

- **Board of Directors**
Communications, Outreach and Legislation Committee

July 10, 2001 Board Meeting

8-11

Subject

Approve funding of the Community Partnering Program proposals for fiscal year 2001-02

Description

In June 2000, Metropolitan Water District's Board of Directors approved the Community Partnering Program (CPP). The purpose of the CPP is to provide Metropolitan funding of sponsorships, memberships and special events for educational water awareness programs and activities. In its first year, fiscal year 2000-01, 101 proposals were evaluated, of which 78 programs received full, partial or in-kind funding for water-related, educational programs.

The CPP program includes a formal application and evaluation rating process. As part of the evaluation process, the Chief Executive Officer (CEO) 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 stipulate compatibility with the following corporate 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 application period for fiscal year 2001-02 was held from October 1, 2000 – March 15, 2001.

Applications were sent to organizations and educational institutions, of which approximately 71% have had no prior affiliation with Metropolitan. Proposals were received from organizations representing \$2,208,000 in funding requests. Fifty-six applications, each requesting more than \$3,000, were evaluated and rated by a panel of Metropolitan group managers or designated staff. The panel used a point system to individually determine scores. Staff reviewed and categorized the evaluations to select those entities qualifying for the program, and recommended the amount of funding to the CEO ([Attachment 1](#)).

In addition, sixteen proposals for \$3,000 or less are being reviewed by the CEO and will be awarded under his authority. A program tracking system is in place to ensure compliance with CPP criteria.

The CEO has reviewed the evaluation panel's results and recommends program funding be provided, not exceeding \$650,000, under the Community Partnering Program for fiscal year 2001-02, and to include the organizations listed on [Attachment 1](#). The CEO has designated \$100,000 of this allocation for organizations applying for funding for \$3,000 or under. Funding for this year's CPP does not exceed approved funding for last year's program.

Policy

Metropolitan Water District Administrative Code, Sections 11202 and 11203.

CEQA

The proposed approval of the CPP is not defined as a project under the California Environmental Quality Act (CEQA), because the proposed action involves government fiscal activities which do not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment (Section 15378(b)(4) of the State CEQA Guidelines).

The CEQA determination is: Determine that the approval of the proposed action is not subject to CEQA per Section 15378(b)(4) of the State CEQA Guidelines.

Board Options/Fiscal Impacts

Option #1

Adopt the CEQA determination and approve funding of the Community Partnering Program, fiscal year 2001-02, for discretionary community activities.

Fiscal Impact: Not to exceed \$650,000

Option #2

Reject funding of the Community Partnering Program for fiscal year 2001-02.

Fiscal Impact: None

Staff Recommendation

Option #1



Adán Ortega, Jr.
Vice President & Group Manager,
External Affairs

6/18/2001

Date



Ronald R. Foster
Chief Executive Officer

6/29/2001

Date

Attachment 1 - 2001-02 CPP Applications Funding Recommended (valued over \$3000)

BLA #1001

**2001-2002 Community Partnering Program Applications
Funding Recommended (valued over \$3000)**

EDUCATION

NATIONAL and STATE ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
National Energy Foundation	N	Water education program for 10,000 teachers and students	150,000	20,000	
Special District Leadership	N	Certification program for water, waste water and other special district administrators	25,000	5,000	1,000

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Blue Planet Foundation	R	2002 Children's Drinking Water Festival	18,000	14,000	
CA Science Center Foundation	R	Community Youth Water Education Program	20,700	15,000	1,000
Centro de Ninos Inc.	R	Children's Water Festival	15,000	3,000	1,000
Chino Basin Water Conservation District	N	Water Conservation Museum	15,000	5,000	
Chino Youth Museum	N	Water Education Exhibit (audience 12,000 students)	7,000	7,000	
Economic Alliance of the San Fernando Valley	R	Membership/Sponsorship of Educational programs & partnership activities for business community	15,000	8,500	
El Monte Union High School	N	Water science education project: Conducting water quality tests on the San Gabriel river	10,578	10,500	
Environmental Charter High School, Lawndale	N	Develop year-long interdisciplinary curriculum that explores water-related issues	20,000	10,000	6,000
FAME Assistance Corp.	N	Water-Wise - Education/ Environment Program	50,000	5,000	
Friends of the Children's Museum at La Habra, Inc.	N	"Clear Water Mountain" exhibit (anticipated audience: 80,000 students)	17,500	10,000	

**2001-2002 Community Partnering Program Applications
Funding Recommended (valued over \$3000)**

EDUCATION Cont'd

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Helix Water District	N	Summer water history institute for 35 educators to reach 4,900 students	5,000	3,500	1,500
Hollenbeck Police Business Council, Inc.	N	Will add water education to its academic curriculum	10,000	5,000	
Las Virgenes Unified School District (Outdoor Education/ Conservation Awareness Program)	N	Outdoor Water Education Program (watershed, conservation, wastewater and environmental impact issues)	3,040	3,040	
MWDOC	N	"Water Wonders" water field trip education program for 5 th & 6 th graders	10,000	5,000	
Salvadoran American Leadership and Education Fund	R	Will include water issue workshop to its scholarship, mentor and civic leadership programs.	15,000	3,500	2,500
Side Street Projects	N	Comic book (produced by children) that addresses social issues of using water	70,841	5,000	2,000
TELACU Education Foundation	N	Water awareness/water conservation seminars for students and parents	10,000	5,000	1,000
Think Earth Environmental Education Foundation	R	Pilot service-learning project for high school science teachers and students focusing on water-related issues	20,000	12,000	1,000
Vallecitos Water District	N	Educational Water-Wise programs, including puppet show for K-3 students	37,703	7,500	
Valley Leadership Institute	R	Teaches annually 30 students civic topics including water resources	7,500	6,450	
TOTAL:			\$552,862	\$168,990	\$ 17,000

**2001-2002 Community Partnering Program Applications
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RESEARCH

NATIONAL and STATE ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
National Resource Defense Council	N	Demo project: Greywater irrigation system with purified water	53,000	10,000	

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
LA & San Gabriel Rivers Watershed Council	R	Ongoing preservation, restoration & enhancement of LA and San Gabriel watersheds; research for water management book	25,000	15,000	
Urban & Environmental Policy Institute (Occidental College)	R	Forum: Rethinking the watershed—discussion of Los Angeles/San Gabriel rivers watershed, case study and associated materials	30,907	20,000	
TOTAL:			\$108,907	\$ 35,000	

**2001-2002 Community Partnering Program Applications
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PROFESSIONAL WATER ASSOCIATIONS**

NATIONAL and STATE ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Interstate Council on Water Policy	R	Membership/Sponsorship for National Policy Forum on water resource issues, incl. water quality and quantity	6,750	5,750	

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Resource Policy Institute	N	Issue Forum and workshop "Water, Conservation and Infrastructure"	13,000	5,000	
Water Resources Center Archives	R	California Colloquium on water lecture series, designed to increase understanding & appreciation of water resources.	4,000	4,000	
TOTAL:			\$ 23,750	\$ 14,750	

**2001-2002 Community Partnering Program Applications
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ENVIRONMENTAL PROGRAMS**

NATIONAL and STATE ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Coalition for Urban/Rural Environmental Stewardship	N	Protect water quality in the Sacramento and San Joaquin watersheds	200,000	5,000	

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Aquarium of the Pacific	N	Environmental & Coastland Wetlands Programs	75,000	17,500	2,500
City of Santa Monica	R	Ballona Creek Watershed/ Wetlands map – Phase II	35,000	10,000	
Heal the Bay	R	Water-related environmental education programs (audience: 10,000 students)	40,000	20,000	
Western High School & Anaheim Beautiful	N	Development of drought tolerant garden (incl. drip irrigation, micromist emitters, soakers and other new technologies)	12,500	7,500	
TOTAL:			\$362,500	\$ 55,000	\$ 2,500

**2001-2002 Community Partnering Program Applications
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OUTREACH PROGRAMS

NATIONAL and STATE ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Sacramento River Watershed Program	N	Partnership with News 10. Promotes public awareness on watershed and water purity issues.	20,000	10,000	

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Foundation for Cal State Bernardino	N	Water Career Forum at the 16 th Annual Environmental EXPO	10,000	8,500	1,500
Long Beach Water Department	N	Ongoing Water Ambassador Program, focuses on long-term conservation and reduced water usage measures	25,000	5,000	
TOTAL:			\$ 55,000	\$ 23,500	\$ 1,500

**2001-2002 Community Partnering Program Applications
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CONSERVATION PROGRAMS**

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
City of Oxnard	N	Outreach for Groundwater Recovery Enhancement and Treatment Program	66,504	5,000	
City of Redondo	N	Development/installation of water-efficient demo garden	20,000	7,500	
Eco-Home Network	N	Conservation "Homes for the Future" exhibit	10,000	4,000	
Hollywood Beautification Team	N	Water conservation demo project to test sub-irrigation tank system for the urban forest	63,140	5,000	
Las Virgenes Municipal Water District	N	Water-wise demonstration garden upgrade at Calabasas Community Center	43,000	7,500	
Riverside Municipal Museum	N	Xeriscape landscape at the downtown museum	9,501	7,500	
Riverside-Corona Resource Conservation District	N	Expansion of Water Mgt. Mobile Lab for conservation field evaluation on irrigation systems, from private residences to large turf areas and farms.	20,000	10,000	
Upper San Gabriel Valley MWD	N	Demo project: Retrofit irrigation system for Olive Middle School Sports Park	62,834	7,500	
TOTAL:			\$ 294,979	\$ 54,000	

**2001-2002 Community Partnering Program Applications
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BUSINESS ASSOCIATION PROGRAMS**

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend. Funding (Monetary)	Recommend. Funding (In-Kind Svcs.)
Assn. of Water Agencies in Ventura County	N	Membership/Sponsorship Water Symposium & Water Education Forum	3,500	3,500	
Los Angeles Business Council	R	Membership/Sponsorship for water issues forum and economic outlook summit	12,000	9,000	
LA Area Chamber of Commerce	R	Membership/Sponsorship for water education, legislative forums	33,500	22,500	10,000
San Gabriel Valley Foundation for Economic Growth	N	Membership/Sponsorship: Two workshops on water/energy/economy-related impact on businesses	10,000	7,500	
United Chambers of Commerce of the San Fernando Valley	R	Membership	7,500	7,500	
Valley Industry & Commerce Association (VICA)	R	Membership/Sponsorship of water issue-related events, attended by business, legislative and community leaders	19,850	16,850	
TOTAL:			\$ 86,350	\$ 66,850	\$ 10,000
GRAND TOTAL:			\$1,484,348	\$433,090	\$ 31,000