

APPENDIX K

Existing Water Conservation and Water Recycling

Water Conservation and Demand Management

It is assumed that because there would not be enough water supply to meet baseline demand, CalAm would continue its implementation of conservation programs and measures with the same intensity as under existing conditions. Because these programs and measures, such as limiting losses from aging pipes, are existing and ongoing efforts, they are not considered a component of the No Action Alternative, but do provide context for optional further reductions in demand compared to baseline. Estimates of the effect of these ongoing programs on baseline demand are provided to the extent that they can be quantified.

CalAm and MPWMD implement numerous water conservation and demand management programs within CalAm's Monterey District service area that have been critical to meeting the reduction mandates included in SWRCB's 1995 Order 95-10 and 2009 CDO, and the 2006 Seaside Groundwater Basin adjudication. Additionally, in 1998, MPWMD adopted its Regulation XV, Expanded Water Conservation and Standby Rationing Plan, which included seven successive stages of conservation and rationing to respond to supply constraints. In 2016, MPWMD revised Regulation XV and adopted an updated, four-stage conservation and rationing plan. As with the previous plan, Stage 1, Prohibition of Water Waste, remains in effect at all times and applies to all water users. The existing and past programs and their effectiveness by year are described below. As the table below shows, the programs that can be quantified were estimated to reduce total demand each year between 2010 and 2015 by 200 to 370 af. Reductions in demand achieved by these programs are reflected in the baseline, as well as in CalAm's consideration of 10-year average demand (2006-2015) and in 2010, the year CalAm used as the basis to assess the adequacy of the MPWSP, in combination with other supplies, to meet peak and regulatory supply capacity requirements (see Section 2.3 in Chapter 2, Water Demand, Supplies, and Water Rights).

A recent study (Alliance for Water Efficiency, 2015) suggests that MPWMD regulations and CalAm's and MPWMD's past and ongoing conservation programs will limit the magnitude of any post-drought rebound in demand in CalAm's Monterey District. Because conservation programs have been underway for many years and have reached a high degree of saturation in the CalAm service area, some (minor) rebound in demand can be expected when the drought period ends. Given past and existing programs that have resulted in long-term changes in water consumption, and the fact that a sharply tiered rate structure was adopted in 2010, the feasibility of achieving substantial additional water savings through conservation is uncertain. Therefore, for purposes of determining the effectiveness of continuing to implement conservation programs to further reduce demand in the No Project/No Action Scenario, it is assumed that additional quantifiable conservation savings in the current year and future years will not surpass that achieved in recent years shown in the table below. Assuming 2015 effectiveness in reducing demand, continuation of the programs described in this appendix would result in estimated additional conservation savings of approximately 200 af of new conservation each year, with each year's savings carrying forward to the following years. More likely, however, the annual savings will decrease as more businesses and residents undertake such retrofits and replacements, leaving fewer inefficient water uses in the service area from which potential additional conservation

savings could be derived. Assuming a new conservation savings of 200 af in 2016 (the same as 2015) and that the effectiveness of the conservation programs decreases by 5 af each year thereafter, the total reduction in demand by 2021 would be approximately 1,125 afy. In reality, the effectiveness may be diminished by more than 5 af per year in future years, considering existing conservation program saturation levels, which would result in less total reduction in demand than assumed here.

Local Programs

CalAm and MPWMD implement numerous water conservation and demand management programs within CalAm's Monterey District service area. Promotion of water conservation, as well as water reuse and reclamation, has been part of MPWMD's core purpose since it was established in 1978. SWRCB's 1995 Order 95-10 and 2009 CDO, and the 2006 Seaside Groundwater Basin adjudication, have spurred additional efforts. Conservation programs have been critical to meeting the reduction mandates included in these orders and decisions.

Order 95-10 required CalAm, while it sought a replacement water supply, to institute additional conservation measures to reduce demand by 15 percent by 1996 and by 20 percent thereafter, relative to CalAm's historical usage cited in Order 95-10 (14,106 afy). The 2009 CDO necessitated additional conservation and demand management efforts: it required CalAm to immediately reduce diversions from the Carmel River by another 5 percent, or 549 afy, starting in October 2009, and achieve further annual reductions starting in October 2011 and continuing until all CalAm diversions from the river in excess of CalAm's established rights are terminated.¹ The CDO and 2016 Revised CDO prohibit CalAm from diverting water from the Carmel River for new service connections or intensified water use at existing connections. The Seaside Groundwater Basin adjudication requires reductions in the amount of water pumped every three years until the amount pumped equals the adjudicated amount.

In 1998, MPWMD adopted its Regulation XV, Expanded Water Conservation and Standby Rationing Plan, which included seven successive stages of conservation and rationing to respond to supply constraints. In 2016, MPWMD revised Regulation XV and adopted an updated, four-stage conservation and rationing plan. As with the previous plan, Stage 1, Prohibition of Water Waste, remains in effect at all times and applies to all water users.

MPWMD's water conservation regulations require that low-water-use fixtures and appliances be used in new construction, that faucets and toilets in commercial and industrial land uses be retrofitted with low-water use fixtures, and that all residential, commercial, and industrial properties that have not already been retrofitted be retrofitted upon change of ownership. Conservation programs being implemented by CalAm and/or MPWMD include incentive-based billing rates, a restricted irrigation schedule, free water audits, free water-saving devices, rebates on high-efficiency plumbing fixtures and appliances, rebates for turf removal and its replacement by drought-tolerant landscaping, and educational programs that encourage water conservation.

¹ The 2009 CDO specified that this endpoint be achieved by water year 2016-2017. The Revised CDO extended the date to December 31, 2021, among other provisions (see EIR/EIS Chapter 5, Section 5.4.2.3).

Table K-1 summarizes key CalAm and MPWMD conservation programs and estimated water savings for those that are quantifiable, for years 2010 through 2015. Reductions in demand achieved by these programs are reflected in CalAm’s consideration of 10-year average demand (2006-2015) and in 2010, the year CalAm used as the basis to assess the adequacy of the MPWSP to meet (with other supplies) peak and regulatory supply capacity requirements (see Section 2.3 in Chapter 2, Water Demand, Supplies, and Water Rights). As the table shows, the programs that can be quantified were estimated to save from 200 to 370 afy.

These programs have contributed (with other factors such as the mild climate) to the Monterey Peninsula having among the lowest residential per capita water use rates in the state. SWRCB staff calculated that annual average residential per capita usage in CalAm’s Monterey District service area from June 2014 through May 2016 was 55 to 57 gallons per capita per day, based on reporting required under emergency conservation regulations. This level is in the lowest 12 percent of urban users in the state (SWRCB, 2016). Statewide water use levels reported during the drought emergency reflect water agency actions and requirements to curtail use and comply with the state’s emergency drought regulation. MPWMD already enforced all the elements of the state’s regulation, but increased its efforts in coordination with CalAm (CalAm and MPWMD, 2015). Past experience suggests that when a drought period ends, water use rebounds over time. Therefore, per capita usage under non-drought conditions can be expected to be somewhat higher than these reported levels. Some water customers in CalAm’s service area undertook extraordinary measures during the drought, implementing behavioral changes to reduce water use that may not be sustained after the drought; however, given the Monterey Peninsula’s history of water shortages and drought, MPWMD’s regulations prohibiting water waste and incentives to conserve, and the many years of implementing conservation programs outlined above, it is reasonable to assume that per capita water use rates on the Monterey Peninsula will stay low and continue to be among the lowest in the state.

The Alliance for Water Efficiency study (2015) indicates that post-drought rebound in demand has been less pronounced since the 1990s than during the 1970s and 1980s, when behavioral changes adopted during a drought were relaxed and previous water use practices resumed after a drought ended. The study found that adoption of plumbing codes, active retrofit programs, and conservation billing rates has helped lessen post-drought rebound in demand and that drought periods have in fact presented opportunities to encourage (through incentive programs, for example) plumbing retrofits and the replacement of appliances with more water efficient models that are now available. Such changes have helped stabilize the water savings achieved during a drought, after the drought has ended. The study found that water suppliers’ policies and regulations can also influence the magnitude of a post-drought rebound in demand (Alliance for Water Efficiency, 2015). This study suggests, as noted above, that MPWMD regulations and CalAm’s and MPWMD’s past and ongoing conservations programs will limit the magnitude of any post-drought rebound in demand in CalAm’s Monterey District.

**TABLE K-1
SUMMARY OF EXISTING SERVICE AREA CONSERVATION PROGRAMS**

Program	Description	Promotion/Implementation	Estimated Savings (AF)					
			2010	2011	2012	2013	2014	2015
Residential Audits	CalAm offers free residential audits, called Water Wise House Calls, for single- or multi-family homes; the audits identify ways to save water indoors and outside.	Bill inserts, newspaper and radio ads, and rebate brochures offer the audit service to customers; also targets customers who receive high water bills due to CalAm's tiered rate structure. 350 audits and 790 high bill investigations completed in 2015.	5.15	4.20	6.77 (estimated) Actual Savings: 9.6	8.20 (estimated) Actual Savings: 10.90	8.2 Actual = 17.98	Savings not quantified.
Residential Plumbing Retrofit	CalAm provides residential customers with various free water savings devices for bathrooms and kitchens and for outdoor watering.	Devices are distributed to CalAm customers at community events, at the CalAm office, at onsite audits, upon customer request.	5.16	19.24	19.24	28.57	28.57	40.40
Large Landscape Audits and Water Budgets	CalAm and MPWMD complete landscape water audits and budgets required by MPWMD's Rule 172.	Certified landscape irrigation auditors carried out 230 audits in 2010. The program was on hold for three years due to budget constraints and in 2013 a software problem. From 2010 through 2012 410 audits were completed. 14 large landscape and 4 large dedicated irrigation audits were completed in 2014.	123.00	2.93	2.93	0	Not quantified	Not quantified
Rebates	Provides customers incentives to upgrade to high efficiency/water saving fixtures and appliances.	Rebate applicants learn about the rebate program primarily through newspaper advertising, direct-mail rebate brochures sent to CalAm customers, and staff contacts at local outreach events.	62.21	25.01	2.59	57.38	75.88	32.07
Public Outreach and Education	CalAm and MPWMD implement a joint campaign to promote awareness about water-saving programs and the need for water conservation.	Outreach includes school presentations, a conservation website, print and television ads, radio announcements, mailed brochures and bill inserts, booths at community events, televised reports, and conservation classes.	Not quantifiable					
Commercial, Institutional & Industrial (CII) Audits	Water use surveys, including audit of water fixtures and water use patterns and behavior. Customers receive an audit report that includes findings, recommendations, and expected payback periods for recommended upgrades.	CalAm selects potential candidates with the greatest need for water savings. Audits are conducted by a contractor with follow-up by CalAm conservation staff.	47.17	43.00	60.00	9.00	8.93 Actual: 12 af	1.0
Rain Sensor Installation Program	Provides direct installation of rain sensors for residential, commercial and public authority customers.	CalAm began the program in October 2011.	-	2.37 ^a	6 ^a	100 Rain Sensors installed; Not quantified	39 Rain Sensors installed Not quantified.	39 Rain Sensors installed Savings not quantifiable

TABLE K-1 (Continued)
SUMMARY OF EXISTING SERVICE AREA CONSERVATION PROGRAMS

Program	Description	Promotion/Implementation	Estimated Savings (AF)					
			2010	2011	2012	2013	2014	2015
Free Water Usage	CalAm has 14 customers who receive "free water" in exchange for rights-of-way and/or transfer of riparian water rights to the Carmel River. The program is part of CalAm's effort to limit customers' usage and to determine whether CalAm can negotiate a termination of free service.	Cal Am contacted free water customers in 2010. Four residential landscape audits and one non-residential audit were performed. In 2012 CalAm started sending monthly statements to enable the free water customers to monitor usage.	3.00	6.00	6.00	-	-	-
Landscape Grant Program	Provides grants for the replacement of turf on city property with low-water-use landscaping or synthetic grass and/or for the installation of water saving irrigation technology. Provides funding for demonstration projects with high visibility, water savings, exemplary landscaping, and/or use of water saving-irrigation technology. CalAm began implementing the program in 2010.	CalAm sent letters about the program to the service area cities and the Presidio of Monterey in 2010 and 2013. In 2011, CalAm awarded grants for projects in the cities of Monterey and Seaside that were completed by the end of 2012 (4 af). In 2013, CalAm awarded grants for projects in the cities of Monterey and Pacific Grove (2.2 af). Grants provided to Monterey Peninsula Unified School District for 9 schools expected to save 1 million gallons per year.	-	-	4.0	2.2	Not quantified	3
Conservation Intern(s)	Internship position to assist with a variety of tasks relating to the conservation programs including planning, creating, and implementing conservation programs.	In December 2009 CalAm hired a conservation intern to assist with conservation program implementation.	Not quantifiable	Not quantifiable	Not quantifiable	Not quantifiable	Not quantifiable	-
Water Conservation Representative	Staff position to perform water waste enforcement and follow-up, participate in public outreach events, and perform property inspections and audits.	Maintain one staff position	Not quantifiable					
Water Conservation Seminars	Provide education hands-on learning with focus on reducing outdoor and CII water use.	MPWMD's training agenda focuses on providing gardeners, landscapers, builders, homeowners, plumbers and others the tools necessary to maximize water efficiencies and includes workshops on rainwater harvesting and graywater use.						
Water Wise Gardening for Monterey County	Monterey area-specific gardening software designed to assist with water-efficient plant choices.	MPWMD licenses the product for web use, since 2009. Before that MPWMD had reprinted CDs for distribution.						
Linen/Towel Reuse Program	Provides cards notifying hotel customers of the option to either reuse or obtain new linens and towels, provides conservation message mirror clings, and provides "drinking water served only on request" tent cards for restaurants.	Reprints cards for placement in hotels and restaurants. The program is mandatory within the MPWMD.	up to 101 afy at 60% occupancy	up to 101 afy at 60% occupancy	up to 101 afy at 60% occupancy	up to 101 afy at 60% occupancy	up to 101 afy at 60% occupancy	up to 101 afy at 60% occupancy

TABLE K-1 (Continued)
SUMMARY OF EXISTING SERVICE AREA CONSERVATION PROGRAMS

Program	Description	Promotion/Implementation	Estimated Savings (AF)					
			2010	2011	2012	2013	2014	2015
California Irrigation Management Information System (CIMIS) Station Maintenance	CIMIS data are used by weather-based irrigation controllers. MPWMD sponsors three CIMIS stations on the Peninsula.	MPWMD staff maintains the stations by cleaning the devices periodically.	Not quantifiable					
Conservation Devices	MPWMD provides CalAm customers with various free water-savings devices including showerheads, bathroom and kitchen faucet aerators, leak detection tablets/kits, and outdoor water saving tools.	MPWMD distributes devices at community events, at the MPWMD front desk (to walk-in customers), at onsite inspections, upon customer request, during presentations, and during water waste enforcement visits.	18.94	24.31	25.26	14.48	32	22.38
Conservation Printed Material	The printed material program updates and distributes water conservation materials.	MPWMD prepares and distributes print material promoting water conservation, including brochures about the rebate program (drafted with CalAm), and rainwater harvesting and use of graywater.	Not quantifiable					
Water Waste Prohibitions	The program seeks to eliminate water running to waste and other forms of water waste.	Notification to property occupant and follow up to ensure corrections as needed.	Not quantifiable					
Water Rate Structure	CalAm employs a tiered water rate structure for residential and non-residential customers specifically designed to promote conservation.	A water rate increase affecting all accounts and dramatically increasing the fourth and fifth tiers of the residential rate structure took effect in February 2010 and some of the savings reported for the landscape audits in 2010 was attributable to the rate increase. A large increase in residential tiered rates in 2012 prompted an upsurge in demand for residential water audits.	see note b					
Total of Quantifiable Estimated Savings			366	228	230	219	255	200

NOTES:

^a Actual savings reported in the following year's annual conservation report.

^b The annual conservation reports generally do not quantify savings from the tiered rate structures but indicate that the rate structures are assumed to encourage participation in, and contribute to water savings reported for, other conservation programs that are quantified (such as the large landscape audit program and rain sensor installation program). The 2013 conservation report states that fifth tier residential water usage dropped from 598 acre-feet in 2007 to 212 acre-feet in 2013. In 2014 and 2015 fifth tier usage dropped to 194 acre-feet and 163 acre-feet, respectively. Rainfall during winter and summer months also affects outdoor usage; review of records over time indicates that fourth and fifth tier usage normally decreases during year of high rainfall and increased during years of low rainfall.

SOURCES: CalAm and MPWMD, 2011; CalAm and MPWMD, 2012; CalAm and MPWMD, 2013; CalAm and MPWMD, 2014; CalAm and MPWMD, 2015, CalAm and MPWMD, 2016.

Plumbing Code-Related Reductions

Water savings from plumbing code requirements accrue over time as water fixtures are replaced due to failure, aging, or remodeling, and must be replaced by more efficient models, pursuant to the state plumbing code (part of the state building code). CalAm and MPWMD have been implementing rebate and retrofit programs that encourage or require replacement or retrofitting of fixtures with more efficient models. This analysis assumes that a substantial portion of the savings that would be gained by plumbing code requirements has already been realized within the CalAm Monterey District service area and is reflected in existing service area demand.

Non-Revenue Water Reduction

Another element of demand management is reduction in non-revenue water. Non-revenue water (also referred to as unaccounted-for water) represents the difference between total water produced in a system (e.g., from CalAm's wells and distribution facilities) and total water billed to customers (i.e., water consumed). Reduction of system losses through maintenance and repair can make available for other uses water that was formerly lost in the system. As described in Chapter 2, Section 2.5.3.3, CalAm has undertaken efforts to reduce non-revenue water in its Monterey District, and CalAm's quarterly reports to the SWRCB (CalAm, 2011, 2012, 2013, 2014, 2015) indicate that CalAm has reduced system losses by an average of 506 afy over the past five years (water years 2010-2011 through 2014-2015). It is assumed that CalAm's program to address system losses would continue under the No Project/No Action Alternative pursuant to requirements of CPUC general rate case decisions requiring reduction in system losses. However, while additional reductions in demand associated with non-revenue water can be expected, data are not available to quantify potential additional future savings from such efforts. Over time, the size of additional reductions in system losses will inevitably decrease as the oldest and most leak-prone lines and mains are replaced and other efforts to reduce losses are implemented.

Water Recycling

Existing Recycled Water Projects

Water recycling involves treating wastewater to a quality suitable for irrigation and other nonpotable uses. In the Monterey area, wastewater is currently recycled by the MRWPCA, and through the Carmel Area Water District/Pebble Beach Community Services District (CAWD/PBCSD) Project, which is operated by CAWD. MRWPCA's Regional Treatment Plant is capable of producing an average of 29.6 million gallons per day (mgd) of recycled water (roughly 33,000 afy) for use as irrigation water in the northern Salinas Valley (MRWPCA, 2013). MRWPCA currently recycles 60 percent of the incoming wastewater (MRWPCA, 2015). While the Regional Treatment Plant has a dry weather design capacity of 29.6 mgd, it currently receives and treats approximately 18.5 mgd of wastewater and therefore has capacity to treat additional flows (MRWPCA, 2016).

The Pebble Beach Project recycles roughly 1,000 afy of wastewater (Stoldt, 2011),² which is used to meet 100 percent of the irrigation needs of all of the golf courses in the Del Monte Forest,³ thereby offsetting the equivalent amount of potable water demand. Reductions in potable water demand resulting from the Pebble Beach Project, including its second phase which was completed in 2009, would largely be reflected in CalAm demand figures used for the MPWSP.

Pacific Grove Local Water Project

The City of Pacific Grove is developing the Pacific Grove Local Water Project. The primary goal of the Local Water Project is to provide high-quality recycled water to replace the use of potable water for non-potable water demands such as landscaping. The project consists of three components or phases that are considered in terms of the “Demand Groups” that would be served by each phase:

- Demand Group I would involve construction of a new Satellite Recycled Water Treatment Plant (SRWTP) that would provide up to 125 afy of non-potable recycled water to serve irrigation needs at the Pacific Grove Golf Links and the El Carmelo Cemetery, as well as water for toilet and urinal flushing at the golf links restrooms. In recognition of the water saved by this project, MPWMD established water entitlements totaling 75 afy of metered use, which would offset system demand of about 81 afy. Demand Group I of the Local Water Project is scheduled to be fully online before December 31, 2016 (Ordinance 168).
- Demand Group II would expand the SRWTP and the recycled water distribution system to serve numerous small irrigation sites (such as schoolyards, parks and playfields) throughout Pacific Grove, and would provide 99 afy. Construction of Demand Group II elements could begin following completion of project-level CEQA analysis and regulatory approval. This analysis assumes that such review and approval would be achieved, and the project implemented.
- Demand Group III would expand the SRWTP and serve larger-demand sites east and west of Pacific Grove. Demand Group III would connect to the CAWD/PBCSD recycled water system to the east and the Presidio of Monterey to the west, and would have the potential to meet 376 afy of recycled water demand. This component is not included in the total demand offset this analysis assumes the Pacific Grove Local Water Project will achieve, however, because it is less certain. It would require institutional agreements between Pacific Grove and CAWD/PBCSD and the Presidio of Monterey, as well as the identification of suitable sites and customers able to use recycled water to replace potable supply.

This alternatives analysis assumes that a total of 180 afy from implementation of Demand Groups I (81 afy) and II (99 afy) would be provided to offset potable demand.

² CAWD/PBCSD sold 977 af of recycled water in 2012 and 965 af in 2013 (CAWD/PBCSD, 2013); SWRCB Order WR 2016-0016 refers to a demand offset from this project of about 970 afy.

³ The golf courses are Pebble Beach Golf Links, Spyglass Hill, The Links at Spanish Bay, Peter Hay, Cypress Point, Monterey Peninsula Country Club, and Poppy Hills (CAWD, 2013).

Monterey-Pacific Grove Area of Special Biological Significance Stormwater Management Project

The Monterey-Pacific Grove ASBS Stormwater Management Project involves construction of a stormwater treatment plant at Point Pinos (near the proposed SRWTP described above) and multiple conveyance and storage structures, including restoration of the David Avenue Reservoir, construction of a new underground storage facility under a local school playfield that could potentially be used for irrigation during the dry season, and diversion structures that would direct runoff to MRWPCA's Regional Treatment Plant. The goal of this project is primarily to reduce the amount of polluted runoff entering the Pacific Grove Area of Special Biological Significance (ASBS) and secondarily to provide non-potable supply for irrigation or for the Groundwater Replenishment Project (GWR). While the project would prevent substantial quantities of untreated stormwater runoff from entering the ASBS, the certified FEIR identifies only a limited quantity – 12.3 afy – that is expected to specifically offset existing potable demand (City of Pacific Grove, 2014b). Water would be used for irrigation at the Robert Down Elementary School (5 afy), at Caledonia Park (1 afy), and at Point Pinos for the golf links or cemetery (6.3 afy). This alternatives analysis therefore assumes that implementation of the Monterey-Pacific Grove ASBS Stormwater Management Project would offset 12.3 afy of potable demand.

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