

# DISTRICT BRANDING PROGRAM

February – November 2019



# DISTRICT BRANDING PROGRAM

- ▶ Established in 2018 to help promote the achievements of the District
- ▶ Monthly Half Page Ads placed in the MC Weekly and Carmel Pine Cone
- ▶ Ads also placed on District's Website and Social Media Pages
- ▶ Program continued in 2019 following success of 2018 and to further educate the public



# Water Management District Enjoys a Decade of Excellence



**MONTREY>** During an election year, controversial issues are debated by voters, candidates and elected officials on a daily basis. In Monterey County, there is no issue that causes more discussion than water supply and management. Whether it is Steelhead on the Carmel River, slant wells in Marina, or agricultural supply in the Salinas Valley, everyone has an opinion on water. In the past several years, however, one opinion shared by the majority of the Monterey Peninsula has been the positive presence and stability of the Monterey Peninsula Water Management District.

Originally formed in 1978 to provide a water supply solution and later, to promote water conservation and environmental stewardship, the Water Management District, as it's known, has continually strived to meet the ever-changing needs of the community while staying true to its enabling legislation. Many people forget that in the late 1980s and early 1990s, the District introduced two separate water supply projects that would have provided well over 20,000 acre-feet of water per year and permanently solved the Monterey Peninsula's current water supply issues. These two projects, among others, were either voted down or abandoned for lack of community or legislative support.

## New Water Provider

Nevertheless, the District persisted in its goal of creating new water and did so by creatively examining where this water could be found. From the expansion of the Pacific Well and the creation of the Public Beach Reclamation Project to the establishment of Aquifer Storage and Recovery and Pure Water Monterey Projects, the Water Management District is responsible for over 1,000 acre-feet of new water supply for the Monterey Peninsula. "The failure of the voters to approve a large supply solution in the 1990s and the difficulties of the local water retailer to successfully provide its own alternative, led us to innovative small projects that add up to a significant impact on supply," said District General Manager David Stokich. "7,000 acre-feet is 66 percent of current consumer demand." That number is sure to increase when data from new District co-funded small local water projects including those in Pacific Grove, at the Del Monte Golf Course, and Monterey Regional Airport become available. In just 4 years, the District has awarded over \$75,000 in grants to help facilitate six small local projects.



## CONSERVATION LEADER



While the District was working on new water, it was also focused on making better use of the Monterey Peninsula existing water supply through conservation. The State Water Resources Control Board's Order in 1995, compelling the local water retailer to reduce its illegal pumping from the Carmel River, was an initial motivating factor in these efforts, but it was the recent drought that truly brought the public's acceptance of reduced water use to its current level. Through its outreach and legislative efforts, the District helped the Monterey Peninsula reduce its overall water consumption by almost 40%. From 1997 through 2017, the residents and businesses in the area decreased usage from 15,000 acre-feet of water per year to below 9,000. The methods range from rebates for water efficient appliances and fixtures and the distribution of thousands of free water saving devices to mandatory retrofit for commercial properties and updated outdoor irrigation regulations. Most importantly is the fact that the tremendous reduction in use was done without rationing, a common tactic used by water agencies during times of drought. Stephanie Locke, the District's Water Demand Manager, underscored the success of the program. "Our rebate program is just one of our many conservation activities, but in the past 10 years we have issued \$5.1 million in rebate checks to 14,500 individuals, saving over 500 acre-feet of water a year."

## Environmental Stewardship

The Monterey Peninsula is one of the most beautiful places in the country. That's why millions of visitors travel here each year and its residents are fiercely protective of its natural environment. What if the private water company tasked with supplying water to these residents, businesses, and visitors was literally over-drawing the area's water sources and endangering flora and fauna along the way?

Luckily, the Water Management District had the legislative oversight necessary to help mitigate over pumping of the Carmel River and San Luis Basin. That plan, executed by the biologists and engineers at the Water Management District has been responsible for multiple projects including repairing an embankment of the Carmel River to prevent erosion as well as restoring the riverbed and surrounding habitat to improve conditions for the fish and animals that live there. The District's Steelhead Recovery Team has been responsible for saving thousands of the endangered fish - 167,000 since 2008 - relocating them in the river or allowing them to flourish and grow at the Sheep Hollow Fish Rearing Facility before their release back into the wild. Additionally, District scientists are employing state-of-the-art monitoring technology to learn more about how to preserve the species, tagging almost 3,000 steelhead the past three years.



*Rescued above are the banks of the Carmel River near the Scheide Bridge to Carmel Valley showing signs of over pumping. (c. early 1990s)*



*Rescued above are the banks today following Water Management District improvement efforts.*

## An Authority on Water Matters

Despite an early history filled with setbacks to its success, the Monterey Peninsula Water Management District has emerged as the region's leader on water. Often the first call by the public or press requesting information on water related matters or local municipalities seeking help with water management, the District continues to serve needs of the residents, businesses, and organizations on the Monterey Peninsula with stability, transparency and honesty. While the personalities of its Board of Directors may change, the District is steadfast in its commitment to its mission: promote or provide for a long-term sustainable water supply, and to manage and protect water resources for the benefit of the community and the environment.

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# WATER MATTERS

WATER SUPPLY PROJECTS, IT'S WHAT WE DO...



SINCE 2014, WE HAVE HELPED FUND AND APPROVE  
6 LOCAL WATER PROJECTS TOTALING:

\$575,000 in Grants  
250 AF per year in Potable Water Supply Savings

Shown Above is the Pacific Grove Water Factory, Opened in January 2018

# WATER MATTERS

## DISTRICT SAVES THE SEDGE PATCH



Cultural and Historic  
Streambank Threatened by  
Storm Erosion



Patch Critical to the Cultural  
Heritage of Rumsen-Ohlone  
Native Americans



Project to Prevent  
Additional Storm Damage



District Partners with Santa  
Lucia Conservancy and Tribal  
Representatives

# WATER MATTERS

## COMMUNITY GARDEN VOLUNTEER DAY



**WE PARTNERED WITH THE MPUSD TO TRANSFORM THE LAWN  
AT KING MIDDLE SCHOOL INTO A BEAUTIFUL DROUGHT  
TOLERANT GARDEN**

**84% reduction in water use with potable water savings of 353,941 gal. per year  
21,680 sq. ft. of turf and non-native plants removed  
Multiple 800 gal. rainwater cisterns installed  
Funding from State's DROPS program**

# WATER MATTERS

## CONGRATULATIONS CAL-AM!



## CALIFORNIA AMERICAN WATER HAS INSTALLED THE MONTEREY PIPELINE BRIDGE

- > Bridge marks the last leg of the Monterey Pipeline construction
- > Allows delivery of water throughout the Monterey Peninsula
  - > Water from sources including Seaside Groundwater Basin, Pure Water Monterey, proposed Desalination Plant and Aquifer Storage & Recovery

# WATER MATTERS

SUMMER IS HERE AND WE WANT TO REMIND YOU THAT EVERY DROP COUNTS!

July 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Remember, water on Wednesdays  
and Saturdays before  
9am and after 5pm  
ONLY!



Make sure you inspect  
and adjust your  
landscape irrigation



Report Water Waste by calling  
831.658.5601 or  
visit [mpwmd.net](http://mpwmd.net) and  
click the **red** button

# WATER MATTERS



**PUT THE PEDAL  
TO THE METAL  
BUT TAKE IT EASY  
ON THE WATER!**

**Welcome to Car Week!**

**Save Over 50 Gallons or  
More During Your Visit**

**Take 5 Minute Showers**

**Turn Off the Water When  
Brushing Your Teeth**

# WATER MATTERS

## STEELHEAD RESCUE TEAM



### IN 2018, DISTRICT STAFF SAVED THOUSANDS OF THREATENED FISH

As Carmel River dries during the summer, fish get stranded  
Steelhead were rescued and released back into the river  
81% of fish were tagged to monitor movements  
Over 4,800 fish rescued this season

# WATER MATTERS



**TURN BACK YOUR CLOCK  
& THE WINTER RAINS  
MEANS YOUR IRRIGATION  
SCHEDULE MUST BE  
CHANGED**

- Improper outdoor irrigation can mean thousands of gallons of water waste and hundreds of dollars every month
- Adjust or turn off your irrigation system to account for the rainy season
- Daylight Savings Ends on November 5, 2018

# WATER MATTERS

**DON'T  
RAIN, RAIN ^ GO AWAY**

Rainy Season is Coming...  
Invest In A Rain Barrel...  
Get a Rebate...  
Save Money

- Rainwater Harvesting Saves Water and Money
- Rebates Available Through Cal Am and the Water Management District\*
- Systems Are Easy to Install and Manage

\*Rebates Available for 100 to 25,000 gallons

# WATER MATTERS

FEBRUARY  
2019

## STEELHEAD SUPERHIGHWAY

**The Carmel Lagoon is  
open and the steelhead  
are on the road!**



Juvenile Steelhead swim downriver  
to the ocean to grow



Adult Steelhead swim  
upriver to spawn



The MPWMD protects  
the environment to help  
them survive

# WATER MATTERS

MARCH  
2019

SAVE A LITTLE **BLUE** AND A LITTLE **GREEN**

DURING **FIX A LEAK WEEK!**

Save up to 10,000 gallons in 10 minutes



Toilets - Plumbing  
Faucets - Irrigation Systems



Water is becoming more expensive so why not take 10 minutes check your home or business for leaks? Unchecked leaks can waste up to 10,000 gallons per year!

Get a FREE Leak Detection Kit  
from our District offices  
today!



# UPCOMING MONTHS

April: 2018 Annual Report or Drought Tolerant Plants & check your Irrigation

May: ASR & Water Supply Update

June: Irrigation & Water Waste

July: Steelhead Rescue Team

August: Car Week

September: Pure Water Monterey Congratulations

October: Time Change/Reset Your Irrigation

November: Rainbarrels

