

● **Board of Directors**
Education and Outreach Committee

February 14, 2006 Board Meeting

7-2

Subject

Approve Semiannual Community Partnering Program Applicants - FY 2005/06

Description

The Community Partnering Program (CPP) is Metropolitan's centralized process for reviewing educational and community action projects and events related to Metropolitan's goals. These sponsorships promote Metropolitan's water reliability, efficiency, quality, and partnership objectives; communicate Metropolitan's key message priorities; and create community goodwill and grassroots support.

For many years, Metropolitan has received hundreds of sponsorship requests for a wide array of conferences, workshops, and water-related community projects. Applications come from all six counties in Metropolitan's service area and occasionally from outside the service area. The CPP was created in 1999 as a structured and objective process to organize and respond to these requests, thereby meeting Metropolitan and community expectations. Metropolitan staff tracks sponsored projects with follow-up calls and site visits. This process has been highly effective. The CPP withstood the scrutiny of an internal audit in 2002 and the more recent state audit, receiving only minor recommendations for improvement, all of which were implemented.

To uphold fairness and objectivity while also ensuring that sponsored activities are consistent with Metropolitan goals, the CPP includes defined eligibility requirements, along with a rigorous evaluation and approval process. Eligible applicants include nonprofit community organizations, public agencies and educational institutions. To receive funding, applications must relate in some way to Metropolitan's regional water quality, supply reliability, and resource management objectives. Additionally, funds may be used only for specified purposes, such as publicity, project materials and supplies, printing and other services; application of funds to labor costs is strictly limited to more than 25 percent of program cost. The CPP rules prohibit use of any Metropolitan funds for transportation, for consultants, and for political or lobbying activity.

Applicants with sponsorship requests exceeding \$3,000 are reviewed semiannually, first by a volunteer panel drawn from corporate, community, nonprofit and philanthropic organizations and member agencies. When evaluating applications, the panel considers nine general criteria (with four additional ones for educational projects):

- A fresh, unique perspective on a water resource issue
- An immediate or ongoing impact on topical water resource/outreach issues
- An existing relationship with Metropolitan on other water resources/education/outreach issues
- An existing relationship with other water resource entities such as member agencies, regional, state, or national institutions
- Community involvement and volunteer opportunities
- Audience size and regional benefits
- Opportunity for media coverage
- Whether the application form and requirements have been completed in full
- All fourth-year applicants must take a one-year hiatus

Proposals considered acceptable by the volunteer panel are then submitted to an internal review by senior Metropolitan managers to ensure compatibility with District goals, and consistency with CPP guidelines. Reviewers also confirm that the applicant possesses a positive track record. Following this review, recommended

sponsorship amounts are often adjusted accordingly. Any recommended sponsorships exceeding \$3,000 are then submitted for board consideration and approval. The semiannual evaluation and board approval process (diagrammed in [Attachment 1](#)) allows more timely distribution of sponsorship funds throughout the year, providing good customer service to the nonprofit applicants. Small sponsorships up to \$3,000 may be approved at the discretion of the CEO/General Manager, and that approval authority has been delegated to the Vice President of External Affairs.

Past sponsorships have benefited Metropolitan by helping to build an appreciation for native and California Friendly landscaping choices; calling attention to the necessity of preventing pollution to local water sources; increasing awareness of indoor residential and commercial water efficiency opportunities; educating citizens about the safety of tap water; and informing local leaders about Metropolitan's water policy priorities.

For the semiannual board approval process for FY 2005/06, 15 applicants for sponsorships in the over \$3,000 category have been evaluated and recommended by the external and internal review teams, and reviewed by senior management. The recommended projects target elementary, secondary, and adult education on water-efficient (native plant) landscaping, water resource stewardship and water careers, and water quality/watershed protection, and span several member agencies. They are listed and described in [Attachment 2](#), and staff recommends their approval.

During the first quarter of 2005/06, the CPP sponsored three applications in the over \$3,000 category, totaling \$32,500, and 25 of \$3,000 or less, totaling \$59,750. [Attachment 3](#) provides a fiscal overview of CPP-sponsored programs.

Policy

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

California Environmental Quality Act (CEQA)

CEQA determination for Options #1 and #2:

The proposed funding action is not defined as a project under CEQA because it 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 proposed action also involves educational or training programs which involve no physical alteration in the area affected.

The CEQA determination is: Determine that the fiscal aspect of the funding action is not subject to CEQA (Section 15378(b)(4) of the State CEQA Guidelines). In addition, the proposed action qualifies under a Class 22 Categorical Exemption (Section 15322 of the State CEQA Guidelines).

CEQA determination for Option #3:

None required

Board Options/Fiscal Impacts

Option #1

Adopt the CEQA determination and approve the semiannually recommended Community Partnering Program sponsorships for fiscal year 2005/06, for discretionary community activities as listed in [Attachment 2](#).

Fiscal Impact: \$169,760 (from budgeted Community Partnering Program funds of \$650,000) if all fifteen recommended sponsorships are approved

Option #2

Adopt the CEQA determination and approve some of the semiannually recommended Community Partnering Program sponsorships for fiscal year 2005/06, for discretionary community activities as listed in [Attachment 2](#).

Fiscal Impact: Less than \$169,760 by the sum of sponsorships not approved

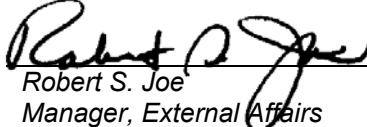
Option #3

Reject all of the Community Partnering Program sponsorships for second quarter fiscal year 2005/06.

Fiscal Impact: None

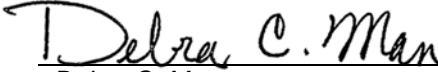
Staff Recommendation

Option #1


Robert S. Joe
Manager, External Affairs

1/18/2006

Date


Debra C. Man
Interim CEO/General Manager

1/18/2006

Date

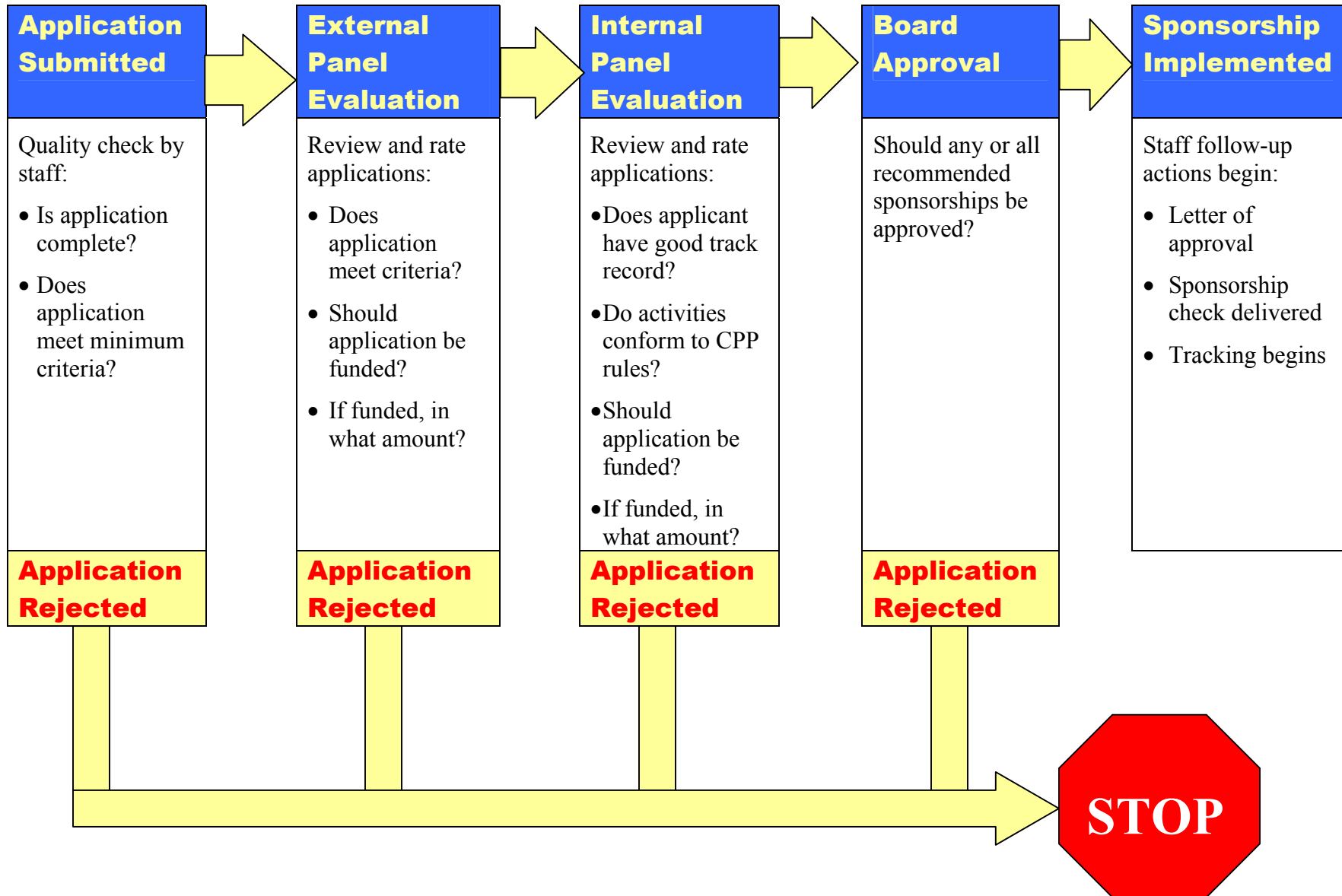
Attachment 1 – Process Flow for Community Partnering Program Applications

Attachment 2 – Proposed CPP Sponsorships 2005/06 – 2nd Quarter

Attachment 3 – Fiscal CPP overview 2000/2001-2004/5

BLA #3841

Process Flow for Community Partnering Program Applications



CPP Sponsorships—Second Quarter 2005/06

APPLICANT	PROPOSAL DESCRIPTION	VALUE TO MWD	FUNDING REQUEST	RECOMMENDED FUNDING
Building Industry Institute	Supports California Green Builder Program and California Friendly campaign with spring Inland Empire workshop and exhibit at June Pacific Coast Builder Conference (30,000 attendees represents West coast's largest show)	Extends California Friendly campaign.	\$10,000	\$10,000
Center for Global Environmental Education, Hamline University	Produces "Water to the Sea" multimedia learning module on Southland's urban watershed issues. To be distributed to fifth- thru ninth-graders in 81 school districts with cooperation from LA County Office of Education and Central-West Basin MWD.	Extends water resources education programs in LA County.	\$20,000	\$20,000
Cucamonga Valley Water District	Supports the Environmental Learning Center visited by some 5,000 fifth- thru twelfth-graders in five local school districts. Provides water-related educational materials and hands-on learning activities.	Extends water resources education programs in San Bernardino County.	\$20,000	\$18,000
Los Angeles County Education Foundation	Expands a pilot program called "EarthWorks—Careers that Serve the Planet." Designed for disadvantaged high school students for water resources/environmental career awareness. The project is co-funded by US Environmental Protection Agency.	Extends water resources education programs in LA County.	\$11,788	\$6,000
Natural History Museum of Los Angeles County	A new exhibit will address the role of bogs and water in terms of culture, health, legacy, ritual and ceremony. Working in conjunction with MWD education programs.	Extends water resources education programs.	\$25,000	\$15,000
Olive Branches	Phase II support for "Carolina's Garden" bilingual curriculum and native plant signage at Edison Learning Academy. Co-sponsored by City of Santa Monica.	Extends water resources thru bilingual curriculum.	\$10,000	\$10,000
Orange County Coastkeeper	Supports watershed education program for middle and high school students at Costa Mesa HS, Bolsa Grande HS and Sage Hill HS.	Extends water resources education programs in Orange County.	\$19,780	\$10,000

APPLICANT	PROPOSAL DESCRIPTION	VALUE TO MWD	FUNDING REQUEST	RECOMMENDED FUNDING
Palo Verdes Peninsula Land Conservancy	Signage and interpretive panels at White Point Nature Preserve native plant demonstration garden. Conservancy provides tours for local LAUSD elementary schools.	Extends water resources education in LA County.	\$12,260	\$12,260
Patrons Association of Los Angeles Valley College	The story of MWD's first general manager entitled "W.P. Whitsett and Our Thirsty Valley," in an exhibit at Los Angeles Valley College exhibit plus support for accompanying curriculum.	Educates students and public on water resources issues.	\$10,000	\$6,000
San Diego Baykeeper	Phase II of Project SWELL—Stewardship: Water Education for Lifelong Leadership: water quality curricula targets grades 2,4,6. Will reach some 40,000 students throughout San Diego County Water Authority service area.	Extends water resources education throughout SD County.	\$5,000	\$5,000
Southern California Chinese-American Environmental Protection Association	"We Know and We Care" water awareness campaign addresses conservation and water quality issues with Mandarin and Cantonese speaking Chinese-American community in the San Gabriel Valley.	Extends water resources education programs to underserved community.	\$24,000	\$15,000
Sweetwater Authority	"California Friendly Landscape Contest" for do-it-yourselfers and professional landscapers; to encourage waterwise landscape techniques. In cooperation with SDCWA, City of San Diego, Helix WD, Otay WD, Padre Dam MWD, Olivenhain MWD, Water Cnsv. Garden	Educates gardeners on California Friendly campaign in SD County.	\$13,879	\$10,000
Theodore Payne Foundation for Wild Flowers and Native Plants	Third annual Native Plant Garden Tour on Saturday and Sunday, April 1-2, 2006 in Lawndale, Pasadena, Culver City and Beverly Hills. Anticipates up to 500 attendees.	Educates amateur gardeners on California Friendly campaign.	\$15,000	\$5,000

APPLICANT	PROPOSAL DESCRIPTION	VALUE TO MWD	FUNDING REQUEST	RECOMMENDED FUNDING
Thirty-Second Street Canyon Task Force	San Diego Coast Canyonlands Water Education Toolkit. Aims to cultivate a better understanding of the role canyons play in watershed protection, water conservation and water quality. Three-fold project: canyon learning activities, interpretive materials and maps. Will be distributed as CDs to 1,000 San Diego County fourth-grade school teachers.	Extends water resources education programs in SD County.	\$19,700	\$7,500
US Department of Agriculture—Forest Service	Supports Environmental Education Program including educational materials, interpretive trail native plant signage and storyboards. 10,000 school children from San Gabriel Valley visit annually.	Educates students and public on conservation, watershed issues.	\$25,000	\$20,000
	TOTALS		\$241,407	\$169,760

**Community Partnering Program
FY 2000/2001 – 2004/2005**

Under \$3,000

	FY 2000/01	FY 2001/02	FY 2002/03	FY 2003/04	FY 2004/05
\$ Total Spent	35,280	17,800	85,750	22,900	113,500
Number of Recipients	23	11	42	10	44
\$ Average Sponsorship Amount	1,534	1,618	2,042	2,290	2,580

Over \$3,000

	FY 2000/01	FY 2001/02	FY 2002/03	FY 2003/04	FY 2004/05
\$ Total Spent	221,469	433,090	508,850	435,000	373,500
Number of Recipients	31	50	60	87	55
\$ Average Sponsorship Amount	7,144	8,662	8,481	5,000	6,791

Geographical Distribution

	FY 2000/01	FY 2001/02	FY 2002/03	FY 2003/04	FY 2004/05
Within MWD's Service Area	49	54	94	95	97
Within California	4	5	6	-	2
Outside California	1	2	2	2	-