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

May 14, 2002 Board Meeting

8-2

Subject

Approve funding of the Community Partnering Program proposals for fiscal year 2002/03

Description

In June 2000, the Board approved the Community Partnering Program (CPP). The CPP provides funds for sponsorships, memberships and special events for educational water awareness programs and activities of non-profit organizations. The purpose of the program is to encourage competition for the best programs that will advance water education and wise water use. The number of applications received increased from 78 last year to 133 for fiscal year 2002/03.

The CPP includes a formal application and three-phase evaluation and rating process. As part of the evaluation process, the Chief Executive Officer stipulated criteria that consider the level of regional coverage, including Metropolitan's entire service area, the service area of a single member agency, multiple member agencies, and, in some instances, state-wide programs.

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 the 2002/03 fiscal year was from October 1, 2001 – January 31, 2002. The program was promoted on Metropolitan's website; announcements also were mailed to member agencies, interested community organizations and educational institutions, of which approximately 50 percent have had no prior Metropolitan affiliation. In the end, 133 proposals were received, representing $6.128 million in funding requests. Ninety-nine applications, each requesting more than $3,000, were evaluated and rated by a panel of member agency representatives, Metropolitan group managers, designated staff and managers of local community organizations. The panel used a point system to individually determine scores. Staff reviewed and categorized the evaluations to select qualified entities, and recommended the amount of funding to the CEO (see **Attachment 1**).

In addition, 14 proposals, requesting $3,000 or less are being reviewed by the CEO, who will make the awards under his board-approved authority. A program tracking system will 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 2002/03, and to include the organizations listed on **Attachment 1**. The CEO has designated $50,000 of this allocation for organizations applying for funding for $3,000 or less. Funding for this year's CPP does not exceed approved funding for last year's program.

Policy

Metropolitan Water District Administrative Code § 11202: Payment of Dues; and § 11203: Participation in Projects or Programs Serving District Purposes.

California Environmental Quality Act (CEQA)

CEQA determination for Option #1:

Attachment 1 to this board letter is a listing of 60 applications that would be funded under the proposed action. With the exception of one application (as noted below), the proposed action to be taken on the 59 applications is not defined as a project under CEQA because it involves continuing administrative activities, such as general policy and procedure making (Section 15378(b)(2) of the State CEQA Guidelines). In addition, the proposed action is not subject to CEQA because it involves other 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 proposed action for the 59 applications listed in **Attachment 1** is not subject to CEQA pursuant to Sections 15378(b)(2) and 15378(b)(4) of the State CEQA Guidelines.

For the application prepared by the Friends of the Los Angeles Chapter Foundation, the proposed action is categorically exempt under the provisions of CEQA. The proposed action involves the funding of a study that will consist of basic data collection and resource evaluation activities, which does not result in a serious or major disturbance to an environmental resource. This may be strictly for information gathering purposes, or as part of a study leading to an action, which a public agency has not yet approved, adopted, or funded. As such, the proposed action qualifies as a Class 6 Categorical Exemption (Section 15306 of the State CEQA Guidelines).

The CEQA determination is: Determine that pursuant to CEQA, the proposed action on the application for the Friends of the Los Angeles Chapter Foundation qualifies for a Class 6 Categorical Exemption (Section 15306 of the State CEQA Guidelines).

CEQA determination for Option #2:

None required.

Board Options/Fiscal Impacts

Option #1

Adopt the CEQA determination and approve funding of the Community Partnering Program, fiscal year 2002/03, for discretionary community activities.
Fiscal Impact: Not to exceed $650,000

Option #2

Reject funding of the Community Partnering Program for fiscal year 2002/03.
Fiscal Impact: None

Staff Recommendation

Option #1

4/24/2002
Adan Ortega, Jr. *Date*
Vice President, External Affairs

4/29/2002
Ronald R. Gastelum *Date*
Chief Executive Officer

Attachment 1 – 2002/2003 CPP Applications Funding Recommended (valued over $3,000)

BLA #1597

2002/2003 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
Water Education Foundation	R	Sponsorship of water resources courses	11,500	11,500
Water Resources Center Archives	R	CA Colloquium on Water lectures series, available to all UC students through the on-line library system	5,500	4,000

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
CA Science Center, Los Angeles	R	Community Youth Water Education Program	20,702	15,000
Blue Planet	R	Annual Children's Water Festival	15,000	14,000
Claremont McKenna College (Rose Institute)	N	Water Conference 2003 to discuss regional water issues	50,000	10,000
The Foundation for Cal State San Bernardino	R	Water Festival 2003, includes water forum, school garden (attendance 10,000)	10,374	10,000
Cal Poly Foundation, Cal State Pomona	N	Environmental, water conserving education garden	370,500	10,000
Western MWD – Waterwise Education Zone	N	Informational and educational signage for existing xeriscape garden to double visitors (current annual visitors10,000)	54,800	10,000
Three Valleys MWD	N	"Learning to be water-wise" program for 630 students	11,025	10,000
Valley Leadership Institute	R	Teaches annually 30 adults civic topics including water resources	10,000	6,500
Friends of the Children's Museum	R	Ongoing water resources education tour program for 3rd graders (close to 50,000 students annually)	7,500	6,000
Western MWD – The Water Education Advisory Council	N	Project WET workshop for educators (54 teachers and 1,700 students)	7,010	5,000
Riverside County Youth Museum (KidZone)	N	Upgrading of existing waterworks interactive exhibit (100 elementary school students weekly)	10,000	5,000
Think Earth	R	Adopt-a-Watershed program for 192 4th & 5th graders	7,530	5,000

2002/2003 Community Partnering Program Applications
Funding Recommended (valued over $3000)

EDUCATION

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
Granada Hills High School	**N**	Water Engineering Academy partnership to further careers in the water resources industry	17,570	5,000
El Centro de Accion Social	**N**	Water resources education for 300 low-income, new immigrants in Pasadena (summer school)	13,205	5,000
Ballona Wetlands Foundation	**N**	Wonders of Wetlands educational program for 4tth-6th graders (4,700 students)l	5,027	4,000
Alice M. Birney Elementary School	**N**	Create Xeriscape garden with student participation	10,500	3,500
TOTAL:			**$637,743**	**$139,500**

2002/2003 Community Partnering Program Applications
Funding Recommended (valued over $3000)

RESEARCH

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
Urban & Environmental Policy Institute (Occidental College)	**R**	Education & outreach programs around water quality issues, including water quality monitoring project along the Arroyo	35,000	20,000
LA & San Gabriel Rivers Watershed Council	**R**	Group tackles watershed issues, including developing maps and database of vegetation types within water-body corridors of the LA/SG	24,000	15,000
TOTAL:			**$59,000**	**$35,000**

2002/2003 Community Partnering Program Applications
Funding Recommended (valued over $3000)

ENVIRONMENTAL PROGRAMS

NATIONAL and STATE ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
Window To The World	**N**	60-minute PBS documentary on evolving water crisis and spectrum of solutions	25,000	10,000

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
Heal the Bay	**R**	Water-related environmental education programs (audience: 10,000 students)	37,448	20,000
City of Santa Monica	**R**	Ballona Creek Watershed/ Wetlands map – Phase II	42,000	10,000
TreePeople	**N**	Eco-Tours and watershed mgt. through environmental sustainability program	25,000	10,000
Bolsa Chica Land Trust	**N**	Miracles of Marsh outdoor education program that addresses urban watershed management, water quality and treatment	8,000	6,000
Friends of the LA Chapter Foundation	**N**	Develop habitat restoration on 57-acre San Gabriel River frontage. Model for urban river restoration.	17,500	5,000
TOTAL:			**$154,948**	**$61,000**

2002/2003 Community Partnering Program Applications
Funding Recommended (valued over $3000)

OUTREACH PROGRAMS

NATIONAL and STATE ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
Sacramento River Watershed Program	**R**	Partnership with News 10. Promotes public awareness on watershed and water purity issues.	20,000	10,000
Ask Earthman Foundation	**N**	5-part video series for TV, includes ecology, conservation, CA's environmental heritage	152,080	10,000

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
Aquarium of the Pacific	**R**	Scholarship fund to serve underprivileged children who lack access to the Aquarium's scientific learning resources (for 6,000 students)	45,000	17,500
Helix Water District	**R**	Community Outreach for new water treatment plant	50,000	10,000
White Memorial Medical Center	**N**	Water education program for educators and healthcare providers	24,000	6,000
Abuelitos Internacional	**N**	Creation of a 3-part series of children's books on environmental protection, including water conservation	30,000	5,000
TODEC Legal Center	**N**	Educational public outreach program to limited and non-English speaking Riverside county residents on regional water issues	50,000	5,000
Salvadoran American Leadership and Educational Fund	**R**	Educates participants on issues such as water resources management	15,000	5,000
Pasadena Water & Power	**N**	Selected one out of 12 applications: Consumer water Forum	85,145	4,000
TOTAL:			**$471,225**	**$72,500**

2002/2003 Community Partnering Program Applications
Funding Recommended (valued over $3000)

CONSERVATION PROGRAMS

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
Rincon del Diablo MWD	**N**	Upgrading of demonstration garden for xeriscape awareness annual open house events	51,700	10,000
Riverside-Corona Resource Conservation District	**R**	Upgrading of antiquated research center (Land Use Learning Center) to state-of- the art natural resource education & community conservation center (including demonstration garden).	45,000	10,000
Las Virgenes Municipal Water District	**R**	Water-wise demonstration garden upgrade at Calabasas Community Center	35,500	10,000
Water Conservation Garden Authority	**N**	Production of educational 30-minute video on water conservation, irrigation & xeriscape techniques.	10,000	10,000
City of Oxnard	**R**	Groundwater Recovery Enhancement and Treatment outreach program. Emphasis on recycled water and water quality	5,000	5,000
Greater Los Angeles Zoo Assn.	**N**	Demonstration project: water conservation and tie-in native plant garden	39,720	5,000
Hurst Ranch Historical Foundation	**R**	Establishment of water-efficient vegetable garden. Instruction and management through San Gabriel Valley YMCA.	46,800	5,000
South Coast Resource Conservation & Development	**N**	"Conservation on Wheels: the pH Experience". Teaches 3rd & 4th graders the importance of healthy watersheds	18,500	5,000
The Theodore Payne Foundation	**N**	Bilingual program to educate gardeners, architects and contractors on water conservation and CA native plants	13,000	5,000
The Japanese Garden	**N**	Public education center to teach water conservation, and reclamation, reuse and general water science awareness	2,918,500	5,000
Eco-Home Network	**R**	Conservation "Homes for the Future" exhibit	30,500	4,000
Rancho Santa Ana Botanic Garden	**R**	Water conservation education through hands-on workshop, emphasizing the use of native plants.	8,000	3,300
TOTAL:			**$3,222,220**	**$77,300**

2002/2003 Community Partnering Program Applications
Funding Recommended (valued over $3000)

BUSINESS ASSOCIATION PROGRAMS

REGIONAL and LOCAL ORGANIZATIONS	NEW (N) or REPEAT (R)	Description of Program to be Funded	Funding Request	Recommend Funding
South County Economic Develop. Partnership	N	Outreach program to six chambers on MWD's mission, objectives and opportunities	49,000	18,000
Valley Industry & Commerce Association (VICA)	R	Membership/Sponsorship of Bus. Forecast conference, Annual meeting & Excellence in Business Awards event	16,850	16,850
Los Angeles Area Chamber of Commerce	R	Sponsorship of business directory, Construction Industry Awards event and Board of Directors fee	22,000	13,000
Building Industry Association of Southern California	N	Workshop on water issues; media outreach, publications	50,000	10,000
San Gabriel Valley Economic Partnership	R	Membership/Sponsorship for water issues conference	22,500	10,000
Los Angeles Business Council	R	Membership/Sponsorship for water issues forum and economic outlook summit	9,000	9,000
Urban Water Institute	R	Sponsorship of annual water resources issues conference in August	29,656	8,000
Economic Alliance - San Fernando Valley	R	Support of and participation in org.'s Livable Communities program and Valley of the Stars Awards Ceremony	30,000	7,500
United Chambers of Commerce of the San Fernando Valley	R	Membership	9,500	7,000
Assn. of Water Agencies in Ventura County	N	Membership/Sponsorship Water Symposium & Water Education Forum	10,000	6,200
Seal Beach Chamber & Business Association	N	Sponsorship of annual San Gabriel Riverbed cleanup and monthly beach cleanups	25,000	5,000
Black Business Association – Los Angeles	N	Outreach program to increase water awareness and encourage water conservation	84,830	5,000
Northeast San Fernando Valley Chamber of Commerce	R	Sponsorship of Cinco de Mayo Business Expo; Leg. Business luncheon and Installation of officers event	7,800	4,000
TOTAL:			**$366,136**	**$119,550**
GRAND TOTAL:			**$4,911,272**	**$508,850**