



## Policy and Procedure

### **Title: Endorsement or Sponsorship Authorization**

The following establishes the California Stormwater Quality Association's policy and procedure for authorizing CASQA's expression of its support in the form of endorsement or sponsorship, including providing letters of endorsement for appointees for governing bodies (e.g., State Water Board members) and for project proposals being submitted for grant funding, as well as sponsoring events.

#### Representation

No person may identify or represent CASQA's endorsement or sponsorship in formal written and verbal communications as being from or associated with CASQA, including its Board of Directors, Committees, Executive Program Committee, and Subcommittees, unless the person is communicating on CASQA's behalf in accordance with this Policy and Procedure.

#### Authorizing CASQA's endorsement or sponsorship

The following procedure will be used:

1. A request for CASQA's endorsement or sponsorship is sent to the CASQA Chair, Executive Program Committee Chair, or CASQA Executive Director.
2. The request should describe the requestor, the project/program or event (as applicable), the type of support (e.g., endorsement, sponsorship), the audience for the expression of CASQA support, and the schedule, including deadline, if applicable. If the request for support includes a resource (e.g., funding, in-kind) request, an itemized accounting of the resources requested must be provided.
3. The CASQA Chair, EPC Chair, or Executive Director transmits the request to the Board of Directors, which will make the decision. The Board of Directors should consider the following criteria in making its decision:
  - Project / Proposal
    - consistency with CASQA's mission and goals, as well as CASQA products, including *Progressive Approach*, Effectiveness Assessment guidance, Research Agenda, and Strategic Plan
    - addresses a statewide priority
    - proposed for appropriate geographic scale to avoid duplicative efforts and/or to leverage results
    - provides a membership benefit
    - right timing and phasing (e.g., pilot study, then phase 1, ...)
    - takes advantage of a partnership opportunity to leverage resources
    - enjoys sufficient support (e.g., resources, staff, and will) to be completed
    - already supported by CASQA (e.g., funding)

Effective Date: September 2006

Supersedes: None

- Individual
    - fair and open to CASQA perspective in their decision making
    - background in practical experience in complying with stormwater regulations
    - knowledgeable in water quality issues
    - supporter of balanced regulation that protects water quality goals
    - background in local government
    - demonstrated ability/experience as a mediator/facilitator of disputes between environmental NGOs and dischargers
  - Event
    - mission, goals, and conduct of sponsor consistent with CASQA's mission and goals, as well as CASQA products, including *Progressive Approach*, Effectiveness Assessment guidance, Research Agenda, and Strategic Plan
    - event theme addresses a CASQA priority as expressed in CASQA's mission and goals, as well as CASQA products, including *Progressive Approach*, Effectiveness Assessment guidance, Research Agenda, and Strategic Plan
    - cost/benefit to CASQA membership, if CASQA resources requested
4. If the request is approved, the CASQA Chair, EPC Chair, or Executive Director works with the requestor to develop the expression of CASQA support.