

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



On April 6, 2010 the Board of Supervisors will consider the allocation of \$555,082 in unanticipated grant funds from the Federal Coastal Assistance Impact Program (CIAP). Public Works would like to request an additional allocation of \$32,000 for the "Education to Reduce Water Pollution in Coastal Areas" project. This is an approved Tier 1 project managed by Project Clean Water that is currently allocated \$72,000 in CIAP funds. The project entails the expansion of our education program to targeted groups in all five supervisorial districts, including children and non-English speakers, with messages that address water quality impacts using:

- 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.