



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: Second District &
Public Works
Department No.: 054
For Agenda Of: March 18, 2008
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Director Ron Cortez, Deputy County Executive Officer, 568-2243
Contact Info: Scott D. McGolpin, Public Works Director, 568-3010
SUBJECT: Adopt A Median Program, Second Supervisorial District

County Counsel Concurrence

As to form: NA

Auditor-Controller Concurrence

As to form: NA

Other Concurrence: NA

As to form: NA

Recommended Actions:

That the Board of Supervisors:

- a. Initiate the Adopt-A-Median Program to promote voluntary enhancement to the right-of-way in order to enhance and maintain medians along the Hollister Avenue, Patterson Avenue, Turnpike Road, and Cathedral Oaks corridors.
- b. Approve the attached Budget Revision Request #2007169 (Attachment #1), transferring County Service Area #3 (Unincorporated Goleta Valley) designations in the amount of \$20,000 for landscaped median improvements to further enhance plantings and landscaping within the existing landscaped medians.

Summary Text:

The Public Works Department has been working with the Second District and the CEO on further enhancing existing landscaped medians. The Adopt-A-Median Program is a way to promote voluntary enhancement to the right-of-way in order to promote safe travel with a cleaner environment and an improved visual experience. The Adopt-A-Median Program as proposed is an innovative solution to share the costs of repairing, landscaping and maintaining the medians in the center of streets. Medians are important not only in keeping streets looking aesthetically pleasing, but also in helping improve the amount of trees, shrubs, and green space which helps absorb carbon dioxide and pollutants from the air, provides shade, reduces heat and glare from the concrete, helps reduce erosion and storm water runoff, and provides economic value to our neighborhoods.



For an annual cost of \$1,000, sponsors receive a recognition plaque on their median as a powerful symbol of the pride they take in their community. The recognition sign is placed in a prominent location along the Hollister Avenue, Patterson Avenue, Turnpike Road, and Cathedral Oaks corridors where approximately 200,000 vehicles per week will see the sign. Adoptions last 1 year and can be renewed annually. Recognition plaques are architectural grade signs that are hand crafted in Santa Barbara County. Full color photos, logos or business name text may go on these high quality signs.



Background:

In 2005, the Public Works Department began the Roadway Enhancement Partnership Program (REPP) to help offset the increasing costs for median maintenance, graffiti abatement, planting trees on our rural roadways and disposing of trash along local streets and roads. The Adopt-A-Median program is a part of the Department's REPP. Each sponsor signs a one-year agreement that is renewable. A portion of the first \$1,000 payment is used to pay for the recognition sign, the remaining funds are used to purchase plants and pay for continued maintenance. Each year the Public Works Department sets aside \$20,000 of Measure D funding to provide for the maintenance and up keep of the medians in the Goleta area. The Measure D funding is not adequate to keep the existing landscaped medians in pristine condition. As a result, the Public Works Department has initiated the Adopt-A-Median program. To date the Department has installed two recognition signs for the program.

In an effort to further enhance the landscaping of the medians, we are requesting that \$20,000 of funding from CSA #3 be transferred to the Road Fund for additional plantings and maintenance of the existing landscaped medians along the Hollister Avenue, Patterson Avenue, Turnpike Road, and Cathedral Oaks corridors. It is intent that these additional funds will assist the Public Works Department to raise

Adopt A Median Program, Second Supervisorial District

Page 3 of 3

awareness of the Adopt-A-Median program to generate additional revenue for the future maintenance and enhancement of the existing landscaped medians. At this time, this program will not expand the number of landscaped medians.

Maintenance of open spaces, such as medians, is an eligible expense for CSA #3 funds.

Fiscal and Facilities Impacts:

Budgeted: No

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund			
State			
Federal			
Fees			
Other: CSA #3	\$ 20,000.00		\$ 20,000.00
Total	\$ 20,000.00	\$ -	\$ 20,000.00

Narrative:

The \$20,000 in CSA #3 funds will be transferred to Fund 0015, Program 2350, Line Item Account 7511. These funds will be used for the purchase of plants and maintenance of the existing landscaped medians along the Hollister Avenue, Patterson Avenue, Turnpike Road, and Cathedral Oaks corridors.

Staffing Impacts:

Legal Positions:

FTEs:

Special Instructions:

Please return one copy of the approved budget revision and a certified stamped Minute Order to the attention of Gena Valentine Felix, Public Works Transportation Division.

Attachments:

Attachment #1 – Budget Revision #2007169

Attachment #2 – Adopt-A-Median flyer

Authored by:

Dacé Morgan, Deputy Director – Transportation, 568-3064

Mary O’Gorman, Executive Assistant, 568-2191

John Jayasinghe, CEO Fiscal & Policy Analyst, 568-2246