

- Annual Report of Community Partnering Program Sponsorships for FY 2005/06

Summary

The Community Partnering Program (CPP) is Metropolitan's centralized process for evaluating and sponsoring water-related educational programs and community activities for nonprofits that meet Metropolitan's goals and objectives. These sponsorships help increase public awareness on water reliability, water quality, conservation, and watershed protection, communicate Metropolitan's key priorities, create new partnerships and provide grassroots support.

Applicants with sponsorship requests exceeding \$3,000 are evaluated in a multi-phase process, first externally by a volunteer panel drawn from corporate, community, nonprofit and philanthropic organizations and member agencies, and secondly by an internal management review team. A scorecard with key questions on the program's value and benefit to Metropolitan is used to calculate the recommended sponsorship amounts. The following criteria determines, if an application is declined or recommended for Board approval:

- Does the program offer a fresh, unique perspective on a water resource issue
- Is there an immediate or ongoing impact on topical water resource/outreach issues
- Does Metropolitan have an existing relationship with the applicant on other water resources/education/outreach issues
- Are other co-sponsors contributing to the program, such as member agencies, profit-making entities or public agencies
- Is the program providing community involvement and volunteer opportunities
- Does it offer regional benefits to a larger audience
- Are there opportunities for media coverage
- Did the applicant submit, sign and complete in full all required application documents
- Has the applicant received funding for three consecutive years (fourth-year applicants must take a one-year hiatus)

Following this evaluation process, and after legal and CEQA review, recommended sponsorships, exceeding \$3,000, are submitted for Board consideration and approval. Sponsorship requests up to \$3,000 are evaluated by an internal management review team and approved at the discretion of the General Manager; currently that approval authority has been delegated to the Interim Group Manager of External Affairs.

For FY 2005/06, 31 applicants for sponsorships in the over \$3,000 category, totaling \$343,260 were recommended and approved. The approved programs sponsored water-related activities for children and adults, that included curriculum development, workshops, signage, exhibits, and posters on watershed protection, water quality, California Friendly landscaping, conservation, water resource stewardship and water careers. These recipients are listed and described in Attachment 1.

During 2005/06, the CPP sponsored 84 applications of \$3,000 or less, totaling \$202,350. These were assigned to four categories: education programs, environmental programs, conferences/workshops/awards, and other relevant activities. Attachment 2 provides a fiscal overview of sponsorships in the \$3,000 and under category.

The total for both over and under categories is \$545,610.

Board Report (Annual Report of Community Partnering Program
Sponsorships for
FY 2005/06)

Attachments

Attachment 1 - Sponsorships for Over \$3,000 Category

Attachment 2 - Sponsorships for \$3,000 and Under Category

**Community Partnering Program FY 2005/06
Over \$3,000 Sponsorships Year-End Report Attachment 1**

CPP Recipients	Descriptions	Approved Amount
Amigos de los Rios Los Angeles	Know Your Natives--Outdoor Education Program	\$10,000
Aquarium of the Pacific Long Beach	Watershed Education Program Exhibit	\$25,000
Aquatic Adventures Science Education Foundation; San Diego	Teachers' Professional Development Workshop	\$5,000
Building Industry Institute	California Friendly campaign teams with California Green Builder Program for builder outreach	\$10,000
Bureau of Land Management--California Desert District	"Caring for the Land"--exhibit at LA Fairplex	\$14,000
Center for Global Environmental Education; Hamline University	"Water to the Sea"--multimedia learning module for 5th thru 8th graders	\$20,000
Citrus College; Glendora	Updates in the Water Industry--online water treatment certification renewal program	\$8,000
City of San Diego Water Department- Operations	Phase II--Watershed Boundary Sign Pilot Study & Campaign	\$11,000
Cucamonga Valley Water District	Environmental Learning Center educational materials and learning activities	\$18,000
El Modena High School; Orange	Water Conservation exhibit at native plant garden	\$5,000
Kidspace Children's Museum; Pasadena	Kidspace Outreach Opportunity Partnership--water resources education program	\$10,000
Los Angeles County Education Foundation	EarthWorks--Careers that Serve the Planet, high school environmental career awareness program	\$6,000
Manhattan Beach Botanical Garden	California Friendly campaign plant signage	\$7,500
Natural History Museum of Los Angeles County	"Mysterious Bog People" exhibit; water resources curriculum materials and classroom activities	\$15,000
Orange County Coastkeeper	Watershed education program for middle and high school students	\$10,000
Patrons Association of Los Angeles Valley College	"W.P. Whitsett and Our Thirsty Valley" exhibit	\$6,000
Palo Verdes Peninsula Land Conservancy	White Point Nature Conservancy native plant interpretive panels	\$12,260
Public Officials for Water & Environmental Reform	California Water Policy Conference	\$7,500
Sacramento River Watershed	Watershed education television campaign	\$10,000
San Diego Baykeeper	Project SWELL--Stewardship: Water Education for Lifelong Leadership	\$5,000
Southern California Chinese-American Environmental Protection Association	"We Know and We Care" water awareness outreach campaign for Chinese-American community	\$15,000
Sweetwater Authority	"California Friendly Landscape Contest"	\$10,000

**Community Partnering Program FY 2005/06
Over \$3,000 Sponsorships Year-End Report Attachment 1**

CPP Recipients	Descriptions	Approved Amount
The Wildwoods Foundation Los Angeles	"Full Circle" water resources education program	\$7,500
The Chronicles Group	"Running Dry" documentary curriculum development	\$15,000
Theodore Payne Foundation for Wild Flowers & Native Plants	Third Annual Native Plant Garden tour	\$5,000
Thirty-Second Street Canyon Task Force; San Diego	San Diego Coast Canyonlands Water Education Toolkit	\$7,500
USDA--Forest Service; Azusa	San Gabriel Canyon Education Center materials, signage and storyboard	\$20,000
Ventura County Resource Conservation District	Guide to Native and Invasive Streamside Plants	\$5,000
Water Conservation Garden El Cajon	Irrigation exhibit educational signage	\$20,000
Water Education Foundation	Fresno Pacific College online water resources education class	\$8,000
Zoological Society of San Diego; Wild Animal Park	Watershed Learning Center classroom curriculum and materials	\$15,000
	TOTAL	\$343,260

**Community Partnering Program FY 2005/06
\$3,000-and-Under Sponsorships
Year-End Report Attachment 2**

Education Programs	Descriptions	Approved Amount
Bolsa Chica Land Trust	Educational/teaching workbook for middle school students	\$3,000
Claremont Wildlands Conservancy	Youth water resources education curriculum development	\$1,150
Eco-Life Foundation	Water Resources Curriculum in San Diego County	\$2,000
Long Beach Day Nursery	Water Resource Education Program	\$3,000
National Science Teachers Association	NSTA National Conference; April 8, 2006 in Anaheim	\$3,000
Orange County American Chemical Society	Educators Day Event; January 22, 2006	\$1,000
Roosevelt Middle School	Roosevelt Middle School Water Awareness Program; 03-30-06	\$3,000
San Diego County Department of Agriculture--Weights & Measurement	Educational Workshop on Best Management Practices; Sept. 8, 2005	\$1,000
San Diego River Park Foundation	One River Watershed Education Program	\$2,800
Science & Tech Education Partnership 6	STEP 6 Student Conference; October 18-19, 2005	\$3,000
Southern California Leadership Network	Leadership Forum--Regional Water Resources; Jan. 27, 2006	\$3,000
St. John Bosco High School	Support ecology and chemistry classes with water test kits	\$3,000
St. Pancratius Elementary School	Scientific inquiry-The Hunt for Experimentation	\$3,000
Water Education Foundation	Southern California Water Tours; September 2005	\$3,000
Water Education Foundation	Southern California Water Tour; October 25, 2006	\$3,000
Water Education Foundation	Lower Colorado River Water Tour	\$3,000
Water Resources Center Archives	California Colloquium on Water Lectures Series	\$3,000
Western Municipal Water District	Groundwater Institute for Teachers; Dec. 2-3, 2005	\$3,000
	Subtotal	\$46,950

**Community Partnering Program FY 2005/06
\$3,000-and-Under Sponsorships
Year-End Report Attachment 2**

Environmental Programs	Descriptions	Approved Amount
Algalita Marine Research Foundation	Watershed Expo; March 25, 2006	\$3,000
Aquatic Adventures Science Education Foundation	Wetland Avengers/Campeones de los Danones; April 29, 2006	\$3,000
California Greenworks	Earth Day celebration; April 22, 2006	\$1,500
City of Hawthorne	Earth Day Festival; April 22, 2006	\$2,500
Cucamonga Valley WD	Kids Environmental Festival; March 22, 2006	\$3,000
Elsinore-Murrieta-Anza Resource Conservation District	Community Earth Day Festival; April 22, 2006	\$2,000
Friends of the Los Angeles River	17th Annual Great Los Angeles River Cleanup; May 5-6, 2006	\$1,500
Hermosa Beach Friends	Community Park event; August 28, 2005	\$500
Lakeside River Park Conservancy	Groundbreaking event; May 20, 2006	\$2,800
Los Angeles Audubon Society	Native Plant and Wildlife Garden Opening Ceremony; May 6, 2006	\$2,500
Los Angeles County Science Fair	56th Annual L.A. County Science & Engineering Fair; April 21, 2006	\$3,000
Orange County Water District	10th Annual Children's Water Festival; April 5, 2006	\$3,000
Puente Hills Landfill Native Habitat Preservation Authority	Earth Day celebration; April 22, 2006	\$3,000
Santa Margarita Water District	Earth Day celebration; April 22, 2006	\$3,000
San Dieguito River Park Joint Powers Authority	Lagoon Day; April 30, 2006	\$3,000
Sports, Theater, Arts & Recreation	Children's Earth Day; April 23, 2006	\$2,000
University of California Riverside	100th Anniversary celebration of the University of California Agricultural Experiment Station and Cooperative Extension Programs; April 22, 2006	\$1,000
Upper San Gabriel MWD	Water Fest 2005; Oct. 1, 2005	\$2,500
Water Conservation Garden	California Friendly Gardening Festival; October 8, 2005	\$2,000
Western Municipal Water District	Splash Festival; May 15, 2006	\$3,000
Subtotal		\$47,800

Conferences/Workshops/Awards	Descriptions	Approved Amount
Association of California Water Agencies	2006 Spring Conference in Monterey; May 9-12, 2006	\$3,000
AWA of Ventura County	14th Annual Water Symposium; May 18, 2006	\$2,500
BIA of Southern California	39th Annual Awards and Installation Dinner; Nov. 2, 2005	\$3,000
Building Industry Association-Riverside	Building Industry Assn 2006 Partnership Program	\$2,500
Building Industry Association-Irvine	Real World of Green Building; June 6, 2006	\$750
California Coastal Coalition	Headwaters to Ocean (H2O) Conference; 10/ 26-28/05	\$3,000
California Foundation on the Environment	Roundtable Conference; Oct. 17-18, 2005	\$3,000
Chinese Historical Society of Southern California	Annual Event; May 6, 2006	\$400
Coalition For Environment Protection	TMDL Development Conference; April 26, 2006	\$2,500
Earth Resource Foundation	Got River? Workshop; March 18, 2006	\$3,000
Earth Resource Foundation	River of Life Conference; May 18, 2006	\$3,000

**Community Partnering Program FY 2005/06
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Year-End Report Attachment 2**

Conferences/Workshops/Awards	Descriptions	Approved Amount
Economic Alliance of the San Fernando Valley	One-day Business Seminar & Expo; March 9, 2005	\$3,000
Friends of the LA River	4th Annual Los Angeles River Awards and Fiesta; Oct. 21, 2005	\$400
Friends of Harbors, Beaches, & Parks	Resource Conservation Conference; Sept. 16, 2005	\$2,000
Friends of the United Nations	Southern California Preparatory Conference February 11, 2006	\$3,000
Garden Grove Chamber of Commerce	Water-Energy Forum; Nov. 2, 2006	\$500
Independent Cities Association	Summer Conference breakfast	\$2,500
LINC TELACU Education Foundation	23rd Annual Scholarship Awards Dinner; June 9, 2006	\$2,500
Local Government Commission	Conference at Yosemite National Park; March 17-19, 2006	\$2,500
Los Angeles Business Council	Greening Los Angeles breakfast forum; July 13, 2006	\$500
Los Angeles & San Gabriel Rivers Watershed Council	Native Plant/Sustainable Landscape Seminar 2-7-06	\$3,000
Natural History Museum of L.A. County	First Fridays Global Issues seminar; Dec. 2, 2005	\$3,000
Public Relations Society of America	2005 PRSA awards; October 20, 2005	\$2,500
Rancho Los Alamitos Historic Ranch	California Friendly Garden Series; May-June 2006	\$3,000
San Diego Baykeeper	10th annual Ocean Gala; October 28, 2005	\$2,500
San Fernando Chamber of Commerce	Annual Installation Lunch; March 10, 2006	\$1,000
San Gabriel Valley Council of Gov'ts	Leadership 21 Conference; Oct. 1, 2005	\$3,000
San Francisco Estuary Project	2005 State of the Estuary Conference; Oct. 4-6, 2005	\$2,500
So. California Assn of Governments	SCAG's 9th Annual Reg. Econ. Forecast Conf.; 1-26-06	\$3,000
Southern California Water Committee	21st Annual Meeting; October 6, 2005	\$3,000
Sweetwater Authority	American Society of Civil Engineers' Sweetwater Dam Re-dedication; April 7, 2006	\$1,000
The Chronicles Group	Screen CPP-sponsored documentary "Running Dry;" Sept. 7, 2005	\$3,000
The Nature Conservancy	River of Life Conference; May 18, 2006	\$2,000
Torrance Cultural Arts Center Foundation	12th Annual Gala at Torrance Cult. Arts Center; 6-30-06	\$300
Urban Water Institute	12th Annual Calif. Urban Water Conference; 8/24-26/05	\$3,000
US Green Building Council-LA Chapter	4th Annual Sustainability Conference; Dec. 2, 2005	\$2,500
VICA	Bus. Forecast Conference in Universal City; Oct. 27, 2006	\$3,000
WateReuse Association	20th Annual WateReuse Symposium; Sept. 18-21, 2005	\$1,500
	Subtotal	\$86,350

**Community Partnering Program FY 2005/06
\$3,000-and-Under Sponsorships
Year-End Report Attachment 2**

Other	Descriptions	Approved Amount
City of Beverly Hills	Waterwise Demonstration Garden Signage	\$2,250
City of La Habra	Vehicle Magnet Community Outreach Pilot Program	\$2,000
Los Cerritos Wetlands Land Trust	Publish organizational brochure with water education slant	\$3,000
Los Altos YMCA-Long Beach	California Friendly garden signs; water education program	\$2,000
Maloof Foundation for Arts and Crafts	Publish organizational brochure with water education slant	\$3,000
Pitzer College	Groundbreaking ceremony for native plant landscaping	\$3,000
San Diego High School of International Studies	California Friendly Garden Interpretive Signage	\$3,000
Yuima Municipal Water District	California Friendly & Native Plant Garden Signage/Outreach	\$3,000
Subtotal		\$21,250
TOTAL		\$202,350