

SANTA BARBARA COUNTY BOARD AGENDA LETTER



Clerk of the Board of Supervisors
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Agenda Number:
Prepared on: 3/1/02
Department Name: Public Works
Department No.: 054
Agenda Date: 03/26/02
Placement: Administrative
Estimate Time:
Continued Item: NO
If Yes, date from:

TO: Board of Directors
Santa Barbara County Water Agency

FROM: Phillip M. Demery
Public Works Director

**STAFF
CONTACT:** Thomas Fayram, Deputy Public Works Director, Ext. 3436
Rory Lang, PW Program Specialist, Ext. 3545

SUBJECT: Application for Proposition 13 Water Use Efficiency Capital Outlay Grant

Recommendation(s):

That the Board of Directors:

- A. Concur with the four grant applications prepared by Water Agency staff for the Regional Water Efficiency Program.
1. A grant request in the amount of \$556,020 from the California Department of Water Resources (DWR) Proposition 13 Water Use Efficiency Capital Outlay Grant to provide funding for the Santa Barbara County Regional Residential Resource Efficient Clothes Washer Rebate Program;
 2. A grant request in the amount of \$406,419 from the DWR Proposition 13 Water Use Efficiency Capital Outlay Grant to provide funding for the Santa Barbara County Commercial, Industrial, and Institutional Rebate Program;
 3. A grant request in the amount of \$15,000 from the US Bureau of Reclamation Field Service Water Conservation Grant Program to extend the reach of the Santa Barbara County ET Controller Distribution and Installation Program, which currently is funded through a \$100,000 grant from CALFED;
 4. A grant request in the amount of \$1,721.50 from the US Bureau of Reclamation Field Service Water Conservation Grant Program to provide funding for the printing of the Water Supply Poster for Santa Barbara County.
- B. Authorize the Public Works Director or his designee to execute the funding agreements with DWR and USBR, if accepted for funding.

Alignment with Board Strategic Plan:

[The recommendation is aligned with Goal No. 5: Maintain and Enhance the Quality of Life for all Residents.](#)

Executive Summary and Discussion:

The Water Agency's Regional Water Efficiency Program was established in December 1990 to promote the efficient use of urban and agricultural water supplies in Santa Barbara County, and to provide information and assistance to local water purveyors. The Program provides coordination for cooperative efforts among purveyors, acts as a clearinghouse for information on water efficiency technology, and monitors local, state and national legislation concerning efficient water use.

A number of the Regional Water Conservation Program's activities fulfill the obligations for best management practices (BMPs) in the statewide California Urban Water Conservation Council (CUWCC) Memorandum of Understanding (MOU) and/or the Bureau of Reclamation's water conservation criteria. The following grant proposals will help the Water Agency and water purveyors within the County to meet the conservation criteria for both the CUWCC and the Bureau of Reclamation.

The Water Agency's Regional Water Efficiency Program is pursuing grant funding in support of program goals and has already submitted the proposals in order to meet the grant deadlines. If the Board of Directors does not approve these proposals, Water Agency staff will request that the granting agencies drop the proposals from funding consideration. The four proposals for the Regional Water Efficiency Program are summarized below.

- **Commercial, Industrial, Institutional Rebate Program**

The Water Agency has submitted a grant proposal to the California Department of Water Resources (DWR) Proposition 13 Water Use Efficiency Capital Outlay Grant program for the Santa Barbara County CII Rebate Program (CII Rebate Program). The proposed CII Rebate Program will offer CII water customers in Santa Barbara County rebates for ultra low-flush toilets, waterless urinals, pre-rinse spray nozzles for dishwashing, cooling tower conductivity controllers and commercial clothes washers. The goals of the program are to increase water efficiency in the CII sector in Santa Barbara County and to promote retail sales of water saving fixtures and equipment. The objective of this program is to achieve a long-term water savings of 6,751 AF over the lifetime of the fixtures by replacing old high-water use fixtures and equipment with new CII water efficient fixtures and equipment in CII facilities. This program would meet a portion of the coverage requirements for CUWCC BMP 9. In addition, this program will help local agencies meet the requirements for their Bureau of Reclamation Water Conservation Plans. This program was modeled after a similar program conducted by Metropolitan Water District. In order to ensure a similar level of success locally, the Water Agency requested grant funding for a contract with Maureen Erbeznik & Assoc, the marketing firm that conducted the MWD project, to train a local marketing firm on the best methods for working with manufacturers of commercial grade water efficient fixtures.

- **Resource Efficient Clothes Washer Rebate Program**

The Water Agency has submitted a grant proposal to the California Department of Water Resources (DWR) Proposition 13 Water Use Efficiency Capital Outlay Grant program for the Santa Barbara County Regional Residential Resource Efficient Clothes Washer Program. The CUWCC BMP #6 requires all signatories to develop cost-effective customer incentives for the purchase of high efficiency washing machines in conjunction with incentives offered by local energy service providers or wastewater utilities. The proposed program will meet these requirements by providing financial

incentives for the purchase of resource efficient residential clothes washers for all residents in Santa Barbara County. The program would last for three years and would provide 2,700 \$200 rebates for county residents that purchase any of the models of resource efficient washers that are on the Consortium for Energy Efficiency approved list. This program would result in an estimated water use reduction of 609 acre-feet over the 14-year life span of the clothes washers.

- ***Weather TRAK ET Controllers***

In March 2001, your Board approved the proposal to CALFED for the Santa Barbara County ET Controller Distribution and Installation Program (ET Controller Program), which was jointly developed by Water Agency, the City of Santa Barbara, and the Goleta Water District to help meet the requirements of the CUWCC BMP #s 1 and 5 and Bureau BMP #s A4 and A7. The *Weather TRAK* ET Controller technology provides efficient, long-term irrigation scheduling by automatically creating a weekly irrigation schedule based on evapotranspiration (ET) data from local CIMIS stations.

The Water Agency received \$100,000 from CALFED in October 2001 to purchase *Weather TRAK* ET Controllers and begin program implementation. The ET Controller Program is currently in its initial stages and controller distribution will begin in mid-April 2002.

Water Agency staff recently submitted a proposal for additional funds (\$15,000) for this program to the US Bureau of Reclamation Field Service Water Conservation Grant Program. The additional funds requested from USBR will allow the program to be extended to more county residents and will assist in achieving the water conservation goals of the purveyors.

- ***Water Supply Poster***

The Santa Barbara County Water Agency has submitted an application for a grant from the US Bureau of Reclamation Field Service Water Conservation Grant Program on behalf of the Regional Water Efficiency Program to provide for funds for printing of the *Water Supply Poster of Santa Barbara County*.

The CUWCC BMP #8 and Bureau BMP #s A4 and A7 require the development of a School Education Program, which provides classroom materials and presentations on water use efficiency to schools within the purveyor's district. The Regional Program will print color posters that describe water supplies and water use within the county for use in classrooms. The Water Agency will distribute the poster at teacher-training workshops and along with the teacher newsletters sent out during Water Awareness Month and at the beginning of the school year. In addition, the purveyors will include the posters as part of their outreach efforts to local schools. Enhanced promotion of the educational materials and activities conducted by the purveyors will result in greater awareness and participation in efficiency education programs by local educators and will allow the purveyors to increase the reach of their water conservation message.

Mandates and Service Levels:

The Water Agency provides a regional program as part of the obligations for best management practices (BMPs) in the statewide California Urban Water Conservation Council (CUWCC) Memorandum of

Understanding (MOU). In addition, as the Contractor for the Cachuma Contract, the County must also conform with the Bureau of Reclamation's water conservation criteria. Each of the four projects listed in the conservation proposals meet will help meet these requirements. The funding provided through the grant programs will extend the reach of the Regional Program and will increase the cost effectiveness of each project. The commitments of matching funds will not reduce existing service levels because these projects are already included in the work plan for the Regional Water Efficiency Program.

Fiscal and Facilities Impacts:

Please see Attachments A through D for the budget summaries of each of the proposed projects. The Water Agency staff time listed for each of the projects is included in the 2002/2003 Water Agency budget.

Concurrence:

Grant projects proposed for the Regional Water Efficiency Program are conducted in conjunction with the water purveyors within the County. Each purveyor reviews proposals and, if the purveyor is interested in participating in the project, letters of support are requested. The in-kind service hours listed for each grant, do not require participation of each purveyor. Rather, those service hours are an estimate of the staff hours that purveyors active in the conservation programs would provide. Conservation activities, such as those outlined in each of the grant proposals, are required by both the Bureau of Reclamation (for Bureau contractors) and the California Urban Water Conservation Council for signatories of the statewide MOU. We have received letters of support for those grant proposals that have been reviewed by the purveyors.

Attachment A

Budget for the Santa Barbara County Commercial Industrial and Institutional Rebate Program

Item	Amount	Qty.	Total Cost	Local Share	Prop 13 Request
DIRECT COSTS					
a. Salaries and Wages					
Santa Barbara County Water Agency Coordinator	\$75.00	225	\$16,875.00	\$16,875.00	
City of Santa Barbara Coordinator	\$75.00	150	\$11,250.00	\$11,250.00	
Goleta Water District Coordinator	\$75.00	150	\$11,250.00	\$11,250.00	
Intern	\$19.00	780	\$14,820.00		\$14,820.00
b. Fringe Benefits					
None requested	n/a	n/a	n/a	n/a	n/a
c. Supplies					
Marketing Pieces for CII Customers	\$10,000.00		\$10,000.00		\$10,000.00
Marketing Pieces for Industry Representatives	\$7,000.00		\$7,000.00		\$7,000.00
d. Equipment					
None Requested				n/a	n/a
e. Services or Consultants					
Maureen Erbezniak & Assoc. Contract	\$ 75.00	227	\$17,025.00		\$17,025.00
ULFT Rebate Category 1	\$ 90.00	704	\$63,360.00		\$63,360.00
ULFT Rebate Category 1 Flushometer	\$ 120.00	704	\$84,480.00		\$84,480.00
ULFT Rebate Category 2	\$ 60.00	124	\$7,440.00		\$7,440.00
Waterless Urinals Rebate	\$ 60.00	511	\$30,660.00		\$30,660.00
CII Clothes Washer Rebate	\$ 250.00	180	\$45,000.00		\$45,000.00
Spray Nozzle Rebate	\$ 50.00	285	\$14,250.00		\$14,250.00
Cooling Tower Rebate	\$ 500.00	60	\$30,000.00		\$30,000.00
Advertising Placement (Print and Radio)	\$ 400.00	10.00	\$4,000.00		\$4,000.00
800 Number Fees	\$ 2,500.00	3 years	\$7,500.00	\$7,500.00	
Local Marketing Consultant	\$78,384.60	1	\$78,384.60		\$78,384.60
Direct Mailings, Trade Show Displays, etc.	\$10,000.00	1	\$10,000.00	\$10,000.00	
f. Travel					
None Requested	n/a	n/a	n/a	n/a	n/a
g. Other Direct Costs					
Planning	n/a	n/a	n/a	n/a	n/a
Design	n/a	n/a	n/a	n/a	n/a
Construction	n/a	n/a	n/a	n/a	n/a
Design of Marketing Materials (40 hours)	\$30.00	40	\$1,200.00	\$1,200.00	
h. Total Estimated Direct Costs			\$464,494.60	\$58,075.00	\$406,419.60

*Hourly rates for all coordinators were based on the billing rate for the City of Santa Barbara Conservation Coordinator and include staff compensation, overhead, materials, and benefits.

Attachment B

Budget for the Santa Barbara County Regional Residential Resource Efficient Clothes Washer Rebate Program

Item	Amount	Qty.	Total Cost	Local Share	Prop 13 Request
DIRECT COSTS					
a. Salaries and Wages					
Santa Barbara County Water Agency Coordinator	\$75.00*	225	\$16,875.00	\$16,875.00	
City of Santa Barbara Coordinator	\$75.00*	150	\$11,250.00	\$11,250.00	
Goleta Water District Coordinator	\$75.00*	150	\$11,250.00	\$11,250.00	
Intern	\$19.00	780	\$14,820.00		\$14,820.00
b. Fringe Benefits					
None requested	n/a	n/a	n/a	n/a	n/a
c. Supplies					
Outreach Materials to local Appliance Retailers					
Rebate Program Overview	\$0.85	150	\$127.50	\$127.50	
In-store Poster	\$2.00	300	\$600.00	\$600.00	
Outreach Materials for Residents					
Flyers for Public Events	\$0.30	5000	\$1,500.00	\$1,500.00	
Bill Inserts	\$0.10	40000	\$4,000.00	\$4,000.00	
Program Brochure	\$0.85	5000	\$4,250.00	\$4,250.00	
Rebate Application	\$0.85	3500	\$2,975.00	\$2,975.00	
d. Equipment					
None Requested					
e. Services or Consultants					
Rebates	\$ 200.00	2,700.00	\$540,000.00		\$540,000.00
Advertising Placement (Print and Radio)	\$10,000.00	3 years	\$10,000.00	\$10,000.00	
f. Travel					
None Requested					
g. Other Direct Costs					
Planning	n/a	n/a	n/a	n/a	
Design	n/a	n/a	n/a	n/a	
Construction	n/a	n/a	n/a	n/a	
Design of Marketing Materials (40 hours)	\$30.00	40	\$1,200.00		\$1,200.00
			\$618,847.50	\$62,827.50	\$556,020.00
h. Total Estimated Direct Costs					\$618,847.50

*Hourly rates for all coordinators were based on the billing rate for the City of Santa Barbara Conservation Coordinator and include staff compensation, overhead, materials, and benefits.

Attachment C

Budget for the extension of the Santa Barbara County ET Controller Distribution and Installation Program

- 142 hours Water Agency staff time (coordinate distrib./ prog.& materials dev) \$ 10,650.00
 - 71 hours Purveyor staff time (program promotion) \$ 5,325.00
 - Purchase of 71 ET Controllers and 71 Soil Probes \$ 15,000.00
- TOTAL:** \$ **30,975.00**

Santa Barbara County Contribution (Staff time) \$ 10,650.00
 In-kind Services from Water Purveyors (Staff time) \$ 5,325.00
Requested funds from USBR \$ **15,000.00**

Attachment D

Budget for the printing of the Santa Barbara County Water Supply Poster

• 25 hours Water Agency staff time (graphic artist designing brochure)	\$ 430.15
• 50 hours Water Agency staff time (coordinate distrib./ prog.& materials dev)	\$ 3,750.00
• 18 hours Purveyor staff time (estimated - to promote program)	\$ 1,350.00
• <u>Printing of 7,500 Brochures</u>	<u>\$ 1,721.50</u>
TOTAL:	\$ 7,251.15
Santa Barbara County Contribution (Staff time)	\$ 4,180.15
In-kind Services from Water Purveyors (Staff time)	\$ 1,350.00
Requested funds from USBR	\$ 1,721.50