



Santa Clara Valley Water District

File No.: 17-0227

Agenda Date: 4/25/2017
Item No.: 3.2.

BOARD AGENDA MEMORANDUM

SUBJECT:

Sponsorship of Silicon Valley Leadership Group's 2017 Energy and Sustainability Summit.

RECOMMENDATION:

- A. Receive information on the Silicon Valley Leadership Group's 2017 Energy and Sustainability Summit; and
- B. Approve the request for sponsorship in the amount of \$10,000.

SUMMARY:

The Silicon Valley Leadership Group (SVLG) is requesting sponsorship of their upcoming 5th Annual 2017 Energy Sustainability Summit (Summit). This year's Summit is on May 25 at the Oracle Conference Center in Redwood City and the theme is "Business Leadership on Sustainability in a Brave New World."

This year's event will focus on the "how-to" of sustainability-providing access to the tools, best practices, and case studies how to employ the latest technologies and practices to create value and build resiliency in organizations amidst a rapidly changing landscape, and will feature plenary sessions, policy roundtables, and case studies that focus on the business case for leadership on climate, clean energy, and water conservation and efficiency. The Summit's premise is to bring forward major industry principals to discuss ideas and share best practices that can help us accomplish advancing technology and environmental stewardship for residents, businesses, and visitors, now and for future generations. The Summit will focus on several issues of direct importance to the District, including the water/energy nexus, resources scarcity (including water), and flood risk. Case studies and discussions will focus on how to help implement resource efficiencies in organizations. The Summit will also focus on critical policy measures required to enhance the quality of life and the environment, and to protect our water supply. Finally, the Summit will promote environmental sustainability and conservation, and provide compelling data points to more than 350 business, nonprofit, and public sector leaders as they share best practices, lessons learned, and practical solutions. The District has sponsored this event for the last four years.

SVLG is organized to involve principal officers and senior managers of member companies in a cooperative effort with local, regional, state, and federal government officials to address major public policy issues affecting the economic health and quality of life in Silicon Valley. For many years,

SVLG has engaged directly on and advocated for water supply, conservation, and efficiency, as well as on wetlands restoration, flood protection, and regulatory permitting issues.

The Summit has a direct nexus to the District's mission (Ends Policy E-1) which states, "Provide Silicon Valley Safe, clean water for a healthy life, environment and economy." The Summit aligns with Ends E-1 and with our General Principles under that end: 1.1) An integrated and balanced approach in managing a sustainable water supply, effective natural flood protection and healthy watersheds is essential to prepare for the future; 1.2) Effective public engagement in accomplishing the District mission is achieved through communication that involves the diverse community and key stakeholder groups in a transparent and open manner; 1.3) Collaboration with government, academic, private, non-governmental, and non-profit organizations is integral to accomplishing the District mission and 1.4) A net positive impact on the environment is important in support of the District mission and is reflected in all that we do. The Summit also has a direct nexus to Ends Policy E-3, which states: "There is a healthy and safe environment for residents, businesses, and visitors, as well as for future generations."

Consequently, staff recommends participation at the requested amount of \$10,000 (Reception Sponsor level), which is the same amount for the last three years. With this level of contribution the District would receive:

- Opportunity for a Board member or executive to participate onstage at the event.
- Opportunity for a Board member or executive to help close the Summit to audience of ~300 and make a short marketing speech to attendees.
- Exhibitor booth in the main Summit hall in the conference center.
- Ten complimentary tickets to the Summit.
- District logo on all materials associated with the event.

FINANCIAL IMPACT:

There are adequate funds in the District Community Partnership Sponsorship account for this request at the \$10,000.00 level.

CEQA:

The recommended action does not constitute a project under CEQA because it does not have a potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

ATTACHMENTS:

Attachment 1: SVLG Summit Sponsorship Letter

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UNCLASSIFIED MANAGER:
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