



Date: October 30, 2019

To: Thomas B. Modica, Acting City Manager *T. Modica*

From: Robert Dowell, Director of Energy Resources *R. Dowell*
Chris Garner, General Manager of Long Beach Water *C. Garner*

For: Mayor and Members of the City Council

Subject: **2020 Calendar – Departments of Energy Resources and Long Beach Water**

The Energy Resources and Long Beach Water Departments have again partnered to produce the Long Beach 2020 Calendar. 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. It also provides information about measures customers can take to conserve water.

While such safety information in the past was 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; and,
- Many natural gas users, such as apartment tenants, do not receive the utility bill.

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

Please note that taxpayer money is not used to pay for the Calendar. All the design work is done internally, and the cost for both printing and mailing the Calendar as bulk mail to every resident and business mailing address in Long Beach and Signal Hill is 53 cents per calendar.

Historically, calendars purchased from the American Public Gas Association (APGA) would cost approximately \$2.20 each, not including postage. Moreover, the City's Calendars promote pride in the beauty of Long Beach, a benefit the more-expensive calendars would not provide.

For more information, please contact Energy Resources Director Bob Dowell at (562) 570-2001 or Long Beach Water General Manager Chris Garner at (562) 570-2318.

Attachment

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
REBECCA GARNER, ACTING ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
TERESA CHANDLER, INTERIM DEPUTY CITY MANAGER
ANDREW VIALPANDO, ACTING ADMINISTRATIVE DEPUTY TO THE CITY MANAGER
ALL DEPARTMENT HEADS