

NOTICE AND AGENDA

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

---

**DATE:** January 22, 2025  
**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](mailto: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, January 21, 2025. 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](mailto: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.

---

<b>Officers:</b>	Chairperson:	Leon Gomez, City of Sand City	
	Vice-Chairperson:	Ron Fucci, City of Del Rey Oaks	
<b>Participating Entities:</b>	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	
<b>Other Coordinating Entities:</b>	Carmel Unified School District	Pacific Grove Unified School District	
	Monterey Peninsula Unified School District	Pebble Beach Company	
<b>Ex-Officio Members:</b>	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 (MC) Meeting Minutes for 12/11/24 (Attachment 1) |  | 04  |

## INFORMATION AND DISCUSSION ITEMS

- |  |                |     |
|--|----------------|-----|
| 4. Update on PE/PO Program   |                |     |
| a. Monthly Update  | (Attachment 2) | 08  |
| b. Social Media Accounts Baseline Data   | (Attachment 3) | 16  |
| 5. Stormwater Training Updates   |                | N/A |
| a. Drywell Training – noon on February 10, 2025<br>Gregor Patsch, Travis Pacheco from Oldcastle Infrastructure |                |     |
| b. Training Ad Hoc Committee Meeting Synopsis  |                |     |
| 6. Ad Hoc Committee for Memorandum of Agreement Update   |                | N/A |
| 7. Ad Hoc Committee for Budget Preparation   |                | N/A |
| 8. 2025 Committee Meeting Calendar   | (Attachment 4) | 22  |

## ACTION ITEMS

- |   |  |     |
|---|--|-----|
| 9. Election of Management Committee Chair and Vice Chair  |  | N/A |
| <i>"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. No member of the Management Committee may serve as Chair or Vice-Chair for more than two consecutive and complete one-year terms."</i> |  |     |

## ADMINISTRATIVE REPORTS

- |   |                |     |
|---|----------------|-----|
| 10. Program Administrator Update                                |                | N/A |
| a. Quarterly Report – 10/01/2024 - 12/31/2024                   | (Attachment 5) | 23  |
| b. Water Resources Control Board Proposed Cost Reporting Policy | (Attachment 6) | 26  |
| 11. Management Committee Member Updates                         |                | 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

12. Schedule Next Meeting:

The next MC Meeting is scheduled for Wednesday, February 26, 2025, at 9:30 a.m.

13. Meeting Adjournment



**MEETING MINUTES for December 11, 2024**

---

**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  
Erica Parker

**Other In-Person:**

Maris Sidenstecker (PE/PO Coordinator)  
Val Gaino (City of Carmel-by-the-Sea)

**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 Trapani (*County of Monterey*), seconded by Grogan (*City of Seaside*), Management Committee (MC) unanimously approved the Management Committee Meeting Minutes for 10/30/2024.

**INFORMATION AND DISCUSSION ITEMS**

**4. Update on PE/PO Program**

- a. Monthly Update by Sidenstecker

Sidenstecker briefed the Committee on school presentations delivered in November and advertisements currently running at the Del Monte Theater in Monterey. She also provided an overview of Storm Water Awareness Week social media engagement rates, comparing 2024 and 2022 statistics, and Doggy Doo competition reach for 2019, 2020, 2021, and 2023.

Members requested a presentation during a future meeting on overall social media statistics for the Committee's accounts, to better understand the growth over time and the impact of various strategies. Additionally, members directed MRSWMP Program Administrator support staff to develop recommendations on social media processes to maximize reach and engagement.

b. Mid-Year Update

Support staff shared a newly developed chart showing progress on Annual Report Measurable Goals; they will maintain this throughout the permit year to provide a snapshot of year-to-date work accomplished.

5. **Stormwater Training Updates**

a. Training Debrief

11/14/24 Construction Best Management Practices (BMP)

Support staff stated that there were 86 total participants, with 49 in person and 37 online. Members shared positive feedback and gratitude for Grogan's presentation, praising it as one of the best they've seen. One comment included a request to include time for Questions and Answers.

b. Drywell Training - February 2025, provided by Gregor Patsch from Torrent Resources

The Committee specified that any training offered should have an online option to facilitate municipal staff participation and that the ideal length of a presentation is 45 minutes. Support staff will work with Patsch to ensure the training focuses on drywell maintenance, the element Members identified as the priority for this topic.

6. **Use of MontereySEA Branding**

The Committee discussed the reasoning behind utilizing MontereySEA as the outward-facing branding - to promote public awareness - and the MRSWMP designation for internal matters and communication. Trapani shared some of the history behind maintaining the use of both titles, including his recollection that "MontereySEA" does not capture the breadth of work undertaken by the Committee. Based on Member input, support staff will continue to use MRSWMP for meeting documents and MontereySEA for outreach emails and materials.

7. **Member Interest in 2025 Chair and Vice Chair Roles**

In compliance with the MRSWMP Memorandum of Agreement, Chair Gomez requested Members interested in serving as Chair and Vice Chair for the 2025 calendar year state their interest. Anderson (*City of Monterey*) expressed interest in either leadership role, and Grogan said he is willing to take on the Vice Chair position.

Support staff specified that the election of officers will occur during the January MC meeting, with newly selected leadership taking on their respective roles in February.

8. **2025 Committee Meeting Calendar**

Support staff reviewed the meeting calendar and asked Members to share important event dates held by each jurisdiction, such as Earth Day, as dates are finalized. Webinars and training opportunities that would benefit the Committee can be shared with support staff, who will participate and provide a briefing to the group.

**ADMINISTRATIVE REPORTS**

9. **Program Administrator Update**

a. Quarterly Report - 07/01/2024 - 09/30/2024 (Q1)

Support staff presented the Q1 summary of MRSWMP activities and indicated that the current quarter's Performance Report will be included in the January meeting agenda packet. These

Reports consolidate into one document all budget expenditures, outreach activities, trainings offered, and a look-ahead to priorities for the next quarter.

b. First Flush

Support staff reported participating in the First Flush (FF) monitoring work that occurred midday on Nov 11, 2024, and there were 25 total volunteers measuring runoff on the day. Lindsay Brown (CMSF) discussed FF volunteer efforts, challenges, and timing of recruitment. She informed the Committee that their volunteer appreciation event was eliminated this year, due to unforeseen budget constraints, but they are looking to reinstate it next year.

c. Staff Meetings and Site Visits with Individual Members

Support staff thanked Members for taking time to share details about their programs; they appreciated the depth of conversation and the opportunity to better understand the networks of regional stormwater infrastructure. The one remaining municipality meeting with the County will occur in January.

Support staff shared a [Public Notice released by the State Water Board](#) regarding the proposed Policy for the Standardization of Cost Reporting in Municipal Stormwater Permits; this Policy will be considered by the Board during their January 22, 2025, meeting. When the draft proposal is posted on their website, support staff will share it with Members for consideration.

## 10. Management Committee Members

- a. City of Carmel-by-the-Sea: Bilse introduced Val Gaino, Carmel's recently onboarded Environmental Analyst, and announced that Earth Day planning is underway. Carmel completed the cleaning of their Continuous Deflection Separation (CDS) units, which were  $\frac{3}{4}$  full after the first major rain event.
- b. City of Del Rey Oaks: Fucci shared that FORTAG construction is progressing, and work will move to the other side of the roadway in February and March. They have awarded the contract for Rosita Rd work, with construction slated to begin in early January.
- c. City of Monterey: Anderson stated that Monterey is recruiting an Environmental Regulations Analyst.
- d. City of Pacific Grove: Fuerst shared that Pacific Grove's large hotel project is reaching the point where the City will be increasing its engagement and redoing the adjacent street intersection to include stormwater infrastructure. The City's diversion stations have been cleaned, and Areas of Special Biological Significance (ASBS) water quality inspections are underway. Pacific Grove has one of the largest ASBS footprints and conducts 30-50 inspections per week during the rainy season.
- e. City of Sand City: Gomez reported that they are working on coordination with the large, private shopping centers to address maintenance issues with stormwater facilities, clarify the parties responsible for maintaining systems, and improve communication on expectations for shared facilities.
- f. City of Seaside: Grogan shared that they continue work on the Storm Drain Master Plan, highlighting several projects prioritized for capital improvement in future budget cycles. Their consultant is examining improvement options for the 90" outfall pipe to address the regular clogging that necessitates clearing on a weekly basis, if not more often. The City's new Public Works Director, Thomas Korman, stepped into the role in November.

- g. County of Monterey: Trapani stated the County completed its BMP Assessment, and Public Works leadership has been briefed on the Total Maximum Daily Loads (TMDLs) BMP to vegetate their ditches. The Central Coast Regional Water Quality Control Board has expressed support for the progress of the TMDL plan. Funding for Pajaro sewer improvements has been earmarked by the US EPA Community Grants Program, and the County is working toward completing the grant application. As over one third of the project area is classified as a disadvantaged community, they are requesting a cost-share waiver.

## **SCHEDULE NEXT MEETING / ADJOURNMENT**

### **11. Schedule Next Meeting**

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

### **12. Meeting Adjournment**

The meeting was adjourned at 11:10 a.m.

DRAFT

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

January 22, 2025

By Maris Sidenstecker, Executive Director, Save The Whales



**MONTEREY SEA**

Stormwater Education Alliance

[WWW.MONTEREYSEA.ORG](http://WWW.MONTEREYSEA.ORG)



# School Classroom Presentations

Scheduled/Completed Dec 2024, Jan 2025

School	Presentation Date	# Classes, # Students
Robert Down, Pacific Grove	December 2, 2024	3 Classes, 87 students, grade 4
Robert Down, Pacific Grove	January 28, 2025	3 Classes, XX students, grade 2
Pacific Grove High School, PG	January 30 & 31	XX Classes, XX students, grade 10



# 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
Final Impressions Not Confirmed		

Link to movie ad: <https://montereysea.org/in-the-garden/>



## Bilingual TV Ads Booked

Four stations, beginning January 6, 2025

- FOX
- Telemundo (KMUV)
- KION
- CW (KCBA)

<https://montereysea.org/only-rain-down-the-storm-drain/>



# Monterey - 30 Emblems Completed 1/12/25



# Our Water Our World Home Depot 12/13/24



# CA Wildlife Day - Sunday, April 6th, 2025

## Palo Corona Regional Park





THE 3RD ANNUAL CARMEL-BY-THE-SEA

EARTH &  
ARBOR DAY

APRIL 26, 2025 10AM-2PM  
DEVENDORF PARK



# MRSWMP Social Media Briefing



**Monterey SEA**

437 followers • 20 following



# Instagram

montereyseaorg

Follow

Message



111 posts

342 followers

47 following

**Monterey SEA**

Government organization

Monterey Regional Storm Water Management Program (MRSWMP)

[montereysea.org](http://montereysea.org)

POSTS

TAGGED





# Social Media Glossary of Terms

- **Boosts:** Paid method to promote an existing post to a wider audience. Costs can be adjusted to meet budgets.
- **Engagement:** Measurement of how your audience actively interacts with posts through clicks, likes, comments, shares, and mentions.
- **Followers:** Individuals who subscribe to a specific social media account to receive regular updates and posts in their news feed.
- **Impressions:** Measurement of how many times content appears in users' social feeds, regardless of whether it was clicked or not.
- **Published posts:** Count of how many pieces of content a user shares on social media platforms.
- **Reach:** Number of unique people who viewed a post, plus other sources such tags, check-ins, and Page or Profile visits (1k people see content = reach is 1k).
- **Views:** The number of times content was played or displayed. A single user who views the same content multiple times will be counted every time they see that post.



# MRSWMP Social Media Followers Comparison

Agency	Facebook	Instagram	X
MontereySEA	437	345	10
Santa Clara Valley Watershed Watch Campaign	1,900	635	567
City of Marina	342	N/A	N/A
SLO Stormwater (Central Coast Partners for Water Quality)	655	457	25
Contra Costa Clean Water Program	1,900	637	7

**NOTE:** Stormwater programs for the Cities of Salinas (Clean Water Salinas), Watsonville, Paso Robles, and Santa Cruz do not have their own social media pages. Relevant posts are shared on City accounts.



# Select MRSWMP Followers

## Facebook:

- City of Monterey
- City of Sand City
- M1W
- MB Fisheries Trust
- MB National Marine Sanctuary
- MC Health Dept
- MEarth
- Monterey Mayor Tyller Williamson
- PG Police
- Portola Hotel
- Retired Assemblymember Mark Stone
- Salinas Valley Recycles
- Salvation Army
- Save Our Shores
- Sustainable PG

## Instagram:

- Big Sur Landtrust
- City of Salinas
- Del Monte Beach Neighborhood
- M1W
- Monterey Firefighters
- Monterey Sustainability
- Monterey Peninsula Parks
- Professional Women’s Network
- Save Carmel Community
- Save Our Shores
- SLO Stormwater
- Surfrider MC
- Visit Asilomar
- Wendy Root Askew
- Whalefest Monterey

## X:

- City of Monterey
- Environmental Information Association
- Kevin Anderson
- SLO Stormwater
- SPOKE



# History

Event	# of Posts	Expenditure	Description	Results
FY 24/25 Storm Water Awareness Week	21 posts	\$1700	<ul style="list-style-type: none"> <li>• Zero boosts</li> <li>• Contracted w/SPOKE for coordination, content drafting, posting, metrics</li> </ul>	794 reached 820 impressions
Facebook FY 24/25 to date	23 posts to date	\$0	Events, Information	~700 reached
1 Boosted ad on Facebook for 7 days	1 post	\$300	Dog Poop Awareness	9.2k reached 883 engagements
2023 Doggie Doo Contest	57 total posts across all platforms	\$3500-\$3800 w/1 boost @ \$200	<ul style="list-style-type: none"> <li>• 19-day campaign</li> <li>• Winners selected &amp; contacted</li> <li>• Hank Dog Stuff donated prizes</li> </ul>	766 reached 27.7k impressions



# Opportunities & Recommendations

## Followers

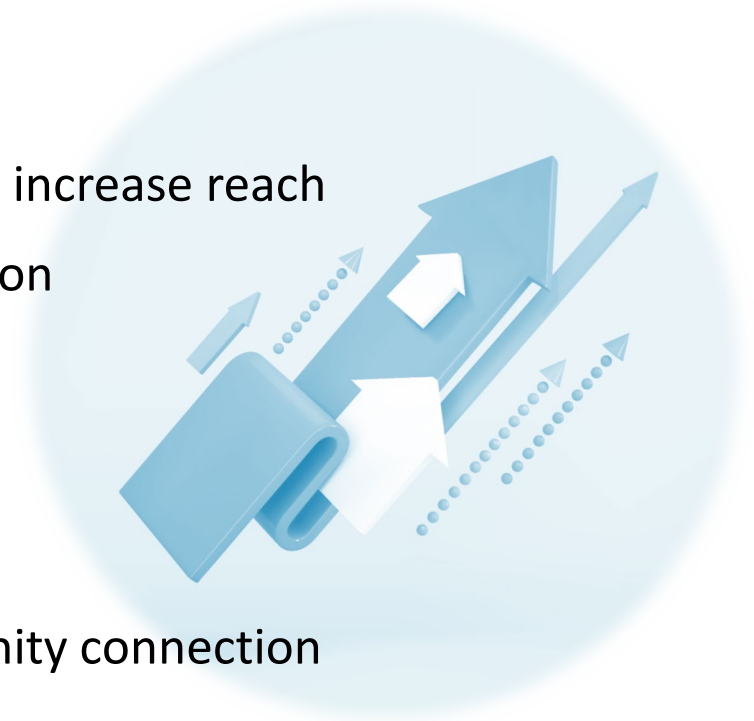
- Request all MRSWMP member jurisdictions FOLLOW us on all platforms
- MontereySEA to start FOLLOWING other entities who follow us

## Content

- Create content in-house, use funds to BOOST posts, create ads to increase reach
- Consistent messaging with goal of changing behavior, calls to action

## Platform Expansion

- Consider adding platforms
  - LinkedIn: professional networking, community-building
  - Nextdoor: household decisionmakers, hyper-local reach, community connection





# MONTEREY SEA

Stormwater Education Alliance

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

## 2024/2025 Calendar

### Management Committee Meetings

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

**\*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
<b>2024</b>		
<b>Quarter 3</b>	September 23, 2024	Milam
	Topic: Flow chart on CGPs and PCRs	
<b>Quarter 4</b>	November 14, 2024	Grogan
	Topic: Construction BMPs	
<b>2025</b>		
<b>Quarter 1</b>	February 10, 2025	Patsch
	Topic: Drywell Maintenance	
<b>Quarter 2</b>		
	Topic:	
<b>Quarter 3</b>		
	Topic:	
<b>Quarter 4</b>		
	Topic:	

### Other Important Dates

April 26, 2025	Carmel Earth & Arbor Day
August 1, 2025	Begin volunteer recruitment for First Flush
Sept 15-17, 2025	CASQA Conference
September 20, 2025	Coastal Cleanup Day
Sept 22-26, 2025	Storm Water Awareness Week
October 15, 2025	Annual Reports due

**Monterey Regional Stormwater Management Program (MRSWMP)  
Program Administrator  
FY24/25 Quarterly Performance Report – Quarter 2**

**Reporting Period:** 10/01/2024 - 12/31/2024  
**Prepared by:** Erica Parker and Michelle Bumgardner  
**Date:** 01/22/2025

**Program Background**

The mission of the Monterey Regional Stormwater Management Program (MRSWMP) is to meet Clean Water Act requirements for urban runoff, protect public health, and enhance environmental quality of watersheds and beaches. MRSWMP 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 MRSWMP, providing Management Committee Meeting facilitation and support for member entities complying with their Municipal Separate Storm Sewer Systems (MS4) Permit requirements.

**Summary of Expenditures to Date**

<b>Item</b>	<b>Budget *</b>	<b>Expenditures to Date *</b>	<b>Amt. Remaining</b>
Salaries and Benefits	169,400.00	-46,682.93	122,717.07
Stormwater Monitoring Program	37,690.40	-22,536.80	15,153.60
Programs Budget	6,930.00	-1,482.06	5,447.94
PE/PO Contract	145,467.30	-59,714.04	85,753.26
Our Water Our World License	2,407.90	-1,897.50	510.40
Web Development	1,732.50	-1,149.79	582.71
Contingency	9,240.00	-4,257.46	4,982.54
PEAIP Software	37,447.30	-35,664.16	1,783.14
CASQA Membership	5,174.40	-5,500.00	-325.60
<b>Total</b>	<b>\$415,489.80</b>	<b>\$-178,884.74</b>	<b>\$236,605.06</b>

\* **Note:** Amounts include 10% administrative fee per MOA.

**Outreach Update**

During the second quarter (Q2) of Fiscal Year 2024-2025, MRSWMP provided school presentations at seven locations, provided public education at two local events, and promoted stormwater awareness with movie theater advertisements. 28 storm drain emblems were installed in Sand City and Pacific Grove.

**1. School Presentations & Field Trips**

<b>Program/School</b>	<b>Jurisdiction</b>	<b>Reach</b>
Forest Grove Elementary	Pacific Grove	95 students

**Monterey Regional Stormwater Management Program (MRSWMP)  
Program Administrator  
FY24/25 Quarterly Performance Report – Quarter 2**

Prunedale Elementary	Prunedale	98 students
Robert Down School	Pacific Grove	73 students
Monterey Bay Charter	Pacific Grove	46 students
Dual Language Academy	Seaside	38 students
Elkhorn Elementary	Castroville	149 students
Monte Vista Elementary	Monterey	68 students
Robert Down School	Pacific Grove	87 students
	<b>Total</b>	

**2. Public Events, Awareness, & Education**

<b>Event</b>	<b>Jurisdiction</b>	<b>Reach</b>
Repair Café	Del Rey Oaks	
Storm Drain Emblem Stenciling	Sand City	4 sites
Storm Drain Emblem Stenciling	Pacific Grove	24 sites
First Flush	All	25 volunteers
Protecting Pollinators ad campaign at Del Monte Theater (November 29, 2024 – January 5, 2025)	Monterey	~77,300 impressions
Seaside Fire Station Open House	Seaside	300 guests

**3. Training**

<b>Topic</b>	<b>Format</b>	<b># of Attendees</b>
November - Construction BMPs	Hybrid	86 total

MRSWMP 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. **November: Construction BMP Implementation and Inspection**

Patrick Grogan led this hybrid training session which hosted 49 in-person attendees and 37 virtual participants.

**Other Accomplishments & Updates**

1. Annual Reports - additional materials provided to members.
2. MS4 Informal Draft Permit comment letter from MRSWMP submitted to California State Water Resources Control Board (SWRCB).
3. CASQA 2024 Annual Conference event in Sacramento attended by Michelle and Erica, and they gave an after-conference briefing to the Committee.



**Monterey Regional Stormwater Management Program (MRSWMP)**  
**Program Administrator**  
**FY24/25 Quarterly Performance Report – Quarter 2**

4. Support staff met with six of seven Member Agencies between early November and mid-December, touring several water treatment and diversion installations.
5. Support staff spoke with Leah Lemoine with the Central Coast Regional Water Quality Control Board, reiterated the invitation for her to attend MRSWMP Management Committee meetings, and updated her on the program.

**Next Quarter**

Between January and March of 2025, MRSWMP support staff will focus on the following areas:

1. Facilitation of Drywell Training virtual training session.
2. Budget development support for the Committee for fiscal year 2025-2026.
3. Onboarding new Chair and Vice Chair members.
4. Discussion with Training Ad Hoc Committee on priority topics to address during the remainder of the fiscal year.
5. Coordination of Memorandum of Agreement update process.

**Reminders**

**1. Qualified Stormwater Pollution Prevention Plan (SWPPP) Developer (QSD)/Qualified SWPPP Practitioner (QSP):**

Project-level compliance requires these roles to be filled either through municipal staff or external contractors for appropriate projects.

Individuals that have self-registered as a QSD through SWRCB's self-registration process will appear on their site: <https://smarts.waterboards.ca.gov/smarts/faces/SwPublicUserMenu.xhtml>.

A PE license typically satisfies the educational and professional qualification requirements for becoming a QSD in California under the CGP issued by the SWRCB.

To be listed on the CASQA Directory, QSD and QSP applicants must register through CASQA, obtain applicable prerequisite(s), complete a Trainer of Record led QSD and/or QSP course, and pass the applicable exams to receive a QSD and/or QSP certification. For more information:

<https://www.casqa.org/training/cgp-training/qsd-qsp-overview>

**2. Pollution Prevention and Good Housekeeping (GH), Illicit Discharge Detection and Elimination (IDDE) Trainings**

When member entities hire new staff, they must complete the GH training module within a year of hire and the IDDE module within six months. For those who do not have jurisdiction-specific resources, the modules are located on the password protected Member Page of the MRSWMP website. Program support staff can provide documentation on individuals who have completed these modules.

Monterey Regional Stormwater Management Program (MRSWMP) Committee  
Informational Memo

---

**TO: MRSWMP Committee Members**

**FROM: Erica Parker, MRSWMP Program Administrator Support Staff**

**DATE: January 22, 2025**

**SUBJECT: Analysis of Proposed Policy for the Standardization of Cost Reporting in Municipal Stormwater Permits**

## **Background**

The State Water Resources Control Board (SWRCB) will consider the adoption of a standardized cost reporting policy during their January 22, 2025, Board meeting. The revised Draft Policy for Standardizing Cost Reporting in Municipal Stormwater Permits was released in May 2024, with a 60-day public comment period. No further written comments will be accepted on the proposal; the public can provide oral comments during the meeting, though no additional evidence will be accepted into the record.

The proposed policy was posted on the SWRCB website on December 17, 2024 and can be viewed in its entirety here:

[https://www.waterboards.ca.gov/water\\_issues/programs/stormwater/storms/docs/projects/final-draft-municipal-stormwater-cost-policy-dec-2024.pdf](https://www.waterboards.ca.gov/water_issues/programs/stormwater/storms/docs/projects/final-draft-municipal-stormwater-cost-policy-dec-2024.pdf).

Cost reporting is included in the Informal Draft for the NPDES General Permit for Stormwater Discharges from Small Municipal Separate Storm Sewer Systems (draft MS4 permit) in Attachment D: Asset Management. In its current form, this element is listed in the draft MS4 permit as follows:

### **D10.11 Cost Reporting**

“In Year 1, and annually thereafter, the Permittee shall provide permit implementation cost data per the Cost Reporting format provided on the statewide Small MS4 Order program website ([https://www.waterboards.ca.gov/water\\_issues/programs/stormwater/phase\\_ii\\_municipal.html](https://www.waterboards.ca.gov/water_issues/programs/stormwater/phase_ii_municipal.html)).”

Additional supporting documents from SWRCB, including the staff report on the policy proposal, are available here:

[https://www.waterboards.ca.gov/water\\_issues/programs/stormwater/storms/projects/cost-stormwater-permit-compliance.html](https://www.waterboards.ca.gov/water_issues/programs/stormwater/storms/projects/cost-stormwater-permit-compliance.html).

## **Intent of Draft Policy**

SWRCB staff state that standardized state-wide cost reporting will support Regional Water Boards' analysis of new or revised permit requirements, evaluation of efficacy of permit elements to improve receiving water quality, and comparison of different stormwater BMP costs around the state to inform BMP design and prioritization in the long-term.

Staff also assert that accurate cost accounting and reporting will help permittees explore funding sources, in addition to general funds, to finance stormwater programs.

## **Implementation Timeline**

SWRCB will incorporate cost reporting framework, cost report submittal method, and reporting timeline consistent with this Policy into the statewide Phase II MS4 Permit through an amendment or

at the time of the next permit reissuance. The policy will be a stand-alone measure, and Regional Boards will need to amend or reissue MS4 permits to incorporate the new reporting requirements.

This Asset Management portion shall capture costs directly linked to permit requirements, with tracking to commence no later than July 1, 2026, and reporting of expenditures incurred during Fiscal Year 2026-27. Water Board staff will provide training sessions to permittees on best practices for submitting cost information on stormwater permit implementation.

**Impact on Co-Permittees**

MS4 permit holders must begin tracking expenditures in the categories specified in the chart below by July 1, 2026, and report those costs to SWRCB through the Annual Report process. With the permit year conclusion coinciding with the fiscal year, this data shall be included in October 2027 Annual Reports.

MRSWMP support staff will track expenses incurred by the Committee as a whole, provide quarterly updates that correspond to the identified categories, and summarize the expenditure activity within the permit year in conjunction with other Annual Report resources by September 2027. Additionally, they will provide guidance on cost categories and facilitate conversations with Regional Water Boards staff when additional clarification is needed. As the City of Salinas participated as a stakeholder on behalf of the Central Coast Region in the development of the policy - providing feedback on their existing cost accounting tool and input on cost categories, support staff will orchestrate conversations with the City’s subject matter experts, as requested.

**Elements of Note**

Costs for the same activity cannot be reported under multiple categories.

Operational costs for routine activities performed by permittees such as street sweeping and storm drain cleaning, required by many MS4 permits, may be reported in their entirety. Reporting of street sweeping costs will necessitate additional information regarding the program, including curb-miles swept and volume or weight of debris collected. If any of these activities are performed more often than required by a permit, only costs for permit-required frequency can be included.

If a permittee recovers permit implementation costs, such as plan check or permit issuance fees charged to private developers, they will need to specify what costs were recovered.

The lack of financial resources necessary to comply with a Permit shall not be used to justify noncompliance.

**Cost Categories Chart**

<b>Cost Category</b>	<b>Example Activities/Expenditures</b>
<b>1. Overall Program Management and Administration</b>	
Permit compliance administration and management activities, reporting, general coordination.	Stormwater management plan development Stormwater program budget planning and management Asset management Report preparation and submission, including annual reports GIS mapping and database updates Staff training Overall program effectiveness assessments Coordination with program stakeholders, including regional water boards and State Water Board

<b>2. Capital Cost</b>	
Development of new structural stormwater control measures or other tangible assets required to comply with the permit.	Equipment procured for permit-mandated activities Costs related to storm sewer systems Costs for structural BMP implementation projects Land cost Piping cost
<b>3. Minimum Control Measures</b>	
Permit-required routine operational and maintenance activities, including minimum control measures implementation.	Non-structural best management practices Public engagement and outreach Illicit discharge detection and elimination Spill prevention and response Structural BMP maintenance Industrial and commercial facilities management Construction site management Post construction stormwater management Trash management Other special programs triggered by the MS4 permit
<b>4. Water Quality Monitoring</b>	
All permit-required water quality monitoring activities.	Receiving water monitoring TMDL monitoring ASBS monitoring Stormwater BMP monitoring Outfall monitoring
<b>5. Miscellaneous Costs</b>	
Anything not identified or directly related to the categories.	Permit fees Membership fees for stormwater-related organizations and regional partnerships TMDL implementation activities (excluding TMDL monitoring costs)

## Excerpts of Policy Language Related to Phase II Permittees

### 5.2 Cost Categories for Traditional Phase II MS4 Permittees Only

**5.2.1** Traditional Phase II Permittees shall report all expenditures incurred while implementing Permit-required activities. Traditional Phase II Permittees may use the cost categories described in Section 5 and shown in Table 1 to report expenditures. Alternatively, traditional Phase II Permittees may report their expenditures using all cost categories described below.

1. Overall Program Management and Administration: Permit compliance administration and management activities, reporting, general coordination.
2. Capital Costs: Development of new structural stormwater control measures or other tangible assets required to comply with the Permit.
3. Minimum Control Measures: Permit-required routine operational and maintenance activities, including minimum control measures implementation.
4. Water Quality Monitoring: All Permit-required water quality monitoring activities.

5. Miscellaneous Costs: Anything not identified or directly related to the other cost categories.

**5.2.2** Traditional Phase II MS4 Permittees shall itemize all expenditures in each cost category using the following line items:

- a. Costs related to staff wages and benefits, and overhead.
- b. Cost of equipment, materials, and machinery purchase.
- c. Cost of land and right-of-way easement acquisition.
- d. Cost of hiring consultants for Permit implementation activities.

### **5.3 Cost Accounting**

**5.3.1** Permittees shall track all expenditures directly related to Permit implementation activities for each fiscal year beginning July 1 and ending June 30.

**5.3.2** Permittees shall treat standardized cost categories as mutually exclusive. Similarly, if an activity or a project is a collaboration among multiple Permittees or co-Permittees, each jurisdiction shall only report their portion of the cost. The sum of all reported costs shall be the total cost of implementing such an activity or program.

**5.3.3** For activities that serve purposes in addition to stormwater management, Permittees shall estimate a percentage of expenditures that can be directly attributed to Permit implementation. The cost estimation of these activities shall be informed by feedback from staff performing those activities. Best Professional Judgement shall be used when estimating personnel costs for staff who are also assigned job responsibilities beyond stormwater Permit implementation.

**5.3.4** Permittees may attribute expenditures incurred while performing routine activities that are part of municipal operations required by an MS4 Permit (e.g., street sweeping, storm drain cleaning) entirely to the MS4 program. Permittees shall only report costs for the Permit-required frequency (costs incurred past the Permit-required frequency shall not be included). Routine activities shall be considered Permit-required if performed in a manner or frequency necessary to meet a specific requirement in the MS4 Permit or to meet a commitment the Permittee has made in a Permit-required stormwater program plan. Permittees shall include relevant details of street sweeping, including curb-miles swept and volume or weight of debris collected.

**5.3.5** Permittees shall track portions of Permit-implementation costs recuperated by a cost recovery program (e.g., one time or recurring fees). Permittees shall track the sources of funds and relative contribution (in percentage) associated with each source to implement their MS4 permits.

**5.3.6** The State Water Board recognizes that the variability and complexity of municipal accounting for stormwater programs may present a challenge for Permittees to track and report permit implementation costs using a list of standardized categories and line items, and as such, many of the costs reported may be estimates based on Best Professional Judgment. Permittees shall develop and maintain supporting documentation explaining their cost estimation process, when applicable. Such documents shall be retained by the Permittees for at least five years beyond permit expiration and provided to the regional water boards or State Water Board upon request.

**5.3.7** The State Water Board shall develop and maintain a cost accounting guidance document. The document will provide general guidelines for cost tracking and reporting, examples of activities for each cost category, and description of funding sources. This guidance document is not intended to establish policy or regulation, nor does it represent a new application or interpretation of the Policy. The document will be reviewed annually and may be updated annually (as needed) based on Permittees' needs and frequently asked questions.

## **6 Optional Cost Reporting**

**6.1** Permittees shall have an option to report stormwater program management expenditures for activities not required by their MS4 permits. Reporting such cost is voluntary and does not replace any mandatory cost reporting requirements established by this Policy. Optional costs shall be reported separate and distinct from cost reporting requirements described in section 5.

**6.2** When reporting expenditures consistent with 6.1, Permittees shall describe the cost incurred and justify its relevance to stormwater program management.

## **7 Cost Report Submittal**

**7.1** Each Permittee shall document and submit total MS4 Permit-related expenditures annually, within the same timeframe as the annual reporting required by the Permittee's MS4 permit. The submission shall contain expenditure information from the previously concluded fiscal year, beginning July 1 and ending June 30.

**7.2** Each Permittee shall report on the overall sources of funds used to implement its MS4 permit. Category-specific reporting for sources of funds is not required.

**7.3** A Duly Authorized Representative shall submit required reporting on behalf of the Permittee.

**7.4** Annual expenditure Reports for MS4 Permit implementation shall be submitted electronically using the MS4 Cost Data Portal. Each submission shall be certified electronically in the manner specified by the State Water Board.

**7.5** Submitted cost information shall be in a format consistent with this Draft Policy and shall be verifiable using supporting documentation retained by the Permittees. Each Permittee shall retain supporting documentation for at least five years after permit expiration and make such supporting information available upon request within a timely manner, generally no more than ten business days.