

This meeting is not subject to
Brown Act noticing requirements.
The agenda is subject to change.



**Public Outreach
Committee Members:**

*Jeanne Byrne, Chair
Molly Evans
Alvin Edwards*

Alternate:

Mary Adams.

Staff Contacts:

*Stephanie Locke
Arlene Tavani*

*After staff reports have
been distributed, if
additional documents are
produced by the District
and provided to the
Committee regarding any
item on the agenda, they
will be made available at 5
Harris Court, Building G,
Monterey, CA during
normal business hours. In
addition, such documents
may be posted on the
District website at
www.mpwmd.net.
Documents distributed at
the meeting will be made
available in the same
manner.*

AGENDA

**Public Outreach Committee
of the Monterey Peninsula Water Management District**

Tuesday, March 12, 2019, 4:00 pm

MPWMD Conference Room, 5 Harris Court, Building G., Monterey, CA

Call to Order

Comments from Public

The public may comment on any item within the District's jurisdiction. Please limit your comments to three minutes in length.

Action – Public comment will be received on all Action Items

1. Consider Adoption of September 5, 2018 and October 10, 2018 Committee Meeting Minutes
2. Develop Recommendation to the Board Regarding Adoption of 2018 MPWMD Annual Report
3. Review and Approve Committee Meeting Schedule for 2019

Discussion – Public comment will be received on all Discussion Items

4. Review of District Branding Campaign and Schedule for 2019

Schedule Next Meeting Date

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 send 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 5:00 pm on March 8, 2019. Requests should be sent to the Board Secretary, MPWMD, P.O. Box 85, Monterey, CA, 93942. You may also fax your request to the Administrative Services Division at 831-644-9560, or call 831-658-5600.

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PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF SEPTEMBER 5, 2018 AND October 10, 2018 COMMITTEE MEETING MINUTES

Meeting Date: March 12, 2019 **Budgeted:** N/A

From: David J. Stoldt, **Program/** N/A
 General Manager **Line Item No.:**

Prepared By: Arlene Tavani **Cost Estimate:** N/A

General Counsel Review: N/A

Committee Recommendation: N/A

CEQA Compliance: No CEQA Review Required

SUMMARY: Attached as **Exhibits 1-A and 1-B**, are draft minutes of the September 5, 2018 and October 16, 2018 committee meetings.

RECOMMENDATION: The committee should review and approve the draft minutes.

EXHIBIT

1-A Draft minutes of the September 5, 2018 committee meeting

1-B Draft minutes of the October 10, 2018 committee meeting



EXHIBIT 1-A

DRAFT MINUTES Monterey Peninsula Water Management District Public Outreach Committee September 5, 2018

Call to Order

The meeting was called to order at 4:00 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne - Chair
Molly Evans

Committee members absent: Brenda Lewis

District staff members present: David Stoldt, General Manager
Stephanie Kister Campbell, Conservation Analyst
Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

Comments from the Public: No comments were directed to the committee.

Action Items

- 1. Consider Adoption of May 16, 2018 Committee Meeting Minutes**
On a motion by Byrne and second of Evans, minutes of the May 16, 2018 committee meeting were approved on a vote of 2 - 0 by Byrne and Evans. Lewis was absent.

Discussion Items

- 2. Review Outreach Plan to Promote Multi-Family Housing Retrofit Requirements**
Ms. Kister Campbell provided a summary of the outreach staff will conduct to promote the multi-family housing retrofit requirements. She also described the HEART program and outreach conducted by Ecology Action Now. After one week of outreach, the teams have installed water saving fixtures at 38 homes and distributed 11 vouchers toward the purchase of ultra-low flow toilets. Outreach is conducted in local areas the state has identified as disadvantaged. At some point, a press release will be sent out, or a press event could be conducted to publicize the success of the program.
- 3. Discuss Response to Measure J**
The committee reviewed the presentation that General Manager Stoldt will give to cities and community groups that describes the complexities of the measure, but does not advocate a position.
- 4. Update on Upcoming Water Wise Workshops**
Staff distributed information on upcoming Water Wise Workshops. Mr. Thomas updated the committee on plans to publicize the workshops through social media, email distribution lists, and internet advertisements.

Schedule Next Meeting Date

The committee agreed to meet sometime following the November 6, 2019 election on Measure J.

Adjournment

The meeting was adjourned at 4:45 pm.

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EXHIBIT 1-B

DRAFT MINUTES

Monterey Peninsula Water Management District Public Outreach Committee October 8, 2018

Call to Order

The meeting was called to order at 2:30 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne - Chair
Molly Evans
Brenda Lewis

Committee members absent: None

District staff members present: David Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

Comments from the Public: No comments were directed to the committee.

Action Items

- 1. Discuss Response to Publication of Inaccurate Information about the MPWMD Related to Measure J**
On a motion by Lewis and second of Evans, the committee directed that the updated Decades of Excellence advertisement be published. In addition, Mr. Thomas would create a video from the PowerPoint prepared by General Manager Stoldt, add voice-over to the piece, and publish it to YouTube. The video would serve as a rebuttal to recent mailers that discredited the MPWMD and promoted inaccuracies regarding Measure J. The motion was approved on a unanimous vote of 3 – 0 by Lewis, Evans and Byrne.

Discussion Items

- 2. Discuss Possible Action Plan and Response Regarding Outcome of Measure J Election**
There was consensus among the committee members that if the measure passes, the District should call a press conference and state the following. (A) The District intends to conduct a feasibility study as required by Measure J. (B) Public listening sessions will be scheduled to describe the process the District will follow in preparation of the feasibility study, and to hear from the public on how they define “feasible.” (C) A survey would be distributed to the public in order to better ascertain public opinion on feasibility.

Schedule Next Meeting Date – A future meeting date was not scheduled.

Adjournment

The meeting was adjourned at 3:30 pm.

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PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

2. DEVELOP RECOMMENDATION TO THE BOARD OF DIRECTORS REGARDING ADOPTION 2018 MPWMD ANNUAL REPORT

Meeting Date: March 12, 2019

From: David J. Stoldt,
General Manager

Prepared By: Arlene Tavani

SUMMARY: Attached as **Exhibit 2-A** is draft text of the 2018 MPWMD Annual Report. The District's Enabling Legislation specifies that a public hearing on the report will be conducted in March of each year. Staff plans to submit this report at the March 18, 2019 Board meeting. Note that the photos and captions provided may be replaced.

RECOMMENDATION: The Committee should review the text, advise staff of any changes needed, and recommend that the Board adopt the report at the March 18, 2019 Board Meeting.

EXHIBIT

2-A Draft 2018 MPWMD Annual Report

Monterey Peninsula Water Management District

2018 Annual Report

Accomplishments

- Monterey Peninsula Water Supply Project** – The District has made continued progress on the Monterey Peninsula Water Supply Project (MPWSP) working jointly with California American Water (Cal-Am), the Monterey Peninsula Regional Water Authority, and other parties. This past year, Cal-Am began completed the Monterey Pipeline and the Hilby Pump Station with the District acting as Project Manager for environmental compliance assurance. The proposed MPWSP desalination plant was given approval to proceed by the California Public Utilities Commission in September.
- Pure Water Monterey Project** – The District provided the majority of preconstruction funding for this innovative water recycling plant, working in partnership with Monterey One Water which will own and operate the system. The project was 85% complete at the end of the year with delivery of water expected during summer of 2019. The District served as project manager for the injection well portion of the project.
- Aquifer Storage and Recovery (ASR)** – The District operated the ASR facilities in coordination with Cal-Am while diverting 530 acre-feet (AF) of Carmel River Basin water for injection and storage in the Seaside Basin during the 2017 water year (WY). Since inception of the ASR program, a total of 8,561 AF has been diverted from the Carmel River for storage and subsequent recovery through the end of WY2018. The District expanded its facility percolation pond to accommodate waters from two additional ASR wells to be constructed by Cal-Am. Facilities to treat produced waters are being designed to enable Cal-Am to recover ASR and Pure Water Monterey stored waters.
- Water Availability** – In cooperation with the United States Geological Survey (USGS), the District completed calibration of an integrated ground water-surface water GSFLOW/MODFLOW model to update water availability for additional water supply from the Carmel River. In addition, the District completed a draft instream flow study and hydraulic model to simulate flow requirements for steelhead in the Carmel River. A final version is due to be completed in early 2019. These models will allow the District to simulate different water supply scenarios and their impacts on the Carmel River environment.
- Well Permitting** – MPWMD issued 25 Confirmation of Exemptions for private properties that met the criteria established in District Rules and Regulations. Applications were reviewed for potential impacts to the water resource system and other water users.
- Proposition 1 Integrated Regional Water Management (IRWM) Program** – The District spearheaded an effort that will allow the Monterey Peninsula region to receive \$4.2 million for implementation of water projects. The District represented the Monterey Peninsula Regional Water Management Group (RWMG) submission to the Central Coast funding area application for Proposition 1 Integrated Regional Water Management Disadvantaged Community Involvement Grant funds. In 2018, the Monterey Peninsula was awarded \$465k for Disadvantaged Community Involvement projects. The no-match grant funds were applied to a District initiated Disadvantaged



Construction of expanded percolation pond to accommodate waters from two additional ASR wells that will enable recovery of ASR and Pure Water Monterey stored waters.

Community Needs Assessment project that will provide a basis for future Disadvantaged Community Implementation grants; the City of Monterey Franklin Street Storm Drain project; and the District High Efficiency Applied Retrofit Targets (HEART) pilot program project.

2019 the District will take the lead role to coordinate the RWMG application for the next round of Proposition 1 Implementation grant funds.

- **Legally-Mandated Carmel River Mitigation and Stewardship** – The District secured authorizations for an upgrade to the Sleepy Hollow Steelhead Rearing Facility, which includes construction of a new intake and water supply system to protect the facility from changes in river flows due to the removal of San Clemente Dam and to allow the facility to continue to operate during periods of extreme drought or high flows. Construction began in September 2018 and is expected to be completed in mid-2019. The total project cost is estimated at \$2.5 million, including environmental compliance documents, design, permits and construction. The State Coastal Conservancy has approved up to \$2.25 million for reimbursement of expenses, which will come from funds generated by a Settlement Agreement between Cal-Am and the National Marine Fisheries Service (NMFS).

The District successfully rescued 4,958 fish from the Carmel River, five tributaries, and the spillway at Los Padres Dam. All fish were released near the tributaries confluence with the Carmel River.

Staff also conducted late season Redd (steelhead nests) surveys, counting over approximately 20 miles. Staff also continued to work for the third year with NMFS on field studies to develop a steelhead population life history model for the watershed, based on tagged fish from NMFS' studies and MPWMD fall population surveys. This effort included assisting NMFS with basin-wide population surveys and installing 4 tag detection arrays from the mouth up to the Old San Clemente Dam site.

District crews carried out the Vegetation Management Program in the active channel of the Carmel River at 13 sites to prevent debris dams and erosion. This includes trimming back encroaching vegetation and reducing the hazard of downed trees in preparation for winter flows. Trash was removed from along the river before winter rains washed it into the ocean. District staff also planted native trees on exposed banks to improve habitat value, protect water quality, and reduce bank erosion. In addition, the District removed a large concrete bridge pier and deck that was lying in the Carmel River. This bridge originally collapsed in the 1995 flood.



Concrete bridge pier and deck lying in the Carmel River before removal by staff

In October 2018, the District completed construction of the Carmel River Bank Stabilization Project at Rancho San Carlos Road. Work included installation of about 250 lineal feet of bank stabilization to protect both streambanks from further collapse just downstream of the Rancho San Carlos Road bridge. MPWMD employed an environmentally friendly stabilization technique consisting of logs and rocks built into a cribwall at the site, which has high visibility due to traffic over the bridge. Total cost for the project including environmental compliance documents, permit acquisition, and construction was approximately \$650,000. District staff will complete revegetation and irrigation installation in 2019.

- **Los Padres Dam Improvements** – A study of upstream volitional fish passage alternatives continued and a study of alternatives to the dam and management of reservoir sediment was begun. A sediment transport model was completed and reviewed by regulatory agencies. District expenses will be partially reimbursed by Cal-Am under a Public Utilities Commission decision to plan for the long-term future of the dam and associated reservoir.

- **Salinas and Carmel Rivers Basin Study** – The District continued work on a Basin Study to evaluate future water demands and water supplies taking into account the effects of climate change. The area includes all the Salinas River Valley through Monterey and San Luis Obispo Counties, the Monterey Peninsula, and the Carmel River Basin. The US Bureau of Reclamation is providing \$1.8 million in grant funds for the effort. A Study Metrics technical paper and evaluation strategies were outlined in 2018. The study, which began in 2017, is expected to take about four years to complete.
- **North Monterey County Drought Contingency Plan (DCP)** – The District continued development of a plan for North Monterey County areas from Salinas to the Monterey Peninsula to better cope with recurring droughts in the region. The DCP is being partially funded with a federal grant of \$280,000 to prepare the plan, which will be coordinated with the Basin Study.
- **Conservation** – The District approved 1,135 rebate applications in the amount of \$398,658.17 for annual savings of 18.14 acre-feet of water. Staff conducted building-by-building inspections for compliance with the non-residential water efficiency requirements (Rule 143). More than 208 businesses were inspected. All Peninsula businesses will be verified by 2021. Staff completed an additional 1,037 property inspections to verify compliance with water efficiency standards for changes of ownership or use).

During 2018, the District issued 976 Water Permits and 86 Water Use Permits to Benefited Properties (i.e., properties eligible to receive a portion of a Water Entitlement). Staff conducted 911 inspections to verify compliance with permit water efficiency requirements.

As the regional entity responsible for compliance with State landscaping regulations, the District issued 44 Water Permits for new and refurbished landscapes. An ongoing program to assist schools with water saving practices, a 13,424 square-foot turf conversion project began at Martin Luther King Elementary School in Seaside. Two native plant workshops were held at the site in collaboration with CSUMB's Return of the Natives. The District hosted several rainwater harvesting and water efficient irrigation workshops. Multi-Family Dwelling property owners and property management companies were targeted for a class on water efficiency requirements and opportunities. The District also offered two specialized landscaping classes focused on drought tolerant landscape and native plant selections.

- **Community Outreach** - Posted regular updates to the District's Facebook page and Twitter account. Outreach to schools continued with presentations to classes at local schools and CSUMB. Presentations were also made to many local associations and clubs. We also executed over 20 presentations to community groups and city councils. The District also ran monthly ads covering District activities in local media. Conservation staff participated in numerous outreach events to provide information and water saving devices to the public.



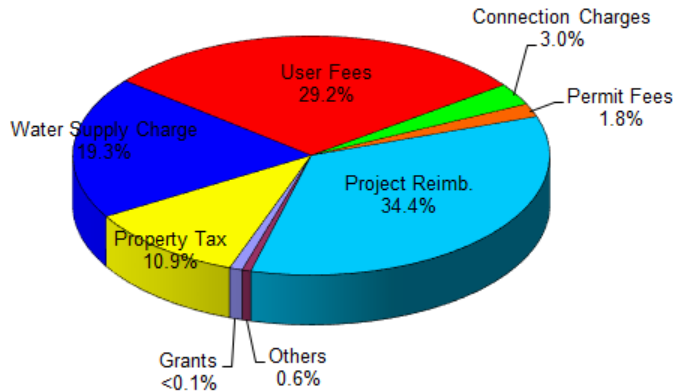
Volunteers assisting with turf conversion project at Martin Luther King Elementary School in Seaside.

Financial Analysis

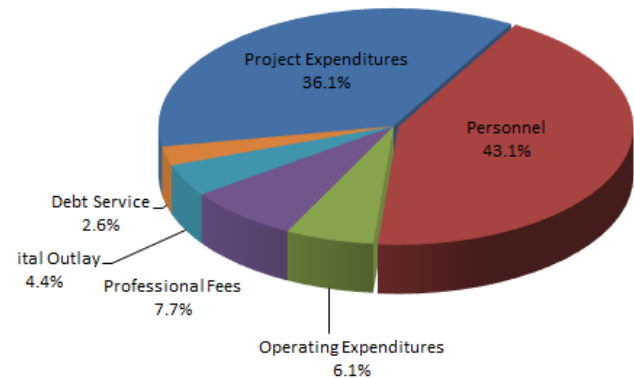
The District prepared a Comprehensive Annual Financial Report (CAFR), which is a set of government financial statements comprising the financial report of a municipality that complies with the accounting requirements promulgated by the Government Accounting Standards Board. MPWMD received a clean financial audit report with no material weakness or deficiencies. The audit for fiscal year 2017-2018 was conducted by Hayashi Wayland, an independent auditing firm. The Government Finance Officers Association of the United States and Canada (GFOA) awarded a Certificate of Achievement for Excellence in Financial Reporting to the District for its CAFR for the fiscal year ended June 30, 2017. This District received the CAFR award for 3 consecutive years.

As shown in the charts on page 4, total revenues received in Fiscal Year 2017-2018 were \$17,653,958, while expenditures totaled \$8,398,300, generating an increase in fund balance of \$9,255,658. As of June 30, 2018, the District's total fund balance was \$14,112,065. The budget for Fiscal Year 2018-19 anticipates expenditures of \$15,989,300 and revenue of \$13,845,800 with \$2,143,500 coming from fund balance.

2017-18 Revenues
Where our Money Comes From



2017-18 Expenditures
How We Spend Our Dollars



Future Financing Methods

The District has historically paid for costs associated with water supply projects on a pay-as-you-go basis, with the majority of the funding coming from User Fees, which was the District's largest and most fluid revenue source. However, beginning in 2012 the User Fee revenue from Cal-Am customers was not available to the District. The District was funding its water supply projects from the Water Supply Charge established in 2012. However, in 2017 the Supreme Court reinstated the User Fee, which the District began collecting in April 2017. Possible sources of funds to pay for actual construction of future water supply projects include ongoing revenue increases, user fees, water supply charge, property tax, new revenue categories, grants, and bond financing. Actual funding sources will be dependent on the type of project, the amount of funding needed and other variables.

Water Supply

Groundwater Zone Charge: In June 1980, the District Board approved formation of a groundwater charge zone to provide the legal basis for a comprehensive well-monitoring program consisting of well registration, well metering, and water production reporting. However, the District abandoned this source as a revenue and no groundwater charge was established in any zone of the District during WY 2018.

Available Water Supplies: In WY201, 10,130 AF of water was legally available to serve Cal-Am customers within the District. Similarly, approximately 3,046 AF of water were assumed to be available to serve non-Cal-Am users extracting water from the Carmel Valley Aquifer and the Seaside Basin. However, because of legal and regulatory constraints, long-term water supplies available to Cal-Am's customers in the future will be reduced to approximately 5,500 acre-feet per year (AFY) assuming that Cal-Am will retain rights to produce 774 AFY from Seaside Groundwater sources (restored to 1,474 in 25 years), 94 AFY from the Sand City Desalination Facility, 1,300 AFY from Aquifer Storage and Recovery, and 3,376 AFY from Carmel River sources. Non-Cal-Am pumpers outside of the Seaside Basin and Carmel River Basin that depend on percolating groundwater rights pumped 939.3 AF in WY 2017.

Requirements for Future Capital Improvements: A 6,252 AFY desalination facility is expected by 2021 with the Pure Water Monterey project expected to create 3,500 AFY of new supply in mid-2019. Aquifer Storage and Recovery is expected to be doubled in capacity by 2020, to almost 3,000 AFY in good years. The District continues to develop plans for additional ASR opportunities for future water supply.

PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

3. REVIEW AND APPROVE COMMITTEE MEETING SCHEDULE FOR 2019

Meeting Date: March 12, 2019

From: David J. Stoldt,
General Manager

Prepared By: Arlene Tavani

SUMMARY: Shown below is a proposed committee meeting schedule for 2019. Please review and advise Arlene Tavani if you cannot participate on any of the proposed dates. The schedule runs through December 2019; however, any meeting may be cancelled if there is no business for committee consideration.

RECOMMENDATION: The Committee should review and adopt the meeting schedule.

| Day of week | Date | Time |
|--------------------|--------------|-------------|
| Thursday | April 25 | 4 pm |
| Thursday | May 30 | 4 pm |
| Thursday | June 27 | 4 pm |
| Thursday | July 25 | 4 pm |
| Thursday | August 29 | 4 pm |
| Thursday | September 26 | 4 pm |
| Thursday | October 24 | 4 pm |
| Thursday | November 14 | 4 pm |
| Tuesday | December 10 | 4 pm |

PUBLIC OUTREACH COMMITTEE

ITEM: DISCUSSION

4. REVIEW OF DISTRICT BRANDING CAMPAIGN AND SCHEDULE FOR 2019

Meeting Date: March 12, 2019

From: David J. Stoldt,
General Manager

Prepared By: Arlene Tavani

SUMMARY: Attached as **Exhibit 4-A** is list titled MPWMD Branding Ad Themes for 2019. At the committee meeting, the District's public outreach consultant, Steve Thomas, will provide an overview of the District's branding campaign.

EXHIBIT

4-A MPWMD Branding Ad Themes for 2019

EXHIBIT 4-A

MPWMD Branding Ad Themes for 2019

February

Steelhead Superhighway: The Carmel River lagoon is open and the steelhead are on their way! (out to sea (juveniles) and back to spawn (adults)). MPWMD protects the environment by restoring their habitat so that they have a viable lifespan.

March

2018 Review (Annual report highlights)

April

Drought Tolerant Plants and check your irrigation

May

ASR/Water Supply Update

June

Irrigation and water waste

July

Steelhead Rescue Team
Rebates

August

Car Week

September

PWM Congratulations

October

Time Change/Turn Off Your Sprinkler (might be a duplicate with CAW, so we need to coordinate)

November

Rain Barrels

December

Nothing (Holiday break)