



MONTEREY SEA
 Stormwater Education Alliance
 Carmel-by-the-Sea • County of Monterey • Del Rey Oaks
 Monterey • Pacific Grove • Sand City • Seaside

NOTICE AND AGENDA

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

DATE: December 11, 2024
TIME: 9:30 a.m.
LOCATION: Monterey One Water Conference Room, 5 Harris Court, Building D, Monterey

THIS HYBRID MEETING WILL BE HELD BOTH IN-PERSON AND VIRTUALLY

To join the Zoom Webinar Meeting, click on this link:
<https://us02web.zoom.us/j/89246755123?pwd=ND0mMwkBn6w8F8Xh5iwpEbAWgGvTVH.1>
 or copy and paste the link into your browser. If your computer does not have audio, you will 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:
 (669) 900-9128

Webinar ID: 892 4675 5123 Password: 257007

PUBLIC COMMENTS: If you are unable to participate via telephone or webinar, you may submit your comments by e-mailing them to MontereySEA@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, December 10, 2024. All submitted comments will be provided to the Committee, may be read into the record, and will be compiled as part of the public record.



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Program Administrator at (831) 645-4635 or by email at MontereySEA@my1water.org. Notification 30 hours prior to the meeting will enable the Committee to make reasonable arrangements to ensure accessibility to this meeting. Later requests will be accommodated to the extent feasible.

Officers: Chairperson: Leon Gomez, City of Sand City
 Vice-Chairperson: Ron Fucci, City of Del Rey Oaks

Participating Entities: City of Carmel-by-the-Sea City of Del Rey Oaks
 City of Monterey City of Pacific Grove City of Sand City
 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 |
| 3. Approve Management Committee Meeting Minutes for 10/30/24 | (Attachment 1) | 03 |

INFORMATION AND DISCUSSION ITEMS

- | | | |
|---|----------------|-----|
| 4. Update on PE/PO Program | | |
| a. Monthly Update | (Attachment 2) | 07 |
| b. Mid-Year Update | (Attachment 3) | 13 |
| 5. Stormwater Training Updates | | N/A |
| a. Training Debrief | | |
| 11/14/24 Construction Best Management Practices (BMP) | | |
| b. Drywell Training – February 2025, provided by Gregor Patsch from Torrent Resources | | |
| 6. Use of MontereySEA Branding | | N/A |
| 7. Member Interest in 2025 Chair and Vice Chair Roles | (Attachment 4) | 15 |
| 8. 2025 Committee Meeting Calendar | (Attachment 5) | 17 |

ADMINISTRATIVE REPORTS

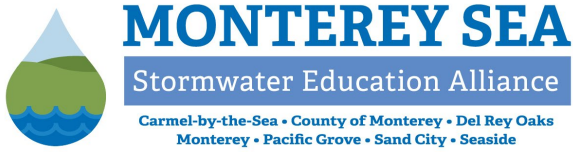
- | | | |
|---|----------------|-----|
| 9. Program Administrator Update | | N/A |
| a. Quarterly Report – 07/01/2024 - 09/30/2024 | (Attachment 6) | 18 |
| b. First Flush | | |
| c. Staff Meetings and Site Visits with Individual Members | | N/A |
| 10. Management Committee Members | | N/A |
| a. City of Carmel-by-the-Sea | | |
| b. City of Del Rey Oaks | | |
| c. City of Monterey | | |
| d. City of Pacific Grove | | |
| e. City of Sand City | | |
| f. City of Seaside | | |
| g. County of Monterey | | |

SCHEDULE NEXT MEETING / ADJOURNMENT

11. Schedule Next Meeting:

The next Monterey SEA Meeting is scheduled for Wednesday, January 22, 2025, at 9:30 a.m.

- | | | |
|-------------------------|--|-----|
| 12. Meeting Adjournment | | N/A |
|-------------------------|--|-----|



Monterey Regional Stormwater Management Program

Management Committee

MEETING MINUTES for October 30, 2024

Attachment 1

AGENDA ITEMS

1. Call to Order / Roll-Call

Chairperson Gomez (*City of Sand City*) called the meeting to order at 9:30 a.m. and performed roll call.

Management Committee Members:

- City of Carmel-by-the-Sea - Mary Bilse
- City of Del Rey Oaks - Ron Fucci
- City of Monterey - Kevin Anderson
- City of Pacific Grove - George Fuerst
- City of Sand City - Leon Gomez
- City of Seaside - Patrick Grogan
- County of Monterey - Michael Trapani

Monterey One Water (Program Administrator):

- Michelle Bumgardner
- Rachel Gaudoin
- Michael McCullough
- Erica Parker
- Yohana Vargas

Other In-Person:

- Maris Sidenstecker (PE/PO Coordinator)
- Mollie Wooden (Pebble Beach Company)

Other Virtual:

- Lindsay Brown (California Marine Sanctuary Foundation - CMSF, & Monterey Bay National Marine Sanctuary)

2. Public Comments

Chairperson Gomez called for public comment, none received.

3. Approve Management Committee Meeting Minutes for 9/25/24

- **Action:** On a motion by Bilse (*City of Carmel-by-the-Sea*), seconded by Grogan (*City of Seaside*), Management Committee unanimously approved the Management Committee Meeting Minutes for 9/25/2024.

INFORMATION AND DISCUSSION ITEMS

4. Update on PE/PO Program

Sidenstecker briefed the Committee on recent outreach events, including the Repair Café in Del Rey Oaks, and school presentations delivered in Pacific Grove, Prunedale, and Castroville. Members asked questions about the reach of the Stormwater Awareness Week (SWAW) social media campaign and related expenditures; further data will be shared with the group once it has been compiled. Sidenstecker noted that television ads will be pursued after the election to avoid the current challenge of securing spots with TV stations.

- a. Monthly Update by Sidenstecker
- b. SWAW Outreach Briefing

5. **Stormwater Training Updates**

a. Upcoming Training Opportunities

Construction Best Management Practices (BMP) Training – Nov 14, 2024, Oldemeyer Center
Staff reminded the Committee of the upcoming hybrid training opportunity and encouraged sign-ups as soon as possible.

Drywell Training – First Quarter of 2025, Date TBD
More information to come.

Staff provided a working document of specific permit requirements regarding trainings, to clarify what types of training meet the minimum requirements. Though there are no specific permit requirements regarding Post-Construction Requirements (PCRs), members expressed interest in offering related training opportunities, a topic to be discussed by the PCR/Training Ad Hoc Committee.

b. PCR/Training Ad Hoc Committee

Staff suggested the name of the PCR/Training Ad Hoc Committee be shortened to “Training Ad Hoc Committee”, and members agreed. Current members of the Ad Hoc Committee are Bilse, Gomez, and Grogan. Staff will explore options for contracting out specific trainings, not to exceed \$3,000 for the year, and bring suggestions to the Ad Hoc Committee for direction.

Anderson (*City of Monterey*) mentioned that their new hire packets include information about required trainings, and staff provided a refresher on how to access training modules hosted on the MRSWMP “Member Page”. There was discussion centering on the benefits of updating the videos to be more engaging – staff will research available resources from CASQA, etc. and report back.

6. **MS4 Informal Draft Permit**

Staff shared copies of final comment letters submitted by the Committee and by CASQA. 2025 remains the target date for adoption of the final MS4 permit.

- a. MRSWMP Final Comment Letter
- b. CASQA Comment Letter
- c. Informal Draft Permit Timeline Review

7. **Calendar**

- a. Consider Proposal to Cancel November Meeting and Reschedule December Meeting to Dec 11, 2024 or Dec 18, 2024

Committee members agreed to cancel the November meeting and reschedule the December meeting to Dec 11, 2024.

- b. Discussion of Holiday Committee Activity Options

Committee members agreed a holiday activity would be a good opportunity. Staff will coordinate details.

- c. Confirm Calendar for 2025

Data will be added to the MRSWMP calendar as new dates, events, and trainings are identified. This will be a regular item for meetings moving forward.

8. Facility Tour Opportunities in 2025

Committee members expressed interest in visiting relevant sites in the MRSWMP service area, such as the Fort Ord Recreation Trail and Greenway (FORTAG) in Del Rey Oaks and the Monterey One Water Organics Diversion for Co-Digestion (slated for completion in April 2025). Staff will explore options for facility tours throughout the year.

ADMINISTRATIVE REPORTS

9. Informational Items

CASQA Conference - Oct. 21-23, 2024 After-Conference Briefing

Program support staff Bumgardner and Parker attended the Conference in Sacramento and provided an overview of takeaways to members. Advances in proactive community engagement, outreach, education, and multi-benefit projects were highlighted. The Monterey region was acknowledged in several panels as pioneering innovation in water quality measures and held as a model for other areas. Conference materials should be available within the next month, and staff will determine how content might be shared.

The 2025 CASQA Conference will be held in Pasadena from September 15-17. Staff will endeavor to provide Technical Tracks in advance of this conference so members can give input on priority sessions for staff to attend.

10. Program Administrator Update

a. Annual Report Process Check-In

The Committee confirmed that supporting documentation was accessible and useful for completing individual Annual Reports.

b. First Flush (FF) Participation

Program support staff confirmed that they are signed up for FF monitoring, and the flyer for folks to volunteer was provided. Lindsay Brown, CMSF representative and FF coordinator, confirmed that the threshold for the first major rain event is 0.1 in. within one hour.

c. Staff Meetings and Site Visits with Individual Members

Staff notified members that they will be sending around scheduling requests this week to set up meetings to learn more about individual municipal programs and visit stormwater facilities.

11. Management Committee Members

- a. City of Carmel-by-the-Sea: Bilse reported that an Environmental Analyst will start in November and their Public Works Director (PWD) is retiring. She will be acting PWD while they go through the recruitment process.
- b. City of Del Rey Oaks: Fucci shared that FORTAG construction has encountered challenges with bridge work, but they received an extension for the work to continue until Nov 15. Fire fuel reduction efforts have expanded from the initial footprint, as they had remaining grant funds which were able to be utilized for additional acreage. They are working on a survey of Carlton Dr and have opened bidding for Rosita Rd work, to include two new storm drains. The City received 60 free trees from P&GE's Right Tree Right Place program for municipalities.

- c. City of Monterey: Anderson stated that they are working with 2NFORM on building out their platform to include past PCR projects and to improve the ease of including data in their Annual Reports. Monterey is receiving bids for their Stormwater Control Plan and is in the process of reviewing them.
- d. City of Pacific Grove: no report.
- e. City of Sand City: Gomez reported that they are focused on Monterey Salinas Transit (MST) Surf Bus Line permitting, with MST aiming to have them finalized by the end of 2024 for the five-mile busway from Marina to Sand City.
- f. City of Seaside: Grogan shared that they are bringing on a new Building Official and a new Public Works Director in the coming months.
- g. County of Monterey: Trapani stated that they completed street sweeping for 288 miles of curb, with positive feedback from residents and improved parking compliance. The Gabilan Creek Turbidity Implementation Plan is nearing its submittal, with final briefings to stakeholders underway.

SCHEDULE NEXT MEETING / ADJOURNMENT

12. Schedule Next Meeting

The next MRSWMP Meeting date is scheduled for Wednesday, December 11, 2024, at 9:30 a.m.

13. Meeting Adjournment

The meeting was adjourned at 11:18 a.m.

Public Education/Public Outreach Program Update for Monterey Regional Storm Water Management Program (MRSWMP) Committee Meeting

December 11, 2024

By Maris Sidenstecker, Executive Director, Save The Whales



MONTEREY SEA

Stormwater Education Alliance

WWW.MONTEREYSEA.ORG

November School Presentations

Scheduled/Completed 2024

School	Presentation Date	# Classes/ # Students
Dual Language Academy, Seaside	November 1	3 Classes, 38 students, grade 6
Elkhorn Elementary, Castroville	November 15	3 Classes, 81 students, grade 3
Monte Vista Elementary, Monterey	November 19	3 Classes, 68 students, grade 2



Updated Stormwater Awareness Week Social Media Compare 2022 and 2024 Stats

	Impressions 2022	2024	Published Posts 2022	2024	Engage Rate 2022	2024
X	705	54	0 Boosts	7	7	2.4% 3.7%
Facebook	278	219	0 Boosts	9	7	1.2% 6.8%
Instagram	213	547		7	7	28.6% 5.3%

Total Audience 2022: 780

Total Audience 2024: 794



Doggy Doo Awareness Social Media Contest 2023, 2021, 2020, and 2019 Stats

Impressions By Year		Boosts	Published Posts	Engage Rate	Total Audience
2019 Facebook	21,623	1 (\$300)	8	140.7%	213
Instagram	239		7	3.4%	45
Twitter (X)	3,126		9	5.7%	6
2020 Facebook	27,700	1 (\$300)	23	74.3%	265
Instagram	12,100		14	13.6%	101
X	4,312		14	5.4%	7
2021 Facebook	21,402	3 (\$300)	19	2.4%	300
Instagram	20,226		12	0.2%	119
X	3,022		12	1.7%	7
2023 Facebook	7,284	1 (\$200)	17	5.8%	424
Instagram	19,325		19	0.4%	331
X	1,107		21	1.6%	11



Movie Ads During Blockbuster Winter Season

2024-2025

Del Monte Theater, Monterey	Month	Projected Impressions
13 Screens	November 29, 2024 – January 5, 2025	77,326



Our Water Our World (OWOW) Update

Maris attended a zoom meeting with OWOW CASQA lead on the educational updates for all the certified advocates in California.

Shared information from meeting with Erica and Michelle and introduced them to Joseph Draper, the OWOW contact at CASQA.

Will be ordering educational materials for OWOW to give out at outreach events.



Attachment 3

MRSWMP Annual Report Measurable Goals FY24/25

Last Updated 12/2/2024

E.7.a Public Education and Outreach Program Annual Report	Required	Year to Date
Reach 750 students with partner presentations or coloring books	750 students	335
24 total classes with hands-on presentations	24 classes	19
Reach 600 students per year with hands-on programs and activities	600 students	314
10% increase in student awareness based on pre- and post- survey results	10% increase	
Stencil 150 inlets; document location	150 stencils	
Student community service of 100 hours/year	100 hours	
Minimum of 50 volunteer participants	50 volunteers	
2 teacher trainings during 5-year permit	2 trainings	1
Each year, collect 20 teacher evaluations of the instruction and content of classroom programs	20 evaluations	3
Completed in past permit cycle		
Will continue to post messages on the topic on Facebook and website		
BMP brochures distributed either electronically or in City/County offices for businesses and general public		
50,000 "mailings" distributed throughout the MRSWMP area (Email blasts, hardcopy mailer, website posting, electronic newsletter, trash insert, etc.)	50,000 "mailers" sent	
Provide 1 workshop to residents on LID and stormwater friendly garden techniques	1 LID workshop 1 garden technique	
Provide incentives to 1 sustainable group to enhance local park or community area with stormwater friendly techniques	1 incentive	
Maintain bilingual OWOW flyers in 4 public locations	4 locations	
Visit Home Depot on a monthly basis to check on OWOW display rack and shelf talkers	12 visits to Home Depot	
Offer in-store training OR an extra tabling event to be decided by the store manager	1 in-store training -or- 1 tabling event	
Participate in 4 events including possible tie-in with SPCA vaccine clinic	4 events	
Reach 75 people through events	75 people	
Report on increase/decrease in sales of "natural insecticides" from box store corporate headquarters"	Report on +/-	
Visit 75 restaurants	75 restaurants	
Post restaurant DVD training video on website in English and Spanish to reduce/eliminate DVD distribution		
Post survey online to print and distribute for completion by restaurant managers and staff after viewing DVD		
Reach 150,000 listeners	150,000 listeners	
Air 500 ads	500 ads	
Achieve 35% Effective Reach	35% effectiveness	
Air 650–1,000 ads on 4 stations aiming for some prime time slots Reach will be reported each year	650-1000 ads on 4 stations	
Reach 175,000 movie patrons	175,000 people	11/29-1/5 Running
17 print ads with # circulation impressions	17 print ads	
2–3 press releases submitted to media	2-3 press releases	
Report the number of website and/or social media hits per year	# of hits	
Three audits/year by Education Coordinator	3 audits	
Partner with organizations such as MBNMS and NGOs to participate in 5 events (7 days) per year	5 events	1 (West End)
Partner with organizations such as MBNMS and NGOs to Reach 1,300 people (general public, residents, tourists)	1,300 people	327
Partner with organizations such as MBNMS and NGOs to distribute 1,500 educational materials	1,500 distributed	
Analyze 175 public survey responses	175 public surveys	
Rotate model to 1–2 locations per year	1-2 locations	1 *MEarth
Distribute 250 bilingual brochures	250 brochures	
Restock and upkeep existing hotel partners with brochures and posters		

MRSWMP Annual Report Measurable Goals FY24/25

Last Updated 12/2/2024

Add new hotels to help educate visitors through brochures, posters in elevators or vending areas, or PSA to air in hotel	Additional hotels	
Distribute educational materials to various audiences and report the number of materials distributed	# of material	Seaside Farmers Market (#TBD)
Coordinate commercial car wash facility to encourage community youth groups to use commercial facility for fund raising car wash; implement pilot program in Year 2		
Distribute messages related to proper car washing		
Employee training program established in Year 3 through a "Members Only" training module on MontereySEA.org - Permittees may access via username and password. New hires receive training within their first year of employment. Module includes Excal Visual IDDE Employee Stormwater Training Video and a quiz to measure comprehension of key concepts and practices.		
A Construction BMP Implementation and Inspection Workshop was held on September 28, 2023 of Year 11		3
Pollution Prevention/Good Housekeeping online training module provided through the "Members Only" MontereySEA.org page. New hires receive training within their first year of employment. Module includes Excal Visual IDDE Employee Stormwater Training Video and a quiz to measure comprehension of key concepts and practices.		<input checked="" type="checkbox"/>
A free Construction BMP Handbook continues to be distributed via the MontereySEA.org website, with copies available at Building Department counters. The Handbook was adapted with permission from the SF PUC. A bilingual Construction BMP Plan Sheet also is available, listing applicable Construction BMPs to be implemented year round and intended to be inserted directly into plan sheet sets to ensure compliance. It was adapted with permission from the Santa Clara Valley Urban Runoff Pollution Prevention Program.		<input checked="" type="checkbox"/>

E.8.a Public Involvement and Participation Program	Required	Year to Date
Develop a public involvement and participation strategy that establishes who is responsible for specific tasks.		
Consider development of a citizen advisory group (either a stand-alone group or utilize an existing group or process). The advisory group may consist of a balanced representation of affected parties, including residents, business owners, and environmental organizations in the MS4 service area and/or affected watershed. The Permittee may invite the citizen advisory group to participate in the development and implementation of all parts of the community's stormwater program.		
Choose topic annually based on the year's public education goals and educate the public about selected topic. May hold workshop or public event or partner with others to support workshop or event that addresses selected topic	Select topic	
Contribute financial support to the Coastal Clean Up Day event.	\$\$\$ contributed	\$1,000.00
Provide supplies, recruit volunteers, and stencil and complete minimum of 300 inlets per year.	300 inlets	51
Contribution for print ads from PE/PO		
Promote public participation in community projects related to stormwater pollution prevention, LID education.		
Promote public participation in volunteer monitoring programs.		<input checked="" type="checkbox"/>
Encourage public participation through social media outlets, community partners, and radio to encourage public participation.		820 impressions Coastal Clean up
Contribution toward print ads to recruit volunteers.		
Ensure the public can easily find information about the Permittee's stormwater program.		
Actively engage in the Permittee's IRWMP or other watershed-level planning effort.		

EXHIBIT "A"
MOA BYLAWS

MOA Bylaws

1. Representation: Representation from each PERMITTEE will be their Legally Responsible Official or his/her designee, and if that person is unable to attend, he or she will notify the PARTIES in advance by email naming their designated alternate representative for that meeting.
2. Selection of Officers: Each year the Management Committee shall select a Chair and Vice-Chair. The selection of the members to serve in this position shall be at the regularly scheduled January meeting and shall be based on nominations by the Management Committee. Members of the Management Committee may express their interest in serving as Chair or Vice Chair at the regularly scheduled December meeting. No member of the Management Committee may serve as Chair or Vice Chair for more than two consecutive and complete one year terms
3. Voting: Each PERMITTEE shall have one vote, provided that any PERMITTEE can call for a weighted vote on any issue. The affirmative vote of at least that number of the voting members of the Management Committee which collectively contribute at least fifty percent (50%) of the area-wide Program costs (a "Majority Vote"), is necessary to approve any financial measure brought before the Management Committee.

Weighting will be on a population basis, using the populations and numbers of votes shown in the attached Table. This table may be periodically updated by formal action of the Management Committee. Updating will normally be done when updated population figures are published by the U.S. Census Bureau, or when other updated population figures are published and formally accepted by each of the PERMITTEES. Weighted voting would be conducted as follows: If a weighted vote is called, each PERMITTEE will have the number of votes shown in the table below.



MONTEREY SEA

Stormwater Education Alliance

Carmel-by-the-Sea • County of Monterey • Del Rey Oaks
 Monterey • Pacific Grove • Sand City • Seaside

2025 Calendar

Management Committee Meetings

Committee Meeting Date (4th Wed @ 09:30)	Staff Review Agenda w/Chair and Co-Chair	Agenda Packet Publish Date
2025*		
January 22, 2025 <i>Election of Chair and Vice Chair</i>	January 8, 2025	January 17, 2025
February 26, 2025 <i>Begin budget analysis for FY 25-26</i>	February 12, 2025	February 21, 2025
March 26, 2025 <i>Draft budget consideration by committee</i>	March 12, 2025	March 21, 2025
April 23, 2025 <i>Target budget approval by committee</i>	April 9, 2025	April 18, 2025
May 28, 2025 <i>Deadline to submit MRSWMP budget to Monterey One Water</i>	May 14, 2025	May 23, 2025
June 25, 2025	June 11, 2025	June 20, 2025
July 23, 2025	July 9, 2025	July 18, 2025
August 27, 2025	August 13, 2025	August 22, 2025
September 24, 2025	September 10, 2025	September 19, 2025
October 22, 2025	October 8, 2025	October 17, 2025
November 26, 2025	November 12, 2025	November 21, 2025
December 24, 2025	December 10, 2025	December 19, 2025

***NOTES:**

2025 Staff Review dates with Chair and Co-Chair are estimates
 TBD by new leadership
 Nov and Dec meetings conflict with staff holidays

Member Training Schedule

Date	Trainer
2024	
Quarter 3	September 23, 2024 Milam
Topic	Flow chart on CGPs and PCRs
Quarter 4	November 14, 2024 Grogan
Topic	Construction BMPs
2025	
Quarter 1	Feb-25 Patsch
Topic	Drywells
Quarter 2	Topic
Quarter 3	Topic
Quarter 4	Topic

Other Important Dates

Sept 15-17, 2025 CASQA Conference
 October 15, 2025 Annual Reports due

Attachment 6

Monterey Regional Stormwater Management Program (MRSWMP)

Program Administrator

FY24/25 Quarterly Performance Report – Quarter 1

Reporting Period: 07/01/2024 - 09/30/2024
Prepared by: Erica Parker and Michelle Bumgardner
Date: 12/11/2024

Program Background

The mission of the Monterey Stormwater Education Alliance (MontereySEA) is to meet Clean Water Act requirements for urban runoff, protect public health, and enhance environmental quality of watersheds and beaches. MontereySEA is comprised of the Cities of Carmel-by-the-Sea, Del Rey Oaks, Monterey, Pacific Grove, Sand City, Seaside, and the County of Monterey. Monterey One Water serves as the Program Administrator for MontereySEA, providing Management Committee Meeting facilitation and support for member entities complying with their Municipal Separate Storm Sewer Systems (MS4) Permit requirements.

Summary of First Quarter Expenditures

Item	Budget *	Expenditures to Date *	Amt. Remaining
Salaries and Benefits	169,400.00	-15,534.51	153,865.49
Stormwater Monitoring Program	37,690.40	-	37,690.40
Programs Budget	6,930.00	-	6,930.00
PE/PO Contract	145,467.30	-	145,467.30
Our Water Our World License	2,407.90	-	2,407.90
Web Development	1,732.50	-653.70	1,078.80
Contingency	9,240.00	-	9,240.00
PEAIP Software	37,447.30	-35,664.16	1,783.14
CASQA Membership	5,174.40	-5,500.00	-325.60
Total	\$415,489.80	-\$57,352.37	\$358,137.43

* **Note:** Amounts include 10% administrative fee per MOU.

Outreach Update

During the first quarter (Q1) of Fiscal Year 2024-2025, MontereySEA provided school presentations at six locations, provided public education at six local events, and promoted stormwater awareness with online information campaigns.

1. School Presentations & Field Trips

Program/School	City	Reach
YMCA Summer Camp	Moss Landing	60 students
Monterey Cub Scout Camp	Monterey	64 students

Monterey Regional Stormwater Management Program (MRSWMP)
Program Administrator
FY24/25 Quarterly Performance Report – Quarter 1

Santa Catalina School	Monterey	32 students
Robert Down School	Pacific Grove	75 students
Forest Grove Elementary	Pacific Grove	112 students
Teacher Workshop - Open house	Pacific Grove	25 teachers
	Total	278 students

2. Public Events, Awareness, & Education

Event	City	Reach
Farmers Market	Seaside	
West End Celebration	Sand City	143 people
MEarth Pumpkin Patch Event	Carmel	40 people
Coastal Cleanup Day	All	
Stormwater Awareness Week (Social media campaign)	All	820 views
Storm Drain Stenciling	Seaside	23 emblems

3. Training

Topic	Format	# of Attendees
July - Utilization of 2NFORM	Virtual	14
September - PCR Training	Virtual	32

MontereySEA hosts training sessions for Member Entities and industry professionals to assist in meeting MS4 annual permit requirements. Trainings also seek to increase awareness of stormwater runoff best practices to enhance water quality in the region.

- a. **July:** Enhancing Stormwater Management: Monterey's Utilization of 2NFORM for Modeling, Maintenance, Tracking and Reporting. (*Permit section E.7.b.3*)

Topics included the use of 2NFORM technology, efficiencies provided through their various modules, and program compliance tracking frameworks.

- b. **September:** Flow Chart for Construction General Permit (CGP) and Post-Construction Requirements (PCRs) (*Permit section E.12.k*)

Topics covered consisted of projects/activities that require CGP/PCR permit coverage, Small Construction Erosivity Waiver, and Storm Water Pollution Prevention Plan scoping.

Other Accomplishments & Updates

1. Michelle and Erica joined MontereySEA Administration team.
2. Annual Report resources provided to members.
3. CASQA - Tickets secured for staff to attend 2024 Annual Conference in Sacramento.

Monterey Regional Stormwater Management Program (MRSWMP)
Program Administrator
FY24/25 Quarterly Performance Report – Quarter 1

Next Quarter

Between October and December of 2024, MontereySEA support staff will focus on the following areas:

1. Development of calendar for Committee meetings, training sessions, and other important dates.
2. Specifications on training topics to satisfy MS4 permit requirements resources for Members.
3. Facilitation of Construction Best Management Practices Implementation and Inspection hybrid training session.
4. Site visits and meetings with individual permittees.

Reminders

All new staff must complete the **Pollution Prevention and Good Housekeeping** and **Illicit Discharge Detection and Elimination** training modules, located on the Member Page of the MontereySEA website. Support staff can provide, upon request, documentation on individuals who have gone through these modules.