

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

June 12, 2007 Board Meeting

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7-12

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**Subject**

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Approve Semiannual Award of Community Partnering Program Sponsorships for fiscal year 2006/07

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**Description**

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The Community Partnering Program (CPP) is Metropolitan's program for funding educational and community projects and events that are directly related to Metropolitan's goals and mission. Projects receiving sponsorships must meet minimum criteria and help promote Metropolitan's water reliability, conservation, efficiency, water quality and partnership objectives; help communicate Metropolitan's key priorities; and help instill community involvement throughout Metropolitan's service area.

Each year, Metropolitan receives hundreds of sponsorship requests for a variety of conferences, workshops, water-related community projects and programs. Applications are received from the six counties in Metropolitan's service area and occasionally from outside the service area. The CPP was created in 1999 and approved by the Board as a structured and objective process to organize and respond to these requests. Metropolitan monitors and evaluates the progress and success of projects and programs that receive funding.

To help ensure fairness and objectivity while also ensuring that proposed activities are consistent with Metropolitan's goals, the CPP review and approval process includes eligibility criteria and a thorough evaluation. Eligible applicants include nonprofit community organizations, public agencies, professional associations and educational institutions. To receive funding, the programs must relate to Metropolitan's regional water quality, supply reliability and resource management objectives. Additionally, funds may be used only for specified purposes including the support of community outreach efforts, project materials, supplies, printing and other services. Application of funds toward labor costs is limited to no more than 25 percent of program costs. CPP rules prohibit the use of Metropolitan funds for transportation, equipment, consultants, and political or lobbying activities.

Sponsorship requests exceeding \$3,000 are reviewed semiannually by a volunteer panel drawn from corporate, community, nonprofit and philanthropic organizations as well as member agencies. Program criteria includes:

- New perspectives on water resource issues
- Immediate or ongoing impacts on current water resource/outreach issues
- Existing relationships with Metropolitan on other water resources/education/outreach issues
- Existing relationships with other water resource entities such as member and retail agencies, regional, state, or national institutions
- Community involvement and volunteer opportunities
- Audience size and regional benefits
- Application forms must be submitted and include all required information with supplemental documentation, as appropriate

Once CPP applications are deemed acceptable by the external volunteer panel, they are reviewed by senior Metropolitan management staff to ensure compatibility with Metropolitan's goals and consistency with CPP guidelines.

For this second semiannual round of applications for FY 2006/07, 18 applications are recommended for board consideration and approval. These include elementary, secondary, adult education program and projects involving water efficient (native plant) landscaping, water resource stewardship, water quality/watershed protection and water industry careers. These applications represent community groups and other organizations throughout Metropolitan's service area. A list and description of each is provided in [Attachment 1](#).

## 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 determinations for Options #1 and #2:

The proposed funding requests for 18 applicants are not defined as projects under CEQA because they involve government fiscal activities, which do not involve any commitment to any specific projects that may result in potentially significant physical impacts on the environment (Section 15378(b)(4) of the State CEQA Guidelines). The proposed requests also involve educational or training programs, which involve no physical alteration in the areas affected, with the exception of the proposals by Ventura County Resource Conservation District and Zoological Society of San Diego. As such, these educational activities qualify under a Class 22 Categorical Exemption (Section 15322 of the State CEQA Guidelines). With respect to the proposals by the Ventura County Resource Conservation District and the Zoological Society of San Diego, they are categorically exempt under the provisions of CEQA and State CEQA Guidelines. The overall project proposed by the Ventura County Resource Conservation District involves minor public or private alterations in the condition of the land, water and/or vegetation which do not involve removal of healthy, mature, scenic trees. The overall project proposed by the Zoological Society of San Diego involves minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features. Such activities would result in negligible or no expansion of use and no possibility of significantly impacting the physical environment. Additionally, both proposed projects involve construction or replacement of minor structures accessory (appurtenant to) existing facilities. Accordingly, the proposed Ventura County Resource Conservation District project qualifies under a Class 4 Categorical Exemption, the proposed Zoological Society of San Diego qualifies under a Class 1 Categorical Exemption, and both proposed projects classify under a Class 11 Categorical Exemption (Sections 15304, 15301, and 15311 of the State CEQA Guidelines).

The CEQA determination is: Determine that the fiscal aspect of the funding actions are not subject to CEQA (Section 15378(b)(4) of the State CEQA Guidelines). In addition, the proposed actions for the 18 proposals qualify under a Class 22 Categorical Exemption (Section 15322 of the State CEQA Guidelines). Furthermore, the proposal by Ventura County Resource Conservation District qualifies under Class 4, Class 6 and Class 11 Categorical Exemptions (Sections 15304, 15306, and 15311 of the State CEQA Guidelines) and the proposal by Zoological Society of San Diego qualifies under Class 1, Class 6, and Class 11 Categorical Exemptions (Sections 15304, 15306, and 15311 of the State CEQA Guidelines).

CEQA determination for Option #3:

None required

## Board Options

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### Option #1

Adopt the CEQA determination and approve the recommended Community Partnering Program sponsorships, as listed in [Attachment 1](#).

**Fiscal Impact:** \$171,000 (from budgeted Community Partnering Program funds of \$650,000), if all 18 recommended sponsorships are approved

**Business Analysis:** These sponsorship requests support Metropolitan's core public education programs and conservation mission. These programs and projects help increase community awareness about new and existing water conservation and watershed protection efforts.

**Option #2**

Adopt the CEQA determination and approve only selected Community Partnering Program sponsorships from the recommended list in [Attachment 1](#).

**Fiscal Impact:** Less than \$171,000 by the sum of sponsorships not approved

**Business Analysis:** This option offers less support to organizations and would limit the promotion of water resources education and water conservation messages.

**Option #3**

Reject all of the Community Partnering Program sponsorships on the recommended list in [Attachment 1](#).

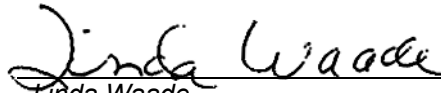
**Fiscal Impact:** None

**Business Analysis:** This option would not promote Metropolitan’s key messages on water education and conservation as identified within the General Manager’s Business Plan.


**Staff Recommendation**

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Option #1

  
Linda Waade  
Deputy General Manager, External Affairs

5/16/2007  
Date

  
Jeffrey Kightlinger  
General Manager

5/25/2007  
Date

**Attachment 1 – CPP Sponsorships–Semiannual FY 2006/07**

BLA #5070

**CPP Sponsorships—Semiannual FY 2006/07**

	<b>Applicant</b>	<b>Member Agency</b>	<b>Proposal Description</b>	<b>Program Value</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
<b>1</b>	Algalita Marine Research Foundation	Long Beach Water Department Letter of Support	Co-sponsor "Watershed Wonders" to expand from a high school watershed education program to elementary schools. Funds would publish an activity guide to be distributed to elementary schools.	Supports watershed education in Los Angeles and Orange Counties.	\$10,000	\$10,000
<b>2</b>	Aquatic Adventures Science Education Foundation	San Diego County Water Authority Letter of Support	A professional development watershed education workshop would address teachers in low-income schools.	Supports MWD education program.	\$5,000	\$5,000
<b>3</b>	Building Industry Institute	Statewide	Co-promote the California Green Builder program, a statewide partnership among homebuilders, manufacturers and government agencies.	Complements Metropolitan's California Friendly® program including the model homebuilder program.	\$30,000	\$15,000
<b>4</b>	Bureau of Land Management	Eastern MWD	Co-sponsor watershed education at the Caring for the Land / Camp Smokey exhibit at the LA County Fairplex. Partner with USDA Forest Service, LA County Fire Dept., and Bureau of Land Management.	Supports Metropolitan's education program and other regional watershed education programs.	\$17,000	\$17,000

Funding requests may be reduced because portions of requests exceeded criteria standards (i.e., included equipment, higher labor costs, transportation, etc.).

**CPP Sponsorships—Semiannual FY 2006/07**

	<b>Applicant</b>	<b>Member Agency</b>	<b>Proposal Description</b>	<b>Program Value</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
<b>5</b>	Community Partners	Los Angeles Department of Water & Power Letter of Support	The Wildwoods Full Circle program is a nature-based outdoor program, which includes water awareness for fifth-graders and high school peer counselors.	Supports the integration of watershed education efforts into an environmental education program within the city of Reseda.	\$18,000	\$10,000
<b>6</b>	Cucamonga Valley Water District	Inland Empire Utilities Agency Letter of Support	Phase III sponsorship for watershed education supplies and promotional items at the "Environmental Learning Center," which opened October 2006. The center anticipates K-12 student visitors during the 06/07 academic year.	Supports retail agency efforts toward water resources education and water conservation.	\$24,217	\$18,000
<b>7</b>	Earth Resource Foundation	Municipal Water District of Orange County Letter of Support	Funding request for the development of the Water Wise Ambassadors "Basics" curriculum to reach Orange County high school "Green Ambassadors" student clubs.	Supports a regional watershed education program in Orange County.	\$15,000	\$7,500
<b>8</b>	Inland Empire Utilities Agency	Inland Empire Utilities Agency	Co-sponsor the IEUA regional Water Fair on Saturday, October 20, 2007.	Supports member agency efforts toward water resources education.	\$15,000	\$10,000

Funding requests may be reduced because portions of requests exceeded criteria standards (i.e., included equipment, higher labor costs, transportation, etc.).

**CPP Sponsorships—Semiannual FY 2006/07**

	<b>Applicant</b>	<b>Member Agency</b>	<b>Proposal Description</b>	<b>Program Value</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
<b>9</b>	Lakeside's River Park Conservancy	San Diego County Water Authority Letter of Support	Create a San Diego River Keepers sixth-grade watershed education curriculum for students in the Lakeside Unified School District.	Supports a regional watershed education program in San Diego County.	\$14,260	\$7,500
<b>10</b>	Los Angeles County Education Foundation	Central Basin Municipal Water District	Sponsor the Blue Sky Meadow Summer Science Camp, which includes watershed education among the environmental education topics for inner city, disadvantaged high school students.	Supports inter-agency support for integrating water resources education into general environmental education efforts.	\$8,000	\$7,000
<b>11</b>	Los Cerritos Wetlands Stewards	Long Beach Water Department Letter of Support	Sponsor watershed education / native plant outdoor storyboards at Long Beach's Jack Dunster Marine Biological Reserve for K-12 Long Beach Unified School District earth science programs and California State University, Long Beach natural science students.	Supports a local watershed education program in the City of Long Beach, a member agency.	\$5,000	\$5,000
<b>12</b>	Regents of the University of California, ANR	Out of Service Area	Co-sponsor Watershed University - Compton Creek program for stakeholder training program and watershed workshops to highlight the Compton Creek Watershed Management Plan.	Supports a watershed education program in the City of Compton, Central Basin MWD, and the LADWP.	\$25,000	\$10,000

Funding requests may be reduced because portions of requests exceeded criteria standards (i.e., included equipment, higher labor costs, transportation, etc.).

**CPP Sponsorships—Semiannual FY 2006/07**

	<b>Applicant</b>	<b>Member Agency</b>	<b>Proposal Description</b>	<b>Program Value</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
<b>13</b>	San Gabriel Mountains Interpretive Association	Upper San Gabriel MWD and Inland Empire Utilities Agency	Co-sponsor watershed education discussions at a series of trail hikes and public rallies in the San Gabriel Mountain foothills.	Supports a regional watershed education program.	\$8,000	\$4,000
<b>14</b>	San Gabriel Mountains Regional Conservancy	Upper San Gabriel MWD and Inland Empire Utilities Agency	Co-sponsor discussion on native plants, nursery plant care guidebooks, and sustainable watershed practices at a series of forums and rallies.	Supports a nine-month (three-part module) regional watershed education program.	\$15,000	\$5,000
<b>15</b>	Theatre of Will	Los Angeles Department of Water and Power Letter of Support	Co-sponsor "The Thirsty City School Touring Production" for the 07/08 academic year on life of William Mulholland, including lesson plans and educational materials.	Supports a creative water resources education theater program.	\$10,000	\$7,500
<b>16</b>	Think Earth Environmental Education Foundation	Central Basin MWD Letter of Support from Long Beach Water Department	Co-sponsor a collaborative watershed education project with Central Basin MWD, LA County Sanitation Districts and others, which reaches students in grades 5-12.	Supports inter-agency efforts to integrate water resources education into general environmental education efforts.	\$20,000	\$10,000

Funding requests may be reduced because portions of requests exceeded criteria standards (i.e., included equipment, higher labor costs, transportation, etc.).

**CPP Sponsorships—Semiannual FY 2006/07**

	<b>Applicant</b>	<b>Member Agency</b>	<b>Proposal Description</b>	<b>Program Value</b>	<b>Funding Request</b>	<b>Recommended Funding</b>
<b>17</b>	Ventura County Resource Conservation District	Calleguas MWD Letter of Support	Co-sponsor the production of weather-resistant plant signage and printing of literature, for distribution, on a variety of plants native to Southern and Central California.	Supports a regional watershed education program in Ventura County.	\$12,500	\$7,500
<b>18</b>	Zoological Society of San Diego	SDCWA Letter of Support	Co-sponsor a permanent Water Conservation Corner display, plus new watershed learning activities, supplies, graphics, brochures and Project WET teacher workshops.	Supports a regional watershed education program in San Diego County.	\$25,000	\$15,000
			<b>TOTALS</b>		<b>\$276,977</b>	<b>\$171,000</b>

Funding requests may be reduced because portions of requests exceeded criteria standards (i.e., included equipment, higher labor costs, transportation, etc.).