

October 16, 2001

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
November 13, 2001

**APPROVAL OF CONTRACT WITH ADOPT-A-STORMDRAIN FOR STORMWATER POLLUTION PREVENTION
PROGRAMS TO BE FUNDED BY DONATIONS
FROM PRIVATE FIRMS IN EXCHANGE FOR USE OF CITY
PROPERTY FOR RECOGNITION**

Recommendation:

It is recommended that the City Council:

1. Approve a contract with Adopt-A-Storm drain, a California non-profit public benefit corporation, for stormwater pollution prevention programs, to be funded by donations from private firms in exchange for use of specified City property as a display for recognition of the donation; and
2. Approve estimated revenue of \$60,000 for the program.

Summary:

Through the agreement, The Adopt-A-Stormdrain (AASD) organization will solicit private firms for funds to be used by the City to conduct stormwater pollution prevention activities. In exchange, the firms will be recognized for their contributions through visible displays of the corporate logo along with a brief environmental message. These displays will be located throughout the City in places such as catch basins and temporary banners on City facilities as outlined in the background.

Background:

On June 26, 2001, the City Council directed the Public Works Commission to review the materials submitted and hear a second presentation by Paul Polizzotto of The Adopt-A-Stormdrain. On September 12, 2001, the Public Works Commission received the presentation and supported the detailed version to be forwarded to Council for approval and implementation.

The City's Municipal Stormwater National Pollutant Discharge Elimination System Permit (NPDES) requires that the City develop programs to control the discharge of contaminants from a variety of activities. Activities included are those conducted by public agencies, residents, businesses on streets, roads, parking lots, and private property that may create trash, litter, debris, and oil or other matter when exposed to stormwater or residential runoff; these activities can negatively impact stormwater quality and the ocean.

Adopt-A-Stormdrain seeks funds from private corporations to pay for efforts to reduce the amount of harmful runoff. The private corporations, in turn, receive advertising, signage and promotional recognition within the City. Displays of a corporation's logo are placed on items such as catch basins and banners. Through the AASD Program, 80% of the advertising revenue

raised would be committed to the City and 20% would be retained by AASD to cover the costs of operating the program. The private corporation, through AASD, would pay for the design, production and installation of the signs. The City would have no direct costs associated with the start up and implementation of the AASD program. The use of the funds is very flexible. The only requirement is that the funds be used for urban runoff or stormwater pollution prevention and mitigation. Funds raised through the AASD program can be directed in various ways including, but not limited to:

- The installation of structural devices along with their associated maintenance costs such as catch basin insert maintenance.
- Hiring environmental consulting firms to advise the City on structural and non-structural solutions to stormwater problems.
- The thorough cleaning, degreasing and disinfecting of parking facilities, streets with adjacent streetside parking and stormdrain systems.
- Community outreach programs intended to educate the public on the problem of urban runoff, storm water and pollution and promote ways residents and businesses can do their part to lessen this problem.

Staff is recommending that an approximate target of \$75,000 per year of total revenue be the goal of the AASD program for Hermosa Beach. Of this total revenue, the City would receive \$60,000 for stormwater pollution prevention activities and the AASD organization would receive \$15,000 for administrative and overhead costs. The proposed 5-year Agreement calls for the placement of eighteen permanent signs in the City. The attached map, Exhibit A, shows where the proposed signs would be displayed. Signs would be placed on catch basins, skyline banners and freestanding signs along Pacific Coast Highway. The City has complete authority to approve of the private corporate advertising sponsor. The City also has complete authority over all aspects of the design, size, wording and placement of signage.

AASD is responsible for working with the private corporations to design, produce and install acceptable signage. AASD is also responsible for removing signs in the event of a sponsor change or program termination. Please see the attached proposed agreement between AASD and the City for the complete terms of the agreement.

Attached, as Exhibit B, is a copy of the proposed signage locations and pricing for your review, comments and approval.

One corporate sponsor, Chevron, has already agreed to participate in the AASD program if approved by the City. Any additional corporate sponsors wishing to participate must first receive the approval of the City of Hermosa Beach.

Fiscal Impact:

Approval of this Agreement will provide funds from private firms for use by the City to pay for various stormwater pollution prevention programs such as: street and parking lot cleaning, stormdrain cleaning and public education programs. Staff estimates \$75,000.00 per year of total revenue from the program of which the City would receive 80% or \$60,000. The remaining projected revenue balance of \$15,000 would be kept by AASD for administrative overhead costs on the program.

If fewer signs are installed by mutual agreement, then the resulting lower revenue would still be divided with the City receiving 80% and AASD receiving 20% for administration overhead costs.

Attachments:

1. Agreement
2. Exhibit A- Proposed Sign Design
3. Exhibit B- Proposed Sign Locations and Pricing

Respectfully submitted,

Concur:

Homayoun Behboodi
Associate Engineer

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

Noted for Fiscal Impact:

Concur:

Viki Copeland
Finance Director

Stephen R. Burrell
City Manager