



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: AUGUST 15, 2017

DEPARTMENT: PUBLIC WORKS

FROM: GARY PETERSEN, DIRECTOR OF PUBLIC WORKS

TITLE: CHANGE OF NAME FROM MONTEREY REGIONAL
POLLUTION CONTROL AGENCY (MRWPCA) TO MONTEREY
ONE WATER

RECOMMENDED MOTION:

A motion to approve the attached resolution that will adopt the Second Amendment to the Monterey Regional Water Pollution Control Agency (MRWPCA) Joint Powers Agreement changing the name of MRWPCA to Monterey One Water.

EXECUTIVE SUMMARY:

MRWPCA has determined, based on its changing focus, that a name change would be appropriate as the new name, Monterey One Water, more accurately reflects current activities of the agency.

An amendment to the Joint Powers Authority is required in order to make the change.

BACKGROUND:

Monterey Regional Water Pollution Control Agency (MRWPCA) was originally formed in the 1970's to help provide a regional solution for treating member entities wastewater flows. The name of the Agency and logo has not been changed since the Agency was formed.

Over the past 5 years, the Agency has been working towards utilizing a variety of wastewater sources for beneficial reuse. This effort has been aided by the region's response to water conservation campaigns, an historic 5-year statewide drought and rising costs of delivering potable water to local communities. A noticeable shift has occurred within the water/wastewater industries to view all water/wastewater/stormwater supplies as potential sources for local potable demands. The "**One Water**" concept is not just a trend, but reality for many communities in the west.

Additionally, the name of the MRWPCA is specified as a term in our Joint Powers Agreement, and the agreement will have to be amended by the action of each member entity in order for the new name change to become effective.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

The proposal relates to all five of the City Council's Strategic Plan Initiatives:

1. Safe, Livable Community by ensuring continued stewardship of resources related to water.
2. Well Planned City and Infrastructure through the implementation of water recycling efforts.

FISCAL AND SUSTAINABILITY IMPACT:

No cost is associated with this activity.

RECOMMENDATION:

Staff recommends that Monterey One Water become the Agency's new name, and approve the new logo and tagline "*Providing Cooperative Water Solutions*" as seen below.



ATTACHMENTS:

Resolution
Second Amendment to JPA