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and Protection:
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The Glamorous Topic of Sewer!

**And How Economic Growth, Jobs and Quality
of Life Hinges on Wastewater**

You might be asking why your Salinas Valley Chamber of Commerce wants city leaders and the public to become more familiar with wastewater. Because it is important. The improvement and expansion of this system will be essential to advance the official city plan for economic growth, job creation, and quality of life improvements.



The Obscure Third Wastewater Treatment System

It's common knowledge that the City of Salinas has a traditional sewage system that sends municipal wastewater to the Regional Treatment Plant of the Monterey One Water regional wastewater treatment and recycling agency. The City of Salinas also has a traditional stormwater system that sends winter rainfall, irrigation runoff, and other surface wastewater into drains and eventually to the Reclamation Ditch or the Salinas River.

But along with traditional methods of capturing wastewater, the city also has an unusual Industrial Wastewater Collection and Conveyance System that receives wastewater from 23 agriculture-related industrial processing facilities and sends it to an Industrial Wastewater Treatment Facility. This wastewater is sometimes called *agricultural wash water, ag wash water or industrial wash water*.

Most businesses using the city's industrial wastewater system are vegetable processors, packers, and coolers, including companies that wash lettuce, broccoli, ➡

WASTEWATER - Continued on page 20

New Round of Chamber Candidate Endorsements for November Election

Salinas Valley Chamber of Commerce remains diligent in ascertaining which candidates for elected office, would best support the interests of the business community.

For Monterey County Sheriff, Monterey County Board of Supervisors District 2, and Assembly District 30, the two candidates who received the most votes in the June primary election face off in the general election. None of the candidates received 50 percent of the vote, which would have eliminated the need for a runoff.

Monterey County Sheriff - JOE MOSES



Joe Moses

The Chamber of Commerce endorsed Joe Moses in the primary election and again endorse him in the general election. Both candidates are knowledgeable and accessible, but they have different approaches to management and organization. We feel Joe Moses has an approach that can address opportunities and challenges in the Sheriff's Department without risking internal turmoil and vulnerability. Joe Moses has matured as a candidate for public office over the past six months. His campaign overhaul shows his ability to assess problems, receive criticism, and implement solutions.

Monterey County Board of Supervisors, District 2

This North County district includes Prunedale, Castroville, Moss Landing, and parts of North Salinas. For the June election, the Chamber had endorsed Salinas Mayor Kimbley Craig. The Chamber had also identified Steve Snodgrass as another candidate clearly knowledgeable and supportive of business issues.

Voters did not choose either of these candidates. The two candidates in the runoff both have strengths and weaknesses, but neither of them have presented a compelling and unambiguous case for an endorsement.

Assembly District 30

The Chamber did not endorse a candidate in the primary but hoped ➡

CANDIDATE - Continued on page 16



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Goodwill Central Coast builds lives, families and communities by helping people with employment needs become successful, supported by innovative enterprises that preserve earth's resources.

Serving the Mission of the Chamber and its Members

— Rodney Meeks —

by Rodney Meeks, Board Chair



Our mission at the Chamber is to build a strong local economy by promoting a sound government and an informed membership and community. I meet with the Salinas City Manager monthly to discuss our mission. These meetings allow us to have a better understanding of what the city is facing and how we can help as a business community to assist in addressing these challenges. It also helps us address the needs of the business community. Most recently was the support of the police budget and the city industrial wastewater conveyance system upgrades. It has also led us to revitalize the Business Development and Small Business Recovery Task Force.

Last month we held a at the Salinas Police Department mixer with the Salinas Unified Business Association, a special assessment district which represents merchants and business owners across East Salinas. The Chamber wants to show its support of businesses on the East side, and the new community room at the Salinas Police Department was a perfect venue. Chief Roberto Felice was an excellent host and shared his commitment to fostering community relationships. You can learn more about their approach to policing by visiting their website at <https://www.salinaspd.org/our-approach/>.

As we all know one of our biggest challenges is our homeless population. City funding has been directed to programs such as street outreach (Downtown Streets Team), emergency shelters, homeless prevention, housing navigation, and rapid rehousing such as the Care Center and Goodnight Inn. Our state officials recently applauded the efforts of the City of Salinas in addressing the homelessness crisis. However, we still have a long way to go as we see a mental illness and drug crisis all over Monterey County.

The State of California has created a new program to deliver mental health and substance use disorder services

to the most severely impaired Californians who too often languish – suffering in homelessness or incarceration – without the treatment they desperately need. The program is called C.A.R.E. Court and stands for Community Assistance, Recovery and Empowerment. It connects a person in crisis with a court-ordered Care Plan for up to 12 months, with the possibility to extend for an additional



12 months. The framework provides individuals with a clinically appropriate, community-based set of services and supports that are culturally and linguistically competent. This includes short-term stabilization medications, wellness and recovery supports, and connection to social services, including housing. Housing is an important component—finding stability and staying connected to treatment, even with the proper supports, is next to impossible while living outdoors, in a tent or a vehicle. Implementing this program in Monterey County would provide additional solutions to our homeless crisis.

As you can see there is tremendous value being a Chamber member. You get the most from your membership by being involved. I am excited our Past Chairs luncheon September 9th to discuss what issues they faced while serving as chair and maintaining historical knowledge. I am also excited about our CEO Luncheon that will be hosted by Raymond Costa of RHC Management Co. for our Stakeholder and Visionary members. By the way we had gone to a digital billing process and found that many of our members were not receiving their membership renewal invoice. Some of this was due to having outdated information. If you have not received your invoice, please reach out to the Chamber office. Thank you for your support! ■

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Portfolio Construction During Inflation

by Bill Hastie, Hastie Financial Group



During normal economic cycles, managing one's investment portfolio can be fairly straightforward. With risk tolerance, investment objective and time horizon in mind, the investor can select the mix of investments they wish to hold in their portfolio, monitor on a regular basis and make changes as needed. This simplicity, however, begins to erode rapidly as the economy moves away from "normal" and the investor faces many new challenges.

Although what is considered a "normal" economic cycle may be up for debate (i.e., if you ask ten economists a question, you get eleven different answers), it is often described as the expansion phase. This phase is characterized as having gross domestic product (GDP) growth in the 2% - 3% range, inflation at the 2% target, unemployment between 3.5% - 4.5% and the stock market advancing.

Rising inflation creates a particular challenge for the investor trying to maintain their investment portfolio, and the more conservative the investor – those who tend to hold a majority of bonds in their portfolio - the greater the challenge. This is because rising inflation tends to cause bond prices to decline for two reasons.

First, the fixed coupon rates offered by most bonds provide a reduced level of purchasing power for the investor. Someone seeking to invest in bonds in this environment would be inclined to pay less for the bonds which increases their effective yield.

Second, the Federal Reserve is likely to raise interest rates by another 0.50% at their next meeting in September. The level of interest rates and bond prices

have a direct and inverse relationship. Rising interest rates results in reducing bond prices, and vice versa. Declining bond prices can wreak havoc on conservative portfolios which has been the case, especially in the 2nd quarter 2022.

Aggressive investors – those who tend to hold far more stocks in their portfolio - have faced a very different fate with inflation. While inflation on a rolling 12-month basis declined from 9.1% in June to 8.5%, the energy sector is largely the cause of the decline in July, while food, shelter and medical expenses continued to climb. Since the market lows in June, the Dow, S&P 500 and NASDAQ have solidly rebounded. In fact, all the indices noted had double-digit returns during this period. But the future is very unclear, with several market analysts calling for a second leg down in a continuation of the bear market that began earlier this year, while others believe the markets are in the recovery phase and going higher. Corporate earnings and the level of employment are certainly in the spotlight in the 3rd and 4th quarters of 2022.

This leaves investors, especially those who are more conservative, with the choice of potentially receiving lower returns from their bonds or to take on more portfolio risk with a higher allocation in stocks in hopes of receiving additional return. This makes the risk/potential return trade-off very tricky to navigate, especially for investors in retirement. Investors will need to closely consider their risk tolerance and time horizon before making this type of decision. ■

Bill Hastie, MBA is the Founder of locally-owned Hastie Financial Group. If you would like to discuss your personal or company's investment needs, please contact Bill at william.hastie@hastiefg.com.



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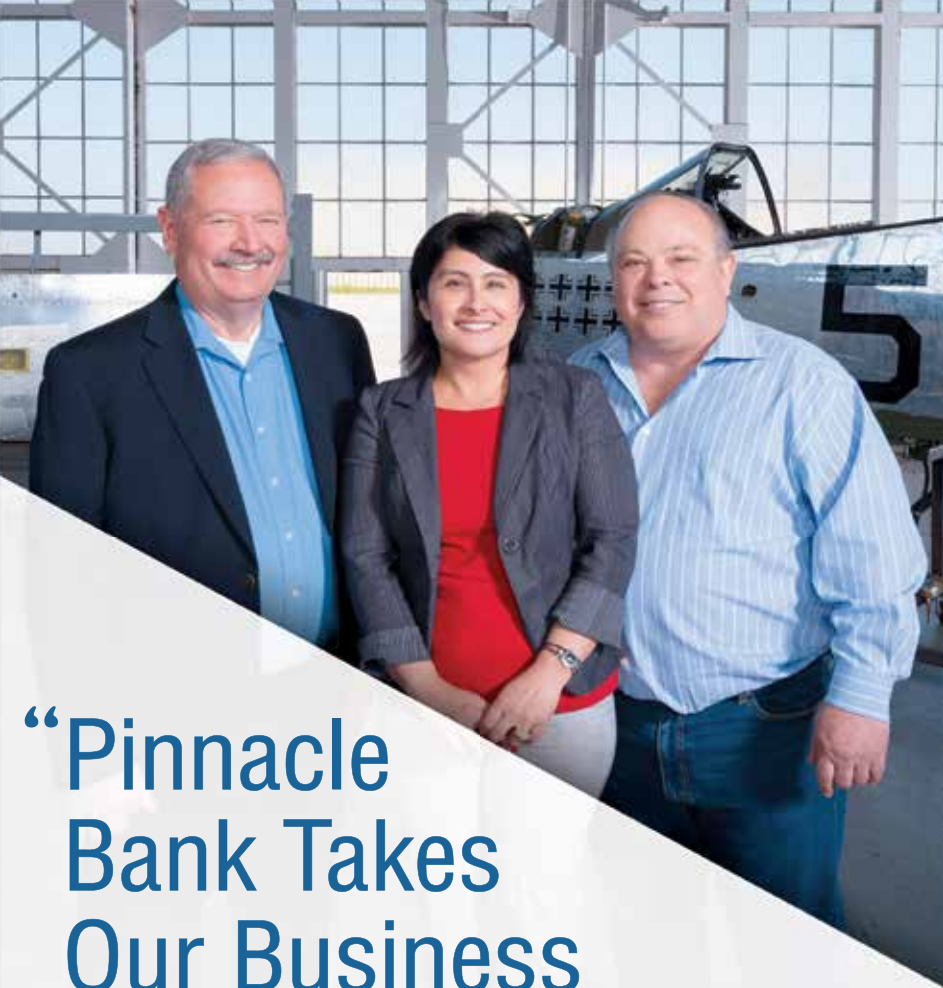
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Community Choice for Energy In Monterey County

by Catherine Steadman,
Director of Communications and
Outreach at Central Coast Community Energy



If you look closely at your energy bill in the Salinas Valley, you will notice the power generation is being provided by Central Coast Community Energy (CCCE). Transmission of that power and maintenance of the infrastructure that delivers it is still coming from your traditional Investor-Owned Utility, but your electricity is being sourced by a local public agency with a mission to supply clean and renewable energy to residents and businesses in the Central Coast region.

With the leadership and efforts of local community members, CCCE was formed in 2017. Our agency's model, called Community Choice Aggregation, allows any city, county, or combination thereof, to take on the responsibility for purchasing power for their constituents. This model offers local control, cleaner sources of energy, and competitive, affordable rates.

Why Local Matters

Since the agency was formed in 2017, the 33 local cities and counties that comprise Central Coast Community Energy have voted to make sweeping changes in the way we pay for, produce, and consume energy. They acted in the name of protecting our environment and giving choice and control back to our local communities. CCCE reinvests millions in the communities we serve through Energy Programs, developed with public input, that help customers adopt cleaner technologies in buildings and transportation.

While there were initial concerns about the stability of an agency like CCCE, the decisions made by the CCCE Policy Board (elected officials from the service area communities) have earned CCCE an A rating by S&P. The Rate Stabilization Fund they voted to establish and maintain has sheltered customers from rate shock and mitigated the impacts of a volatile energy market. Our rate structure is based simply on the costs we incur to provide energy. This result has been lower generation rates than those of the Investor-Owned Utilities in our service territory, for both residential and commercial customers.



Supporting Communities

Our local economy depends heavily on agriculture, which relies on electricity to run irrigation systems, cooling systems, and equipment. As CCCE works to clean the grid by bringing new sources of renewable power to our region, we are lessening the environmental impact of these critical activities and supporting our customers' efforts to advance sustainable farming practices on the Central Coast. Our agricultural customers in the Salinas Valley have demonstrated leadership and innovation in adopting cleaner technologies, including efforts to electrify heavy equipment, to which CCCE has contributed nearly \$170,000. As an agency, we have reserved \$600,000 to support agricultural customers in the CCCE service area this fiscal year alone. ➡

ENERGY - Continued on page 16

Protection With Upcoming Flu Season:

Safe and Effective for Nearly 70 years, the Flu Vaccine is Our Most Potent Weapon

by Rena Salamacha, CEO, Mee Memorial Healthcare System



The first recorded flu epidemic in human history occurred in the 5th century B.C., cited in written works of Greek physician Hippocrates as “the Cough of Perinthus,” a wintertime upper respiratory tract infection that spread quickly and proved deadly.



In modern days, the flu is not always thought of as a serious illness, especially in the post-COVID world. Its symptoms of headaches, runny nose, cough and muscle pain often make people confuse it with a heavy cold.

The influenza virus is constantly mutating, trying to evade our immune systems. When a new virus emerges that can easily infect people and spread quickly, and to which most people have no immunity, it can turn into a pandemic, much like what

happened in 1918 with the Spanish Flu.

In our country during World War II, the U.S. Army, in response to how the flu devastated troops during the First World War, began funding research into a flu vaccine. In the early 1940s, an Army-supported research team at the University of Michigan led by Thomas Francis Jr. and Jonas Salk (who developed the polio vaccine), introduced the first viable flu vaccine. In 1945 vaccines became available for civilians.

Keeping the flu in check starts with getting our influenza vaccine each year. Following is a summary from the CDC outlining the benefits of flu vaccination:

- During the 2019-2020 season, vaccination prevented an estimated 7.5 million influenza illnesses, 3.7 million influenza-associated medical visits, 105,000 influenza-associated hospitalizations and 6,300 influenza-associated deaths.
- During seasons when flu vaccine viruses are similar to circulating flu viruses, vaccines have been shown to reduce the risk of having to go to the doctor with flu by 40 to 60 percent.
- It is an important preventive tool for people with certain chronic health conditions. It has been associated with lower rates of some cardiac events among those with heart disease.
- In addition to helping to protect pregnant people from flu, a vaccine given during pregnancy helps protect the baby from flu for several months after birth, when he or she is too young to be vaccinated.



**Mee Memorial
Hospital**

- Getting vaccinated yourself may also protect people around you, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and those with certain chronic health conditions.

Despite the many benefits of flu vaccination, only about half of

Americans get an annual flu vaccine, and flu continues to cause millions of illnesses, hundreds of thousands of hospitalizations and tens of thousands of deaths.

Beyond vaccinations, there are other simple ways to avoid the spread of germs and prevent respiratory illnesses like flu:

- Avoid close contact with those who are sick. When you are sick, keep your distance from others to protect them from getting sick too.
- If possible, stay home from work, school, and errands when you are sick.
- Cover your mouth and nose with a tissue when coughing or sneezing. Flu viruses spread mainly by droplets made when people with flu cough, sneeze or talk.
- Washing your hands often will help protect you from germs. If soap and water are not available, use an alcohol-based hand rub.
- Clean and disinfect frequently touched surfaces at home, work or school, especially when someone is ill. Get plenty of sleep, be physically active, manage your stress, drink plenty of fluids, and eat nutritious food.

Doctors at Mee Memorial Healthcare System say it's likely that the flu and COVID-19 will both spread this fall and winter as people begin to move indoors. MMHS reminds everyone that a flu vaccine will not protect against COVID-19, but there are many important benefits, such as reducing the

risk of flu illness and hospitalization, while saving resources for patients suffering from more serious healthcare needs. Flu also affects employers and businesses, costing an estimated \$11.2 billion in direct and indirect costs in the U.S. annually.

As in past years, MMHS will host a number of free flu clinics throughout South County, with dates and times to be announced soon. It is our hope that all our residents take appropriate measures to stop the spread of the flu, and enjoy a happy and healthy winter season. ■





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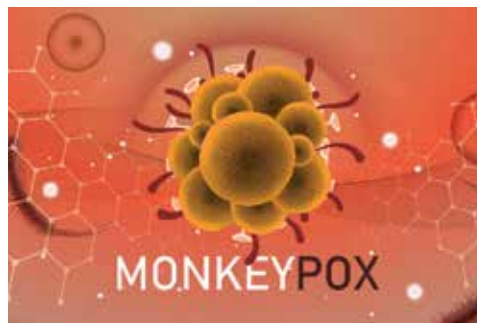
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Another Virus: Monkeypox Public Health Concern

by Spenser Smith, Lab Manager, ARCpoint Labs of Monterey Bay & Salinas



*Spenser Smith,
Lab Manager,
ARCpoint Labs of
Monterey Bay & Salinas*



It definitely feels like we've been here before; monkeypox is a rising public health concern across the world, the country, and California. Monterey County is unfortunately not exempt from the outbreak, with 4 confirmed cases as of August 2nd and more cases all but certain to arise in the future. The good news is that, after 2 years of pandemic footing, we aren't starting from zero this time.

Many of the hard-learned lessons from COVID-19 will help employers as we come to grips with this latest infectious disease to invade headlines. Recent experience with COVID-19 should be a lesson for employers that proactiveness is a virtue in preparing for another infectious outbreak.

Symptoms and Transmission - Monkeypox is a virus that causes disease in humans but was contracted from wild animals in Central and West Africa. Though strains have been known for many years, the current outbreak went global in early 2022 and has since caused over 6,000 detected cases in the USA. Currently there have been no known fatalities in the USA, although there have been fatal cases reported overseas. A vaccine is available, but extremely tight supply means access is limited only to those at greatest risk of infection.

Symptoms begin with a raft of very familiar symptoms. The first week or two following infection may involve fever, headaches, body aches, malaise, and swollen lymph nodes. At this stage it can be difficult to distinguish between monkeypox and any number of other potential diseases, including COVID-19, underlining the ongoing value that employers get from a robust testing program, contact tracing, and possible quarantine if a case of monkeypox or COVID-19 is suspected.

After 1-3 days of fever, symptoms progress to the characteristic rash and lesions, which may appear on the hands, feet, face, groin, eyes and elsewhere. Lesions are extremely painful and will eventually rise, blister, then crust over and slough off. During this period, the disease is extremely contagious.

Monkeypox has been mischaracterized by some as exclusively a sexually transmitted infection (STI) or even associated only with gay men, however this is a misconception. Monkeypox is contagious from direct contact with any infected individual, indirect contact with objects touched by a patient, and even through respiratory droplets created by speaking or coughing. As such, monkeypox spreading in the workplace is a very real possibility that employers may wish to prepare for.

Employers and Monkeypox - As with COVID-19, there are many proactive measures that employers can take to prepare for monkeypox in the workplace.

Firstly, employers should create policies governing how to handle a possible monkeypox exposure, case, or symptomatic individual in the workplace. Having these policies in place and disseminated to the appropriate management and HR personnel ahead of time can save valuable time, lower uncertainty, and improve compliance in the case that they ever actually need to be used. Companies that have prepared COVID-19 policies will be able to modify those documents for monkeypox, as well. Documentation of symptoms, exposure or cases of monkeypox in the workplace are considered to be Protected Health Information (PHI). As such, employers must follow ADA guidelines to keep this information confidential, including keeping separate locked personnel files for employees where their PHI can be stored.

Employers should also strongly consider implementing or updating sanitary

policies to combat the potential spread of monkeypox in the workplace. CDC guidelines stress the importance of handwashing, hand sanitizer, and the use of disinfectants on surfaces that many employees and/or customers will touch over the course of a workday.

If an employee reports that they have been diagnosed with monkeypox, the CDC recommends that they isolate at home until their symptoms have dissipated. If an individual

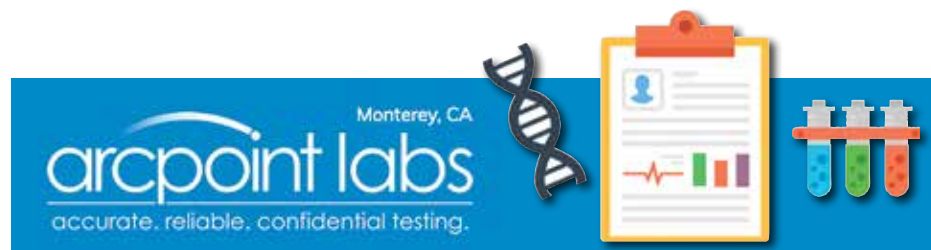
develops a rash, lesions or other symptoms, they may wish to coordinate with their healthcare provider to obtain laboratory testing for the monkeypox virus. Companies with an Employee Assistance Program (EAP) can also refer employees with symptoms or exposure to their EAP provider to coordinate care.

Following the statewide declaration of monkeypox as a healthcare emergency, many private labs now also offer direct access to monkeypox testing to employers and employees, including ARCpoint Labs of Monterey Bay and Salinas. Current monkeypox lab tests use PCR technology to detect the presence of the virus in swabs taken from lesion sites on the body, and typically take a few days to return results. Work is being done to develop faster tests and even potentially home or rapid tests for monkeypox, but none have been authorized by the FDA at this time.

Testing for monkeypox is currently focused on those who exhibit the rash and/or lesions. Fortunately, guidelines have been expanded to include those with known exposure to another case of the virus, or those who experience other earlier symptoms. Since early symptoms of monkeypox cannot be distinguished from many other potential causes including COVID-19, early testing for COVID-19 and other respiratory illnesses in addition to monkeypox may help aid in diagnosis.

The Time to Prepare is Now - Ultimately, despite many lessons from the pandemic being applicable to this new challenge, monkeypox is not COVID-19. Though it is widespread, it is early enough we can still control and halt its spread, if we are vigilant. If there is one thing to be learned from the past few years, it may be that prevention takes work, but it is not nearly as expensive as being caught by surprise or letting an outbreak burn out of control. ARCpoint Labs of Monterey Bay and Salinas is dedicated, as always, to working with the employers of Monterey County to protect our community from health threats both established and emerging. ■

The article is intended to offer information by Chamber member, ARCpoint Labs and is intended to address topics of general interest and should not be construed as business or legal advice. ARCpoint Labs of Monterey and Salinas are available to serve many facets of Salinas business industries.



"First 5 programs go above and beyond, motivating me and pushing me forward. Even when times are tough, I'm encouraged to be a better mom."

– Natalie, First 5 parent

As a single mom to three children, twin 3 year old boys and a one year old girl, Natalie likes having other people around that support and help her family. Natalie connected with First 5 funded services and talks about the variety of ways they have impacted her family.

"They give us the support that we need, helping me watch my children's development and teaching me different activities that I can show them."

Learn how F5MC helps parents and children grow: First5Monterey.org



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- Upcoming - NON-PROFIT EVENTS

For an updated list of Non-profit events and more visit salinaschamber.com

- Monterey County Pops FREE Public Concert Honoring Labor**
Sunday, September 4, 2:00-3:30 PM - Closter Park, 401 Towt Street, Salinas
 Join the Monterey County Pops for this annual event in honor of Labor Day. Rehearsals will begin at 10:00 am and the concert is free. For more information visit MontereyCountyPops.org.
- Alzheimer's Association, Salinas & Pacific Grove Caregiver Support Group**
Wednesday, September 7, 12:30 PM - 1130 San Vincente Street, Salinas
 If you have a family member who has been diagnosed with Alzheimer's disease or a related dementia disorder, a caregiver support group can offer you an opportunity to find out more about available community resources.
- Active Seniors, Inc, Monthly Luncheon**
Thursday, September 8, 11:45 AM-1:30 PM - 100 Harvest Street, Salinas
 \$12 for members and nonmembers. Prepared by our professional chef, Michael Gaines, and his crew of volunteers, and always a program after. Call 831-424-5066, email asi@activeseniors.org.
- CCHRA Summit, Positively Reducing & Team Conflict**
Thursday, September 8, 8:00 AM-12:00 PM
1441 Canyon Del Rey Boulevard, Seaside
 NewLeaf will facilitate topics for CCHRA in September. The first topic is titled, Positively Reducing Conflict and will remind us to not just look out for our own interests, but also look out for the interests of others, especially during times of conflict. Breakfast is included.
- Blue Zones Project Monterey County – Discover Your Purpose**
Friday, September 9, 1:00-2:30 PM, South County Educational Services King City
 Come and join Blue Zones Project for a FREE Purpose Workshop and gift yourself the opportunity of finding or reinforcing your gifts and talents. BZPMC has various events and activities for the community. From workshops to potlucks; cooking lessons to walking groups. For more info on activities info. bluezonesproject.com/montereycounty
- Relay For Life of the Salinas Valley Moves to Downtown Salinas**
Saturday, September 10, 9:00 AM- Downtown Salinas
 The American Cancer Society's Relay For Life of the Salinas Valley invites the community to join the movement to honor and remember loved ones and fight back for lifesaving change on September 10th in Downtown Salinas (Oldtown).
- Head over Heels, The Western Theatre – Hartnell Campus**
Saturday, September 17, 7:30 PM – 411 Central Avenue, Salinas
 Head Over Heels is a hilarious, exuberant celebration of love and follows the escapades of a royal family on an outrageous journey to save their beloved kingdom from extinction - only to discover the key to their realm's survival lives within each of their own hearts. This laugh-out-loud love story is set to the music of the iconic 1980's all-female rock band The Go-Go's, including the hit songs, "We Got the Beat," "Our Lips Are Sealed," "Vacation," Belinda Carlisle's "Heaven is a Place on Earth" and "Mad About You." westernstage.com/tickets
- Community Human Services Benefit for Shuman HeartHouse**
Sunday, October 2, 1:00-5:00 PM – Monterey County Fairgrounds, Monterey
 A benefit Concert supporting Shuman HeartHouse, a shelter for homeless women and families with children of Monterey County that will open in the summer of 2023.
- Monterey County Office of Education (MCOE) – Salinas**
Inside Education Monterey County program registration at www.montereycoe.org. Free and open to the public. Program begins September 16, and through ½ day workshops and fieldtrips, offers a glimpse of current challenges, intricacies, and work being done to improve education and well-being of students in Monterey County.



New Member Profiles

Maya Cinemas

Maya Cinemas was chartered in 2000 with a mission to develop, build, own and operate modern, first-run, megaplex movie theaters in underserved, family oriented, Latino-dominant communities. Founder, Moctesuma Esparza combines his lifelong love of film, his vast experience as a film producer and pioneer and entertainment business developer in his pursuit of creating cornerstone movie theaters in communities lacking first run film entertainment options. Maya has its sights set on exciting new projects and continuing expansion. Maya Cinemas offers first-run Hollywood movies in high-end theaters focused on quality of design, state-of-the-art film presentation technology, and providing first-rate entertainment with superior customer service.

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Oldtown Salinas Foundation

Oldtown Salinas Foundation was formed by Joel R. Panzer and Frank Savino to help the community of Salinas by putting on local events and raising funds for non-profit groups around the city. It was always the purpose of benefiting local charitable organizations. We believe in community-a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals. One way we do this is we dedicate our time and talents while raising funds and awareness to the community. We bring the Salinas Valley together by hosting multiple events that showcase what our community has to offer.

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La Gloria Medical Clinic

Dr. Cabrera photo La Gloria Medical Clinic is a medical group practice located in Downtown Salinas. The practice specializes in family medicine and boasts 3 doctors and a bilingual staff ready to serve you. Established under the leadership of Dr. Rolando Cabrera, La Gloria Medical Clinic is very community oriented and prides itself on regular charity clinics for the underserved.

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Ambassador Spotlight

Janessa Retana

of Disaster Kleenup Specialists



A graduate of the University of California Davis, Jenessa Retana majored in communications. Retana was born and raised in Watsonville and attended Watsonville High School.

In fall 2021, Retana joined Disaster Kleenup Specialists (DKS) as the business development coordinator. With a passion for helping community members get back on their feet after a disaster, Disaster Kleenup Specialists was the perfect fit! Disaster Kleenup Specialists is a complete property damage restoration company offering water damage and fire damage restoration along with mold remediation, to name a few.

As the business development coordinator, Retana is tasked with safeguarding the brand's reputation on the internet, monitoring social media sites, and engaging with our community in person and behind the screen!

Disaster Kleenup Specialists has been a member of the Salinas Chamber since 2015 and Retana has served as an ambassador since joining DKS in 2021. Showing support for local businesses and seeing the fantastic things our community has to offer is why being an ambassador is essential to Retana.

Disaster Kleenup Specialists is a woman, minority-owned business with over 40+ years of experience in disaster cleanups and restoration services. Available 24/7!

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Leadership Monterey County:

Enters Worlds of Local Government, Law Enforcement, Defense and Security, and Nonprofit Organizations

by Mitchell Friedman



Leadership Monterey County, a ten-month program designed to educate local leaders from different industries and to bring awareness and advocacy to the significant economic impacts within the county, explored the worlds of local government, law enforcement, defense and security, and nonprofit organizations.

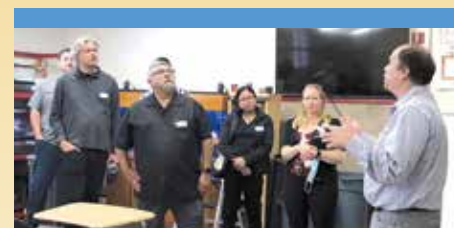
Government & Law Enforcement - The 30 program participants spent a day in Salinas, meeting with Monterey County Supervisors Wendy Root Askew (District 4) and Chris Lopez (District 3) to discuss their work and in particular their perspectives on the key challenges faced by their constituents. The remainder of the day focused on law enforcement, with a visit to the Salinas Police Department where participants heard from Chief Roberto Filice as well as officers involved with the daily challenges of policing and in particular the application of modern technologies in doing so. The day concluded with a tour of the Monterey County jail and presentations by members of the Sheriff's Office who work with inmates there.

Defense - Leadership Monterey County participants met with local leaders charged with the defense of the U.S. and to that end the education of future military officers. A visit to the Presidio of Monterey featured representatives of the Defense Language Institute Foreign Language Center, the Department of Defense's premier school for culturally based foreign language education and training. At that same location participants also learned about The Monterey Model, an approach for a local government to develop a mutually beneficial relationship with its military installation. Speakers representing the City of Monterey, as well as the Monterey Bay Defense

Alliance, shared their insight into the success of this model. At the Naval Postgraduate School, Leadership Monterey County participants met with the school's president, Retired Vice Admiral Ann Rondeau, as well as faculty and administrators who briefed them on the breadth and depth of efforts undertaken by the school to provide a cutting-edge education to members of the U.S. military and civilians alike, with the latter group including current and emerging leaders in homeland defense and security.

Nonprofit Organizations - Earlier this summer program participants immersed themselves in the rich local tapestry of nonprofit organizations. Speakers from the United Way of Monterey County, the Monterey Bay Aquarium, MidPen Housing Corporation, Gathering for Women, and the Boys and Girls Clubs of Monterey County provided a deep dive into the work of those local institutions grappling with the myriad challenges posed by affordable housing and homelessness; economic development; climate change; and a host of other issues.

The four remaining 2022 sessions of Leadership Monterey County will focus on infrastructure; South County; arts, culture, and history; and healthcare. For additional information on any of this year's sessions, contact Mitchell Friedman at mfriedman@mcbs.biz. To receive information on how to apply to next year's program, which starts in February 2023, email LMC@mcbs.biz. ■



LMC participants briefed by Andrew Vie (standing far right) at Boys and Girls Club of Monterey County.



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Gratitude for ongoing support from our Stakeholder and Visionary Members



More Than A Collection Of Thrift Stores: Goodwill Central Coast A Job Creator Within A Job Creator

by Jaime Reynolds, VP of Workforce HR & Administration



Goodwill is well-known for its retail stores, where thrifters from all walks of life find untold treasures at bargain prices.

But not all thrift stores are created equal. While many operate just like every other for-profit clothing store, Goodwill distinguishes itself beyond the hum of cash registers.

When customers purchase items from Goodwill Central Coast stores scattered across three counties, they support a mission to assist individuals with employment needs to achieve their own goals that lead to self-sufficiency, helping those with educational opportunities, assisting those with different capabilities, removing obstacles, placing people in meaningful employment, and most importantly, assisting individuals in realizing their actual value.

The Central Coast nonprofit helps community members through its education, training and employment services. It also employs more than 600 team members among its stores, outlets and e-commerce division.

It's much more than a collection of thrift stores. In a sense, it's a job creator within a job creator.

Goodwill Central Coast offers full-time work with a regular schedule and consecutive days off. Employees also receive health care, paid vacations and holidays. Open positions include drivers, cashiers, processors, donation attendants, retail staff and managers. There are currently job openings in Santa Cruz, Monterey and San Luis Obispo counties. Those interested can review a list of openings [here](#), call GCC Human Resources at (831) 423-8611, or email a resume to jobs@ccgoodwill.org.

All of those Goodwill Central Coast employees work together toward one goal — to ensure that all community members know their worth and gain the skills and confidence to land a job that could turn their life around.

Opening Doors To Brighter Future

Goodwill Central Coast achieves its mission through the following education, training and employment services:

Career Centers: GCC offers free employment services open to the public at all three of its Career Centers. The experts there help provide the resources someone needs to find a job that complements particular abilities and interests. Services include the following:

- Work with trained staff to polish a resume, write a winning cover letter, and practice for interviews.
- Gain a competitive edge with typing and computer skill certifications.
- Up-to-date job boards, job search workshops, and job fairs.



GCC works closely with its community partners and can refer participants to programs based on their specific needs and interests. They even offer training opportunities for in-demand positions and subsidized employment, opening up more possibilities for any career.

Each career center is equipped with computers, free Wi-Fi, printers, fax machines, and phones. GCC offers a Spanish-speaking staff, and the Career Centers are accessible to individuals with disabilities.

The centers can also assist potential employers in recruiting qualified job candidates. In many instances the employer may be eligible for the reimbursement of training costs for a new hire.

Career Center locations include: Capitola (2045 40th Ave., 831-464-6286); Watsonville (18 West Beach St., 831-763-8933); and Salinas (1325 N. Main St., 831-287-2350).

The Capitola and Watsonville Career Centers are affiliated with America's Job Centers of California network. Following a long closure, GCC reopened its North Main Career Center late last year, installing 20 new state-of-the-art computers and providing the following free services and amenities:

- Computers and workstations
- Internet access
- Printing, scanning, copying and faxing
- Job search assistance
- Resume and cover letter development
- Assistance in navigating the internet
- Assistance in applying for public benefits



Other services:

- **Online Training at GCFlearnFree:** Sponsored by Goodwill Industries International, this program provides the freedom for participants to learn what they want, when they want, with absolutely no cost to them. Check out the Everyday Life, Basic Math, and Computer Training today at www.gcflearnfree.org.
- **Free Tax Preparation:** Goodwill Central Coast helps community members prepare and file their tax returns, helping them find benefits they are eligible for and how to claim them. The program's Volunteer Income Tax Assistance (VITA) volunteers are trained and certified by the IRS to review and process taxes, and the services are completely free.
- **Subsidized Job Placement Program:** GCC works closely with its community partners to assist people eligible for CalWorks to find meaningful work experiences that will lead them to a career. Specific programs differ in each county, and the program always seeks community-minded employers who need new talent and are willing to assist in the training and development of participants. Employers or CalWorks participants looking for work should find the nearest Goodwill Central Coast Career Center for more information. ■



► **CANDIDATE** – Continued from page 1

to see a runoff candidate emerge with a stronger case for endorsement in the general election. Regrettably, one of the runoff candidates clearly has not made much of an effort to learn about the portion of the district within Monterey County. This was discouraging and frustrating. The other candidate would be a reliable

vote at the California State Capitol against “job killer” bills. Regrettably, independent research revealed that her past statements indicating her motivations for serving in public office do not align with the Chamber’s vision and mission statements or business policies. ■

► **ENERGY** – Continued from page 5

CCCE programs also extend to local schools and help reduce emissions that impact children. In May, a letter of intent was signed with five local school districts to help fund the purchase of nine new electric school buses, including five buses for the Salinas City Elementary School District. CCCE’s Electric School Bus Program will contribute up to \$200,000 per bus to support each school district’s drive toward a cleaner future by replacing diesel, a known carcinogen, with clean-running electric power.

Next to transportation, the buildings where we work and live are among the most significant contributors to greenhouse gas emissions. Most buildings rely heavily on natural gas – especially in the commercial and industrial sectors. Close to 1 million metric tons of greenhouse gases are emitted from the built environment each year and Californians spend almost \$450 million dollars heating their homes, water, and cooking meals. With nearly \$1.5 million in funding, CCCE’s New Construction Electrification Program has helped housing developers build clean, all-electric affordable housing projects throughout the region. Housing projects in Monterey County have received \$582,000 in incentives. Across the five counties that we serve, more than 700 all-electric affordable housing units have been developed with our program support.

For individual residents, we

recently launched the Electrify Your Home Program. In partnership with TECH Clean California, the program provides cash incentives to contractors for qualifying electric heat pump installations. Incentives also apply when switching gas-powered water heaters and HVAC equipment to all-electric versions. Our aim is to help cover appliance costs as well as costs related to electric panel upgrades or replacements. A home with all-electric appliances saves 2.5 metric tons of carbon a year, which is equivalent to taking one car off the road for an entire year.

CCCE has adopted the goal of achieving 100% renewable energy for our region by 2030. Every business and resident we serve is therefore on a path to attaining clean energy that is ahead of state and federal goals. It is something for the community to be proud of – an idea to do things differently and better that became a reality through the advocacy and hard work of many local government and community leaders. To learn more about our agency and the energy we serve, visit www.3cenergy.org. ■

Catherine Steadman is the Director of Communications and Outreach at Central Coast Community Energy. Central Coast Community Energy is a Community Choice Energy agency established by local communities to source clean and renewable electricity for Monterey, San Benito and Santa Cruz counties and now parts of San Luis Obispo and Santa Barbara counties while retaining your utility provider’s traditional role delivering power and maintaining electric infrastructure as well as billing.



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Child Care: Important Business in Monterey County

by Sonja Koehler & Laura Keeley-Saldana,

Bright Beginnings Early Childhood Development Initiative

Monterey County is a vibrant place because of a strong connection to its local heritage and its global outlook, both evident in its entrepreneurial spirit. This spirit shines in the often invisible, family run businesses of home-based child care.

The sector of family child care homes is 300 businesses strong, with a capacity to serve over 3500 children. These businesses have economic impact in three ways: 1) It creates jobs, 2) It allows others to work while their children are safely taken care of, and 3) It prepares the future workforce with the social and cognitive skills crucial for future success.

Family child care homes also have an impact on sustaining the vibrancy of our community, offering multicultural and multilingual settings. Some parents intentionally choose a child care setting that is similar or different to their

family's culture and/or language. Child care homes offer a diversity of cultural settings, such as Filipino, Hispanic or Indigenous Mexican heritages. Research also shows that exposure to multiple languages early on supports strong cognitive skills later in life.

Even with this strong network of child care entrepreneurs, there is more demand for their services than supply. Starting a child care home on your own can be daunting, but there are local supports available to help you be successful, offering workshops and funds for start-up, training and the essentials needed to run your child care business.

For family child care home start-up support, contact the Child Care Resource & Referral at 831-757-0775 or the El Pájaro Community Development Corporation at 831-722-1224 or www.elpajarocdc.org. ■

Why "Invest" in Early Childhood Development

10 years ago First 5 Monterey County and the Salinas Rotarians hosted Nobel Laureate Professor James Heckman to discuss the economic benefits of investing in early childhood development. Professor Heckman's research continues to resonate in Monterey County.

According to long term studies by Professor Heckman the message is clear:

1) It can prevent the achievement gap: Taking a proactive approach to early childhood development through investments in quality programming is more effective and economically efficient than trying to close educational gaps later on.

2) It can improve health outcomes: Professor Heckman and colleagues conducted recent research that showed that children who received early education, interventions

for nutrition and health were at significantly lower risk for serious cardiovascular and metabolic diseases, such as stroke and diabetes.

3) It can boost earnings: In a study published by Professor Heckman, he found that children in Jamaica who took part in programs like home visiting boosted their earnings in adulthood by 25%.

4) It makes dollars and sense: The rate of return for investments in quality early childhood development is 13% per annum through better outcomes in education, health, sociability, economic productivity and reduced crime. ■

The above information is adapted from *The Heckman Equation*. For more information visit the Heckmanequation.org.



Worklight Ministries of the Salinas Valley Invites You Mayor's Breakfast for the Faith Community 2022

WORKLIGHT

**Wed. October 12th
7:00 am - 9:00 am
Salinas PAL Armory
100 Howard St.
Salinas, CA 93901**

The Mayor's Breakfast for the Faith Community was started in the year 2000 with the support of Mayor Anna Caballero. The event has since taken place with the support of every Mayor since. The event celebrates the important connection between spiritual leaders and government, business and marketplace ministry. Worklight Ministries of the Salinas Valley is thrilled to present the 2022 event. Pre-registration is strongly recommended and sponsorship for admission is available. For sponsorship and questions, please contact Steve McShane at steve@mcshaneslandscape.com or (831) 970-4141.

Event Registration Links

- + www.eventbrite.com/e/salinas-mayors-breakfast-for-the-faith-community-tickets-404171055507
[Make a monthly donation](#)
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- + <https://www.facebook.com/events/730749307990506>

Please direct questions to Event Co-Chairs Vince Chabarria at (831) 214-2708 or homeworship361@gmail.com or Steve McShane at steve@mcshaneslandscape.com or (831) 970-4141.



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Member News



Jordan Pratt-Thatcher Joins Leavitt Central Coast Insurance Services

Leavitt Central Coast Insurance Services, headquartered in Salinas, CA, and an affiliate of a national brokerage firm, Leavitt Group, is pleased to announce their most recent addition to their commercial business team, Jordan Pratt-Thatcher.

Jordan will be



focused on serving the insurance needs of business owners in Central California.

Community Human Services Receives Community Impact Grant

Community Human Services (CHS) has been awarded a \$50,000 Community Impact grant from the Lauralie and J. Irvine Fund of the Community Foundation for Monterey County.

This grant will provide operating support for Community Human Services for the next 2 years. Community Human Services is a 501c (3) nonprofit Joint Powers agency dedicated to providing high-quality mental health, substance abuse, and homeless services to Monterey County residents to help them reach their full potential.



Kaiser Permanente Opens its New Medical Offices in Downtown Santa Cruz

Kaiser Permanente opened new medical offices in Santa Cruz, doubling the number of physicians serving local members and services such as pharmacy, laboratory, mammography, and X-ray in one convenient location. The offices at 110 Cooper Street in the Cooper House building downtown have 9 physicians and 1 nurse practitioner practicing internal medicine, pediatrics, and obstetrics and gynecology, said William MacLean, MD, Kaiser Permanente physician in charge for Santa Cruz County.



Santa Cruz County Bank Announces 5-million-dollar Share Repurchase Program

Santa Cruz County Bank today announced the launch of a \$5 million Share Repurchase Program. The Bank's Board of Directors authorized the Share Repurchase Program and received the required approvals from the California Department of Financial Protection and Innovation as well as the Federal Deposit Insurance Corporation. This is the first share buyback program in the history of the Bank.



Joby Aviation Academy Announces Manufacturing Apprenticeship

A workforce development effort from a James Irvine Foundation grant has resulted in a new manufacturing apprenticeship for Salinas Valley locals.

They are partnering with Monterey Bay DART, CSUMB and others to help locals get starting with a career in manufacturing. Applications for the six-month apprenticeship can be found at www.jobyaviation.com.



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→ **WASTEWATER** – Continued from page 1

and other produce for fresh-packed salads. Two users are box companies that manufacture corrugated cardboard containers. One user processes, freezes, and packages seafood such as squid, mackerel, and anchovies. Users pay fees into a city “enterprise account” that financially supports system operations and maintenance.

Industrial Wastewater Is Critical for Salinas Economic Growth

In 2017, the Salinas City Council approved the Economic Development Element of its General Plan. This plan focuses on the city’s vision of economic growth, job creation, and quality of life improvements with a strong emphasis on agricultural technology, also referred to as ag tech.

Fulfilling this plan requires the City of Salinas to expand the coverage area and flow capacity of the city’s industrial wastewater conveyance and treatment system. In the past two years, the Salinas City Council has approved three contracts with consultants to analyze the industrial wastewater system and design improvements to the system.

In 2020, the owner of Growers Ice, Post Harvest Technologies, announced a plan to expand its cooling and processing facilities at its Abbott Street Campus and develop additional facilities within the area of the Salinas Ag-Industrial Center Specific Plan. According to a recent staff report to the Salinas City Council, completion of this project could result in 800 additional jobs with an average hourly wage rate of \$37, as compared to the current 130 jobs now at the existing facility.

The City of Salinas is working with Post Harvest Technologies on an agreement for the company to pay \$1 million to the city to help pay for pre-construction activities of the industrial wastewater conveyance and treatment system improvement and expansion. When the system is expanded to the proposed new company facility, the \$1 million will be a credit against fees for use of this system.

The total cost of the system improvement and expansion could be as much as \$40 million over the next four years. It is expected to attract investment and development in the area of Salinas zoned for agricultural technology.

History of the Industrial Wastewater System

The industrial wastewater treatment facility is located on the northwest corner of where Davis Road crossed the Salinas River. The first percolation/evaporation ponds were developed during World War II by a company that supplied dehydrated vegetables to the civilian population and the armed forces. The City of Salinas became owner and operator of the facility after the war ended.

Over the next seven decades, the facility expanded with new percolation/evaporation ponds, anaerobic settling ponds, disposal beds, and a pump station. Wastewater conveyance pipelines were extended to join additional processing facilities to the system.

The facility initially discharged treated wastewater from an outfall into the Salinas River. As new federal regulations were instituted to reduce water pollution, the city restricted its effluent into the Salinas River to unusual conditions, and stopped discharging treated wastewater into the river altogether in 2002. The City of Salinas will be assessed with significant penalties if it releases industrial wastewater into the river and violates the conditions of its wastewater discharge permit.

In the early 2010s, percolation rates slowed at the ponds, meaning more water was accumulating than expected leaving officials concerned with overcapacity at the treatment facility and a possible discharge into the Salinas River. Although this overcapacity threat was ultimately relieved by construction of rapid infiltration beds and a multi-year drought, it was a catalyst for the City of Salinas to consider how to recycle its industrial wastewater.

Industrial Wastewater Becomes a New Source of Recycled Water

At that time, Monterey One Water was planning the Pure Water Monterey/ Groundwater Replenishment Project, an ambitious multi-agency recycled wastewater program with many components and many purposes. The project would provide additional →



WASTEWATER - Continued on page 22

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Upcoming CHAMBER EVENTS

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Saturday, September 3, 2022, 12 PM – 1 PM, 1A Station Place, Salinas Freight Depot
The Salinas Valley Tourism & Visitors Bureau and the Salinas Valley Chamber of Commerce invite you to join us on the official ribbon cutting commemorating the 150th anniversary of the groundbreaking of the Southern Pacific Freight Depot on September 3, 1872, that is now the new home to the California Welcome Center, Salinas.
- **Legacy of Leadership Gala at Taylor Building Courtyard**
Thursday, September 8, 2022, 5:30 PM - 8:30 PM, 150 Main Street, Salinas
YOUNG PROFESSIONALS OF THE YEAR: Marlene Garcia, Owner Brew-N-Krew Ale House AND Danny Little, Attorney at Noland, Hamerly, Etienne & Hoss **MINORITY OWNED BUSINESS AWARD:** Carla Rocha, Owner, Artistic Hangups **DISTINGUISHED BUSINESS INNOVATION AWARD:** D'Arrigo California AND Salinas Valley Memorial Healthcare System (SVMHS) **BUSINESS PHILANTHROPY AWARD:** La Gloria Medical Clinic – Dr. Rolando Cabrera, Owner
- **Republic Services Lunch & Learn**
Tuesday, September 13, 2022, 12:00 – 1:00 PM, 119 E Alisal Street, Salinas
Happy to be hosting a Lunch and Learn in partnership with Republic Services! Republic Services will explain new legislation and programs in the city such as the California State Organics Law SB 1383.
- **Soledad Community Health Care District & Chamber Mixer**
Thursday, September 22, 5:30 PM - 7:30 PM, 612 Main Street, Soledad
Join us for a mixer in partnership with the Soledad Community Health Care District in the beautiful gardens adjacent to Eden Valley. This event will treat the community, the SCHCD family, legislators, businesses, friends, and more to an afternoon of fun and provide important information about their services. Headed to their 75th anniversary in 2023, plans will be shared for celebrating this milestone and having a look into the future.
- **Connect at Lunch- 201 Main/James Dean Bar and Grill**
Tuesday, October 4, 12 PM – 1 PM, 201 Main Street, Salinas
Join us at 201 Main/James Dean Bar and Grill for an opportunity to network over a meal with Chamber members, local business owners and community leaders at this wonderful lunch event!
This is a no-host event with attendees paying for their own meals.

Ribbon Cuttings • Chamber Events



A Tool Shed Inc. celebrated the opening of its 8th location. We were glad to celebrate with A Tool Shed Inc. during their ribbon-cutting ceremony, BBQ, and raffle!



Chamber organized a joint community mixer with Salinas United Business Association to strengthen ties with the city's business and public safety communities. The mixer was generously hosted by the Salinas Police Department.



In person and through zoom, Soria Environmental shared pertinent information on proper mold removal, water damage mitigation, and the property damage insurance claims process over a meal.

recycled water to irrigate crops through the Castroville Seawater Intrusion Project. It would also recycle wastewater to produce drinking water for the Monterey Peninsula. That recycled drinking water would be injected underground into the Seaside Groundwater Basin and then later extracted for delivery to customers of the California American Water Company, known to us locally as Cal Am.

Some of the recycled water would even go to the Marina Coast Water District as part of its Regional Urban Water Augmentation Program. It would become irrigation water for landscaping and sports fields in Marina, Seaside, California State University, Monterey Bay, and developments in the former Fort Ord.

Monterey One Water and the City of Salinas agreed to include industrial wastewater as one of several regional wastewater sources for the initial Pure Water Monterey/Groundwater Replenishment Project. We should note that it is disputed whether industrial wastewater will supply a subsequently approved Pure Water Monterey expansion.

To prepare for implementation of the recycling program, the City of Salinas, in cooperation with other government agency partners, has completed a series of construction improvements related to industrial wastewater conveyance and treatment. The City of Salinas has funded some of these projects with state matching grants from Proposition 1, a water supply bond measure approved by California voters in November 2014.

Relieving Drought and Preventing Seawater Intrusion into Aquifers

Industrial wastewater from the City of Salinas ended up getting recycled even before the Monterey One Water board approved the Pure Water Monterey project in 2015.

One of the sources of summer agricultural irrigation water for the Castroville Seawater Intrusion Project (CSIP) is water released through the dams at the Nacimiento and San Antonio reservoirs, at the southern border of Monterey County. Water flows down the Salinas River, accumulates behind the Salinas River Diversion Project rubber dam, and then gets conveyed to the irrigation system in the fields. The dam releases and rubber dam are the two components of what is called the Salinas

Valley Water Project.

Drought cut off or completely eliminated reservoir releases in 2014- 2017, 2021, and now 2022. In each of these years, the City of Salinas has entered into agreements with Monterey One Water and the Monterey County Water Resources Agency to allow the City of Salinas to supply industrial wastewater to the Regional Treatment Plant for recycling as supplemental agricultural irrigation water for CSIP.

Until this year, this allowed industrial wastewater from the industrial users was diverted at the Salinas Pump Station instead of going to the Industrial Wastewater Treatment Facility. The wastewater was conveyed with municipal sewage through an interceptor to the Monterey One Water Regional Treatment Plant.

With the completion of a new pump station at Pond 3, the City of Salinas can now send treated industrial wastewater back to the Salinas Pump Station to the Regional Treatment Plant. This improvement, saves money as untreated industrial wastewater with high sodium chloride (salt) content requires more costly treatment to avoid burning or damaging crops. The treated industrial wastewater from Pond 3 is better quality and more consistent in flow.

This supplemental industrial wastewater from Salinas reduces the need to extract supplemental irrigation water for CSIP from special backup wells in the 180/400 Foot Aquifer (Pressure) Subbasin, thus reducing the possibility of further seawater intrusion inland into those two aquifers.

Again, not a glamorous topic. And important to understand as a community, the historical significance and the vision of wastewater in the Salinas Valley. If the city can successfully negotiate for businesses to help pay for pre-construction activities of the industrial wastewater conveyance and treatment system improvement and expansion, the end result could be the significant investment needed for economic growth, jobs and quality of life for the Salinas Valley. ■



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Our Mobile Health Clinic is dedicated to increasing access to care for families in Monterey County's most medically underserved areas. From primary care to vaccines and preventive care services, Salinas Valley Memorial Healthcare System believes sometimes, we have to go beyond our walls to do what is best for community health.

Learn more about our Mobile Health Clinic at SVMH.com/MobileClinic

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