



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

Committee Item INFORMATION

Legislation and Communications Committee

7/13/2026 Committee Meeting

6a

Subject

Discussion on Metropolitan's Centennial Recognition

Executive Summary

In 2028, Metropolitan will commemorate its 100th anniversary. Staff is beginning to plan activities and events to recognize this important milestone and communicate the importance of Metropolitan's role in shaping the history and future of our region, California, and the West. Staff is seeking board input on ideas for the centennial to be considered in the planning process as well as direction on whether to pursue a float in the 2028 Rose Parade.

Fiscal Impact

Funding of \$860,000 for centennial activities and events is included in the FY 2026/27 and 2027/28 Operations and Maintenance budget for different groups, including \$460,000 for External Affairs, \$250,000 for Engineering Services, \$100,000 for Human Resources, and \$50,000 for the Board Office. Activities and events will be implemented within the approved Operations and Maintenance (O&M) budget.

The cost of sponsoring a Rose Parade float is estimated at \$435,000 and is not in the O&M budget. If desired, the Board would need to authorize an increase in the O&M budget for this activity.

Applicable Policy

Not applicable

Related Board Action(s)/Future Action(s)

Not applicable

Details and Background

The Metropolitan Water District of Southern California was officially incorporated on December 6, 1928, under an act of the California State Legislature and will commemorate its centennial in 2028. Due to long lead times for many activities, planning efforts have begun with an initial brainstorming session with staff from different groups. Ideas are creative and wide-ranging; a sampling includes creating a video that explores parallels with past challenges and solutions with present day; creating a new exhibit on Metropolitan's history and the future of water at the west entrance to the Headquarters Building at Union Station along with a traveling exhibit; creating a time capsule for 2128; adding new chapters to "A Water Odyssey" on 1991-2026; creating a 3-D, smaller version of the Big Map at the General Patton Museum at Chiriaco Summit; and expanding the oral history project to capture the thoughts and experiences of leaders and staff. A large event could be held at the Headquarters Building for elected officials, community leaders, and partners from community-based, environmental, tribal, business and labor organizations, as well as celebration activities for all staff at various sites across the district.

Costs of each of these activities will vary greatly. Following board input, staff will research various options for further consideration.

Rose Parade Float Option

Directors have expressed interest in the possibility of sponsoring a float in the 2028 Rose Parade. While not anticipated in the current budget, this would serve as a signature centennial celebration, providing a highly visible platform to recognize Metropolitan's legacy and how it is shaping the future through innovation, stewardship and leadership. Per Tournament of Roses' requirements, Metropolitan would contract with a commercial builder for the float's design, construction, decoration, testing and operation. Staff would direct and collaborate on the work to ensure the float represents Metropolitan's mission, vision, accomplishments and impact, incorporating input from the Board and member agencies. The estimated cost is \$435,000; the deadline to apply for the 2028 parade is September 2026. Staff is requesting direction on whether to pursue this opportunity.

Additional Considerations

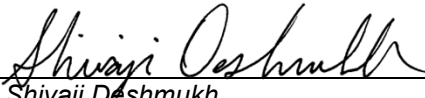
2028 will be a busy year in Los Angeles with the Summer Olympic Games. It is also a presidential election year. Staff is considering the impact on media interest and availability as well as the opportunity to share Metropolitan's story with visitors from across the United States and the world.

Metropolitan's centennial is an important point in history, worthy of significant recognition for a legacy built through the work of visionaries, leaders and staff, as well as a future that will have far-reaching effects in shaping the future of our region, California, and the West. Staff welcomes board input as we begin planning and will periodically report on efforts as plans develop.



Carolyn Schaffer
Group Manager, External Affairs

7/6/2026
Date



Shivaji Deshmukh
General Manager

7/6/2026
Date