



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6383 • FAX (562) 570-6012

April 20, 2004

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: First Amendment to Agreement No. 27868 With Adopt-A-Storm Drain, Inc.,
for a Corporate Recognition and Environmental Education Program
(Citywide)

DISCUSSION

On April 23, 2002, the City Council authorized the City Manager to execute an Agreement with Adopt-A-Storm Drain, Inc., with two renewal options for two-years each. Adopt-A-Storm Drain, Inc., which operates the Adopt-A-Waterway program, provides the City with funding for stormwater quality programs through corporate sponsorship signs that comply with the City's advertising and sponsorship policy. Corporate sponsors are acknowledged on the signs, which also carry an environmental message that educates residents and visitors. Adopt-A-Waterway creates, installs, and maintains signs at locations approved by the City Traffic Engineer on public property at no cost to the City. This non-taxpayer, non-general fund revenue supplements the existing stormwater quality programs and assists the City in complying with the requirements of its National Pollutant Discharge Elimination System (NPDES) permit.

In Fiscal Year 2002, the Adopt-A-Waterway program was implemented to fund storm water quality projects through corporate sponsorship. At that time, it was agreed that 80 percent of the funds would come to the City and 20 percent would be retained by Adopt-A-Storm Drain, Inc. The proposed amendment to Agreement No. 27868 contains a 50/50 split, rather than 80/20, to enable Adopt-A-Storm Drain, Inc., to continue producing collateral educational materials in the higher-cost video and television media. The benefits derived from this program far outweigh this reduction.

Since the program's inception, the City has received \$95,256 for pollution prevention and education. Attachment A contains a list of items funded with this revenue. The Adopt-A-Waterway signs contain environmental messages, which are exposed to an estimated 165,972,070 people annually.

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This matter was reviewed by Deputy City Attorney Lisa Peskay Malmsten on March 31, 2004, and Budget Manager Michael Killebrew on April 6, 2004.

TIMING CONSIDERATIONS

The current Agreement expires on April 22, 2004. City Council action on this matter is requested on April 20, 2004, to allow the Adopt-A-Waterway program to proceed without interruption.


FISCAL IMPACT

There is no cost to the City for this program that has the potential to generate up to \$100,000 in annual revenue, which is currently budgeted in the Special Revenue Fund (SR120) in the Department of Public Works (PW). The source of funding is corporate sponsorships.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Authorize the City Manager to execute the First Amendment to Agreement No. 27868 with Adopt-A-Storm Drain, Inc., for corporate recognition and environmental education, extending the term of the Agreement for the first renewal period of two years and modifying the division of the proceeds from the program to a 50/50 split.

Respectfully submitted,


CHRISTINE F. ANDERSEN
DIRECTOR OF PUBLIC WORKS

CFA:TFL:js
P/CL/Adopt-a-waterway rev3

Attachment

APPROVED:

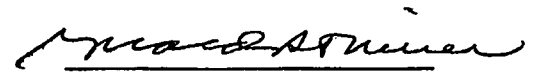

GERALD R. MILLER
CITY MANAGER

EXHIBIT B

ADOPT-A-WATERWAY™ Expenses (Sample)

Stormwater BMP Seminar (Employee Training)
Aquarium of the Pacific Scholarship Program
School News Advertisements (Outreach – LBUSD)
EcoLink Newsletter (Outreach – General Public)
Heal the Bay's Key to the Sea (sponsorship)
Windows-On-Our-Waters – Tidepool Cruiser, mobile (LBUSD)
Long Beach Junior Environmental Defenders Program (Health/Sponsorship)
Los Angeles River Watershed EAC TMDL development
Business Institute of America (Employee BMP Training)
California Stormwater Quality Task Force (membership)
Stormwater Training Videos (Library)
PRM Quarterly Class Schedule Advertising (Outreach)