

UNFINISHED BUSINESS

Item Laid over from 4/2/20 Agenda

3.



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

April 2, 2020 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorization to attend and sponsor Conservation Corps of Long Beach (CCLB) Dine on Pine (Corpsmember Education & Scholarship Benefit), Wednesday, June 24, 2020.

Executive Summary:

The purpose of this program is to help provide funding for at-risk youth (18-25) in the Conservation Corp program.

CCLB works with various agencies throughout the city and county to promote water education, water policy, and water conservation efforts. The CCLB currently assists the Long Beach Water Department with the Direct Install Garden (DIG) program. Through this program CCLB staff works with local residents to promote sustainable home garden practices and water conservation techniques.


100% of the proceeds from the 2020 Dine on Pine event will be dedicated to post-secondary scholarships and educational programs

The Conservation Corps has requested a sponsorship in the amount of \$7,500 (Valedictorian – Lead Sponsor). The Long Beach Water Department has not previously sponsored this event.

Staff Recommendation/Fiscal Impacts

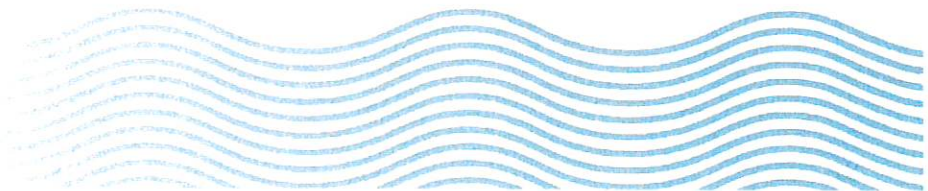
Determine that a request for a sponsorship of the Conservation Corps Long Beach Dine on Pine event, Wednesday, June 24, 2020, in an amount to be determined by the Board, complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities.

Fiscal Impact: Funds for Long Beach related community activities are included in the annual budget.


Christopher J. Garner
General Manager


Date

Attachments



Sandy Fox

From: Tara Cannon <tcannon@cclb-corps.org>
Sent: Monday, May 4, 2020 10:12 AM
Subject: Dine on Pine 2020 Update

-EXTERNAL-

Dear CCLB Dine on Pine Friends and Supporters;

We are hoping that you are all well, have good health, peace during this challenging time, and it is also a reflecting time for you. We hope that the bright future ahead will have many blessings for you, your family and friends, as well as your professional lives.

It is with heavy hearts, but with the knowledge that we are making the right decision for all involved, that we announce that our 2020 Dine on Pine scheduled for June 29th has been cancelled. We will return with our fulfilling and ever-so helpful Dine on Pine in 2021.

We want to thank you - thank you for your support both financially and with your encouragement - not just during this difficult time, but throughout the years. Your unwavering support has helped so many young people achieve what was thought as impossible. Thank you from all of us at the CCLB.

We know you have already committed to a sponsorship level for the 2020 Dine on Pine. We would like to extend our gratitude for that, and also provide options for moving forward on this commitment. Please let me know your preference or if you have another desired resolution.

As you probably are aware, this fundraiser supports two very important and very much needed programs of the CCLB. Scholarships - our Corpsmembers apply for and secure scholarship dollars to help with furthering their education. Education and Support Services Program - our Corpsmembers' education is a priority and these dollars support this vital portion of the time they are with us and Support Services provides such a wealth of help, guidance and reinforcement to the young people we serve. Our Corpsmembers have already decided within themselves to create and work towards a better life - this gives them some foundation to do that.

Our Corpsmembers and programs are still in need of support and we would like to invite you to be a part of that support and help make a difference. Without this fundraiser for 2020 - those funds typically raised will be lost. If you feel in your heart to help with this situation, please do reach out to me. We thank you in advance for your consideration.

We are hoping to hold an event in the fall, not to just celebrate the CCLB and our mission, but to celebrate humanity. We've all gone through a bit of turmoil and a small gathering, respecting social distance, will be a warm welcome. We will keep you posted if this transpires.

On a happier and extremely proud note - our Corpsmembers are still working, and serving their community! Matter of fact our remarkable young people have been called upon by the City of Long Beach, City of South Gate, as well as County of LA and State of California to provide emergency services during this worldwide pandemic. CCLB crews have helped the City of Long Beach erect temporary triage centers, hospitals, and testing centers across the City. Our crews are currently assisting the City of South Gate Public Works Department to perform critically needed waste management and sanitation services. Additionally, CCLB crews in partnership with the LA Corps, are being asked to process and deliver food across LA County. The CCLB team is prepared to continue providing emergency services as requested by federal, state, and local agencies for as long as it can,

PROGRAM INFORMATION

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

1. Target market for the program/event? *See attached.*

2. Purpose of program/event?

3. Sponsorship request?

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? *See attached.*

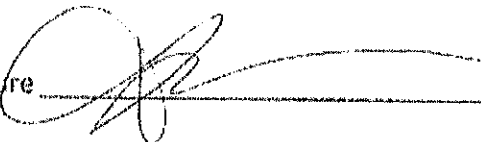
2. Contributing to a sustainable Long Beach by promoting conservation?

3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

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



Date

03-05-2020

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

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

Program Information

1. Target market for the program/event?
Community leaders, elected officials, and professionals from the greater Long Beach area.
2. Purpose of program/event?
The project will accomplish bringing the community and community leaders together for a fun and interactive evening of networking. Above all, this event will help provide funding for the at-risk youth (18-25) in our program who have already made a decision in their life to make a change for the better and now wish to continue their education to improve their lives, the lives of their families, and the community. 100% of the proceeds from the 2020 Dine on Pine will be dedicated to post-secondary scholarships, educational programs, and Community and Environmental Services.
3. Sponsorship request?
\$7,500 – Valedictorian, Lead Sponsor

Long Beach Water Department

Goals of the Department:

- Water Education
 - The Conservation Corps of Long Beach (CCLB) currently aids the City and the Long Beach Water Department with their Direct Install Gardens (DIG) program. Through the DIG program, CCLB corpsmembers work with local residents to promote sustainable home garden practices and water conservation techniques. Additionally, CCLB trains its youth members in water-wise irrigation installation, which they then implement throughout the City on various projects, including the restoration at DeForest Wetlands and Dominguez Gap Wetlands.
- Sound Water Policy
 - Although CCLB focuses on youth development through work, service, education, and conservation, CCLB staff bring additional knowledge to the organization and greater community. With staff expertise in floodplain management, water policy, and invasive vegetation management, CCLB represents the region on different steering committees, including the Lower LA River Revitalization Plan, the LA River Master Plan, and the Lower San Gabriel River Watershed Area Steering Committee (WASC). On these committees, CCLB works to incorporate best management practices that emphasize workforce development, succinct operations and management plans, and long-term conservation goals.
- Water Conservation
 - As mentioned above, CCLB projects include those that highlight water conservation. Aside from the DIG program and restoration at DeForest Wetlands, CCLB is currently working with the City of Long Beach to plant 2,000 trees in disadvantaged communities. Through its Cal Fire grant, CCLB will remove 1,000 unhealthy trees, planting the replacement trees in neighborhoods and parks with less urban forest canopies and higher need for shade, cleaner air, and water infiltration. The 2,000 trees will help to conserve over thirty million gallons of water in the City.
- Department's role in the community
 - CCLB works closely with the Department to highlight affordable and aesthetically appealing methods to conserve water, namely through the DIG program. The collaborative nature of the DIG program shows how the Department and community-based organizations can come together and take meaningful actions to better the community through hands-on best management practices.

Eligibility

- Public Awareness
 - CCLB works with various agencies throughout the City and County to promote water education, water policy, and water conservation efforts. With close partnerships, CCLB has obtained funding for various Long Beach based projects that focus on habitat restoration, urban forestry, and open space. All environmental projects integrate some aspect of water education, policy, and/or conservation within them, whether its low-flow irrigation, drought-tolerant native

planting, tree planting, bioswale installation, interpretative signage, use of grey water, or wetlands restoration. CCLB crews communicate on a daily basis with the public about ongoing projects and their overall goals, as well as work with outreach and communications efforts run by other Long Beach departments and community organizations like the Office of Sustainability, Camp Fire Angeles, City Fabrick, and Los Angeles Neighborhood Initiative.

- Sustainable LB through Conservation
 - CCLB's environmental projects focus on conservation efforts. As noted above, CCLB works on a variety of projects including habitat restoration, park construction and improvements, trail construction and maintenance, tree planting and urban forestry, drought-tolerant landscaping, and community recycling. All environmental projects are hands-on training experiences for CCLB's corpsmembers, many of whom live in the greater Long Beach area. The projects not only allow the corpsmembers to gain those much-needed environmental technical skills, but they also promote sustainable practices that are publicly visible throughout Long Beach. From water conservation efforts to proper recycling, from safe trails to interactive nature experiences, CCLB projects benefit the greater community by preserving and enhancing natural landscapes and the urban environment.
- Collaboration with Regional Partners
 - Many of the projects and resources CCLB provides to the corpsmembers and the Long Beach community are done through partnerships. CCLB recognizes that different organizations and local government agencies generally have common goals when it comes to conservation and environmental stewardship. As such, by combining resources (time, labor, and monetary), greater benefits can be implemented throughout the community. Some of CCLB's partners on various projects are listed below:
 - Urban Forestry - Cal Fire, City of Long Beach Office of Sustainability, City of Long Beach Public Works, West Coast Arborists
 - Recycling - Coca-Cola, Cal Recycle, Long Beach Parks and Recreation, Long Beach Public Works, multiple community-based organizations
 - Habitat Restoration - Tidal Influence, City of Long Beach Public Works, City of Long Beach Parks and Recreation, Los Angeles County Parks and Recreation, Los Angeles County Flood Control, US Forest Service, LA Conservation Corps, American Conservation Experience, Southern California Edison, the City of South Gate, Rivers and Mountains Conservancy, Watershed Conservation Authority
 - Park and Trail Construction/Improvement - City of Long Beach Public Works, City of Long Beach Parks and Recreation, Los Angeles County Parks and Recreation, Los Angeles County Flood Control, US Forest Service, LA Conservation Corps, American Conservation Experience, Southern California Edison, the City of South Gate, Rivers and Mountains Conservancy, Watershed Conservation Authority, City of Signal Hill, City of Lakewood, City Fabrick, DakeLuna Consultants, Camp Fire Angeles

**CONSERVATION CORPS OF LONG BEACH
CORPSMEMBER EDUCATION & SCHOLARSHIP BENEFIT**

DINE ON PINE – JUNE 24, 2019

Sponsorship Levels ~ 2019

CCLB CORE SUSTAINER.....\$10,000

- Ten (10) seats to Dine on Pine
- Special on stage mention at Dine on Pine
- Name listed as "CCLB Core Sustainer" Dine on Pine Sponsor in all printed event materials, press releases, and the CCLB's website and Annual Report
- Corporate logo on signs at all participating restaurants, and lead name on guest "Hall Pass" dinner schedule
- Logo Inclusion on the official CCLB website home page for one year, as a Core Sustainer
- Logo Inclusion for the 2020 State of the Corps Breakfast
- Membership as a Founding Member of the Corps 2 Careers Opportunity Fund

VALEDICTORIAN, LEAD SPONSOR.....\$7,500

- Ten (10) seats to Dine on Pine
- Special on stage mention at Dine on Pine
- Name listed as "Valedictorian" Lead Sponsor in all printed event materials, press releases, and the CCLB's website and Annual Report
- Corporate logo on signs at all participating restaurants, and name on guest "Hall Pass" dinner schedule

SUMMA CUM LAUDE, WITH HIGHEST HONOR.....\$5,000

- Eight (8) seats to Dine on Pine
- Special on stage mention at Dine on Pine
- Name listed as "Summa Cum Laude" Sponsor in all printed event materials, press releases, and the CCLB's website and Annual Report
- Corporate logo on signs at all participating restaurants, and name on guest "Hall Pass" dinner schedule

MAGNA CUM LAUDE, WITH HONOR.....\$2,500

- Four (4) seats to Dine on Pine
- Special on stage mention at Dine on Pine
- Name listed as "Magna Cum Laude" Sponsor in all printed event materials, press releases, and the CCLB's website and Annual Report
- Corporate logo on signs at all participating restaurants, and name on guest "Hall Pass" dinner schedule

CUM LAUDE, WITH PRAISE..... \$1,000

- Two (2) seats to Dine on Pine
- Special on stage mention at Dine on Pine
- Name listed as "Cum Laude" Sponsor in all printed event materials, press releases, and the CCLB's website and Annual Report
- Corporate logo on signs at all participating restaurants, and name on guest "Hall Pass" dinner schedule

***Name on printed invitation possible with sponsorship received by April 26th.**



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
\$ 15,000	2020 State of the City Apprvd 12/19/19	LB Convention & Entertainment Center
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 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)
\$ 500	CCEJ Breakfast Table Sponsorship Apprvd 1/9/20	CA Conf for Equality & Justice
\$ 1,500	CA Water Policy Conf Sponsorship Apprvd 1/9/20	SACTO River shed Water Program
\$ 1,500	WomenShelter Gala 4/2/2020 Apprvd 2/6/2020	WomenShelter of Long Beach
\$ 14,095	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

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

Board of Water Commissioners

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
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\$ -	TOTAL CATEGORY 4: Ad & Individual Tickets for Events	
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\$ 29,095 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 20 SPONSORSHIP BUDGET

58.2% (as of February 6, 2020)

Board of Water Commissioners

FY 19 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

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

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 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 Sponsorship 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	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
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Board of Water Commissioners

\$	1,500	Ad in Musica Angelica Gala Program	Musica Angelica 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

Actuals	Description	Vendor Name
\$	-	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)