

Memorandum

Date:

March 26, 2010

To:

Board of Supervisors

From:

Scott McGolpin

Public Works Director

Subject:

Request for Additional Federal Coastal

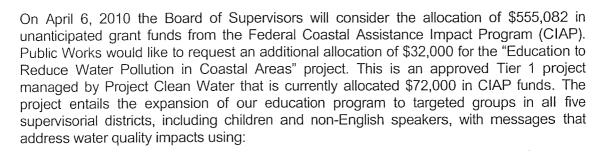
Impact Assistance Program Allocation

April 6, 2010 Board Hearing

CC:

Glenn Russell, Director - Planning & Development

Doug Anthony, Deputy Director - Planning & Development



- Radio, bus, and theater advertisements
- Spanish translation
- Updated public education and outreach materials
- Displays at the Watershed Resource Center (WRC), and
- An updated web site highlighting our Storm Water Management Program.

The additional allocation would fund:

- Additional displays at the WRC
- Spanish language television campaigns
- Additional print materials, radio, bus, and theater ads, and
- Grant administration.

These items were included in the original grant, however additional displays at the WRC are now in need of replacement and the supplemental funding would allow the expanded education program to continue for another year without impacting the Project Clean Water budget.

