

**SANTA BARBARA COUNTY  
BOARD AGENDA LETTER**



Clerk of the Board of Supervisors  
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**Agenda Number:**  
**Prepared on:**  
**Department Name:** Water Agency/Public Works  
**Department No.:** 054-04-07  
**Agenda Date:** 07/08/03  
**Placement:** Administrative  
**Estimate Time:**  
**Continued Item:** NO  
**If Yes, date from:**

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**TO:** Board of Directors  
Santa Barbara County Water Agency

**FROM:** Phillip M. Demery  
Public Works Director

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**SUBJECT:** Concur with the Proposed Water Conservation Field Services Grant Applications to the USBR and the Proposed Fisheries Restoration Grants Program Applications to the California Department of Fish and Game

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**Recommendation(s):**

That the Board of Directors:

- A. Concur with applications to the United States Bureau of Reclamation Water Conservation Field Services grant funds for:
1. North County Green Gardener Program (\$15,000) and
  2. South County Green Gardener Program (\$15,000) and
  3. Implementing a Water Efficiency Advertising Campaign (\$15,000) and
  4. Waterless Urinal Retrofit for City and County facilities on behalf of the Green Team (\$13,860).
- B. Concur with the application to the California Department of Fish and Game for the Tri-County F.I.S.H. Team for the administration of the Tri-County F.I.S.H. Team Activities (\$100,000).

**Alignment with Board Strategic Plan:**

The recommendations align with Goal No. 5: Maintain and Enhance the Quality of Life for all Residents.

**Executive Summary and Discussion:**

**U.S. Bureau of Reclamation Grant Funds to Water Agency (Recommendation A):**

The U.S. Bureau of Reclamation funds projects annually through their Water Conservation Field Services Grants program. This year Water Agency staff submitted four grant applications for this funding.

**Green Gardener Program (North County Program, Grant #1 - \$15,000 and South County Program, Grant #2 - \$15,000)**

The goal of the Green Gardener Certification Program is to offer education, training, certification and promotion of participating gardeners and landscape contractors in order to 1. To reduce nonpoint source

July 8, 2003

Page 2 of 5

pollution from landscape sites, 2. Improve resource efficiency, and 3. Improve the health, appearance and value of landscapes for customers and site managers. The program provides economic incentives to program participants, both gardeners and their clients. This innovative certification program, which was initiated in March 2000, offers a new educational tool to help local agencies further their shared goal of reducing pollution and promoting resource efficiency in the landscapes in Santa Barbara County.

Work to be performed under this grant includes:

- **Course Administration:** This comprises staff time for administration and operation of the course, including coordination of instructors, class scheduling and organization. This covers fall and spring class sessions, offering both basic and advanced training.
- **Gardener Tools:** Certified Green Gardeners receive materials to enhance their education. These include a substantial course binder, and a soil probe. They also receive a certificate, hat, and card to identify them as Certified Green Gardeners.

#### **Implementing a Water Efficiency Advertising Campaign (\$15,000)**

To achieve and maintain the required level of community awareness and support of water use efficiency, local agencies must facilitate ongoing communication with the public. This will be achieved through multi-media advertising to increase awareness of wise water use in Santa Barbara County as a joint project for the City of Santa Barbara and the Santa Barbara County Water Agency. The campaign will include a series of public service announcements in print, on radio, in movie theatres and on local buses and shuttles.

Work to be performed under this grant includes:

- Developing a county-wide marketing plan
- Purchasing air time and newspaper advertising space for ads

#### **Waterless Urinal Retrofit for City and County facilities on behalf of the Green Team (\$13,860)**

The goal of the Waterless Urinal Retrofit Program is to purchase and install twenty waterless urinals in Santa Barbara County and City facilities as a pilot project for potential retrofits in other County facilities and as a demonstration project for developers who are planning to build CII facilities within the County.

Work to be performed under this grant includes:

- Work with Santa Barbara County Building and Safety agents to get approval of the technology for the purpose of water conservation.
- Work with Santa Barbara County General Services Department and Parks Department to select target urinals for replacement.
- Train janitorial staff on how to properly maintain waterless urinals.
- Purchase urinals through bid process to Falcon Waterfree and Waterless Company (the two companies currently manufacturing waterless urinals).
- Select installer and develop contract for installation and recycling of old urinals.
- Work with local media to provide press coverage of the retrofit project and encourage developers to consider the waterless urinals for their projects.
- Monitor water use at Santa Barbara County locations to provide testimonials and brochures for developers.

**Applications to the California Department of Fish and Game for the Tri-County F.I.S.H. Team (Recommendation B):**

**Tri-County F.I.S.H. Team (TCFT) Proposal: (grant application in the amount of \$100,000)**

The Tri-County F.I.S.H. Team is made up of local agencies and organizations that have an interest in enhancing and restoring salmonid populations in the tri-county region (San Luis Obispo, Santa Barbara, and Ventura Counties). A member of the Water Agency staff has been designated as the Local Coordinator for the TCFT and is therefore preparing a grant application on behalf of the TCFT.

The purpose of the TCFT is to work with federal, state, and local agencies and non-governmental groups to:

- secure funding in support of salmonid recovery and habitat enhancement,
- improve information about restoration and recovery activities, and
- enhance public understanding and support for such actions in the tri-county area.

Work to be performed under this grant includes\*:

- Development of regional Best Management Practices for in-channel work,
- Implement a technical training program,
- Begin a region-wide stream crossing barrier assessment,
- Hold public outreach workshops, and
- Continue to serve as a regional nexus for fishery restoration activities.

\*Most of these tasks will be completed by a technical consultant hired using the grant funding. Water Agency staff will conduct administrative activities, which will also be funded through the grant.

**Mandates and Service Levels:**

**U.S. Bureau of Reclamation Grant Funds (Recommendation A)**

Staff time will be required to coordinate implementation of these projects and manage consultant/professional services contracts. Staff participation in this project meets objectives of the Regional Water Efficiency work plan. It also helps the County and local Bureau contractors meet USBR water efficiency requirements. Staff participation in the Green Gardener Certification Program meets objectives of the Project Clean Water work plan and also helps the County meet NPDES Phase II permit requirements.

**Applications to the California Department of Fish and Game for the Tri-County F.I.S.H. Team (Recommendation B):**

Staff time will be required to coordinate implementation of these projects and manage consultant/professional services contracts.

**Fiscal and Facilities Impacts:**

**U.S. Bureau of Reclamation Grant Funds (Recommendation A)**

The proposed budget for each project is shown below. USBR does not require matching funds; however, matching funds will comprise in-kind staff time. In addition, both the City of Santa Barbara and the Water Agency will be contributing to the countywide multi-media advertising campaign. The Green Gardener Certification Program also receives funding from program partners in both the North and South County.

***Green Gardener Certification Program:***

**Project Cost:** The total cost for this program is \$60,400.00 annually. The grant request is for \$30,000, and program partners contribute \$12,400, plus staff time.

**Budget**

▪ 240 hours WA staff time (\$75/hr)	\$18,000.00
▪ Program materials	\$5,000.00
▪ Instructor fees	\$35,000.00
▪ Advertising	\$2,400.00
<b>TOTAL:</b>	<b>\$60,400.00</b>
<b>Total County In-Kind Contribution:</b>	<b>\$18,000.00</b>
<b>Total Grant Funds Requested:</b>	<b>\$30,000.00</b>

***Waterless Urinal Retrofit Program (Green Team):***

**Project Cost:** The total cost for this project will be \$26,906.00 and the grant request is \$23,156.00. The Water Agency and other County staff will provide in-kind staff support through development of the program and installation oversight.

**Budget**

▪ 50 hours Agency staff time (\$75/hr)	\$ 3,750.00
▪ 32 Waterless Urinals/Installation Fees (\$608 per urinal)	\$ 19,456.00
▪ Equipment expenses for tiling/painting around new urinals	\$ 3,200.00
▪ <u>Marketing Pieces (Graphic Design and Printing)</u>	<u>\$ 500.00</u>
<b>TOTAL:</b>	<b>\$ 26,906.00</b>
<b>Total in-kind Contribution</b>	<b>\$ 3,750.00</b>
<b>Total requested funds</b>	<b>\$ 23,156.00</b>

***Water Efficiency Advertising Campaign:***

**Project Cost:** The total cost for this project will be \$20,250.00 and the grant request is \$15,000.00. The Water Agency will provide in-kind staff support through development of the program and contract administration with the consultant. City of Santa Barbara and Goleta Water District staff will also contribute staff time to the development of the campaign.

**Budget**

▪ Consultant, Campaign Development	\$3,500.00
▪ 50 hours Water Agency staff time (coordinate production/program dev.)	\$3,750.00 (in-kind)
▪ Airing of Radio Ads	\$3,750.00
▪ Printing of Print Ads (newspapers)	\$3,000.00
▪ Printing of Movie Ads (theatres)	\$1,500.00 (in-kind)
▪ <u>Printing/displaying 20 Bus ads</u>	<u>\$3,000.00</u>
Subtotal In-Kind	\$5,250.00
Subtotal Bureau grant funds	\$15,000.00
<b>TOTAL Estimated Project Cost:</b>	<b>\$20,250.00</b>

**Applications to the California Department of Fish and Game for the Tri-County F.I.S.H. Team Recommendation B**

▪ <b><i>Tri-County F.I.S.H Team:</i></b>	
▪ Personnel Expenses*	\$23,874.00
▪ Personnel Expenses (In-Kind)**	\$20,250.00
▪ <u>Operating Expenses</u>	\$76,126.00
Subtotal In-Kind (TCFT Executive Committee Contribution)	\$20,250.00
DFG grant funds requested	\$100,000.00
<b>TOTAL Estimated Project Cost</b>	<b>\$120,250.00</b>

\* \$18,500 will pay for Water Agency staff support

\* \*These in-kind services are provided by the Executive Committee, which comprises a local government representative, local agency representative, and public member from each county.

The in-kind staff time contributions associated with these grants are consistent with the Water Agency's ongoing work plan and requirements for managing the Regional Water Use Efficiency Program. These costs are included in the Adopted Budget for FY 2003-04 under the Water Agency Cost Center of the Water Resources Division of the Public Works Department as shown on page D-322 of the budget book. Approval of these grants will increase our resources and allow the Water Agency to more effectively meet our contractual obligations for water use efficiency best management practices (BMPs) in the statewide California Urban Water Conservation Council Memorandum of Understanding (MOU) and the Bureau of Reclamation's water conservation criteria.