

MWD METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA Fiscal Year 2008-09		
Community Program Submitted Application Cover Sheet		
App Number	Organization	
1061	City of El Segundo	
Submitted By	Submitted Date:	Printed Date
Lauren Mahakian	7/24/2008	7/24/2008 4:46:37 PM
Name of Organization		Organization Acronymn
City of El Segundo		
Address	County	Organization Tax Code
350 Main Street El Segundo , CA . 90245	Los Angeles	PA
Web Site	Tax ID Number	
www.elsegundo.org	95-6000706	
Contact Person	Project Title	
Lauren Mahakian Senior Administrative Analyst Phone:310-524-2359 Fax:310-640-0489 EMail:lmahakian@elsegundo.org	It's Time to Get Serious El Segundo Water Conservation Campaign	
Total Metropolitan Funding Request	Project Start Date	Project End Date
\$58,000.00	10/1/2008	9/30/2009
Event Name	Event Date	Event City

Section 1: Organization

Name of Organization:	City of El Segundo
Organization Acronym:	
Address	350 Main Street El Segundo , CA . 90245
Executive Director	
Name	Jack Wayt
Phone Number	310-524-2301
Email Address	jwayt@elsegundo.org
County:	Los Angeles
Organization Tax Code:	PA
Web Site Address:	www.elsegundo.org
Tax ID Number:	95-6000706
Contact Person:	Lauren Mahakian
Contact's Title:	Senior Administrative Analyst
Contact's Phone:	310-524-2359
Contact's Fax:	310-640-0489
Contact's E-Mail Address:	lmahakian@elsegundo.org
Background Info	
<p>The City of El Segundo established a Water Conservation Subcommittee on October 16, 2007. The subcommittee is comprised of two members of the City Council, two members from the business community, and two members from the residential community and staff. The goals of the subcommittee are to make recommendations to the City Council of the appropriate steps to take for water conservation. On December 18, 2007, the City Council approved to participate in the West Basin Municipal Water District's It's Time To Get Serious Conservation and Water Use Initiative and adopted the resolution authorizing participation in the initiative. Since 1999, the City of El Segundo has taken a proactive approach to maximize water conservation efforts. Our city has gone from 100% to 54% potable water and , 46% recycled water. It is imperative we continue to assist residents, businesses, and community organizations by providing conservation education, opportunities and incentives. This project will include custom design street light pole banners to be displayed on ALL light poles and custom design double-sided, over-street banners in concert with light pole banners on CA State Highway 1 (aka Sepulveda Blvd). Design process shall be limited to 3 designs/ideas. See attached designs.</p>	
Are you affiliated in any manner with another organization?	
None	

Section 2: Member Agency/ Water Supplier

MWD Member Agency	West Basin Municipal Water District
Local water supply company	West Basin Municipal Water District
Have you contacted your local MWD member agency?	Yes
Who is your contact?	Richard Nagel
Have you requested a letter of support from your local water agency or MWD Water Agency?	Yes
Who is your contact?	Richard Nagel
Funding Will Benefit The Following:	
Los Angeles County West Basin Municipal Water District	

Section 3: Project/Program Description

Project Title	It's Time to Get Serious El Segundo Water Conservation Campaign
Project Site Address	
Street 1	Sepulveda Blvd
Street 2	Downtown El Segundo
City	El Segundo
State	CA
Zip Code	90245
Date Funds are Required	9/1/2008

Project Administration		
Name	City of El Segundo	
Street 1	350 Main Street	
Street 2:		
City	El Segundo	
State	CA	
Zip Code:	90245	
Manager Name	Manager Title	Phone No
Lauren Mahakian	Sr. Analyst	310-524-2359

Project and Activity Description	
<p>It's Time to Get Serious El Segundo Water Conservation Campaign goals and objectives are simple behaviors residents and business owners in El Segundo can adopt to reduce the amount of water they use. The program includes It's Time to Get Serious, which focuses on indoor/outdoor water conservation through creative signage (banners) throughout the city's major thoroughfares. An average of a hundred thousand cars per day travel along Sepulveda Blvd which will display 110 banners for six months that will have catchy conservation slogans such as: Bewaterwise.com "Sweep it! Don't Spray it", Before it gets serious "Look Before you Leak", It's Time to Get Serious "Sprinkle Less", Before it gets serious "Shower Shorter", It's Time to Get Serious "Ficus Foul Cactus Cool". The City of El Segundo contains a daytime population of 70,000+ and night time population of 17,000, who will all benefit from the banners which can effectively inform residents and business owners of their potential significance in conservation by reducing individual and household water use. Furthermore, they will help develop basic routine water saving habits and ultimately preserve limited water resources for our future generations. The City will incorporate Metropolitan Water District's (MET) logo on the banners as it meets MET's other conservation, advertising efforts. Please see attached itemized budget.</p>	
Does this program require any permits?	Yes
If Yes, from which Entity?	Cal Trans
Has the permit been granted?	No
Date the permit was received or is expected	9/1/2008

Expected Accomplishments
It's Time to Get Serious El Segundo Water Conservation Campaign will raise awareness on water conservation and also implement methods individuals need to develop in their lifestyles to save water. Through this campaign, our community will foster water conservation on a broad scale.

Expected Project Start	10/1/2008
Expected Project End Date	9/30/2009

Event Name	Event Description	Event Date	Event City	Projected Attendance
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Section 4: Funding Sources

Other Funding Sources For The Same Program Or Activity		
Organization Name	Address	Sponsorship Amount
West Basin Municipal Water District	17140 S. Avalon Blvd., Suite 210 Carson, CA. 90746-1296	5000
Has the project been endorsed with a letter and/or funding?		Yes
If Yes, provide the name of the endorsing entity.		Richard Nagel
If funding is in-kind, please provide details(literature, meals, transportation, etc)		

Section 5: Budget

		Column A	Column B
1	Administrative	28437.5	0
2	Labor	3250	0
3	Materials/Supplies	26312.5	0
4	Legal/Lobbying/ Consultant fees	0	Metropolitan does NOT fund legal/lobbying/consulting fees, office space or travel/transportation costs
5	Equipment	0	
6	Office space	0	
7	Travel/Transportation(buses, rental cars)	0	
	Other		
		Program Budget (Applicant)	Funding Request (from MWD)
	Grand Totals	\$58000	\$0
<p>If the total Program Budget is higher than total Funding Request please state how the remainder of the funds will be obtained to complete the program on time.</p>		<p>If the total funding request is not fulfilled, the City would reduce the number of banners, and or seek sponsorships.</p>	
<p>If full funding cannot be obtained, what is the impact to the program?</p>		<p>The City of El Segundo has always been one of the first cities to lead California towards greater environmental awareness. We have already begun the path towards water conservation since 46% of total water consumption in our city has been recycled since 1999. However, in order to remain leading by example, we intend to create a greater impact with the It's Time to Get Serious El Segundo Water Conservation Campaign. With your funding, we will successfully inform our community and impact others on the immediate need to conserve water.</p>	

Section 6: Miscellaneous

Does this project impact the California Environmental Quality Act (CEQA)?
No
If "Yes" provide CEQA details.
Please list the names of any Metropolitan Water District contacts. If you have no contacts, enter NONE.
Charles Gale Metropolitan Water District Richard Nagel Metropolitan Water District

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Page updated: November 29, 2007

- Production Notes:**
- 1) A:Color, CMYK Double-Sided
 - 2) Stainless Steel Mounting Hardware
 - 3) All Banners to be Single Pole, Single Banner Configurations
 - 4) QTY: 110



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Client | West Basin Water District/City of El Segundo
 Descrip | Light Pole Banner Designs - "Going, Going, Gone" Concept - Round II

Project | Light Pole Banners - West Basin Water Conservation

Drawn By | SDE | Drawing | 01a
 Scale | 1/2"=1' | Date | 05.16.08

It's Time to Get Serious
El Segundo
Water Conservation Campaign

Materials and Supplies	Quantity	Cost Each	Cost
Single Pole, Single-Sided Banners	110	\$240.00	\$26,312.50
Street Banner	1		
Design & Administration			\$28,437.50
Labor (Installed & Removed)			\$3,250.00
Total			\$58,000.00