

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

May 14, 2002 Board Meeting

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8-3

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**Subject**

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Authorize \$100,000 for sponsorship of the Water for the West Foundation, its educational efforts in the western United States and its planned commemoration of the 100-year anniversary of the U.S. Bureau of Reclamation

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**Description**

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On June 17, 2002, the U.S. Bureau of Reclamation will observe the 100-year anniversary of the day President Theodore Roosevelt signed the Reclamation Act. Over the years, the bureau has played a crucial role in addressing Southern California's water issues, including the building of Parker Dam, facilitating negotiations on the Colorado River water use, and providing federal funds for local recycling projects through Title XVI, the Reclamation Wastewater and Groundwater Study and Facilities Act. Its projects, such as Hoover Dam, the Central Valley Project and the All-American Canal, have brought tremendous benefits not just to our region but to our state and to the southwestern United States.

To mark the bureau's centennial, the non-profit corporation Water for the West has begun planning for a commemorative event at Hoover Dam that will draw national attention to the importance of water issues in the west (**Attachment 1**). Invited guests include President George W. Bush, Vice President Dick Cheney, and U.S. Secretary of the Interior Gale Norton.

Water for the West is seeking sponsors for the planned event and for its ongoing educational efforts, and has approached Metropolitan as well as other water agencies across the western United States. Members of Water for the West's board of directors include prominent water leaders in California.

Sponsorship provides Metropolitan the opportunity to participate in the centennial in a significant way, and recognize the bureau's role in shaping the waterscape of the west. Of the requested \$100,000 sponsorship, \$25,000 will be earmarked for the anniversary event at Hoover Dam, with the remainder for the foundation's educational efforts regarding the value of water development and reclamation in our region. These education efforts would extend to technical and programmatic support for Metropolitan's planned Water Education Center and museum at Diamond Valley Lake.

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**Policy**

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Metropolitan Water District Administrative Code, § 11203: Participation in Projects or Programs Serving District Purposes

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**California Environmental Quality Act (CEQA)**

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CEQA determination for Option #1:

The proposed action 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 is not subject to CEQA pursuant to Sections 15378(b)(2) and 15378(b)(4) of the State CEQA Guidelines.

CEQA determination for Option #2:

None required

**Board Options/Fiscal Impacts**

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**Option #1**

Adopt the CEQA determination and authorize the expenditure of \$100,000 for sponsorship of the Water for the West Foundation's educational efforts and commemoration of the 100-year anniversary of the U.S. Bureau of Reclamation.

**Fiscal Impact:** \$100,000

**Option #2**

Do not authorize the expenditure of \$100,000 for sponsorship of the Water for the West Foundation.

**Fiscal Impact:** None

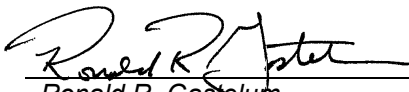
**Staff Recommendation**

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Option #1

  
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Adán Ortega, Jr.  
Vice President, External Affairs

4/15/2002  
Date

  
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Ronald R. Gastelum  
Chief Executive Officer

4/15/2002  
Date

**Attachment 1 – Letter from Water for the West**

BLA #1712



WATER *for the* WEST

P. O. BOX 1058  
COACHELLA, CA 92236  
March 18, 2002

Ronald R. Gastelum  
The Metropolitan Water District  
of Southern California  
Post Office Box 54 153  
Los Angeles, California 90054

Dear Mr. Gastelum:

Growth and prosperity have been the result of 100 years of Bureau of Reclamation activities in the West. California has benefited tremendously from the activities of the Bureau of Reclamation over the past century. Its projects affect the entire state and include the Central Valley Project, Hoover Dam, All American Canal, Title 16 reclamation projects and a variety of smaller projects.

The water and power that became available through the achievements of Reclamation during the last century give us cause to support wise water management during the next century.

Now we can support this need for continued wise management and honor Reclamation and its current and past employees. Water for the West (a nonprofit corporation) was formed to educate people about the importance of water and power development to the West and the need to continue the development in this new century.

The Bureau of Reclamation, in conjunction with Water for the West, is celebrating this centennial June 17, 2002, at Hoover Dam. Invited guests include President George W. Bush, Vice President Dick Cheney and Secretary of the Interior Gale Norton. This will be a spectacular event to honor those who made, and continue to make, water and power for the West possible.

You can become a major part of this once-in-a-lifetime experience by assisting the Water for the West Foundation in recognizing the significant achievements of Reclamation and in supporting needed continuing education efforts.

To kick off the Water for the West's support of Reclamation and educational activities, please show your support by contributing to this worthwhile organization. For special sponsorship levels, please refer to the enclosed brochure.

We look forward to seeing you at the event!

Yours truly,

Steve Hall

Larry Libeu

Tom Levy