



**SUBMITTAL TO THE FLOOD CONTROL AND WATER CONSERVATION DISTRICT BOARD
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

414B

FROM: General Manager-Chief Engineer

SUBMITTAL DATE:
July 14, 2009

SUBJECT: 2009 KVCR Curiosity Quest Sponsorship

RECOMMENDED MOTION:

Approve the District's Sponsorship of the 2009 KVCR "Curiosity Quest Goes Green" program on behalf of the Cities and County of Riverside's Only Rain Down the Storm Drain Stormwater Program by authorizing a contribution toward the upcoming event in the total amount of \$12,500.

BACKGROUND:

Curiosity Quest Goes Green is an environmental education program that airs on various PBS stations throughout the Inland Empire. Its audience is 5th grade students and their parents. The show is produced by KVCR, the local PBS affiliate. The program focuses on various proactive environmental activities that occur throughout the Inland Empire.

WARREN D. WILLIAMS
General Manager-Chief Engineer

FINANCIAL DATA	Current F.Y. District Cost:	\$12,500	In Current Year Budget:	Y
	Current F.Y. County Cost:	N/A	Budget Adjustment:	N
	Annual Net District Cost:	N/A	For Fiscal Year:	09/10

SOURCE OF FUNDS: 523100 25190 947560 - Memberships	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

BY: Michael R. Shetler
Michael R. Shetler

County Executive Office Signature

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Prev. Agn. Ref.: | **District:** All | **Agenda Number:**

11.6

FISCAL PROCEDURES APPROVED
IAN M. CHANG, FINANCE DIRECTOR
Wen Chang 7/2/09
IAN M. CHANG

Departmental Concurrence

Dep't Recomm.: Policy Policy
Per Exec. Ofc.: Consent Consent

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Page 2

BACKGROUND (CONTINUED)

The District serves as Principal Permittee for the National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permits issued to the Cities and County of Riverside. The District, on behalf of the Cities and County of Riverside, and in partnership with its sister program that represents the Cities and County of San Bernardino are co-sponsoring an episode of Curiosity Quest Goes Green. San Bernardino County Flood Control District, on behalf of its NPDES MS4 Program, has already contributed \$12,500 toward this effort.

The episode will be filmed at various locations throughout the Inland Empire and will focus on proper management practices for clean and environmentally friendly neighborhoods. Specific topics will include water conservation, pesticide and fertilizer management, proper car care, proper pool care, proper storage and disposal of household hazardous waste, and proper pet care. Three local residential homes that exemplify xeriscaping, water efficient landscaping, and/or artificial turf use have been selected for inclusion in this program. The episode will air twice on KVCR and will be distributed to each Permittee for their use at future public education outreach events or on local cable access channels.

The episode meets requirements contained in the NPDES MS4 Permits to conduct multi-media outreach to students regarding proper management practices to prevent pollution of our lakes, rivers and streams.

JU:cw
P8/125634