



# Long Beach Water

Exceptional Water • Exceptional Service

1800 E. Wardlow Road, Long Beach, CA 90807-4931  
562.570.2300 | lbwater.org

## Board of Water Commissioners

January 9, 2020 Board Meeting

CHRISTOPHER J. GARNER, General Manager

### Subject:

Authorization to sponsor the 29<sup>th</sup> Annual California Water Policy Conference being held in Davis, CA on April 2 - 3, 2020.

### Executive Summary:

The 29<sup>th</sup> annual California Water Policy Conference is taking place in Davis, California, April 2 - 3, 2018. This year's theme is California Streamin'.

CWP29 brings together a diverse group of stakeholders – representing agricultural, environmental, urban, environmental justice, government, and private sector constituencies and perspectives, and members of the general public in a forum that employs active dialogue to encourage information-sharing amongst attendees, while exploring water-related topics as far-reaching as impacts of the legal cannabis industry, new water storage projects, and the benefits of collaborative science.

Founded in 1991, CWP will take place this year at the UC Davis Conference Center.

CWP29 is seeking a Sponsor II level for \$1,500, which includes the following:

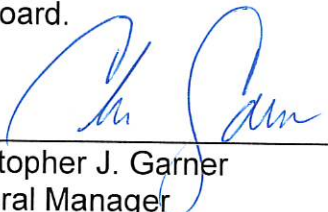
- LBWD logo included on California Water Policy Conference website
- Promoted on all print and electronic media
- 3 conference registrations

Conference registration is valued at \$399.

Long Beach Water Department supported this conference in 2016 and 2018, in the amount of \$1500.

### Staff Recommendation:

Determine that an invitation to sponsor the 29<sup>th</sup> Annual California Water Policy Conference Sponsor II level of \$1,500, at the UC Davis Conference Center in Davis, California, April 2-3, 2020, complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities and authorize a sponsorship level selected by the Board.

  
Christopher J. Garner  
General Manager

  
Date

Attachments



# Long Beach Water Department Program Sponsorship Application

## Cover Page

Submitted (date) December 13, 2019 mail electronic X

Event Date April 2 - 3, 2020 Time

Location UC Davis Conference Center

Title of Program/Event California Water Policy 29 Conference

*Please attach previous or current promotional and sponsorship materials to this application.*

## APPLICANT ORGANIZATION

Name of Organization Sacramento River Watershed Program

Mailing Address 4209 Huerfano Avenue, San Diego, CA 92117

Phone (858) 272-6804 Federal/Tax ID 68-0486576

Check one:

☒ Not-for-profit Organization

☐ Government Agency

☐ Public Organization

☐ Sole proprietor: Owner's Full Name

Address

Tax EIN/SSN

## Representative of Applicant Organization

Name Debbi Dodson Title Conference Director

Email ddodson@san.rr.com Cell (858) 272-6804

## PROGRAM INFORMATION

Please answer the following questions; attach additional sheets as needed.

1. **Target market for the program/event?** The California Water Policy Conference brings together 200-250 statewide representatives from the environmental, urban and agricultural communities to discuss how to best manage our water resources.
2. **Purpose of program/event?** To discuss programs and ideas that will provide all Californians with a healthy, safe and enhanced quality of living through watershed stewardship and comprehensive management of water resources in a practical, cost-effective and environmentally sensitive manner for current and future generations.
3. **Sponsorship request?**  
\$1,500

## Eligibility

Please explain how the program promotes one of the LBWD goals; attach additional sheets as needed.

1. **Raising public awareness on issues related to the LBWD's mission and core business of the department?** The agenda for the California Water Policy Conference for the past 28 years reflects the same mission
2. **Contributing to a sustainable Long Beach by promoting conservation?** Several planned workshops address conservation for both water and resources; our aging infrastructure and reduction of carbon emissions from operating water systems.
3. **Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?** The conference attracts attendees from throughout the State including the greater Southern California region. The Water Policy Conference is also attended by state & local officials.

## Applicant Signature

*The person signing this application certifies that the information presented on this application is correct and complete. This signature is also an affirmative statement that the program or event is not a political fundraising event and is non-partisan.*

Signature Debbi Dodson Date 12/13/2019

Please mail or deliver your completed application to  
Long Beach Water Department  
Attention: Government and Public Affairs Bureau, 4<sup>th</sup> Floor  
1800 E. Wardlow Rd.  
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2300



## CALIFORNIA WATER POLICY 29

### CONFERENCE PLANNING COMMITTEE:

#### Conference Co-Chairs:

Jovita Pajarillo  
USEPA Region 9 (retired)

Meena Westford  
MWD of Southern California

Mike Antos  
Stantec

Alex Biering  
Friant Water Authority

Amy Chen  
San Diego County Water Authority

Jennifer Clary  
Clean Water Action

Danielle Dolan  
Local Government Commission

Chris Elliott  
ICF

Thomas Esqueda  
CSU Fresno

Pablo Garza  
Environmental Defense Fund

Paul Gilbert-Snyder  
East Bay Municipal Utility District

Mark Home

Holly Jorgensen  
Sacramento River Watershed Program

Mary Lee Knecht  
Bureau of Reclamation

Todd Manley  
Northern California Water Association

Soapy Mulholland  
Sequoia Riverlands Trust

Marguerite Patil  
Contra Costa Water District

Jennifer Persike  
Leadership California

Tom Philp  
MWD of Southern California

Jennifer Pierre  
State Water Contractors

Ellen Wehr  
Grassland Water District

Evon Willhoff  
CA Department of Water Resources

Greg Zlotnick  
San Juan Water District

Rachel Zwillinger  
Defenders of Wildlife

CONFERENCE COORDINATOR  
Debbi Dodson  
4209 Huerfano Avenue  
San Diego, CA 92117  
Ph. 858-272-6804  
ddodson1@me.com  
www.cawaterpolicy.org

December 4, 2019

Chris Garner  
General Manager  
Long Beach Water Department  
1800 E. Wardlow Rd.  
Long Beach, CA 90807

Dear Mr. Garner:

As co-chairs of this year's California Water Policy Conference, it is our pleasure to inform you that our conference will be returning to the UC Davis Conference Center on April 2 & 3, 2020. The conference will continue its unique mission to advance dialogue and understanding by seeking to transcend traditional stakeholder viewpoints to influence and promote an integral and diverse approach to the statewide management of water.

California Water Policy Conference 29: California Streamin' is a two-day conference that connects the multiple people and organizations working on California water issues to share ideas and deliberate on potential solutions to the state's most vexing water problems. Your sponsorship of this event will demonstrate a commitment to this dynamic dialogue and encourage new thinking, build relationships and partnerships, and ultimately a broader understanding of all valid perspectives to improve water management and decision making going forward. We hope we can count on your support.

We are happy to confirm that Wade Crowfoot, California Secretary for Natural Resources will be our opening keynote speaker on Thursday, April 2 and Lynn Ingram and Frances Malamud-Roam, authors of *The West Without Water: What Past Floods, Droughts and Other Climatic Clues Tell Us About Tomorrow* are confirmed as our lunch speakers for that same day. On Friday, April 3 our opening plenary speaker is Faith Kearns a scientist with the California Institute for Water Resources where she writes about water, wildlife, climate change and people. In addition to this great lineup of plenary speakers our conference planning committee is hard at work on developing an engaging suite of workshops on topics that include building the next workforce, SGMA, energy & water, voluntary agreements and safe drinking water. The complete conference agenda will be posted on our website at [www.cawaterpolicy.org](http://www.cawaterpolicy.org)

The California Water Policy Conference prides itself as the premier event in the State that brings together leaders from agriculture, urban water, legislative, and the environmental and EJ communities to discuss the current policy issues impacting California's water. Our agenda reflects our commitment and effort to present varied and, often nuanced, perspectives and to offer our participants the opportunity to learn about new programs, activities, science, and ideas. Every year over 250 participants attend this conference, including a number of graduate students eager to enter this field.

We hope you will again consider a sponsorship of \$1500. Sponsorship details are included on the Sponsorship Commitment Form. Note that you will receive one complimentary conference registration for every \$500 of your sponsorship. Please accept our sincere thanks in advance for supporting this one-of-a-kind, wide-ranging, thoughtful water policy dialogue, designed to bridge gaps rather than accentuate differences. If you have any questions don't hesitate to contact our conference coordinator, Debbi Dodson at 858-272-6804 or [ddodson@san.rr.com](mailto:ddodson@san.rr.com)

Sincerely,



Meena Westford  
MWD of Southern California



Jovita Pajarillo  
US EPA, Region 9 (Retired)

2019 DEC -6 PM 1: 06

**California Water Policy 29**  
**April 2 & 3, 2020**  
**UC Davis Conference Center, California**

**Sponsorship Commitment Form**

\_\_\_\_\_ Premier Presenting Sponsor - \$7,500  
Opportunity to introduce keynote or luncheon speaker.  
Two seats at the table of the luncheon speaker.  
Premier placement of logo on California Water Policy Conference website  
Top sponsor billing on all print and electronic media  
Your choice of location for informational display table/exhibit  
15 complimentary conference registrations

\_\_\_\_\_ Presenting Sponsor - \$5,000  
Opportunity to introduce a speaker  
Logo included on California Water Policy Conference website  
Promoted on all print and electronic media  
Great location for informational display table  
10 conference registrations

\_\_\_\_\_ Sponsor I - \$2,500  
Logo included on California Water Policy Conference website  
Promoted on all print and electronic media  
Great location for informational display table  
5 conference registrations

\_\_\_\_\_ Sponsor II - \$1,500  
Logo included on California Water Policy Conference website  
Promoted on all electronic media  
3 conference registrations

\_\_\_\_\_ Sponsor III - \$1,000  
Logo included on California Water Policy Conference website  
Promoted on all electronic media  
2 conference registrations

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Make check payable to: Sacramento River Watershed Program** (a nonprofit 501 (c)(3) organization, Tax ID #68-0486576), and send it with this form to: Dodson & Associates, 4209 Huerfano Avenue, San Diego, CA 92117. For more information contact Debbi Dodson at 858-272-6804 or [ddodson@san.rr.com](mailto:ddodson@san.rr.com). Payment can also be made on our website at [www.cawaterpolicy.org](http://www.cawaterpolicy.org)



**BOARD OF WATER COMMISSIONERS**

**Policy Statement 1998-31**

**RE: EXPENDITURE OF WATER DEPARTMENT FUNDS FOR BOARD APPROVED LONG BEACH RELATED COMMUNITY AND CIVIC ACTIVITIES**

The source of the Water Department's revenues come predominantly from our customers' monthly payments for water and sewer services. The Board of Water Commissioners has a fiduciary responsibility to see that this money is spent to support the primary mission of the Department — providing the highest quality of water and sewer services to Long Beach residents and businesses.

Consistent with that mission, it is important for the Water Department to be an integral part of our Long Beach community. This includes educating and engaging Long Beach residents by supporting and participating in various activities and events of civic and non-profit organizations within our community and region.

Consistent with these goals, the Board of Water Commissioners has instituted the following guidelines for sponsoring and participating in community events:

- A. For events or activities that provide a clear educational component focused largely on water or sewer services, including water conservation, or provides the Water Department with an observable presence within the water or sewer industry, or involve a broad-based civic involvement, the Board will consider financial sponsorships of \$1,000 or more, as deemed appropriate.
- B. For events that do not have a primary focus on water/sewer issues but do provide the Water Department with an observable presence within the community, a financial contribution of \$1,000 or less will be considered by the Board. This contribution can include the purchase of individual event tickets and/or table participation and/or visible branding opportunities such as program advertisements. Consideration of more significant financial support will be given in those cases in which the Water Department partners with another City department(s).
- C. Beyond the level of focus the activity may or may not have on water/sewer services, the Board will also take into consideration other factors such as: a) past financial contributions from the Water Department, b) other financial support that may already be provided from the City of Long Beach, c) the make-up of the audience participating in the event in terms of size and free public access as compared with a limited, paying audience, and d) non-profit designation as compared with for-profit entity.

ADOPTED: September 24, 1998

AMENDED: August 26, 1999

AMENDED: May 24, 2001

AMENDED: April 17, 2003

AMENDED: March 18, 2004

AMENDED: November 17, 2016

AMENDED: August 22, 2019

## Board of Water Commissioners

### FY 20 SPONSORSHIPS

#### CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
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\$ - TOTAL CATEGORY 1: Interdepartmental Events

#### CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
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\$ 1,000	AAUW STEM Conference 2/28/20 Apprvd 10/24/19	AAUW Long Beach Branch, Inc.
\$ 1,595	LB Chamber St of the County 12/4/19 Apprvd 10/24/19	Long Beach Chamber of Commerce
\$ 1,100	Co-Sponsorship NAACP Dinner Apprvd 10/24/19	Long Beach Branch NAACP
\$ 2,900	Goodwill Awards Dinner Sponsorship Apprvd 11/7/19	Goodwill
\$ 500	WaterReuse Spring 2020 Conf Sponsorship Apprvd 11/21	WaterReuse
\$ 3,000	UWI Spring 2020 Conf Spondosrship Apprvd 11/21/19	Urban Water Institute
\$ 500	Newspapers in Education Sponroship Apprvd 11/21/19	Newspapers in Edcation (Press Telegram)

\$ 10,595 TOTAL CATEGORY 2: Community Outreach Events

#### CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
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\$ - TOTAL CATEGORY 3: Ads for Events

#### CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
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## **Board of Water Commissioners**

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\$ - TOTAL CATEGORY 4: Ad & Individual Tickets for Events

\$ 10,595 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 20 SPONSORSHIP BUDGET

21.2% (as of November 21, 2019)



## **Board of Water Commissioners**

### **FY 19 SPONSORSHIPS**

#### **CATEGORY 1: Interdepartmental Events**

<b>Actuals</b>	<b>Description</b>	<b>Vendor Name</b>
\$ 15,000	Water Dept - State of the City 2019	Long Beach Convention & Entertainment Center
\$ 15,000	<b>TOTAL CATEGORY 1: Interdepartmental Events</b>	

#### **CATEGORY 2: Community Outreach Events**

<b>Actuals</b>	<b>Description</b>	<b>Vendor Name</b>
\$ 1,500	Water Dept-Sponsor Cemetery Tour Oct 28, 2018	Historical Society of Long Beach
\$ 400	Belmont Shore Xmas Parade Entrance Fee	Belmont Shore Business Assoc
\$ 1,495	State of the County Luncheon 11/29/2018	LB Chamber of Commerce
\$ 1,000	American Assoc of University Women	American Assoc of University Women
\$ 1,500	Water Dept Sponsorship Conf 2/27-3/1/19	Urban Water Institute Inc.
\$ 1,500	WomenShelter Gala 4/24/19 Table	WomenShelter of Long Beach
\$ 1,000	Water Dept Sponsorship Meals on Wheels 7/23/2019	Meals on Wheels Long Beach, Inc.
\$ 100	Water Dept Sponsorship Earth Day on Pine 4/27/2019	Partners of Parks
\$ 1,800	Water Dept Sponsorship Rancho Los Al Cottonwood	Rancho Los Alamitos Foundation
\$ 3,333	Water Dept Sponsorship Aquarium Pacific Visisions	Aquarium of the Pacific
\$ 1,500	Water Dept Sponsorship Conf 8/14 -8/16/19	Urban Water Institute Inc.
\$ 1,000	Water Dept Sponsorship Uptown Jazz Fest - 7/6/2019	Partners of Parks
\$ 1,500	Water Dept Sponsorshp Farm Dinner 8/24/2019	Rancho Los Alamitos Foundation
\$ 1,000	Water Dept Sponsorship Meals on Wheels 9/19/2019	Meals on Wheels Long Beach, Inc.
\$ 1,000	Sowing the Seeds 9/14/2019	Partners of Parks
\$ 1,500	2019 AWWEE Conf 11/13-15/2019 Assoc. of Women in Water, Energy and Environment (AWWEE)	
\$ 2,500	175th Anniversary Gala Event 10/20/2019	Rancho Los Cerritos Foundation
\$ 23,628	<b>TOTAL CATEGORY 2: Community Outreach Events</b>	

#### **CATEGORY 3: Ads for Events**

<b>Actuals</b>	<b>Description</b>	<b>Vendor Name</b>
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### **Board of Water Commissioners**

\$ 1,500	Ad in Musica Angelica Gala Program	Musica Angelca Baroque Orchestra
\$ 600	Ad in Arts Council "State of the Arts" 2019 Program	Arts Council of Long Beach
\$ 500	Ad in "A Few Good Men" Event Program	Ronald McDonald House
\$ 500	Ad in ICT Encore 2019 Event Program, 10/30/2019	International City Theatre (ICT)
\$ 3,100	TOTAL CATEGORY 3: Ads for Events	

#### **CATEGORY 4: Ad & Individual Tickets for Events**

<b>Actuals</b>	<b>Description</b>	<b>Vendor Name</b>
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\$ - TOTAL CATEGORY 4: Ad & Individual Tickets for Events

\$ 41,728 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 19 SPONSORSHIP BUDGET

83.5% (as of September 19, 2019)