

NOTICE AND AGENDA

**MANAGEMENT COMMITTEE for the
MONTEREY REGIONAL STORMWATER
MANAGEMENT PROGRAM**

DATE: September 28, 2022
TIME: 9:30 a.m.
LOCATION: Zoom Video Conference and Teleconference

**THIS MEETING WILL BE HELD ELECTRONICALLY AND REMOTELY
ONLY VIA ZOOM VIDEO CONFERENCING AND TELECONFERENCING**

This meeting is compliant with Governor Newsom's Executive Order N-29-20 which allows for holding public meetings electronically only, without a physical location for public participation, accessible only telephonically or otherwise electronically (video conferencing) to all members of the public seeking to observe and address the local legislative body, in order to avoid public gatherings, and until further notice.

To Join the Zoom Webinar Meeting, click on this link: <https://us02web.zoom.us/j/87534112951?pwd=ZXVZNWJTUHM0MHcyeUZCTy9COHdZUT09> or copy and paste the link into your browser. If your computer does not have audio, you will also need to join the meeting via phone. To Participate Telephonically you can call the number below and enter the webinar ID number and password when prompted:

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Webinar ID: 875 3411 2951 Password: 757837

PUBLIC COMMENTS: If you are unable to participate via telephone or webinar, you may also submit your comments by e-mailing them to jeff@my1water.org with one of the following subject lines "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT – NON-AGENDA ITEM". Comments must be received by 12:00 p.m. on Tuesday, September 27, 2022. All submitted comments will be provided to the Committee and may be read into the record and will be compiled as part of the record.

Officers:	Chairperson: Michael Trapani, County of Monterey	
	Vice-Chairperson: Leon Gomez, City of Sand City	
Participating Entities:	City of Carmel-by-the-Sea	City of Del Rey Oaks
	City of Monterey	City of Pacific Grove
	City of Seaside	County of Monterey
Other Coordinating Entities:		
	Carmel Unified School District	Pacific Grove Unified School District
	Monterey Peninsula Unified School District	Pebble Beach Company
Ex-Officio Members:		
	Association of Monterey Bay Governments	Monterey Bay National Marine Sanctuary

AGENDA ITEMS

Page #

- 1. **Call to Order / Roll Call** n/a
- 2. **Public Comments** n/a

CONSENT AGENDA

- 3. **Approve Management Committee Meeting Minutes for 8/24/22** (Attach. 1) 3

INFORMATION AND DISCUSSION ITEMS

- 4. **Update on COVID-19 Situation** n/a
- 5. **Update on Annual Report**
 - a. Discussion of Annual Report Template n/a
- 6. **Update on CASQA Conference – Oct. 24-26** n/a
- 7. **Update on Construction General Permit** n/a
- 8. **Update on MRSWMP Monitoring Program**
 - a. De-brief of Dry Run and First Flush n/a
- 9. **Update on Year 10 Permit Requirements**
 - a. Annual Building Inspector Training n/a
- 10. **Update on Post-Construction Requirements**
 - a. Discussion of SCM Maintenance & Training Options n/a
- 11. **Update on Trash Amendment**
 - a. Update on Trash Assessments n/a

ACTION ITEMS

- 12. **Action Item to Pursue the Development of New PE/PO Television Ads** (Attach. 2) 6
- 13. **Action Item to Determine Distribution of Surplus Funds** (Attach. 3) 8

ADMINISTRATIVE REPORTS

- 14. **Management Committee Member and Program Manager Reports** n/a

SCHEDULE NEXT MEETING / ADJOURNMENT

- 15. **Schedule Next Meeting:** The next MRSWMP Meeting date is tentatively scheduled for Thursday, October 27, at 9:30a.m. n/a
- 16. **Meeting Adjournment** n/a

Monterey Regional Stormwater Management Program

Management Committee

MEETING MINUTES For August 24, 2022

AGENDA ITEMS

1. Call to Order / Roll-Call

Chairperson Trapani (County of Monterey) called the meeting to order at 9:32a.m. and performed roll call.

Management Committee (MC) Members:

City of Carmel – Agnes Martelet
 City of Monterey - Tricia Wotan
 City of Pacific Grove – George Fuerst
 City of Sand City – Leon Gomez
 City of Seaside – Melissa Savage
 County of Monterey – Michael Trapani

Other:

Jessica Juico – City of Carmel
 Rick Reidl – Wallace Group
 Tom Kieckhefer – Save the Whales
 Bridget Hoover, Pam Krone, Jenny Pensky
 – Monterey Bay Sanctuary Foundation

MRSWMP Staff:

Program Manager – Jeff Condit

2. Public Comment

Bridget Hoover shared that the Sanctuary held its annual Volunteer Appreciation Event to thank volunteers for their participation with the MRSWMP Monitoring Program. The Sanctuary is in the process of hiring a Volunteer Coordinator who will be responsible for this year's MRSWMP Monitoring Program.

CONSENT AGENDA

3. Approve Management Committee Meeting Minutes for 7/27/22

- **Action:** On a motion by Wotan (*City of Monterey*), seconded by Gomez (*City of Sand City*), Management Committee approved the Management Committee Meeting Minutes for 7/27/22 (6-0).

- **Ayes:** Martelet, Fuerst, Trapani, Gomez, Wotan, Savage
- **Noes:** None
- **Abstain:** None

DISCUSSION ITEMS

4. Update on COVID-19 Situation

A brief discussion ensued regarding impacts the current COVID-19 situation has had on stormwater programs and local government in general.

5. Update on MRSWMP Monitoring Program

a. Update on Trend Analysis of First Flush Data

Jenny Pensky of the Monterey Bay National Marine Sanctuary Foundation presented the results of a trend analysis of MRSWMP Monitoring Data over the past 21 years. The analysis showed a positive trend with regard to water quality. Hoover offered to meet with Members individually to discuss the report and the results (**Action Item – all**).

Members provided comments regarding the report including: 1) We may wish to change the Post-Permit classification; 2) we may wish to clarify the definition of Water Quality Objective and that it is referencing receiving water monitoring.

Members will have an opportunity to provide comments on the Report. Members should submit comments to Condit by Friday, Sept. 16 (**Action Item – Members**).

6. Update on Public Education and Public Outreach

a. School Outreach Program

Tom Kieckhefer of Save the Whales shared that he has been preparing for the upcoming season of classroom presentations for the MRSWMP School Outreach program. The program has been well received, with interest in the programming increasing. Condit shared a new flyer that presents the four (4) programs currently on offer.

b. Annual Coastal Clean-Up – Sept. 17

Condit informed members that Annual Coastal Clean-Up Day will occur on Saturday, September 17. MRSWMP is a financial sponsor of the event, meeting a permit requirement. Condit will share a Social Media Toolkit with members to assist in their efforts to promote the event (**Action Item – Condit, Members**).

c. Love Your Storm Drain Web Reporting Tool

Condit shared a new web page on the MontereySEA.org web site. “Love Your Storm Drain” is a new page that allows constituents to report any missing storm drain emblems that may have worn off over time. Once a submission is received, Condit will work with Save the Whales and our CSUMB volunteers to replace emblems.

7. Update on Construction General Permit

Condit shared a Staff Report that provided a de-brief of a recent Public Workshop that introduced the proposed re-issuance of the Construction General Permit. The presentation slides from the Workshop can be found here:

https://www.waterboards.ca.gov/water_issues/programs/stormwater/construction/docs/2022/August-2022-Public-Workshop-Draft-CGP-Reissuance.pdf

Condit noted that the State Water Board will hold an adoption hearing for the updated Permit on September 8. The hearing will include an opportunity to submit Public Comment on all aspects of the proposed permit.

8. Update on Year 10 Permit Requirements

a. Annual Building Inspector Training

Due to Covid concerns, this year's Annual Building Inspector meeting will utilize virtual trainings held in conjunction with the statewide Stormwater Awareness Week. Condit will send an email on September 1 with directions regarding the training, options for participating in trainings, and a sign-in sheet to track participation for Annual Report purposes (**Action Item – Condit**).

9. Update on Trash Amendment

a. Update on Trash Assessments

Condit shared that he is preparing to conduct Trash Assessments on behalf of members prior to the approaching rainy season. Due to Covid protocols, Condit will focus on high priority regions of our permit boundaries.

10. Update on Annual Report

a. Annual Report Template Timeline

Condit shared a timeline for the development of this year's Annual Report template.

ADMINISTRATIVE REPORTS

11. Management Committee Member and Program Manager Reports

- a. City of Sand City** – Sand City shared that they will be hosting the West End Festival on August 26-27.
- b. Program Manager** – Condit shared that Governor Newsom recently announced the California Water Supply Strategy, which places significant emphasis on Stormwater Capture and Reuse.

ADJOURNMENT / SCHEDULE NEXT MEETING

12. Schedule Next Meeting

The next Management Committee meeting is scheduled for Wednesday, September 28, at 9:30am.

13. Meeting Adjournment

The meeting was adjourned at 10:56a.m.

Monterey Regional Storm Water Management Program (MRSWMP)

To: MRSWMP Management Committee
From: Jeff Condit, Program Manager
Date: September 28, 2022
Subject: Action Item to Pursue the Development of New PE/PO Television Ads

Background

The MRSWMP Program has Permit Requirements that specify the airing of a certain number of television ads with Stormwater messaging aimed at our regional constituents. MRSWMP has been airing four (4) ads in rotation on local television stations. The television ads are purchased in conjunction with regional partners from the City of Salinas and Santa Cruz County jurisdictions. Members of this partnership have inquired whether we can update our existing ad rotation with new television ads.

Discussion

The MRSWMP Guidance Document specifies that the Public Education and Public Outreach program shall air 650-1000 Television Commercials annually on four local stations. To meet this requirement, MRSWMP partnered with the City of Salinas and Santa Cruz jurisdictions on a TV Ad Buy Partnership in order to help defray costs for individual permittees who share similar TV airwaves. Costs are currently divided based on population of individual partners.

At the beginning of the current permit cycle, the regional collaboration worked to acquire four (4) television ads to be aired locally. The four ads are included on the MontereySEA.org website:

- Marine Debris TV Ad: <https://montereysea.org/about/>
- Fowl Water: <https://montereysea.org/take-action/>
- Storm Drain: <https://montereysea.org/business/>
- Dog Doo: <https://montereysea.org/in-the-home/>

Members of the regional partnership recently inquired whether we can update our existing ads with new television ads.

Fortuitously, Monterey One Water recently completed an RFP process to identify a firm to develop television ads regarding their sewer system. Monterey One Water informed the MRSWMP Program Manager that he is allowed to piggyback on that RFP process if so inclined. The RFP process identified Advance Creative as a firm to develop television commercials.

Advance Creative provided a proposal for the development of new television commercials, with options to develop 1-4 commercials with different commercial style options. It is assumed that the cost of development of commercials will be shared by the regional partnership.

Fiscal Analysis

The price range for four new commercials was in the range of \$15,000-\$25,000 depending on the style and complexity of commercial type. This cost will be shared by the regional partnership, with MRSWMP's share estimated between \$7,000-12,000. Although this initiative was not budgeted for in the current FY2022/23 Budget, there are surplus funds from the FY2021/22 budget that members could utilize to fund this initiative.

Recommendation

Staff recommends the Management Committee pursue the development of new television ads with our regional partnership, with the possibility of utilizing surplus funds from the FY2021/22 budget. Staff recommends the development of a TV Ad Sub-Committee to meet and strategize with our regional partners.

Monterey Regional Storm Water Management Program (MRSWMP)

To: MRSWMP Management Committee
From: Jeff Condit, Program Manager
Date: September 28, 2022
Subject: Action Item to Determine Distribution of Surplus Funds

Discussion

The Program Manager worked with the Monterey One Water Accounting Department to reconcile the budget for FY2021/22. The reconciliation identified a budget surplus of \$12,248.31.

Members are in the process of considering whether they wish to pursue the development of new television commercials aimed at raising awareness of water quality and stormwater issues. As this initiative was not included in the FY2022/23 Budget, there may be an opportunity to utilize the budget surplus toward the development of these television commercials.

Proposed Distribution

The budget surplus amount of \$12,248.31, minus the MRSWMP contribution toward the development of television commercials, can be divided amongst members based on the percentage of the FY2021/22 budget contribution.

Recommendation

Staff recommends the Management Committee pursue the development of new television commercials and then redistribute the FY 2021/22 budget surplus through credits to members' shares of the FY 2022/23 budget contribution. The credit should be based upon the percentage of the FY 2021/22 budget contribution.