



## **ELEMENT 11 - COMMUNICATION PROGRAM**

---

Communicating the objectives of the SSMP and the importance of sanitary sewer system management practices to the public is essential. An informed public can assist and support the City by reducing customer caused blockages, which will potentially decrease SSOs.

### **11.1 Regulatory Requirements**

WDR Order No. 2006-0003-DWQ Section D.13(xi) states:

The Enrollee shall communicate on a regular basis with the public on the development, implementation, and performance of its SSMP. The communication system shall provide the public the opportunity to provide input to the Enrollee as the program is developed and implemented.

The Enrollee shall also create a plan of communication with systems that are tributary and/or satellite to the Enrollee's sanitary sewer system.

### **11.2 Communication Program [WDR D.13(xi)]**

The City of Pacific Grove has contracted Community Outreach Services with MRWPCA since 2000. The contracts for calendar year 2010, fiscal year 2011-2012, and fiscal year 2012-2013 are provided in Appendix 11A. The FOG Control Program outreach included in these Community Outreach Services and is described and included in SSMP Element 7 – FOG Control Program.

The City of Pacific Grove and the Monterey Bay National Marine Sanctuary funded Spill Prevention Partnering Workshops for plumbers in 2006. The workshops provided best management practices for plumbers to prevent SSOs and coordinate with local public works departments and sanitary sewer collection system jurisdictions. A list of the plumbing business, which participated in these workshops, is provided in Appendix 11B. The City should consider the effects of plumbers on the collection system on an annual basis in order to determine if the next year's Community Outreach Services contract should include plumber outreach. At a minimum, the City should conduct plumber outreach every five years. The SSMP must be revised to include this outreach after it is completed.

On June 13, 2012, MRWPCA held a Hotel Partnering Workshop at the Asilomar Conference Grounds on behalf of the City of Pacific Grove as part of the contracted Community Outreach Services. This workshop introduced the causes and effects of sanitary sewer overflows (SSOs), what the City is doing to reduce and mitigate SSOs, and what the hotels can do to reduce SSOs. The focus of the workshop was unflushables. A copy of the PowerPoint presentation, which was used in the workshop, is included in Appendix 11C. A list of the hotels, motels, and inns, which received an invitation to the Hotel Partnering Workshop, is included in Appendix 11D. The City should consider the effects of hotels on the collection system on a biannual basis in order to determine if the next year's Community Outreach Services contract should include plumber outreach. At a minimum, the City should conduct hotel outreach every five years. The SSMP must be revised to include this outreach after it is completed.

MRWPCA also assisted with media campaign regarding unflushables, which included print media, such as the Pacific Grove Hometown Bulletin and Cedar Street Times, the Clog Busters website ([www.clogbusters.org](http://www.clogbusters.org)), and social media, such as Clog Buster's Facebook. Examples

of these outreach materials are included in Appendix 11C. Additional examples of outreach materials, such as a door hanger regarding what not to flush and a flyer regarding private sewer lateral maintenance, which were distributed during fiscal year 2010 – 2011, are provided in Appendix 11E. Similar outreach is performed annually as part of the City's contract with MRWPCA and examples will be included in the SSMP as they are distributed.

Regular City Council Meetings are held the first and third Wednesday of each month at 6:00 PM at the City of Pacific Grove's City Hall, which is located at 300 Forest Avenue, Pacific Grove, CA. Copies of the agenda packet are available for review by the public at the Pacific Grove Library located at 550 Central Avenue, Pacific Grove, CA, the main counter in City Hall, and on the internet at <http://www.ci.pg.ca.us/index.aspx?page=359>. Meeting Minutes and video are also available on the internet at the aforementioned link. All agendas and minutes are accessible at this website for approximately twenty-four months.

The implementation of the SSMP elements will be evaluated on an annual basis as described in Element 9 – Monitoring, Measurement, and Program Modifications in respect to the City's progress toward meeting its sanitary sewer system goals, which are provided in Element 1 – Goal, and this assessment will be presented to the City Council by the Environmental Programs Manager through a staff report in February of each year. Upon the approval and adoption of the SSMP by the City Council, the City will provide a copy of the SSMP on the City's website in order to encourage public comment. The City must update this SSMP Element to include a link to the webpage, which provides the SSMP.

Furthermore, the City is a member of the MRWPCA Technical Advisory Committee, which is comprised of MRWPCA and its tributary agencies: City of Pacific Grove, City of Monterey, City of Del Rey Oaks, Seaside County Sanitation District, Sand City, Fort Ord, City of Marina, Castroville Community Services District, Moss Landing, Boronda, City of Salinas, and Monterey County. This Committee is designed to be a venue for communication and coordination between these agencies. Currently, meetings have not occurred in several years; however, the City plans to work with MRWPCA to reinstate these meetings or to create a new quarterly meeting between City Staff and MRWPCA Staff in order to increase coordination and communication between these agencies starting in the first quarter of fiscal year 2013/2014.

## **APPENDIX 11A**

---

### Contracts with MRWPCA for Community Outreach Services

*Contract with MRWPCA for Community Outreach Services: February 1, 2010*

*Contract with MRWPCA for Community Outreach Services: November 29, 2011*

*MOU with MRWPCA for Conducting a Public Education Program: October 23, 2012*

**AGREEMENT TO CONDUCT  
COMMUNITY OUTREACH SERVICES**

THIS AGREEMENT is made and entered into this 1 day of February, 2010, by and between the MONTEREY REGIONAL WATER POLLUTION CONTROL MRWPCA, hereinafter referred to as "MRWPCA," and the CITY OF PACIFIC GROVE, hereinafter referred to as "CITY," and as follows:

Recitals

1. The CITY would like to conduct a public education program to address "unflushables" in the CITY which are clogging their sewage collection system.
2. The MRWPCA has the staff and resources to properly perform the services specified herein.
3. The CITY desires to retain MRWPCA to provide the services set out herein.

Terms and Conditions

In consideration of the mutual provisions contained herein, MRWPCA and the CITY agree to the following terms and conditions:

1. Scope of Services. MRWPCA shall provide services as described in ATTACHMENT A, attached hereto, consisting of one page, entitled "MRWPCA Community Outreach Services, Time and Cost Estimate 2010, City of Pacific Grove".

2. Commencement of Services. MRWPCA will commence work on services hereunder immediately upon, or prior to, execution of this Agreement by the parties hereto.

3. Term. This Agreement will take effect upon execution by the parties hereto, but its effective date shall be retroactive to the date MRWPCA first performed services as described in Exhibit A, if said date occurs prior to execution hereof. This Agreement shall remain in effect until December 31, 2010, unless extended in writing by mutual agreement of the parties hereto; provided, however, that this Agreement may be terminated at any time by either party upon giving 30 days' prior written notice to the other party.

4. Compensation. For the services to be performed under this Agreement, CITY shall compensate MRWPCA based on the cost estimate as described in Exhibit A. Compensation shall be paid monthly by CITY upon receipt of written statement of charges from MRWPCA. In the event of termination of this Agreement pursuant to Section 3 hereof, parties shall utilize the dispute resolution provisions herein below to determine how much, if any, of the total compensation shall be returned to CITY.

5. Transportation. MRWPCA shall, at its own cost and expense, provide all transportation required for the performance of the services under this Agreement.

6. Hold Harmless.

a) The CITY shall defend, indemnify and hold harmless MRWPCA, its officers, agents and employees from any and all claims, demands, damages, liabilities, losses and costs or expenses arising out of or resulting from any damages, injury or death caused solely by the CITY or its employees or agents in the performance of the terms of this Agreement.

b) MRWPCA shall defend, indemnify and hold harmless the CITY, its officers, agents and employees from any and all claims, demands, damages, liabilities, losses and costs or expenses arising out of or resulting from any damages, injury or death caused solely by MRWPCA or its employees or agents in the performance of the terms of this Agreement.

7. Skill of Employees. MRWPCA shall ensure that any employees or agents providing services hereunder possess the requisite skill, training and experience to properly perform such services.

8. Workers' Compensation Insurance. MRWPCA shall, at its cost and expense, at all times during the performance of services under this Agreement, maintain in force and effect workers' compensation insurance on any and all of its employees working pursuant to this Agreement in an amount not less than the minimum required by California law.

9. Independent Contractor. The parties agree that MRWPCA shall be an independent contractor with regard to the providing of services under this Agreement, and that MRWPCA employees or agents shall not be considered to be employees or agents of the CITY for any purpose and will not be entitled to any of the benefits the CITY provides for its employees.

10. Compliance with Laws. MRWPCA, its employees, agents and sub-contractors shall comply with all applicable state, federal and local safety regulations while performing services pursuant to this Agreement.

11. Dispute Resolution.

a) Dispute Resolution Procedure. If any dispute arises between the parties as to proper interpretation or application of this Agreement, the parties shall first seek to resolve the dispute in accordance with this Agreement, and the parties must proceed through arbitration under this Agreement before filing any court action. If a dispute concerns any amounts to be paid to MRWPCA by the CITY, then the CITY shall pay the amount demanded on time, under protest, notwithstanding that the CITY has commenced or proposes to commence the dispute resolution procedures specified

herein.

b) Duty to Meet and Confer. If any dispute under this Agreement arises, the parties shall first meet and confer in a good faith attempt to resolve the matter between themselves. Each party shall make all reasonable efforts to provide to the other party all the information that the party has in its possession that is relevant to the dispute, so that both parties will have ample information with which to reach a decision.

c) Arbitration. If the dispute is not resolved within 15 days by meeting and conferring, the matter shall be submitted to arbitration. The parties shall jointly select a single arbitrator, or, if the parties are unable to agree, they shall each select an arbitrator, and the matter shall be handled by two arbitrators. The two arbitrators themselves may, if they deem it appropriate and warranted by the nature and significance of the dispute and after consultation with the parties, select a third arbitrator. Any person selected as an arbitrator shall be a qualified professional with expertise in the area that is the subject of the dispute, unless the parties otherwise agree. Before commencement of the arbitration, the parties may elect to have the arbitration proceed on an informal basis; however, if the parties are unable to agree, then the arbitration shall be conducted in accordance with the rules of the American Arbitration Association. The decision of the arbitrator or arbitrators shall be binding, unless within thirty (30) days after issuance of the arbitrator's written decision, either party files an action in court.

12. Entire Agreement. This Agreement contains the entire agreement of the parties with respect to the matters covered by this Agreement, and no other agreement, statement or promise made by or to any party or by or to any employee, officer or agent of any party, which is not contained in this Agreement shall be binding or valid.

13. Interpretation. This Agreement has been negotiated by and between the representatives of both parties. Accordingly, any rule of law (including Civil Code §1654) or legal decision that would require interpretation of any ambiguities in this Agreement against the party that has drafted it is not applicable and is waived. The provisions of this Agreement shall be interpreted in a reasonable manner to effect the purpose of the parties and this Agreement.

14. Modification. This Agreement is not subject to amendment or modification except by a writing signed by the parties hereto.

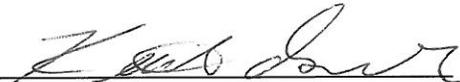
15. Attorney's Fees. In the event of any controversy, claim or dispute relating to this Agreement, or the breach thereof, the prevailing party shall be entitled to recover attorney's fees and costs from the losing party.

IN WITNESS WHEREOF, MRWPCA and the City of Pacific Grove each by its duly authorized representatives, have executed this Agreement on the date first hereinabove

set forth at Monterey, California.

MONTEREY REGIONAL WATER  
POLLUTION CONTROL MRWPCA

CITY OF PACIFIC GROVE

By   
Keith Israel, General Manager

By   
Authorized Signatory Name, Title  
*PUBLIC WORKS BUSINESS MANAGER*

## ***Exhibit A***

### **MRWPCA Community Outreach Services**

#### **Time & Cost Estimate 2010**

#### **CITY OF PACIFIC GROVE**

<b>SCOPE OF WORK</b>	<b>Unit Cost</b>	<b>Units</b>	<b>TOTAL COST</b>
Staff time - Community Relations Specialist: <ul style="list-style-type: none"><li>• Print ad development, submission, proofing, editing, and invoice processing.</li></ul>	<b>\$73.58/hr</b>	<b>7</b>	<b>\$515</b>
Print Ads: P. G. Hometown Bulletin; 1/3 page color; twice per month, February – December, 2010	<b>\$216</b>	<b>22</b>	<b>\$4,752</b>
Print Ads: Cedar Street Times; 1/3 page color; twice per month, February – December, 2010.	<b>\$150</b>	<b>22</b>	<b>\$3,300</b>
<b>TOTAL</b>			<b>\$8,567</b>

**AGREEMENT TO CONDUCT  
COMMUNITY OUTREACH SERVICES**

THIS AGREEMENT is made and entered into this 29<sup>th</sup> day of November, 2011, by and between the MONTEREY REGIONAL WATER POLLUTION CONTROL MRWPCA, hereinafter referred to as "MRWPCA," and the CITY OF PACIFIC GROVE, hereinafter referred to as "CITY," and as follows:

**Recitals**

1. The CITY would like to conduct a public education program to address "unflushables" in the CITY which are clogging their sewage collection system.
2. The CITY desires to target outreach hospitality industry establishments in areas where blockages have occurred due to "unflushables."
3. The MRWPCA has the staff and resources to properly perform the services specified herein.
4. The CITY desires to retain MRWPCA to provide the services set out herein.

**Terms and Conditions**

In consideration of the mutual provisions contained herein, MRWPCA and the CITY agree to the following terms and conditions:

1. **Scope of Services.** MRWPCA shall provide services as described in ATTACHMENT A, attached hereto, consisting of one page, entitled "MRWPCA Community Outreach Services, Time and Cost Estimate 2011-2012, City of Pacific Grove".
2. **Commencement of Services.** MRWPCA will commence work on services hereunder immediately upon, or prior to, execution of this Agreement by the parties hereto.
3. **Term.** This Agreement will take effect upon execution by the parties hereto, but its effective date shall be retroactive to the date MRWPCA first performed services as described in Exhibit A, if said date occurs prior to execution hereof. This Agreement shall remain in effect until June 30, 2012, unless extended in writing by mutual agreement of the parties hereto; provided, however, that this Agreement may be terminated at any time by either party upon giving 30 days' prior written notice to the other party.
4. **Compensation.** For the services to be performed under this Agreement, CITY shall compensate MRWPCA based on the cost estimate as described in Exhibit A. Compensation shall be paid quarterly by CITY upon receipt of written statement of charges from MRWPCA. In the event of termination of this Agreement pursuant to Section 3 hereof, parties shall utilize the dispute resolution provisions herein below to

determine how much, if any, of the total compensation shall be returned to CITY.

5. Transportation. MRWPCA shall, at its own cost and expense, provide all transportation required for the performance of the services under this Agreement.

6. Hold Harmless.

a) The CITY shall defend, indemnify and hold harmless MRWPCA, its officers, agents and employees from any and all claims, demands, damages, liabilities, losses and costs or expenses arising out of or resulting from any damages, injury or death caused solely by the CITY or its employees or agents in the performance of the terms of this Agreement.

b) MRWPCA shall defend, indemnify and hold harmless the CITY, its officers, agents and employees from any and all claims, demands, damages, liabilities, losses and costs or expenses arising out of or resulting from any damages, injury or death caused solely by MRWPCA or its employees or agents in the performance of the terms of this Agreement.

7. Skill of Employees. MRWPCA shall ensure that any employees or agents providing services hereunder possess the requisite skill, training and experience to properly perform such services.

8. Workers' Compensation Insurance. MRWPCA shall, at its cost and expense, at all times during the performance of services under this Agreement, maintain in force and effect workers' compensation insurance on any and all of its employees working pursuant to this Agreement in an amount not less than the minimum required by California law.

9. Independent Contractor. The parties agree that MRWPCA shall be an independent contractor with regard to the providing of services under this Agreement, and that MRWPCA employees or agents shall not be considered to be employees or agents of the CITY for any purpose and will not be entitled to any of the benefits the CITY provides for its employees.

10. Compliance with Laws. MRWPCA, its employees, agents and sub-contractors shall comply with all applicable state, federal and local safety regulations while performing services pursuant to this Agreement.

11. Dispute Resolution.

a) Dispute Resolution Procedure. If any dispute arises between the parties as to proper interpretation or application of this Agreement, the parties shall first seek to resolve the dispute in accordance with this Agreement, and the parties must proceed through arbitration under this Agreement before filing any court action. If a dispute concerns any amounts to be paid to MRWPCA by the CITY, then the CITY shall pay the

amount demanded on time, under protest, notwithstanding that the CITY has commenced or proposes to commence the dispute resolution procedures specified herein.

b) Duty to Meet and Confer. If any dispute under this Agreement arises, the parties shall first meet and confer in a good faith attempt to resolve the matter between themselves. Each party shall make all reasonable efforts to provide to the other party all the information that the party has in its possession that is relevant to the dispute, so that both parties will have ample information with which to reach a decision.

c) Arbitration. If the dispute is not resolved within 15 days by meeting and conferring, the matter shall be submitted to arbitration. The parties shall jointly select a single arbitrator, or, if the parties are unable to agree, they shall each select an arbitrator, and the matter shall be handled by two arbitrators. The two arbitrators themselves may, if they deem it appropriate and warranted by the nature and significance of the dispute and after consultation with the parties, select a third arbitrator. Any person selected as an arbitrator shall be a qualified professional with expertise in the area that is the subject of the dispute, unless the parties otherwise agree. Before commencement of the arbitration, the parties may elect to have the arbitration proceed on an informal basis; however, if the parties are unable to agree, then the arbitration shall be conducted in accordance with the rules of the American Arbitration Association. The decision of the arbitrator or arbitrators shall be binding, unless within thirty (30) days after issuance of the arbitrator's written decision, either party files an action in court.

12. Entire Agreement. This Agreement contains the entire agreement of the parties with respect to the matters covered by this Agreement, and no other agreement, statement or promise made by or to any party or by or to any employee, officer or agent of any party, which is not contained in this Agreement shall be binding or valid.

13. Interpretation. This Agreement has been negotiated by and between the representatives of both parties. Accordingly, any rule of law (including Civil Code §1654) or legal decision that would require interpretation of any ambiguities in this Agreement against the party that has drafted it is not applicable and is waived. The provisions of this Agreement shall be interpreted in a reasonable manner to effect the purpose of the parties and this Agreement.

14. Modification. This Agreement is not subject to amendment or modification except by a writing signed by the parties hereto.

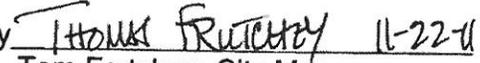
15. Attorney's Fees. In the event of any controversy, claim or dispute relating to this Agreement, or the breach thereof, the prevailing party shall be entitled to recover attorney's fees and costs from the losing party.

IN WITNESS WHEREOF, MRWPCA and the City of Pacific Grove each by its duly authorized representatives, have executed this Agreement on the date first hereinabove set forth at Monterey, California.

MONTEREY REGIONAL WATER  
POLLUTION CONTROL MRWPCA

CITY OF PACIFIC GROVE

By   
Keith Israel, General Manager

By  11-22-11  
Tom Frutchey, City Manager

 11/22/2011

## **Exhibit A**

### **MRWPCA Community Outreach Services**

#### **Time & Cost Estimate 2011-2012**

#### **CITY OF PACIFIC GROVE**

**Desired Outcomes: Reduce blockages due to “unflushables” discharges into the sanitary sewer system from such items as baby wipes, cleaning wipes, facial towelettes, cloth towels, diapers, rags, and toilet cleaning pads.**

<b>SCOPE OF WORK</b>	<b>Unit Cost</b>	<b>Units</b>	<b>TOTAL COST</b>
Staff time - Community Relations Specialist: 1. Plan and coordinate meeting with hotel establishment management in near Asilomar Conference Center (~10 businesses): a. Create contact data base b. Arrange meeting venue c. Prepare agenda and slide show presentation d. Assist with meeting presentation • Administering print advertising for public outreach of “Unflushables”	<b>\$76.82/hr</b>	<b>10.0</b>	<b>\$768.20</b>
Print Ads: P. G. Hometown Bulletin; 1/4 page color; twice per month, November 2011– February or March, 2012.	<b>\$170.00</b>	<b>8</b>	<b>\$1,360.00</b>
Print Ads: Cedar Street Times; 1/4 page color; twice per month, November 2011– February or March, 2012.	<b>\$135.00</b>	<b>8</b>	<b>\$1,080.00</b>
<b>Subtotal</b>			<b>\$3,208.20</b>
<b>Overhead @ 10%</b>			<b>\$320.82</b>
<b>TOTAL</b>			<b>\$3,529.02</b>

**City of Pacific Grove  
Unflushables Outreach Services**

(December 1, 2011 - June 30, 2012)

**SUMMARY OF CHARGES**

<b>Item</b>	<b>Charge</b>
Print Ads	\$ 2,440.00
Labor: Hospitality Partnering Workshop June 13	941.045
<b>SUBTOTAL</b>	<b>\$ 3,381.05</b>
10% markup	\$ 338.10
<b>TOTAL</b>	<b>\$ 3,719.15</b>



HC-1

**MEMORANDUM OF UNDERSTANDING**  
**for**  
**Conducting a Public Education Program**  
**for the**  
**Southern Monterey Bay Dischargers Group**

THIS MEMORANDUM OF UNDERSTANDING is made and entered into on October 23, 2012, between the **MONTEREY REGIONAL WATER POLLUTION CONTROL AGENCY** (the "Agency"), and the **CITY OF PACIFIC GROVE** (the Discharger"), as follows:

**Recitals**

1. The Discharger has been issued Waste Discharge Requirements (WDR) by the California Regional Water Quality Control Board. One of the WDR requirements is for the Discharger to conduct a public education program to promote the proper disposal of grease and fats.
2. The Agency has the staff and resources to conduct a public education program as described in Attachment A to this Agreement.
3. The Discharger desires to have the Agency conduct this public education program.

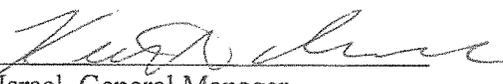
**Terms and Conditions**

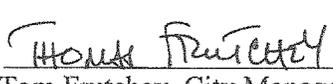
In consideration of the mutual promises contained herein, the Agency and the Discharger hereby agree to the following terms and conditions:

1. Over the remainder of fiscal year 2012-2013 on behalf of the Southern Monterey Bay Dischargers Group the Agency will conduct the public education program described in Attachment A.
2. The Discharger will compensate the Agency the amount shown in Attachment B as its share of the overall cost of conducting this public education program.
3. The Agency will invoice the Discharger for its share of these costs, and the Discharger will pay the Agency this amount within ninety (90) days of receipt of the invoice.

MONTEREY REGIONAL WATER  
POLLUTION CONTROL AGENCY

CITY OF PACIFIC GROVE

By   
Keith Israel, General Manager -----  
Print Name/Title

By   
Tom Frutchey, City Manager -----  
Print Name/Title

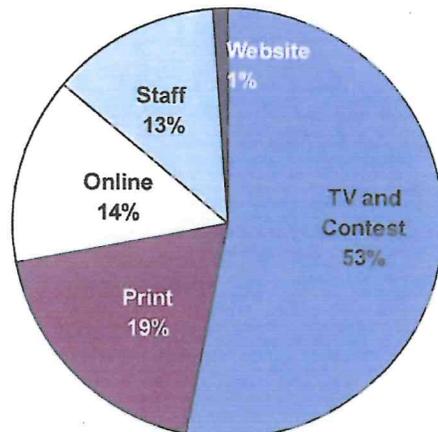
**Attachment A**

**WDR Grease Public Outreach Plan  
FY 12/13**

Media Type	Budget Detail Summary
<b>TV</b>  KSBW TV, Channel 8 KMUV TV, Channel 23 (Telemundo) KMUV TV (Telemundo) Texting Quiz Contest	<b>(53%)</b>  9 weeks, 172 ads*, 0:15 & 0:30 8 weeks, 50 ads, 0:15 2 weeks, 51 ads, 0:15 (273 total ads)
<b>Print</b>  Carmel Pine Cone, Fri  Monterey County Weekly, Thu	<b>(19%)</b>  2 ads* (1/5 pg, b/w)  8 ads (1/6 page, color)
<b>Internet Website – ClogBusters.org and Facebook page</b>  Hosting, backups, archiving, 2 updates	<b>(1%)</b>  12 months www.ClogBusters.org
<b>Online Ads &amp; Search Marketing</b>  KSBW TV Channel 8 2 months  KMUV TV Channel 23 (Telemundo) 3 months  eLocalPlumbers.com  TheCityOf.com	<b>(14%)</b>  35,000 impressions/mo  10,000 impressions/mo  12 months, ads on Green page and Education page; ClogBlog postings up to 3-4/mo on Resources Page  Large ad, 12 months
<b>Staff/Misc.</b> Program management; Facebook and ClogBlog postings	<b>(13%)</b>
<b>Total Budget</b>	<b>\$15,000 Group</b>

Note: expense percentage for each media type is percentage of \$15,000 shared group budget.

\* CAWD and PBCSD contributing \$3,168 to run 16 additional biweekly ads through June 30, 2013 (18 ads total).





Attachment B

SHARED COSTS FOR FY 12/13 PUBLIC EDUCATION PROGRAM  
ON GREASE DISPOSAL PRACTICES

PUBLIC EDUCATION PROGRAM BUDGET = \$15,000

ENTITY	POPULATION WITHIN AREA TO BE COVERED BY REGIONAL WDR PROGRAM	PERCENTAGE OF BUDGET TO BE PAID BY THIS ENTITY	CONTRIBUTION TOWARD FY 2012/2013 BUDGET
City of Salinas	150,441	52.756%	\$ 7,913
Seaside County Sanitation District <sup>(1)</sup>	34,983	12.268%	\$ 1,840
Marina Coast Water District <sup>(2)</sup>	33,364	11.700%	\$ 1,755
City of Monterey	27,810	9.752%	\$ 1,463
City of Pacific Grove	15,041	5.275%	\$ 791
Castroville Community Services District <sup>(3)</sup>	7,000	2.455%	\$ 368
California American Water <sup>(4)</sup>	6,380	2.237%	\$ 336
Pebble Beach Community Service District	4,509	1.581%	\$237 (+ \$1,584*) = \$1,821
Carmel Area Wastewater District	3,722	1.305%	\$196 (+ \$1,584*) = \$1,780
County of Monterey <sup>(5)</sup>	1,914	0.671%	\$ 101
<b>TOTAL</b>	<b>285,164</b>	<b>100.00%</b>	<b>\$15,000 (+ \$3,168*) = \$18,168</b>

Notes:

- (1) Combined 2010 Census population of Seaside, Sand City, and Del Rey Oaks.
- (2) Combined 2010 Census population of City of Marina and Ord Community population provided by MCWD
- (3) Combined 2010 Census population of Castroville and Moro Cojo area population reported by Castroville Community Service District.
- (4) Combined population of Oak Hills, Indian Springs, Las Palmas, Spreckels, Pasadera, White Oaks, Village Green, Carmel Valley Ranch provide by Cal-Am September 2011.
- (5) Combined 2010 Census population of Boronda CDP and Moss Landing.

\* PBCSD and CAWD contribution of \$3,168 for 16 extra ads in the Carmel Pine Cone to run biweekly through June 30, 2013.

## **APPENDIX 11B**

---

### Plumbing Businesses Workshop Participation List

## Southern Monterey Bay Dischargers Group

]

### Plumbing Partners in Sewage Spill Prevention

The following plumbing businesses have participated in Spill Prevention Partnering Workshops funded by the City of Pacific Grove and/or the Monterey Bay National Marine Sanctuary. The workshops provided best management practices for plumbers to prevent sewage main line backups and ways to work cooperatively with local public works departments and sewage collection system jurisdictions.

Placement on this list is not an endorsement by the Southern Monterey Bay Dischargers Group.

- ◆ A & R Plumbing, Inc.
- ◆ Acme Plumbing
- ◆ All Service Plumbing
- ◆ Ben Franklin Plumbing (formerly Etter Plumbing)
- ◆ Burgos Plumbing
- ◆ Chris Wilson Plumbing & Heating/Rooter King
- ◆ Crazy Drains
- ◆ Disaster Kleen-up
- ◆ Discount Service Plumbing
- ◆ Domanic Plumbing
- ◆ Emergency Maintenance & Drain Cleaners
- ◆ Everclear Hydro Jetting
- ◆ Green Line
- ◆ Marina Plumbing and Heating
- ◆ Mark's Sewer and Drain Cleaning Service
- ◆ Mr. Rooter Plumbing
- ◆ Peninsula Plumbing
- ◆ Peninsula Septic Tank Service
- ◆ Petty's Plumbing
- ◆ Rain for Rent
- ◆ Ramirez (Esquivel's) Plumbing
- ◆ Roto-Rooter (Monterey and Salinas)
- ◆ R. K. Wilson Plumbing
- ◆ Val's Plumbing
- ◆ West Coast Water Heaters
- ◆ Wilson's Plumbing
- ◆ Wilson's Plumbing and Heating

## **APPENDIX 11C**

---

### Hotel Partnering Workshop PowerPoint Presentation



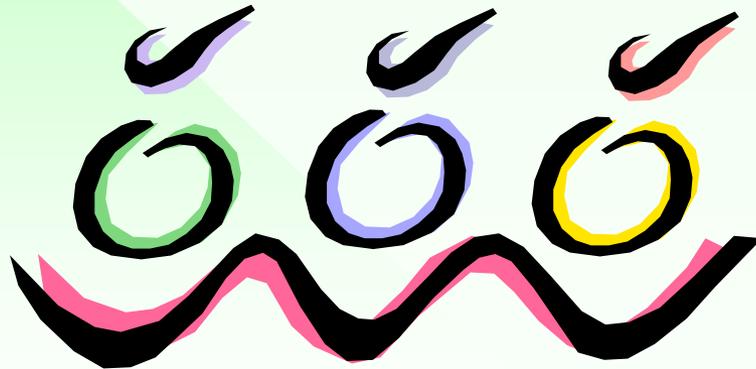
# **Hotel Partnering Workshop Protecting Monterey Bay**

**June 13, 2012**



# **Causes of Sewage Overflows**

**Old Lines + Grease + Solids  
= Sewage Spills**



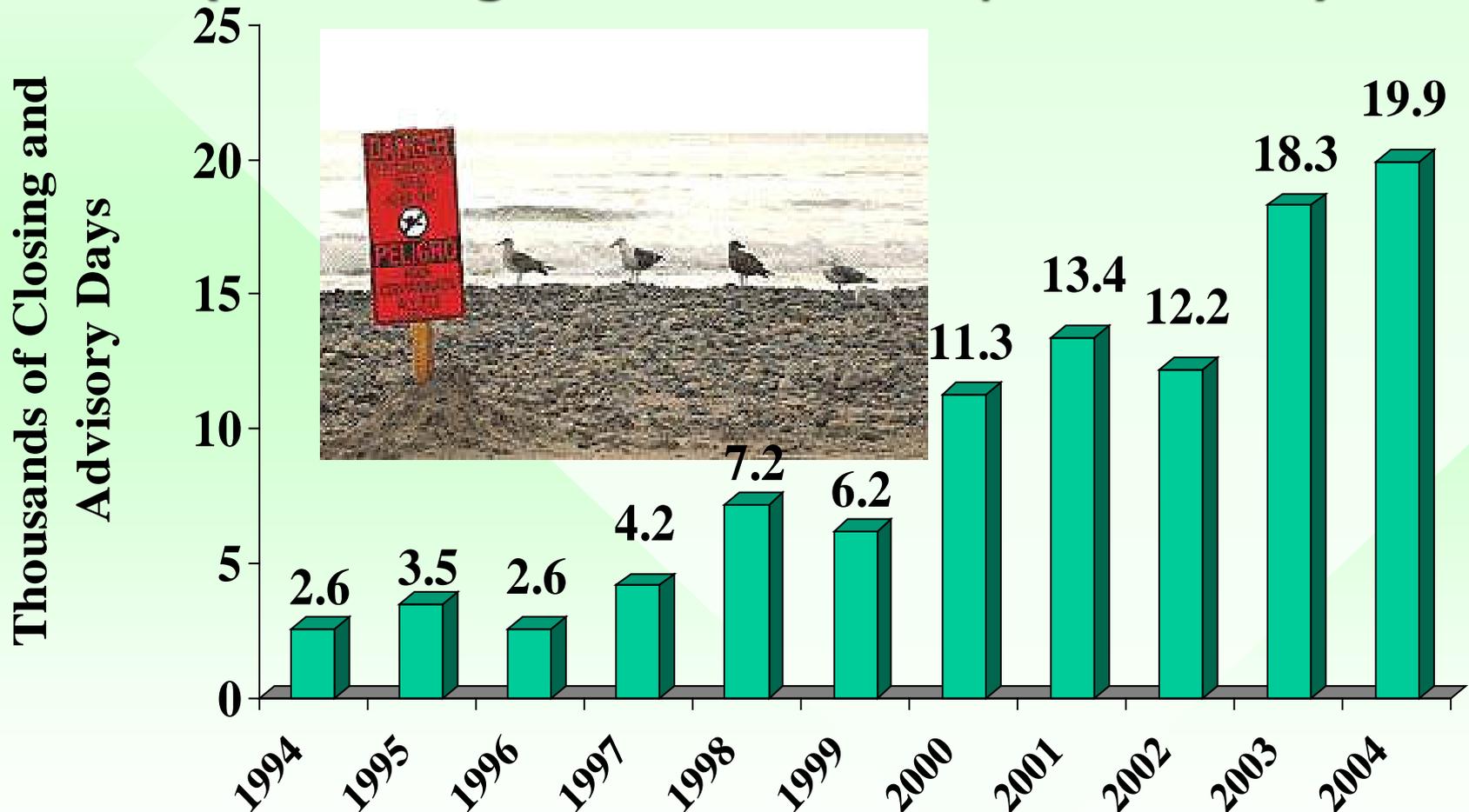
# Sanitary Sewer Overflow

Stormdrains flow to beaches



# US Total Beach Closures/Advisory Days 1994-2004

(excluding extended and permanent)



Source: Natural Resources Defense Council, Testing the Waters 2005

# Clean Beaches

- Tourism
- Recreational Uses
- Public Health and Safety



# What's Being Done?

- Line replacement
- Rapid Response System
- Maintaining frequent line cleaning



# What's Being Done? (Cont.)

- Clean Beach Initiative grant
- Grease trap program
- Residential outreach programs
- Hospitality industry partnering



# Sewage Spill

Debris removed from manhole



Tree roots,  
wipes & trash

6 inch  
sewer line

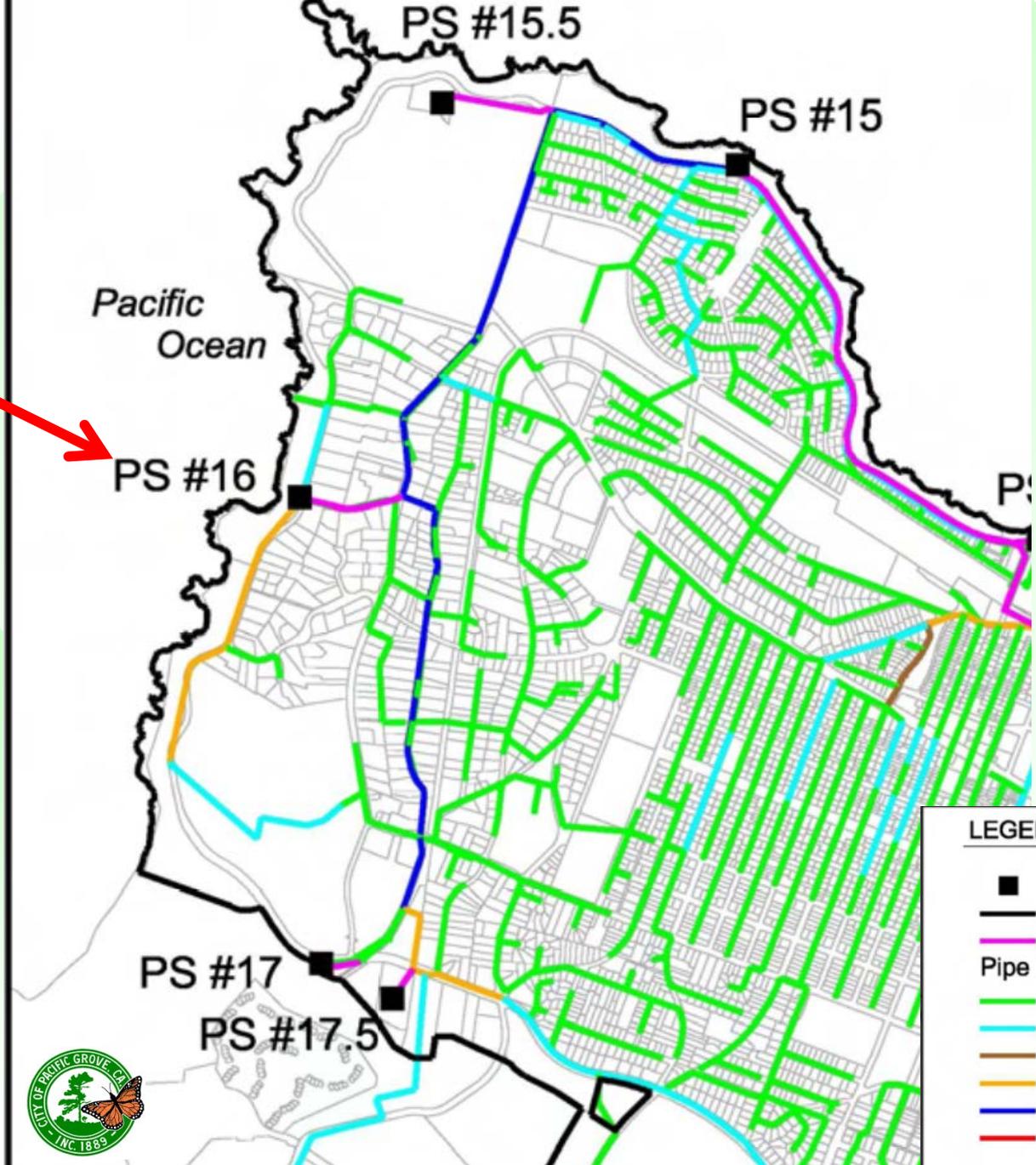
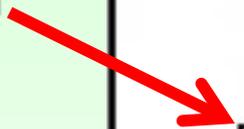
Grease

# Unflushables and Blockages

Most blockages in P.G. are now due to wipes and other “unflushables”



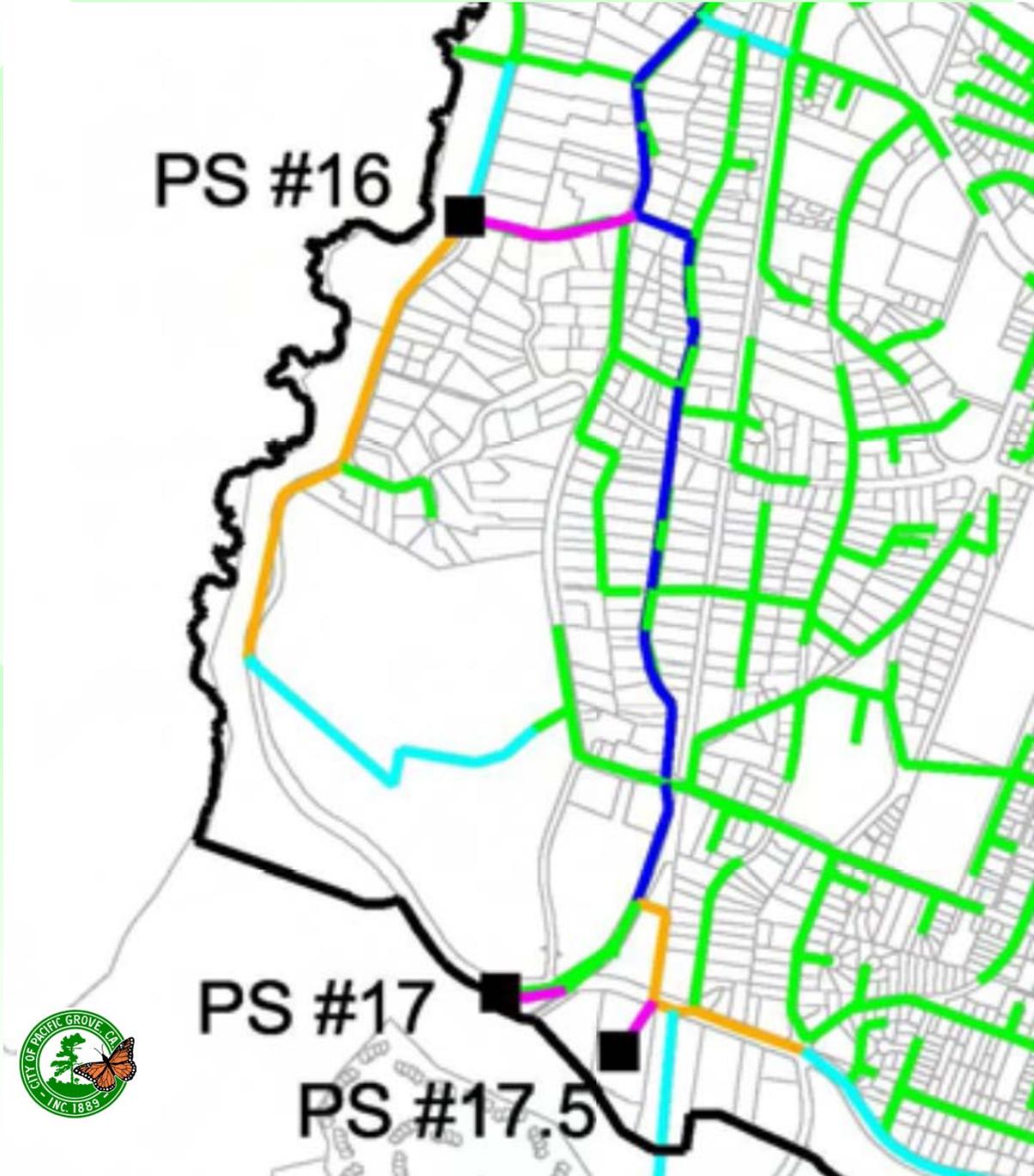
# Recent Blockage Problem Location



**LEGEND**

- Pump Stations
- City Limit
- Forcemains
- Pipe Diameters
  - 4" & 6"
  - 8"
  - 10"
  - 12"
  - 15"
  - 18"

**Area  
Draining to  
Pump  
Station #16**





# UNFLUSHABLES

## Media Campaign

### *Wipe out Clogs*

- **Print Media**
  - P.G. Hometown Bulletin
  - Cedar Street Times
- **ClogBusters.org**
- **Social Media**



# Print Ads



## Don't Flush Trouble!

Disposable wipes and other products are clogging our sewer lines and damaging pumps and other equipment.



Not only are these problems expensive to fix, they can also cause raw sewage overflows into homes, businesses and the Monterey Bay National Marine Sanctuary.

### So, think trash, not toilets!

*These belong in the TRASH:*

Cleaning Wipes • Grease • Condoms • Disposable Diapers  
Nursing Pads & Baby Wipes • Hair Facial Wipes  
Tampons & Pads • Dental Floss



To learn more, visit [ClogBusters.org](http://ClogBusters.org) or call 831-648-5722  
Funded by the City of Pacific Grove



*Cleaning Towelettes  
Personal Care Wipes  
Baby Wipes*



## Protect The Monterey Bay

Wipes are now the leading cause of sewage line blockages in the City of Pacific Grove. Even "flushable" wipes do not dissolve readily. They collect in the lines, which leads to sewage overflows into the Monterey Bay National Marine Sanctuary.

### "WIPES" are Not Flushable

**Please discard wipes in the trash to avoid sewage overflows.**

*Wipes are a drain on our city's valuable resources.*



Funded by the City of Pacific Grove • Information, call 831-648-5722

# Web Resources



## ClogBusters.org

Southern Monterey Bay  
Dischargers Group

May 11, 2012

En Español

Report a Spill

Additional Resources

About Clog Busters

Contact Us

Visit the **Stop  
the Clog Blog**

Find us on  
**Facebook**

**New Year's resolution...**  
Protect your environment

Keep cooking fats, oil and grease out of the drain. **Put a lid on it.**  
Place grease and oil in a resealable container and dispose in the trash.

**ClogBusters.org**   
645-4604 or 422-1001

**Don't let the clog spoil the New Year**  
Funded by Southern Monterey Bay Dischargers Group



**Tip: Be Grease Aware ...** Families these days are eating healthier diets with less fried foods and fatty meats. Yet many people don't realize we must remain diligent in preventing fats, oils and grease discharges down our drains. [Find out how](#) (PDF)

### HOW DO SEWER CLOGS CAUSE SPILLS & BEACH CLOSURES?

Most storm drains flow to the Monterey Bay National Marine

STOP THE CLOG

# Social Media

Clog Busters : Souther x (5) Clog Busters x

www.facebook.com/pages/Clog-Busters/184869092083

CNN.com / Brea... Deltek Time & E... Dow Jones Indu... Hartford Deferr... Google Water Awarenes... MRWPCA Imported Imported (

Do you want Google Chrome to save your password? Save password Never for this site

facebook Search Karen Harris Fin

### Clog Busters

16 likes · 0 were here

Liked Message

Government Organization  
Grease is the leading cause of sewage overflows for most cities. Help us keep our sewers fat and clog-free.

16

About Photos Likes Map Videos

Highlights

Post Photo / Video

Write something...

**Karen Harris** Clog Busters  
2 seconds ago

Are wipes really flushable? Do the jar test and see for yourself. Most likely they don't break down. Be careful not to flush trouble!

Like · Comment

5 Friends Like Clog Busters

Recommendations

Write a recommendation...

# How Hotel Management Can Help

- Educate housekeeping
- Educate guests
- Modify practices
- Utilize reusable wipes
- Report overflows



# How We Can Help?

## A few ideas

- Guest room tents/handouts
- Cleaning staff wallet cards/flyers
- Incentives- Green Business
- ClogBusters.org
- Other?



# Discussion



Keep the ideas flowing

# **Recommendations**

- 1. Fines/penalties on businesses**
- 2. Sustainable product purchasing**
- 3. Educating employees/vendors**
- 4. Guest leaflet/plaque: above toilet**
- 5. Standard City messaging and images  
(collaborate with stormwater program)**
- 6. Proper unflushables disposal containers**
- 7. Presentations at Hospitality Assoc. and  
Chambers**
- 8. Work with Plumbers/Assoc. – education**



# Contacts

## **Mike Zimmer**

Public Works Superintendent  
(831) 648-5722 x203  
mzimmer@ci.pg.ca.us

## **Vince Gentry**

**Sewer Supervisor**  
(831) 648-5722 x211  
vgentry@ci.pg.ca.us

## **Sarah Hardgrave**

Environmental Program Manager  
(831) 648-3189  
shardgrave@ci.pg.ca.us

**City of Pacific Grove  
Public Works Department  
2100 Sunset Ave.,  
Pacific Grove, CA 93950**



***Thank You!***

## **APPENDIX 11D**

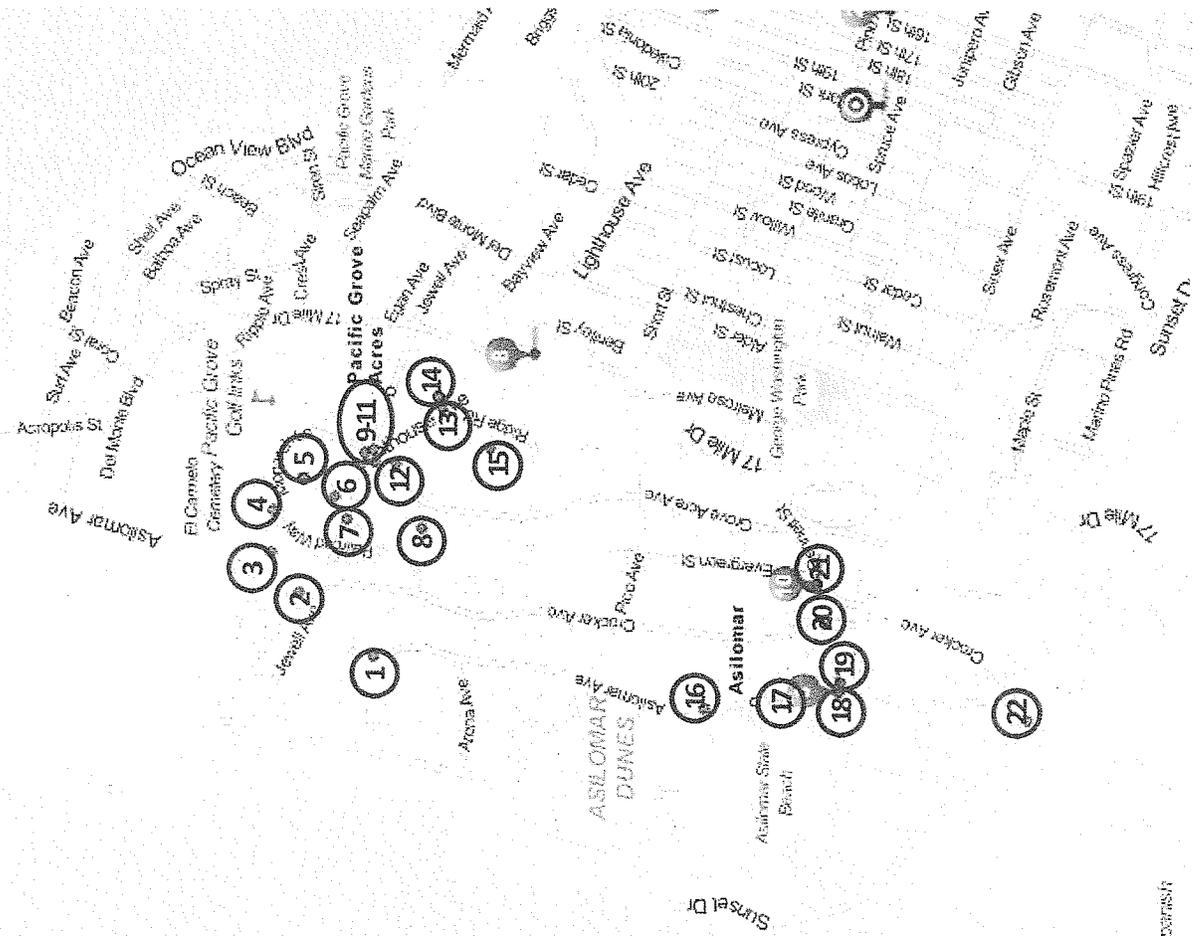
---

### Hotel Partnering Workshop Invitee List

Pacific Grove Chamber Innkeepers List 2012

COMPANY	FIRSTNAME	LASTNAME	TITLE	ADDRESS	CITY	STATE	ZIP	PHONE	Email
<b>Hotels, Motels and Inns</b>									
Andril Fireplace Cottages	Kevin & Linda	Smith	Owner	569 Asilomar	Pacific Grove	CA	93950	(831) 375-0994	andrilman@aol.com
Anton Inn	Mike	Boyer	Director of Sales and	1095 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 373-4429	info@antoninn.com
Asilomar Conference Grounds	Mairead	Hennessy	Resident District Mana	P.O. Box 537	Pacific Grove	CA	93950	(831) 372-8016	boyer-mike@aramark.com
Beachcomber Inn	Don	Kim	Owner	1996 Sunset Dr.	Pacific Grove	CA	93950	(831) 372-8016	hennessy-mairead@aramark.com
Bide-A-Wee Inn & Cottages	John	Pak	Owner	221 Asilomar Ave.	Pacific Grove	CA	93950	(831) 373-4769	beachcomberinn@comcast.net
Butterfly Grove Inn	Ray	Vasant	Owner	1073 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 372-2330	info@bideaweainn.com
Claron Wilkies Inn (The)	Roshan and Vinn	Patel	General Manager	1038 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 373-4921	ButterflyGroveInn@aol.com
Crest of Pacific Grove	Andy	Patel	Owner	230 Grove Acre Ave.	Pacific Grove	CA	93950	(831) 372-5960	wilkiesinn@sbcglobal.net
Deer Haven Inn & Suites	Sandy	Patel	General Manager	750 Crocker Ave.	Pacific Grove	CA	93950	(831) 372-5770	thecrest@judgi.net
Howard Johnson Express Inn	Mike	Deighton	General Manager	660 Dennett St.	Pacific Grove	CA	93950	(831) 373-1114	info@deerhaveninn.com
Howard Johnson Express Inn	Linda	Casey	Director of Sales and	1150 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 373-8777	kskinvestment@yahoo.com
Lighthouse Lodge & Suites	Adiba & Majeed	Mahroom	Owner	1111 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 655-2111	mdeighton@hls.com
Monarch Resort	Roxanne	Mahroom	General Manager	1111 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 646-8885	lasey@hls.com
Monarch Resort	Mel	Fortes	Owner	1140 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 646-8885	thevistas@sbcglobal.net
Olympia Lodge	Erna	Clay	General Manager	1140 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 373-2777	thevistas@sbcglobal.net
Olympia Lodge	Robert	Boerner	Owner	701 Asilomar Ave.	Pacific Grove	CA	93950	(831) 373-2777	smborbasles@netzero.com
Pacific Gardens Inn	Greg	Zimmerman	Owner	775 Asilomar Ave.	Pacific Grove	CA	93950	(831) 646-9414	eclay@apr.com
Rosedale Inn	Victoria	Arroyo	General Manager	1100 Lighthouse Ave.	Pacific Grove	CA	93950	(831) 655-1000	rboerner@pacificgardensinn.com
Sea Breeze Inn and Cottages	Tejal	Patel	Owner	1100 Lighthouse Ave	Pacific Grove	CA	93950	(831) 901-7770	rossdaleinn@sbcglobal.net
Sunset Inn	Barbara	Hendricks	General Manager	133 Asilomar Ave.	Pacific Grove	CA	93950	(831) 372-3375	giz@sbcglobal.net
Sunset Inn	Gerarda & Barney	Stocking	Owner	133 Asilomar Ave.	Pacific Grove	CA	93950	(831) 375-3529	tejal@gosunsetinn.com
<b>Bed and Breakfast Inns</b>									
The Inn at 213 17 Mile Drive	Andrea	Daley	General Manager	392 South Livermore Av	Livermore	CA	94550	(831) 588-6609	213@innat17.com
The Inn at 213 17 Mile Drive	Debra	Case	Owner	213 Seventeen Mile Dr.	Pacific Grove	CA	93950	(831) 642-9514	innkeeper@inn17.com
Time Share	Kimberly	Paley	Owner	1150 Jewell Ave.	Pacific Grove	CA	93950	(831) 372-6651	palmanager@yahoo.com
Pine Acres Lodge	Kimberly	Paley	Owner	PO Box 52027	Pacific Grove	CA	93950	(831) 612-1822	kimberlypaley@comcast.net
<b>Reservation Services:</b>									
CA Vacation Center Reservations	Kimberly	Paley	Owner	PO Box 52027	Pacific Grove	CA	93950	(831) 612-1822	kimberlypaley@comcast.net

1. Bide-a-Wee Inn and Cottages
2. Sunset Inn
3. Lighthouse Lodge
4. Lighthouse Lodge and Suites
5. Olympia Lodge
6. Monarch Resort
7. Pine Acres Lodge
8. Crest of Pacific Grove
9. Sea Breeze Inn
10. Sea Breeze Lodge
11. Monterey Peninsula Inns
12. Anton Inn
13. Clarion – Wilkie’s Inn
14. Clarion – Wilkie’s Inn
15. Butterfly Grove Inn
16. Andril Fireplace Cottages
17. Pacific Gardens Inn
18. Rosedale Inn
19. Asilomar Conference Grounds
20. Deer Haven Inn
21. Howard Johnson Inn & Suites
22. Beachcomber Inn & Restaurant



## APPENDIX 11E

---

### Outreach Examples

*Unflushables Door Hanger*  
*Tips for Preventing Sewer Back-ups and Spills Flyer*  
*Trash is Clogging Sewers in Our Neighborhoods Flyer*  
*Help Stop the Clog! Flyer*  
*Private Sewer Laterals Flyer*  
*Lateral Loan Program Flyer*

City of Pacific Grove



## Neighborhood Clog Alert

### Trash is clogging sewers in your neighborhood.

Our sewer maintenance crews have been finding troublesome amounts of trash and debris in the city sewage system in this area. Some have caused blockages that require emergency response to prevent sewage overflows into your home, the street and the Monterey Bay. These emergencies are preventable by simply throwing trash in the garbage.

### Help Stop The Clog:



✓ **DON'T** flush trash down the toilet

✓ **DO** toss trash in the garbage:

- Baby wipes and diapers
- Cleaning & disinfecting wipes
- Toilet cleaning pads
- Paper towels & toilettes
- Cotton balls and pads
- Tampons & panty liners
- Condoms
- Dental gloss
- Q-Tips
- Mop refills
- Kitty litter
- Hair

✓ **FLUSH FACT:**  
products labeled  
"flushable" don't  
dissolve in water.



**Need Cash to Replace a Failing Sewer Line?** The City can help. We offer low interest, deferred payment loans up to \$10,000 to replace residential sewer laterals. Loans are limited to budgeted funds and eligibility criteria. Call 648-3199 or visit [www.ci.pg.ca.us/cdd/grants](http://www.ci.pg.ca.us/cdd/grants).

**For more information on how to help prevent costly sewage overflows visit [www.ClogBusters.org](http://www.ClogBusters.org) or call the City Public Works Dept. at (831) 648-5722.**



CITY OF PACIFIC GROVE  
PUBLIC WORKS DEPARTMENT

**Only Water Down  
the Drain!**

---

## Tips for Preventing Sewer Back-ups and Spills

**This is a don't do!**

*Run water, preferably hot in your kitchen sink and pour the cooking grease or old oil down the drain.*

While many think this is a safe way to insure the grease gets into a main line and into the treatment plant, grease is the # 1 contributor of clogs and sewer spill overflows.

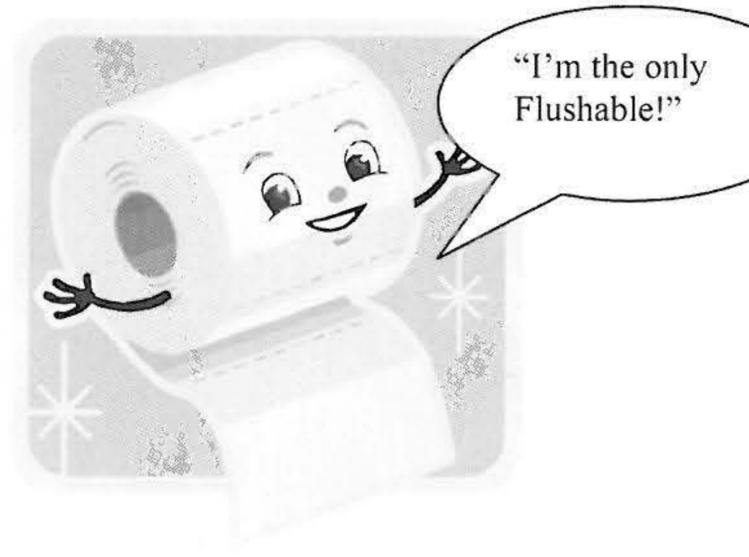
At first glance, the toilet may seem like an easy place to dispose of things. It is not. The toilet is for organic waste and toilet paper only. Even items deemed "safe" for your toilet like certain feminine products and "flushable" diapers are not appropriate.

**In the last two years paper products are the number one cause of clogs and spills.**

**From the field:** When City staff is cleaning sewer lines or responding to a private lateral city sewer main spill here is what they find in the lines; do not dispose of these items in your toilets or sinks and be clog and spill free.

**Don't Flush!**

**Any oil**  
**Diapers, including flushables.**  
**"Flushable" wipes**  
**Facial cloths**  
**Personal wipes**  
**Newspaper**  
**Solid food particles**  
**Paper towels**  
**Coated paper, like wax paper**  
**Wrappers from personal hygiene products**  
**Personal Hygiene products.**  
**Facial tissue**  
**Coffee grounds**  
**Cat litter and other like pet products**  
**Cigarette butts**  
**Disposable cleaning cloths**  
**Cotton Swabs**  
**Dental Floss**  
**Plastic Utensils**  
**Medical Equipment such as hypodermic needles and tubing**  
**Disposable razors**



Each of these items contributes in its own way. Let's keep your and our system running free by disposing of these and other like products in your waste cans.

**City of Pacific Grove**



***Trash is clogging sewers in our neighborhoods.***

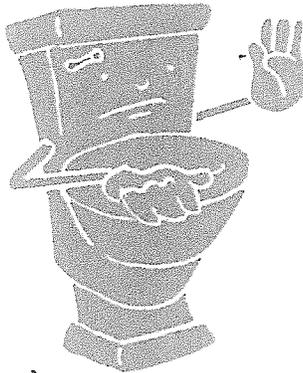


City sewer maintenance crews have been finding troublesome amounts of trash and debris in the sewage system. Some have caused blockages that require emergency response to prevent sewage overflows into your home, the street and the Monterey Bay. These emergencies are preventable by simply throwing trash in the garbage.

**For more information on how to help prevent costly sewage overflows visit the [City Public Works Dept.](#) or call (831) 648-5722.**

## Help Stop The Clog:

Trash belongs in the garbage. Please don't flush anything down the drain that can clog sewers. Only toilet paper and human waste should be flushed in the toilet.

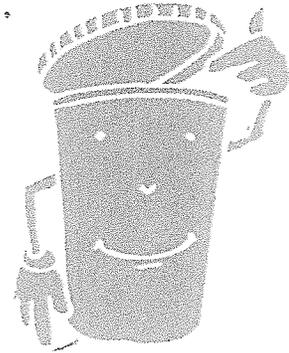


✓ **DON'T** flush trash down the toilet

✓ **DO** toss trash in the garbage:

- Baby wipes and diapers
- Cleaning & disinfecting wipes
- Toilet cleaning pads
- Paper towels & toilettes
- Cotton balls and pads
- Tampons & panty liners
- Condoms
- Dental gloss
- Q-Tips
- Mop refills
- Kitty litter
- Hair
- Band-aids
- Wrappers

✓ **FLUSH FACT:**  
products labeled  
"flushable" don't  
dissolve in water.

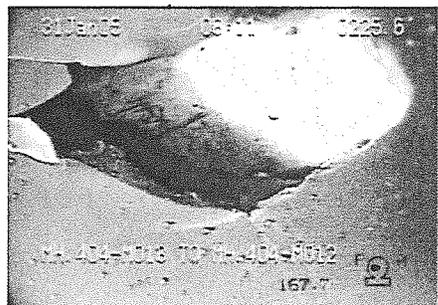


For more information on how to help prevent costly sewage overflows visit the [City Public Works Dept.](#) or call (831) 648-5722.

## Private Sewer Laterals - Ensure Yours is Fully Functional

Preventing sewage overflows into the street is everyone's business. The City works hard to keep wastewater within city sanitary sewer lines so it flows to the wastewater treatment plant to be cleaned. Equally important, every property owner must also prevent sewage backups from overflowing from their private sewer lateral into the environment and storm drains. Owners should inspect their private sewer laterals regularly to insure they are fully functional. Frequent causes of sewer line problems include:

- Collapsed sewer line
  - Do plant plants thrive over your sewer line even though irrigation systems are turned off or no watering is being conducted?
  - Is water pooling in your yard from unknown sources?
- Root intrusion
  - Thirsty trees and shrubs are ingenious at finding water and will send roots into the tiniest crack in sewage lines. Before long, the crack becomes quite large and roots have overtaken your sewer line.
  - When lines are clogged with roots, sewage can't flow properly.
  - Roots readily snare unflushables and grease
  - Root intrusion is a leading cause of sewage backups.
- Grease
  - Like arterial sclerosis, grease and oil accumulate on sewage pipe walls. Over time, the accumulation becomes so thick, it creates a clog which causes backups in your home and in city streets.
  - Grease is another leading cause of sewage backups.
- Offset line
  - When soils settle under sewage lines, it can cause the pipe to slip down at the joints and become misaligned. When this happens, the pipe is not able to carry its full volume and unflushables can easily hang-up.
- Leaking joints
  - Seals around the pipe joints have separated, allowing sewage to leak out.
- Damaged pipes
  - Fencing posts, stakes, and digging can accidentally pierce and crack sanitary sewer lines.



Have your line checked immediately if you suspect any of the conditions above or have frequent sewage back ups in your sink, bathtub or other drains, or pooling water in your yard from an unknown source.

Ensuring your sewer lateral line is operating smoothly is required by Pacific Grove Municipal Code, Chapter 9.20. The City may impose fines and charge property owners recovery costs if a sewage overflow is found to originate from the private lateral where sewage flows off the property or threatens the public health. In addition, mandatory closed-circuit television or other improved inspections of sewer laterals are required when the sale of a property or major remodel is undertaken on a property.

**For more information on how to help prevent costly sewage overflows visit the [City Public Works Dept.](#) or call (831) 648-5722.**

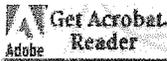
## Need Cash to Replace a Failing Sewer Line?

The City can help. We offer low interest, deferred payment loans up to \$10,000 to replace residential sewer laterals. Loans are limited to budgeted funds and eligibility criteria. Call the Housing Development Department at 648-3199 or visit us online [<http://www.ci.pg.ca.us/cdd/grants.htm> ]



Note: This is a VOLUNTARY program. Loan funds are NOT available to property owners that are required to conduct mandatory inspections pursuant to the City's municipal code, Chapter 9.20 [<http://www.codepublishing.com/CA/pacificgrove/html/PacificGrove09/>]

SEWER LATERAL LOAN PROGRAM GUIDELINES [19kb]  
guidelines



SEWER LATERAL LOAN PROGRAM APPLICATION [51kb]  
application

**For more information on how to help prevent costly sewage overflows visit the [City Public Works Dept.](#) or call (831) 648-5722.**