



# RIVERSIDE PUBLIC UTILITIES

## Board Memorandum

**BOARD OF PUBLIC UTILITIES**

**DATE:** NOVEMBER 7, 2014

**ITEM NO:** 4

**SUBJECT:** COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY

**ISSUE:**

The item for Board of Public Utilities consideration is the need to review the present Community Event Participation and Sponsorship Policy.

**RECOMMENDATION:**

That the Board of Public Utilities direct staff to review and bring back any required or needed modifications to the Community Event Participation and Sponsorship Policy within 90 days.

**BACKGROUND:**

The Riverside Public Utilities Community Event Participation and Sponsorship Policy was established and approved by the Board of Public Utilities in 1996. The City Council considered a bottled water policy and the sponsorship policy (two separate reports) on December 1, 1998. The City Council's Governmental Affairs Committee considered both the bottled water and the sponsorship policies on March 4, 1999, and then referred it back to City Council. On April 20, 1999, City Council adopted both policies, in separate reports.

It has been 15 years since the Policies has been reviewed. Staff is proposing to undertake a comprehensive review both policies to ensure the intents and outcomes of both programs are still being met.

**FISCAL IMPACT:**

There will be no fiscal impact to this review

Prepared by: Stephen H Badgett, Deputy General Manager  
Approved by: Girish Balachandran, Public Utilities General Manager  
Approved by: Belinda J. Graham, Assistant City Manager  
Approved as to form: Cristina L. Talley, Interim City Attorney

Certifies availability of funds:

Laura Chavez-Nomura  
Public Utilities Assistant General Manager  
Finance /Administration

Attachments: 1. Community Event Participation and Sponsorship Policy  
2. Bottled Water Policy

# RIVERSIDE PUBLIC UTILITIES

## COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY

*Riverside Public Utilities recognizes that community events and sponsorships are a necessary element in supporting our community to market and promote our products and services to the public. Acknowledging this, the policies herein pertaining to events and sponsorship guidelines have been established and the following criteria must be met for any and all participation considered by Riverside Public Utilities.*

### **COMMUNITY EVENTS DEFINED**

Community events shall be considered as special occurrences, events or activities that are generally planned on a periodic basis and feature information, entertainment or educational materials of general or specific interest and benefit to the community or a targeted audience. Upon meeting this definition of a community event, two questions must be answered "Yes" and the benefits must be stated and approved accordingly.

Question 1: Is there a benefit to the community? Stated Benefit:

Question 2: Is there a benefit to the Public Utilities Department? Stated Benefit:

### **Event Participation Parameters**

- Event participant, not a sponsor. Limits liability.
- No guarantee of participation or availability.
- Public Utilities booth, display or speaker at event.
- Staffing, displays and materials based on availability.
- Utility reserves the right to include and promote any local business within its booth space.
- Event, registration or booth fees may apply if standard fees are charged to everyone. If booth fees apply, Public Utilities may maintain right to sell utility materials at event (T-shirts, bottled water, etc.), if permitted. Funding of fees is subject to the same limits and approvals as sponsorship contributions, given below. Public Utilities staff should seek waiver of fees if available to governmental agencies.

In accordance with City policy, RPU will not lend its support to efforts involving: groups that discriminate on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability including the medical condition of AIDS or any condition related thereto; activities, organizations or causes that do not advance a public purpose or an RPU corporate purpose.

### **SPONSORSHIP DEFINED:**

A sponsorship endorses an event and/or its purpose and should be carefully examined in this regard. Once selected, sponsorships or events should be evaluated on their effectiveness, with consideration given, in particular, to:

- The number of customers reached.
- The value of our presence versus a competitor.
- Direct feedback received from customers as a result of participation.

Sponsorships involving cash contributions and/or in-kind services in exchange for the following sponsorship privileges/rights should adhere to the criteria stated in the sponsorship parameters.

### **Sponsorship Parameters**

- Event must be sponsored by the City, OR, the requesting agency must provide proof of insurance for the event in accordance with city policy.
- Large Public Utilities banner(s) displayed at the event.
- Prominent Public Utilities display/booth at event.
- Right to distribute information and giveaways at event.
- Right to sell Public Utilities materials at event (T-shirts and bottled water, etc.), if permitted.
- Right to negotiate exclusivity option, such as only electric utility, bottled water supplier, etc.
- Sponsorship mentions over public address system during event.
- Sponsorship listing on all public relations/media materials, such as flyers, posters, press releases, advertisements, invitations, programs, etc. Event planning must include a public relations or marketing effort.
- Limited number of free passes to event (if fee charged).
- Limited number of free parking passes at event (if fee charged).
- Other considerations as deemed appropriate by Public Utilities.

Note: If the sponsorship privileges and criteria established above cannot be met, RPU involvement may be limited to event participation only.

It is not Riverside Public Utilities' policy to purchase or sponsor tables at charitable events. Instead, the Utility may opt to purchase 2 – 4 tickets to these events, if they are deemed appropriate to RPU's overall business plan. These tickets will be utilized for Board members or as employee or volunteer recognition.

### **Funding and Approvals**

A sum of \$100,000 will be set aside each fiscal year and made available on a first-come, first-serve basis. The funds are subject to staff review and the completion of the required approvals, as specified, until the available funds have been exhausted. The spending levels that require City Manager and Council approvals (\$10,000 and Above) concur with existing City policy number VIII-14. The proposed approval levels are:

Up to \$2,500	Approved by Marketing Services Division Manager Minimum Lead Time: <i>One Month</i>
\$2,500 - \$10,000	Approved by Public Utilities Director Minimum Lead Time: <i>Two Months</i>
\$10,000 - \$25,000	Approved by Public Utilities Administration, Finance & Marketing Board Committee, Public Utilities Board and City Manager Minimum Lead Time: <i>Three Months</i>
\$25,000 & Above	Approved by Public Utilities Administration, Finance & Marketing Board Committee, Board of Public Utilities, City Manager and City Council Minimum Lead Time: <i>Six Months</i>

# RIVERSIDE PUBLIC UTILITIES

## BOTTLED WATER POLICY

*Revised October 28, 1998*

### I. PURPOSE

Riverside Public Utilities (RPU) may donate or provide bottled water as part of a sponsorship for specific activities, organizations and causes that advance both a public purpose and the corporate purpose of RPU.

### II. DEFINITIONS OF PURPOSES

- A. **Public Purpose** – A purpose that has as its objective the promotion of public health, safety, general welfare, security, prosperity, and contentment of the customers of RPU.
- B. **Corporate Purpose** – A purpose that has as its objective the furtherance of the lawful business interests and responsibilities of RPU.

### III. EVALUATION OF REQUESTS

The provision or donation of RPU bottled water should be viewed as a community sponsorship as it lends support to a particular nonprofit purpose or objective. Subject to the requirement that community sponsorships advance public purpose(s) and corporate purpose(s), the evaluation of requests for bottled water shall include the following:

A. ***RPU may lend its support to efforts involving:***

- education (includes public, private and parochial schools)
- community/civic
- arts, culture and humanities
- environment
- safety, health and human services
- economic development
- and any other cause that advances a public or corporate purpose of RPU.

B. ***RPU supports City policy and will not lend its support to efforts involving:***

- groups that discriminate on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability including the medical condition of AIDS or any condition related thereto.
- activities, organizations or causes that do not advance a public purpose or an RPU corporate purpose.

#### **IV. BOTTLED WATER CONTRIBUTIONS**

Contributions of bottled water from RPU may be as follows:

**A. *In-Kind Sponsorship Value***

As part of a sponsorship agreement, RPU may donate bottled water if such donation is valued in the agreement at the selling price of the water.

**B. *Purchase at Cost***

Upon approval of purpose, the requesting agency may purchase bottled water with RPU label at our cost with proceeds benefiting the approved cause.

**C. *Donation***

RPU may donate up to a maximum of 10 cases of bottled water in one calendar year to an approved organization/agency. RPU should be listed as a sponsor of the program at the value of the selling price of the bottled water or if the water is given away then the value assigned should be RPU's cost per case (currently \$10 per case).

Contributions to city departments will be made as deemed appropriate by Public Utilities staff and may exceed the 10 case limit.

#### **V. APPROVAL PROCESS**

Bottled water contributions that are donated or purchased at cost will be approved by Public Utilities staff in accordance with this policy. Nothing in this policy establishes an entitlement right to any organization, agency or individual to receive bottled water donations and/or bottled water at cost. In-kind sponsorships will follow the general sponsorship policy approval guidelines.



City of Arts & Innovation

**Public Comment for November 7, 2014**  
**Board of Public Utilities Meeting**  
**Prepared by the City Clerk's Office at 4 p.m. on November 6, 2014**

Item	Name	Neighborhood	Comments
4. COMMUNITY EVENT PARTICIPATION AND SPONSORSHIP POLICY  That the Board of Public Utilities direct staff to review and bring back any required or needed modifications to the Community Event Participation and Sponsorship Policy within 90 days.	Jason Hunter	Canyon Crest	<p>This program's intent was for RPU to market itself at community events in which it directly participated, "in consideration of future [retail] competition," in RPU's service territory. Retail competition died alongside the California energy crisis in 2000-2001, but somehow this program survived.</p> <p>In fact, it didn't just survive, it prospered. What started out as a \$100,000/year program has now become a \$250,000/year (budgeted) influence-peddling scheme. Former GM Dave Wright spent \$340,000 in fiscal year ending 2013 as part of his going-away party. Almost none of these expenditures were previously disclosed to the public, as they were done under the signature authority of RPU executives.</p> <p>I believe what we have here is an illegal multi-million dollar misuse of public funds. RPU revenues spent were/had: 1) unauthorized, in that the program doesn't comply with Section 1204 of the City Charter, and 2) very limited benefit to RPU. An audit of this entire program is needed.</p>

Oppose	11/4/2014 13:00
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