



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard • Long Beach, CA 90802

April 18, 2006

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to Execute the Second Amendment to Agreement No. 27868 with Adopt-A-Storm Drain, Inc., for operation of Adopt-A-Waterway, 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.

On April 20, 2004, the City Council authorized the City Manager to execute the First Amendment to the Agreement and modified the division of proceeds from the program to a 50/50 split (attached as Exhibit A).

Since the program's inception, the City has received \$121,689 for pollution prevention and education. A list of items funded with this revenue is attached as Exhibit B. The Adopt-A-Waterway sign's environmental messages are viewed an estimated 166 million times annually.

This matter was reviewed by Deputy City Attorney Lisa Peskay Malmsten on April 4, 2006, and Budget Management Officer David Wodynski on April 6, 2006.

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TIMING CONSIDERATIONS

The current Agreement expires on April 22, 2006. City Council action on this matter is requested on April 18, 2006, to allow the Adopt-A-Waterway program to proceed without interruption.

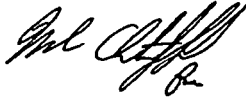
FISCAL IMPACT

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.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CHRISTINE F. ANDERSEN
DIRECTOR OF PUBLIC WORKS

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P/CL/Adopt-a-waterway rev4.doc

Attachment

APPROVED:



GERALD R. MILLER
CITY MANAGER