

MPWMD PUBLIC OUTREACH REPORT

April 28 – June 29



May thru October

- **RADIO AD**
- KAZU Radio / 15 sec. – 56 paid per mo. (\$1,960)
- KAZU Classical / 15 sec. – 66 free per mo.
- Listening Audience – 72,500 weekly listeners
- Monterey Co. / Salinas Valley / Santa Cruz Co.
- #1 news / info radio station in market – 35 + older

**Surplus rainwater from Carmel River
builds water security**



300 Million
Gallons injected into Seaside Aquifer.

**2.9 billion total gallons are now banked
in the Seaside Aquifer for future use**

MPWMD.NET

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

May 19

- **NEWS AD**
- 300 Million Gallons Injected
- Half page / MC Weekly & Pinecone

Introducing Our New Water Demand Manager



What's the most common misconception about the Water District?

Mollie Wooden: That we're here to say "no." In reality, most of our work involves helping people find solutions. Our staff spends a great deal of time working with applicants, property owners, and businesses to help them understand their options and navigate requirements successfully.


You've worked in environmental compliance, sustainability, laboratory science, and now water management. How do those experiences help in your current role?

Mollie: Those experiences taught me how to take complex technical information and translate it into practical solutions. Whether it's a homeowner planning a remodel, a business owner evaluating water use, or a community member trying to understand a policy, my goal is to help make complicated topics more understandable and accessible.

June 11

- **NEWSLETTER**
- Meet Mollie
- Deliveries: 20,187 / Opened: 7,144 (35.4% - Best)*
- Clicks: 47
- *A good open rate is anywhere from 20% to 30%

Conserve & Sustain.

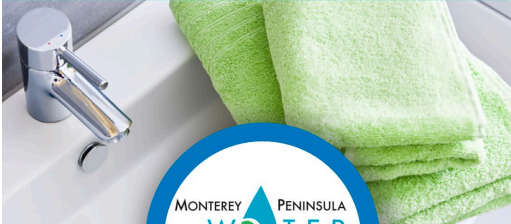


LOCAL RESIDENTS & BUSINESSES
Follow Outdoor Watering Schedule (Wed & Sat)
Be on the lookout for any leaks or overspray on landscapes

**HERE FOR A
LIFETIME
OR JUST A LONG
WEEKEND?**

Everyone can help conserve our shared water resources.

VISITORS & TOURISTS
Reuse towels and turn off faucets when not in use



**MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT**
MPWMD.NET

June 15

- **NEWS AD**
- Conserve & Sustain
- Half page: MC Weekly & Pinecone

WIN BIG Play Summer Splash!

25 PRIZES!
 2 High Efficiency Clothes Washers
 1 High Efficiency Dishwasher • 4 Apple iPads
 2 Gift Certificates / Local Nursery • 2 Monterey Zoo Family Tickets
 4 Cinemark Movie Gift Cards • 10 Visa Gift Cards

Finish

www.MontereyWaterInfo.org/WaterChallenge

July 1-31

start

NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. The sweepstakes is open only to California-American Water Company water customers in the Monterey County District of California who complete and submit a Summer Splash Water Challenge Giveaway entry form ("gameboard") with correct answers by mail postmarked by July 31, 2026, to MPWMD Summer Splash, P.O. Box 85, Monterey CA, 93942 or online at www.montereywaterinfo.org/waterchallenge by July 31, 2026 and who are at least 18 years of age as of the date of entry. Start: 12:01 a.m. PDT on 7/1/2026; deadline: 11:59 p.m. PDT on 7/31/2026. Two (2) Winners will receive a High Efficiency Clothes Washer (ARV \$300), one (1) Winner will receive a High Efficiency Dishwasher (ARV \$700), four (4) Winners will receive an Apple iPad (ARV \$470), two (2) Winners will receive a \$200 gift certificate/card to a local plant nursery (ARV \$200), ten (10) Winners will receive a \$100 Visa Gift Card (ARV \$100), two (2) Winners will receive a Monterey Zoo Family Ticket (ARV \$160), four (4) Winners will receive a Cinemark Movie Gift Card (ARV \$50). SPONSORS: The Monterey Peninsula Water Management District, 5 Harris Ct, Bldg. G, Monterey, CA 93940 and California-American Water Company, 511 Forest Lodge Road, Pacific Grove, CA 93950.

CALIFORNIA AMERICAN WATER
MONTEREY PENINSULA WATER MANAGEMENT DISTRICT

July – Once a week

- NEWS AD
- Summer Splash
- Full page: MC Weekly & Pinecone



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OFFICIAL RULES: View here. **SPONSORS:** The Monterey Peninsula Water Management District, 5 Harris Ct, Building G, Monterey, CA 93940 and California-American Water Company, 511 Forest Lodge Road, Pacific Grove, CA 93950.



Like or follow. Join the water dialogue.

MPWMD.NET


July – Once a week

- NEWSLETTER AD
- Summer Splash

Monterey Water Conservation

Home Rebates Events Conservation Tips Flume Promo About Us Contact

Play Summer Splash!



Visit Link to Find Answer

<https://www.youtube.com/watch?v=Pz6AQXQGupQ>

1) How much usable water is there on earth?
(Required)

NEXT

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT

CALIFORNIA AMERICAN WATER

July

- MontereyWaterInfo.org
- Summer Splash Entry
- First page Q&A



FUTURE SECURED
PURE WATER MONTEREY

PURE WATER MONTEREY DOCUMENTARY

Joint Project of M1W and MPWMD

Phase One: Film Carmel River

- Select locations from mouth of river to Carmel Village – Completed
- Identify best footage

Phase Two: Research, Development

- Researching river history, Gathering archival images
 - *River in Ruin* – Detailed history of Carmel River
- PWM development – Researching story, Gathering archival images
 - Carefully study of Dave & Paul's transcript of PWM history
 - Identify key visionaries and participants – Interview
 - Identify regional and national experts – Interview
- Creating research database