



**THE PORT
OF LOS ANGELES**

Executive Director's
Report to the
Board of Harbor Commissioners

DATE: MAY 30, 2012

FROM: ENVIRONMENTAL MANAGEMENT

**SUBJECT: RESOLUTION NO. _____ - CHINA SHIPPING PORT
COMMUNITY AESTHETIC MITIGATION PROJECT – AGREEMENT
WITH KENNEDY COMMUNICATIONS AND ADOPT A STORM DRAIN
FOUNDATION FOR ELEMENTARY STORM WATER AND EDUCATION
PROGRAM**

SUMMARY:

In July 2009, the Los Angeles Board of Harbor Commissioners (Board) approved and allocated China Shipping Community Aesthetic Mitigation funding to Kennedy Communications (Rancho Cucamonga, CA) in collaboration with the Adopt a Storm Drain Foundation (Torrance, CA) for an Elementary Storm Water Management Education Program (Project). The Project will benefit the Wilmington community by providing classroom education and coordinated community cleanups. Staff recommends that the Board approve the three-party agreement among the City of Los Angeles Harbor Department (Harbor Department), Kennedy Communications, and Adopt a Storm Drain Foundation (Agreement) in order to fund the Project for a not-to-exceed amount of \$75,000 total for a term of two years.

RECOMMENDATION:

It is recommended that the Board of Harbor Commissioners:

1. Approve the two-year Agreement with the Kennedy Communications and Adopt a Storm Drain Foundation in the not-to-exceed amount of \$75,000 for the Elementary Storm Water and Management Education Program;
2. Authorize the Executive Director to execute and the Board Secretary to attest to said Agreement for and on behalf of the Board; and
3. Adopt Resolution No. _____.

DATE: MAY 30, 2012

PAGE 2 OF 4

SUBJECT: AGREEMENT WITH KENNEDY COMMUNICATIONS AND ADOPT A STORM DRAIN FOUNDATION

DISCUSSION:

Aesthetic Program Background – The Harbor Department created the Community Aesthetic Mitigation Program in 2003. Funding and program requirements were established through the China Shipping Settlement Agreement, which was approved in March 2003, and later amended in June 2004. The program mandates that the aesthetic mitigation funds under the Amended Stipulated Judgment (ASJ) be expended for improvements that would reduce aesthetic impacts resulting from the Port of Los Angeles (Port) operations. The mitigation fund was divided between the San Pedro and Wilmington communities per the ASJ.

Project Selection Process – This Project was selected as part of the January 2009 solicitation process for projects to benefit the Wilmington community. It was submitted by Kennedy Communications, in coordination with Adopt a Storm Drain Foundation. The Project was recommended by the Port Community Advisory Committee (PCAC) in June 2009 and approved by the Board in July 2009.

Project Scope – The goal of the Project has two components: classroom education and education through community cleanups.

Over the two-year Project term, presentations will be made to fourth through twelfth graders in Wilmington schools such as Gulf Avenue Elementary, Broad Avenue Elementary, Hawaiian Avenue Elementary, Banning New Elementary, Wilmington Park Elementary, Wilmington Middle, and Banning High Schools including the International Trade Education Programs through Banning High School. The subject of the presentations will be water resources management, watershed ecology and management, and stewardship of the environment. The emphasis will be on the impact of non-point source pollution (i.e., disposing of trash in streets, washing cars on streets and driveways, and runoff from homes and businesses) on the Dominguez Creek Watershed and the harbor.

Field work will include a series of 13 school and community based cleanups on Harbor Department property or property that directly affects the Port of Los Angeles over a period of two years. The students, as well as local businesses, will be given presentations to participate in community cleanups through the Adopt a Storm Drain Foundation. The direct lesson is to show students how their positive actions can help to reduce pollution in local waterways.

All teaching and collateral materials will be in English and Spanish. A bilingual environmental educator will be the main spokesperson for the Project, with support from

DATE: MAY 30, 2012

PAGE 3 OF 4

SUBJECT: AGREEMENT WITH KENNEDY COMMUNICATIONS AND ADOPT A STORM DRAIN FOUNDATION

water resource management professionals including water resources engineers and watershed managers.

Cost and Term of Agreement – In order to fund the Project, the three-party Agreement (Transmittal 1) was prepared among the Harbor Department, Kennedy Communications, and Adopt a Storm Drain Foundation. The Agreement total is not-to-exceed \$75,000. The term of this Agreement is two years from the date of execution.

ENVIRONMENTAL ASSESSMENT:

The proposed action is approval of an agreement with Kennedy Communications and the Adopt a Storm Drain Foundation for the funding of the Elementary Storm Water and Management Education Program through the China Shipping Community Aesthetic Mitigation Program. As an administrative activity, the Director of Environmental Management has determined that the proposed action is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with Article II, Section 2(f) of the Los Angeles City CEQA Guidelines.

ECONOMIC BENEFITS:

Approval of the proposed Agreement will support one one-year equivalent job for the five-county region.

FINANCIAL IMPACT:

In July 2009, the Board approved funding the Elementary Storm Water Education Program out of the China Shipping Community Aesthetic Mitigation Funds in the amount of \$75,000. This Board item requests the approval to enter into an agreement with Kennedy Communications and Adopt a Storm Drain Foundation to implement the Project. Funds in the amount of \$75,000 are available in Account No. 21952, Community Aesthetics Mitigation, Center 7000, and Program 000 and will be expended in compliance with the ASJ as follows:

FY 2012/13	\$	50,000
FY 2013/14	\$	25,000
Total	\$	75,000

DATE: MAY 30, 2012

PAGE 4 OF 4

SUBJECT: AGREEMENT WITH KENNEDY COMMUNICATIONS AND ADOPT A STORM DRAIN FOUNDATION

CITY ATTORNEY:

The Office of the City Attorney prepared the Agreement and approved it as to form and legality.

TRANSMITTALS:

1. Agreement with Kennedy Communications and Adopt a Storm Drain Foundation

FIS Approval: ef (initials)

CA Approval: TAR (initials)



CHRISTOPHER CANNON
Director of Environmental Management



MICHAEL R. CHRISTENSEN
Deputy Executive Director

APPROVED:



GERALDINE KNATZ, Ph.D.
Executive Director

AUTHOR: TERESA PISANO
ADP No.: 110128-857
BOARD MEETING: 6/7/2012

FILE: G:\ADMIN\BOARD REPORTS\AIR QUALITY\CHINA SHIPPING ASJ COMPLIANCE\AESTHETIC MITIGATIONS\KENNEDY COMMUNICATIONS-STORM WATER EDUCATION PROGRAM\ENV - KENNEDY - FINAL.docx

UPDATED: 5/30/2012 11:06 AM lg