
MEMORANDUM

DATE: April 13, 2010
SUBJECT: Grant Application for a Water Conservation Interactive Website
STAFF REPORT BY: Lehua Weaver
CC: David Everitt, Jeff Niermeyer, Tom Ward, Jim Lewis, Stephanie Duer, Rusty Vetter, Vicki Bennett, Emy Storheim

Motion:

{I move that the Council} Suspend the rules and adopt the resolution in support of this grant application.

Background: The Department of Public Utilities has applied for and received preliminary approval for a \$25,554 grant. The next step is to have the City Council approve a resolution in support of the grant application, and committing to the matching requirement.

The grant money would be used for an interactive website program that implements program measures from the recently adopted 2009 Water Conservation Master Plan.

The match requirement will be met within the Department's existing budget by staff time for website development, and licensing fees, totaling \$25,674.

Program Information: The website will be used by the public, and will demonstrate landscape watering efficiencies and promote behavior changes by providing information about plant selection, garden design, irrigation and maintenance. The goal is to further increase water conservation, and provide a useful resource for residents to research and learn about landscaping options and wise water use, specific to our City.

JEFFRY T. NIERMEYER
DIRECTOR

SALT LAKE CITY CORPORATION

DEPARTMENT OF PUBLIC UTILITIES
WATER SUPPLY AND WATERWORKS
WATER RECLAMATION AND STORMWATER

SCANNED TO: *mayor*
SCANNED BY: *Ray*
DATE: *3/30/2010*
RALPH BECKER
MAYOR



CITY COUNCIL TRANSMITTAL


David Everitt, Chief of Staff

Date Received: *03/30/2010*
Date sent to Council: *04/01/2010*

TO: Salt Lake City Council
JT Martin, Chair

DATE: March 30, 2010

FROM: Jeff Niermeyer, Public Utilities Director *JN Niermeyer*

SUBJECT: 2009 Water Conservation Master Plan Landscape Efficiencies Inter-Active Website Grant Application

STAFF CONTACT: Stephanie Duer, Water Conservation Program Coordinator,
801.483.6860 stephanie.duer@slcgov.com

DOCUMENT TYPE: Resolution

RECOMMENDATION: To approve a resolution supporting the application and committing matching funds to the U.S. Bureau of Reclamation Water Conservation Field Service Program FY 2010 Grant Program to develop the Landscape Efficiencies Inter-Active Website Program that will implement seven program measures articulated in the 2009 Water Conservation Master Plan (please see Table 1 on page 2).

BUDGET IMPACT: The federal grant request is for \$25,554. Commitments of required matching funds are met through an in-kind contribution of \$18,674 (staff time to develop the web-site content) and a financial commitment by Public Utilities of \$7,000 (\$3,500 annually) for a licensing fee for software package over two years for a total matching fund commitment of \$25,674. Public Utilities is committed to providing the licensing fee indefinitely.

BACKGROUND/DISCUSSION: The grant application was submitted on February 5, 2010. Council approval of the resolution was not sought prior to application due to the timing of the grant notice. If awarded, the funds provided through the Bureau of Reclamation grant will allow for the purchase, customization, and publishing of Landscape Efficiencies Inter-Active Website, a many-layered and content rich website

that will provide design and technical guidance to property owners to facilitate in the creation and construct of water-wise landscapes.

The goal of the proposed project, 2009 Water Conservation Master Plan Landscape Efficiencies Inter-Active Website, is twofold: 1) to reduce landscape over-water use and waste, and 2) to reduce over-all water use in the landscape in the Salt Lake City Department of Public Utilities (SLCDPU) service area. The goal will be achieved by creating and publishing a Landscape Efficiencies Inter-Active Website that: a) demonstrates landscape water efficiency management practices that are new, unfamiliar, or which build on the knowledge of water-wise landscaping practices of local water users and b) promotes behavior changes in water use in the landscape by driving alterations in plant selection, garden design, irrigation, and landscape maintenance. This single project would complete the implementation of seven conservation program measures articulated in the 2009 Salt Lake City Water Conservation Master Plan.

The goal and seven program measures embodied by the proposed project can be further expressed as three project objectives that address how water is used in the landscapes from garden conception, through installation, to maintenance. The three objectives are to:

- 1) Broaden the community’s general knowledge of a plant palate that requires less water than the plants that have been typically selected in this region while offering images that inspire the site visitor to embrace and utilized these plants, coupled with the necessary guidance, delivered in an easy and attractive manner in order to overcome consumer resistance;
- 2) Illustrate the role of garden design, irrigation design, and plant placement in creating a sustainable and thriving lower water garden through the use of how-to guides, design templates, “problem solvers”, and images of actual local gardens and irrigation system examples; and
- 3) Educate on the need for proper care and maintenance of irrigation systems and water-wise plants to sustain thriving lower water urban landscapes and as a result increase owner satisfaction, increase public acceptance and enthusiasm for the water-wise plant palate and management practices in the landscape by demonstrating proper maintenance techniques and practices.

These objectives are clearly stated in the recently adopted 2009 Water Conservation Master Plan and are addressed by the following conservation program measures as contained in the recently adopted 2009 Water Conservation Master Plan:

Table 1: 2009 WCMP Program Measures Affected by Proposed Interactive Database

<u>No.</u>	<u>Performance Measure</u>	<u>Brief Description</u>
E-8	Landscape & Irrigation Style Guides	Develop and distribute guides for enhancing water-use efficiencies in landscapes and for irrigation systems.

E-10	Landscape Plant List	Develop a water-wise plant list specific to local weather and soil conditions and distribute to Single Family Residential, Multi-Family Residential, and Commercial/Residential, and Institutional water customers.
E-11	Landscape Templates	Develop quick-guide references for commercial, residential, and park strip landscapes and distribute to Single Family Residential, Multi-Family Residential, and Commercial/Residential, and Institutional water customers.
E-14	Park Strip Plant List	Develop a water-wise plant list for park strip areas and distribute to Single Family Residential, Multi-Family Residential, and Commercial/Residential, and Institutional water customers.
E-15	Plant List Database	Convert landscape and park strip plant list to database format
E-16	Planting and Maintenance	Develop and distribute planning guidelines and schematics and maintenance guides for non-traditional landscapes and water-wise lawns.
E-19	Specialized Garden Guides and Plant Lists	Develop plant lists and guides for bio-swales, rain gardens, roof-top gardens, and riparian corridors and distribute to single family residential, multi-family residential, and commercial/residential, and institutional water customers

PROJECT BENEFITS: Benefits that will result from the implementation of the water efficiency measures contained in the inter-active website are:

- A reduction of landscape water waste;
- A reduction in over-all landscape water use by residential, commercial/industrial, and institutional water users;
- A reduction in seasonal peak water demand;
- A delay or indefinite postponement for the need to develop new water supplies for the Salt Lake City Department of Public Utilities service area;
- A lessening of the need to purchase spot-market water; and
- A reduction in negative impacts on the landscape during future water shortages.

PUBLIC PROCESS: The 2009 Water Conservation Master Plan, from which this program is derived, received extensive public involvement. And while the grant application was written without public involvement, program content development and review will involve the Water Conservation Master Plan Development Committee.



IN REPLY REFER TO:

United States Department of the Interior

BUREAU OF RECLAMATION

Upper Colorado Regional Office
125 South State Street, Room 6107
Salt Lake City, Utah 84138-1147



UC-827
ADM-13.00

MAR 19 2010

Ms. Stephanie Duer
Water Conservation Program Coordinator
Salt Lake City Corporation
1530 South West Temple P.O. Box 145528
Salt Lake City, UT 84114

Subject: Notice of Technical Ranking Under Water Conservation Field Services Program
Funding Opportunity Announcement (FOA) No. R10SF40002

Dear Ms. Duer:

We are pleased to inform you that your proposal "2009 Water Conservation Master Plan Landscape Efficiencies Inter-Active Website" is being considered for funding under the Water Conservation Field Services Program. The award is subject to your organization meeting the requirements for receiving financial assistance. The award will be made as a grant agreement. You will receive additional information shortly.

Thank you for the proposal submitted by your organization. We sincerely appreciate the time and effort you expended in preparing a response to our FOA.

If you have any questions, please contact me at 801-524-3852. We look forward to working with you.

Sincerely,

Karen McWilliams
Grant Specialist

Resolution No. ____ of 2010

Authorizing Salt Lake City
To Apply for a Grant Award From
The United States Bureau of Reclamation
For Water Efficiency and Conservation

WHEREAS, the United States Bureau of Reclamation (the "Bureau") offers grants under its Water Conservation Field Service Program FY 2010 Grant Program; and

WHEREAS, the City has adopted its 2009 Water Conservation Master Plan, which includes, among other things, objectives to broaden the community's general knowledge of plants that require less water, provide illustrations of garden and irrigation system designs that use less water, and educate the community on the proper care and maintenance of water-wise plants and irrigations systems, which could be accomplished through the development of an inter-active website program; and

WHEREAS, the Department of Public Utilities has adequate capability within its budget to fund a portion of the cost for the development of the inter-active website program, which will be subject to City Council approval; and

WHEREAS, through the Bureau's Grant Program, a portion of the cost of the inter-active website program could be funded thereby reducing the City's expenditure for the project, making funds available for other water conservation projects throughout the City.

NOW THEREFORE, BE IT RESOLVED by the City Council of Salt Lake City, Utah, as follows:

1. That the Director of the Department of Public Utilities should submit the grant application (attached as Exhibit A) with the Bureau to fund a portion of the

inter-active website program and to work with the Bureau to meet established deadlines for the City to enter into a cooperative agreement to accept a grant from the Bureau.

2. Ralph Becker, Mayor of Salt Lake City, Utah, or his designee, shall have the authority to enter into a cooperative agreement with the Bureau, upon appropriate review and approval of the City Council.

Passed by the City Council of Salt Lake City, Utah, this _____ day of March, 2010.

SALT LAKE CITY COUNCIL

By _____
CHAIRPERSON

ATTEST:

CHIEF DEPUTY CITY RECORDER