

MPWMD PUBLIC OUTREACH REPORT / August 28, 2023

Projects completed since our last Public Outreach meeting

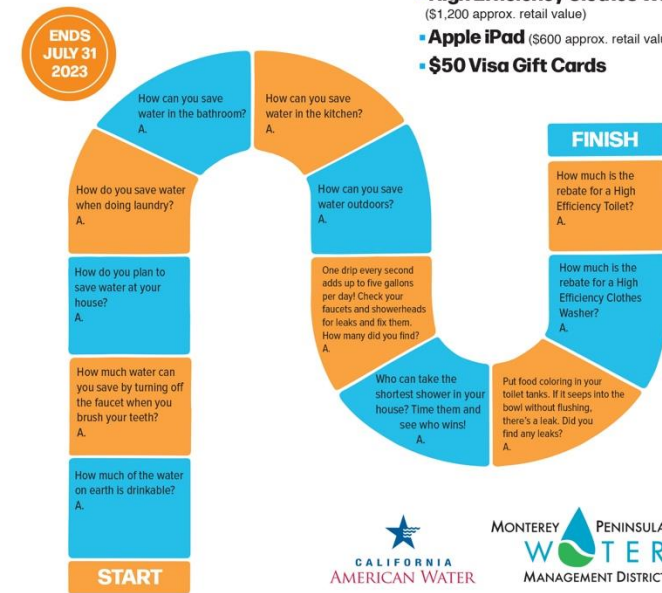
SUMMER SPLASH!

Win BIG in Our Water Challenge Giveaway

Complete Our Water Challenge Gameboard at:
[MontereyWaterInfo.org/Water Challenge](http://MontereyWaterInfo.org/WaterChallenge)

PRIZES INCLUDE:

- High Efficiency Clothes Washer (\$1,200 approx. retail value)
- Apple iPad (\$600 approx. retail value)
- \$50 Visa Gift Cards



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 by mail postmarked by July 31, 2023 to MPWMD Summer Splash, P.O. Box 85, Monterey CA, 93942 or online at www.montereywaterinfo.org/waterchallenge by July 31, 2023 and who are at least 18 years of age as of the date of entry. Start: 12:01 a.m. PDT on 7/1/2023; deadline: 11:59 p.m. PDT on 7/31/2023. One (1) Winner will receive a High Efficiency Clothes Washer (ARV \$1,200), one (1) Winner will receive a iPad (ARV \$600), four (4) Winners will receive a \$50 Visa Gift Card (ARV \$50).

OFFICIAL RULES: www.montereywaterinfo.org/waterchallenge_officialrules.pdf SPONSORS: Monterey Peninsula Water Management District, 5 Harris Ct, Building G, Monterey CA 93940 and California-American Water Company, 511 Forest Lodge Road, Pacific Grove CA 93950

July 1

- Summer Splash
- Ad Campaign
- MC Weekly, Carmel Pinecone, Monterey Bay Parent Magazine



SUMMER SPLASH!

Win BIG in Our Water Challenge Giveaway

PRIZES!
High Efficiency Clothes Washer
Apple iPad
\$50 Visa Gift Cards

Play Now

ENDS MONDAY JULY 31

START

How much of the water on earth is drinkable?
A.

How much water can you save by turning off the faucet when you brush your teeth?
A.

How do you plan to save water at your house?
A.

How do you save water when doing laundry?
A.

How can you save water in the bathroom?
A.

How can you save water outdoors?
A.

One drip every second adds up to five gallons per day! Check your faucets and showerheads for leaks and fix them. How many did you find?
A.

Who can take the shortest shower in your house? Time them and see who wins!
A.

Put food coloring in your toilet tank. If it seeps into the bowl without flushing, there's a leak. Did you find any leaks?
A.

How much is the rebate for a High Efficiency Toilet?
A.

How much is the rebate for a High Efficiency Clothes Washer?
A.

FINISH

MONTEREY CALIFORNIA AMERICAN WATER

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT

July 13, 27

- Summer Splash
- Newsletter mailing (2)
- 22,000 Deliveries / 8,600 Opens

Monterey Water Conservation

Home Rebates Events Mulch Madness Conservation Tips Water Warriors About Us Contact

Summer SPLASH!

Find Answers and Win **BIG** in our Water Challenge Giveaway
High Efficiency Clothes Washer / Apple iPad / \$50 Visa Gift Cards

(Scroll down for entry requirements & details)

Get Started

ENDS JULY 31 2023

START

How much of the water on earth is drinkable?
A.

How much water can you save by turning off the faucet when you brush your teeth?
A.

How do you plan to save water at your house?
A.

How do you save water when doing laundry?
A.

How can you save water in the bathroom?
A.

Who can take the shortest shower in your house? Time them and see who wins!
A.

Put food coloring in your toilet tanks. If it seeps into the bowl without flushing, there's a leak. Did you find any leaks?
A.

One drip every second adds up to five gallons per day! Check your faucets and showerheads for leaks and fix them. How many did you find?
A.

How can you save water outdoors?
A.

How can you save water in the kitchen?
A.

How much is the rebate for a High Efficiency Toilet?
A.

How much is the rebate for a High Efficiency Clothes Washer?
A.

FINISH

July 1

- Summer Splash
- 14-page website
- Campaign Results
 - 2022 – 198 entries
 - 2023 – 469 entries



Welcome.
Have a great
Car Week!
Shift
gears
for water
savings.

- Please take a five minute shower
- Turn off the water when brushing
- Save 50+ gallons while you're here

Thanks. MPWMD.net

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT


Aug 10,17

- Car Week
- Branding Ads
- MC Weekly, Carmel Pinecone

Monterey Peninsula Water Management District
Published by Phil Wellman · August 16 at 3:57 PM · 🌐

- Please take a five minute shower
- Turn off the water when brushing your teeth
- Try to save 50+ gallons while you're here

Thanks. <http://www.MPWMD.net>



Welcome.

Have a great Car Week!
Shift gears for water savings.

Monterey Peninsula Water Management District
The MPWMD is a California Special District.

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

👍❤️ 93 6 comments

August 10

- **Car Week**
- **Social Media Boost**
- 93 likes
- Followers – 48 to 74 (+26)
 - (since July 1)



Ban on Non-Functional Turf is Readopted

The State Water Board's readoption of the ban on decorative grass signals the need for Californians to continue using water wisely. Although water conditions have improved in our region, conserving and storing water remains critical.

The State Water Board has extended its ban on irrigation of non-functional turf with drinking water through 2024. This ban applies to commercial, industrial, and institutional areas, including HOA common areas. There is no ban on the use of recycled water for those applications. See [The Emergency Regulation to Ban Decorative Grass Watering](#) for more.

This ban does not include residential lawns or trees, sports fields and turf regularly used for human recreational purposes or civic or community events.

Wasteful Water Uses Also Prohibited

For all Californians, prohibition on wasteful water uses remains in effect. It includes refilling fountains without recirculating pumps, overwatering landscapes, watering grass within 48 hours of rainfall, etc. See [The Emergency Regulation to Prohibit Wasteful Water Uses](#) for more. Locally, MPWMD always prohibits water waste.

August 24

- **Ban on Non-Functional Turf**
- **Newsletter**
- **22,000 Deliveries / 8,600 Opens**

CURRENT PROJECTS

- **Website**
 - Met with staff to acquire feedback
 - Worked with Dave and Stephanie to integrate feedback
 - Reviewed visitor behavior analytics (last 4 months)
 - Adjusted Sitemap – Menus and dropdowns
 - Initiating design phase

CURRENT PROJECTS

- **Buyout Hearing**