

# 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



For more info on this  
project visit: [MPWMD.net](http://MPWMD.net)

# Water Management District Enjoys a Decade of Excellence



**MONTEREY**> During an election year, controversial issues are debated by voters, candidates and elected officials daily. 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 1980's and early 1990's, the District introduced two separate water supply projects that would have provided over 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 Paralta Well and the creation of the Pebble Beach Reclamation Project to the establishment of Aquifer Storage and Recovery and Pure Water Monterey Projects, the Water Management District is responsible for over 7,000 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 Stoldt. "7,000 acre-feet is 2/3rds 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 made over \$575,000 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's 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 retrofits 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 14,350 individuals, saving over 360 acre-feet of water a year."

## Public Transparency

With so much change in local and regional public agencies, the Water Management District has enjoyed unprecedented stability over the past several years. Drawing on renewed mission, values and vision statements, the special district's staff and Board of Directors have created a culture of transparency and honest communication with its constituents, businesses and other organizations and municipalities. Tough decisions are part of any public agency's day, but when those decisions involve a critical public service like water, they become that much more important. Prior to making those decisions at the committee and board levels, the District often meets with the public to receive their input, before formally discussing and voting on the issue at hand. "As stewards of the public's money, the Water Management District takes its budgeting and accounting process extremely seriously" explained the Board's Chair, Andrew Clarke. Careful planning and proper management have not only allowed the organization to fund water supply projects like Pure Water Monterey and Pacific Grove's Local Water Project, but also provide hundreds of thousands of dollars in water conservation grants to entities like the Monterey Peninsula Unified School District. This fiscal responsibility has earned the District back to back Certificate of Achievement in Financial Reporting from the prestigious Government Finance Officers Association of the United States and Canada.



## 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 those residents, businesses and visitors was illegally over-drafting 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 Seaside Basin. That plan, executed by the biologists and engineers at the Water Management District has been responsible for multiple projects including repairing streambanks of the Carmel River to prevent erosion as well as restoring the riverbeds and surrounding habitat to improve conditions for the fish and animals that live there. The District's Steelhead Rescue 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 Sleepy Hollow Fish Rearing Facility before their release back into the wild. Additionally, the District scientists are employing state of the art electronic tagging technology to learn more about how to preserve the species, having tagged almost 3,000 steelhead the past 3 years.



Pictured to the left are the banks of the Carmel River near the Schulte Bridge in Carmel Valley following years of over-pumping. Circ. early 1990's

Pictured below are the banks today following Water Management District improvement efforts.



## An Authority on Water Matters

Despite an early history filled with roadblocks 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.

# WATER MATTERS

## RECORD SETTING YEAR FOR AQUIFER STORAGE & RECOVERY PROJECT



Over 764 million gallons of  
excess Carmel River water  
stored in ground this year

That amounts to 20% of  
the Monterey Peninsula's  
yearly water use!



## Q&A

### Q: WHAT IS ASR?

**A: ASR or Aquifer Storage & Recovery** takes excess winter flows from the Carmel River and injects them into the Seaside Groundwater Basin for later use



### Fact Check:

ASR allows for the capture of winter rains that would otherwise be lost. By saving winter water and using it in the summer months, the river becomes a better habitat for threatened species like the Steelhead Trout. ASR helps the community comply with the rigid requirements of the State Water Board's orders.



### Q: WHY CAN'T WE CAPTURE MORE WATER?

**A:** The ASR Project includes a complex set of permits from multiple local, state and federal agencies. The permits allow for the maximum amount of diversions while maintaining a healthy environment for the river and the endangered species that live there.

# WATER MATTERS

## KEEP CONSERVING CENTRAL COAST!

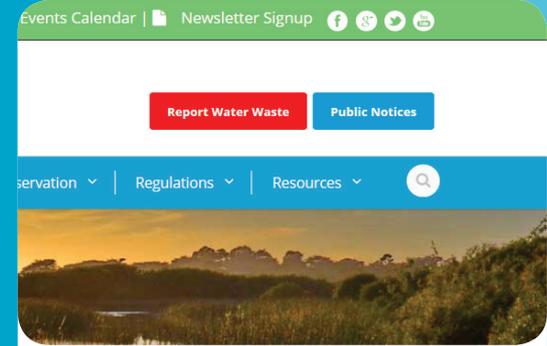
Summer is here and we want to remind you that every drop counts



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



Make sure you inspect and adjust  
your landscape irrigation

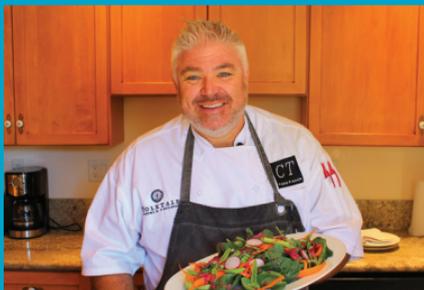


Report Water Waste by calling  
831.658.5601 or visit [mpwmd.net](http://mpwmd.net)  
and click the red button

# FROM YOUR GARDEN...



Rainwater Harvesting is an important part of water conservation. With water from spring storms we grew these veggies in our organic garden and, with the help of Folktale Winery's Chef Todd Fisher, created this beautiful Summer Rainwater Salad



# TO YOUR TABLE...



For the recipe and how you can receive generous rebates on Rainwater Harvesting systems visit [montereywaterinfo.org](http://montereywaterinfo.org)



# 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

MONTEREY  PENINSULA  
**WATER**  
MANAGEMENT DISTRICT

For more info on water  
conservation visit  
[montereywaterinfo.org](http://montereywaterinfo.org)



# WATER MATTERS

THE FUTURE OF WATER IS HERE

Construction has begun on the Pure Water Monterey project and we will be delivering safe and pure water in early 2019.



For more info on  
Pure Water Monterey  
visit [mpwmd.net](http://mpwmd.net)

# WATER MATTERS

**DAYLIGHT SAVING TIME ENDS  
NOV. 5TH AND RAIN IS ON THE WAY!  
ADJUST YOUR IRRIGATION  
CONTROLLER WHEN YOU RESET YOUR  
CLOCKS**

- Reduce your watering schedule or turn off your irrigation
- Let the weather do your watering
- Invest in a rain barrel for your gutters\*

\*Rebates available for qualified purchases



# 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

# 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