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METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

7-4

April 28, 1998

To: Board of Directors (Committee on Communications and Legislation--Action))

From: *for* General Manager

Submitted by: Robert J. Gomperz
Acting Director of Public Affairs

Edward J. Meers
R. J. Gomperz

Subject: Establishing Policy Principles for Selection and Approval Process for Museum Exhibit Projects or Programs

RECOMMENDATION(S)

It is recommended the Board adopt policy principles for approval of museum support requests and select a policy for such requests.

EXECUTIVE SUMMARY

On August 18, 1997, the Board approved \$300,000 (\$100,000 annually for three consecutive years, beginning fiscal year 1997-98) for an educational water exhibit at the entrance of the California Science Center, a state museum located in Los Angeles, California. The Board recommended that a policy be established for devising a selection criteria and approval process for future projects or programs.

This Board letter includes a suggested list of policy principles. It also presents two suggested models which may serve as implementation criteria for future requests for museum exhibit support.

DETAILED REPORT

In the past, staff has reviewed all requests for museum exhibit support on a case-by-case basis. Analyses have been made to compare the dollar amount requested to the potential number of exhibit viewers in an effort to achieve a maximum "bang for the buck."

Metropolitan has been committed to supporting the exhibits of museums and other public institutions located within its service area (e.g., the California Science Center). However, the District has chosen to provide assistance for exhibits outside the service area if such exhibits provide public information beneficial to Metropolitan's water management policies and/or its operating interests (e.g., exhibits associated with the State Water Project visitor centers and the Hoover Dam Visitor Center).

Finally, Metropolitan has required that its sponsorship of museum exhibits be recognized at the exhibit location. The District has reserved the right to review any written acknowledgments and to include any supplemental material explaining the work and the mission of Metropolitan.

Suggested Policy Principles

Any museum exhibit for which Metropolitan may make a financial or in-kind contribution must meet the following policy principles:

- Support Metropolitan's mission statement ". . . to provide its service area with adequate and reliable supplies of high-quality water to meet present and future needs in an environmentally and economically responsible way."
- Focus on water and/or water-related issues.
- Provide public education and information.
- Add value to Metropolitan's customers and to the communities we serve.
- Uphold Metropolitan's policies for long-term water resources management strategies.

Suggested Policy Alternatives

Alternative I

Continue to examine each request on a case-by-case basis.

Alternative II

Concurrent with the budget preparation process, review requests for funding for the following fiscal year. Submit recommendations for museum exhibit funding with proposed budget. Each proposal will be considered on its merits in terms of overall regional benefits.

Alternative III

Metropolitan will no longer support museum exhibit programs.

BG/BW/jc

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