

Evaluation of possible public water purveyors for municipalization of Cal Am

<i>Evaluation Criteria</i>	<i>MPWMD</i>	<i>Monterey (city)</i>	<i>MCWD</i>	<i>Carmel</i>	<i>MLHD</i>	<i>Pacific Grove</i>	<i>Seaside</i>	<i>Monterey (county)</i>
Water purveyor?	No	No	Yes	No	No	No	Yes	No
Number of voters	24,127	5,581	2,917	1,117	21,225	5,252	4,693	80,957
Public opinion	Poor	Good	Good	Fair	Good	Fair	Fair	Fair
Size of current budget	\$12.6 M	\$113 M	\$30.0 M	\$22.1 M	\$3.1 M	\$32.0 M	\$26.9 M	\$632 M
Body % for public water	29	60	100	40	100	57	60	40
Measure O percent	45	48	N/A	40	N/A	49	36	N/A
Party to Proceeding?	Yes	No	Yes	No	No	Yes	No	Yes
Leader for public water?	No	Yes	Yes	Yes	Yes	No	No	Yes
Leverage over others?	No	?	Yes	?	Yes	?	?	No
Possible JPA member?	No	Yes	Yes	Yes	Yes	Yes	Yes	No
Spendable \$\$ per voter*	\$10.36	\$44.80	\$85.70	\$233.81	\$11.79	\$47.60	\$53.27	\$3.09
Success probability	Low	Moderate	High	High	High	Moderate	High	Low

* Based on projected available campaign revenue of \$250,000.

*Prepared by Ron Weitzman, president, Water Ratepayers Association of the Monterey Peninsula
from row and column headings suggested by Kathy Biala*

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