



# Monterey One Water

## Providing Cooperative Water Solutions

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WEBSITE: [www.montereyonewater.org](http://www.montereyonewater.org)

December 27, 2017

Mr. Keith Van Der Maaten  
General Manager  
MARINA COAST WATER DISTRICT  
2480 4<sup>th</sup> Avenue  
Marina, CA 93933

Dear Mr. Van Der Maaten:

**SUBJECT: WASTEWATER DISCHARGE REQUIREMENTS — PUBLIC  
EDUCATION FOR GREASE FY 17/18**

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 Michelle Bumgardner at 645-4629 or me at 645-4600.

Sincerely,

Paul A. Sciuto  
General Manager

PS/mlb

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 \_\_\_\_\_, 2018, between the **MONTEREY ONE WATER** (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.

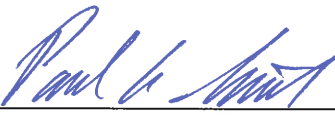
**Terms and Conditions**

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 2017-2018 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 ONE WATER

MARINA COAST  
WATER DISTRICT

By   
\_\_\_\_\_  
Paul A. Sciuto, General Manager  
Print Name/Title

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

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MONTEREY ONE WATER

MARINA COAST  
WATER DISTRICT

By   
\_\_\_\_\_  
Paul A. Sciuto, General Manager  
Print Name/Title

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

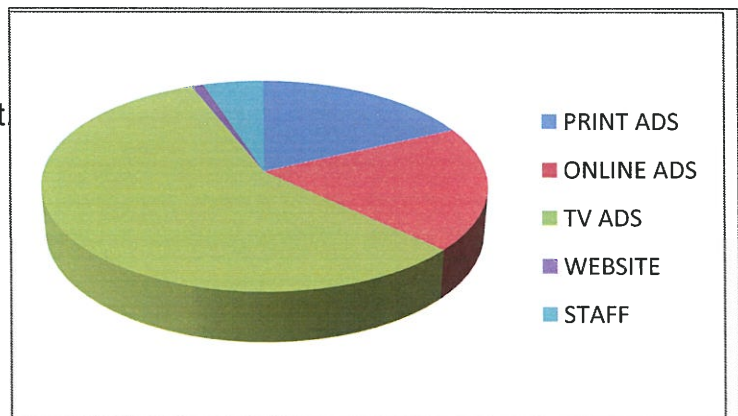
## Attachment A

# WDR Grease Public Outreach Plan FY 17/18

Media Type	Budget Detail Summary
<b>TV</b>  <div style="text-align: right;">KSBW TV, Channel 8 KSMS TV, Channel 67 (Univision)</div>	<b>(57%)</b>  Nov/Dec, 48 ads, 0:15 Nov/Dec, 80 ads, 0:15 (128 total ads)
<b>Print</b>  <div style="text-align: right;">Carmel Pine Cone, Fri Monterey County Weekly, Thu</div>	<b>(18%)</b>  2 ads* (1/5 pg, b/w) 7 ads (1/6 page, color)
<b>Internet Website – ClogBusters.org</b>  Hosting, backups, archiving, 2 website updates	<b>(1%)</b>  12 months
<b>Online Ads &amp; Search Marketing</b>  <div style="text-align: right;">KSBW TV Channel 8 1 month  KSMS TV Channel 67 (Univision) 2 months  Monterey County Weekly 2 months</div>	<b>(19%)</b>  40,000 impressions/mo  Unlimited impressions/mo  Web Banners
<b>Staff/Misc.</b>  Program management; Clogbusters	<b>(5%)</b>
<b>Total Budget</b>	<b>\$12,361.00 Group</b>

Note: expense percentage for each media type is percentage of \$12361.00 shared group budget

\* CAWD and PBCSD contributing \$792.00 to run 4 additional biweekly ads through Dec 29, 2017 (6 ads total).



**Attachment B**

**Southern Monterey Bay Dischargers Grease Outreach Partnership**

<b>SHARED COSTS FOR FY 17/18 PUBLIC EDUCATION PROGRAM ON GREASE DISPOSAL PRACTICES</b>			
<b>PUBLIC EDUCATION PROGRAM BUDGET = \$18,000</b>			
<b>ENTITY</b>	<b>POPULATION WITHIN AREA TO BE COVERED BY REGIONAL WDR PROGRAM</b>	<b>PERCENTAGE OF BUDGET TO BE PAID BY THIS ENTITY</b>	<b>CONTRIBUTION TOWARD FY 2016/2017 BUDGET</b>
City of Salinas	150,441	52.756%	\$6521.20
Seaside County Sanitation District <sup>(1)</sup>	34,983	12.268%	\$1516.50
Marina Coast Water District <sup>(2)</sup>	33,364	11.700%	\$1446.25
City of Monterey	27,810	9.752%	\$1205.45
City of Pacific Grove	15,041	5.275%	\$ 652.05
Castroville Community Services District <sup>(3)</sup>	7,204	2.526%	\$ 312.25
California American Water <sup>(4)</sup>	6,380	2.237%	\$ 276.50
Pebble Beach Community Service District	4,509	1.581%	\$ 195.43*
Carmel Area Wastewater District	3,722	1.305%	\$ 161.32*
County of Monterey	1710	0.599%	\$ 74.05
<b>TOTAL</b>	<b>285,164</b>	<b>100.00%</b>	<b>\$12,361.00</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 \$396.00.00 ea for additional Carmel Pine Cone ads through DEC 2017.