

March 28, 2002

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular Meeting of  
April 9, 2002

## **ADOPT-A-STORMDRAIN, SPONSORSHIP, SIGNAGE, AND PLACEMENT**

### **Recommendation:**

It is recommended that the City Council:

1. Approve Adopt A Stormdrain donations from new private sponsors.
2. Approve the design, size, wording, and placement of Adopt-A-Stormdrain signage.

### **Executive Summary:**

The City Council approved the agreement and establishment of the Adopt A Stormdrain (AASD) program on November 13, 2001. Since then, one private sponsor has donated funds totaling \$5,000, \$4000 of which was paid to the City and \$1,000 to AASD for administrative oversight. Additional sponsors are now proposing to donate a total of \$18,800 to the AASD program.

### **Background:**

The City's National Pollutant Discharge Elimination System (NPDES) requires the City to develop programs to control the discharge of storm water contaminants from a variety of activities. Such activities include those conducted by public agencies, residents, and businesses on streets, roads, parking lots and private property that may create trash, litter, debris, oil or other materials that may be washed down the storm drains. These activities can negatively affect storm water quality and the ocean.

In order to help fund storm drain pollution programs, the City contracted with AASD on November 13, 2001. Under the contract, AASD obtains donations/sponsorships from private firms to help fund City storm water pollution prevention programs. In exchange, AASD receives 20% of each donation for administrative oversight and related costs. To date, the following amounts have been pledged and received:

	<b>Pledged</b>	<b>Received (City)</b>	<b>Received (AASD)</b>
CHEVRON	\$5,000	\$4,000	\$1,000
Totals	\$5,000	\$4,000	\$1,000

Four additional sponsors have indicated their desire to donate funds to the AASD program in Hermosa Beach. These firms and their pledged contributions are:

	<b>Pledged</b>	<b>Pledged (City)</b>	<b>Pledged (AASD)</b>
The Radium Open Air Market	\$4,800	\$3,840	\$ 960
Good Stuff Restaurants	\$4,800	\$3,800	\$ 960
Vintage Realty	\$3,200	\$2,560	\$ 640
Ira Fierberg, Attorney	\$6,000	\$4,800	\$1,200
<b>Totals</b>	<b>\$18,800</b>	<b>\$15,040</b>	<b>\$3,760</b>

Staff recommends that these four additional sponsors be approved as AASD sponsors and be recognized with signage in the City.

Attached, as Exhibit A, is a copy of the signage locations with the corporate sponsors listed.

There are five signs. All signs will meet City requirements of size, placement, and time schedules. Attached, as Exhibit B, is a copy of the signage design.

**Fiscal Impact:**

The AASD agreement has provided funds from private firms for use by the City to pay for various stormwater pollution prevention programs. These programs include stormdrain cleaning, public education programs, and street cleaning. If approved, the estimated revenue from this program will be \$19,040. There will be no direct fiscal impact to the AASD program.

Respectfully submitted,

Concur:

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Homayoun Behboodi  
Associate Engineer

\_\_\_\_\_  
Harold C. Williams, P.E.  
Director of Public Works/City Engineer

Noted for Fiscal Impact:

\_\_\_\_\_  
Viki Copeland  
Finance Director

\_\_\_\_\_  
Stephen R. Burrell  
City Manager

EXHIBIT A – Proposed signage locations with corporate sponsors.  
EXHIBIT B – Signage Design