



Monterey One Water

Providing Cooperative Water Solutions

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October 16, 2018

Derek Cray, Operations/Maintenance Manager
Marina Coast Water District
2840 4th Avenue
Marina, CA 93933

SUBJECT: Memorandum of Understanding for Conducting a Public Education Program

Dear Derek,

Enclosed are two original copies of the Memorandum of Understanding (MOU) for Conducting a Public Education Program for the Southern Monterey Bay Dischargers Group. Please execute both copies and return one copy to my attention.

This regional education program promotes the proper disposal of fats, oils, and grease in addition to help members meet the issued Waste Discharge Requirements (WDR) by the California Regional Water Quality Board. Upon completion of the campaign, you will receive an invoice for your entity's portion of the program – as described in Attachment B – and a detailed report on the program's community reach.

If you have any questions or need additional information, please contact our Public Outreach Coordinator, Rachel Gaudoin, at 645-4623 or rachel@my1water.org.

Sincerely,

Paul A. Sciuto
General Manager

Enclosures:

- (1) MOU
- (2) Attachment A
- (3) Attachment B

Attachment A

WDR FOG Public Education Program FY 18-19

Program Goals:

- Educate our communities on the proper disposal of fats, oils, and grease through advertising and public resources
- Help members meet the issued Waste Discharge Requirements (WDR) by the California Regional Water Quality Board

Program Timeframe: November and December 2018

Media Types:

- TV
- Print
- Online
- Radio
- Website

Total advertising across all media not to exceed \$18,000

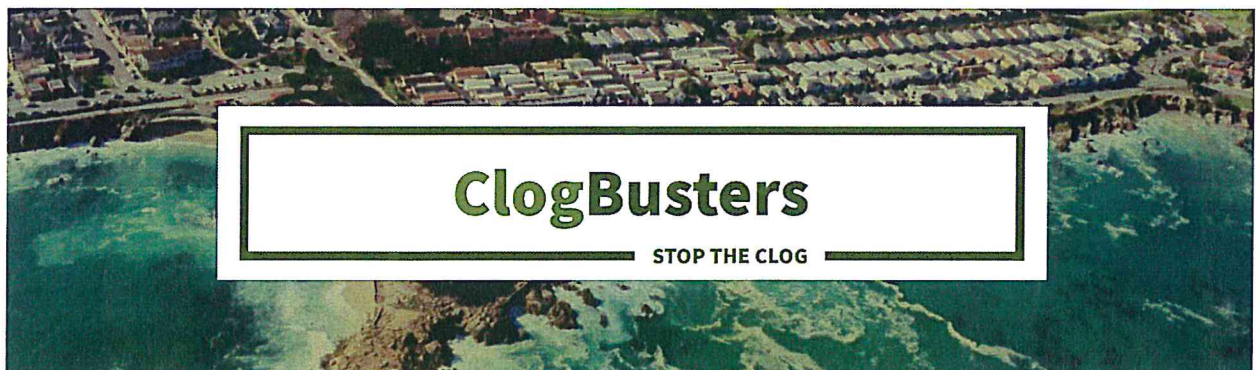
Digital copies of all advertisements will be provided to entities to continue using beyond this campaign

Updates:

- New commercial: Existing commercial format is outdated and no longer supported by the company
- Digital and print ads: Updated to better reach the public
- Website redesign: To reflect changes made in advertising

Updates to commercial included in advertising costs

New digital ads, print ads, and website redesign provided by Monterey One Water



Attachment B

Southern Monterey Bay Dischargers FOG Outreach Partnership Distribution and Budget FY 18-19

Shared Budget for FY 18-19			
Not to Exceed \$18,000			
Entity	Population within area to be covered by regional WDR program ¹	% of budget to be paid	Contribution not to exceed
City of Salinas	150,441	52.76%	\$9,496.07
Seaside County Sanitation District ²	34,983	12.27%	\$2,208.18
Marina Coast Water District ³	33,364	11.70%	\$2,105.99
City of Monterey	27,810	9.75%	\$1,755.41
City of Pacific Grove	15,041	5.27%	\$949.41
Castroville Community Services District ⁴	7,204	2.53%	\$454.73
California American Water ⁵	6,380	2.24%	\$402.72
Pebble Beach Community Services District	4,509	1.58%	\$284.62*
Carmel Area Wastewater District	3,722	1.31%	\$234.94*
County of Monterey	1,710	0.60%	\$107.94
TOTAL	285,164	100%	\$18,000

Notes

1. Source: U.S. Census Bureau, 2010 Census of Population, Public Law 94-171 Redistricting Data File (Updated every 10 years)
2. Combined data for Seaside, Sand City, and Del Rey Oaks
3. Combined data for Marina and, provided by MCWD, the Ord Community
4. Combined data for Castroville, Moss Landing, and, provided by CCSD, the Moro Cojo area population
5. Combined data for Oak Hills, Indian Springs, Las Palmas, Spreckels, Pasadera, White Oaks, Village Green, Carmel Valley Ranch provide by Cal Am

* PBCSD and CAWD contribution will increase no more than \$693.00 ea for additional Carmel Pine Cone ads in December 2018

MEMORANDUM OF UNDERSTANDING
for
Conducting a Public Education Program
for the
Southern Monterey Bay Dischargers Group

THIS MEMORANDUM OF UNDERSTANDING is made and entered into on _____, 2018, between **MONTEREY ONE WATER** (the "Agency") and **MARINA COAST WATER DISTRICT** (the Discharger"), as follows:

Recitals


1. The Discharger has been issued Waste Discharge Requirements (WDR) by the California Regional Water Quality Control Board. One WDR requirement is for the Discharger to conduct a public education program promoting the proper disposal of fats, oils, and grease (FOG).
2. The Agency has the staff and resources to conduct a public education program as described in Attachment A to this Agreement.
3. The Discharger desires to have the Agency conduct this public education program.

Terms and Conditions

In consideration of the mutual promises contained herein, the Agency and the Discharger hereby agree to the following terms and conditions:

1. Over the remainder of fiscal year 2018-2019 and on behalf of the Southern Monterey Bay Dischargers Group, the Agency will conduct the public education program described in Attachment A.
2. The Discharger will compensate the Agency its portion of costs for conducting this public education program as broken down in Attachment B.
3. The Agency will invoice the Discharger for its share of the final costs, not to exceed the amount in Attachment B, and the Discharger will pay the Agency this amount within ninety (90) days of receipt of the invoice.

MONTEREY ONE WATER

By 

Signature

Paul A. Sciuto, General Manager

Name/Title

MARINA COAST WATER DISTRICT

By _____
Signature

Derek Cray, Operations/Maintenance Manager

Name/Title