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: November 4, 2026
TIME: 9:30 a.m.
LOCATION: Monterey One Water Conference Room, 5 Harris Court, Building D, Monterey CA

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/84922527108?pwd=MFfYAYAk5eb3LcS6eFAsShezp5yvfl.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: 849 2252 7108 | Passcode: 799961

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, November 3, 2026. 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: Kevin Anderson, City of Monterey
Vice-Chairperson: Patrick Grogan, City of Seaside

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

Coordinating Entities: Pebble Beach Company

AGENDA ITEMS — Page #

1. Call to Order / Roll Call — N/A
2. Public Comments — N/A
3. Approve Management Committee (MC) Meeting Minutes for 09/30/26 (Attachment 1) — 03

| INFORMATION AND DISCUSSION ITEMS | | Page # |
|---|---|---|
| 4. Monthly PE/PO Report | (Attachment 2) | 07 |
| 5. FY 25-26 Program Evaluation | | N/A |
| 6. Program Administrator Quarterly Report (Q1) | (Attachment 3) | 17 |
| 7. 2026 Committee Meeting Calendar | (Attachment 4) | 25 |

ADMINISTRATIVE REPORTS

8. Program Administrator Update — N/A
   a. CASQA Annual Conference
9. 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 — N/A

10. Schedule Next Meeting:

    The next MC Meeting is scheduled for Wednesday, December 9, 2026, at 9:30 a.m.

11. Meeting Adjournment

MONTEREY SEA
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# Monterey Regional Stormwater Management Program
Management Committee

## MEETING MINUTES for September 30, 2026

**AGENDA ITEMS**

1. **Call to Order / Roll Call**
   Vice Chairperson Grogan (*City of Seaside*) called the meeting to order at 9:30 a.m. and performed the roll call.

**Management Committee Members:**
City of Carmel-by-the-Sea – Mary Bilse
City of Del Rey Oaks – Ron Fucci
(Arrived at 9:41 am)
City of Monterey – Rebecca Baggott
City of Pacific Grove – George Fuerst
(Arrived at 9:34 am)
City of Sand City – Leon Gomez
City of Seaside – Patrick Grogan
County of Monterey – Michael Trapani
(Arrived at 9:34 am)

**Program Administrator:**
Erica Parker (Monterey One Water, M1W)
Michelle Bumgardner (M1W)

**Other Virtual:**
Ryan Blanc (Caltrans)
Samantha Cho (CSG Consultants)
Valerie Gaino (City of Carmel)
Karl Kreutzer (City of Monterey)

**Other In Person:**
Katrina Yardley (City of Monterey)

2. **Public Comments**

   Vice Chairperson Grogan called for public comment, none received.

3. **Approve Management Committee Meeting Minutes for 08/26/26**

   ***Action*:** On a motion by Bilse *(City of Carmel-by-the-Sea)*, seconded by Baggott *(City of Monterey)*, the Management Committee (MC) approved the MC Meeting Minutes for 08/26/26. Grogan called for public comment before the vote; none received.
   **Ayes:** Baggott, Bilse, Gomez, Grogan
   **Noes:** None
   **Absent:** Fuerst, Fucci, Trapani

**INFORMATION AND DISCUSSION ITEMS**

4. **PE/PO Program Monthly Report**

   Bumgardner *(M1W)* reported on public outreach and education activities for the month of August, including presentations to nine schools – representing about 38 percent of the MS4 permit yearly requirements. Outreach to local educators continues. No public events occurred in August, but coordination for a storm drain emblem labeling volunteer event is underway for October.

   Public outreach resources on stormwater best management practices (BMPs) continue to be developed and updated. Grogan expressed interest in having the power washing outreach flyer available this calendar year, and Bumgardner confirmed that it should be ready on that timeline. Social media posts focused on volunteer recruitment for First Flush, an integrated pest management workshop open to the public, and back to school waste reduction.

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**5. 2026 Committee Meeting Calendar**

Parker (*M1W*) asked the MC for feedback on the September BMP hybrid training session; Members agreed that there is a need for content on what inspectors should know when visiting construction sites, as the presentation focused heavily on the construction general permit instead of municipal permits. Fuerst (*City of Pacific Grove*) requested information relating to built out communities where new construction is very limited, and Grogan expressed interest in information related to smaller projects and the different requirements those entail.

- Follow-up action: Support staff will ensure the 2027 BMP hybrid training incorporates more information on municipal staff inspections, built out communities, and smaller project erosion control.

Parker reminded Members that Annual Reports are due October 15 and asked if anyone has had issues accessing the regional resources. She also mentioned that she will be reengaging with the MRSWMP Memorandum of Agreement update process and following up on outstanding questions raised by Members.

**6. CASQA Annual Conference Agenda**

Parker stated that Bumgardner and she will be attending the full conference. She provided the schedule of sessions; MC priorities such as funding and water quality relating to bacteria will inform what sessions support staff attends.

- Follow-up action: Support staff will provide an after-conference presentation to the MC.

**7. FY 25-26 Program Evaluations**

Parker described the updated process on submitting evaluations using an online form. Grogan confirmed that he and Kevin Anderson (*City of Monterey*) are Members serving on the Program Evaluation Ad Hoc Committee, based on feedback from the previous evaluation that recommended the Chair and Vice Chair make up the Committee.

- Follow-up action: Parker will send a link to the program evaluation form to Members, due back in October.

## ACTION ITEMS

**8. Consider Acceptance of Updated PE/PO PEAIP Narrative**

Parker explained that support staff were unable to locate documentation of the public education and outreach (E.7 and E.8) elements that have evolved since the Phase II stormwater permit was adopted, based on the Program Effectiveness Assessment and Improvement Plan (PEAIP). Therefore, she created a matrix reflecting the changes made to regional outreach requirements to ensure activities remain effective in accomplishing the goals of the Program. Support staff recommended an official action adopting the updated PE/PO PEAIP to demonstrate the MC's approval of Program changes made since permit adoption.

Fuerst shared that the Central Coast Regional Waterboard recently conducted a program review for the City of Pacific Grove, and one of the Waterboard staff's main recommendations was to use the PEAIP element of annual reporting to showcase all the things they have done during the permit year, regardless of how small they may be.

***Action*:** On a motion by Fuerst, seconded by Bilse, the MC voted unanimously to accept the updated PE/PO PEAIP. Grogan called for public comment before the vote; none received.

## ADMINISTRATIVE REPORTS

**9. Program Administrator Update**

a. CASQA Meetings Summary

Parker reported that CASQA's comments on the Proposition 4 draft guidelines were incorporated into the final draft that will be considered for adoption by the State Water Resources Control Board (SWRCB) on October 6, including the removal of requirements for projects to include stormwater capture. Projects applying for funding now need to be included in a Storm Water Resource Plan (SWRP) before the start of construction and disbursement of funds, providing additional time for SWRP updates. She also explained that $10 million of the $4.7 million in Prop 4 funds for stormwater have been earmarked for projects through the California legislative budget process, before the competitive grant process begins.

Parker described Our Water Our World (OWOW) updates given during the OWOW subscriber meeting as they move through the overall program evaluation – exploring partnerships with Ace Hardware and OSH, market research on customer behaviors, and opportunities to improve the program's impact. A final research report is forthcoming.

Cost reporting letters and portal have not been released by the SWRCB, and the new timeline from the State indicates that they will be sent out in October. The Water Quality Plans and Policies are being updated and are open for public comment. CASQA plans to submit comments encouraging the SWRCB to open the trash requirements for amendments to alter the implementation timeline, to elevate comprehensive bacteria and trash projects as priorities, to include methods for evaluating barriers created by legacy requirements that current science has proved to be ineffective, as well as other items relating to pesticides.

b. MS4 Phase II Draft Permit MC Comment Letter

Parker shared the final public comment letter that was submitted by MRSWMP on the draft permit. Before the SWRCB considers adoption of the new permit, staff will respond to all comments received and potentially incorporate input into the final draft. No further information on when the SWRCB will take the item up is available.

c. September 3 WQPP Presentation

Parker provided a copy of the presentation she delivered at the Water Quality Protection Program meeting.

**10. Management Committee Member Updates**

a. City of Carmel-by-the-Sea: Bilse reported that their ASBS dry weather monitoring was conducted by the California Marine Sanctuary Foundation (CMSF). The City has a new Public Works Director and a new Planning Director, and a new City Manager will be onboarded soon. They are seeing an increase in illicit discharges, with dumping into storm drains being an issue.

b. City of Del Rey Oaks: Fucci shared that changes to the corp yard continue as a part of the Fort Ord Recreation Trail and Greenway project, and the illegal car wash facility is being removed. He has been working to ensure BMPs for dust and erosion control are being implemented properly. Carlton Road is open again, and work continues on storm drains in that area.

c. City of Monterey: Baggott stated that e coli source tracking conducted in response to the Twin's outfall exceedance identified during Dry Run sampling has identified a couple of potential sources. Commercial and industrial site inspections continue to eliminate illicit discharges as a potential source. The Lake El Estero aquatic vegetation removal project does not need a permit, and it will go out to bid as soon as there is a funding source. Via Esperanza streambed alteration permit application was deemed complete, so a draft agreement will be forthcoming. North Fremont storm drain outfall repairs begin next week. Issues with 2NFORM's particulate reduction model have been resolved, allowing street sweeping data to be incorporated in the modeling outcomes.

d. City of Pacific Grove: Fuerst shared that their dry weather monitoring also was completed by CMSF. Vegetative management dredging for Crespi Pond to reduce tule and cattails has occurred, with a significant amount golf balls captured with the vegetation and sediment. This makes it all trash instead of organic vegetation. The recent Waterboard audit of the City's stormwater program highlighted the ASBS compliance plan, historic data submission, and illicit discharge investigations. No follow up audit documentation has been received yet, but

   - Follow-up action: Parker will share the notes she took on the questions posed by the regulatory staff with Fuerst.

e. City of Sand City: Gomez reported the MST Surf project has resulted in road closures. The City is receiving proposals for maintenance of their stormwater system but is in search of additional proposals from companies based in California. The Collections Resort hotel project received Coastal Commission approval in August and is proceeding forward, with Gomez working to ensure a preliminary stormwater control plan is in place early on in the development.

f. City of Seaside: Grogan shared that the City has a new Maintenance Supervisor who he will be touring around priority storm drain infrastructure to focus on before El Niño weather events reach the Peninsula. The 90 inch "duckbill" outfall replacement is progressing, and a new attachment should allow water to clear sand from the duckbill to improve the outfall functionality.

g. County of Monterey: Trapani stated that the County's dry weather monthly monitoring identified a couple sites with flows that are part of an ongoing investigation. Hot spot inspections for County facilities started today, and street sweeping begins this week. The County's response to the Notice of Violation issued by the Waterboard is due with the Annual Report.

## SCHEDULE NEXT MEETING / ADJOURNMENT

### 11. Schedule Next Meeting

The next MC Meeting is scheduled for Wednesday, November 4, 2026, at 9:30 a.m.

### 12. Meeting Adjournment

The meeting was adjourned at 10:38 a.m.

DRAFT

Attachment 2



# Monterey SEA Monthly Report
# November 2026

**This report provides an overview of the activities and impacts for the months of September and October**

ENVIRONMENTAL INNOVATIONS

# Monthly Highlights for September and October

★ Classroom visit early traction

★ Start of public events, community outreach

★ Successful social media campaigns




Monterey Bay Aquarium Open House

ENVIRONMENTAL INNOVATIONS

# Progress on Classroom Metrics and Goals

County school interest has increased:

- Ohlone Elementary
- Elkhorn Elementary

Teacher training at the Monterey Bay Aquarium Open House

- Result = more signups for lessons!




ISM Community Partner Expo

# Progress on Community Outreach Metrics and Goals

- Community Events in Sept & Oct:
  - Stormwater Awareness Week
  - Oaxaca by the Sea
  - International School of Monterey Community Partner Expo
    * Lots of student volunteer interest
- Restocked printed BMP materials
- Upcoming:
  - Emblem Volunteer Event:
    Nov 14, 9 - 12 PM
  - Community Event Registration:
    Whalefest April 10-11, 2027




Oaxaca by the Sea






ISM Community Partner Expo

ENVIRONMENTAL INNOVATIONS

# Outreach Material Updates

## Complete

Top Ten Pollution Prevention Tips

Pest Control (English)

Pest Control (Spanish)

Commercial Auto Maintenance

Home Auto Maintenance

Classroom Survey K-3 (Updated)

Classroom Survey 4-8 (Updated)

Classroom Survey 9-12 (Updated)

11X17 Construction BMPs

Construction BMPs

Painting & Application of Solvents & Adhesives

Fresh Concrete & Mortar Application

## Coming Soon:

Grease Traps / Restaurant

Pool Maintenance

Car washing / Power washing

Trash 101

ENVIRONMENTAL INNOVATIONS

# Progress on Digital & Creative Metrics

Performance analysis for September and October social media campaigns

| Month | Topic | Date Posted | Boosted? | Facebook Views | Facebook Engagements | Instagram Views | Instagram Engagements |
|---|---|---|---|---|---|---|---|
| September | Coastal Cleanup Day | 9/3/2026 | | 890 | 8 | 321 | 29 |
| | First Flush Reminder | 9/9/2026 | | 39 | 1 | - | - |
| | Coastal Cleanup Day Reminder | 9/18/2026 | | 42 | 1 | 574 | 19 |
| | Monterey County Now CCD Article Crosspost | 9/18/2026 | | 88 | 4 | 1,100 | 44 |
| | Stormwater Week Video - Intro | 9/21/2026 | | 89 | 5 | 156 | 17 |
| | Stormwater Week Video - Bag It and Bin It | 9/21/2026 | Y | 110 | 2 | 291 | 9 |
| | Stormwater Week Video - Butts off Beaches | 9/22/2026 | Y | 117 | 1 | 144 | 19 |
| | Stormwater Week Video - Pack it in, Pack it out | 9/23/2026 | Y | 129 | 3 | 102 | 12 |
| | Stormwater Week Video - Pack your Party | 9/24/2026 | Y | 53 | 1 | 31 | 5 |
| | Stormwater Week Video - Pest Control without the Pollution | 9/25/2026 | Y | 706 | 3 | 139 | 6 |
| | Storm Ready Litter Prevention Tips Crosspost | 10/21 | | - | - | 1729 | 41 |
| October | Auto Body/Repair - Only Rain down the Drain | 10/28 | | | | | |
| | Manage Yard Waste | 10/23 | | 18 | 1 | 50 | 5 |
| | Plastic Free Halloween | 10/30 | | | | | |
| | Car Washing/Hosing/Detailing Video Series | TBD | | | | | |

ENVIRONMENTAL INNOVATIONS

# Progress on Digital & Creative Metrics

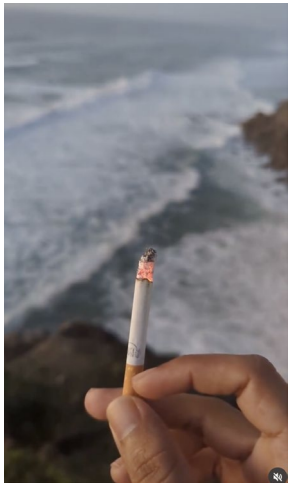
Performance analysis for September and October social media campaigns




*Intro*




*Bag it and Bin it*



*Butts Off Beaches*



*Pack it in, Pack it out*



*Pack Your Party*



*Pest Control Without the Pollution*

Stormwater Week Videos

***2067 views, 10 new followers, 83 engagements***

# Progress on Digital & Creative Metrics

Performance analysis for September and October social media campaigns

**Monterey SEA**
Published by **Saburi Sai** · 13m ·

We Love Candy. The Fish? Not So Much.

Halloween candy is a treat, but littered plastic wrappers can play a nasty trick on our waterways. Washed down storm drains, this litter travels to creeks and the ocean, putting wildlife at risk.

This Halloween, try a few small changes:
🎃 Choose treats with less packaging when possible.
🎃 Consider non-food treats like pencils and stickers.
🎃 Pick up stray wrappers you see and dispose of them in the trash. **See less**









ENVIRONMENTAL INNOVATIONS

## Some Key Highlights

1. Stormwater Awareness Week social media campaign was a success!
2. 4th grade classes are most engaged age group
3. Emblem Volunteer Event scheduled for Nov 14th

ENVIRONMENTAL INNOVATIONS

## Upcoming Events and Activities

1. Project Tracker
2. Ongoing direct school outreach
3. November Events
    a. Emblem Volunteer Day

# Monterey Regional Stormwater Management Program (MRSWMP)
# Program Administrator
# FY 26-27 Quarterly Performance Report – Quarter 1

**Reporting Period**: 07/01/2026-09/30/2026
**Prepared by:** Erica Parker and Michelle Bumgardner
**Date:** 10/30/2026

## 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 (M1W) 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

| Item | Budget * | Expenditures to Date * | Amt. Remaining |
|---|---|---|---|
| Salaries and Benefits | $ 188,440.56 | $ (38,235.67) | $ 150,204.89 |
| Programs Budget | $ 11,275.00 | $ (4,525.77) | $ 6,749.23 |
| PE/PO Contract | $ 175,015.50 | $ (33,287.96) | $ 141,727.54 |
| Our Water Our World License | $ 1,760.00 | $ (1,718.20) | $ 41.80 |
| Web Development | $ 2,750.00 | $ (2,000.05) | $ 749.95 |
| Sponsorships | $ 4,400.00 | $ (1,100.00) | $ 3,300.00 |
| Contingency | $ 11,000.00 | $ - | $ 11,000.00 |
| Stormwater Monitoring Program | $ 53,017.80 | $ (3,238.40) | $ 49,779.40 |
| PEAIP Software | $ 39,319.72 | $ (39,319.72) | $ - |
| CASQA Membership | $ 7,562.50 | $ (7,562.50) | $ - |
| **Total** | $ 494,541.08 | $ (130,988.28) | $ 363,552.81 |

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

## Cost-Share Responsibilities by Jurisdiction to Date

| Jurisdiction | Budget * | Cost-Share Amt. to Date * | Amt. Remaining |
|---|---|---|---|
| Carmel-by-the-Sea | $ 28,656.82 | $ (10,555.01) | $ 18,101.82 |
| Del Rey Oaks | $ 15,023.91 | $ (7,295.87) | $ 7,728.05 |
| Monterey | $ 104,897.47 | $ (25,593.74) | $ 79,303.73 |
| Pacific Grove | $ 68,506.88 | $ (15,951.19) | $ 52,555.70 |
| Sand City | $ 12,863.68 | $ (6,963.50) | $ 5,900.18 |
| Seaside | $ 98,085.88 | $ (25,843.79) | $ 72,242.09 |
| County of Monterey | $ 159,981.83 | $ (37,436.24) | $ 122,545.59 |
| Pebble Beach Company | $ 6,524.62 | $ (1,348.97) | $ 5,175.65 |
| **Total** | **$ 494,541.09** | **$ (130,988.29)** | **$ 363,552.81** |

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

# Monterey Regional Stormwater Management Program (MRSWMP)
# Program Administrator
# FY 26-27 Quarterly Performance Report – Quarter 1

## Outreach Update

### 1. Public Events, Awareness, & Education (Q1)

In the first quarter of Fiscal Year 2026-2027, Environmental Innovations carried out the following public education activities for MRSWMP.

| Event | Jurisdiction | Reach |
|---|---|---|
| Coastal Clean-up Day Promotion | All | 373 viewers |
| Stormwater Awareness Week Virtual Tour | All | 3,135 viewers |
| Monterey Bay Aquarium Educator Open House | All | 40 educators |
| International School of Monterey Community Partner Expo | Seaside | 75 students |
| Oaxaca by the Sea | Seaside | 68 people |
| Construction BMPs Hybrid Training | All | 296 people |

### 2. Training

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.

**September – Construction Site BMPs**
**Platform:** Hybrid
**Reach:**

- 43 in-person attendees
- 53 on-line participants
- 200 Stormwater Awareness Week registrants

MRSWMP hosted a free hybrid training, "Stake, Wattle, and Roles!", presented by Bob Shults of Verux. The training provided a practical overview of the Construction General Permit (CGP), focusing on the proper installation and implementation of construction site Best Management Practices (BMPs). Participants learned how to identify common field issues, recognize proper installation techniques, and understand what inspectors and field staff should look for during site visits, using real-world examples.

## MS4 Permit Compliance Progress Report

Support staff track MRSWMP activities to fulfill permit requirements. See attached tables for a summary of progress made during Q1 to achieve permit compliance during FY 26-27 for public education and outreach.

1. Permit Components
2. Outreach Calendar
3. Social Media Calendar

## Other Accomplishments & Updates

1. Annual Report regional resources provided to Members.
2. Staff participated in Snapshot Day monitoring event.
3. Final FY 25-26 invoices issued to MC Members and to public service announcement (PSA) campaign regional partners.

## Next Quarter

Between October and December of 2026, MRSWMP support staff will focus on the following areas:

1. First Flush monitoring event participation.
2. Attendance of the CASQA Annual Conference and after-conference briefing for the MC.
3. Formalize regional PSA campaign partnerships and initiate television spots.
4. Preparation for MC officer elections in January.
5. Review and evaluation of the formal draft MS4 Phase II permit.
6. Continued coordination of Memorandum of Agreement update process.
7. Monitor Prop 4 grant guidelines, solicitations, and allocation timelines.

# Table 1: Permit Components FY 26-27 Q1

| | TASK TITLE | % OF TASK COMPLETE | MINIMUM | ACTUAL |
|---|---|---|---|---|
| **Component 1: SCHOOL OUTREACH & EDUCATION** | | | | |
| **STUDENT EDUCATION** | | | | |
| 1.1 | Number of students reached in K-3 grade | 20% | 750 | 151 |
| 1.1 | Number of booklets distributed | 40% | 700 | 278 |
| 1.2 | Number of classroom visits | 54% | 24 | 13 |
| 1.2 | Number of student reached in 4-12th grade | 21% | 600 | 127 |
| 1.3 | Distribute pre- and post- surveys to 100% of classroom participants and partner presentations | 21% | 1350 | 278 |
| 1.3 | Achieve at least a 10% increase in student awareness, based on survey responses | 128% | 10% | 12.83% |
| 1.4 | Coordinate/collaborate with Community Engagement Consultant to ensure the participation in storm drain stenciling; offer community service projects | 100% | TRUE | TRUE |
| **TEACHER TRAINING** | | | | |
| 1.5 | Conduct 2 Teacher Trainings reaching at least 20 teachers | 50% | 2 | 1 |
| 1.6 | Collect 20 Teacher Evaluations of Program | 35% | 20 | 7 |
| **Component 2: COMMUNITY ENGAGEMENT** | | | | |
| **COMMUNITY OUTREACH** | | | | |
| 2.1 | Number of BMPs distributed to City/County Offices (posters/brochures). Distribute to at least 6 locations | 0% | 6 | 0 |
| **PUBLIC EVENTS** | | | | |
| 2.2<br>2.4 | Participate in 5 events (at least 7 days total) - large events with stormwater model, surveys, brochures used | 43% | 7 | 3 |
| 2.2 | Reach 1,500 people during community events | 31% | 1,500 | 461 |
| 2.2 | Distribute 1,300 informational items | 20% | 1,300 | 265 |
| 2.3 | Number of Surveys Distributed at Events to gauge public awareness and perception of stormwater issues and pollution sources and solutions | 3% | 350 | 10 |
| 2.5 | Host or co-host workshops (pollutants of concern, Low Impact Design, stormwater friendly gardening techniques) - 2 workshops reaching 45 people | 0% | 2 | 0 |
| 2.6 | | 0% | 45 | 0 |

# Table 1 (cont.)

| | | | | |
|---|---|---|---|---|
| **ECO-FRIENDLY PRODUCT PROMOTION** | | | | |
| 2.7 | Establish and coordinate with Our Water Our World (OWOW) | 100% | TRUE | TRUE |
| 2.8 | Locations of OWOW displayed | 25% | 24 | 6 |
| 2.9 | Home Improvement Stores receiving Materials | 0% | 4 | 0 |
| 2.10 | Number of In-Store Trainings | 0% | 2 | 0 |
| 2.11 | Participate in four partner events and reach 75 people | 0% | 5 | 0 |
| **TOURIST OUTREACH** | | | | |
| 2.13 | Restock and upkeep existing hotel partners with brochures and posters | *Met through Weekly Ads in annual Visitors Guide and YouTube / Social Media | | |
| 2.14 | Add new hotels to educate visitors (brochures, posters in elevators, vending areas, or Public Service Announcements to air in hotel) | | | |
| **BUSINESS OUTREACH** | | | | |
| 2.14 | Garden and Landscaping Stores receiving Material | 25% | 4 | 1 |
| 2.15 | Coordinate with commercial car wash facilities to solicit "Bay Friendly Fundraiser Carwash Program" partners; encourage community youth groups to use commercial facility partners for fundraisers | 100% | TRUE | TRUE |
| 2.15 | Auto Supply Stores receiving Materials | 50% | 4 | 2 |
| 2.15 | City/County offices | 0% | 6 | 0 |
| 2.16 | Auto Repair Facilities receiving materials | 0% | 3 | 0 |
| 2.16 | Distribute messages to raise public awareness and promote best practices for car washing | 100% | TRUE | TRUE |
| **VOLUNTEERS** | | | | |
| 2.17 | Number of volunteers | 6% | 50 | 3 |
| 2.17 | Number of volunteer hours | 9% | 100 | 8.5 |
| 2.18 | Number of storm drain stencil locations visited and updated | 0% | 150 | 0 |

# Table 1 (cont.)

| | | | | |
|---|---|---|---|---|
| **Component 3: DIGITAL AND CREATIVE** | | | | |
| **UPDATE/CREATE EDUCATIONAL MATERIALS** | | | | |
| 3.1 | Develop 3-5 online advertising campaigns | 20% | 5 | 1 |
| 3.2 | 650-1,000 regional tv ads | 0% | 1000 | 0 |
| 3.3 | Coordinate update of :15s Spanish movie ads and :15s/:30s radio ads, as needed | 0% | TRUE | 0 |
| **DISTRIBUTION OF MATERIALS** | | | | |
| 3.4 | Spanish radio ads - 500 ads reaching 150,000 impressions | 0% | 150,000 | 0 |
| 3.5 | Spanish TV ads - reach 150,000 impressions in lieu of movie ads | 0% | 150,000 | 0 |
| **PRESS / PUBLICITY** | | | | |
| 3.6 | 2-3 press releases submitted | 0% | 100,000 | 0 |
| 3.7 | YouTube ads in lieu of 17 printed ads | 0% | 100,000 | 0 |
| **ONLINE ENGAGEMENT AND SOCIAL MEDIA** | | | | |
| 3.8 | Develop content to create and manage an online social media contest that engages the public, encourages participation, and amplifies key messaging through creative user-generated content. | 0% | 1 | 0 |
| 3.9 | Prepare and implement a social media plan that is educational and engaging with a goal of increasing awareness/reach of critical messages. Plan will mainly require fresh, new messaging but will also highlight industry events such as Coastal Clean Up Day and Storm Water Awareness Week (creative provided) | 0% | 1 | 0 |
| 3.9 | Increase number of IG followers | 0% | TRUE | 0 |
| 3.9 | Increase number of FB followers | 0% | TRUE | 0 |

## Table 2: Outreach Calendar FY 26-27 Q1

| Name | Activity / Event Type | Date | Brief Description | Location | Reach |
|---|---|---|---|---|---|
| Monterey Bay Aquarium Educator Open House | Teacher Training | September 26, 2026 | Enrichment event for CA educators | Monterey | 40 |
| Oaxaca by the Sea | Public Event | September 28, 2026 | Tabling at annual cultural celebration | Seaside | 68 |
| International School of Monterey Community Partner Expo | Public Event | September 27, 2026 | Volunteer recruitment event for students | Seaside | 75 |

## Table 3: Social Media Calendar FY 26-27 Q1

| | | | Facebook | | Instagram | |
|---|---|---|---|---|---|---|
| Topic | Date Posted | Boosted? | Views | Engage-ment | Views | Engage-ment |
| Tourist Video - Cigarette Butts | July 27, 2026 | **Y** | 161 | 8 | 635 | 33 |
| Tourist Video - Trash | July 30, 2026 | **Y** | 54 | 6 | 193 | 12 |
| Tourist Video - Pack your Party | July 31, 2026 | **Y** | 50 | 1 | 155 | 5 |
| Plastic Free July | July 13, 2026 | | 75 | 1 | 39 | 4 |
| First Flush Announcement *collaborative post | July 8, 2026 | | | - | 900 | 43 |
| First Flush Reminder | August 3, 2026 | | 41 | 0 | 106 | 7 |
| IPM Workshop | August 7, 2026 | | 32 | 0 | - | - |
| Back to School - What schools can do | August 25, 2026 | | 22 | 1 | 102 | 10 |

# Table 3 (cont.)

| Topic | Date Posted | Boosted? | Facebook | | Instagram | |
|---|---|---|---|---|---|---|
| | | | Views | Engage-ment | Views | Engage-ment |
| Coastal Cleanup Day | September 3, 2026 | | 890 | 8 | 321 | 29 |
| First Flush Reminder | September 9, 2026 | | 39 | 1 | - | - |
| Coastal Cleanup Day Reminder | September 18, 2026 | | 42 | 1 | 574 | 19 |
| Monterey County Now Coastal Cleanup Day Article *cross-post | September 18, 2026 | | 88 | 4 | 1,100 | 44 |
| Stormwater Week Video - Intro | September 21, 2026 | | 89 | 5 | 156 | 17 |
| Stormwater Week Video - Bag It and Bin It | September 21, 2026 | | 110 | 2 | 291 | 9 |
| Stormwater Week Video - Butts off Beaches | September 22, 2026 | | 117 | 1 | 144 | 19 |
| Stormwater Week Video - Pack it in, Pack it out | September 23, 2026 | | 129 | 3 | 102 | 12 |
| Stormwater Week Video - Pack your Party | September 24, 2026 | | 53 | 1 | 31 | 5 |
| Stormwater Week Video - Pest Control without the Pollution | September 25, 2026 | | 706 | 3 | 139 | 6 |

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

# FY 2026-2027 Calendar

## Management Committee Meetings

| Committee Meeting Date (4th Wed @ 09:30) | Staff Review Agenda w/Chair and Vice Chair | Agenda Packet Publish Date |
|---|---|---|
| **2026*** | | |
| **January 28, 2026** | January 7, 2026 | January 23, 2026 |
| *Election of Chair and Vice Chair* | | |
| **February 25, 2026** | February 11, 2026 | February 20, 2026 |
| *Begin budget analysis for FY 26-27* | | |
| **March 25, 2026** | March 11, 2026 | March 20, 2026 |
| *Draft budget consideration by committee* | | |
| **April 22, 2026** | April 8, 2026 | April 17, 2026 |
| *Target budget approval by committee* | | |
| **May 27, 2026** | May 13, 2026 | May 22, 2026 |
| *Deadline to submit MRSWMP budget to M1W* | | |
| **June 24, 2026** | June 10, 2026 | June 19, 2026 |
| **July 22, 2026** | July 8, 2026 | July 17, 2026 |
| **August 26, 2026** | August 12, 2026 | August 21, 2026 |
| **September 30, 2026** | September 9, 2026 | September 18, 2026 |
| **November 4, 2026** | October 14, 2026 | October 23, 2026 |
| ~~**November 26, 2026**~~ | | **November 20, 2026** |
| ***CANCELLED*** | | **Send cancellation** |
| **December 9, 2026** | November 18, 2026 | December 4, 2026 |

***NOTES:**
2026 Staff Review dates with Chair and Vice Chair are estimates
TBD by MC leadership

## Member Training Schedule

| | | Date | Trainer |
|---|---|---|---|
| **2026** | | | |
| **Quarter 1** | | March 26, 2026 | Shari Carlet (Carmel), Chago Ramirez (Graniterock) |
| | Topic | O&M for Permeable Pavers | |
| **Quarter 2** | | June 11, 2026 | Valerie Huff |
| | Topic | Post-Construction SW Guidebook Webinar | |
| | | June 1, 2026 | Environmental Innovations |
| | Topic | Integrated Pest Management | |
| **Quarter 3** | | September 23, 2026 | Verux |
| | Topic | Construction Site BMPs | |
| **Quarter 4** | | | |
| | Topic | | |
| **2027** | | | |
| **Quarter 1** | | | |
| | Topic | | |
| **Quarter 2** | | | |
| | Topic | | |

## Other Important Dates

| | |
|---|---|
| August 1, 2026 | Begin volunteer recruitment for First Flush |
| August 15, 2026 | Dry Run/First Flush Annual Report complete |
| September 15, 2026 | Annual Report resources provided by staff |
| Sept 21-25, 2026 | Storm Water Awareness Week |
| October 15, 2026 | Annual Reports due |
| Oct 26-28, 2026 | CASQA annual conference |