that temporary construction impacts due to temporary lane closures would be addressed through the implementation of traffic control measures. Addendum No. 6 identifies that CalAm would implement traffic control measures as part of the Proposed Modification. Moreover, MPWMD also requires the implementation of traffic control measures as part of the ASR Project and associated modifications. More specifically, the ASR Final EIR/EA identifies several "Project Environmental Commitments" that MPWMD requires as part of the ASR Project. One of the applicable "Project Environmental Commitments" requires the preparation of a traffic control plan. The purpose of the traffic control plan is to: 1) reduce, to the extent feasible, the number of vehicles on roadways adjacent to the project; 2) reduce, to the extent feasible, the interaction between construction equipment and other vehicles; 3) promote public safety through actions aimed at driver and road safety; and, 4) ensure safety for bicyclists and pedestrians. **Attachment C** identifies the traffic control plan requirements as specified in the ASR Final EIR/EA. In addition, it is also worth noting that the Proposed Modification will also be required to comply with mitigation measures identified in the ASR Final EIR/EA, including Mitigation Measure Cume-1 which

requires coordination with affected jurisdictions to ensure construction phasing to minimize potential traffic-related effects, as well as other potential cumulative effects. Additionally, CalAm will also need to submit a detailed traffic control plan to the City of Seaside as part of the City's encroachment permit process for work within the City's right-of-way (i.e., General Jim Moore Boulevard).

The implementation of traffic control measures during temporary lane closures will ensure that the Proposed Modification would not result in any additional impacts or increase the severity of a previously identified impact. MPWMD appropriately identified that the Proposed Modification would result in temporary construction-related effects and identified that the Proposed Modification will implement applicable traffic control measures to address temporary impacts due to lane closures.

g. MPWMD appropriately considered potential growth inducing effects associated with the Proposed Modification.

MCWD states that MPWMD did not consider potential growth inducing effects associated with the Proposed Modification.

MPWMD identified that the Proposed Modification would not induce substantial unplanned population growth. The Proposed Modification is a necessary modification to the existing ASR Project. More specifically, the Proposed Modification is necessary to ensure that the ASR Project and PWM can operate simultaneously during certain periods of the year when the use of the existing single pipeline would cause ASR operations to temporarily cease which would reduce available water supplies to serve existing demand. The Proposed Modification would not result in an increase in existing diversion limits for ASR or cause an increase in available water supply to facilitate additional growth or development. Rather, this modification would allow MPWMD and CalAm to ensure that existing water rights are perfected to ensure reliability of water supply serving the Monterey Peninsula. Moreover, as identified in the ASR Final EIR/EA, the ASR Project is not considered growth-inducing since the ASR Project is not creating a new source of water, which represents the primary constraint/obstacle to growth in the region. Rather, the purpose of the ASR Project is to reduce the amount of water diverted from the Carmel River during the summer by diverting, on average, a similar amount of water during the winter when flows are greater, and storing the water in the Seaside Groundwater Basin. The ASR Project, including the Proposed Modification, is necessary to comply with applicable SWRCB Orders mandating the reduction of diversions from the Carmel River. As identified in the ASR Final EIR/EA, no allocation of new water would result from the ASR Project - the ASR Project is not creating a new source of water and is not removing an obstacle to population growth or fostering growth.

The construction of a new water supply pipeline is not, in and of itself, evidence of a potential growth inducing effect. Moreover, pipeline sizing is also not necessarily indicative of a potential growth inducing effect. There are certain situations where the extension of water supply/wastewater infrastructure to a previously unserved area would be considered growth-inducing because those facilities would potentially remove an obstacle to development (i.e., lack of available water supply or wastewater services). The construction of the Proposed Modification is not, however, akin to extending services to a previously unserved area. Similarly, the Proposed Modification would not remove an existing obstacle to development. As discussed elsewhere, this modification is necessary to ensure that the ASR Project and PWM can operate simultaneously and thereby ensure that ASR diversions are fully realized. The ASR Final EIR/EA appropriately accounted for and evaluated potential growth inducing effects associated with the full utilization of the ASR Project. The purpose of the Proposed Modification is not to facilitate additional development nor would the Proposed Modification remove an existing obstacle to development. The Proposed Modification represents a modification to an existing water supply project to ensure that the project can fully operate. The Proposed Modification would not be growth inducing.

For these reasons, MPWMD appropriately concluded that the Proposed Modification would not result in any potential growth inducing effects consistent with the findings of the ASR Final EIR.

h. The Proposed Modification would not result in any new cumulative effects or increase the severity of a previously identified cumulatively considerable effect.

MCWD states that the addendum must consider other cumulative projects, including the MPWSP, and other projects in the area.

MPWMD evaluated the potential cumulative effects associated with the construction and operation of the ASR Project. As previously identified by MPWMD, cumulative effects associated with the ASR Project are primarily related to construction activities and the potential overlap of ASR construction with other projects in the project vicinity. MPWMD identified that the ASR Project could result in cumulative traffic effects, cumulative air quality related effects during overlapping construction schedules with other planned projects, cumulative noise effects due to construction, as well as potential cumulative effects to biological resources. MPWMD identified that these effects would be less-than-significant through the incorporation of Mitigation Measure Cume-1, which requires MPWMD to coordinate with local agencies to develop and implement a phased construction plan to reduce potential cumulative traffic, air quality, and noise related effects. See Attachment 4 to Addendum No. 6 for a full listing of mitigation measures applicable to the ASR Project, including the Proposed Modification.

The Proposed Modification would not increase the severity of a previously identified cumulative effect or result in any additional cumulative effects beyond those previously identified in the ASR Final EIR/EA. The Proposed Modification would primarily result in temporary construction-related impacts. Construction impacts would be limited in duration and primarily confined within the existing paved right-of-way of General Jim Moore Boulevard and previously developed/disturbed well sites that are improved with existing ASR infrastructure. The Proposed Modification would not overlap with the construction of other ASR components since those elements have been constructed. In addition, the Proposed Modification is not anticipated to result in any construction schedule overlap with portions of the MPWSP located in the vicinity of the Proposed Modification. Construction of the Proposed Modification would commence in January 2021 (or sooner) depending on equipment and material procurement, coordination with the City of Seaside, and finalization of construction specifications. While MPWMD identified that construction of the Proposed Modification would take approximately eight (8) months, actual pipeline installation would take approximately 3.5 months (assuming installation of 500 LF per week). As noted above, MPWMD requires that all modifications to the ASR Project comply with the mitigation measures identified in the ASR Final EIR/EA. As a result, construction activities would be coordinated with local land use jurisdictions (i.e., City of Seaside) to ensure that construction activities would be phased to minimize potential effects.

For the reasons described above, MPWMD appropriately concluded that the Proposed Modification would not result in any additional cumulative effects beyond those previously disclosed in the ASR Final EIR/EA.

VI. Conclusion

MPWMD appropriately evaluated the potential effects associated with the Proposed Modification in accordance with the requirements of CEQA. MPWMD prepared a detailed addendum that described the Proposed Modification, summarized the findings of prior environmental documentation prepared for the ASR Project, disclosed the extent of potential effects associated with the Proposed Modification, and considered whether the Proposed Modifications would result in any additional environmental effects beyond those previously identified or would increase the severity of a previously identified significant impact. MPWMD did not consider the Proposed Modification in isolation, but rather considered the potential effects associated with the Proposed Modification within the context of the entire ASR Project and prior CEQA review.

Attachment A
MCWD Comment Letter



REMY | MOOSE | MANLEY
LLP

Howard "Chip" Wilkins III
cwilkins@rmmenvirolaw.com

July 20, 2020

Via Email

Board of Directors
Monterey Peninsula Water Management District
5 Harris Court, Building G
Monterey, CA 93940

Re: Proposed Bypass Pipeline & De-Chlorination Facility Modification

Dear Board of Directors:

This letter provides Marina Coast Water District's (MCWD) comments on the Sixth Addendum to the Aquifer Storage and Recovery Project Environmental Impact Report/Environmental Assessment, which purports to cover a proposed Bypass Pipeline and De-Chlorination Facility Modification ("Project"). As explained herein, MCWD requests the Monterey Peninsula Water Management District's (MPWMD) delay voting on the Project and confer with MCWD to address potential conflicts with MCWD's infrastructure and pipelines in the Project area. MCWD wishes to convey its full support for MPWMD's objectives for the ASR Project. MCWD is confident that it can work with MPWMD to ensure its interests and concerns relating the Project's environmental impacts are resolved in a way that allows both the Project to move forward and MCWD to meet the present and planned future water supply needs of the Central Marina and Ord Community service areas.

Initially, we note that the footprint of the proposed bypass pipeline Cal-Am now wants to build matches the footprint of the new Cal-Am pipeline that was analyzed as part of the Pure Water Monterey (PWM) expansion project. The proposed bypass pipeline doesn't appear to have any impact on simultaneous ASR injection and PWM extraction because, pursuant to Cal-Am's agreement with the Seaside Basin Watermaster, PWM water can be extracted at eleven different wells in Seaside, include the existing ASR wells—which are both injection and extraction. The new "bypass" pipeline, on the other hand, appears to be intended to move PWM water further south into the Cal-Am system.

If Cal-Am wants to inject and extract ASR water simultaneously, it should better explain the deficiencies in its system to justify the need for this extra pipeline. As explained below, it appears that Cal-Am proposed modifications to its facilities are an attempt to address deficiencies in the Monterey Peninsula Water Supply Project (MPWSP) and to avoid mitigation requirements for these facilities required by the

a

California Public Utilities Commission (CPUC) in the MPWSP EIR/EIS. To avoid this subversion of CEQA, MCWD supports and believes CEQA requires exploring mutually beneficial uses of MCWD's potable water conveyance pipeline that can meet the present and planned future needs of MCWD and ASR without Cal-Am's proposed new 36 inch pipeline. MCWD incorporates by reference its comments on the pipeline for the "Proposed Modifications to the Pure Water Monterey Groundwater Replenishment Project." Those comments can be found at <https://purewatermonterey.org/wp/wp-content/uploads/Final-SEIR-Proposed-Modifications-PWM-GWR-Project-April-2020.pdf> from pages 4-90 through 4-97. As explained in our comments on the PWM expansion project, the modification to Cal-Am's distribution system are proposed for the Monterey Peninsula Water Supply Project and the CPUC is the CEQA Lead Agency for the proposed modifications to Cal-Am's distribution system. MCWD also requests MPWMD review other comments in the Final EIR relating to the project to ensure it has fully considered the environmental impacts of the project.

a
continued

Based on our limited review, the addendum is not adequate to cover the additional project components. In general, CEQA Guidelines section 15162 requires a subsequent or supplemental EIR if changes to a project will result in new or substantially more severe significant impacts compared to what was disclosed in the EIR, and an addendum is only permissible if none of the conditions specified in Guidelines section 15162 have occurred. When performing the analysis required under section 15162, an agency must *add* the impacts caused by the project modifications to the project analyzed in the EIR to determine whether there would be any new or more severe impacts. Although an addendum will focus on the project modifications, it cannot analyze the modifications in isolation. Otherwise the document would be more akin to a Mitigated Negative Declaration, which is subject to a different set of CEQA rules.

b

Here, the addendum violates CEQA by only looking at the additional components—that were not even contemplated in the EIR—in complete isolation and analyzes whether the additional components, by themselves, would result in significant impacts. This does not fulfill CEQA's requirements. Instead, the addendum must look at the entire project—the EIR project plus the additional components—to determine whether any of the events triggering the need for a supplemental or subsequent EIR have occurred. Otherwise, a project proponent would be able to continuously add new components onto a project without CEQA review so long the impacts caused by the additional component, by itself, are less than significant. That is not how CEQA works. This violates CEQA's supplemental review requirements and constitutes improper "piecemealing." Moreover, even if CEQA did allow new components to be continuously tacked-on to a project after an EIR is complete, despite the snowballing of environmental impacts, the addendum fails to consider cumulative impacts caused by the entire project, or other cumulative projects.

c

For example, for Air Quality and Greenhouse Gas Emissions, the addendum claims that the additional project components do not require CEQA review because they do not meet threshold screening criteria given their limited scope. But the analysis must

d

consider whether *adding* the new components to the project would result in new or more severe significant impacts, not whether the additional components meet the screening thresholds by themselves. By dodging this analysis, the addendum does not disclose the amount of emissions that the new components would generate or whether the addition of those emissions would cause new or more severe environmental impacts.

d
continued

In fact, because the addendum does not quantify emissions, it is impossible to tell whether there would be new or more severe impacts. This problem runs throughout the addendum into other resources, including noise and hydrology/water quality, for example. There is simply not enough information in the addendum to determine whether the project, as modified with the additional components, would result in new or substantially more severe significant impacts that were not disclosed in the EIR.

e

The analysis of transportation impacts is also inadequate. Although the addendum acknowledges that temporary lane closures could adversely affect the existing circulation system and affect existing emergency access, it does not analyze the extent of the disruption or the amount of traffic. Instead, the addendum concludes in half-a-sentence that the proposed modification would include traffic control measures to ensure that potential temporary impacts during construction would not adversely affect existing traffic operations. There is no analysis or data provided to support that conclusion, and the reader has no idea what the traffic control measures might entail, much less whether they would be adequate to ensure impacts are less than significant.

f

CEQA also requires analysis of growth inducement, which appears to be missing from the addendum. This analysis is particularly important here as the proposed 36 inch pipeline seems to be vastly oversized for the stated purpose.

g

Finally, the addendum must consider other cumulative projects including the MPWSP, and other projects in the area.

h

Very truly yours,

/s/ Chip Wilkins

Howard "Chip" Wilkins III

Attachment B

MPWMD April 6, 2020 Water Supply Committee Exhibit

Without separate parallel pipeline, ASR injection would be limited to certain month to allow extraction of all additional source water from the north.
 With limited ASR bank and Table 13, Seaside Basin and Carmel River source water may have 200 AF buffer or less.

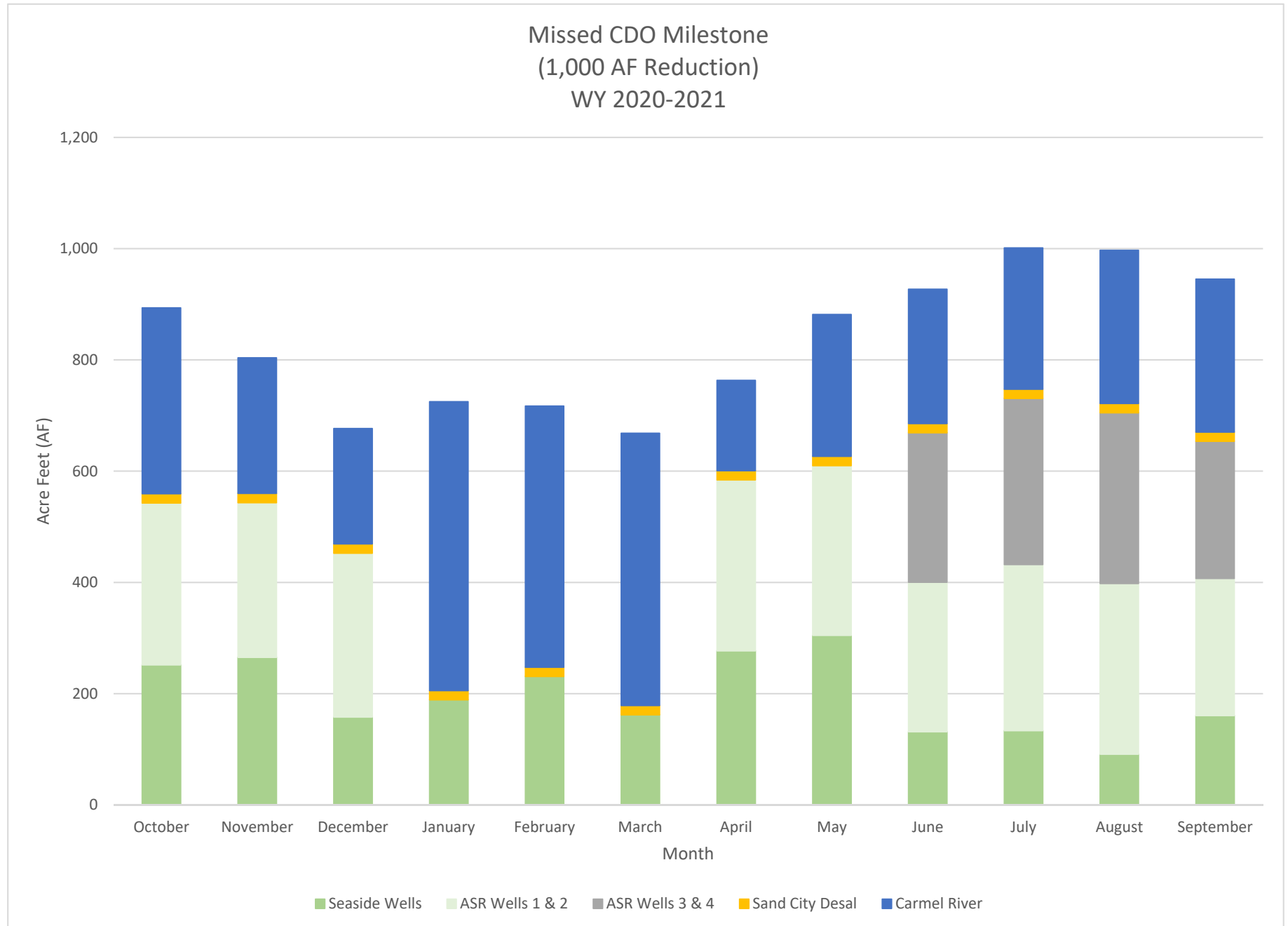


EXHIBIT 3-A

Injection of ASR via separate parallel pipeline while extracting additional source water from the north, increases ASR bank and Table 13. This results in allowing Seaside Basin limits and Carmel River EDL to be met during max ASR injection year with approximately 1,000 AF buffer.

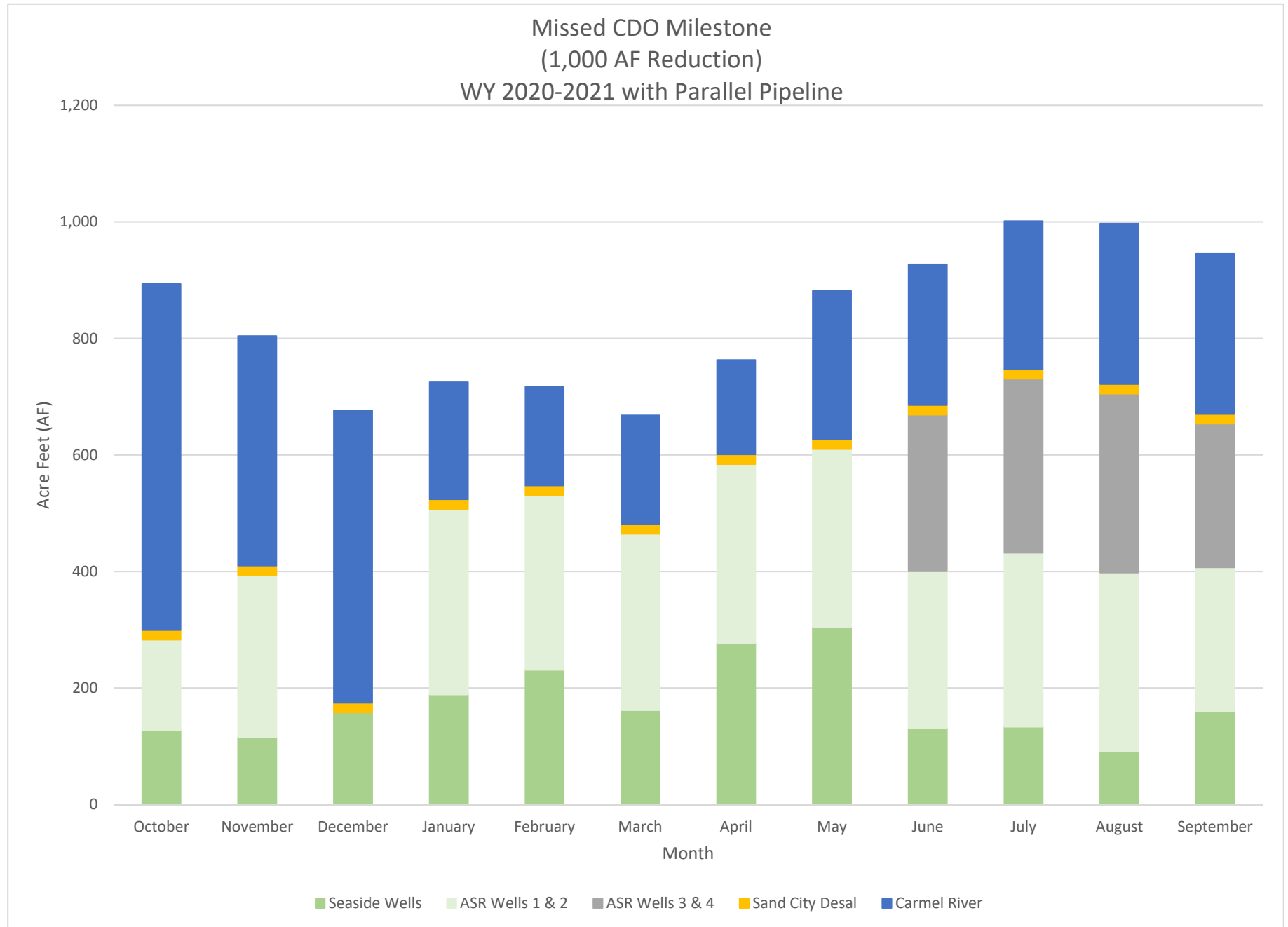


EXHIBIT 3-B

Attachment C
Project Environmental Commitments

The following is an excerpt from the ASR Draft EIR/EA and identifies Project Environmental Commitments that will be implemented in connection with the ASR Project, including previous modifications. These measures would also be applicable to the Proposed Modification.

Project Environmental Commitments

As part of the project planning and impact assessment process, MPWMD will incorporate the following environmental commitments into the project to avoid or minimize impacts.

Traffic Control Plan

The construction contractor will coordinate with local public works or planning departments, including the City of Seaside, to prepare a traffic control plan during the final stage of project design. The purpose of the traffic control plan will be to:

- reduce, to the extent feasible, the number of vehicles (construction and other) on the roadways adjacent to the project;
- reduce, to the extent feasible, the interaction between construction equipment and other vehicles;
- promote public safety through actions aimed at driver and road safety; and
- ensure safety for bicyclists and pedestrians throughout the project study.

The traffic control plan will include the following measures:

- Through access for emergency vehicles will be provided at all times.
- Access will be maintained for driveways and private roads.
- Adequate off-street parking will be provided for construction-related vehicles through the construction period.
- Pedestrian and bicycle access and circulation will be maintained during construction. If construction encroaches onto a sidewalk, a safe detour will be provided for pedestrians at the nearest painted crosswalk. If construction encroaches on a bike lane, warning signs will be posted that indicate that bicycles and vehicles are sharing the roadway.
- Lane closures (partial or entire), traffic controls, and construction materials delivery will be restricted to between 9:00 a.m. and 4:00 p.m. on weekdays to avoid more congested morning and evening hours.
- Roadway segments or intersections that are at or approaching LOS that exceed local standards will be identified. A plan will be provided for construction-generated traffic to avoid these locations at the peak periods, either by traveling different routes or by traveling at nonpeak times.
- Traffic controls on arterials and collectors should include flag persons wearing bright orange or red vests and using a “stop/slow” paddle to warn drivers.
- Access to public transit should be maintained, and movement of public transit vehicles will not be impeded as a result of construction activities. Coordination with Monterey-Salinas Transit (MST) will be required regarding lane closures (partial or entire) that occur on bus routes and to provide notice

- of construction that could affect transit service routes so that MST can adjust routes or schedules. Adequate lead-time will need to be afforded to MST for developing temporary service changes due to construction and providing notice of changes to the public.
- Construction warning signs will be posted, in accordance with local standards or those set forth in the Manual on Uniform Traffic Control Devices in advance of the construction area and at any intersection that provides access to the construction area.
- If lane closures occur, local fire and police departments will be notified of construction locations and alternative evacuation and emergency routes will be designed to maintain response times during construction periods, if necessary.
- Written notification will be provided to appropriate contractors regarding appropriate routes to and from construction sites, and weight and speed limits for local roads used to access construction sites.
- A sign will be posted at all active construction sites. This sign will give the name and telephone number or electronic mail address of the MPWMD staff member to contact with complaints regarding construction traffic. The area of the sign should be at least 1 square yard.

The traffic control plan will be included in the construction specifications, implemented by construction contractor throughout the construction period, and monitored by MPWMD.

Health and Safety Plan and Risk Management Plan

As required by Cal/OSHA standards, the construction contractor will prepare and implement a hazardous operations site-specific Health and Safety Plan (HSP) and Resource Management Plan (RMP) for construction activities that occur on designated DOD and NPL sites (former Fort Ord). A site-specific HSP will be developed, as necessary, by an environmental contractor before any investigation or cleanup activities or construction activities begin in the area. Workers who could directly contact soil, vapors, or groundwater containing hazardous levels of constituents will perform all activities in accordance with the HSP. The RMP for construction in this portion of the project study area would identify specific measures to reduce potential risks to human and ecological populations during construction of the Proposed Project. The RMP will be submitted to the Regional Water Quality Control Board (RWQCB) for review and approval. Preparation of the RMPs and subsequent RWQCB staff approval will occur independent of the CEQA process under the administrative jurisdiction of the RWQCB.

ITEM: ACTION ITEM**2. CONSIDER SELECTION OF A PUBLIC OUTREACH CONSULTANT**

Meeting Date:	July 31, 2020	Budgeted:	Yes
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	Professional Fees
Prepared By:	Stephanie Locke	Cost Estimate:	TBD

General Counsel Review: N/A**CEQA Compliance: This action does not constitute a project as defined by the California Environmental Quality Act Guidelines Section 15378.**

SUMMARY: For the past seven years, the District has contracted with a public relations/marketing firm to manage the District's branding and key message development to ensure strategic communications that are consistent, accurate, and on-point. In addition, the consultant has been responsible for developing and procuring newsletters, press releases, handouts, and managing and coordinating events/workshops and the media in collaboration with staff and the Public Outreach Committee. Other responsibilities include managing the District's social media and websites, email/mailling lists. The previous consultant worked on a monthly retainer, with expenses related to project design, printing, advertising, mailing, etc. billed separately.

At the direction of the Public Outreach Committee, staff sent Requests for Proposals to eight local public relations/marketing firms (**Exhibit 2-A**). Three responses were received. Qualification and proposals were received from Terry Feinberg (previously with Moxxy Marketing) (**Exhibit 2-B**), TMD Creative (**Exhibit 2-C**), and WellmanAd (**Exhibit 2-D**).

The following is a brief summary of the highlights and cost for each of the proposals:

Terry Feinberg: Co-founder of Moxxy Marketing. Former publisher of Salinas Californian that recognizes importance of our goal to "instill trust and confidence." Clients include TAMC, Hartnell College, Monterey County Ag Commission, County of Monterey Housing Development. Appears to have a more casual style and appears to be one-person company. Proposed to work approximately 36-37 hours with a \$3,500/month retainer.

Website: <https://strategymarketingplanning.com>.

TMD Creative: Well-developed proposal. Work is done in-house using a large team, including bi-lingual capabilities. Strategy based. Goal would be to create templates up front that can be changed as the message changes. Strong website/internet/media. Current clients include Monterey County (Covid-19 Response), Monterey County Housing Corporation, Community Foundation, Taylor Farms, and Hartnell College Alumni. TMD is more expensive than the others but has a large and talented in-house team. Proposal is approximately \$5,500/month. First month to include up to 40 consulting hours and 30 design/multi-media production hours; following two months to include (per month) up to 25 consulting hours, 60 production hours; on-going month-to-month

work (per month): 10 consulting hours, up to 12 hours of production work. Websites: <https://www.tmdcreative.com>, <https://www.rootedinag.com>, www.tmdtechsolutions.com and a Vimeo channel at <https://vimeo.com/themarketingdepartment>.

WellmanAd: Local (Peninsula-based) agency with clear understanding of local issues relative to MPWMD. Clients include Monterey Jazz Festival, Sierra Instruments, City of Marina, MST, various political campaigns (Measure J, George Riley, Adam Scow, Bruce Delgado). Team of five people, including video. Proposal: \$3,000 (22 hours) to \$4,000 (30 hours), with outside services billed separately (printing, mailing, advertising placement, etc.). Website: <https://www.wellmanad.com/>.

RECOMMENDATION: The Board should determine which consultant should be retained by the District for the remainder of the fiscal year. Alternatively, the Board may postpone a decision and refer the proposals to an ad hoc committee for further investigation or reopen the Request for Qualifications.

EXHIBITS

- 2-A** Request for Qualifications
- 2-B** Response from Terry Feinberg
- 2-C** Response from TMD Creative
- 2-D** Response from WellmanAd



June 25, 2020

XXXXXXXXXX
 XXXXXXXXXX
 XXXXXXXXXX
 XXXXXXXXXX

Subject: Request for Qualifications for Public Outreach/Relations Consultant

Dear XXXXXXXXXX:

The Monterey Peninsula Water Management District (District) is requesting qualifications for the provision of Public Outreach or Public Relations Services for fiscal year 2020-21. Your firm is invited to submit qualifications and a fee proposal.

Background

The District was formed on June 6, 1978, under the enabling legislation found in West's California Water Code, Appendix Chapters 118-1 to 118-901. The District's functions include:

- Augmenting the water supply through integrated management of ground and surface water
- Promote water conservation
- Promote water reuse and reclamation of storm and wastewater
- Foster the scenic values, environmental qualities, native vegetation, fish and wildlife, and recreation on the Monterey Peninsula and in the Carmel River Basin.

The District serves approximately 112,000 people within the cities of Carmel-by-the-Sea, Del Rey Oaks, Monterey, Pacific Grove, Seaside, Sand City, Monterey Peninsula Airport District and portions of unincorporated Monterey County including Pebble Beach, Carmel Highlands and Carmel Valley. District sources of revenue include but are not limited to; property tax, user fees, water connection charges, investments, grants, permit fees and project reimbursements.

The District has five main goals:

- Increase the water supply to meet community and environmental needs
- Assist California American Water in developing a legal water supply
- Protect the quality of surface and groundwater resources and continue the restoration of the Carmel River environment
- Instill public trust and confidence
- Manage and allocate available water supplies and promote water conservation

Request for Qualifications

June 25, 2020

Page 2

Scope of Services

The District will provide a monthly retainer for an outreach and public relations person/company, with additional resources available for advertising, printing, mailing, etc. We invite your proposal for a monthly retainer and your proposed scope of services and qualifications for work under the retainer. The following types of activities are anticipated as part of this contract:

- Develop key messages, including print advertising and other products
- Coordinate with media outlets to place advertising
- Manage the District's mailing lists
- Prepare and produce newsletters, marketing materials, brochures, press releases
- Develop opinion/editorials in consultation with staff/board
- Manage event coordination
- Manage/maintain websites & social media
- Attends key meetings and provides feedback

The ideal candidate/company will need to have an understanding of the District's issues and values. Experience with public agencies is desirable, as is the ability to communicate to broad audiences.

Schedule and Point of Contact

The District will be reviewing responses to this RFQ at its July 27 Public Outreach Committee meeting. A contract is expected to be approved by the Board of Directors at its August 17, 2020, meeting. Submittals should be emailed to Locke@mpwmd.net or mailed to my attention at MPWMD, 5 Harris Court, Bldg. G, Monterey, CA 93940. **The deadline for submittal of your proposal is 5:00 p.m., July 17, 2020.** If you have questions, you may contact me at the email above or call me at 831-601-3227.

Sincerely,

Stephanie Locke
Water Demand Manager



July 16, 2020

Monterey Peninsula Water Management District
Attn: Stephanie Locke
5 Harris Court, Bldg. G
Monterey, CA 93940

Re: Request for Qualifications for Public Outreach/Relations Consultant

Dear Ms. Locke:

Thank you for the opportunity to submit my qualifications for the role of MPWMD Public Outreach/Relations Consultant. I am an independent consultant with extensive marketing, media, strategic planning, event management and communications experience. Since 2008, I have worked primarily in Monterey County, and with Monterey County clients.

Background, Experience and Qualifications

My strengths are strategy, copy writing, media, communications/messaging, project management, working with clients for successful outcomes and engaging in the community. After pursuing a biological sciences degree at UC Irvine, I joined the marketing department of my family's industrial energy conservation company. I opened my first marketing agency in San Jose in 1981. I involved myself in the San Jose Metropolitan Chamber of Commerce (as it was called at the time), became a board member, and then joined staff as Executive Director, Membership and Marketing. That started over 15 years in association management.

I became CEO of the Tri-County Apartment Association (TCAA), serving the apartment industry in Santa Clara, Santa Cruz, and San Mateo Counties. After spending a year in a senior communications position at a dot com, I spend two years consulting on strategic planning, communications and advocacy for associations across the country, and then commuted for 6 years to Phoenix as CEO of the Arizona Multihousing Association (AMA).

From fund-raising to training to advocacy, strategic communications, stakeholder relationship building, and public/community relations were key to my association success. I was industry spokesperson and engaged in frequent media interviews and was adept at telling our story while building support and overcoming objections across diverse groups of people. I created numerous print, mail and electronic communication pieces. I was publisher of monthly magazines for TCAA and AMA. I launched TCAA's first website and oversaw the redesign of the AMA site. I also wrote a bi-weekly column for the San Jose Mercury News for five years. And from small-group coffees with Mayors and legislators, to sold-out golf tournaments, economic outlook conferences and awards ceremonies, I produced, coordinated and oversaw hundreds of events with up to 1,000 attendees.



I returned to California full-time in 2008 as General Manager (Publisher) of the Salinas Californian and El Sol newspapers and associated websites. In 2012, I co-founded Moxxy Marketing in Salinas. Beyond managing the business and being directly responsible for several accounts, I oversaw all our clients' PR and crisis communications activities, and am still Moxxy's primary resource for these needs. In addition to several agriculture and business service accounts, I oversaw most of our nonprofit and government agency accounts at Moxxy, including Transportation Agency for Monterey County (strategic planning, campaign management, research, public outreach, collateral), Housing Authority of the County of Monterey/Housing Development Corporation (strategic planning, websites, PR, events, collateral, video, public outreach, branding) and Hartnell College (collateral, direct mail, public outreach) and was involved in our work with the Monterey County Ag Commissioner (collateral, PR). In 2017, I semi-retired from Moxxy and quickly discovered I am an abject failure at semi-retirement. I have been working as an independent consultant from my home office ever since, where I continue to assist Moxxy and a few additional clients.

When I joined the Salinas Californian, I actively engaged with the Salinas and Monterey County communities. I have served on the boards of directors of the Central Coast YMCA, Salinas Rotary Club and Salinas Valley Chamber of Commerce (2012 chairman). I currently am on the board of the American Cetacean Society, Monterey Bay Chapter.

While I am not a water policy expert, as a resident and business owner with a strong interest in agriculture and science, I appreciate and understand the importance of ensuring an adequate and sustainable supply of water for Monterey Peninsula, Monterey County and all of California. I recognize this requires a combination of conservation and supply, and that to build both requires a coordinated communication and public outreach effort. A lot of my recreational time is spent in and around Monterey Bay hiking, kayaking, scuba diving and cycling, so I have a profound interest in protecting our scenic vistas and our natural environment, while also recognizing the importance of water and other infrastructure to support business and economic activity.

Scope of Work

The types of activities outlined in your RFQ are reasonable and appropriate for MPWMD, and in particular to support your goal to "Instill public trust and confidence", which is necessary to achieve your other stated goals.

While event coordination and physical meetings are on hold while we deal with coronavirus issues, the in-person meeting restrictions might create opportunities for virtual meetings and other forms of engagement with your various audiences.

I have significant experience and can demonstrate success in all the activities you have outlined, and what distinguishes me from others is my strategic approach to marketing, communications and community and public relations. Even for a simple press release or brochure, asking questions, understanding the audience(s) and articulating what we're trying to accomplish, always produces a better result.



I'm willing to enter into an agreement with a prescriptive and quantified scope of activities, but I think the fluid (pun intended) needs of MPWMD would be better served with a broader scope focused on outcomes and performance. My style and approach has always been to figure out what needs to be done and then roll up my sleeves and do it, so I am comfortable with a looser scope of work that outlines the activities and some general parameters, but provides the flexibility to use your Community/Public Relations activities and budget to their fullest and most immediate value.

Retainer

A retainer provides consistency of activity and budget stability for the client and the consultant. Excluding special circumstances or projects such as redesigning the MPWMD website or overseeing a ballot measure campaign, your budget of \$3,500 per month is reasonable. My target rate on extended contracts is \$95/hour, so recognizing that some months will require more activity than others, that equates to 442 hours per year. I realize the retainer will not be directly tied to hours, but a goal for an average of 36-37 hours per month should be sufficient to ensure a constant flow of communications from your social media channels, the website, press releases, op/eds, etc.

Thank You and Next Steps

Thanks again for the opportunity to respond to your RFQ. Please let me know if you have questions. I welcome the opportunity to review this proposal or participate in an interview with you, David Stoldt and/or your board on the phone or Zoom, and look forward to the Board discussion on July 27, and hopefully a favorable outcome on August 17.

Sincerely,

Terry Feinberg



References:

Debbie Hale, Executive Director
Transportation Agency for Monterey County
831-596-442
debnandy@sbcglobal.net

Kimbley Craig, President & CEO
Monterey County Business Council
831-238-1532
kimbleycraig@hotmail.com

Paul Farmer, President/CEO
Salinas Valley Chamber of Commerce
(831) 227-5578
president@salinaschamber.com

Roland Velasco, Mayor
City of Gilroy
408-710-8508
tolandvelasco@hotmail.com

Tom Scott, Past Chairman
California Apartment Association
408-209-5990
61tscott61@gmail.com

TERRY M. FEINBERG

(408) 483-7368

terryf@gotkonnections.com

Strategy ♦ Marketing ♦ Planning ♦ Communications**Terry Feinberg Consulting, Gilroy CA**

2017-Present

Principal

Independent consultant performing a variety of marketing, strategic planning, copy writing and communications services to a select group of real estate, medical device, government agency, agriculture and non-profit organizations. Scope of work has ranged from serving as contract, part-time marketing director, to individual engagements such as thought leadership articles, board development and strategic plans, retreat facilitation, crisis communications, websites, marketing collateral materials and market research.

Moxxy Marketing, Salinas, California

2012-2017

Principal

Founding partner of the fastest growing marketing agency in Monterey County. Jointly oversaw agency management and growth; chief client advocate; account management, including strategy development, creative direction and copy writing.

Focused on serving agriculture and related business, and select government agencies and nonprofit organizations. Key clients include: Braga Family Farms, Uesugi Farms, Duncan Family Farms, Smith Family Wines, SmartWash Solutions, True Organic Products, Housing Authority of the County of Monterey, Housing Development Corporation, Monterey County Ag Commissioner, Hartnell College, Monterey Bay Air Resources District, Transportation Agency for Monterey County, Ag Against Hunger, Monterey County Farm Bureau and Action Council.

Salinas Californian/Californian Media Group, Salinas, California

2008 - 2012

General Manager

Senior local executive for this Gannett-owned media company which includes a daily newspaper, weekly Spanish newspaper, weekly community newspaper, three websites and numerous online partnerships. Full P&L responsibility and oversaw all operations including finance, sales, editorial, production, community engagement and distribution.

Arizona Multihousing Association), Phoenix, Arizona

2002 – 2008

President

Chief executive officer and primary spokesperson and industry advocate for Arizona's rental housing trade association.

Konnections, Gilroy, California 2001 - 2008
Chief Executive Officer

Consulting practice offering strategic planning, retreat and meeting facilitation, marketing, community relations, public policy, and media relations services. Facilitated more than 50 board retreats, and helped guide over two dozen organizations through strategic planning and/or leadership development process.

Rentals.com, Redwood City, California 2000 - 2001
Vice President

Executive management team member responsible for overseeing editorial content, developing and maintaining strategic partnerships, coordinating trade shows, and building community relations for this venture-funded online advertising start-up.

Tri County Apartment Association, San Jose, California 1992 - 2000
Chief Executive Officer

Successfully turned an ailing, 65-year-old nonprofit trade association into a pre-eminent business and advocacy organization.

San Jose Mercury News, San Jose, California 1995 - 2000
Columnist

San Jose Metro Chamber of Commerce, San Jose, California 1988 – 1992
Executive Director, Membership Marketing and Services

Graphiconcepts, San Jose, California 1981 – 1987
Owner

Foothill/De Anza Community College, Cupertino, California 1985 - 1989
Instructor

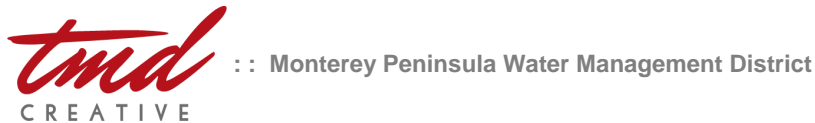
Education

Biological Sciences, University of California Irvine, Irvine, California



Overview of Services, Prices, and Specialization
Monterey Peninsula Water Management District
Stephanie Locke
July 9th, 2020





Overview for: Stephanie Locke

Our team of strategists, graphic designers, content developers, web developers, and multimedia producers, work synergistically with clients to create organic messages, stories, and themes that resonate with audiences for many years. At TMD Creative, we have been partnering with public and governmental agencies and marketing to the varied audiences throughout Monterey County, since our founding over 20 years ago.

We currently work with the Monterey County Department of Health Clinic Services, Monterey County Department of Behavioral Health, and the Monterey County Department of Social Services. Additionally, we started working hand-in-hand with county leaders and the Board of Supervisors on the county wide coronavirus response.

TMD Creative has been in business since 1999. Our core competencies include messaging and strategic implementation, audience segmentation, public relations, copywriting, graphic design—including infographics, video production, collateral material creation, as well as design and programming of websites, and collaborating with clients to best execute their vision, while keeping varied stakeholders at top of mind. We have a strong history of delivering projects on-time and on-budget.

TMD's specialization is in developing strategic marketing initiatives and implementing them with our award-winning, in-house team. We do not outsource any strategic, design, or production work. We have a diverse staff, a number of whom are native Spanish speakers. TMD has experience marketing to all the varied constituencies in Monterey County and understand the vehicles needed to reach these different audiences. This allows TMD to deliver the highest quality, most innovative, award-winning solutions for our clients.

TMD was established to be an extension of our client's in-house marketing team. This proposal will outline how we could partner together on messaging, advertising, newsletter and email management, editorials, event coordination, and web, including social media management.

We are certain that a partnership with TMD will allow the Monterey Peninsula Water Management District to share their message with all Monterey County stakeholders and audiences.

Sincerely,
Sam Spadoni & Nick Pasculli
Managing Director & President and CEO, TMD Creative
831-758-6425
90 West Alisal Street
Salinas, CA 93901

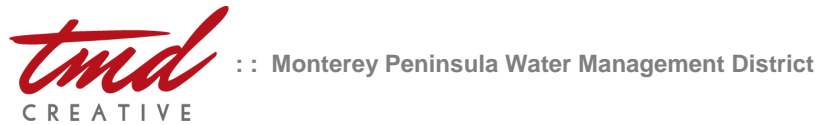
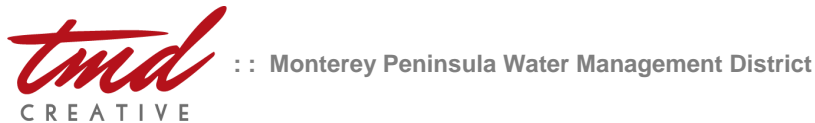


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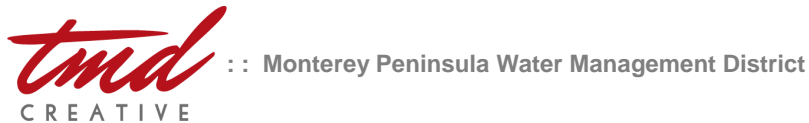
Consultant Qualifications and Background: Strategy

For 20 years, TMD Creative has worked with hundreds of public and governmental agencies and non-profit corporations, and countless businesses that support them. We are happy to provide references from any organizations we have worked with, either in the private or public sector. Should there be any specific past project you want a more detailed accounting of, please let us know, and we can give you a detailed report on it.

The Marketing Department, Inc. (DBA TMD Creative) has served client throughout the U.S. Europe, South America, and Australia in industries as diverse as: government, food and agriculture, financial services, healthcare, real estate and construction, insurance, education, nonprofit, retail, transportation, tourism, wine, manufacturing, professional services and more. However, as we are based in Salinas, CA in Monterey County, the majority of our clients and revenue are based locally.

TMD is the only firm of its type with a high percentage of bilingual and bicultural professional which is reflective of the population of our county. Our firm's cultural diversity includes Hispanic (native speakers), Hispanic (first generation), Asian-American, Mexican-American, Cuban American, and Italian American.

Please visit our website <https://www.tmdcreative.com> , <https://www.rootedinag.com> , <http://www.tmdtechsolutions.com> and our Vimeo channel at <https://vimeo.com/themarketingdepartment>.



Consultant Qualifications and Background: Team Bios

Nick Pasculli // President and Owner

Nick started TMD because he recognized that small- to mid-sized businesses and nonprofits would benefit from the expertise of an agency that understands their needs, with access to a full range of marketing design services without adding staff and overhead to their balance sheets. Before TMD, Nick held senior marketing positions with a handful of fortune 500 companies. Throughout his professional career, he has managed marketing planning, product development, research, strategic planning, and advertising. Nick received his master's degree in pastoral studies from Loyola University in September 2006, and graduated from California State University, Fresno in 1984 with a Bachelor of Science degree in Business Administration-Marketing. He is a graduate of Leadership Salinas Valley, the Cornell University Agricultural Leadership Program, and the highly acclaimed California Agricultural Leadership Program. Nick is a four-time recipient of the produce industry's Marketing Excellence Award and the Salinas Valley Chamber of Commerce Member of the Year Award. In 2008, Nick and TMD Creative were named Entrepreneur of the Year by Union Bank's Salute to Small Business program.

Sam Spadoni // Managing Director & Business Development

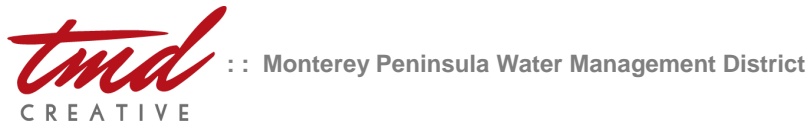
Sam has over a decade of marketing and management experience in a variety of industries. He has worked in many different industries including health, hospitality, gaming, and technology. Sam graduated from California State University, Fresno in 2008 with a B.A. in International Business Management and has worked at building bridges between people from different cultures in both his undergraduate and graduate programs. He moved back to Monterey to study at the Middlebury Institute of International Studies where he received an MBA in International Marketing in 2013. Sam's diverse background has equipped him with the ability to work on projects ranging from work with non-profits like the Monterey Jazz Festival to helping market and launch tele-health products overseas (Numera Health, Libris).

Lewis Leader // Director of PR & Crisis Communications

Lewis is a well-respected longtime journalist and editor. He was an editor for the Los Angeles Times and the Monterey County Herald. Since his retirement, he consults with TMD Creative on PR and crisis management projects, as well as assisting TMD Creative in campaign work, often as campaign manager for people running for public office.

Amairani Resendiz // Manager, Client Services & Assistant to CEO

Amairani attended California State University, Monterey Bay and received a bachelor's degree in Business Administration with a concentration in Agribusiness. Throughout her college career, she was involved in campus and local community organizations, including being a founding member of the Agribusiness Club and Alpha Kappa Psi co-ed professional business fraternity at California State University, Monterey Bay. Being a part of those organizations built her skills in leadership, project management, and marketing. She thrives in high-paced work environments and loves to challenge herself by trying new things and exploring new ideas.



Amos Strauss // Client Services Coordinator

Amos attended University of California, Davis, focusing on agricultural production and business. Throughout his college career, he was an advocate for local and sustainable agriculture, and held leadership positions in the professional-social agricultural fraternity Alpha Gamma Rho. Amos looks forward to continuing his education in Monterey County, where he plans on earning his B.S. in Agribusiness with an emphasis in Farm and Ranch Management from University of Tennessee Martin.

Gabriel Rodriguez // Director of New Media & Design

Gabe attended California State University, Monterey Bay and graduated with a major in computer science with an emphasis on telecommunications, multi-media, and applied computing. His page layout ability was developed while working several years as the senior designer for a Gannet newspaper. In addition to being a talented artist, Gabe is a hard worker, and eager to produce results for our clients. Gabe is bilingual in English and Spanish, which helps our clients reach a broader audience.

Lindsey Little // Senior Designer & Editor

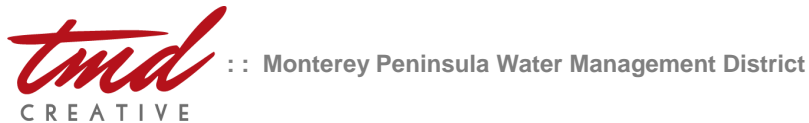
Lindsey received her B.A. in Visual Communications with a focus in Marketing from San Francisco State University and brings to TMD her experience and passion for creating unique, compelling designs for businesses and nonprofits. Before joining TMD, Lindsey oversaw marketing for the Monterey Symphony, where she was able to utilize her graphic design, copywriting, and marketing skills to spearhead various marketing efforts. A San Diego native, she has found a new home on the Central Coast.

Fran Murillo // Senior Designer

As one of TMD's graphic designers, Fran believes that design is a never-ending process. Fran graduated from California State University, Monterey Bay with a bachelor's degree in communication arts. Creativity is a constant in every aspect of his life. He lives with curiosity and believes that good design can make the difference in anything. Trust in the process; let's work together.

Nicole Neadeau // Senior Graphic Designer

Nicole is a Graduate of California State University, Monterey Bay and holds a degree in computer science with an emphasis on design. She has over eight years of design experience that spans a broad range of client industries - from the fashion industry to children's books, produce industry to rodeo... whether small business or corporate, she brings purpose and intention to her designs and strives to help clients communicate meaning through each piece. Her skillful blend of professional elegance, creativity, and color theory maximizes the impact of each message, and the results achieved for our clients.



Cristina Cachux // Designer

Cristina attended California State University, Monterey Bay and graduated with a Bachelor of Science in Communication Design, emphasis in Web Design. Her previous work experience ranges from working as a developer focusing on website redesigns and implementation, as well as working as a designer in creating innovative new takes on both web and mobile. Cristina enjoys working with clients to ensure that proper thoroughness is generated in any project. Cristina enjoys the calmness of the Central Coast after having grown up in the South Bay.

Carl Twisselman // Production Designer & Illustration

Carl first received a Degree in English from California State University Chico. Later, he went on to receive a Degree in Graphic Production from the University of California Santa Cruz Extension Program. Before joining TMD, Carl worked with transport logistics as middle management for sixteen years and also worked at “The Californian” as a graphic designer. Carl also enjoys digital illustrations and running.

Chris Sandor // Senior Director of User Interface Design

Chris is an integral part of the TMD management team, having been with the firm almost eight years. Chris draws on his savvy technical skills and his obsession with perfection to develop easy to navigate, robust, and beautifully designed web-based communications for TMD’s clients. Chris relies on industry best-practices coupled with his education in telecommunications, multi-media, and applied computing from California State University, Monterey Bay.

Adam Eberling // Senior Web Developer/Engineer

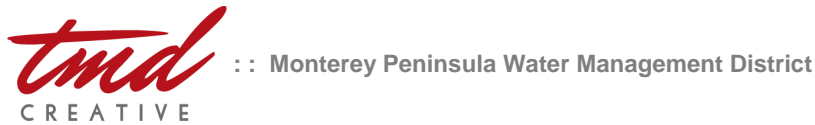
With experience building hundreds of websites and web applications, Adam brings an understanding of information architecture to the table and is able to translate the project requirements into a seamless and effective website. Adam’s experience with mobile apps, multilingual sites, and responsive design ensures that your web presence is widely available and interactive.

Yarely Chino // Lead Web Developer

Yarely graduated from the award-winning, three-year accelerated program called CSin3 from California State University of Monterey Bay. She obtained a bachelor’s degree in computer science with an emphasis in software engineering. Yarely is passionate about designing computational systems, creating interactive user interfaces, and introducing computer science in an enjoyable manner to her community. She is a co-founder of herScript, an organization that strengthens women’s technical and professional skills, along with promoting gender equality in the computer science industry.

Thalia Villalobos // Web Developer

Thalia is a recent graduate from California State University, Monterey Bay. She was part of a rigorous and accelerated Computer Science program called CSin3, which means that she graduated in 3 years from CSUMB with a B.S. in Computer Science B.S with an emphasis in Software Engineering. She is proud to say that she is the first of her family to graduate college. Thalia is passionate about web development and teaching programming skills to children and teens. Most recently she taught high school students the basics of programming a video game at John Steinbeck Library’s Game On! program.



Our Philosophy about supporting our client's Brand

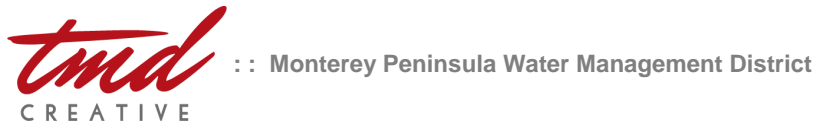
A brand message is the promise to the community about what kind of information, service and experience they are receiving. All organizations have a brand, whether positive or negative, that defines the organization's mission and strengthens its value proposition. It is the reason why people pay hundreds of dollars more for a pair of Nike shoes. After all, they're just shoes, but it is about how the Nike brand makes one feel. A good brand changes the way the public thinks about and interacts with the agency, whether it is a private or public agency. Thus, having a strong, visible brand and messaging is imperative to the Monterey Peninsula Water Management District, particularly during this tumultuous time when getting positive attention is more difficult than it perhaps has ever been.

Strong brands are a result of long-term strategy that guides how the organization portrays itself. This means that internal messaging is just as important as external messaging. It helps guide internal stakeholders and creates a good culture. This includes a vision and mission statement, tagline and strong messaging that resonates with existing and potential audiences; encourages employees; and leaves a positive impression on your target audience. It is important that if there is a powerful message in place that it is being both lived and reflected within the organization.

Strategic, accurate, and timely communications are a valuable business tool. We at TMD believe successful communications grows collectively out of strategic planning, problem solving and visual thinking. It is a process designed to uncover the value of our clients' offerings. We listen, analyze, research, formulate and ultimately design communication tools that connect with the community, officials, employees, shareholders and the key stakeholders who add to the momentum of every enterprise. This clarity of purpose leads to clarity of execution.

Clients choose TMD Creative when they want to work with a marketing and PR firm that understands their strategic goals and the power of thoughtful messaging and design. We look at every project through the eyes of the audience. Our style is smart, attractive, and compelling to a wide audience and we explore new ways to present ideas and concepts to the public.

Through our exclusively in-house team and a flexible network of quality vendors, we draw together the best team to address your specific communications needs within your budget, including strategy, creative, writing, photography/videography and project management. We are large enough to deliver major projects for some of California's leading corporations, yet small enough that you'll work directly with one of our professional team members.



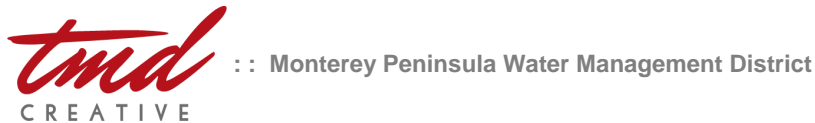
Marketing Plan Anatomy



Project Planning & Management

TMD utilizes a web-based platform for all project management and planning called Monday.com. With this platform we can build and customize project dashboards that helps our clients gain important insights and a clear overview of their projects progress/status. In addition it allows for seamless collaboration with our clients. It will track and keep all conversations, files, briefs, checklists and sheets in one place and eliminates the need for those painfully long e-mail threads.





Monterey Peninsula Water Management District and TMD Collaboration

Project Overview

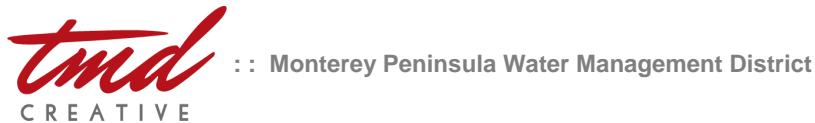
TMD strongly believes the best work comes from collaborating with the client. This means combining your knowledge and skills with our creative strategy.

- TMD will designate a team to collaborate with the MPWMD team to gather information and develop the communications
- TMD will also designate a team member to attend MPWMD meetings as needed

Strategy & Messaging Development

A kickoff meeting will be an essential first step. This meeting would take place immediately upon TMD confirming partnership with MPWMD and should include all relevant members from MPWMD and TMD. The goal of this meeting would be two-fold, the first to understand where TMD can assist while assigning roles and responsibilities for both parties. The second item would be to review the identified target audiences, strategies for disseminating information to the public and rebutting disinformation (as/if needed), and overview of the different channels being used to share timely information with the media and the public, and discuss what is working best and what is not. If there are any brand guidelines or distinct look and feel for the current information being shared, we would like to review that prior to meeting. During the meeting we would set on-going meeting calendar/schedules.

- Channels through where the messaging will be disseminated
 - o Website
 - o Facebook
 - o Instagram (if implemented, we did not see one on your website)
 - o Radio
 - o TV
 - o Print materials
 - o Newsletter
- Message to be concise and consistent
- Messaging to be translated into Spanish and match the cultural tone of the target audiences (if/as needed)
- Video messages to be delivered by a trusted community leader if possible



Monterey Peninsula Water Management District and TMD Collaboration

Deliverables

After completing the initial meeting, TMD will work with MPWMD on a list of deliverables along with a timeline for them. Obviously as the information being shared with the public is constantly being updated based on the newest information, it will be important to create templates early on that we can then add the newest information into. While new information may necessitate new graphic creation, it will allow us to focus on this instead of “recreating the wheel”.

- TMD to create a tool-kit for MPWMD for communication with different audiences
- TMD to help create audio and video assets for TV and radio
- TMD to create infographics for social media platforms and website

Evaluation

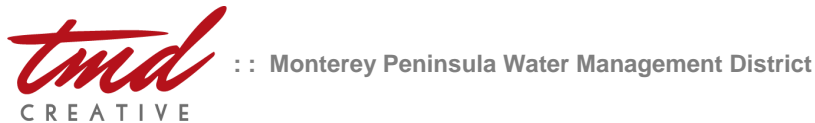
During our on-going scheduled meetings, outlined above in kick-off meeting, we will make the necessary adjustments to our messaging and/or collaboration process to make it more efficient and effective.

Activities

Below is a list of some of the team members who would work on these deliverables (their bios can be seen on pages 5-7). We also included a partial list of clients we have worked with on these items. If you would like a broader list of experience, contacts, or additional details on these, or any other projects, please do not hesitate to reach out to us.

Key Message Development: This team will be led by Amairani Resendiz, Nick Pasculli, and Sam Spadoni. This group would also oversee on-going feedback and consultation. Clients we have assisted with message development include Taylor Farms, Monterey Salinas-Transit, the Housing Development Corporation (HDC) Monterey, and the County of Monterey.

Coordinate with Media Outlets: This would be led by Nick Pasculli, Amairani Resendiz, and Amos Strauss. TMD has long-standing relationships with media outlets, including traditional print media, television, digital media, and local non-traditional media. TMD manages media buys for Ocean Mist Farms, Salinas Valley Ford, Pacific Valley Bank, and the County of Monterey.



Monterey Peninsula Water Management District and TMD Collaboration

Email/Newsletter Design and Management: This would be led by Sam Spadoni, Fran Murillo, and Lindsey Little. TMD has experience managing i-Contact, Constant Contact, Mail Chimp, Active Campaign, and many other platforms. TMD currently manages email marketing for Earthbound Farms, Taylor Farms, and Fruits from Chile.

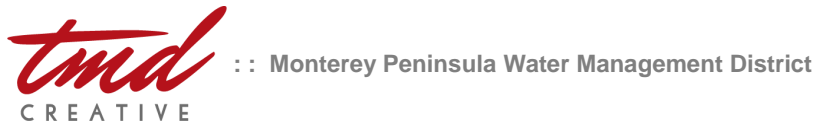
Collateral, Brochures, and other Marketing Materials: This would be led by Nick Pasculli, Sam Spadoni, Fran Murillo, and Lindsey Little. TMD currently manages collateral for ExperTravel, County of Monterey, California Agriculture Leadership Foundation, and the Housing Development Corporation. Collateral samples can be seen on page 15-16.

Managing Websites and Social Media: This team will be led by Sam Spadoni, Yarely Chino, Thalia Villalobos, Chris Sandor, Adam Eberling, and Cristina Cachux. We designed, programmed, and currently manage the following websites:

<https://www.cfmco.org/>
<https://www.earthboundfarm.com/>
<https://www.f2fmc.org/>
<https://indygive.com/>
<https://www.montereycountygives.com/>
<https://www.olindayfarms.com/>
<https://www.steinbeck.org/>
<https://sunnywines.com/>
<https://www.taylorfarms.com/>

Managing Events: This team will be led by Nick Pasculli, Lewis Leader (if event includes press conference), Sam Spadoni, Cristina Cachux, and Amos Strauss. We currently manage events for HDC Monterey, the California Agricultural Leadership Foundation, and Farm Journal. TMD has also assisted in putting on a number of trade shows, including the Organic Produce Summit.

Attending Meetings: Amos Strauss would attend meetings and take notes.



Monterey Peninsula Water Management District and TMD Collaboration

Understanding the Issues

The team at TMD intimately understands the issues surrounding water on the Central Coast and the various groups and constituencies of the district, including residents, conservationists, land owners, hospitality, agriculture, developers, government, and others. We are familiar with many of the top issues including, Pure Water Monterey, desalination, water capture, reuse, and recycling, aquifers, rivers, and wells, Los Padres, Water Supply Project, our limited water resources, and the general supply and demand issues we face.

Client References

Client: Housing Development Corporation Monterey

Nonprofit Websites: <https://hdcmonterey.org/>

Project: All Marketing Related Services

Contact Name: Carolina Sahagun, VP of Development

Email: csahagun@hdcmonterey.org

Phone Number: 831.796.4666

Client: Community Foundation for Monterey County

Nonprofit Websites: <http://cfmco.org/> <https://www.montereycountygives.com/>

Project: Website Redesign, Programming, Annual Report and Digital Support

Contact Name: Amanda Holder, Marketing Director

Email: amandah@cfmco.org

Phone Number: 831.375.9712 x123

Client: County of Monterey

Project: Covid 19 Response

Contact Name: Nick Chiulos, Assistant County Administrative Officer

Email: chiulosn@co.monterey.ca.us


Phone Number: 831.755.5145

Work Samples Below (14-16)

Blog & Events Contact Us Search... f t in Donor Central Give Now

Here for Good
Community Foundation
for Monterey County

About Us Donors Advisors Nonprofits Scholarships Impact



Who We Are

The Community Foundation for Monterey County inspires philanthropy and is a catalyst for strengthening communities throughout Monterey County. We work with hundreds of individuals, families and businesses to fulfill their philanthropic vision.


Your Center for Philanthropy

The CFMC is your local center for philanthropy, working with [donors](#) and [nonprofits](#) to create healthy, safe, vibrant communities. We provide a bridge between our fund holders and community needs, and our staff has in-depth knowledge about local nonprofits working to make our communities stronger.

The CFMC offers a wide range of [giving options](#) including [donor advised funds](#), gifts of real estate or complex assets and life-income gifts such as charitable gift annuities and charitable remainder trusts. What sets us apart is the personal service we provide and our interest in creating the greatest good for Monterey County, now and in the future. We are "Here for Good."

Who We Are
Staff
Board of Directors
Finance & Investment
Fund List
Publications

OPPORTUNITY
IMPACT
2017 ANNUAL REPORT
[View Our Annual Report](#)



Blog & Events Contact Us Search... f t in 73 Donor Central Give Now

Here for Good
Community Foundation
for Monterey County

About Us Donors Advisors Nonprofits Scholarships Impact



Overview

Investing in Healthy, Safe, Vibrant Communities

A strong nonprofit sector is key to fulfilling a vision of healthy, safe, vibrant communities. The Community Foundation for Monterey County is a partner and funder to a wide range of nonprofits doing important, innovative work.

We are committed to supporting not only financial strength through grantmaking, but also organizational capacity through the [Center for Nonprofit Excellence](#).

Grantmaking

\$16.7 million was granted in 2017 to more than 500 agencies in Monterey County and beyond

[Our grant programs](#) and initiatives support organizations in the areas of youth development and education, health and human

Overview
Grants
Center for Nonprofit Excellence
Agency Funds

OPPORTUNITY
IMPACT
2017 ANNUAL REPORT
[Read our 2017 Annual Report](#)

Stay Connected:
[Sign Up to Receive Our E-news](#)



Contact Us Search... Español

County of Monterey
Health Department Clinic Services

Our Services Patient Services About Us Partners & Press Opportunities



MY CHART
REQUEST APPOINTMENTS
BECOME A PATIENT
LOCATIONS

Latest news

FAMILY to FAMILY Applicant Login Search... Select Language MENU




Everyone's Chance To Care

RESOURCE FAMILIES

Learn how to become a resource family to foster a child.





RESOURCES ABOUT F2F



"Gifts to the MPC Foundation mean **more students are able to attend college** with the resources they need to graduate. Our donors are investing in programs that lead to college completion, including textbook assistance, scholarships, and our signature College Incentive Program."

— **Beccie Michael**
Vice President of Advancement, MPC
Executive Director, Monterey Peninsula College Foundation

We believe a college education lifts people to their full potential.

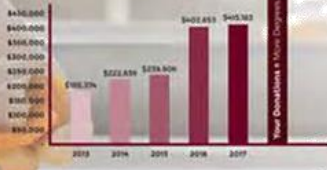


Monterey Peninsula College Foundation Board of Directors

Each year, the MPC Foundation...

250 Awards 250 scholarships to deserving students	50 Purchases textbooks for 50 students who cannot afford them	25 Prevents 25 students from dropping out of college due to financial emergencies
80 Recruits 80 disadvantaged local high school seniors to attend MPC as participants in our highly successful College Incentive Program	30 Inspires innovation and exploration among faculty and staff by awarding 30 grants for exciting projects and professional growth	

Investing in MPC Students




Year	Investment (\$)
2013	\$187,000
2014	\$222,450
2015	\$274,100
2016	\$407,450
2017	\$457,382

Thanks to the generosity of our donors, the MPC Foundation has directly invested **\$1.5 million** in MPC students over the past five years. But we're not stopping there! We are continuing to expand our student assistance programs as we believe passionately in our vision for **Universal Access to Extraordinary Education**. Join us as we reach even more students. **give the gift of a college education and unlock potential for generations to come.**

2016
2017

Report to the Community




HARTNELL COLLEGE

Here for Good

Community Foundation
for Monterey County

OPPORTUNITY



IMPACT

2017 ANNUAL REPORT

Freedom from Addiction

Starts with



Sun Street Centers
the road to recovery

NOW OPEN in Hollister
Women's Residential Treatment Center
315 6th St., Hollister, CA 95023 Phone: 831.265.7317

To learn more visit us at sunstreetcenters.org

Sun Street Centers offers education, prevention, treatment and recovery to individuals and families. Most private insurance plans accepted.

Residential & Outpatient Treatment Programs also located in Salinas and Seaside.

BREAK FREE!






Creamy. Large. Delicious.

The REED Avocado.
a Great Eating Summer Avocado.

Is it Ripe?

Give the REED a little 'shake'. If you hear the seed move it is **RIPE** and **READY**. Be gentle though, this big boy doesn't need a squeeze. I'm **RIPE** even when I'm **GREEN**.

Flavor

- Silky Rich and Creamy
- Smooth Nutty taste

Uses

Makes a perfect sandwich spread
Mayo or butter substitute
Or just dig in with crackers or crusty bread

Since 1969 Del Rey Avocado is a family-owned business located in Fallbrook, CA. With three generations of experience growing, packing and shipping avocados, Del Rey Avocado has a deep understanding of the avocado industry. We know it is a privilege to deliver avocados from our trees to your table. With over 40 years experience, we continue to be both farmers at heart and in practice.

California Reed Avocados Limited Availability

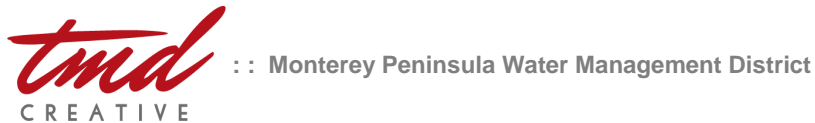
Eat Beautifully

The salad experience you've been waiting for

TAYLORFARMS.COM

Introducing 3 new chopped salad kits to our original line up

TAYLORFARMS.COM



Sample Fee Schedule

The relationships we have with each client is different from a financial perspective. Some clients like being on a retainer, while other budgets are based on a specific project with a commitment to multiple projects within a year. That said, below is a sample of our hourly rate sheet. These are not cast in stone, rather they provide a basis for the calculation of project costs as a function of time.

As the RFP notes that this will be a retainer agreement, below the pricing information we have a rough estimate of what we think would be required initially, followed by on-going “maintenance” of the marketing plan. Our goal would be to meet with you, review budgets, and determine a standard price with a volume discount that ensures we are meeting all the needs of the District.

Strategic Marketing Consulting	\$150-175 per hour
Creative Direction	\$145-165 per hour
Graphic Design	\$125-150 per hour
Copywriting & Editing	\$95-125 per hour
Web, Mobile App & Internet-related Design	\$145-165 per hour
Web & Mobile App Programming	\$165 per hour
Photography and Videography	\$150-175 per hour
Production Assistance	\$95-125 per hour
Photo Studio Rental	\$100 per hour
Social Media Management	\$145 per hour
Google AdWords Management	\$175 per hour
Animation/Illustration	\$165 per hour
Crisis Management in all Disciplines	\$200 per hour

Proposed Retainer Overview:

Based on the activities outlined in the RFP, we are envisioning the first three months to require more leg-work as we develop key messages and establish an aesthetic and templates for use in materials. While the work would be weighted on the front-end, we can smooth that out over the year (see below). Once messaging and look is established we will continue with evaluation and adjustments.

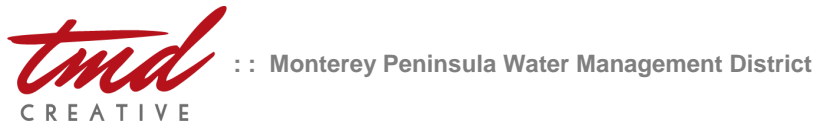
First month to include: up to 40 consulting hours, 30 design/multi-media (i.e.) production hours

Following two months to include (per month): up to 25 consulting hours, 60 production hours

On-going month-to-month work (per month): 10 consulting hours, up to 12 hours of production work*

**this may increase once a quarter or twice a year as we evaluate and adjust the campaign as needed*

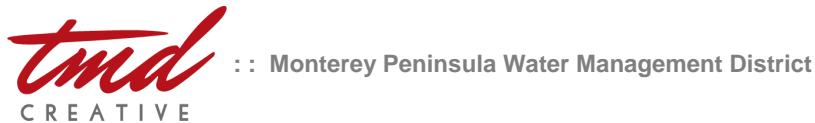
Note: we can break this down in a way that is most convenient for WPWM (for instance if you wanted to calculate the total yearly work and divide by 12, that could then be the monthly retainer price). In that particular scenario the monthly retainer would be approximately: **\$5,500 per month**



Clients

Our client list includes a broad range of large companies, smaller companies, government agencies, non-profits and trade associations. (this is a partial list of current clients)

1st Capital Bank
AGR Partners
Barkley Ag Enterprises
Booth Ranches
Brent Redmond Transportation
California Agricultural Leadership Foundation
California International Airshow
Central Coast Federal Credit Union
City of Salinas
Community Foundation for Monterey County
Monterey Peninsula Water Management District
County of Boulder
Creative Plant Design
D'Arrigo Bros. Co. of CA
Del Rey Avocado
Del Sur Services
Designed Workforce Solutions
Earthfresh Organics
Franmara
Frantz Nursery
Generation Growers
Hartnell College
International Produce Group
Metzer Farms
Monterey County Registered Nurses Association
Monterey Mushrooms
Monterey Peninsula College
Nunes Company (Foxy Produce)
Ocean Mist Farms
Pacific Valley Bank
Pasquinelli Produce Company
SLO Community Foundation
Sun Street Centers
Taylor Farms
Taylor Fresh Foods
Worthington Law Centre



Testimonials

"With a unique combination of creative energy and the talent to produce strategic and thoughtful marketing campaigns, TMD has consistently delivered high-quality product and brand messaging through an array of media."

- Bruce Adams, Vice President // Central Coast Federal Credit Union

"You TMD guys are hot, hot, hot! Thanks for helping set an image for our department."

- Sam Trevino, Community Relations Manager // Monterey County
Department of Social & Employment Services (retired)

"There are no words quite adequate to thank you for your enthusiasm and enormous talent you have provided."

- Sylvester D Ryan, Bishop of Monterey // Diocese of Monterey (retired)

"The team at TMD has proven to be creative, resourceful and very reliable. They are flexible and easy to work with. It has truly been a trouble-free collaboration ranging from the simplest ad to the more involved TV and radio commercials. You can count on them to take abstract ideas and create attractive, professionally produced materials that achieve results."

- Harry Wardwell, Central Coast Regional President // Rabobank

"TMD's revamping of our website has been very successful for us. We have received so much positive feedback from the community!"

- Anna Foglia, Executive Director // Sun Street Centers

From: [Phil Wellman](#)
To: [Stephanie Locke](#)
Subject: Wellman Proposal
Date: Wednesday, July 15, 2020 3:27:30 PM
Attachments: [WellmanAd Proposal.pdf](#)

Hi Stephanie,

The digital proposal is attached. Please visit our website to see a wide range of work.

<http://www.wellmanad.com>

The printed version at the front door contains select printed samples.

Thanks, Phil

WELLMANAD

Strategic Brand Marketing & Advertising

26235 Atherton Place
Carmel, CA 93923

831.626.0466

Website: <http://www.wellmanad.com>

Qualifications Proposal

PUBLIC OUTREACH / RELATIONS CONSULTANT

July 15, 2020

Monterey Peninsula Water Management District
5 Harris Court, Building G
Monterey, CA 93940

July 15, 2020

Monterey Peninsula Water Management District
5 Harris Court, Building G
Monterey, CA 93940

Dear MPWMD Board Members and Staff,

I've lived and worked on the Monterey Peninsula for over thirty years and bring a wealth of local connections and resources to this proposal. Since 2014 I've been interested and deeply involved in the water issues on the Peninsula.

WellmanAd was hired by Public Water Now in 2018 to develop and execute the Measure J Campaign. We challenged Cal Am's \$3 million attack with a \$160,000 budget. Working with PWN's extensive grass roots effort, Measure J won by 12 points.

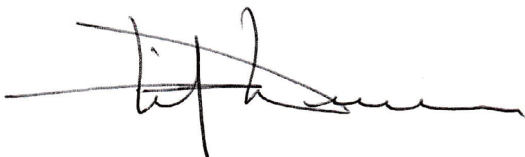
With the passage of Measure J and the Monterey Peninsula Water Management District Feasibility Report in 2019, the Peninsula and the District are ready to move forward with the steps necessary to complete the Cal Am buyout.

This next year will be crucial to our community's water future. Your agency will play a new and critical leadership role. WellmanAd is uniquely qualified to help you in this transition by providing the kind of clear messaging and outreach that is only possible as a result of a deep understanding of the issues involved and the needs of the community.

Our collective success relies on effective teamwork and I look forward to working with your staff and many of your board members with whom I have enjoyed working in the past.

My proposal to take responsibility for MPWMD's public outreach and public relations follows.

Thank You,

A handwritten signature in black ink, appearing to read 'Phil Wellman', with a long horizontal line extending to the left.

Phil Wellman

WHO WE ARE

WELLMAN AD

26235 Atherton Place, Carmel, CA 93923

<http://www.wellmanad.com>

Full Service Advertising Agency / Founded 1990

Strategic Marketing Plans

Branding & Logos

Website Design

Digital & Print Advertising

Social Media

Online Video Content

TV Spots / Documentaries

Public Relations: Press Releases, Op Eds

Listserves: Mail Chimp / Constant Contact

Print: Brochures, Mailers, Newsletters, etc.

Events / Large Project Management

Phil Wellman – President, Marketing Strategist, Creative Director, Designer

Scott White – Social Media / Web Development

Tam Communications – Video: TV, Mobile, Web Content

WHAT WE STAND FOR

There's a creative solution for every challenge.

Communicating those solutions clearly is essential. Do you have a strategic messaging plan in place that will alert the community to your plans and actions, and respond to their concerns? Are all forms of outreach including social media, website, and email strategy aligned? Do you have an ad campaign in place to remind them why you can be trusted?

We can help.

RECENT CLIENTS

Work examples - visit <http://www.wellmanad.com>

Sierra Instruments – Monterey, CA (2006 to present)

Global Manufacturer, Distributor – Mass Flow Measurement Instruments

Branding / Marketing / Advertising / Design

“WellmanAd is so much more than your everyday agency! We have benefited enormously from having Phil as an integral part of our team for over a decade. My company gets the whole package with his team—Great advertising and design as well as branding expertise that drives our strategic direction as a company. Phil is a primary contributor to our strategic positioning in global markets and a key reason we have grown to be the leading company in our industry.”

— Matthew Olin, CEO, Sierra Instruments

Monterey Jazz Festival – Monterey, CA (2003-2018)

World Renowned Jazz Festival

Branding / Marketing / Advertising / Creative Direction / Design

“Phil has been a great asset to the Monterey Jazz Festival team. His creativity, professionalism and strategic thinking helped lead the Monterey Jazz Festival in its journey to become one of the world’s great music events.”

— Tim Jackson, Artistic Director, Monterey Jazz Festival

“For 15 years Phil was a creative force behind Monterey Jazz Festival’s strong brand identify. Endlessly curious, Phil is continuously learning about new technologies and marketing trends to strategically apply a modern approach to a marketing campaign.”

Phil is a big thinker who knows how to build a strong brand identity.

— Colleen Bailey, Executive Director, Monterey Jazz Festival

Adam Bolaños Scow for Congress – Watsonville, CA (2020)

Campaign for U.S. Congress (Primary)

Branding / Marketing / Advertising / Design / Social Media / Public Relations

“Phil was invaluable to us during my congressional campaign in which he oversaw the development and execution of all of our outreach and public relations. Phil is a true professional and his work is top notch.”

— Adam Bolaños Scow, Environmental Advocate

City of Marina (Layne Long) – Marina, CA (2019)

Mailer – Alerted Community to Coastal Commission Meeting - Very successful

Marketing / Design

Hitchcock Farms – Salinas, CA (2006-2019) – Formerly Boggiatto Produce
Produce Grower and Shipper
Marketing / Advertising / Design

Public Water Now – Monterey, CA (2018)
Measure J Campaign – Won by 12 points
Marketing / Advertising / Design / Social Media / Public Relations

“WellmanAd is wonderfully skilled and has brought considerable enthusiasm to the challenge of developing and executing a strategic and highly-effective media campaign. Much of the credit for our remarkable victory belongs to them.”

— **George Riley, Director, Public Water Now**

George Riley – Monterey, CA (2018)
MPWMD Board Seat – Won by 10 points
Marketing / Advertising / Design

Bruce Delgado – Marina, CA (2018)
Marina Mayors Race – Won by 12 points
Marketing / Advertising / Design

“What a blast of fresh air and positive, talented spirit WellmanAd brought to our campaign! They really came through every time we needed them.”

— **Bruce Delgado, Mayor of Marina, California**

Monterey Salinas Transit – Monterey, CA (2013-2017)
Jazz Bus Rapid Transit Project – National First Place Award Winner
Concept / Branding / Design / Project Management / Marketing / Advertising

Monterey Salinas Transit – Monterey, CA (2018)
Real Time App Campaign – National Grand Award Winner
Branding / Marketing / Advertising / Design

“WellmanAd has truly taken MST to the next level with two marquee projects. With our Jazz-themed bus rapid transit project, WellmanAd excelled in taking our unique and innovative vision from concept to reality, ultimately creating an unparalleled multi-media branding program that won a national first place award from the American Public Transportation Association (APTA).

“And, just last year, WellmanAd led the creative team once again for the promotional campaign for “MST Real-Time”, a system that enables customers to track their bus via text, phone, app and maps. This time, we won the National Grand Award from APTA!”

— **Hunter Harvath, Asst. General Manager, Monterey Salinas Transit**

STRATEGIC PLANNING

We recommend both annual and monthly planning with Staff and the Public Outreach Committee to identify objectives and strategies. Tactics would be selected and budgeted for in a monthly plan.

From initial project research to execution and delivery, we look forward to working closely with you to enhance your relationship with the community, accomplish a successful buyout and achieve your ongoing goals. We are excited to explore fresh ideas of all kinds as MPWMD expands its role.

MONTHLY RETAINER

\$3,000 (22 hrs) to \$4,000 (30 hrs)

- Fee depends on the quantity of work required

Time invested at \$135 per hour

- Standard agency non-profit rate is \$175 per hour – Discounted for MPWMD

Outside services would be invoiced separately – Printing, Mailing, Advertising Placement, etc.