MPWMD Public Outreach Report

August 31 – October 26



Wellman

Eblast / Summer Splash Winners
SEPTEMBER 22
Opened: 4,690 / 24% / Clicks: 199



Brand Ad / Mulch Madness
SEPTEMBER 24
MC Weekly & Pinecone / Half page



Two Cubic Yards of Mulch per Service Address

Only California American Water or Monterey Peninsula Water Management District Customers are eligible to participate.

You must bring a California American Water bill and photo ID showing where the mulch will be used.

After entering ReGen Monterey on Charlie Benson Road, turn right at the four-way stop, follow Mulch Madness signs to Keith Day Landscape Supply. Stay in vehicle and drive through verification station before proceeding to loading area. Mulch will be loaded into pick-up trucks with assistance from a tractor. Bring your own tarp to cover mulch during transportation.

Wellman

Eblast / Mulch Madness
SEPTEMBER 30
Opened: 6,552 / 33% / Clicks: 206



Wellman

Eblast / Internship Fair at CSUMB
OCTOBER 5
Opened: 6,150 / 31% / Clicks: 240

Monterey Peninsula Water Management District

View Legal Proceedings, Hearings and Trials

Eminent Domain Trial / Oct. 19 – 23

Monterey Superior Court Case: Monterey Peninsula Water Management District vs. California-American Water Company
Judge Rivamonte / Department 14
Case Number: 23CV004102

This trial is the first major phase of MPWMD's ongoing effort to execute a public buyout of Cal-Am's water system. The trial started Monday, October 19 and tentatively ends October 23. It starts at 8:30am each day.

Zoom link: https://www.zoomgov.com/j/1610002630
Passcode: 141414 (don't forget to mute yourself)
Conference Dial-In: 669.254.5252

State Water Board Considers Modifying CDO / Nov. 5

The State Water Resources Control Board (SWRCB) will hold a hearing to consider modification of California American Water Company's Cease-and-Desist Order (CDO).

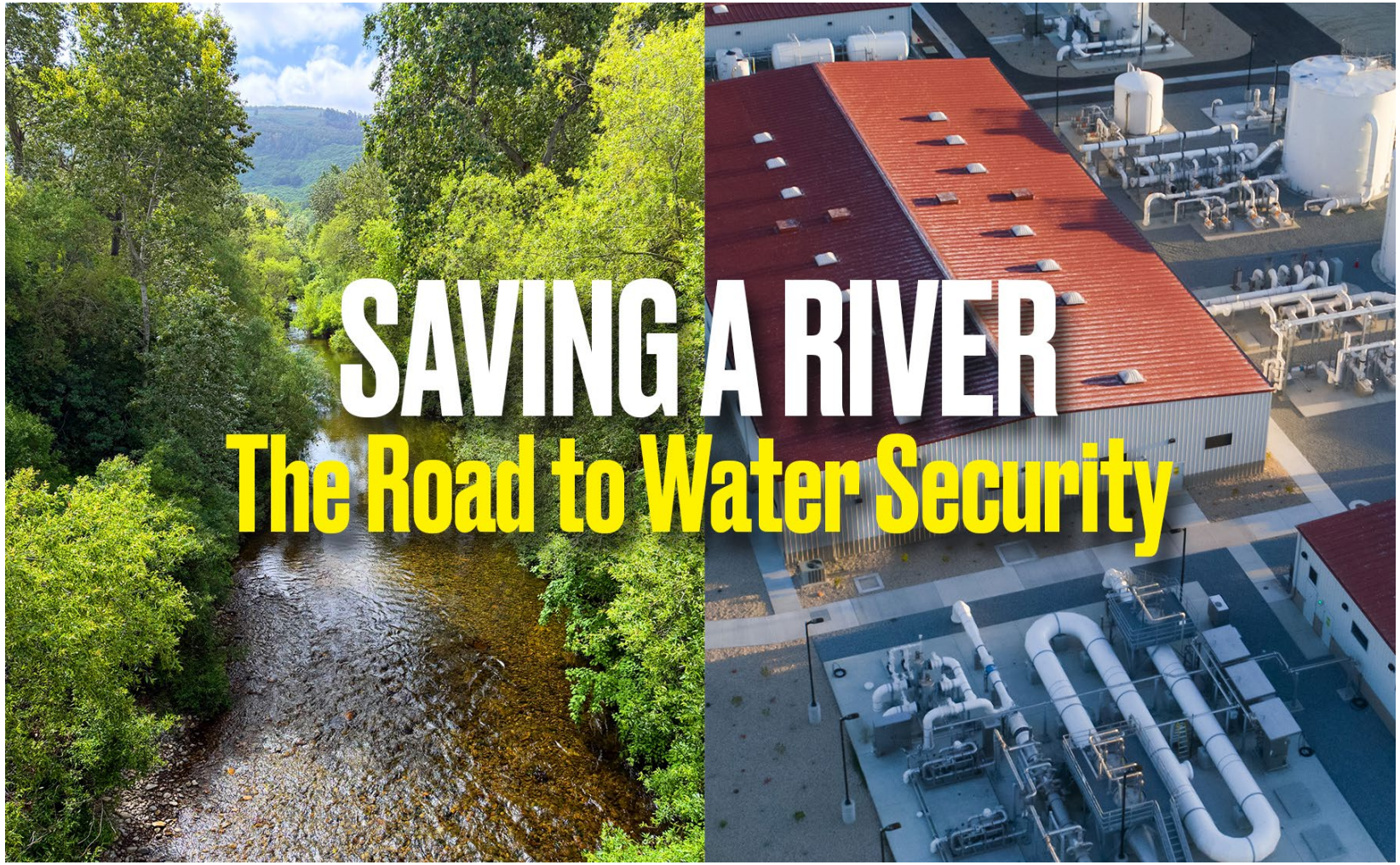
Wellman

Eblast / Legal Proceedings
OCTOBER 22
Opened: 6,809 / 35% / Clicks: 273



Wellman

Brand Ad / Conserve & Sustain Series
OCTOBER 22
MC Weekly & Pinecone / Half page


SAVING A RIVER
The Road to Water Security

Pure Water Monterey Documentary

Joint Project of M1W and MPWMD

Phase One: Carmel River Filming (completed)

Phase Two: Finalize Research and Development

- History timeline completed (but growing)
- Finalize Story Arc
- Select people to interview
- Select Carmel River film clips & archival images
- Finalize filming schedule
- Finalize timeline and budget for remaining project