



WEST BASIN MUNICIPAL WATER DISTRICT
 17140 S. Avalon Blvd., Suite 210
 Carson, CA 90746

AGENDA NO. 14

DECEMBER 8, 2010 – Communications
 Gray (Chair), Kwan
DECEMBER 20, 2010 – Board Meeting
 Prepared by: Leighanne Kirk
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 Approved by: Rich Nagel

CONSENT CALENDAR

OCEAN-FRIENDLY PROGRAM DEMONSTRATION GARDEN UPDATE

SUMMARY:

Implementation of the Ocean-Friendly Landscape Program (Program) has been proceeding well, but on a limited basis, with classes, hands-on workshops, and installation of large-landscape irrigation controller systems. The rebate incentives for residential irrigation controllers only became available six months ago because of the State bond freeze. In addition, the demonstration gardens have been placed on hold because of the State fiscal situation. The Board directed staff in August 2009 not to pursue this component of the Program until there was more certainty of State funding. Staff has recently learned that the funding is available for West Basin to proceed with reimbursements from the State. The Greater Los Angeles County Integrated Regional Water Management Program Proposition 50 projects that include the demonstration gardens project has now appropriated \$22 million of the \$25 million it was awarded.

The total budget and funding allocation for the demonstration gardens is shown below:

Program Source of Funds

Task	West Basin/Retailer Share	State Share	Total
Demonstration Gardens	\$26,683	\$326,362	\$353,045

The annual budget for this program is shown below:

Annual Allocation of Funds

Fiscal Year (FY)	FY 2011-12	FY 2012-13
2010-11	\$119,883	\$113,279

Allocation of Funds

As was shown to the Board in September 2008, each Director’s Division has been allocated \$70,600 for both design and construction of a garden. As was previously presented, the average cost of a garden similar in size to the demonstration garden at the Edward C. Little Water Recycling Facility is \$25,000. Staff is recommending each Director approve no more than three sites, utilizing their \$70,600 allocation, due to the landscape design team’s contract constraints.

In this fiscal year, there is enough funding for nearly five gardens assuming they cost \$25,000 each. However, due to the fact that we are at the mid-point of the fiscal year, staff suggests focusing on the selection of garden sites and the design of between 2-3 retrofits.

Staff has been in discussion with Golden State Water Company to include \$11,833 within their Calendar Year 2011 partnership agreement with West Basin, which is currently under discussion between both parties.

FY 2010-11 Budget

Task	DWR Cost Share	West Basin Cost Share (Marketing)	Potential Retailer Contribution (Golden State)	Total Funding Available
Demonstration Gardens	\$93,200	\$14,850	\$11,833	\$119,883

Applications in Hand

In August 2009, staff provided the Board with an update on the efforts of the program to-date. This included:

- Staff sent letters to the City Managers, Mayors, and School Superintendents on March 23, 2009 inviting cities & school district reps. to attend the workshop on April 8, 2009;
- The Workshop was held on April 8, 2009 – five cities attended this workshop:
 - Culver City;
 - Hawthorne;
 - Hermosa Beach;
 - Lomita; and
 - Malibu.
- The Workshop presentation was sent to the other cities that didn't attend the workshop;
- The cities/schools that submitted an Interest Form included:
 - All cities above;
 - El Segundo;
 - Redondo Beach Unified School District; and
 - Inglewood.
- Staff sent follow-up e-mails with the final application materials to all cities and schools on May 27, 2009 and a final reminder on July 16, 2009, with a due date of July 31, 2009;
- A total of six Cities applied:
 - Division II (Gray): Inglewood (Fire Dept.);
 - Division III (Kwan): Manhattan Beach (Pier Avenue), Hermosa Beach (City Hall);
 - Division IV (Little): Culver City (City Hall), Malibu (Bluffs Park), El Segundo (Recreation Park); and
 - Division V (Dear): Lawndale (Public Library was interested but they applied and were awarded funding through West Basin's Street Median Program instead).

Next Steps

Since the program has been on-hold, staff has received numerous phone calls and e-mails asking when the Program will resume. The cities are eager to move forward with a demonstration garden within their jurisdiction.

In order to be fair to those cities that have submitted an application in the first round, staff is planning to contact the six cities to confirm their interest. In addition, since the first solicitation period was over two years ago, staff is recommending a second round of application solicitations for those cities that may now be interested in participating. For the second round of application solicitations, letters will be sent to the City Manager, Public Works Directors and Mayors and others at the Directors' requests.

In order to maximum the funding available for each Director Division, staff is suggesting that once the second round of interested city applications are received, staff will present to each Director the first and second round applications for consideration. Because funding needs to be spent over a three-year period, not all selected gardens can be implemented at once. A funding and implementation schedule will be developed in coordination with each Director.

In addition, staff will continue to seek outside funding through retail partnerships and other grant programs to add to this project.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 5: Environment – West Basin is committed to sustainable and environmentally-friendly business practices.

FISCAL IMPACTS:

Funds for the Ocean-Friendly Demonstration Garden Program are included in the Fiscal Year 2010-11 Public Information and Conservation Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on December 8, 2010 and agendized to the December 20, 2010 Board meeting Consent Calendar.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

None.