



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: Public Works
Department No.: 054-04-07
For Agenda Of: September 18, 2007
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Directors, Water Agency

FROM: Department Scott McGolpin, Interim Public Works Director, 568-3010
Director(s)
Contact Info: Thomas D. Fayram, Deputy Public Works Director, 568-3436

SUBJECT: Grant Application for Water Conserving Gardening CD-ROMs

County Counsel Concurrence

As to form: N/A

Other Concurrence: N/A

As to form: No

Recommended Actions:

That the Board of Directors concur with an application to the US Bureau of Reclamation (USBR) to provide up to \$36,325.50 in funds to the County Water Agency for the production of outreach materials that encourage water conserving plant choices for local landscapes.

Summary Text:

A grant will be available in October 2007 through USBR Water Conservation Field Services Program. The Water Agency, as part of its Regional Water Efficiency Program, would apply to this grant program, in partnership with several water purveyors, for the production of water wise gardening CDs. This project will help to fulfill obligations the County Water Agency has to meet Best Management Practices as outlined in the California Urban Water Conservation Council's (CUWCC) Memorandum of Understanding, of which the County Water Agency is a signatory. Furthermore, because the County is served by two Federal water supply projects (Twitchell and Cachuma Reservoirs) the County, through its Water Agency, has established a close working relationship with USBR to develop and implement water efficiency and drought planning programs. Reclamation has supported these programs in the past through grants that defray both county and local water purveyor costs.

Background:

Landscape water efficiency is an important goal of the Water Agency's Regional Water Efficiency Program. Landscaping is on average the number one residential water use, accounting for up to 50% of

Auditor-Controller Concurrence

As to form: N/A

a residential water bill. This project will make it easier for County residents to create beautiful water efficient landscapes that save water, energy, and money.

The grant application will outline the production of a computer-based CD-ROM by the company GardenSoft, which has produced similar CD-ROMs for other areas in California. The customized CD-ROM will include local garden examples, a customized plant database for the Santa Barbara County region, interactive features providing plant details, print-out reports, and irrigation tips. 10,000 CD-ROMs will be produced for distribution at public outreach events, by request from customers through a website ordering function. Water Agency and participating water purveyors will market the CD-ROM, offered free to the public, through existing marketing channels including newsletters, government access TV, and the website. Once production is complete, reprints of the CD-ROM will be possible in future years using the original materials. The plant database will also be available on the Regional Water Efficiency Program’s water conservation website, www.sbwater.org, for a 2-year period with grant funds.

If the Board concurs with this grant application, and the Water Agency is successful in its request to USBR, the Water Agency will return to the Board for approval to accept the unanticipated revenue, to adjust the budget to account for new expenditures, and enter into a contract with USBR.

Fiscal and Facilities Impacts:

Budgeted: Yes

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			
USBR Grant	\$ 36,325.50		
Participating Purveyors	\$ 24,500.00		
Water Agency budget	\$ 12,000.00		
Total	\$ 72,825.50	\$ -	\$ -

Narrative:

The grant application requires a 50% cost share. Match requirements would be met through three sources. \$5,000 would be used from the approved 07-08 Water Agency budget, through a line item designated for water conservation projects such as this. An additional \$7,000 in budgeted Water Agency staff time would be used. Cooperating water purveyors would provide the remaining match in the form of cash as well as in-kind staff time, up to \$24,500.

Participating purveyors will be members of the Regional Water Efficiency Program and will include the City of Santa Barbara, among others who will be contacted and confirmed for participation pending the results of this concurrence request to the Board.

Special Instructions:

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

Authored by: Helena von Rueden, Senior Program Specialist, 568-3541

cc: