

Marina Coast Water District
Agenda Transmittal

Agenda Item: 9-C

Meeting Date: December 13, 2011

Submitted By: James Derbin

Presented By: James Derbin

Reviewed By: Carl Niizawa

Agenda Title: Adopt Resolution No. 2011-88 to Approve a Memorandum of Understanding between Monterey Regional Water Pollution Control Agency and Marina Coast Water District for Conducting a Public Education Program for the Southern Monterey Bay Dischargers Group

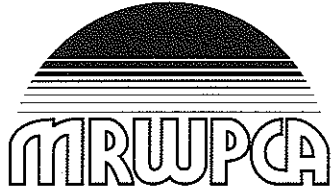
Detailed Description: The Board of Directors is requested to authorize the General Manager to execute a Memorandum of Understanding (MOU) between Monterey Regional Water Pollution Control Agency (MRWPCA) and Marina Coast Water District (MCWD) for MCWD's cost share for conducting a public education program for the Southern Monterey Bay Dischargers Group of \$1,755.

The MCWD operation and maintenance of the wastewater collection system is regulated under State Water Resources Control Board Statewide General Discharge Requirements Order No. 2006-0003-DWQ. Under this order, wastewater agencies in the state are required to have a Sanitary Sewer Management Plan (SSMP). One of the required elements of an SSMP is that each agency implements a public education outreach program regarding proper disposal of grease and fats.

This required outreach activity can be cost-effectively done on a cost-shared basis by a collective or regional group. One such group, the Southern Monterey Dischargers Group, is composed of most of the wastewater agencies tributary to the MRWPCA along with California American Water, the Pebble Beach Community Services District, and the Carmel Area Wastewater District. MRWPCA initiated and funded a limited outreach program in FY 2003-2004 to assist member agencies in the first year of compliance under a previous permit, California Regional Water Quality Control Board Waste Discharge Order No. R3-2002-0078. The regional group, including MCWD, has funded the program since FY 2004-2005.

In 2008, the Regional Board Order R3-2002-0078 was rescinded and replaced with the Statewide General Waste Discharge Requirements for Sanitary Sewer Systems (State Board Order No. 2006-003-DWQ). As the Statewide permit is virtually identical to that of the rescinded permit, the joint outreach program was continued.

Each participating agency has contributed a shared cost based on population of the communities served. MCWD has participated in the Southern Monterey Bay Discharges Group outreach activities every year since FY 2004-2005. Staff recommends that MCWD continue their support of the Public Education Program for the Southern Monterey Bay Dischargers Group.



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.mrwpc.org

Mr. James Derbin
Operations & Maintenance Superintendent
MARINA COAST WATER DISTRICT
2480 4TH 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

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 _____, 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

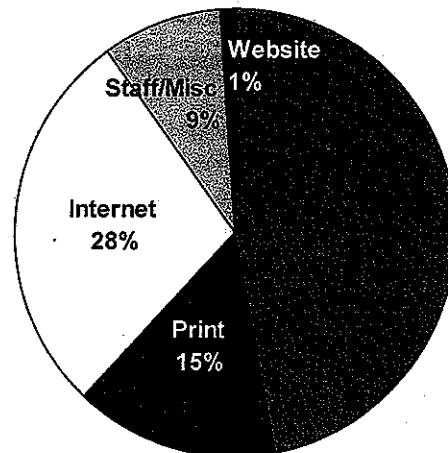
Attachment A

WDR Grease Public Outreach Plan FY 11/12

Media Type	Budget Detail Summary
TV <div style="text-align: right;">KSBW TV, Channel 8 (NBC)</div>	(47%) 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>
Print <div style="text-align: right;">La Ganga, Fri Carmel Pine Cone, Fri Monterey Herald Salinas Valley Weekly, Sat</div>	(15%) 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)
Internet Website – ClogBusters.org and Facebook page Hosting, backups, archiving, 2 updates	(1%) 12 months www.ClogBusters.org
Online Ads & Search Marketing <div style="text-align: right;">KSBW TV Channel 8 Monterey County Herald eLocalPlumbers.com TheCityOf.com</div>	(28%) 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
Staff/Misc. Program management; Facebook and ClogBlog postings	(9%)
Total Budget	\$15,000 Group

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).



Attachment B

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

PUBLIC EDUCATION PROGRAM BUDGET = \$15,000

ENTITY	POPULATION 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 ⁽¹⁾	34,983	12.268%	\$ 1,840
Marina Coast Water District ⁽²⁾	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 ⁽³⁾	7,000	2.455%	\$ 368
California American Water ⁽⁴⁾	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 ⁽⁵⁾	1,914	0.671%	\$ 101
TOTAL	285,164	100.00%	\$15,000 (+ \$3,168*) = \$18,168

Notes:

- (1) Combined 2010 Census population of Seaside, Sand City, and Del Rey Oaks.
- (2) Combined 2010 Census population 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.

Board Goals/Objectives: *Strategic Plan, Goal No. 2 – To manage and sustain the District's groundwater and desalinated water, recycled water and wastewater services, conservation activities, infrastructure and human resources at or above industry standards.*

Financial Impact: Yes No

Funding Source/Recap: The amount of \$1,755 approved in the FY 2011/2012 Budget and will be funded from Ord and Marina Sewer Operating Budget.

Material Included for Information/Consideration: Resolution No. 2011-88; and, copy of 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.

Staff Recommendation: The Board of Directors adopt Resolution No. 2011-88 that authorizes 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 for conducting a public education program for the Southern Monterey Bay Dischargers Group of \$1,755.

Action Required: Resolution Motion Review
(Roll call vote is required.)

Board Action

_____ Resolution No _____ Motion By _____ Seconded By _____

Ayes _____ Abstained _____

Noes _____ Absent _____

Reagendized _____ Date _____ No Action Taken _____

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 _____

Noes: Directors _____

Absent: Directors _____

Abstained: Directors _____

William Y. Lee, 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