

MPWMD PUBLIC OUTREACH REPORT / June 26, 2023

Projects completed since our last Public Outreach meeting

Item No. 2 on the MPWMD Public Outreach Committee
Monday, June 26, 2023

Distributed to the Board of Director's General Manager and District Counsel

May 4

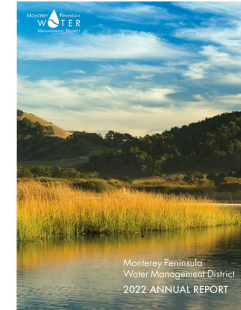
- **Newsletter**
- Annual Report Launch
- 22,000 Deliveries / 8,000+ Opens



ANNUAL REPORT NOW AVAILABLE

Find out what the Water District is doing for you.

DOWNLOAD



Every year the Monterey Peninsula Water Management District publishes an Annual Report to describe our accomplishments for the year prior. The Annual Report for 2022 is now available via download. If you prefer a printed version, please pick one up at our offices at 5 Harris Court, Building G in the Ryan Research Park in Monterey.

HIGHLIGHTS

- 1) Pure Water Monterey Expansion: A More Affordable Water Supply Solution
- 2) Final Study Due on the Future of Los Padres Dam and Reservoir
- 3) Simulations Demonstrate Impact of Groundwater Pumping on Carmel River
- 4) Study Evaluates Effect of Climate Change on Water Basins
- 5) New Round of System Improvement Grants Prepared for Peninsula
- 6) Permits and Rebates Encourage Water Efficiency
- 7) Steelhead and Streambank Restoration Shows Promising Results
- 8) And more

Monterey Peninsula Water Management District

The mission of the Monterey Peninsula Water Management District is to sustainably manage and augment the water resources of the Monterey Peninsula to meet the needs of its residents and businesses while protecting, restoring, and enhancing its natural and human environments. For more information, visit www.mpwmd.net



Like or follow. Join the water dialogue.

May 18

- **Newsletter**
- Irrigation / Landscaping
- 22,000 Deliveries / 8,000+ Opens



Tune up your irrigation and save!

Rebates now available for residences and businesses



Check for wear and tear: Inspect the system for leaks, popped emitters, damaged or blocked sprinkler heads, blocked sprinkler patterns and overspray onto impermeable surfaces such as roads and sidewalks.

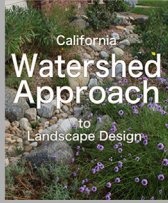
Check the controller: Clean, check the settings for Wednesdays and/or Saturdays only before 9 am or after 5 pm, and replace the backup battery.

Check the valves to be sure they are working properly and not leaking.

Check water pressure: Make sure water pressure is in the recommended range between 40-65 psi.

Rebates are available for MPWMD and Cal-Am residences/businesses for weather-based or smart irrigation controllers, soil moisture sensors, lawn removal, rotating sprinkler nozzles, and cisterns.

[REBATES](#)



Design, install and manage your landscape

Our free handbook will show you how

[DOWNLOAD](#)

This series of webinars sponsored by Monterey Peninsula Water Management District, California American Water, and Water Awareness Committee help you design, install, and manage your landscape using the Watershed Approach. The result is a gorgeous living space that functions as a healthy mini-watershed.

FREE WEBINARS

- 05/23/2023 6:00 PM - 7:00 PM Permeable Everywhere
- 06/15/2023 6:00 PM - 7:00 PM Everything Coming Up Roses and Daffodils
- 06/27/2023 6:00 PM - 7:15 PM Gardens for Birds, Bees, and Other Pollinators
- 07/12/2023 6:00 PM - 7:00 PM Drip Irrigation Fundamentals
- 07/27/2023 6:00 PM - 7:30 PM Irrigation Basics / Programming Your Controller
- 08/16/2023 6:00 PM - 7:00 PM Weed & Pest Management - Monterey

[REGISTER](#)




Like or follow. Join the water dialogue.

MPWMD.NET

May 18

- **Branding Ad** – MCW (half) / PC (half)
- Irrigation / Rebates



**Tune Up
Your Irrigation
and Save.**

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Visit montereywaterinfo.org for information.

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

WATER MATTERS

MPWMD.NET

June 22

- **Newsletter**
- ASR Exceeds Goals
- 22,000 Deliveries / 8,000+ Opens



Doug Steakley

ASR EXCEEDS RAINWATER STORAGE GOALS

The past winter brought the Peninsula the 8th wettest winter in a century. The Monterey Peninsula Water Management District and California American Water did not let it go to waste, instead capturing excess Carmel River flows and storing it in the Seaside Basin for future use. The Aquifer Storage and Recovery (ASR) program achieved the following milestones:

- **2023 — Second-best year ever for Aquifer Storage & Recovery**
- **540 million gallons of excess Carmel River rainwater stored in Seaside Basin (1,656 acre-feet (AF))**
- **Capable of supplying over 17% of Peninsula's annual water needs**
- **We now have almost 3,000 AF of stored water supply**

The ASR program ran daily from December 31st to May 31st with utility workers in raincoats and boots checking gauges, turning valves, setting pumps, and a few were sighted – singin' in the rain.



Like or follow. Join the water dialogue.

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June 22

- **Branding Ad** – MCW (half) / PC (half)
- Irrigation / Rebates




May / June

- **Social Media**
- Ads, Info, News / Boosting
- Instagram – 816 followers
- Twitter – 277 followers
- Facebook – 48 followers
- Working on combining with old Facebook site - 960


Monterey Peninsula Water Management District
May 13 · 🌐

MORE WATER FOR PURE WATER MONTEREY As winter rains caused Monterey County's rivers to swell past capacity and rush out to the sea, people began asking: Isn't there a way to catch and reuse all that water? That's what Monterey is preparing to do through a project financed by the state – in this case turning runoff lost to Monterey Bay into drinking water.

The Lake El Estero Diversion to Sanitary Sewer Project will reroute drainage from the city stormwater system at the lake l... [See more](#)



Pure Water Monterey recycling project takes shape at Lake El Estero
 May 11 / MC Weekly / By Pam Marino

Boost this post to get more reach for Monterey Peninsula Water Management District. [Boost post](#)

You, Sheila Sheppard, Liesbeth Visscher and 14 others · 8 comments · 4 shares

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

Write a comment...

⚠️ You're commenting as Phil Wellman.

Tammy Jennings
 Thank you MPWMD for all your hard work! I can't imagine where we would be without you and Pure Water Monterey! And thank you, most of all, for doing what Measure J mandated...if feasible, purchase Cal-Am! The sooner Cal-Am is gone the better we will all be.

July

- Summer Splash Campaign
- Newsletter, Monterey Bay Parent, Weekly, Pinecone, PG Press

SUMMER SPLASH!

Win BIG in Our Water Challenge Giveaway

Complete Our Water Challenge Gameboard at:
[MontereyWaterInfo.org/Water Challenge](http://MontereyWaterInfo.org/WaterChallenge)

**ENDS
JULY 31
2023**

PRIZES INCLUDE:

- **High Efficiency Clothes Washer** (\$1,200 approx. retail value)
- **Apple iPad** (\$600 approx. retail value)
- **\$50 Visa Gift Cards**

START

How much of the water on earth is drinkable?
A.

How much water can you save by turning off the faucet when you brush your teeth?
A.

How do you plan to save water at your house?
A.

How do you save water when doing laundry?
A.

How can you save water in the bathroom?
A.

How can you save water outdoors?
A.

One drip every second adds up to five gallons per day! Check your faucets and showerheads for leaks and fix them. How many did you find?
A.

Who can take the shortest shower in your house? Time them and see who wins!
A.

Put food coloring in your toilet tanks. If it seeps into the bowl without flushing, there's a leak. Did you find any leaks?
A.

How much is the rebate for a High Efficiency Clothes Washer?
A.

How much is the rebate for a High Efficiency Toilet?
A.

FINISH

CALIFORNIA
AMERICAN WATER

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

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, 2023 to MPWMD Summer Splash, P.O. Box 85, Monterey CA, 93942 or online at www.montereywaterinfo.org/waterchallenge by July 31, 2023 and who are at least 18 years of age as of the date of entry. Start: 12:01 a.m. PDT on 7/1/2023; deadline: 11:59 p.m. PDT on 7/31/2023. One (1) Winner will receive a High Efficiency Clothes Washer (ARV \$1,200), one (1) Winner will receive a iPad (ARV \$600), four (4) Winners will receive a \$50 Visa Gift Card (ARV \$50).

OFFICIAL RULES: www.montereywaterinfo.org/waterchallenge_officialrules.pdf SPONSORS: 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

COMING UP

- **Newsletter** – FAQs
- **Website** – Update existing desktop and mobile version to optimize communication
 - Audit existing website to determine communication, editing and design priorities
 - Redesign layout on current Wordpress platform
 - Complete 90 to 120 days (approx.)
- **Buyout Status**
 - Feasibility Report
 - Findings
 - Draft resolution