

2021

**Monterey Peninsula
Water Conservation Program
Annual Report**



PREPARED BY

CALIFORNIA AMERICAN WATER, COASTAL DIVISION



**CALIFORNIA
AMERICAN WATER**

EXECUTIVE SUMMARY

This report documents conservation efforts undertaken by California American Water's Coastal Division during 2021 pursuant to the Partial Settlement Agreement between the Office of Ratepayer Advocates, the Utility Reform Network, and California-American Water Company on Revenue Requirement as to the Conservation Budget for the Monterey District, which was adopted by the California Public Utilities Commission (CPUC) in Decision 12-06-016.

California American Water has prepared this report to provide a record of the Central Division's water conservation programs and activities implemented in 2021. Reports for previous years are available by contacting California American Water's Monterey District or can be found online on the California American Water and Monterey Peninsula Water Management District's joint conservation website, www.montereywaterinfo.org.

California American Water's Monterey County District continued to offer one of the most comprehensive water conservation programs in the state during 2021. With the COVID-19 pandemic continuing in 2021, and the Company's decision to limit field work and reduce exposure of employees, onsite Water Wise House calls remained on hold. Water Wise House calls continued as phone and facetime inspection and virtual assistance session as well as, webinars. Google Earth was also used to view customer landscaping and meter location. In addition, California American Water partnered with the Monterey Peninsula Water Management District and offered customers for the second year an opportunity to win a clothes washer or iPad by participating in a conservation game board contest. California American Water's free rain sensor installation program achieved an all-time high customer response when social media and email blasts were used to promote the program. Utilizing social media campaigns increased installations by 75%.

The Monterey conservation rebate program continued providing some of the most generous incentives for indoor and outdoor water efficiency upgrades for both residential and non-residential customers. Monterey's innovative and extensive conservation program offerings are a significant and effective element in managing the water supply limitations present in the area. In 2021 California American Water's professionally trained conservation staff provided 309 phone consultation Water Wise House calls. This helped to detect indoor and outdoor leaks through use of data logging capabilities that determine daily and hourly usage for up to a 90 day period, address inefficient water use, and, using FaceTime, to assist with landscape appropriate irrigation scheduling and assure Best Management Practice compliance for non-residential customers. All these efforts have significantly contributed and continue to contribute to Monterey's unique conservation culture having one of the lowest per capita residential water usages in the State.

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CONTENTS

	1
EXECUTIVE SUMMARY	2
California American Water, Coastal Division– 2021 Programs	5
Summary of California American Water Programs	5
Table 1. California American Water 2021 Programs	5
Residential Audits (Water Wise House Calls)	6
California American Water Leak Detection Kits	7
Leak Detection through Data Logging	8
Residential & Commercial Plumbing Retrofit	9
Table 2. Coastal Division: Residential Plumbing Retrofit Detail	9
Residential and Commercial Rebates (MPWMD Rebates)	10
Table 3. Monterey Rebate Program Summary	10
Rain Sensor Installation Program	11
Table 4. Monterey Peninsula Monthly Rainfall 2012-2021	12
Weather Adjusted Consumption in the Coastal Division	12
Customer Assistance/Energy Joint Direct Install Program	12
Location of Homes Served Income Water/Energy Joint Direct Install Program	13
Table 5. Low Income Assistant Program – Monterey Areas Served	13
School Education and Outreach	14
ZunZun School Performances	14
Water Awareness Committee Activities	15
Conservation Events	15

Summer Splash Water 2 Challenge Giveaway	16
Monterey County Fair	17
COVID-19	23

California American Water, Coastal Division– 2021 Programs

Summary of California American Water Programs

The programs for 2021 are summarized and described in the following table.

TABLE 1. CALIFORNIA AMERICAN WATER 2021 PROGRAMS

Table 1. Monterey County District: Conservation Programs									
Name of measure, as listed in Decision or Settlement	Description of measure	Authorized budget 2021	# of units / activities	\$ per unit, activity, etc.	Total \$ spent	Estimated water savings per unit/year (AF)	Unit lifespan (years)	Estimated Annual measure savings (AFY)	Estimated Lifetime measure savings (AF)
Conservation Staff/training/Workshops	Conservation staffing	\$21,667		N/A	\$4,308	n/a	n/a	n/a	n/a
Public Information programs	Advertising, PSAs, Community Events	\$100,000		n/a	\$139,938	n/a	n/a	n/a	n/a
School Education programs	ZunZun Program	\$5,000	13	n/a	\$7,373	n/a	n/a	n/a	n/a
Residential Water Audits	Residential audits (in-house and vendor)	\$8,333	309	in house & contractor	\$9,179	0.04	5	12.36	61.8
Low Flow Fixtures (see table 9)	Conservation devices	\$14,500	-	varies	\$27,868	varies	5	7.24	36.18
Rebates	Residential and non-Res	\$366,667	1023	varies	\$344,248	varies	varies	11.78	145.16
Soil Moisture and Rain Sensor Install Program	direct install	\$8,333	90		\$29,277	varies			
Low Income Water/Energy Direct Install	CAW/PGE program	\$25,000	115	varies	\$14,000	0.0425	20	4.89	97.75
Landscape Upgrade Grant Program	Public landscape retrofit	\$15,000	1	n/a	\$1,163	varies		0	0
CII and Large Landscape Conservation (Audits)	CII & LL Audits	\$50,000	7	varies	\$3,371	0.66	5	4.62	23.1
New Framework Geospatial Analysis	Prepare of DWR Targets	\$21,799	-	n/a	\$0.00	n/a	n/a	n/a	n/a
Total		\$621,999			\$580,728			44.24	380.79

Residential Audits (Water Wise House Calls)

California American Water continued to shift its onsite Water Wise House Call Program to Water Wise phone consultations in 2021 due to the ongoing Covid 19 pandemic to limit field work and reduce exposure of employees.

This method enabled customers to make an appointment with the conservation staff to discuss their home or business water usage, potential water saving opportunities, instructions to perform DIY (do it your own) leak checks, to potentially spot water waste on the property and promote water savings. All forms of technology were used to assist the customer such as Face Time iPhone conversations where customers at times would display their irrigation controllers and review the settings. Google Earth map was also utilized for the conservation staff to view the landscaping and meter location. There were a total of 309 Water Wise House Call Phone consultations.

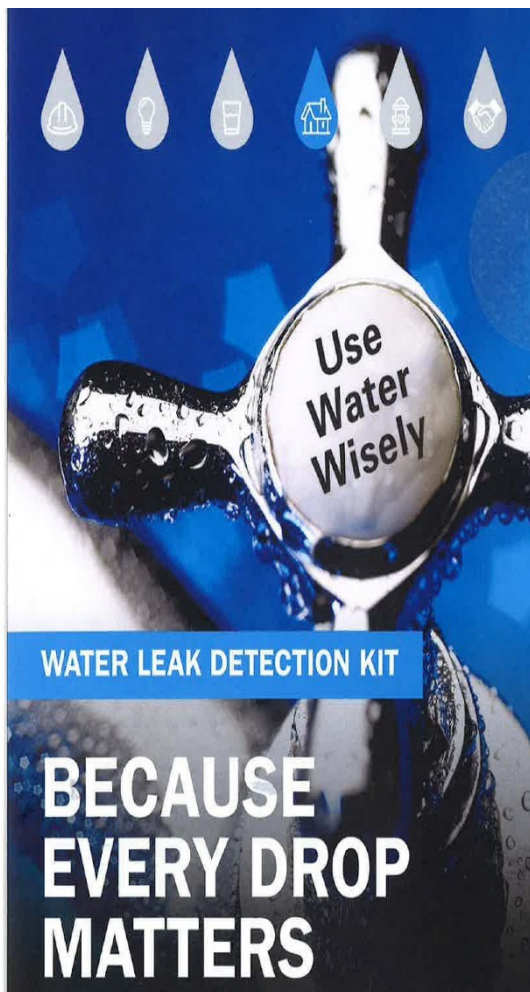
During the Water Wise House Call Phone consultation, California American Water identified common inefficiencies and water waste in many of the residences. The most commonly found issues were:

- Toilet, faucet, and tub spout leaks
- Irrigation controllers set for long runtimes or malfunctions
- Broken or outdated high flow sprinkler heads and leaking irrigation control valves
- Seized or leaking water supply shut off valves to home and or sprinkler systems

Any California American Water customer with a service call or a Water Wise House Call Phone consultation, would receive a DIY leak kit, that included a California Edition practical plumbing handbook, with pictorial and written directions on how to investigate and repair leaks, toilet leak detection tablet kit, educational handouts depicting water conservation savings and tips and resources related to indoor and outdoor water savings.

California American Water Leak Detection Kits

California American Water provided customers in 2021 with a guide on how to detect the most common and not so common leaks indoors and outdoors. Not so common leaks typically are found with water heaters, boilers, dishwashers, water softeners and more. The guide was mailed to customers and also provided for water wise house calls. Included in the packet were leak detection tablets for detecting toilet leaks.



At American Water, we are committed to environmental stewardship and the responsible management of our precious natural resources. By using this leak detection kit to identify and repair water leaks, you can help make a difference in your monthly bill while conserving water.

COMMON INDOOR LEAKS

THE LEAKY TOILET

Accounting for more than 95 percent of all water waste, toilet leaks are caused by worn or damaged parts in the toilet flush tank. (Toilet flushes account for about 100 gallons of the water use in your house each day. That's about 40 percent of the average household use.)

Some of these leaks will empty directly into the sewer line without leaving any clues. Even so, you can check for these leaks. Common causes include:

Float arm problems

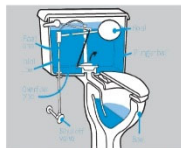
Remove the lid from the top of the flush tank. See if the overflow pipe and the plunger ball are working properly. Do this by flushing the toilet, watching the tank mechanism and listening. You should hear the water flow shut off.

If the water does not shut off, check the water level. If it has risen above the overflow pipe, gently bend the float arm down and flush again.

You may need to replace the plunger ball if the water level is about one inch below the top of the overflow pipe and you still hear water flowing.

A tiny pinhole

A pinhole opening below the overflow pipe's water line could produce an



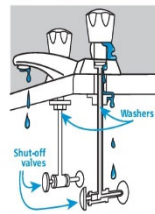
Water in the overflow pipe could also be caused by a pinhole in the float or a worn washer on the inlet line.

invisible leak. Check for this by shining a flashlight down into the overflow pipe. If you see running water, you have a leak that should be repaired.

Defective plunger ball (flapper valve)

This is often a silent leak which causes the tank to continually drain and refill. Check for a worn or improperly seated plunger ball (flapper valve) by dropping one of the dye-tracing tablets (included with this Kit), or a few drops of food coloring, into the toilet tank. Do not flush. If a leak exists, the dye-colored water will seep into the bowl in about five minutes. If it does, the plunger ball (flapper valve) may need to be replaced or realigned.

THE LEAKY FAUCET



A slow drip can waste as much as 20 gallons of water each day.

A dripping faucet

A slow drip can waste as much as 20 gallons of water each day. A mere 1/16-inch leak wastes 100 gallons of water each day. With that much water — and money — going down the drain, it's important to get leaky faucets fixed as soon as possible.

If you notice that a faucet is dripping, first try closing it tightly. If it continues to drip, the most likely cause is a worn or wrong-size seat washer (also

COMMON INDOOR LEAKS CONTINUED

called a stem washer). With just a little effort, you may be able to replace the washer yourself. You may need an adjustable wrench, a standard blade screwdriver, and a Phillips screwdriver for older plumbing fixtures. It may be more economical to rebuild or replace the faucet if it is washerless.

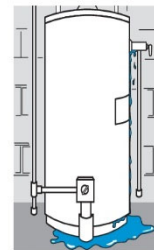
Changing a washer

Before you start, turn off the water supply to the faucet by closing the fixture's shut-off valve. Most kitchen

and bathroom faucets have shut-off valves under the sink. Turn the valve clockwise until it's tight. This shuts off the water to the sink only, and does not affect the water service for any other part of the house.

Be certain that the replacement washer is the same size as the worn one (if the worn washer was the correct size). If you need help, bring the worn washer to your plumbing supply or hardware store, and the store representative can help you match it with a new one.

NOT-SO-COMMON INDOOR LEAKS



Water dripping down the side of the tank could mean the pressure release valve is stuck.

Water heater tank

The pressure valve release could be stuck. This valve is most often found near the top of the tank, and is usually a large brass fitting threaded into the tank. If it's not working properly, water will be leaking from it, dripping down the side of the tank and accumulating on the floor.

Boiler

Listen for the sound of running water. If it is continuous and does not stop and start periodically, your boiler system may have a leak.

Water softener

If you have a water softener, it could be wasting water if it is not recycling properly. The cycling

process, regulated by a timer, often occurs between 2 a.m. and 4 a.m. You're likely to have a problem in this unit if you constantly hear the sound of running water.

Washing machine

If you see water on the floor near the machine, it could mean a leak. You may want to call your washing machine repair service.

Humidifier

Water accumulated beneath the unit could be a sign of a leak. If the overflow discharge is piped into a sewer or drainage line, you may not find any visual signs of a leak. Listen for running water. If it's continuous, the float valve could be stuck.

Fire suppression systems

Many newer homes and businesses have fire suppression systems. If so, check to make sure that the sprinkler heads are tight and not leaking.

Dishwasher

Water accumulated on the floor near the unit could be a sign of a leak. You may want to call your dishwasher repair service.



Leak Detection through Data Logging



California American Water has a program where Conservation staff was able to identify leaks and difficult-to-diagnose high water bills by utilizing meter reading data logging software and downloading up to 90 days of usage, hour by hour, from the company's electronic meters (representing approximately 90% of the meters currently installed).

California American Water's billing system has a trigger in place to identify high usage bills before they are processed and mailed to customers. When such high use is detected, a Field Service Representative is typically dispatched for an initial visit to verify the meter reading and will notify the customer of the high usage and report the findings to the customer service department. Often the customer is already aware that they had a leak and had it repaired. If a customer has an unexplained high bill or disputes the amount of usage, Field Service and Conservation staff can download 90 days of daily and hourly usage right at the meter from 90% of the meters that have data logging capabilities. The data collected is then given to the conservation department to evaluate. If the customer does not know why the consumption is higher than normal, the Water Conservation Specialist will make an appointment and evaluate the customer's indoor fixtures as well as their irrigation system, they also provide a copy of the hourly usage history to the customer.

Of the 566 data logs that were evaluated in 2021, this technology assisted us in determining the root cause of many high-water bills. By evaluating hourly usage patterns of instances of high-water use, staff was able to pinpoint improperly programmed irrigation controllers, leaks in the irrigation system, toilet leaks, service line leaks, and hoses left running. The report also allows for identification of potential backflow issues which could compromise the quality of the water system and pose potential health risks to our customers. The Conservation Department also found that customers' irrigation controllers were set and, at times reset after, to temporarily align with California American Water Rule 14.1.1's two day a week watering schedule, Wednesdays and Saturdays in order to avoid raising a red flag during conservation visits.

Residential & Commercial Plumbing Retrofit

California American Water has been offering various free water saving devices for its residential and commercial customers including showerheads and kitchen faucet aerators with a flow rate of 1.5 gallons per minute, bathroom faucet aerators with a flow rate of 0.5 gallons per minute, leak detection tablets/kits and outdoor water saving tools such as soil moisture meters and hose nozzles that automatically shut off when not in use.

In 2021, California American Water tracked the distribution of the various water saving devices to identify the total number of each device distributed. The various devices were distributed to California American Water customers in a variety of means including community events, California American Water Front Desk (walk in customers), upon customer request, and special giveaway offer advertised in ads and email blasts.

In addition to the items listed above, California American Water also offered a variety of outdoor devices. The total number of each water saving device distributed in 2021 to California American Water’s residential customers in Monterey are listed in [Table 2](#)

TABLE 2. COASTAL DIVISION: RESIDENTIAL PLUMBING RETROFIT DETAIL

Table 2. Monterey County District: Residential Plumbing Retrofit- Detail							
Name of measure, as listed in Decision or Settlement	# of units provided	\$ per unit, activity, etc.	Total \$ spent 2021	Estimated water savings per unit/year (AF)	Unit lifespan	Estimated Annual measure savings (AFY)	Estimated Lifetime measure savings (AF)
Showerheads	931	\$4.39		0.0062	5	5.77	28.86
Handheld Showerheads	22	\$11.90		0.0062	5	0.14	0.68
Kitchen Faucet Aerators	460	\$1.75		0.0017	5	0.78	3.91
Leak Detection tablets	350	\$0.06		0.0007	5	0.25	1.23
Leak Detection Kits	325	\$1.35		0.0007	5	0.23	1.14
Dish Squeegees	210	\$1.95		unknown	5	unknown	unknown
Hose spray nozzle	250	\$3.88		unknown	5	unknown	unknown
Soil Probe/Moisture meter	140	\$2.50		unknown	5	unknown	unknown
	2,688		\$27,868			7.24	36.18

Residential and Commercial Rebates (MPWMD Rebates)

Monterey County District's rebate program is funded by California American Water but administered by MPWMD. California American Water has been working closely with the MPWMD to implement advertising campaigns and press releases that draw customers to attention to the rebate program. Rebates are offered during all water wise house calls and conservation events. During 2021, \$344,248 was refunded for purchase and installation of the many items covered by the Rebate Program.

TABLE 3. MONTEREY REBATE PROGRAM SUMMARY

Rebate Type	Rebate Paid	Number of Devices	Acre Feet per Device	Estimated AFA	Gallons Saved (approximate)
High Efficiency Toilet (HET)	\$33,504	563	0.005	2.8150	917,271
Ultra HET	\$6,041	49	0.01	0.4900	159,667
ToiletFlapper	\$0.00	0		0.0000	0
High Efficiency Dishwasher	\$17,375	138	0.003	0.4140	134,902
High Efficiency Clothes Washer-Res	\$248,676	516	0.0161	8.3076	2,707,040
High Efficiency Clothes Washer-Com	\$0.00	0	0.09	0.0000	0
Instant Access Hot Water System	\$3,597	20	0.005	0.1000	32,585
Zero Use Urinals	\$0.00	0	0.02	0.0000	0
Pint Urinals	\$0.00	0	0.008	0.0000	0
Cisterns	\$23,875	20			
Smart Controllers	\$1,632	20		0.0000	0
Rotating Sprinkler Nozzles	\$260	65		0.0000	0
Moisture Sensors	\$47	0		0.0000	0
Lawn Removal and Replacement	\$9,241	3		0.0000	0
Graywater	\$0.00	0		0.0000	0
Total	\$344,248	1394		12.1266	3,951,465

Rain Sensor Installation Program

In 2021, California American Water continued its Rain Sensor Installation Program through its contractor WaterWise Consulting. A total of 749 rain sensors have been installed since the program began in 2011 for residential & multi-residential customers. In 2021, a total of 86 rain sensors were installed for residential customers.

The rain sensor is a device that has great water savings capability. When it rains, the rain sensor automatically signals an irrigation controller to stop watering and allows watering to resume when needed. Pictured is the actual rain sensor that is provided free of charge to residential and multi residential customers.

The advantages to a California American Water customer of having a rain sensor installed on their irrigation controller are the following:

- Saves money on customer water bills by automatically shutting of the irrigation system when it rains
- Prevents overwatering which can lead to diseases that damage turf and plants
- Prolongs the life of the customer's irrigation system because the system only runs when necessary
- Saves money on fertilizer – Overwatered turf and plants wash away nutrients into the drainage system which means the customer needs to add more fertilizer.



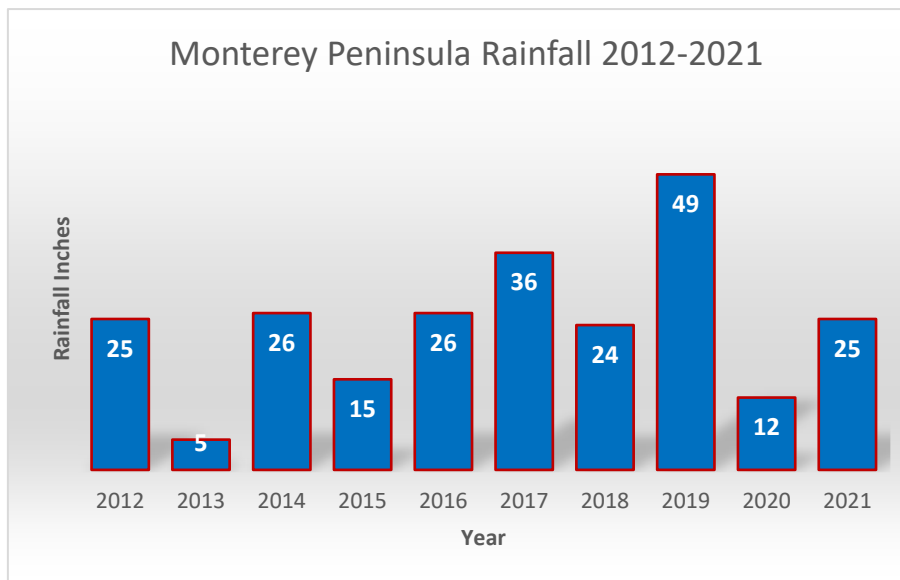
Potential candidates for rain sensors are customers who have second homes and cannot quickly turn off their irrigation systems, and customers who have been billed in the higher tiers of California American Water's five-tiered residential rate structure. The rain sensor savings are most realized during the months of January through April and during the months of November and December, indicating possible over-irrigation occurring during those particular months. These customers would have irrigated during period of rains and possibly have usage into the higher rate tiers.

To promote the program, California American Water sent a postcard to its residential and multi residential customers and utilized an email blast program to contact the customers with email addresses. Using email campaigns to contact customers with email addresses was very successful and also cost efficient. In a one-month period, we received 120 customers interested in the program.

**TABLE 4. MONTEREY PENINSULA MONTHLY RAINFALL 2012-2021
(LOS PADRES DAM WEATHER STATION)**

Weather Adjusted Consumption in the Coastal Division

California American Water staff produced an analysis of weather-adjusted consumption in the Coastal Division by calculating the acre-feet consumed per rainfall inch. (This information is provided under separate cover.) As expected, overall consumption is highest during the summer months and lower during the winter months. Consumption also rises as rainfall decreases: from 2012 through 2021, consumption was highest when rainfall was lowest (2013) and conversely, consumption was lowest when rainfall was highest (2019).



Customer Assistance/Energy Joint Direct Install Program

California American Water continued its partnership with Pacific Gas and Electric Company (PG&E) to offer a first of its kind Water-Energy Joint Partnership Direct Install Program for its Customer Assistance Program customers in 2021. The program provides low-income residential customers with free home water and energy upgrades to make their home more energy and water efficient. Partnering with PG&E allowed both utilities to share costs as part of an Energy Savings Assistance Program (ESA) Water pilot where California American Water provided funding for the cold-water conservation measures (Toilets, Toilet Flappers, Hose nozzles) and water conservation education. PG&E provided funding for all hot water measures (Faucet aerators, showerheads, thermostatic valves, water heater leak repair, etc.). This joint program provided

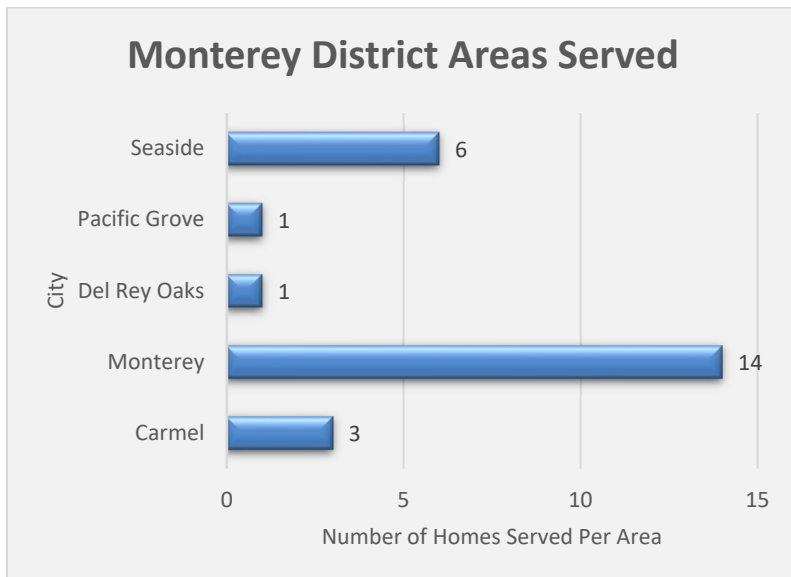
participating customers the convenience of a single contractor visit and single contact to the program administrator instead of separate water and energy audits and multiple installation visits.

In addition to the energy, home weatherization and water measures, California American Water customers also received an indoor and outdoor water home audit and received a brief water conservation education at their home. In 2021, a total of 25 Monterey households were served. This partnership was the first Water/Energy Joint program of its kind in California and served as a model for similar programs now developed in other areas of California. Funding for California American Water’s portion of the program came from CPUC authorized conservation program funds for low-income direct install programs.

Location of Homes Served Income Water/Energy Joint Direct Install Program

The following chart shows a breakdown of the cities in each of the Monterey District that were served by Water/Energy Joint Direct Install Program.

TABLE 5. LOW INCOME ASSISTANT PROGRAM – MONTEREY AREAS SERVED



School Education and Outreach

ZunZun School Performances



California American Water, through its partnership with the Water Awareness Committee of Monterey County, a local nonprofit organization, continued to offer school presentations by the ZunZun

performance group, that performs a water conservation themed musical show.

In 2021, ZunZun provided twelve 45-minute performances within California American Water’s service territory. Due to the continued COVID-19 pandemic, Zun Zun presented virtual assemblies to several schools with included online performances such as the Watershed Card Matching Game where kids played together at home developing vocabulary and reinforcing science standards with a fun card game online while remembering to save water. In August of 2021, ZunZun resumed its in person presentations covering topics such as the water cycle, watershed, indoor conservation and conservation tips, including information about fixing leaks.

ZunZun offers two shows, the Musical WaterShed and the Water Beat. Students were also encouraged to participate either through the virtual performances and in person performances through a song and dance presentation of the water cycle. Conservation tips were also presented for students such as taking shorter showers, not letting the faucet run and notifying their parents when they see leaks at home. The virtual and in person performances reached a total of 3,786 students.

Date	School	Assembly Type	Number of Students	City
3-26-21	Del Rey Woods	Virtual	413	Monterey
3-28-21	Monte Vista	Virtual	365	Monterey
3-27-21	Forest Grove	Virtual	357	Pacific Grove
3-28-21	Robert Down	Virtual	462	Pacific Grove
3-30-21	Bay View Academy	Virtual	397	Monterey
4-4-21	Ord Terrace	Virtual	392	Seaside
8-24-21	Highland	In Person	333	Seaside
9-20-21	Del Rey Woods	In Person	413	Monterey
12-8-21	Monte Vista	In Person	365	Monterey
12-14-21	San Carlos	In Person	289	Monterey

Water Awareness Committee Activities

California American Water coordinated with the Water Awareness Committee (WAC) by attending conservation meetings monthly, and discussing ways to educate the public and conservation awareness. Due to COVID-19, the group's normal activities, such as sponsoring on a yearly basis the Water Awareness Day Celebration at the Monterey County Fair and other local events were cancelled. WAC did continue its support for ZunZun children's education program by shifting from on-site assemblies to online education which was very well received. California American Water customers are always encouraged to visit the WAC website which has extensive resources for rain water catchment, pest control, xeriscaping, etc.

Conservation Events

California American Water in partnership with the Monterey Peninsula Water Management District maintained an effective and active conservation program in 2021 despite the COVID-19 pandemic shutdowns. The company switched customer facing conservation programs to safe distancing opportunities by providing multiple educational webinars, social media posts, billing inserts, and targeted E-blasts to assist customers with water and energy efficiency programs as well as assisted income programs. These activities include participating in multiple district online classroom seminar series conducted by landscape professionals G3 Green Gardens Group. In addition, California American Water and the Monterey Peninsula Water Management District sponsored a class with Sustainable Del Rey Oaks, a volunteer environmental non-profit group on the Monterey Peninsula, who are creating a more sustainable future by fostering environmental and community building initiatives for the health, safety and resilience of their residents.

The webinar classes included:

- Rainwater Harvesting
- Firescaping the Landscape to reduce vulnerability
- Landscape Design
- Rainwater Catchment
- Building the Soil Sponge and Compositing

The WaterWise Landscape Basics webinars were directed to residential customers which generated 455 registrations and 259 participants.

Summer Splash Water 2 Challenge Giveaway

In addition, California American Water joined the Monterey Peninsula Water Management District for another “Summer Splash 2 Water Challenge Giveaway” where California American Water customers answered fun conservation questions listed on a gameboard with the opportunity to win prizes. The prizes offered were: one High efficiency clothes washer, 4 iPads, and 1 Rainwater Cistern. Customers were required to submit their entry forms or gameboard by July 31, 2021. Winners were selected in a drawing. The gameboard was promoted in the Pine Cone and the Monterey County Weekly newspapers as well as Facebook and on the joint CAW-MPWMD website montereywaterinfo.org. Customers were able to participate online as well as mailing or e-mailing in the gameboard from the ads.

SUMMER SPLASH 2

WATER CHALLENGE GIVEAWAY!

Grab your family & friends this summer and complete this Water Challenge Game Board! Find answers to all the challenge questions and enter to win BIG PRIZES! Challenge ends July 31, 2021. Play to Win! Complete the Game Board by visiting our website at MontereyWaterInfo.org/WaterChallenge to hunt for answers! The challenge is on!

BIG Prizes!

FINISH!

START ▲

How does drought affect our food supply?
A:

How does climate change affect droughts?
A:

What should you inspect your irrigation system for?
A:

How much water can you save by using a shut-off nozzle on your hose?
A:

What time of day should you water your landscape?
A:

How can you save water while doing laundry?
A:

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


Rain, Snow, Sleet and hail are examples of:
A:

Name all the parts of the water cycle.
A:


What happens during evaporation?
A:

How can you test a toilet for leaks?
A:

How to check for leaks using your meter?
A:




MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT



CALIFORNIA
AMERICAN WATER

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, 2021 to MPWMD Summer Splash, P.O. Box 85, Monterey CA, 93942 or online at www.montereywaterinfo.org/waterchallenge by July 31, 2021 and who are at least 18 years of age as of the date of entry. Start: 12:01 a.m. PDT on 7/1/2021; deadline: 11:59 p.m. PDT on 7/31/2021. One (1) Winner will receive a Rainwater Cistern (ARV 800), one (1) Winner will receive a High Efficiency Clothes Washer (ARV \$750), four (4) Winners will receive an iPad (ARV \$375) OFFICIAL RULES: www.montereywaterinfo.org/waterchallenge_officialrules.pdf SPONSORS: The 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

Scan QR code to visit website for online gameboard, full rules and information:



Monterey County Fair

California American Water is typically one of the major sponsors and participants of the annual Monterey County Fair. The Company participates in this 3-day event with a water conservation booth and provides water saving devices, handouts, and tips on how to conserve water. Due to the continued COVID-19 Pandemic, the company decided against attending in 2021 but provided its annual sponsorship to the fair hosts.



PUBLIC OUTREACH

California American Water in partnership with MPWMD continued its Monterey Water Conservation Facebook page to keep local contacts informed about conservation efforts. The page provides timely conservation tips and news about upcoming events and local water issues.

EMAIL BLASTS & SOCIAL MEDIA

California American Water continued encouraging customers to maintain high levels of conservation and provided educational emails on what conservation resources and activities customers could undertake.

Outreach included basic conservation as well as drought messaging with water-saving tips and mandates for customers to implement. Some emails featured the various conservation services, such as rebates and free devices, that California American Water and MPWMD provide. Outdoor water-efficient landscaping webinars were offered and promoted. Fix A Leak Week was also promoted with tips to prevent water waste by finding and fixing household leaks. As drought persisted, an email was sent with accompanying social media explaining Stage 1 water restrictions for both residential and commercial customers.

RADIO SPONSORSHIP & PRINT ADS

Radio advertising on the local National Public Radio station supported the conservation messaging as appropriate.

Print ads in local papers encouraged customers to take advantage of rebates for installation of water-efficient appliances as well as obtaining free devices. Complementing mailers and emails were also distributed.

MAILERS & BILL INSERTS

A postcard that offered a free rain sensor with installation to customers, as well as one focused on rebates were sent to customers in 2021. The latter included compulsory drought messaging that was incorporated throughout most outreach materials beginning in the early part of 2021.

Bill inserts became inserts (graphics and messaging printed directly onto bills sent or emailed to customers) in 2021. Information about ways to conserve indoors and outdoors during different seasons, and how to eliminate water waste was incorporated. Due to continued drought, messaging surrounding Stage 1 restrictions with tips for both residential and commercial customers was also presented through this format.

LANDSCAPING WEBINAR EMAILS

View this email in your browser



REUSE WATER TO HELP YOUR GARDEN THRIVE

Join us for another FREE conservation class via Zoom to elevate your landscape and water wisdom even further. Our next step-by-step class focuses on water reuse to help your water-wise landscape thrive.

[CLICK HERE TO REGISTER](#)

LAUNDRY-TO-LANDSCAPE WORKSHOP
TUESDAY, MAY 18, 8-7 P.M.

Learn how to install your own laundry-to-landscape system. It's low cost, and permit free. You'll be shown how to use water from your washing machine to irrigate fruit trees, shrubs and more.

SAVE UP TO 40% OFF ON WATER USE!



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GET YOUR GARDEN GROWING

Join us for FREE conservation classes via Zoom to take your landscape and water wisdom to the next level. Our step-by-step classes will help you start your garden with healthy soil as a foundation for designing and creating a water-wise landscape.

[CLICK HERE TO REGISTER](#)

COMPOST: BUILDING THE SOIL SPONGE WORKSHOP
TUESDAY, MAY 11, 5-6 P.M.

The foundation of every thriving garden is its soil. This webinar focuses on the role compost plays in creating a healthy soil sponge. Topics will include:


- The Soil Food Web
- How plants work with their soil
- Making compost and other amendments
- Sheet mulching

GARDEN DESIGN WORKSHOP
TUESDAY, MAY 25, 5-6 P.M.

You've taken out the turf. Now what? This webinar takes you through the step-by-step process of creating a successful watershed-wise landscape. Topics will include:

- Rain garden design and placement
- Plant palette selection
- Creating an aesthetically pleasing layout


APPLY FOR THE 2021 WATER SAVING CONTEST



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LEARN HOW TO FIRESCAPE YOUR LANDSCAPE

Join us for a FREE class about preparing your landscape for fire prevention.

FIRESCAPING: REDUCING THE VULNERABILITY
Tuesday, November 9, 2021, 6-7 p.m.

BE PREPARED!


Wildfire are a very real disaster that Californians face year in and year out. With the current dry conditions, this topic is more relevant than ever. Join us via Zoom to learn some of the ways you can make your home less vulnerable to fires.

The class is free, but registration is required. [Click here](#) to register. We look forward to seeing you!

TOPICS TO BE COVERED:

- Determine key points of vulnerability
- Understand the role of soil moisture balance
- Review landscape maintenance practices for protection
- Plan a fire-resistant landscape

PRESENTED BY



SAVE UP TO 40% OFF ON WATER USE!



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RAIN SENSOR PROGRAM: EMAIL, SOCIAL MEDIA, MAIL

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FREE RAIN SENSOR WITH INSTALLATION

CALIFORNIA AMERICAN WATER Municipal District
WE KEEP LIFE FLOWING

California American Water is offering a **FREE** rain sensor along with **FREE** installation (for qualifying customers while supplies last). Rain sensors signal your irrigation controller, automatically shutting it off when it rains and turning it back on when needed.

RAIN SENSORS WILL:

- Save you money on your water bill by automatically shutting off your irrigation system when it rains.
- Prevent overwatering, which can lead to diseases that damage your turf and plants.
- Prolong the life of your irrigation system because the system runs only when necessary.
- Save you money on fertilizer. Overwatered turf and plants wash away nutrients into the drainage system, which means you will need to add more fertilizer.

FIND OUT IF YOU QUALIFY
Please contact California American Water today at 1-831-646-3205 option 3 to see if you qualify for a free rain sensor with installation. You'll notice savings during the rainy season.

SERVICE. ONE MORE WAY WE KEEP LIFE FLOWING.




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REDUCE WATER USE WHEN IT RAINS

CALIFORNIA AMERICAN WATER Municipal District
WE KEEP LIFE FLOWING



FREE RAIN SENSOR WITH INSTALLATION

CALIFORNIA AMERICAN WATER Municipal District
WE KEEP LIFE FLOWING

FREE RAIN SENSOR WITH INSTALLATION

CALIFORNIA AMERICAN WATER
503 River Lodge Road, Pacific Grove, CA 93950

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STAGE 1 WATER RESTRICTIONS: EMAIL, SOCIAL MEDIA, ONSERT

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STAGE 1 RESTRICTIONS IN EFFECT

As California once again faces severe drought conditions, [Stage 1 water restrictions](#) are in effect. We know that our customers on the Monterey Peninsula are some of the lowest water users in the state. Saving water is a shared responsibility, and we are here to help support your water conservation efforts.

OUTSIDE WATER USE

- Water Saturdays and Wednesdays only.
- Use a shut-off nozzle if watering with a hose.
- Only drain and refill swimming pools or spas to prevent or correct structural damage or to comply with health regulations.
- Do not use potable (drinking) water for washing structures.
- Do not use potable (drinking) water for pressure/power washing.
- Do not hose down cars or washes.

BUSINESS CONSERVATION

- Toilets, urinals, showers and faucets must be low-flow/low-flow.
- Clothes washers must have a water factor of 5.0 or less.
- Pre-rinse spray valves cannot exceed 1.6 gallons per minute.
- Water-saving public and quasi-public facilities must promote water conservation.
- Rental property managers must notify tenants of the Monterey Peninsula Meter Management District's water waste rules.
- Fire hydrants may only be used without a meter for fire suppression or utility maintenance.
- Commercial vehicles must be washed at a facility operated at a flood location where equipment is properly maintained to avoid water waste.
- Full-service car washes must recycle at least 50% of the potable water used per cycle.

LEAKS

- Repair leaks, breaks or plumbing malfunctions promptly.

HERE TO HELP

Take advantage of FREE water-wise house calls, CASH BACK rebates for water-saving upgrades, and FREE water-saving devices. Visit the [Monterey Peninsula website](#), or call 835-646-3205 to learn more. Thank you for doing your part to make the Monterey Peninsula one of the most water-conscious areas in the United States.

LOCAL CUSTOMER SERVICE NUMBERS



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We are sending this email because you're a California American Water customer or have expressed interest in California American Water. If you are not interested in these types of emails, please click on the "Unsubscribe" link at the bottom of this email.

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STAGE 1 RESTRICTIONS IN EFFECT



MAKE CONSERVATION YOUR BUSINESS



OFFERING FREE WATER-SAVING DEVICES



STAGE 1 RESTRICTIONS IN EFFECT

As California once again faces severe drought conditions, [Stage 1 water restrictions](#) are in effect. We know that our customers on the Monterey Peninsula are some of the lowest water users in the state. Saving water is a shared responsibility, and we are here to help support your water conservation efforts.

OUTSIDE WATER USE

- Water Saturdays and Wednesdays only, before 9 a.m. or after 5 p.m., except when irrigation is deemed by a landscaper who is on site.
- Use a shut-off nozzle if watering with a hose.
- Only drain and refill swimming pools or spas to prevent or correct structural damage or to comply with health regulations.
- Do not use potable (drinking) water for washing structures, such as buildings, driveways, patios, parking lots, tennis courts, or other hard surfaces.
- Do not use potable (drinking) water for pressure/power washing buildings and structures, except when preparing surfaces for paint or other necessary treatments or when abating a health or safety hazard.
- Do not hose down cars or washes.

LEAKS

- Repair leaks, breaks or plumbing malfunctions promptly.

HERE TO HELP

Take advantage of FREE water-wise house calls, CASH BACK rebates for water-saving upgrades, and FREE water-saving devices. Visit [montereywaterinfo.org](#) or call 835-646-3205 to learn more. Thank you for doing your part to make the Monterey Peninsula one of the most water-conscious areas in the United States.

BUSINESS CONSERVATION

- Toilets, urinals, showers and faucets must be low-flow/low-flow.
- Clothes washers must have a water factor of 5.0 or less, unless purchased between 2006 and 2013 and has a water factor of 5.3-6.0.
- Pre-rinse spray valves cannot exceed 1.6 gallons per minute.
- Water-saving public and quasi-public facilities must promote water conservation in all restrooms, kitchens, and dining areas.
- Rental property managers must notify tenants of the Monterey Peninsula Meter Management District's water waste rules.
- Fire hydrants may only be used without a meter for fire suppression or utility maintenance.
- Commercial vehicles must be washed at a facility operated at a flood location where equipment is properly maintained to avoid water waste.
- Full-service car washes must recycle at least 50% of the potable water used per cycle.

Violation of restrictions may result in fines of up to \$500 per day.

REBATES & FREE DEVICES: EMAIL, PRINT ADS, MAIL

View this email in your browser



RING IN THE REBATES THIS HOLIDAY SEASON!

The season for saving is here, and we can help you put a little jingle in your pocket. Let's save water and money together this holiday season.

[CLICK HERE TO START SAVING](#)

SAVING WATER IS A SHARED RESPONSIBILITY
With continued climate change and drought conditions affecting California, it's our shared responsibility to save water for today and future generations. We're here to help this holiday season with cash back rebates for water-saving appliances.

INSIDE YOUR HOME

TOILETS: Replace your toilet today and save.

- \$125 cash rebate for ultra high-efficiency toilet.
- \$50 cash rebate for high-efficiency toilet.
- \$10 cash rebate for a dual-flapper for ultra-low flush, high-efficiency or ultra-high-efficiency toilets.

CLOTHES WASHERS: Switch to a high-efficiency model.

- \$500 cash rebate for high-efficiency clothes washer with water factor of 4.0 or less.

DISHWASHERS: Cut water use by 5+ gallons per load.

- \$125 cash rebate for high-efficiency residential dishwasher.

INSTANT-ACCESS HOT WATER SYSTEMS: Get hot water on demand.

- \$300 cash rebate for on-demand pump or point-of-use water heater (up to 2 per site).

OUTSIDE YOUR HOME

RAIN SYSTEMS: Harvesting rainwater for irrigation is a great way to save.

- \$25 - \$10 cash rebate for each 100 gallons of rainwater storage, up to a maximum storage capacity of 20,000 gallons per qualifying property. It must have sufficient roof area to fit cistern and may require an inspection.

LAWN REPLACEMENT: Replace your thirsty lawn.

- \$4 cash rebate per square foot to a maximum of 2,000 square feet of qualifying property. Pre-qualification inspections and deed restrictions are required.

IRRIGATION SYSTEMS: Use new technology to adjust your watering.

- \$25 cash rebate per soil moisture sensor or a conventional automatic irrigation system.
- \$200 cash rebate for smart controller including up to 4 stations plus \$12 per additional station up to 20 stations, for at least 1,000 square feet of irrigated landscaping. Special conditions apply. Call for information.
- \$4 cash rebate per installation of rotating sprinkler nozzles - minimum purchase and installation of 10.

INTEGRATED SYSTEMS: Reuse water from your dishes, showers, and washing machine and redirect it to irrigate your garden.

- \$200 cash rebate for greywater irrigation system including inspector and/or sign.

START SAVING TODAY
Click here to download applets. You may also call the 877-664-2229 or California American Water office to be notified within 120 days of purchase date of the qualifying device to be eligible for a rebate.



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RING IN THE REBATES THIS HOLIDAY SEASON!

The season for saving is here, and we can help you put a little jingle in your pocket. Let's save water and money together this holiday season. Find out more by visiting montereywaterinfo.org/rebates.




'TIS THE SEASON TO SAVE WATER

LET US BRIGHTEN YOUR HOLIDAY
California American Water and the Monterey Peninsula Water Management District have waterwise stocking stuffers for you this holiday season. Stop by 531 Forest Lodge Road, Suite 100 in Pacific Grove or 5 Heintz Court, Big G in Monterey for FREE water-saving devices:

- SAWTOOTH 1.0 gpm
- KITCHEN AERATOR 1.0 gpm
- SHOWER AERATOR 1.0 gpm
- SAFELY SACKS TUBS
- SOIL SENSORS
- MOISTURE METERS
- HOSE NOZZLE 2.0 gpm



MONTEREY PENINSULA WATER MANAGEMENT DISTRICT
CALIFORNIA AMERICAN WATER 877-664-2229 (2229) 5 MPWMD 01-01-2021

Ring in the rebates this holiday season!



The season for saving is here, and we can help you put a little jingle in your pocket. Let's save water and money together this holiday season. Find out more by visiting montereywaterinfo.org/rebates.



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- \$50 cash rebate for high-efficiency toilet.
- \$10 cash rebate for a dual-flapper for ultra-low flush, high-efficiency or ultra-high-efficiency toilets.

CLOTHES WASHERS: Switch to a high-efficiency model to save on your water and energy bills.

- \$500 cash rebate for high-efficiency clothes washer with water factor of 4.0 or less.

DISHWASHERS: High-efficiency dishwashers cut water use from 10-15 gallons down to 3-5 gallons per load.

- \$125 cash rebate for high-efficiency residential dishwasher.

INSTANT-ACCESS HOT WATER SYSTEMS: Quenches hot water on demand throughout your home.

- \$300 cash rebate for on-demand pump or point-of-use water heater (up to 2 per site).

OUTSIDE YOUR HOME

RAIN SYSTEMS: Harvesting rainwater for irrigation is a great way to save.

- \$25-\$100 cash rebate for each 100 gallons of rainwater storage, up to a maximum storage capacity of 20,000 gallons per qualifying property. Sites must have sufficient roof area to fit cistern and may require an inspection.

LAWN REPLACEMENT: Replace grass lawns with low water-use plants or permeable surfaces.

- \$4 cash rebate per square foot to a maximum of 2,000 square feet per qualifying property. Pre-qualification inspections and deed restrictions are required.

IRRIGATION SYSTEMS: Use new technology to adjust your watering system.

- \$25 cash rebate per soil moisture sensor or a conventional automatic irrigation system.
- \$200 cash rebate for smart controller including up to 4 stations plus \$12 per additional station up to 20 stations, for at least 1,000 square feet of irrigated landscaping. Special conditions apply. Call for information.
- \$4 cash rebate per installation of rotating sprinkler nozzles - minimum purchase and installation of 10.

INTEGRATED SYSTEMS: Reuse water from your dishes, showers, and washing machine and redirect it to irrigate your garden.

- \$200 cash rebate for greywater irrigation system supplying one clothes washer for irrigation. Site inspection required by a building inspector and/or MPWMD.
- \$200 cash rebate per bathroom with a bidet/toilet connected to a greywater irrigation system - residential limit is 4. Site inspection required by a building inspector and/or MPWMD.

To download applets and learn more about qualifying devices, please visit montereywaterinfo.org or call the 877-664-2229 conservation office at 877-664-2229 or the Monterey Peninsula Water District office at 805-464-2229, option 9. Appointments must be received within 120 days of purchase date of the qualifying device to be eligible for a rebate.

COVID-19

As previously mentioned, California American Water continued to adjust certain conservation activities in 2021 due to the COVID-19 pandemic to ensure all preventative measures are undertaken to keep employees and customers safe. All residential Water Wise House Calls remained suspended after the initiation of the Shelter in Place order by the State of California on March 17, 2020. For customers who experienced unexplained high water bills, the Company's team of water conservation specialists, since unable to perform on-site inspections, were assisting customers by trouble shooting over the phone on the possible issue. The conservation specialists were also utilizing meter data logging and discussing the report with the customers. In addition, customers are also sent a Water Leak Detection Kit which is a helpful guide for locating indoor and outdoor water leaks, and the Practical Plumbing Handbook that has important water savings tips. California American Water will utilize its outreach program to continue reminding customers about the importance of water conservation and in early 2022 will resume its onsite waterwise house calls by first beginning to assess outdoor usage only, and later also resume indoor assessments.