



Legislation Details (With Text)

File #:	08-0502	Version:	1	Name:	PW-Agrmnt w/ EcoMedia-Environmental Education Program
Type:	Contract	Status:		CCIS:	CCIS
File created:	5/12/2008	In control:		City Council:	City Council
On agenda:	5/20/2008	Final action:		5/20/2008:	5/20/2008
Title:	Recommendation to authorize City Manager to enter into a three-year agreement with EcoMedia, LLC, for a Corporate Recognition and Environmental Education Program; and execute amendments to extend the term for up to two additional two-year terms. (Citywide)				
Sponsors:	Public Works				
Indexes:					
Code sections:					
Attachments:	1. 052008-R-35sr&att.pdf				

Date	Ver.	Action By	Action	Result
5/20/2008	1	City Council	approve recommendation	Pass

Recommendation to authorize City Manager to enter into a three-year agreement with EcoMedia, LLC, for a Corporate Recognition and Environmental Education Program; and execute amendments to extend the term for up to two additional two-year terms. (Citywide)

EcoMedia, LLC, which operates the EcoZone program, provides the City with funding for environmental pollution prevention and educational 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. EcoMedia 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 and environmental programs and assists the City in complying with the requirements of its National Pollutant Discharge Elimination System (NPDES) permit.

On April 23, 2002, the City Council authorized the City Manager to execute an Agreement with two renewal options for two-years. Those options have been exercised thus creating the need for a new agreement. Since the program's inception in 2002, nearly a million dollars in total environmental funding, education and community outreach has been contributed to the City of Long Beach from EcoZone Fulfillment Initiatives. Attachment A contains a list of items funded with this revenue. The EcoZone environmental messages are viewed an estimated 100 million times annually.

This matter was reviewed by Deputy City Attorney Amy R. Burton on May 8, 2008 and Budget Management Officer Victoria Bell on May 9, 2008.

SUSTAINABILITY

The EcoZone program, a public-private partnership, will help the City address critical environmental challenges. This non-taxpayer program will provide support of ongoing and new environmental

projects and initiatives related to air quality, water quality, energy conservation and preservation of parks and green space.

City Council action on this matter is requested on May 20, 2008 in order to proceed without program interruption.

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 (SR 120) in the Department of Public Works (PW). The source of funding is corporate sponsorships.

Approve recommendation.

MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

NAME
TITLE

APPROVED:

PATRICK H. WEST
CITY MANAGER