



Date: November 7, 2016

To: Patrick H. West, City Manager *T.H.W.*

From: Robert Dowell, Director of Long Beach Gas and Oil *R.D.*  
Chris Garner, General Manager of Long Beach Water *C.G.*

For: Mayor and Members of the City Council  
Board of Water Commissioners

Subject: 2017 Calendar - Departments of Long Beach Gas and Oil and Long Beach Water

Long Beach Water has joined forces with Long Beach Gas and Oil in the production of the 2017 Calendar. The calendar provides important safety functions as well as water conservation measures.

The calendar fulfills a 2005 requirement from the Federal Department of Transportation (DOT), which regulates the natural gas industry, to increase consumer knowledge on how to safely use natural gas.

While such safety information in the past had been provided via a utility bill stuffer, DOT has determined that practice was insufficient because:

- Few people take the time to read the stuffers
- Few people retain the stuffers for future reference
- Many natural gas users, such as apartment tenants, do not receive the utility bill

As a result, the industry has largely gone to utilizing calendars as a cost-effective means to convey important safety information, as people keep the calendars handy year-round.

Please note that taxpayer money is NOT used to pay for the calendar. All the design work was done internally, and the cost for **both** printing and mailing the calendar as bulk mail to every resident and business in Long Beach and Signal Hill is **48 cents per calendar**.

Historically, calendars purchased from the American Public Gas Association would cost approximately \$1.89, a significant price increase per calendar. Moreover, the City's calendars promote pride in the beauty of our city, a benefit the more-expensive APGA calendars would not provide.

For more information, please contact Bob Dowell at (562) 570-2001 or Chris Garner at (562) 570-2318.

Attachment

cc (memo only): Charles Parkin, City Attorney  
Laura L. Doud, City Auditor  
Tom Modica, Assistant City Manager  
Arturo Sanchez, Deputy City Manager  
Rebecca Jimenez, Assistant to the City Manager  
All Department Heads