



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

R-35

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May 20, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the 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)

DISCUSSION

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.

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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.

TIMING CONSIDERATIONS

City Council action on this matter is requested on May 20, 2008 in order to proceed without program 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 (SR 120) in the Department of Public Works (PW). The source of funding is corporate sponsorships.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

TFL:tl
P/CL/May08/EcoZone_52008

Attachment

APPROVED:


PATRICK H. WEST
CITY MANAGER

ATTACHMENT A

City of Long Beach/EcoZone Project Samples

Nearly a million dollars in total environmental funding, education and community outreach has been contributed to the City of Long Beach from EcoZone Fullfillment Initiatives

The Greening of Long Beach Airport

On March 13, 2008, at the Long Beach Airport, one of the largest freestanding solar projects in the greater Los Angeles region was unveiled. The 186-watt system consists of (6) photovoltaic bi-facial panels mounted on dual-axis trackers that pivot 15 degrees every hour. Designed, constructed and functioning to generate 15,000 kilowatt hours of power, reduce the Airport's carbon footprint by half a million pounds of carbon dioxide emissions and educate more than 3 million travelers annually on the benefits of alternative energies. The system has a 25-year life span and was fully funded by non-taxpayer dollars through the EcoZone Public-Private partnership.

Heal The Bay's Key to Sea Program

Approximately 4,000 students have been bused from inner city schools to environmental education classes at the Santa Monica Pier Aquarium.

Aquarium of the Pacific Scholarships

For 1,125 students/20 teachers

LBUSD Science Fair

Funds used for environmental education program for 3,000 – 5,000 students.

ECOLINK; Junior Environmental Defenders

Provided funding for Health and Human Services Department's Environmental Defenders Program for environmental educational in and around the home. Nearly 5,000 students deputized!

Plastics/Phytoplankton – Algalita Research Project

Grant funding to further explore plastics ("NURDLES") and their impacts on marine life.

Windows On Our Waters Tidepool Cruiser

Since program inception this mobile educational program has brought stormwater and urban runoff environmental education to over 65,000 students.