



Santa Clara Valley Water District

File No.: 21-0060

Agenda Date: 2/23/2021

Item No.: 3.2.

BOARD AGENDA MEMORANDUM

SUBJECT:

Sponsorship of the 2021 Bay Area Council's California Resilience Challenge.

RECOMMENDATION:

- A. Receive information on the Bay Area Council's California Resilience Challenge; and
- B. Approve the request for sponsorship in the amount of \$200,000.

SUMMARY:

The Bay Area Council (BAC) is requesting sponsorship of the California Resilience Challenge (Challenge), which BAC is leading with a variety of business partners. The Challenge was formed out of a desire to fund comprehensive, statewide climate adaptation planning that reflects the diversity of California communities.

The California Resilience Challenge is an initiative of the Bay Area Council Foundation's effort to build local climate resilience and support a shared vision for a resilient California in the face of increasing climate threats. The Challenge is seeking contributions from the private sector, philanthropies, and utilities to raise funds to support diverse and replicable resilience projects. Qualifying projects will reflect California's diverse geography and provide examples to countries around the world. The BAC's initial effort in 2018, with the support of Santa Clara Valley Water District (Valley Water), raised \$2.4 million and because of the success of the previous effort, the BAC is once again leading the California Resilience Challenge in a statewide effort, led by businesses and a diverse range of partners, to build local climate resilience and support a shared vision for a resilient California in the face of increasing climate threats to replicate and enhance the previous effort.

The Challenge will be awarding grants to local California entities for the development of diverse and replicable climate change resilience projects across California. The projects will reflect California's diverse geography and showcase leadership in climate change adaptation.

The Challenge offers five tiers of sponsorship, from \$100,000 to \$1 million. Funds raised by the Challenge will be distributed in two types of grants: Project Sponsor Grants and At-Large Grants.

Those who have given \$500,000 or more will be able to directly award up to half of their contribution to a qualifying project of their choice (Project Sponsor Grant), and all other funds will be awarded by the full Steering Committee (At-Large Grants).

The Challenge has a direct nexus to Valley Water's mission to provide Silicon Valley safe, clean water for a healthy life, environment, and economy. Additionally, the Challenge also aligns with Valley Water's policies for a reliable, clean water supply for current and future generations and a healthy and safe environment for residents, businesses, and visitors. Climate change is already threatening - and will continue to threaten - the sustainability of our water supply, the health of our watersheds, and the safety of our communities. The Challenge will continue to provide Valley Water with the opportunity to support climate adaptation projects that protect and enhance our natural resources while also providing critical flood risk mitigation.

Given the direct nexus this organization and event have with Valley Water's mission and Governance Policies, it is recommended that Valley Water participate at the amount of \$200,000 (Resilience Leader level), which is the same amount of sponsorship that Valley Water provided during the last Challenge in 2018. With this level of contribution, Valley Water would receive:

- Challenge Board Membership: Valley Water would become a voting member of the Challenge's decision-making body and build relationships with other innovative private sector leaders. The Challenge Board will decide which RFP respondents qualify for all Challenge grants, and the projects and award amounts for At Large Grants.
- Recognition for Projects Supported by At Large Grants: Brand prominence in Challenge materials and media outreach related to projects awarded At Large Grants by the Challenge Board.
- Brand Visibility: Valley Water logo on all Challenge-related digital and printed materials.

FINANCIAL IMPACT:

Staff recommends a \$200,000 sponsorship. Staff has identified offsetting FY 21 budget savings, driven by recently estimated Board election costs that are lower than budgeted. Upon approval of this item, the Clerk of the Board authorize a Budget Adjustment that would transfer \$200,000 from Project 60301001 Clerk of the Board Services to Project 60231005 Local Government Relations.

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: Sponsorship Packet

File No.: 21-0060

Agenda Date: 2/23/2021
Item No.: 3.2.

UNCLASSIFIED MANAGER:

Don Rocha, 408-355-4196