

MPWMD PUBLIC OUTREACH REPORT

September 1 to February 25



GET CERTIFIED

Become a MWELO Certified Irrigation Auditor!

More certified auditors are needed! Since 2010, an irrigation audit has been required for landscape projects that are subject to the Model Water Efficient Landscape Ordinance (MWELO) or a local water efficient landscape ordinance. Consider adding this service to your business.

Who Conducts an Irrigation Audit?

An irrigation audit is performed by a certified irrigation auditor and cannot be the project designer or installer.

What is an Irrigation Audit?

An irrigation audit is an unbiased verification that installation was done according to the approved plans and MWELO requirements.

2-Day Class Includes:

You will learn how to assess irrigation system performance, conduct field tests, and calculate accurate watering schedules based on plant water use, soils, and local weather data. This class provides foundational information for the certified landscape irrigation auditor exam.

TRAINING: Oct 22 and 23, 2024 / Seaside, CA

Fee: Member \$350 | Nonmember \$450 (includes manual)

Registration closes October 4

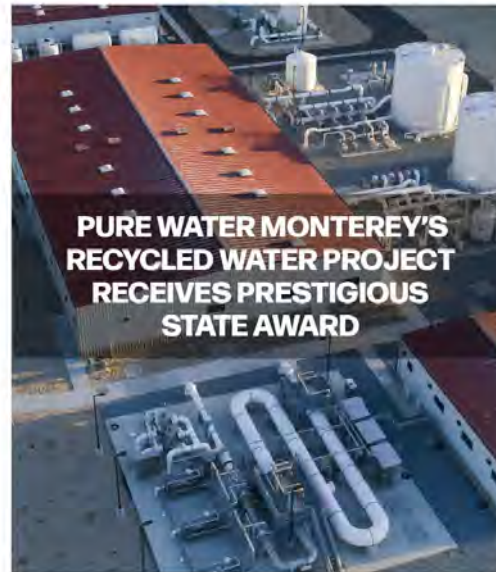
irrigation.org

[REGISTER](#) / [Go to About](#) > [Events Calendar](#)



September 12, 13

- **BRAND AD**
- Become certified irrigation auditor
- Half page - MC Weekly, Pinecone



On September 16, 2024 the Pure Water Monterey water supply project received another prestigious award from Industry association WaterReuse California. It recognized the Monterey Peninsula Water Management District (Water Management District), California American Water, and Marina Coast Water District as water visionaries and presented them with the "2024 Recycled Water Customer of the Year" award for their innovation and steadfast support of advance-purified, recycled water. The award was presented during a ceremony at the association's annual conference in Garden Grove, CA on Monday.

Partnership creates lasting benefits for today and many generations to come

These three organizations helped develop the innovative Pure Water Monterey Project that is bringing a sustainable water future to communities along the Monterey Peninsula. Their public-private partnership has created lasting benefits for the entire region – for today

September 19

- **NEWSLETTER**
- PWM receives state award
- MPWMD, Cal Am, Marina Coast recognized as visionaries
- Recipients: 20,371 / Opened: **9,487**



Pictured (left to right) are District Board Vice Chair George Riley, CFO Nishil Bali, District Board Chair Amy Anderson.

MPWMD Receives Certificate for Excellence in Financial Reporting

Government Finance Officers Association of the United States and Canada (GFOA) has awarded the Certificate of Achievement for Excellence in Financial Reporting to Monterey Peninsula Water Management District for its annual comprehensive financial report for the fiscal year ended June 30, 2023. The report has been judged by an impartial panel to meet the high standards of the program, which includes demonstrating a constructive "spirit of full disclosure" to clearly communicate its financial story and motivate potential users and user groups to read the report.

The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

October 24

- **NEWSLETTER**
- District recognized for excellence
- Recipients: 20,312 / Opened: 8,949



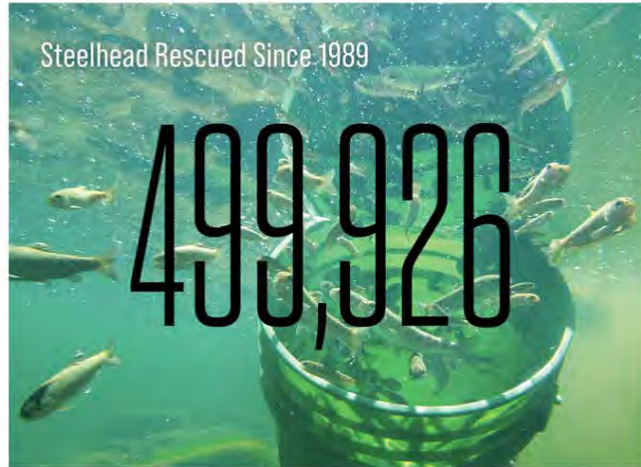
Carmel River Steelhead Rescued Since 1989

MPWMD.NET



November 14,15

- **BRAND AD**
- Steelhead rescued since 1989
- Half page - MC Weekly, Pinecone



Restoring the Carmel River Steelhead Population

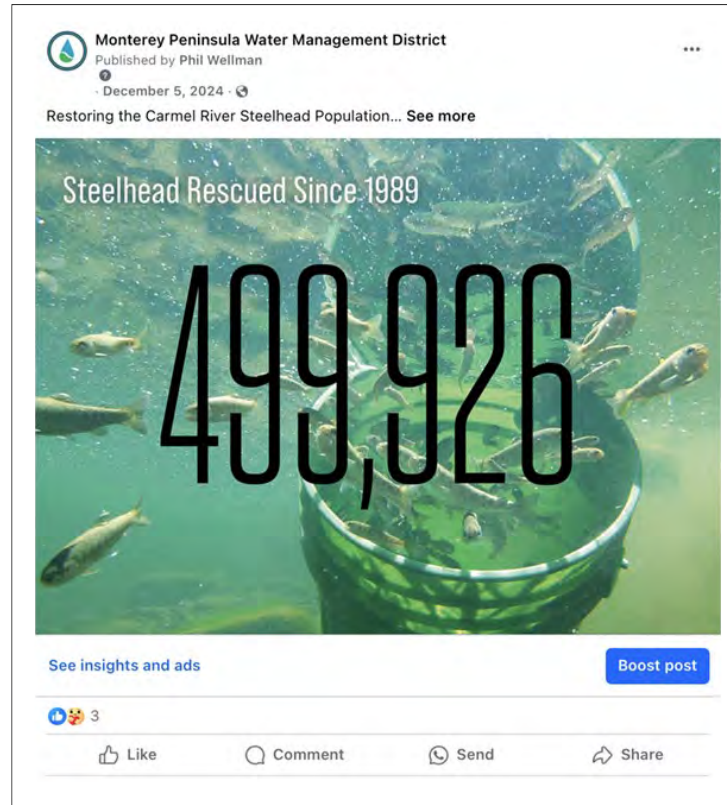
Since 1989, the Monterey Peninsula Water Management District (MPWMD) has rescued almost 500,000 steelhead from drying portions of the Carmel River. The overall goal of the fish rescue and rearing program is to cultivate the growth of naturally-born juvenile steelhead and assist in the restoration, conservation, and maintenance of the population to return the steelhead to viable levels in the Carmel River.

Rescue and rearing greatly reduces the negative environmental impacts caused by diversion of surface and subsurface streamflow in the lower twenty-four miles of the Carmel River.

Rescued steelhead are either released into flowing upstream habitat or transported to MPWMD's Sleepy Hollow Steelhead Rearing Facility. When dry sections are replenished by the winter rains, the steelhead can be released into the river to continue their natural lifecycles. [Learn more >](#)

November 21

- **NEWSLETTER**
- Steelhead restoration story (web link)
- Recipients: 20,283 / Opened: 9,364
- Clicks: **318**



December 1

- **SOCIAL MEDIA**
- Steelhead rescued since 1089
- Facebook followers – 112 (+14)
- Instagram followers – 978 (+20)

Winter rains will arrive soon.
Turn off your irrigation
and let the weather do the watering.

MPWMD.NET



MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

December 12,13

- **BRAND AD**
- Irrigation Alert / Turn it off
- Half page - MC Weekly, Pinecone



By David Stoldt, General Manager, MPWMD

The Pure Water Monterey Expansion is expected to come online by the end of 2025. Funded and built by Monterey One Water, Monterey Peninsula Water Management District, and Marina Coast Water, it will expand the recycled water supply on the Peninsula to over 50% of existing customer demand and will provide for new housing and jobs.

Due to Cal Am's overdrafting of the Carmel River, the California State Water Board issued a Cease & Desist Order (CDO) in 2009 that continues to prevent water from being used for new projects. As of December 31, 2021, the new water supply from Pure Water Monterey ended Cal Am's overdrafting, but the State still has not lifted the CDO.

Water District preparations are currently underway to allocate the new water supply from the Expansion. Preparations include: 1) Allocating a portion of the water supply to local cities for new growth, 2) Anticipation of a decision from the California Public Utilities Commission (CPUC) that will update water supply and demand estimates and could help lift the CDO, and 3) Petitioning the State to lift the CDO and significantly expand housing and jobs.

Allocation of New Supply


The Expansion project is expected to bring an additional 2,250 acre-feet per year of new water supply to the Monterey Peninsula. The Water District is in the process of allocating a

December 26

- **NEWSLETTER**
- 2025 Expansion, Allocation, Lift CDO
- Recipients: 19,958 / Opened: **15,755**

Monterey Peninsula Water Management District
Published by Phil Wellman
January 15

YOUR WATER DISTRICT WILL BE BUSY IN 2025... See more



Monterey Peninsula Water Management District

Send message

See insights and ads


Boost again

33

11 comments 9 shares


January 1

- **SOCIAL MEDIA - Boost**
- 2025 Announcement
- Facebook followers – 112 (+14)
- Instagram followers – 978 (+20)



NOW.
Get
Realtime
Rainfall
and
Streamflow
Data.

mpwmd.net
Have fun with our New digital gizmo on the New MPWMD website.



January 23, 24

- **BRAND AD**
- Gizmo / Rainfall & Streamflow gauge
- Half page - MC Weekly, Pinecone



**Get the Same Access to
Rainfall and Streamflow Data
as our Hydrologists**



Check Out GIZMO at MPWMD.net

MPWMD's new, easy-to-use hydrologic portal brings together data from gauges strategically located throughout the Carmel Watershed and beyond. Find answers to real-time and historical weather questions. Get useful data about rain, streamflow, reservoir levels, and more at our new website: MPWMD.net — Answer questions like:

- How much did it rain last night?
- How much rain have we gotten so far this year?
- Is the Lagoon going to breach?
- Are you storing rainwater in the Seaside aquifer (ASR)?
- How close is the Carmel River to flood stage?
- Can you show me the Doppler radar for this storm?

Experts from MPWMD use the data to make decisions about water supply operations, steelhead rescues, and water rights. Cal Am uses it to monitor water pumping from the Carmel River and avoid over-drafting the aquifer. Residents can use it to see whether there's enough water in the river for kayaking or fly fishing. It's there for all of us to use — a big orange tab on the middle-left of the MPWMD website home page that says [Rain & Streamflow Data \(Gizmo\)](#).

January 30

- **NEWSLETTER**
- Same access, Development, Watershed
- Recipients: 20,125 / Opened: 7,017
- Clicks: **275**

Monterey Peninsula Water Management District
Published by Phil Wellman
February 3 at 2:17 PM

GET ANSWERS LIKE—HOW MUCH DID IT RAIN LAST NIGHT?... See more

**Get the Same Access to
Rainfall and Streamflow Data
as our Hydrologists**



Check Out GIZMO at MPWMD.net

Monterey Peninsula Water Management District

February 3

- **SOCIAL MEDIA**
- Gizmo
- Facebook followers – 112 (+14)
- Instagram followers – 978 (+20)

We're injecting!

Surplus Carmel River rainwater is now being stored in the Seaside Aquifer.

A Half Billion Gallons of rainwater were injected into the Seaside Aquifer in 2024. That's enough water to serve 8,000 Monterey Peninsula homes for a year.

Visit MPWMD.net for more Rain & Streamflow Data.



February 13, 14

- BRAND AD
- ASR Injection
- Half Page - MC Weekly, Pinecone

Monterey Peninsula Water Management District
Published by Phil Wellman
February 14 at 5:19 PM · 🌐

SURPLUS CARMEL RIVER RAINWATER IS NOW BEING STORED IN THE SEASIDE AQUIFER. ...
[See more](#)

We're injecting!

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT

ASR
Aquifer Storage and Recovery injection well in Seaside.

Monterey Peninsula Water Management District [Send message](#)

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

👍 125 9 comments 10 shares

February 14

- **SOCIAL MEDIA - Boost**
- ASR injection
- Facebook followers – 112 (+14)
Likes: **125** / Shares: **10**
- Instagram followers – 978 (+20)



FREE LANDSCAPE SEMINARS



Create an amazing garden that benefits from the insights of master gardeners.

Four valuable principles will make you Watershed Wise:

- Size and site your rainwater capture area
- Develop a palette of climate-appropriate plants
- Learn to apply essential design principles
- Create a successful planting plan

FREE Virtual Landscape Seminars

3/05/25	6:00 PM - 7:30 PM	Design Your Own Garden
3/18/25	6:00 PM - 7:00 PM	Find and Fix Outdoor Leaks
4/10/25	6:00 PM - 7:30 PM	Shade and Other Challenges
4/29/25	6:00 PM - 7:00 PM	Grow Roses & Daffodils in Drought
5/14/25	6:00 PM - 7:15 PM	Pets & Kid Friendly Landscapes
6/19/25	6:00 PM - 7:15 PM	Drip Irrigation Fundamentals

REGISTER NOW

February 20

- **NEWSLETTER**
- Free Landscape Seminars
- Co-Sponsors: MPWMD, CA, WAC
- Recipients: 19,741 / Opened: 7,472
- Clicks: **102**

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

Two District Board Members End Four-Year Terms

David Stoldt, MPWMD General Manager (far left) and George Riley, Incoming Board Chair (far right) congratulate Mary Adams, Monterey County Board of Supervisors Representative, and Mark Eisenhardt, Division 3 Representative, for their outstanding contributions.

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 >](#)

Half a Billion Gallons of Rainwater Stored for Future

Last winter, MPWMD injected 495 Million Gallons from the Carmel River into the Seaside Groundwater Basin—the third best ASR injection season ever! That's enough water to serve 8,000 homes for a year. We now have 3,677 acre-feet stored in the ground for future use in a dry period.

[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

NEWSLETTER

NAME

EMAIL

SUBSCRIBE

PERMITS AND CONSERVATION OFFICE:
Phone: (831) 658-5601
Fax: (831) 644-9558

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:

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WEBSITE

- New website launched in October
- ADA Compliance just added (Userway)
- World's top accessibility solution
- Meets Intl. regulations for \$490 year
- Uses AI to detect and fix code issues
- Menu access w/ widget

The image shows a screenshot of the Monterey Peninsula Water Management District website. The website header includes the logo and navigation links: "About | Cal-Am Buyout | Water Supply | Environmental Services". The main content area features a large blue banner with the text "Conserve and..." and a section titled "PENINSULA" with two news articles. The first article is "Two District Board Members End Four-Year Terms" and the second is "Pure Water Monterey on Track for 2025". The footer contains "OFFICE LOCATION", "MAILING ADDRESS", and a "NEWSLETTER" sign-up form. An "Accessibility Menu (CTRL+U)" is overlaid on the right side of the page, listing various accessibility features such as "Screen Reader", "Contrast +", "Smart Contrast", "Highlight Links", "Bigger Text", "Text Spacing", "Pause Animations", "Hide Images", "Dyslexia Friendly", "Cursor", "Tooltips", "Page Structure", "Line Height", "Text Align", "Dictionary", and "Saturation".

WEBSITE

- ADA Accessibility Menu



2025 PLAN

Lift CDO – Drumbeat for year

- 2 to 3 minute video
- Expand awareness & inform
- Gather support for Petition to Modify