

City of El Centro
Supplemental Environmental Project
Complaint No.R7-2014-0063
ATTACHMENT B

Name of Organization: City of El Centro
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Name of Project: Distribution of creative water conservation, drought, stormwater, and nonpoint source pollution publication materials.

Location of Project: City of El Centro, Imperial County

Categories of SEP relevance: Public Awareness Project— Environmental Education, Pollution Prevention and Reduction

Project Description: The City of El Centro will host an interactive booth at the California Midwinter Fair that would distribute water conservation, drought, stormwater, and non-point source pollution publication materials. The Fair will provide an opportunity to contact an estimated 100,000 visitors during its 10 day run. Children represent approximately 10% of the attendance at the Fair.

Examples of materials that will be used are:

- Activity Booklets (3rd grade to 5th grade)
- Coloring Booklet with Seek and Find (K to 2nd grade)
- Stickers
- Assorted Prizes (wrist bands, sunglasses, beach balls, etc.)
- Water Facts (Slide Cards)
- Preventing Pollution (Facts Slide Cards)
- Cleaning up our Act (Facts Slide Cards)
- Games

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These materials will be tailored to the Imperial County Salton Sea area. Some materials will be specific to the City of El Centro, but all will be easily adaptable to other communities in Imperial County. The publication materials will be distributed to local stakeholders, El Centro schools, and community members. This project will contribute to the enhancement of the beneficial uses of the waters of the state by educating the public about water conservation, drought, stormwater, and nonpoint source pollution. It will promote the use of best practices which are designed to eliminate or reduce the amount of pollution contributed by current practices. The proposed project is not independently required of any discharger or proposed as mitigation to offset the impacts of a discharger's projects. The SEP shall not directly benefit the SWRCB or RWQCB functions or staff.

Cost of project: \$14,136 For the purposes of this SEP, staffing expenses are not included in the cost of the project. Staff time is estimated to be 200 hours.

Project Funding: Per the State SEP policy, only up to \$10,500 of the proposed mandatory minimum penalty of \$21,000 can be applied to this project. The difference of \$3,636 plus staff expenses will be covered by the City's Wastewater funds. These funds have been identified and are available within the Wastewater fund.

Project Schedule:	Purchase supplies	December 2015
	Register for Fair	December 2015
	Operate booth and	
	Hand out materials	Feb. 26 - March 6, 2016
	SEP Closeout	May 1, 2016

Performance Standards:

The performance standard will be a measurement of the amount of handout materials actually given out during the 10 days of the fair. If 90% of the materials are given out, the project will be deemed a success.

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Any excess materials will be used during other City sponsored events such as the Children's Fair and Earth Day.

Detailed Cost Breakdown:

Booth development	\$1,228
2 Pull up banners	\$750
1 Branding Banner	\$50
1 Plinko Game Board	\$428
Design of Materials	\$3,800
Consultant Fee	
Booth Expenses	\$920
1 Booth Rental	\$800
20 Fair Entrance Passes (2 people/day to work booth)	\$120
Prizes	\$1,670
500 Beach Balls	\$550
500 Wrist Bands	\$415
500 Sunglasses	\$465
5,000 Stickers	\$240
Handout Material	\$6,518
2,500 Activity Booklets	\$2,395
2,500 Coloring Booklet	\$823
2,500 Crayon Packets	\$300
Slide Cards	
1,000 Water Facts	\$1,000
1,000 Preventing Pollution	\$1,000
1,000 Cleaning up our Act	\$1,000
Total Cost*:	\$ 14,136
*Cost does not include personnel	