

**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 \_\_\_\_\_, 2015, 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 2015-2016 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   
\_\_\_\_\_  
Paul Sciuto, General Manager  
Print Name/Title

By \_\_\_\_\_  
Keith Van Der Maaten, General Manager  
Print Name/Title

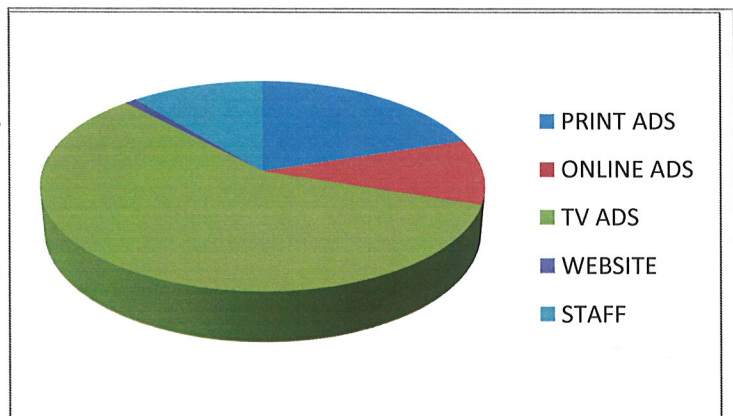
## Attachment A

# WDR Grease Public Outreach Plan FY 15/16

Media Type	Budget Detail Summary
<b>TV</b>  KSBW TV, Channel 8 KSMS TV, Channel 67 (Univision)	<b>(57%)</b>  7 weeks, 76 ads, 0:15 8 weeks, 86 ads, 0:15 (162 total ads)
<b>Print</b>  Carmel Pine Cone, Fri Monterey County Weekly, Thu	<b>(21%)</b>  2 ads* (1/5 pg, b/w) 8 ads (1/6 page, color)
<b>Internet Website – ClogBusters.org and Facebook</b> Hosting, backups, archiving, 2 website updates, FB posts	<b>(1%)</b>  12 months
<b>Online Ads &amp; Search Marketing</b>  KSBW TV Channel 8 1 month  KSMS TV Channel 67 (Univision) 2 months	<b>(10%)</b>  40,000 impressions/mo  Unlimited impressions/mo
<b>Staff/Misc.</b>  Program management; Facebook	<b>(11%)</b>
<b>Total Budget</b>	<b>\$13698.00 Group</b>

Note: expense percentage for each media type is percentage of \$13,698.0 shared group budget.

\* CAWD and PBCSD contributing \$2880 to run 16 additional biweekly ads through March 18, 2015 (18 ads total).



**Attachment B**

**Southern Monterey Bay Dischargers Grease Outreach Partnership**

**SHARED COSTS FOR FY 15/16 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 2014/2015 BUDGET
City of Salinas	150,441	52.756%	\$7226.53
Seaside County Sanitation District <sup>(1)</sup>	34,983	12.268%	\$1680.48
Marina Coast Water District <sup>(2)</sup>	33,364	11.700%	\$1602.68
City of Monterey	27,810	9.752%	\$1335.84
City of Pacific Grove	15,041	5.275%	\$ 722.58
Castroville Community Services District <sup>(3)</sup>	7,204	2.526%	\$ 346.03
California American Water <sup>(4)</sup>	6,380	2.237%	\$ 306.44
Pebble Beach Community Service District	4,509	1.581%	\$ 216.58*
Carmel Area Wastewater District	3,722	1.305%	\$ 178.77*
County of Monterey	1710	0.599%	\$ 82.07
<b>TOTAL</b>	<b>285,164</b>	<b>100.00%</b>	<b>\$13,698.00</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. Revised to include Moss Landing 2010 Census population.
- (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.

\* PBCSD and CAWD contribution would increase \$1440.00 ea for additional Carmel Pine Cone ads through March 2016.