

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 _____, 2013, 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 2013-2014 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
Print Name/Title

By _____
Brian Lee, Interim General Manager----
Print Name/Title

Attachment A

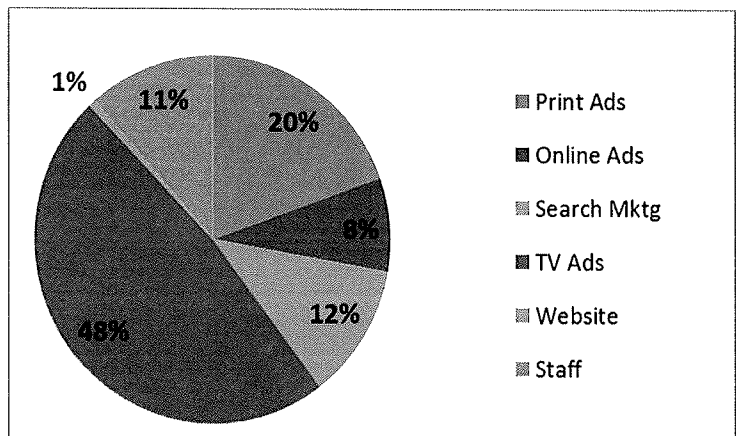
WDR Grease Public Outreach Plan

FY 13/14

Media Type	Budget Detail Summary
TV KSBW TV, Channel 8 KSMS TV, Channel 67 (Univision)	(48%) 7 weeks, 145 ads*, 0:15 & 0:30 8 weeks, 80 ads, 0:15 (225 total ads)
Print Carmel Pine Cone, Fri Monterey County Weekly, Thu	(20%) 2 ads* (1/5 pg, b/w) 9 ads + 1 free (1/6 page, color)
Internet Website – ClogBusters.org and Facebook Hosting, backups, archiving, 2 website updates, FB posts	(1%) 12 months
Online Ads & Search Marketing KSBW TV Channel 8 2 months KSMS TV Channel 67 (Univision) 2 months YELP Plumbing Listings Target Marketing Page Ads 6 months + 1 month free	(20%) 40,000 impressions/mo Unlimited impressions/mo 450 ads/mo. local plumbing lists
Staff/Misc. Program management; Facebook	(11%)
Total Budget	\$18,000 Group

Note: expense percentage for each media type is percentage of \$18,000 shared group budget.

* CAWD and PBCSD contributing \$3,168 to run 16 additional biweekly ads through June 30, 2014 (18 ads total).



Public Outreach Campaign Timeline FY 13/14

Public Outreach Campaign Timeline FY 13/14

Attachment B

Southern Monterey Bay Dischargers Grease Outreach Partnership

SHARED COSTS FOR FY 13/14 PUBLIC EDUCATION PROGRAM ON GREASE DISPOSAL PRACTICES			
PUBLIC EDUCATION PROGRAM BUDGET = \$18,000			
ENTITY	POPULATION WITHIN AREA TO BE COVERED BY REGIONAL WDR PROGRAM	PERCENTAGE OF BUDGET TO BE PAID BY THIS ENTITY	CONTRIBUTION TOWARD FY 2013/2014 BUDGET
City of Salinas	150,441	52.756%	\$9,495.60
Seaside County Sanitation District ⁽¹⁾	34,983	12.268%	\$2,208.00
Marina Coast Water District ⁽²⁾	33,364	11.700%	\$2,106.00
City of Monterey	27,810	9.752%	\$1,755.60
City of Pacific Grove	15,041	5.275%	\$ 949.20
Castroville Community Services District ⁽³⁾	7,000	2.455%	\$ 441.60
California American Water ⁽⁴⁾	6,380	2.237%	\$ 403.20
Pebble Beach Community Service District	4,509	1.581%	\$ 284.40*
Carmel Area Wastewater District	3,722	1.305%	\$ 235.20*
County of Monterey ⁽⁵⁾	1,914	0.671%	\$ 121.20
TOTAL	285,164	100.00%	\$18,000.00

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 would increase if additional Carmel Pine Cone ads are run through June 30, 2014.