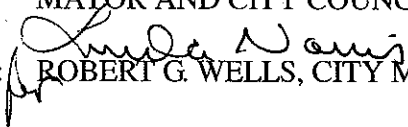



FOR COUNCIL MEETING OF:  
AGENDA ITEM NO.:  
PUBLIC WORKS FILE NO.:

May 29, 2007  
4.3 (h)

TO: MAYOR AND CITY COUNCIL  
THROUGH:  ROBERT G. WELLS, CITY MANAGER  
FROM: TIM GERLING, P.E., PUBLIC WORKS DIRECTOR   
SUBJECT: GRANT APPLICATION TO WAL-MART FOR STORM DRAIN MARKING MATERIALS AND COMMUNITY OUTREACH

**ISSUE:**

Shall Council allow staff to apply for a grant from the Wal-Mart Foundation for funding to purchase storm drain marking materials and provide community outreach and education?

**RECOMMENDATION:**

Staff recommends that Council allow staff to submit a grant application to the Wal-Mart Foundation.

**BACKGROUND:**

The Public Works Department has an ongoing storm drain marking program that uses volunteers from school groups, church groups, Scouts, and service organizations. The volunteers label the storm drains with a plaque that reads "Dump No Waste – Drains to Stream" and also distribute informational door hangers throughout the neighborhood where the markers are placed. The Department purchases and provides all necessary equipment to the volunteer groups: markers, adhesive, door hangers, safety cones, wire and whisk brushes, safety goggles, safety gloves, and safety vests.

The marking and door hanger distribution programs are best management practice tasks in the Stormwater Management Program (BMP Number: ILL6 - Storm Drain Marking Program). The task goal is to mark 100 storm drains per year until all storm drains within the City are marked.

In March of 2007, Megan Author, the sustainability coordinator for the local Wal-Mart stores, contacted the Department's Natural Resources Outreach Specialist regarding community activities in which Wal-Mart could participate. After discussing the possibilities, Megan decided upon storm drain marking. It is the desire of Wal-Mart's staff to use the Wal-Mart community grant to purchase the equipment for this activity. The City would apply for the Wal-Mart grant, purchase the equipment, and provide the equipment to the Wal-Mart sustainability coordinator to use in their monthly marking activities.

**FACTS AND FINDINGS:**

The City of Salem storm drain marking program has been a program that engages civic groups and school groups in community projects. Receiving a Wal-Mart grant allows the City's current storm drain marking resources to be used by the school and civic volunteer groups while the funds from the Wal-Mart grant can be used to mark areas near the three Wal-Mart stores in Salem.

In return for the grant received, Wal-Mart will be allowed to adhere a sticker to the door hangers indicating that they were distributed by Wal-Mart. In addition, the Department will erect a sign in the neighborhoods where storm drains are marked indicating that the storm drains were "adopted" by Wal-Mart.

Other cities throughout the country have begun "Adopt-A-Drain" projects where corporations assist with the funding of the storm drain marking program in return for publicity. Those cities include Hermosa Beach, California; Redondo Beach, California; Arlington, Virginia; and Powder Springs, Georgia. Stated benefits of corporate sponsorship and partnership include establishing a learning environment where employees can benefit from environmentally friendly practices, becoming a part of the solution to water pollution, promoting good public relations, being recognized in the community and newspapers; and being an outlet for community involvement.



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Peter Fernandez, P.E.  
Assistant Public Works Director

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Ward: All

May 17, 2007 (11:40am)

Prepared by: Deborah Topp, Natural Resource Outreach Specialist, Water Resources Section