

● **Board of Directors**
Communications and Legislation Committee

June 13, 2000 Board Meeting

8-11

Subject

2000-2001 Community Partnering Program

Description

Metropolitan Water District has a history of participating in community activities through a variety of programs and events. In the past, MWD funded a broad range of national, state, regional and local organizations for memberships, sponsorships, grants and other community-related activities. Financial support varied from year to year. No process was in place to evaluate each funding request and there was no set budget.

In 1999, the General Manager developed the Community Partnering Program (CPP) through the Board's Subcommittee on Communications and Communications and Legislation Committee. The purpose of the CPP is to provide better coordination and evaluation for District funding of special events, sponsorships, education grants, research grants, and memberships in community organizations.

The new CPP program includes a formal application process and an evaluation rating process. As part of the evaluation process, the General Manager has stipulated criteria that consider the level of regional coverage in the following three categories:

1. Non-profit organizations with related interests that cover the whole service area.
2. Non-profit organizations that cover the service area of multiple member agencies.
3. Non-profit organizations that cover the area of a single member agency.

The criteria also stipulates compatibility with the following District statement:

The Metropolitan Water District of Southern California is seeking to fulfill its mission by encouraging the discussion of water quality, water conservation and water reliability issues important to the region through research, educational collaborations at all levels, and policy forums.

The CPP was developed through the Subcommittee on Communications and endorsed by the Communications and Legislation Committee last fall. Applications were then sent to 4,400 organizations and schools, most of whom the District has had an affiliation with in the past two years. The deadline for submittal of application forms was set for January 7, which was later extended through March 7. Proposals were received from 103 entities representing \$3,672,000 in funding requests, including memberships in national and state associations.

Requests for \$3,000 or less are being reviewed and processed by the General Manager and will be awarded under his authority, and under the same criteria outlined above.

Sixty-four proposals, each requesting more than \$3,000, were individually evaluated and rated by a panel of MWD group managers. The panel used a point system format to arrive at the score. Staff reviewed the evaluations to select those organizations qualifying for the program, and recommended the amount of funding to the General Manager. The proposed list of funding requests over \$3,000, recommended by the General Manager, is attached for Board approval ([Attachment 1](#)).

The General Counsel's office is preparing a contract template that will include insurance, indemnification, and auditing provisions, when appropriate. Each funded organization will be required to report to Metropolitan how the funds were used.

Proposals were also submitted for the CPP by organizations in whose activities Metropolitan has substantial interest essential for operational purposes. For this new program, the General Manager, with input by the Subcommittee on Communications, has determined that a continuing business relationship with these operational organizations (such as ACWA, AWWA) should not be part of the Community Partnering Program. Membership fees in these organizations, amounting to \$875,521, will be funded through the appropriate group budgets (**Attachment 2**). The same guidelines apply to organizations such as State Water Contractors and Colorado River Water User Association, which will also not be part of the CPP. Nonetheless, memberships in these categories will be tracked with staff representation reviewed and designated annually. The appropriate board committees will be regularly appraised of projects under the auspices of such organization in order to determine the membership value to Metropolitan's operational and policy priorities.

The General Manager has reviewed the evaluation panel's results and recommends program funding be provided not to exceed \$650,000 under the Community Partnering Program during 2000-2001 and to include the organizations listed on Attachment 1. The General Manager has designated \$100,000 to be allocated to organizations in amounts under \$3,000. An additional \$328,531 may be utilized to provide the District some flexibility in the first year of the new process.

Policy

Administrative Code, Sections 11202 & 11203.

Board Options/Fiscal Impacts

Option #1

The Board to approve entering into Community Partnering Program for 2000-2001 for discretionary community activities.

Fiscal Impact: Not to exceed \$650,000

Option #2

That the Board reject entering into Community Partnering Program for 2000-2001.

Fiscal Impact: None

Staff Recommendation

Option #1.



Adán Ortega, Jr.
Executive Assistant to the General Manager for
External Affairs

6/1/2000
Date



General Manager

6/7/2000
Date

Attachment 1
Attachment 2

Attachment 1

2000-2001 Community Partnering Program Participants Funding recommended (valued over \$3000)

| | Proposal Description | Funding Request | Recommended Grant Amount |
|--|--|-------------------|--------------------------|
| National and State Organizations | | | |
| California Science Center Foundation | Water education program | 23,500 | 10,700 |
| NALEO Educational Fund | Water awareness for appointed and elected officials | 25,000 | 15,000 |
| Water Education Foundation | Membership/educ. programs | 36,500 | 23,500 |
| Regional/Local Organizations | | | |
| Ballona Watershed | 1-Year funding for Green Map | 40,000 | 5,000 |
| Blue Planet | 2001 Children's Drinking Water Festival | 10,000 | 10,000 |
| Bonita High School | Community Water Forum Day | 16,104 | 10,000 |
| Economic Alliance of the San Fernando Valley | Educational programs & partnership activities for business community | 90,000 | 5,000 |
| Heal the Bay | Malibu Creek Team Program & Earth Faire & 2001 Gala | 65,000 | 22,000 |
| LA & San Gabriel Rivers Watershed Council | Membership & grant for LA County water budget | 25,000 | 15,000 |
| LA Area Chamber of Commerce (5 county chamber) | Membership/sponsorship for water education, legislative forums | 35,882 | 14,119 |
| LA Youth at Work | Water careers program | 8,430 | 4,000 |
| Mesa Consolidated | Student water education programs | 10,000 | 10,000 |
| San Diego Historical Society | "Watering San Diego" exhibit in Balboa Park | 100,000 | 20,000 |
| Think Earth Environmental Education Foundation | Expansion of environ. educ. curriculum grades 7-12 | 10,000 | 10,000 |
| Urban & Environmental Institute (Occidental College) | 5 Proposals: LA River Project; Bottled Water Study, Clean Products Network; Pollution Prevention in Garment Industry | 214,822 | 25,000 |
| Valley Industry & Commerce | Membership & annual business forecast conf.; annual awards mtg. | 15,850 | 12,150 |
| Water Conservation Garden | Water Conservation Projects | 206,200 | 10,000 |
| GRAND TOTAL: | | \$ 932,288 | \$ 221,469 |

Attachment 2

Memberships (operational organizations) to be funded through the appropriate Group budgets:

National

American Desalting Association
American Public Power Association
Association of Metropolitan Water Agencies
AWWA
AWWA Research Foundation
Colorado River Water User Association
Interstate Council on Water Policy (ICWP)
Nevada Water Resources Association
Western Systems Coordinating Council
Western Urban Water Coalition

State

Association of California Water Agencies
Bay Delta Urban Coalition
California Council on Environmental and Economic Balance
California Municipal Utilities Association
California Urban Water Conservation Council
National Water Research Institute
Public Officials for Water & Environmental Reform
Riverside County Regional Park and Open-Space District (Santa Rosa Plateau)
Southern California Water Committee, Inc.
State Water Contractors
Urban Water Institute