



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: PW/Water Agency  
Department No.: 054  
For Agenda Of: 10/06/09  
Placement: Administrative  
Estimated Tme: N/A  
Continued Item: No  
If Yes, date from:  
Vote Required: Majority

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**TO:** Board of Directors, Water Agency

**FROM:** Department Scott McGolpin, Director of Public Works (568-3010)  
Directors  
Contact Info: Thomas Fayram, Deputy Director, Water Resources (568-3436)

**SUBJECT: Water Wise Gardening CD**

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**County Counsel Concurrence**

As to form: N/A

**Other Concurrence:** No

As to form: N/A

**Recommended Actions:**

That the Board of Director of the Water Agency:

- A. Receive and file the County Water Agency's compact disk (CD) "*Water Wise Gardening in Santa Barbara County*";
- B. Authorize the Water Agency to make CDs available to local agencies and organizations beyond those agencies which funded CD development, by selling the CDs at a price equal to the Water Agency's actual purchase cost of \$2.00 each; and
- C. Direct staff to make the content of the CD "*Water Wise Gardening in Santa Barbara County*" accessible free of charge to the public through the Public Works Website, where the content would be displayed in identical format as on the CD.

**Summary Text:**

As authorized by the Board on August 19, 2008, the Water Agency applied for and received a grant from the U.S. Bureau of Reclamation (USBR) for the production of a compact disk containing information and references for water conserving plants for local landscapes. Now that the CD, entitled *Water Wise Gardening in Santa Barbara County* is complete, the Water Agency would like to make copies available to the public and all water districts and cities, as well as gardening or water-related organizations within Santa Barbara County. If requested by these local districts, cities or organizations, the Water Agency would sell some of its CDs to them at a price not to exceed the Agency's cost to purchase the CDs.

In addition, the content of the CD, in the identical format, will be made available for public access from the Public Works Website free of charge.

**Background:**

On August 18, 2008 the Board authorized the Public Works Director to enter into an assistance agreement with the USBR for the production of a compact disk with information that encourages water conserving plant choices for local landscapes. The final product, developed through a contract with GardenSoft Inc, is a CD titled *Water Wise Gardening in Santa Barbara County*. Co-funding for developing the information on the CD and for printing multiple copies of the CDs came from multiple sources: the USBR grant; the County Water Agency; and seven other partnering water districts and city water agencies within Santa Barbara County, specifically: Carpinteria Valley Water District, Montecito Water District, Goleta Water District, Vandenberg Village CSD, and the cities of Santa Maria, Lompoc, and Santa Barbara. The Water Agency’s contractor, GardenSoft Inc., completed the CD in June 2009, at which time the CD’s database of plants was posted on the web (accessible free through [www.sbwater.org](http://www.sbwater.org)) and copies of the CD were provided to those local agencies that funded development of the CD. Water districts that did not co-fund development of the CD did not have access to any CDs.

If approved by the Board, the Water Agency could sell copies of the CD to local water agencies, districts and other organizations that did not provide funding for the development of the CD. The \$2.00 per CD sales price reflects the actual cost to the Water Agency of purchasing the imprinted CDs from GardenSoft Inc, but does not reflect the previous costs for development of the CD content. By making CD copies available to other water districts, cities, and gardening or water-related organizations within Santa Barbara County, the Water Agency will more broadly disseminate the CD’s water conservation-related information among County residents.

**Fiscal and Facilities Impacts:**

Budgeted: No

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>Current FY Cost:</u></b>	<b><u>Annualized On-going Cost:</u></b>	<b><u>Total One-Time Project Cost</u></b>
General Fund			
State			
Federal			
Fees			
Other			
Total	\$ -	\$ -	\$ -

Narrative:

There are no fiscal impacts this current year. The CDs were purchased last fiscal year for \$2,000.

**Special Instructions:**

Direct the Clerk of the Board to send a copy of the minute to the Water Agency office, Attn: Christina Lopez.

**Authored by:** Len Fleckenstein, Santa Barbara County Water Agency, x 3545