

# Creative Sources of Funding for Environmental Solutions

## EcoZone



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Tom Leary, Stormwater Program Officer - Public Works



May 2002 - First signed to be installed  
in Long Beach @ Shoreline Village Driver

9/4/01: Council instructs PW  
to develop a program aimed at  
stormwater pollution prevention  
& education

4/16/02: Council approved  
Adopt-A-Stormdrain

## A SUCCESS STORY

1<sup>st</sup> large city to launch program

NATIONWIDE

No cost to taxpayers

No cost to City

Total program receipts \$ 155,386

Total AAW media \$206,600

Total value \$361,986

Total Impressions

17,500,000

Past and Present Corporate  
Environmental Partners  
(CEPs)

- Waste Management
- Port of Long Beach
- Catalina Express
- Boeing Realty Corporation
- Matson Navigation
- Onyx/Serff
- Timmons Volkswagen
- Island Sunfish Grill
- KJazz 88.1 FM
- Sport Chalet



**Pending & Under Consideration  
Corporate Environmental  
Partners (CEPs)**

- Miller Children's Hospital (3)
- California Bank & Trust (1)
- Lyon Property Management (1)
- Accountants Inc
- Urban Pacific Builders
- LA Gear
- LA Fitness
- Belmont Athletic Club
- Goodwill
- First Bank
- First Federal Bank of California
- Comerica Bank





4/26/03 Watershed Cleanup Project  
Catch Basin Stenciling - CITYPLACE



Watershed Cleanup Project (3/29/03)  
Chittick Field/Hamilton Bowl

## Pollution Prevention & Education

- "The Experience" Carnival Cruiseline Terminal Stateroom Book (Tourists)
- LB Chamber Membership (Business)
- Heal the Bay's Key to Sea (School children)
- Aquarium of the Pacific Scholarships (School children)
- On-line training (Employees)
- LBUSD Science Fair (School Children/General Public)
- ECOLINK (General Public)
- Junior Environmental Defenders (School Children)
- Research – Plastics/Phytoplanktin –Algalita (City)
- CASQA (Employees)
- LBUSD School News (school children)

# Windows-On-Our-Waters™

## Environmental Education Program

**EVERYONE** makes a difference... Make **YOURS** a positive one!



FY03: 1,861 school children

FY04: 2,067 school children

FY05: 25,282 school children &  
General public

FY06: 33,447 school children &  
General public

Tidepool Cruiser: mobile educational vehicle which addresses many of the critical issues of non-point source (NPS) pollution and its effects on the marine environment in an exciting, innovative, and Hands-on manner.

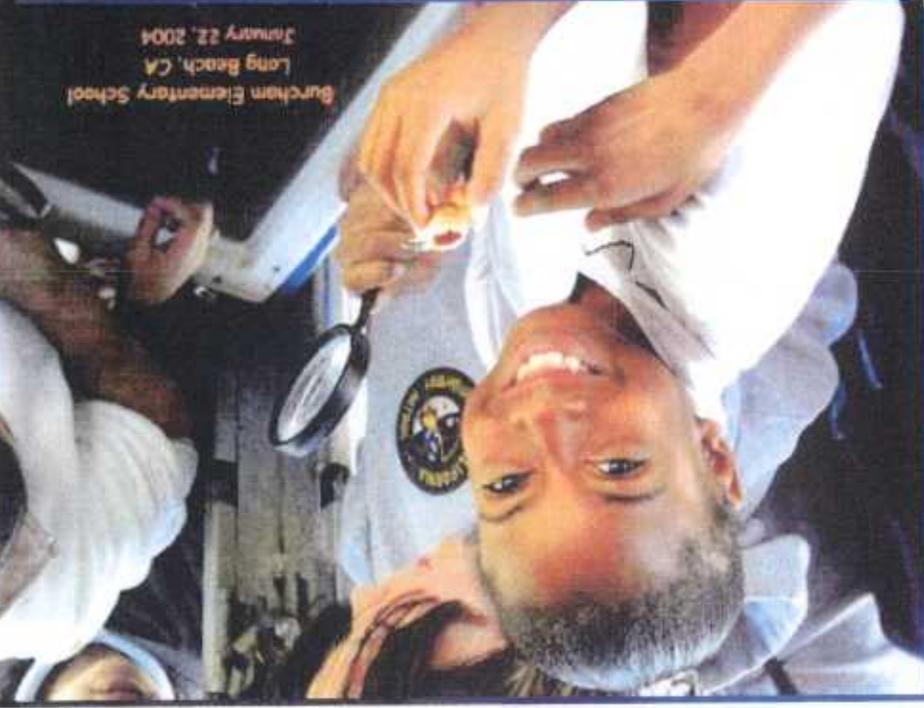
## Awards/Recognition

3CMA Award of Excellence- Los Angeles River Story  
David H. Nahai Water Quality Award – Water Body Conservation (LARWQCB)  
Governor's Environmental & Economic Leadership Award

Water Keeper Alliance – Ryerson University – Toronto Canada



Second Graders from Lee Elementary School in Long Beach exploring the Tidal Pool Classroom's "Trove in Time" Exhibit! August 19, 2003



Burcham Elementary School  
Long Beach, CA  
January 22, 2004

## What's the Buzz ? EcoZone



BEYOND STORMWATER!

# EcoZone



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**AIR ENERGY GREEN SPACE WATER**

.....beyond stormwater

- **Innovative message delivery – public education, community events**  
**Interactive experiences, on-line education, media relations, television**  
**Citizen awareness.**
- **A holistic solution with an emphasis on sustainability built on the success of the Adopt-A-Waterway program.**
- **Horizontal integration: WATER (structural BMPs), AIR (alternative fuels), ENERGY (solar) and GREEN SPACE (urban regreening)**

# EcoZone



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**Mr. Paul Polizzotto, Founder  
Chief Executive Officer**

"Media with meaning and strategy with substance"  
Adweek (2006)

# EcoZone



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The City of Long Beach will be the first city on the West Coast to launch **EcoZone** a program designed to fund important technologies and solutions to measurably improve the local environment in areas of air, water, energy and green space ~ at no additional costs to taxpayers!

**OCTOBER – 2006**



Long Beach Lighthouse, Aquarium of the Pacific

[www.ecozone.us](http://www.ecozone.us)



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you are cordially invited  
to attend the unveiling of

# EcoZone™ Long Beach

Inaugural West Coast Launch, October 4, 2006

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Mayor Bob Foster will announce that Long Beach will implement the state's first EcoZone program, a public-private partnership to address critical Long Beach environmental issues - at no additional cost to taxpayers.

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**SPEAKERS TO INCLUDE** (AT TIME OF PRINTING):

**Bob Foster**, Mayor, City of Long Beach

**Terry Tamminen**, Former Cabinet Secretary, Governor Schwarzenegger's Office

**Paul Polizzotto**, Founder & CEO, EcoMedia

**Tom Leary**, Stormwater Management Division Officer, City of Long Beach

Wednesday, October 4, 2006 10:30AM

Long Beach Lighthouse: adjacent to the Aquarium of the Pacific

100 Aquarium Way, Long Beach, CA 90802

(Park in the Aquarium parking structure and follow the signs to the Lighthouse shuttle)

We look forward to sharing this significant day with you.

RSVP by September 25th to EcoMedia 310.374.8212 or email [bethany@ecomedia.us](mailto:bethany@ecomedia.us)

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## EcoZone Fact Sheet

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### who:

EcoMedia, a leading environmental media company, brings together city and state governments with corporate partners to address critical environmental challenges.

### what:

The EcoZone program is a national public-private partnership that helps cities support ongoing and new environmental projects and initiatives related to air quality, water quality, energy conservation, and preservation of parks and greenspace – at no additional cost to taxpayers.

### why:

EcoZone helps cities comply with state and federal environmental regulations, and funds new local environmental programs that otherwise would not happen. Project examples could include:

- Stormdrain catch basin insert filters that mitigate storm water runoff
- Solar paneling on city facilities to provide alternative, cleaner energy
- Hybrid and alternative fuel vehicles for municipal fleets that improve both air quality and energy efficiency
- Greening projects to convert industrial lots into green space.

In addition to funding technologies and projects that improve the environment, EcoMedia leverages program sponsorships to fund, produce and administer comprehensive public education and environmental outreach programs, including local cable television and radio public service commercials, grassroots education campaigns, branded merchandise, local community events and online media which educates and inspires citizens to be part of the solution to environmental challenges facing every community today.

### where:

EcoZone programs are currently underway in Washington, DC and Miami, FL, with the following launches scheduled for 2006-2007: Greater Los Angeles area, San Francisco, Cleveland, Sacramento, State of Massachusetts and more. In addition, communities such as Baltimore, MD; Long Beach, CA; Huntington Beach, CA; Malibu, CA; Redondo Beach, CA; Hermosa Beach, CA; Westchester County, NY; Nassau County, NY; and others have implemented our successful pilot program, Adopt-A-Waterway. Several of these communities will also implement the EcoZone program.

For more information, please contact:  
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[www.ecomedia.us](http://www.ecomedia.us)



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## Long Beach Press Event Fact Sheet

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### who:

Mayor Bob Foster will announce that Long Beach will implement the state's first EcoZone program, a public-private partnership to address critical Long Beach environmental issues – at no additional cost to taxpayers.

Mayor Bob Foster; Paul Polizzotto, EcoZone/EcoMedia Founder, President and CEO; corporate sponsors; Long Beach government, area environmental groups and participating technology companies, including demonstrations by AbTech Industries and Windows on our Water Tidepool Cruiser.

### speakers: (at time of printing)

**Mayor Bob Foster**, City of Long Beach

**Terry Tamminen**, Advisor, Governor Schwarznegger's Office

**Paul Polizzotto**, Founder & CEO EcoMedia

**Tom Leary**, Stormwater Program Officer, City of Long Beach

### what:

Mayor Bob Foster to announce that Long Beach will implement the state's first EcoZone™ program, a new national public/private partnership program to help fund the clean-up of critical Long Beach environmental projects involving the city's air, water, energy use, parks and greenspace - at no additional cost to taxpayers. Outdoor educational signage unveiling and premiere of Long Beach Public Service Commercial.

### when:

Wednesday, October 4th 10:30am

### where:

Long Beach Lighthouse, adjacent to the Aquarium of the Pacific

RSVP: Bethany Legler

Tel: 310-374.8212

Email: [bethany@ecomedia.us](mailto:bethany@ecomedia.us)



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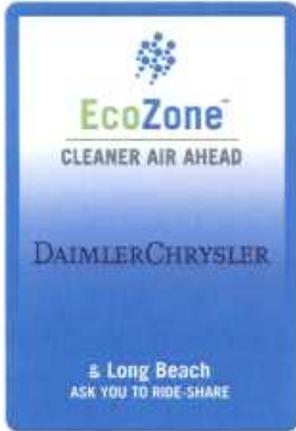


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## Innovative Message Delivery



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## National Press

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Vanity Fair, May 2006  
Green Issue, p. 196-197

### The FRIEND OF THE SURF PAUL POLIZZOTTO

Public-private visionary



Featured in  
Vanity Fair, May 2006



Paul Polizzotto, a fast-talking surfing enthusiast who grew up in Manhattan Beach, California, has grim childhood memories of bad-air-quality days.

After the first-flush rainstorms of the fall, he says, the waves in Santa Monica Bay would be at their gnarly height but so would bacteria levels, as the waters rushing down L.A. streets carried toxic sediment and trash to the sea. Polizzotto went into adulthood with the aim of reducing pollution in his home bay and soon developed the Adopt-a-Waterway program, which grew into EcoMedia, a 15-employee, for-profit outfit now based in New York City.

Polizzotto saw that local governments don't always have the funds to comply with environmental regulation, and that wealthy corporations have the money and the incentive to do something to help. His genius has been in bringing the two sides together. With the corporate money he drums up, he's able (a) to produce entertaining ad campaigns tied to specific sponsors that highlight how people can change their polluting ways, and (b) to send money to local governments that must comply with federal and state mandates. B.P., Comcast, Publix Supermarkets, and Bank of America have worked with EcoMedia, as have the municipalities of Baltimore, Miami, Long Beach and, in the planning stages, Washington, D.C., and the state of New Jersey. Here's hoping Polizzotto can arrange many more of these unlikely-seeming green marriages in the years to come.



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## Market Development Contacts

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