



PUBLIC
WATER
NOW

WHY PUBLIC WATER NOW CAMPAIGN?

**NOT NEW – TRIED 6 TIMES BEFORE
1930'S, 1964, 1976, 2005, 2014, 2018**

NOW OR NEVER!

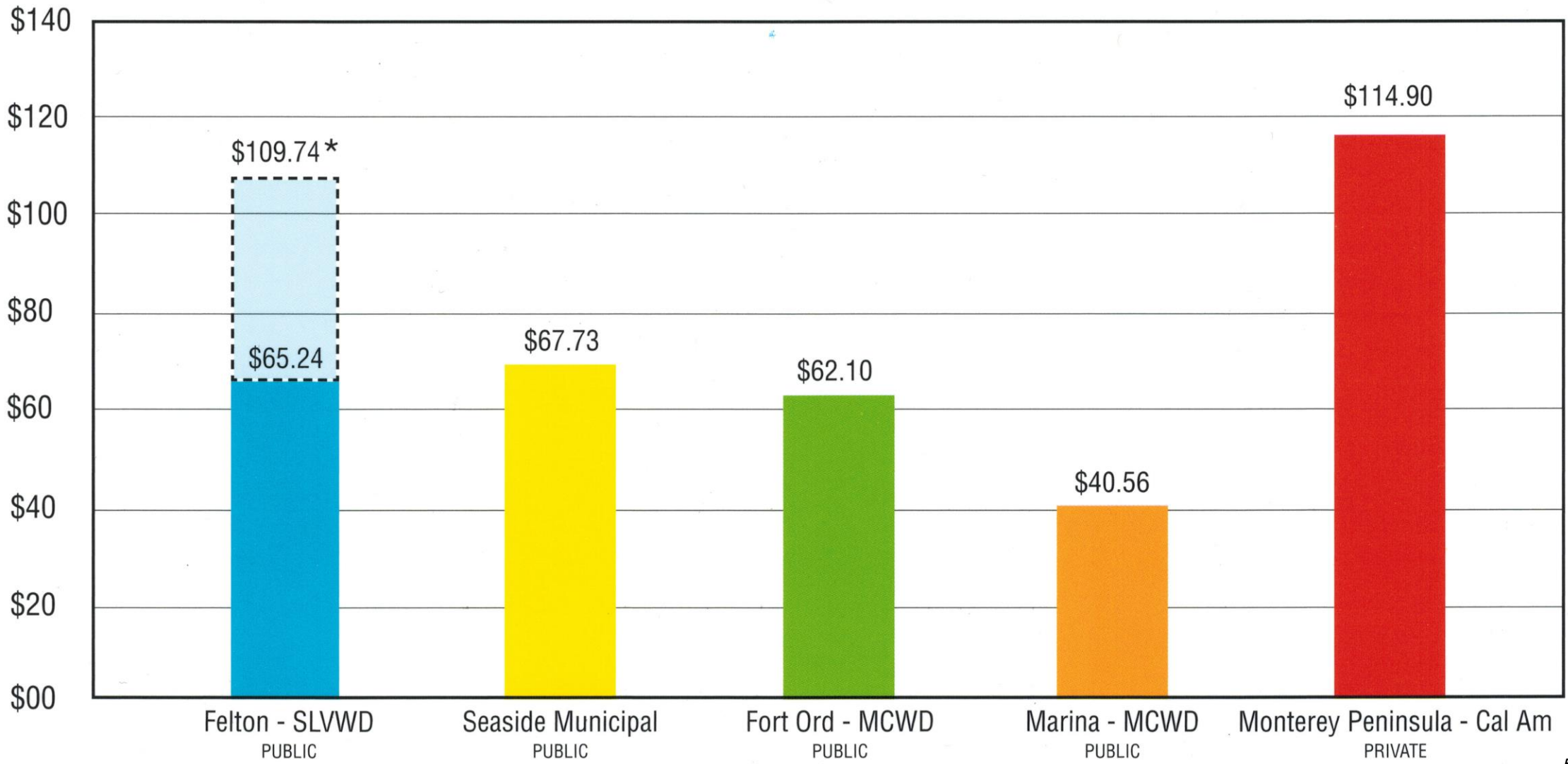
WHY PUBLIC WATER?

- **EXTRA COST OF CORPORATE WATER-RELATED**
- **PROFIT**
- **FEDERAL AND STATE TAXES**
- **50% OF CAL AM REVENUE LEAVES THE COMMUNITY**

WHY REPLACE CAL AM?

1. **HIGHEST WATER BILLS IN USA (F&WW STUDY 2015-17)**
2. **INCLUDES COST FOR WATER NOT USED, NOT DEMANDED, NOT DELIVERED**
3. **COSTS NOT INCLUDED: SLANT WELLS, MONTEREY PIPELINE, PWM SUPPLY, DESAL**
4. **COSTS NOT INCLUDED: CAL AM'S REQUESTED COL INCREASE OF 14%;
CAL AM'S REQUESTED PROFIT INCREASE TO 10.8%**

Total monthly bill for a family of 3 using 5400 gallons of water per month (60 gallons per person per day).



WHY REPLACE CAL AM

- 5. CAL AM: OVER DRAFTED CARMEL RIVER; OVER DRAFTED SEASIDE GROUNDWATER BASIN; MOVED TO MARINA, THREATENS ITS WATER SUPPLY**
- 6. CAL AM: IRRESPONSIBLE RESOURCE MANAGER**

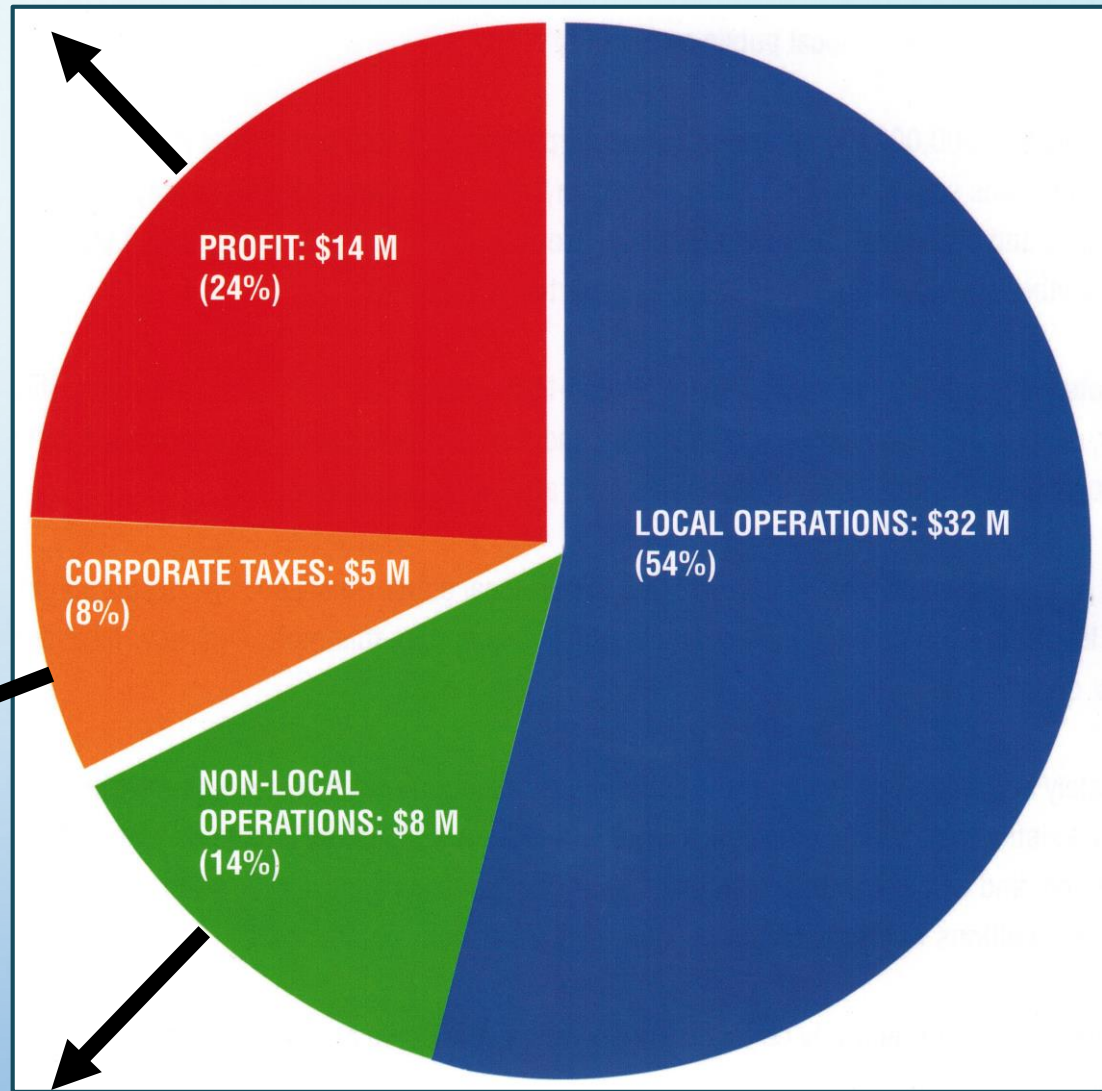
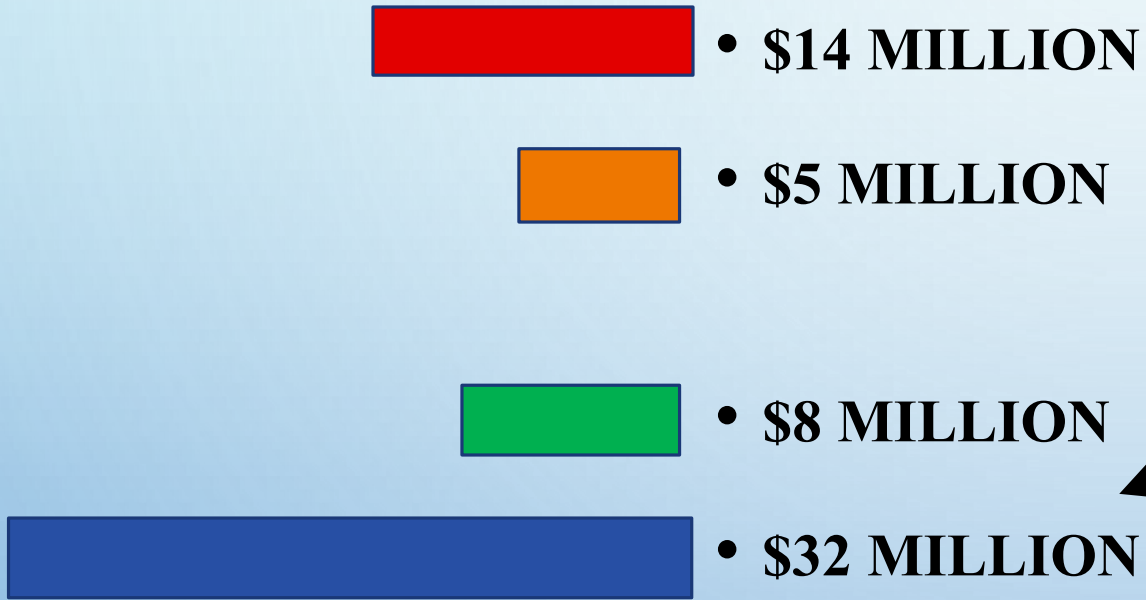
WHY REPLACE CAL AM

7. CAL AM'S HISTORY SINCE CDO ISSUED 1995:

THREE CONSECUTIVE WATER SUPPLY FAILURES -

“NEW” CARMEL RIVER DAM	\$ 3 MILLION
PILOT DESAL AT MOSS LANDING	\$12 MILLION
REGIONAL DESAL PROJECT AT MARINA	\$20 MILLION

LATEST IN MARINA: LITIGATION, DELAY, HIGH COST



WHY MPWMD?

- **87% IN USA GET WATER FROM PUBLIC AGENCIES**
- **HAS ALL NECESSARY POWERS AND JURISDICTION**
- **FOR LOCAL CONTROL, PUBLIC ACCESS, DIRECT ACCOUNTABILITY, LEADERSHIP**
- **ALL WATER SUPPLY IS LOCAL**

WHY MPWMD

SINCE CDO IN 1995 – SUCCESSFUL TRACK RECORD

- PIONEERED COMPREHENSIVE CONSERVATION PROGRAM**
- PIONEERED ASR**
- INITIATED PERALTA WELL**
- PARTNERED - PEBBLE BEACH RECLAMATION RE GOLF COURSES**
- PARTNERED - PURE WATER MONTEREY RECLAIMED WATER**
- PARTNERED - PACIFIC GROVE STORM RECLAMATION RE GOLF & CEMETERY**

WHY MPWMD

ITS COMMITMENT AND PERFORMANCE

- **PROFESSIONALISM**
- **SUSTAINABLE PRIORITIES AND MITIGATIONS**
- **PRACTICAL AND AFFORDABLE APPROACH TO PROBLEMS**
- **FINANCIAL INTEGRITY**
- **TRANSPARENCY AND ACCESSIBILITY**
- **SOLID SCIENCE**

THE COMMUNITY

- **HAS LOST TRUST IN CAL AM**
- **HAS TRUST IN MPWMD INTEGRITY FOR FULL & FAIR**

FEASIBILITY ANALYSIS

- **WANTS CHANGE**

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NOW OR NEVER!