

## 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 District 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 purpose of the District sanitary sewer system communication program is to educate stakeholders, which include residential, industrial, and commercial users of the collection system, about the SSMP. Appendix 11A contains examples from 2014 of the outreach conducted. Public awareness of different components of the SSMP is accomplished through different mediums and they may reach different audiences. The following are activities that the District practices to increase awareness and education about the importance of having a properly constructed, maintained, and operated collection system.

**Table 11-1: District Communication Program Overview**

Activity	Frequency	Stakeholders	Year Implemented	
			2013	2014
District Website: www.ci.seaside.ca.us	Year-round	All	X	X
District Board Meetings	Monthly	All	X	X
FOG Control Program – Maintenance Record Check	Annually	FSEs	X	X
Public Works Office	Year-round	All	X	X
MRWPCA Pretreatment Program	Annually	Industrial Users	X	X

#### 11.2.1 District Website

Information posted on the City of Seaside website, [www.ci.seaside.ca.us](http://www.ci.seaside.ca.us), about the District, includes links to the SSMP, FOG information, District meeting minutes and agendas, flyers, education material, public service announcements, the 2011 SMP, and the past and current District CIP.

### **11.2.2 District Board Meetings**

District Board Meetings are held on the second Tuesdays of each month in the council chambers. SSMP updates and audits are presented to the public during a council meeting to receive input on the document from the public.

### **11.2.3 FOG Control Program**

Since 2000, FSEs are required to submit their FOG grease trap/interceptor cleaning records to the District.

### **11.2.4 Public Works Office**

The Public Works Office has copies of educational material, public service announcements, and Staff that provide assistance and education to the public.

### **11.2.5 MRWPCA Pretreatment Program**

MRWPCA Source Control/Pretreatment staff permits and manage industrial users within the District service area.

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

The District is itself a satellite agency and as such is a member of the MRWPCA Technical Advisory Committee, which is comprised of MRWPCA and its tributary agencies:

1. City of Pacific Grove,
2. City of Monterey,
3. City of Del Rey Oaks,
4. Seaside County Sanitation District,
5. Sand City,
6. Fort Ord,
7. City of Marina,
8. Castroville Community Services District,
9. Moss Landing,
10. Boronda,
11. City of Salinas, and
12. 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 District plans to work with MRWPCA to reinstate these meetings or to create a new quarterly meeting between District Staff and MRWPCA Staff in order to increase coordination and communication between these agencies by the end of 2014.