

# MPWMD PUBLIC OUTREACH REPORT

May 1 to September 29



# Bank on it.

**OVER 2 BILLION gallons of water now stored in the Seaside Aquifer.**

Between ASR and Pure Water Monterey, we now have 70% of an entire year of customer water demand in storage for future use.

Over the past 3 years, our Aquifer Storage and Recovery (ASR) program has averaged almost a half billion gallons of stored water per year.

Visit [MPWMD.net](http://MPWMD.net) for more.

**MONTEREY PENINSULA WATER MANAGEMENT DISTRICT**

Carmel River surplus from winter rains is pumped into the Seaside aquifer

May 15, 16

- **BRAND AD**
- ASR / PWM Ad
- Half page - MC Weekly, Pinecone



Between Pure Water Monterey and our Aquifer Storage and Recovery (ASR) program, we now have 70% of an entire year of customer water demand in storage for future use.

Over the last 3 years, our ASR program has contributed an average of almost a half billion gallons a year from the Carmel River winter rain surplus.

Visit [MPWMD.net](http://MPWMD.net) for more.

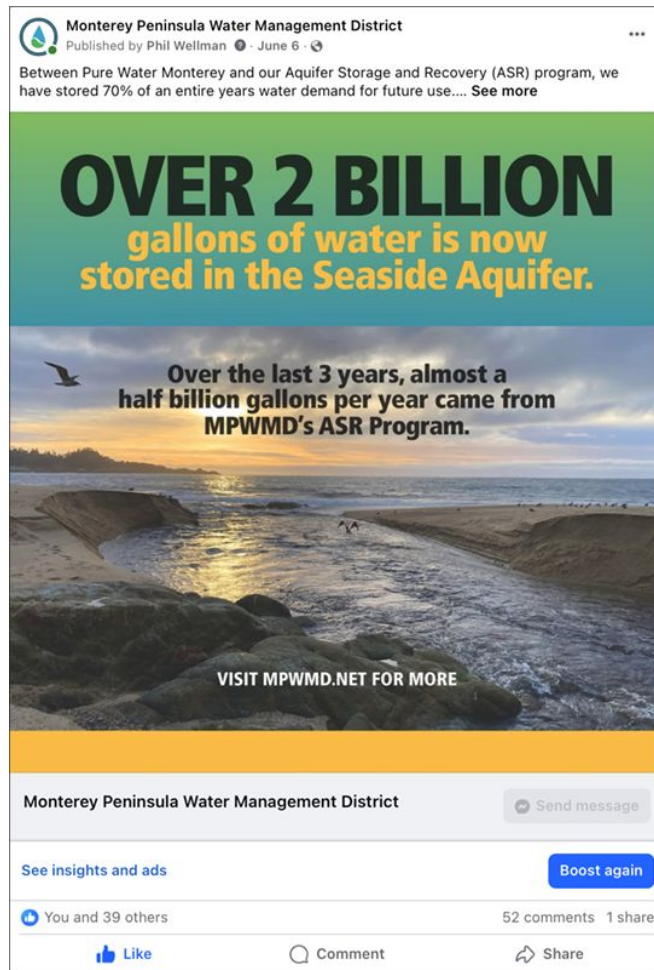


Like or follow. Join the water dialogue.

**MPWMD.NET**

## May 15

- **NEWSLETTER**
- ASR / PWM
- Recipients: 19,994 / Opened: 6,640 / Clicks: 55



## May 20

- **SOCIAL MEDIA**
- ASR / PWM / Boosted
- Facebook / 116 (39 likes / 52 comments)
- Instagram / 1,060 (9 likes)





June 26 thru July 31

- **Summer Splash Campaign**
- Full Page - MC Weekly, Pinecone
- Digital Ads – Monterey Bay Parent
- Results – 478 Entries (+48 over previous year)

**Monterey Peninsula Water Management District**  
Published by Phil Wellman · July 25 ·

NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. The sweepstakes is open only to California-American Water Company water customers in the Monterey County D... [See more](#)



MONTEREYWATERINFO.ORG

**Summer Splash 2025 | Monterey Water Conservation**

Summer Splash 2025 NO PURCHASE NECESSARY TO ENTER OR WIN. V... [Book now](#)

[See insights and ads](#) [Boost again](#)

21 1 share

Like Comment Share

## July 25

- **SOCIAL MEDIA**
- Summer Splash / Boosted
- Facebook / 116 (21 likes)
- Instagram / 1,060 (50 likes)



**NO PURCHASE NECESSARY TO ENTER OR WIN.** Void where prohibited. The sweepstakes is open only to California-American Water Company water customers in the Monterey County District of California who complete and submit a Summer Splash Water Challenge Giveaway entry form ("gameboard") with correct answers online at [www.montereywaterinfo.org/waterchallenge](http://www.montereywaterinfo.org/waterchallenge) by July 31, 2025 at Midnight and who are at least 18 years of age as of the date of entry. **CLICK FOR MORE INFO.**

July 9, 28, 31

- NEWSLETTER
- Summer Splash
- Recipients: 19,844 / Opened: 7,758 / Clicks: 169

# MULCH MADNESS



**FREE  
Truckload  
or Bags**

**JULY  
26**

**Two Cubic Yards of Mulch per Service Address**

Only California American Water or Monterey Peninsula Water Management District Customers eligible to participate. **Must bring water bill showing where mulch will be used and photo ID.**

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.

Bagged mulch will also be available in smaller quantities for those without a truck. Supplies may be limited and are on a first-come, first-served basis. For personal use only. Not for resale.

**Sat., July 26, 9am to 2pm / 14201 Del Monte Blvd. in Salinas**  
**831.658.5601**






**July 17, 18**

- **Brand Ad**
- Mulch Madness
- Half page: MC Weekly, Pinecone
- Results: 200 people showed up



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**Two Cubic Yards of Mulch per Service Address**

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

**Must bring water bill showing where mulch will be used and photo ID.**

After entering the landfill entrance, 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.

Bagged mulch will also be available in smaller quantities for those without a truck. Supplies may be limited and are on a first-come, first-served basis. For personal use only. Not for resale.

**Saturday, July 26, 9am to 2pm / 14201 Del Monte Blvd., Marina Landfill**

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Like or follow. Join the water dialogue.

MPWMD.NET

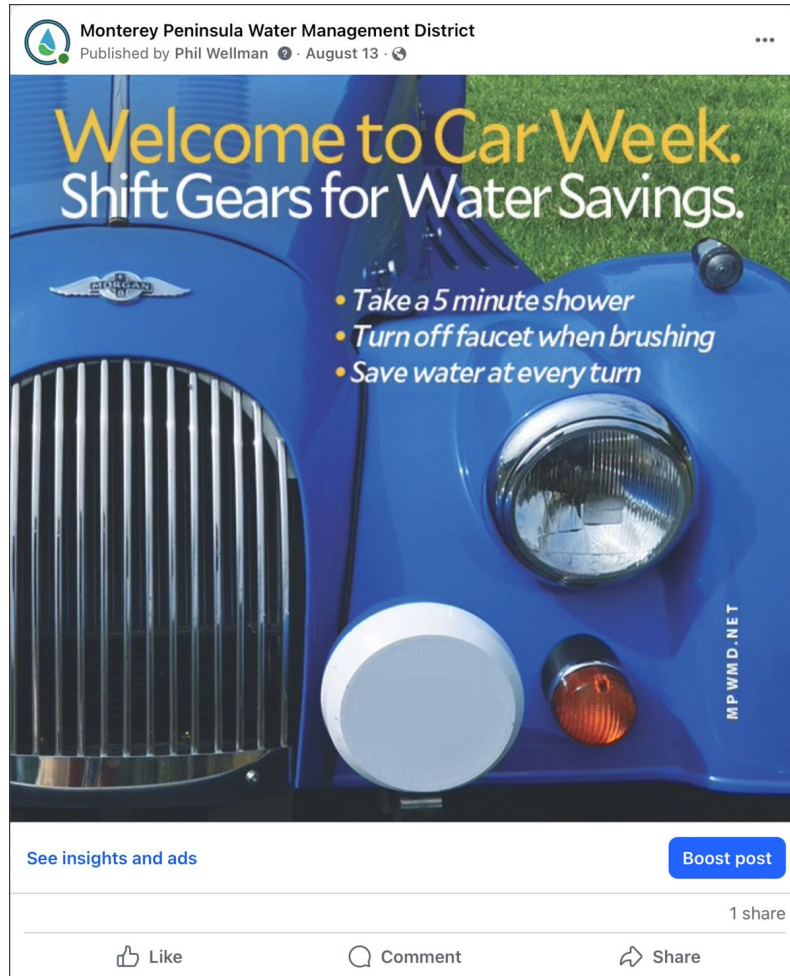
## July 22

- **NEWSLETTER**
- Mulch Madness
- Recipients: 21,132 / Opened: 8,019 / Clicks: 40



## August 1

- **Brand Ad**
- Car Week
- Half page: MC Weekly, Pinecone



## August 1

- **SOCIAL MEDIA**
- Car Week
- Facebook / 116 (1 share)
- Instagram / 1,060 (3 likes)



MONTEREY PENINSULA  
WATER  
MANAGEMENT DISTRICT

About | Cal-Am Buyout | Water Supply | Environmental Stewardship | Real Estate Transactions | Permits | Conservation & Rebates | Resources


# Conserve and Sustain.

PUBLIC NOTICES

MEETINGS AND AGENDAS

REGIONAL WATER DATA


## PENINSULA NEWS



### Pure Water Monterey Expansion on Track for 2025

In January, the final phase of the PWM Expansion project was initiated on former Ft. Ord property. When completed, two new wells will inject 2,250 acre-feet per year (730 million gallons) of new drinking water into the Seaside Groundwater Basin for Peninsula use.


[READ MORE >](#)



### Steelhead Rescued from Drying Portions of the Carmel River

Every Spring, the Carmel River begins to dry out, trapping thousands of Steelhead in shallow pools along the river. Depending on size, those fish are either rescued and taken to the rearing facility at Sleepy Hollow or released into the ocean to one day return to spawn.

[SEE VIDEO >](#)



### Free Landscape Seminars Benefit from Master Gardeners




The virtual landscape seminar series is currently underway and will continue through November. The seminars are sponsored by MPWMD, Cal Am, and the Water Awareness Committee and will help you design, install, and manage your landscape using the Watershed Approach.

[READ MORE >](#)

**OFFICE LOCATION:**  
5 Harris Court, Building G  
Monterey, CA 93940  
Hours: Monday-Friday, 9am-4pm  
Map & Directions  
Office Closure Dates

**MAILING ADDRESS:**  
MPWMD  
P.O. Box 85 Monterey, CA  
93942-0085

**PERMITS AND CONSERVATION OFFICE:**  
Phone: (831) 658-5601  
Fax: (831) 644-9560  
**REPORT WATER WASTE**  
waste@mpwmd.net  
**REQUEST PUBLIC RECORDS**  
Email Request

**ADMINISTRATIVE OFFICES**  
Phone: (831) 658-5600  
Fax: (831) 644-9560  
email: info@mpwmd.com  
**FOLLOW US:**  



**NEWSLETTER**  
NAME  
EMAIL  

SUBSCRIBE

September 1

- PENINSULA NEWS
- Steelhead Video





## Take control of your water use.

**Smart flow meters can monitor both indoor and outdoor water use.** They measure water down to a fraction of a gallon and can send usage data to a cell phone app. Some can also alert you through text or a web portal to leaks or plumbing malfunctions.



**Most smart flow meters can be installed with no modification to existing plumbing.** Some models can be easily clamped to your home's incoming water pipe next to the shut off valve.

### Get a \$200 Rebate\*

**Smart flow meters can be purchased online or from your local hardware store.** To receive a Smart Flow Meter Rebate, purchase a qualifying device and submit the receipt and rebate application to MPWMD, P.O. Box 85, Monterey CA, 93940 or email the documents to [conserve@mpwmd.net](mailto:conserve@mpwmd.net). See [montereywaterinfo.org](http://montereywaterinfo.org) for details and application form.

**LEARN MORE ABOUT THESE TOP BRANDS:**  
**Bluebot:** [bluebot.com](http://bluebot.com)  
**Flume:** [flumewater.com](http://flumewater.com)  
**Phyn:** [phyn.com](http://phyn.com)  
**Flo by Moen:** [moen.com/flo](http://moen.com/flo)  
**Alert Labs:** [alertlabs.com](http://alertlabs.com)  
**SimpleSUB Water:** [simplesubwater.com](http://simplesubwater.com)

\*Rebate up to \$200 or actual cost if less. Available only to customers of the Cal-Am Monterey District and MPWMD.

## September 15

- Brand Ad
- Flow Meter Rebate
- Half page: MC Weekly, Pinecone





**SATURDAY, OCTOBER 4, 2025**

### **EXPANSION OF PURE WATER MONTEREY Advanced Water Purification Facility**

Construction of the expansion of Pure Water Monterey is nearing completion, and we are ready to celebrate this exciting milestone with the community.

Take a walking tour of Pure Water Monterey's expanded facility and see the advanced technology used to replenish the Seaside Groundwater Basin. Following the tour, grab a complimentary treat and water-wise information.

### **RESERVE YOUR SPOT TODAY**

**REGISTRATION REQUIRED**

**TIME:** Tours every 20 minutes.

First tour @ 11:00 am; final tour @ 2:00 pm

**LOCATION:** Marina, CA

Address and details on facility access provided with registration

### **QUESTIONS?**

Email [outreach@my1water.org](mailto:outreach@my1water.org)

[www.montereyonewater.org/rsvp](http://www.montereyonewater.org/rsvp)

## **September 23**

- **NEWSLETTER**
- PWM Open House
- Recipients: 22,129 / Opened: 6,544 / Clicks: 133
- Sept. 29 – 147 out of 200 tickets reserved



### **PURE WATER MONTEREY WILL NOW DELIVER 60% OF PENINSULA WATER**

The Pure Water Monterey (PWM) project, funded and built by Monterey One Water, MPWMD (District), and Marina Coast Water, currently provides 38% of the Peninsula's water. Construction of a 2,250 acre-feet-per-year (AFY) expansion has been completed on schedule and will begin providing 60% of the Peninsula's water next month. [MORE.](#)

### **MPWMD FILES WITH STATE TO LIFT CDO AND HOUSING MORATORIUM**

The Pure Water Monterey (PWM) project, funded and built by Monterey One Water, MPWMD (District), and Marina Coast Water, currently provides 38% of the Peninsula's water. Construction of a 2,250 acre-feet-per-year (AFY) expansion has been completed on schedule and will begin providing 60% of the Peninsula's water next month. [MORE.](#)

### **CPUC DECISION ON WATER SUPPLY AND DEMAND UNCLEAR ON DESAL**

The Pure Water Monterey (PWM) project, funded and built by Monterey One Water, MPWMD (District), and Marina Coast Water, currently provides 38% of the Peninsula's water. Construction of a 2,250 acre-feet-per-year (AFY) expansion has been completed on schedule and will begin providing 60% of the Peninsula's water next month. [MORE.](#)

## **CURRENT PUBLIC OUTREACH STRATEGY**

- Inform, Educate, Correct Misinformation, Reassure, Advocate
- Demonstrate Transparency (differentiate - fact v fiction)
- Bi-Monthly Newsletter – Progress Highlights / Hot Topics
- Publicity – Stay current
- Advertising
- Social Media – Next Door, Instagram, Facebook,
- Presentations, Town Halls