

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

June 13, 2006 Board Meeting

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7-4

## **Subject**

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Approve Fiscal Year 2005/06 Year-End Community Partnering Program Applicants

## **Description**

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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; create community goodwill and grassroots support, while implementing Metropolitan's social responsibility to communities throughout the service area.

Annually, Metropolitan receives 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.

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, professional associations, 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 no more than 25 percent of program cost. The CPP rules prohibit use of any Metropolitan funds for transportation, consultants, and political or lobbying activities.

Applicants with sponsorship requests exceeding \$3,000 are reviewed semiannually 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;
- Application form and requirements have been completed in full; and
- 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 Metropolitan goals and consistency with CPP guidelines.

Reviewers also confirm that the applicant possesses a positive track record of prior sponsorships. 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 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 General Manager.

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 year-end board approval process for FY 2005/06, 14 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 1](#), and staff recommends their approval.

During the first two quarters of fiscal year 2005/06, the CPP sponsored 18 applications in the over \$3,000 category totaling \$202,260; and 14 of \$3,000 or less, totaling \$98,550. [Attachment 2](#) provides a fiscal overview of CPP-sponsored programs.

## Policy

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

### California Environmental Quality Act (CEQA)

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CEQA determination for Option #1:

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 #2:

None required

## Board Options/Fiscal Impacts

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### 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 1](#).

**Fiscal Impact:** \$151,000 (from budgeted Community Partnering Program funds of \$650,000), if all 14 recommended sponsorships are approved

### Option #2

Adopt the CEQA determination and approve only selected Community Partnering Program sponsorships for fiscal year 2005/06, for discretionary community activities as listed in [Attachment 1](#).

**Fiscal Impact:** Less than \$151,000 by the sum of sponsorships not approved

**Option #3**

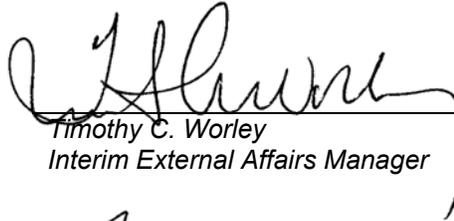
Reject all of the Community Partnering Program sponsorships for year-end fiscal year 2005/06.

**Fiscal Impact:** None

**Staff Recommendation**

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Option #1



Timothy C. Worley  
Interim External Affairs Manager

5/22/2006  
Date



Jeffrey Kightlinger  
General Manager

5/26/2006  
Date

**Attachment 1 – CPP Sponsorships – Year-End Quarters 2005/06**

**Attachment 2 – Community Partnering Program FY 1999/2000 – 2004/05**

BLA #4396

**CPP Sponsorships--Year-End Quarters 2005/06**

<b>Applicant</b>	<b>Proposal Description</b>	<b>Value to MWD</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
Amigos de los Rios Los Angeles	Expands the 2004/05 "Know Your Natives - Outdoor Education Program" curriculum. Curriculum expansion allows the program to be shared with additional schools within the Emerald Necklace Region. Education is provided to 135 students of the Los Angeles, San Gabriel & California Conservation Corps and to residents of the community as well as youth groups who have access to the park.	A hands-on program that allows students to learn about native plants. Plant signage, placed throughout the park, educates students and members of the community about California Friendly plants.	\$17,800	\$10,000
Aquarium of the Pacific Long Beach	Watershed Education Program Exhibit and Classroom materials. Sponsorship will enhance an environmental education classroom with new posters, graphics and the accompanying Web site with digitized teacher materials and animation.	Water resources education programs for 238,000 students, who participate in AOP's programs, and more than one million AOP visitors annually. Meshes with City Makeover's \$75,000 AOP award.	\$25,000	\$25,000
Aquatic Adventures Science Education Foundation San Diego	Supports the Professional Development Workshops to educate teachers on watershed protection and water quality issues. Numerous San Diego region corporate partners.	Teaching the teachers extends water resources education to serve 6,500 at-risk and underserved San Diego schoolchildren.	\$5,000	\$5,000

**CPP Sponsorships--Year-End Quarters 2005/06**

<b>Applicant</b>	<b>Proposal Description</b>	<b>Value to MWD</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
Bureau of Land Management (BLM)-- California Desert District Moreno Valley	Co-sponsors the "Caring for the Land" 1/2 acre exhibit at the LA Fairplex (with BLM, U.S. Forest Service & LAC Fire Dept.) during the September 2006 LA County Fair through water awareness public relations supplies, materials and environmental education shows for 16,000 students.	In addition to the exhibit, BLM teaches a year-round environmental education program that reached last year 95,000 students in Los Angeles, Riverside & San Bernardino counties.	\$25,000	\$14,000
Citrus College Glendora	Sponsors the water operators certification program with credit class "Updates in the Water Industry," which fulfills contact hours requirement for certification renewal online.	Water resources education to current and future MWD and member agency water treatment operators.	\$8,000	\$8,000
City of San Diego Water Dept -- Operations	Phase II: Watershed Boundary Sign Pilot Study & Campaign. Extends last year's \$2,500 CPP sponsorship for strategically placed signs to promote public awareness of natural watershed boundaries.	Provides model program to place roadside watershed awareness signage throughout the state. Sponsorship is designated for outreach campaign.	\$24,340	\$11,000

**CPP Sponsorships--Year-End Quarters 2005/06**

<b>Applicant</b>	<b>Proposal Description</b>	<b>Value to MWD</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
El Modena High School-- Heritage Garden Orange	Co-sponsors a four-panel outdoor Water Conservation Exhibition to inform on water conservation, watershed, water cycle and native plants. Site of numerous Eagle Scout projects.	California Friendly water resources education to 2,000 Orange USD students.	\$8,200	\$5,000
Kidspace Children's Museum Pasadena	Kidspace Outreach Opportunity Partnership (KO-OP) Arroyo-a-Go-Go is an education program created to reach diverse audiences. Program serves 250 third and fourth grade at-risk, underserved students, teachers and parents. Students learn about water awareness and water conservation. Students and park visitors also learn about indigenous plants, located on the museum's grounds.	Program and museum provide water resources education to 60,000+ annual attendees.	\$15,150	\$10,000
Manhattan Beach Botanical Garden	Supports seven weatherproof, vandal-proof interpretative "California Friendly" plant signs. Signs also include information on the region's water resources.	Outdoor classroom for 1,500 middle school students provides increased public awareness on drought-tolerant, California Friendly plants to 1,500 annual walk-in visitors.	\$15,000	\$7,500

**CPP Sponsorships--Year-End Quarters 2005/06**

<b>Applicant</b>	<b>Proposal Description</b>	<b>Value to MWD</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
The Wildwoods Foundation Los Angeles (Community Partners)	The "Full Circle" program is for 150 fifth-grade students from two elementary schools. Students learn about water resources, water cycle, water runoff, pollution impacts on the water table, and imported water sources. (Full circle is the interactive relationship that exists in nature.)	Program encourages students to learn about water issues and to share information with their parents.	\$12,000	\$7,500
Ventura County Resource Conservation District	Guide to streamside native and invasive plants. Provides for a first-run of publication developed in partnership with the Ventura County Watershed Protection District.	Community outreach to educate 5,000 Ventura County landowners about native and invasive streamside plants.	\$10,000	\$5,000
Water Conservation Garden El Cajon	Co-sponsor with Bureau of Reclamation and others for a major, new hands-on irrigation exhibit with educational signage. Provides home gardeners with easy how-to steps to install water conserving systems.	Delivers California Friendly message to 23,000 San Diego County homeowners, a 20% increase each successive year. Supports 60 adult garden education classes.	\$25,000	\$20,000

**CPP Sponsorships--Year-End Quarters 2005/06**

<b>Applicant</b>	<b>Proposal Description</b>	<b>Value to MWD</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
Water Education Foundation Sacramento	Cooperate efforts with Fresno Pacific College, which will offer an accredited on-line water education course, focusing on Southland water issues to educators and industry professionals.	Creates a better understanding of Southern California water issues and water resource problems.	\$25,000	\$8,000
Zoological Society of San Diego Escondido	Supports the Wild Animal Park's Watershed Learning Center with classroom curriculum and materials. Also enhances the accompanying Web site with digitized materials for teachers, students and the general public.	Student Watershed Ambassadors present conservation message to 600,000 weekend park attendees. Supports MWD's California Friendly garden.	\$25,000	\$15,000
	<b>TOTALS</b>		<b>\$240,490</b>	<b>\$151,000</b>

**Community Partnering Program  
FY 1999/2000 – 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	-