

December 13, 2011

Resolution No. 2011 - 88  
Resolution of the Board of Directors  
Marina Coast Water District  
Approving a Memorandum of Understanding  
between the Monterey Regional Water Pollution Control Agency  
and Marina Coast Water District for Conducting a Public Education Program  
for the Southern Monterey Bay Dischargers Group

RESOLVED by the Board of Directors (“Directors”) of the Marina Coast Water District (“District”), at a regular meeting duly called and held on December 13, 2011 at the business office of the District, 11 Reservation Road, Marina, California as follows:

WHEREAS, District operations and maintenance of the wastewater collection system is regulated under State Water Resources Control Board Statewide General Discharge Requirements Order No. 2006-0003-DWQ; and,

WHEREAS, State Water Resources Control Board Statewide General Discharge Requirements Order No. 2006-0003-DWQ requires Marina Coast Water District to maintain a Sewer System Management Plan; and,

WHEREAS, a required element of the Marina Coast Water District Sewer System Management Plan is a public outreach campaign that promotes proper disposal of grease and fats; and,

WHEREAS, the District has participated in this cooperative Southern Monterey Bay Dischargers Group outreach program since FY 04/05; and,

WHEREAS, this State required outreach activity can be most cost-effectively done on a cost-shared basis with the Southern Monterey Bay Dischargers Group members; and,

WHEREAS, the District’s shared cost of this outreach program is \$1,755 for the FY 2011/2012; and,

WHEREAS, staff recommends continuing support of this collective outreach effort.

NOW, THEREFORE, BE IT RESOLVED, the Board of Directors of the Marina Coast Water District does hereby Authorize the General Manager to execute a Memorandum of Understanding (MOU) between Marina Coast Water District (MCWD) and the Monterey Regional Water Pollution Control Agency (MRWPCA) for MCWD’s cost share of conducting a Public Education Program for the Southern Monterey Bay Dischargers Group for a total dollar amount of \$1,755.

PASSED AND ADOPTED on December 13, 2011 by the Board of Directors of the Marina Coast Water District by the following roll call vote:

Ayes: Directors Shriner, Nishi, Lee, Burns

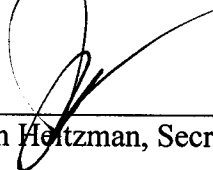
Noes: Directors None

Absent: Directors Gustafson

Abstained: Directors None


  
\_\_\_\_\_  
Dan Burns, President

ATTEST:

  
\_\_\_\_\_  
Jim Heitzman, Secretary

CERTIFICATE OF SECRETARY

The undersigned Secretary of the Board of the Marina Coast Water District hereby certifies that the foregoing is a full, true and correct copy of Resolution No. 2011-88 adopted December 13, 2011.

  
\_\_\_\_\_  
Jim Heitzman, Secretary

**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 December 13, 2011, between the **MONTEREY REGIONAL WATER POLLUTION CONTROL AGENCY** (the "Agency"), and the **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 of the WDR requirements is for the Discharger to conduct a public education program to promote the proper disposal of grease and fats.
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**

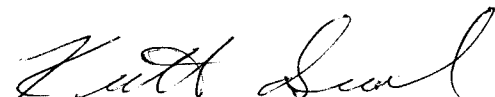
In consideration of the mutual promises contained herein, the Agency and the Discharger hereby agree to the following terms and conditions:

1. Over the remainder of fiscal year 2011-2012 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 the amount shown in Attachment B as its share of the overall cost of conducting this public education program.
3. The Agency will invoice the Discharger for its share of these costs, and the Discharger will pay the Agency this amount within ninety (90) days of receipt of the invoice.

MONTEREY REGIONAL WATER  
POLLUTION CONTROL AGENCY

MARINA COAST  
WATER DISTRICT

By



Keith Israel, General Manager, MRWPCA  
Print Name/Title

By



Jim Heitzman, General Manager, MCWD  
Print Name/Title



# Southern Monterey Bay Dischargers Group

## Proposed Public Outreach Campaign Time Line FY 11/12

Media Type	Nov '11	Dec '11	Jan '12	Feb'12	Mar'12	Apr'12	May'12	Jun'12
<b>Television Commercials</b> KSBW TV, 4 mo, 204 ads (NBC)	66 ads	46 ads	34 ads					58 ads
<b>Newspapers</b> La Ganga (F), 5 ads Mo. Herald, 6 ads Salinas Valley Wkly (Su), 10 ads Pine Cone (F), 18 ads	4-18 - - -20 23 -13 20 27 4-18 -	- 9-23 - 4 11 18 22 4 11 18 25 -9-23 30	1 8 - - - 6-20 -					- - - 29 - - - 24 1 - 15 - 29
<b>Online</b> Ads: KSBW.com 4 mo (50,000 imp) Herald.com 2 mo (50,000 imp)  Search Marketing: eLocalPlumbers.com, 1 yr TheCityOf.com, 1 yr	all month all month	all month all month	all month					all month
<b>Website hosting</b> www.ClogBusters.org	Jul - Nov	all month	all month	all month	all month	all month	all month	Jun - Oct Jun - Oct

## Attachment B

### SHARED COSTS FOR FY 11/12 PUBLIC EDUCATION PROGRAM ON GREASE DISPOSAL PRACTICES

**PUBLIC EDUCATION PROGRAM BUDGET = \$15,000**

ENTITY	POPLUATON WITHIN AREA TO BE COVERED BY REGIONAL WDR PROGRAM	PERCENTAGE OF BUDGET TO BE PAID BY THIS ENTITY	CONTRIBUTION TOWARD FY 2011/2012 BUDGET
City of Salinas	150,441	52.756%	\$ 7,913
Seaside County Sanitation District <sup>(1)</sup>	34,983	12.268%	\$ 1,840
Marina Coast Water District <sup>(2)</sup>	33,364	11.700%	\$ 1,755
City of Monterey	27,810	9.752%	\$ 1,463
City of Pacific Grove	15,041	5.275%	\$ 791
Castroville Community Services District <sup>(3)</sup>	7,000	2.455%	\$ 368
California American Water <sup>(4)</sup>	6,380	2.237%	\$ 336
Pebble Beach Community Service District	4,509	1.581%	\$237 (+ \$1,584*) = \$1,821
Carmel Area Wastewater District	3,722	1.305%	\$196 (+ \$1,584*) = \$1,780
County of Monterey <sup>(5)</sup>	1,914	0.671%	\$ 101
<b>TOTAL</b>	<b>285,164</b>	<b>100.00%</b>	<b>\$15,000 (+ \$3,168*) = \$18,168</b>

**Notes:**

- (1) Combined 2010 Census population of Seaside, Sand City, and Del Rey Oaks.
- (2) Combined 2010 Census population of City of Marina and Ord Community population provided by MCWD
- (3) Combined 2010 Census population of Castroville and Moro Cojo area population reported by Castroville Community Service District.
- (4) Combined population of Oak Hills, Indian Springs, Las Palmas, Spreckels, Pasadera, White Oaks, Village Green, Carmel Valley Ranch provide by Cal-Am September 2011.
- (5) Combined 2010 Census population of Boronda CDP and Moss Landing.

\* PBCSD and CAWD contribution of \$3,168 for 16 extra ads in the Carmel Pine Cone to run biweekly through June 30, 2012.

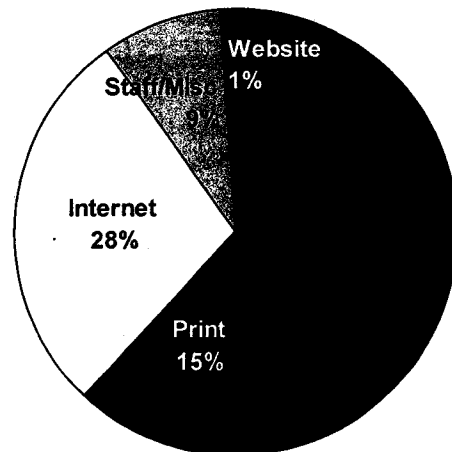
## Attachment A

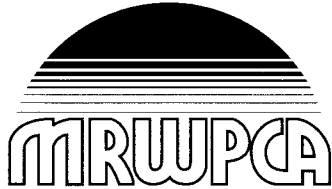
# WDR Grease Public Outreach Plan FY 11/12

Media Type	Budget Detail Summary
<b>TV</b>  <div style="text-align: right;">KSBW TV, Channel 8 (NBC)</div>	<b>(47%)</b> 4 months, 204 ads*, 15 and 30 sec <small>(* total number of ads will be greater due to ABC affiliate simulcast ads during morning and evening news at no cost)</small>
<b>Print</b>  <div style="text-align: right;">La Ganga, Fri Carmel Pine Cone, Fri Monterey Herald Salinas Valley Weekly, Sat</div>	<b>(15%)</b> 5 ads (1/8 page) 2 ads* (18 col. in., 1/5 pg) 6 ads (6 col. in., color) 10 ads (6 col. in., color)
<b>Internet Website – ClogBusters.org and Facebook page</b> Hosting, backups, archiving, 2 updates	<b>(1%)</b> 12 months www.ClogBusters.org
<b>Online Ads &amp; Search Marketing</b>  <div style="text-align: right;">KSBW TV Channel 8  Monterey County Herald  eLocalPlumbers.com  TheCityOf.com</div>	<b>(28%)</b> 4 months 50,000 impressions/mo 2 Months 50,000 impressions/mo 12 months, ads on Green page and Education page; ClogBlog postings up to 3-4/mo on Resources Page Large ad, 12 months
<b>Staff/Misc.</b> Program management; Facebook and ClogBlog postings	<b>(9%)</b>
<b>Total Budget</b>	<b>\$15,000 Group</b>

Note: expense percentage for each media type is percentage of \$15,000 shared group budget.

\* CAWD and PBCSD contributing \$3,168 to run 16 additional biweekly ads through June 30, 2012 (18 ads total).





# Monterey Regional Water Pollution Control Agency

*"Dedicated to meeting the wastewater and recycled water needs  
of our member agencies, while protecting the environment."*

November 1, 2011

Administration Office:  
5 Harris Court, Bldg. D, Monterey, CA 93940-5756  
(831) 372-3367 or 422-1001, FAX: (831) 372-6178  
Website: [www.mrwPCA.org](http://www.mrwPCA.org)

Mr. James Derbin  
Operations & Maintenance Superintendent  
MARINA COAST WATER DISTRICT  
2480 4<sup>TH</sup> Avenue  
Marina, CA 93933

Dear Mr. Derbin:

**SUBJECT: WASTEWATER DISCHARGE REQUIREMENTS – PUBLIC  
EDUCATION FOR GREASE FY 11/12**

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 at our Agency.

In addition, an invoice will follow under separate cover for the MARINA COAST WATER DISTRICT's cost (per MOU) for the public education program as described in Attachments A & B.

If you have any questions or need additional information, you can contact Karen Harris at 645-4604 or me at 645-4623.

Sincerely,

Tom Buell  
Director of Finance

TB/krh

Enclosures: MOU with Attachments A & B