



AGENDA
Public Outreach Committee

Monday, November 24, 2025, at 2:00 p.m. | *Virtual Meeting*

COMMITTEE MEMBERS		<u>Mission Statement</u>
Alvin Edwards – Chair	Staff:	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.
Karen Paull	David J. Stoldt, General Manager	
Rebecca Lindor	Stephanie Locke, Water Demand Manager	
Alternate:		<u>Vision Statement</u>
Marianne Gawain		Model ethical, responsible, and responsive governance in pursuit of our mission.
		<u>Board's Goals and Objectives</u>
		Are available online at https://www.mpwmd.net/who-we-are/mission-vision-goals/

Join the meeting at:

<https://mpwmd-net.zoom.us/j/85826011617?pwd=vZCnGaNOX7acG1XNZF1PLjafZSQhGE.1>

Webinar ID: **858 2601 1617** | Password: **112425** | To Participate by Phone: **(669) 900-9128**

For detailed instructions on how to connect to the meeting, please click the link below:

<https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/>

Copies of the agenda packet are available for review on the District website (www.mpwmd.net) and at
5 Harris Court, Bldg. G, Monterey, CA.

Call to Order / Roll Call

Additions and Corrections to the Agenda

Comments from Public – *The public may comment on any item within the District's jurisdiction. Please limit your comments to three (3) minutes in length.*

Action Items – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

1. Consider Adoption of Committee Meeting Minutes from September 29, 2025

Discussion Items – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

2. Status of Public Outreach Projects / WellmanAd (*Verbal Report*)

3. Status of Letters of Support for Modification of the Cease & Desist Order
4. Update on Citizens Water Panel Concepts (*Verbal Report*)

Suggest Items to be Placed on Future Agendas

Adjournment

Accessibility

In accordance with Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), 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 description of the requested materials and preferred alternative format or auxiliary aid or service at least 48 hours prior to the scheduled meeting date/time. Requests should be forwarded to Sara Reyes by e-mail at sara@mpwmd.net or at (831) 658-5610.

Options for Providing Public Comment

Submission of Written Public Comment

Send written comments to District Office, 5 Harris Court, Building G, Monterey, CA or online at comments@mpwmd.net. Include the following subject line: "PUBLIC COMMENT ITEM #" (insert the agenda item number relevant to your comment). Written comments must be received by 12:00 PM on the day of the meeting. All submitted comments will be provided to the Committee, compiled as part of the record, and placed on the District's website as part of the agenda packet for the meeting. Correspondence is not read during public comment portion of the meeting.

Instructions for Connecting to the Zoom Meeting can be found at <https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/>

Refer to the Meeting Rules to review the complete Rules of Procedure for MPWMD Board and Committee Meetings: <https://www.mpwmd.net/who-we-are/board-of-directors/meeting-rules-of-the-mpwmd/>

PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

1. CONSIDER ADOPTION OF SEPTEMBER 29, 2025 COMMITTEE MEETING MINUTES

Meeting Date: November 24, 2025

From: David J. Stoldt,
General Manager

Prepared By: Sara Reyes

SUMMARY: Attached as **Exhibit 1-A** are the draft minutes of the Public Outreach Committee meeting held on September 29, 2025.

RECOMMENDATION: Staff recommends that the Public Outreach Committee review and adopt the draft minutes by motion.

EXHIBIT

1-A Draft Minutes of the September 29, 2025, Public Outreach Committee Meeting

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EXHIBIT 1-A

Draft Minutes Public Outreach Committee Meeting Monday, September 29, 2025, at 2:00 p.m. Meeting Location: Zoom

Call to Order / Roll Call

Chair Edwards called the meeting to order at 2:00

Committee Members Present

Alvin Edwards, Chair
Karen Paull

Committee Members Absent

Rebecca Lindor

District Staff Members Present

Mike McCullough, Assistant General Manager
Stephanie Locke, Water Demand Manager
Sara Reyes, Board Clerk

District Staff Members Absent

None

District Counsel Present

Michael Laredo, De Lay & Laredo

Additions and Corrections to the Agenda

None

Comments from the Public

None; no members of the public were present.

Action Items

1. Consider Adoption of April 28, 2025, Committee Meeting Minutes

On a motion by Paull and seconded by Edwards, the minutes of the April 28, 2025, committee meeting were approved on a roll call vote of 2 Ayes (Edwards and Paull), 0 Noes, and 1 Absent (Lindor).

Discussion Items

2. Status of Public Outreach Projects

Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide-deck titled, "MPWMD Public Outreach Report/May 1 to September 29." A copy of the presentation is available at the District office and can be found on the District website. Mr. Wellman highlighted the following:

May

- Brand Ad, Newsletter and social media highlighting ASR and Pure Water Monterey

June

- Printed and digital ads highlighting the Summer Splash Campaign

July

- Summer Splash boosted through social media and newsletter
- Brand ad and newsletter on Mulch Madness

August

- Brand ad and social media highlighting Car Week and Water Savings

September

- Video posted on District website highlighting Steelhead fish rescues
- Brand ad highlighting Flow Meter Rebate
- Newsletter highlighting Pure Water Monterey Open House

Other Updates

Current Public Outreach Strategy

Phil Wellman shared plans to enhance public communication through a bi-monthly Progress Newsletter featuring brief updates and links on key Water District projects. Initial topics include:

- Pure Water Monterey now supplying 60% of peninsula water
- MPWMD's filing to lift the Cease and Desist Order (CDO) and housing moratorium
- CPUC decision and DESAL project uncertainty

He emphasized the importance of timely press releases and committed to staying actively involved in publicity efforts. Advertising will continue, and the District will begin monitoring Nextdoor (a neighborhood-focused social media platform) to better understand public concerns and respond thoughtfully.

3. Discussion of Social Media Needs and Capabilities

Mike McCullough, Assistant General Manager, emphasized that effective social media management requires dedicated personnel and ongoing monitoring. He noted that AI tools can assist with drafting and modifying content for various platforms, serving as a helpful resource. Additional website-related items may be revisited in future discussions.

4. Review of Pure Water Monterey Expansion Ribbon Cutting Events

Mike McCullough confirmed that invitations were sent for the upcoming event. The opening video begins at 10:35 AM, followed by speakers and a closing at 11:15 AM, with lunch and tours to follow. Final preparations are underway.

Phil Wellman added that a public open house will be held Saturday, with 200 tour spots available and fewer than 50 remaining. A reminder will be sent out.

Additionally, a staff appreciation lunch will be held Monday at the treatment plant for agency staff involved in the project, with seven District employees attending.

5. Discuss Formation of Citizens Panel on Water Supply Issues

Mike McCullough discussed aligning with the March 2025 strategic goals to increase public engagement in water supply issues. He proposed revisiting the topic in November, suggesting a "champions group" model focused on educating the public rather than forming a formal advisory panel.

The goal would be to share the District's expertise with the community, helping residents better understand water-related challenges and solutions.

Suggest Items to Be Placed on a Future Agenda

- District website review and potential use of AI
- Recap of PWM Ribbon Cutting Event (?)
- CPUC Activities/Updates
- CDO Activities/Updates

Adjournment

There being no further business, Chair Edwards adjourned the meeting at 3:20 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on _____.

Received by the MPWMD Board of Director's on _____.

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PUBLIC OUTREACH COMMITTEE

ITEM: DISCUSSION ITEM

3. STATUS OF LETTERS OF SUPPORT FOR MODIFICATION OF THE CEASE & DESIST ORDER

Meeting Date:	November 24, 2025	Budgeted:	N/A
From:	David Stoldt General Manager	Program/ Line Item No.:	N/A
Prepared By:	David Stoldt	Cost Estimate:	N/A

General Counsel Review: N/A

Committee Recommendation: N/A

CEQA Compliance: This does not constitute a project as defined by the California Environmental Quality Act Guidelines Section 15378.

SUMMARY: The District filed an application to modify the Cease and Desist Order on October 24, 2025. Shortly thereafter, staff sent requests for letters of support to 41 local and statewide organizations including city councils, chambers of commerce, hospitality and business groups, our legislative delegation, housing advocates, developers, and others.

To date, we have received 11, 3 more have been approved, and others are under review by the organizations. District staff will do follow-up communication in early December.

The templates provided are attached as **Exhibit 3-A**.

EXHIBITS

3-A Templates for Letters of Support

EXHIBIT 3-A

VIA EMAIL

November 1, 2025

Dr. Juliet Christian-Smith, Deputy Director Water Rights
State Water Resources Control Board
1001 I Street,
Sacramento CA 95814

RE: Letter of Support for Modifications to the Cease and Desist Order WR 2016-0016

Dear Dr. Christian-Smith:

On behalf of <BLANK ORGANIZATION>, we respectfully request the State Water Board to modify the Cease and Desist Order (CDO) to allow the Monterey Peninsula to increase its much-needed housing requirements and experience modest economic development.

The Pure Water Monterey project, which came online in 2021, coupled with the Monterey Peninsula's longstanding commitment to water-wise conservation strategies for both commercial and residential water consumption, has resulted in California American Water (Cal-Am) not exceeding the legal amount of water available from the Carmel River for the past four years. With the addition of the Pure Water Monterey Expansion project coming online, there is no threat of Cal-Am exceeding legal limits in the foreseeable future. This was confirmed by the California Public Utilities Commission (CPUC) in a decision adopted on August 14th, 2025.

The current moratorium on new connections was put in place by the CPUC in response to the 2009 Order WR 2009-0060 by the State Board. This restriction on setting any new water meters in the service area could be lifted if the State Board were able to rescind Condition 2 of the CDO.

Our communities and vested stakeholders are eager to start fulfilling the Regional Housing Needs Allocation (RHNA) in order to have more affordable housing options for local workforce employees. Working to align business and housing interests for the benefit of our members is a win for all communities on the Monterey Peninsula.

The members of <BLANK ORGANIZATION> encourage you and the State Water Board members to modify the Cease-and-Desist Order to allow our area the opportunity to have some independence in developing projects that work for our residents and businesses.

Sincerely,

<BLANK ORGANIZATION>

VIA EMAIL

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State Water Resources Control Board
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Our communities and vested stakeholders are eager to start fulfilling the Regional Housing Needs Allocation (RHNA) in order to have more affordable housing options for local workforce employees. Working to align business and housing interests for the benefit of our members is a win for all communities on the Monterey Peninsula.

Our members and organization support construction of the Monterey Peninsula Water Supply Project desalination plant and firmly believe this facility is the only permanent and sustainable water supply for the community moving forward. However, until this new supply is online, we support this current effort to rescind Condition 2 of the CDO and allow for the construction of new housing and creation of local jobs.

The members of <BLANK ORGANIZATION> encourage you and the State Water Board members to modify the Cease-and-Desist Order to allow our area the opportunity to have some independence in developing projects that work for our residents and businesses.

Sincerely,

<BLANK ORGANIZATION>