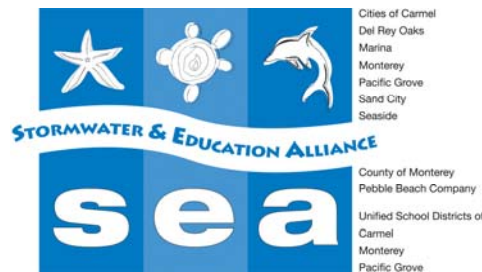


Monterey Regional Stormwater & Education Alliance

Urban Runoff is one of the leading causes of pollution across the nation. Understanding the importance of pollution prevention is critical to every community. Educating the general public and targeted audiences about the impacts of stormwater and specific behaviors they can implement to protect water quality is the goal of this regional group.

The Cities of Monterey, Carmel-by-the-Sea, Del Rey Oaks, Sand City, Seaside, Marina, Pacific Grove and the County of Monterey are eight local agencies that have joined forces to develop a regional stormwater program for the Monterey Peninsula and surrounding areas. The Pebble Beach Company, the Monterey Peninsula Unified School District, the Pacific Grove Unified School District and the Carmel Unified School District have joined the group as coordinating entities for specific Best Management Practices within the Stormwater Management Plan. This group meets monthly to discuss urban runoff issues. Recognition for the group will be referred to as Stormwater & Education Alliance, SEA. This acronym is easier for the public to embrace.



The Monterey Regional Water Pollution Control Agency acts as the group's administrative agent, holding meetings and working with the group to develop this regional program. This informal group was formed in 2001 to begin working on development of a permit application for the National Pollutant Discharge Elimination System (NPDES) Phase II program which requires cities under 100,000 in population to obtain permits and implement programs. The group meets on the 4th Wednesday of each month from 2:00-3:30 pm at the MRWPCA offices at 5 Harris Court, Building D in Monterey. The regional permit group has applied for coverage under the State's General Stormwater Permit for [Small Municipal Separate Storm Sewer Systems](#) (Storm Drains). The six programs that are being developed and will be implemented through the next five years of our permit are:

- Public Education and Outreach
- Public Participation and Involvement
- Illicit Discharge Detection and Elimination
- Construction Site Runoff Control
- Post Construction Runoff Control in New Development and Redevelopment
- Pollution Prevention and Good Housekeeping for Municipal Operations