

---

**REGIONAL WATER EFFICIENCY PROGRAM (RWEF)  
for  
SANTA BARBARA COUNTY**

---

**Annual Report  
FY2009-10**

**Covering July 1, 2009 - June 30, 2010**



**August 2010**

Prepared by:  
**Santa Barbara County Water Agency**  
Public Works Department  
123 E. Anapamu Street, Suite 240  
Santa Barbara, CA 93101

## **TABLE OF CONTENTS**

|  |       |
|--|-------|
| Program Overview                           | p. 3  |
| Public Information                         | p. 4  |
| Landscape Water Use Programs               | p. 5  |
| Student Education                          | p. 7  |
| Commercial and Institutional Programs      | p. 8  |
| Data Development on Water Supply and W/C   | p. 9  |
| Coordination of RWEF                       | p. 10 |
| Project Co-Funding                         | p. 11 |
| • Water Agency Staffing for RWEF           | p. 12 |
| • Allocation of RWEF Funds Across Projects | p. 13 |

## **RWEP Program Overview**

Santa Barbara County's Regional Water Efficiency Program (RWEP) was established by the Santa Barbara County Water Agency in December 1990 as a partnership among local water purveyors and the County. RWEP promotes the efficient use of urban and agricultural water supplies Countywide, and provides information and assistance to the eighteen local water purveyors within the County. Through the RWEP, the County Water Agency coordinates cooperative water conservation efforts among purveyors, co-funds projects and programs, acts as a clearinghouse for information on water efficiency, manages specific projects and programs, and monitors local, state and national legislation related to efficient water use.

This annual report provides information on accomplishments of the RWEP as coordinated by the County. This report does not capture all water conservation activities or accomplishments of each individual water purveyor.

Some local water purveyors, along with the County Water Agency, are members of the California Urban Water Conservation Council (CUWCC), and have signed a Memorandum of Understanding (MOU) committing to implement certain Best Management Practices (BMPs). This report identifies which RWEP accomplishments relate to specific BMPs under the MOU. For more information on CUWCC's reporting requirements, see the Council's website at [www.cuwcc.org](http://www.cuwcc.org). Implementation of the RWEP also satisfies the U. S. Bureau of Reclamation's requirement for the County Water Agency, as USBR master contractor for the Cachuma Project, to have a regional water conservation plan as a supplement to individual water purveyors' water conservation plans.

For information on water conservation in Santa Barbara County, see our RWEP website at [www.sbwater.org](http://www.sbwater.org).

## Public Information

- supports CUWCC's Public Information Program BMP #2.1

### Informed Public Through Annual Summer Media Campaign

- Summer campaign advertisements County-wide in 2009 for *20-Gallon Challenge*
  - over 1,500 radio ads in English & Spanish
  - over 1,100 TV ads on networks & cable television stations
  - 100's more ads on County & City government public access stations.
  - Additional ads *online* at some radio, TV and print media's websites
- Plus over 200 Green Gardener radio ads in fall and spring
- Media ads were co-funded by most water providers across the County. *See list of funding agencies at end of this report.*
- Developed a new media ad campaign for summer of 2010, using themes and clips from winning videos from past HS video contests.

### Informed Public Through Water Conservation Website: [www.sbwater.org](http://www.sbwater.org)

- County staff posted updates, edits, new info & new links
  - Added Google's multi-language translation function
- Over 90,000 "visits" to the website; and over 750,000 "page views"
- Posted rotating water conservation "ads" on homepage, e.g. for:
  - US EPA's "Fix a Leak Week"
  - 20-Gallon Challenge
  - Smart Landscape Rebate Program
  - Summer media video ads
  - Smart Irrigation Month, etc
- Site maintained and funded by County during 2009-10.

### Participated in Public Events

- Earth Day in Santa Barbara (April 2010) and in Isla Vista.
- Earth Day on Vandenberg Air Force Base (April 2010)
- Partners for the Environment Day (August 2009) in Santa Maria
- Landscapers Expo (March 2010) in Santa Barbara
- Water Awareness displays as *pilot project* at local libraries (May 2010)
- Public Works Week display at County PW Dept.; May 2010



## **Landscape Water Use Programs**

- *support CUWCC's Landscape BMP #5;*
- *and Residential BMP #3.2 for Landscape Water Survey.*

## **Trained Green Gardeners in Enhanced Class at SBCC**

- Students now earn certificate from Santa Barbara City College in 15-week course
- 66 graduates from 2 classes in FY09-10: Fall & Spring/summer classes
- GG list updated; available at **[www.greengardener.org](http://www.greengardener.org)**
- Principal co-funders were: SB City College, County WA, City of Santa Barbara, Goleta Water, Montecito WD, Carpinteria Valley WD, LaCumbre Mutual Water Co., Buellton, Solvang, Golden State Water Co., City of Santa Maria, plus some private sponsors.

## **Received USBR Grant and Started New "Smart Landscape Rebate Program"**

- County WA received USBR grant for over \$160,000 for new 2 year program
- Builds on City of Santa Barbara and Goleta WD's pilot program
- Participants are: Carpinteria Valley WD, Vandenberg Village CSD, Goleta WD, and Cities of Lompoc and Santa Barbara
- Over \$12,000 in rebates awarded in first 6 months.

## **Produced New Episodes of Popular Garden Wise Guys TV Shows**

- Three new shows in FY2009-10:
  - "Lawn and Order", August 2009
  - "Field Guide to Western Watersheds", December 2009
  - "Gardening in Small Spaces", May 2010
- Santa Barbara City TV filmed all shows; Aired on County GATV20 and City TV18
- Episodes viewable through: **[www.gardenwiseguys.org](http://www.gardenwiseguys.org)**
- Co-funded by County, City of Santa Barbara, and Goleta WD
- Show received award from California Association of Public Officials (CAPIO) at its annual conference in April.

## **Held Two Successful Sales of Rainbarrels**

- Sales in Santa Barbara (November 2009) and Santa Maria (February 2010)
- Provided rainbarrels at cost; below market value; over 1,000 sold!
- Rainbarrel sales events earned award from California Association of Public Information Officials (CAPIO) at their annual conference in April.

## **Improved website for "Water Wise Gardening for Santa Barbara County"**

- Maintaining significant number of visits/hits; increased hits after press release and other public ads or news articles;
- Revised & updated the plant database on the site; also added links to landscape water conservation programs;
- Now allows for a plant list to be generated and saved for future reference or printing.

### Updated Weekly Water Index for Residents' Use

- County staff updated website weekly
- Homeowners adjust sprinklers based on WWI setting
- Used latest data from CIMIS
  - California Irrigation Management Information System
- Data is from weather stations across SB County

### Funded Large Landscape Evaluations Across Santa Barbara County

- County funded Cachuma Resource Conservation District
- CRCD's expert staff conducted irrigation system evaluations
- CRCD conducted 167 site visits/evaluations of turf and crops
- With a *potential* for over 495 acre-feet of water savings if recommendations are implemented.

### Helped Distribute "Laundry to Landscape" CD

- To promote grey water usage through single clothes washer hookup
- CD developed by local Santa Barbara company
- CD's purchased at below market price;
- And made available at cost to local water purveyors for residents.



WATER WISE GARDENING IN  
SANTA BARBARA COUNTY

Introducing a New Tool  
for your toolshed!

Virtual Garden Tours  
with a searchable  
Plant Database

Visit Today **NEW!**

## Student Education Programs

- supports CUWCC's School Education Programs BMP #2.2

### Classroom Presentations Given

- County issued contract for classroom presentations
- Over 800 students reached at in-school presentations through:
  - County funding of Art from Scrap presentations
  - Demo presentation to Vieja Valley School
  - Presentations at summer schools in 2009

### High Schools Competed in 2010 W/C Video Contest

- Received excellent videos: for use as 30- and 60-second Public Service Announcements on water conservation
- Award checks issued to 9 schools
  - Dos Pueblos HS, Cabrillo HS, San Marcos HS, Anacapa School, Laguna Blanca School, Cate School, Pioneer Valley HS, Santa Ynez Valley Union HS, Bishop Garcia Diego HS.
- Videos compiled as PSAs; given by County to local TV stations
- Co-funded by Water Agency & water providers across the County.
- Videos from past HS contest were used as PSAs for summer 2010 media campaign.

### Provided Financial Support to SB County Science Fair

- Science Fair is open to all junior high students County-wide
- RWEP made two cash prize awards for water-related projects, encouraging water conservation work.



## **Commercial and Institutional Programs**

- *supports CUWCC's Commercial, Industrial, and Institutional BMP #4*

## **Participated in County's Green Business Program**

- County WA assisted on Steering Committee & Event Committee
- WA helped staff audits
- WA staff conducted some facility site reviews.





## Data Development on Water Supply and Water Conservation

- supports CUWCC's Utility Operations Practices BMP #1.3 for metering with commodity rates;
- and BMP #1.4 for retail conservation pricing.

### Reported on Local Water Rates

- Compiled water rate information from 18 local water purveyors across SB County
- Shared report (March 2010) and posted online under "About Us" at [www.sbwater.org](http://www.sbwater.org)
- All local purveyors cooperated; staffed by County WA.

### Compiled Water Production Data

- Compiled local water purveyors' annual water production data, for CY2008
- Shared summary table (April 2010) and posted online under "About Us" at [www.sbwater.org](http://www.sbwater.org)
- All local purveyors cooperated; staffed by County WA.

**Water Rates in Santa Barbara County: Spring 2010**

| City/District or Company           | Billing interval<br><i>Monthly, Bimthly</i> | Rate * structure<br><i>Uniform, Block etc</i> | <b><u>Water Rates -- per hundred cubic feet</u></b> |                                  |                      |                                  |                             |                                  |   |                                  | Meter Fee & Charges<br>For a 5/8 x 1/4 meter                           |
|------------------------------------|---|---|---|----------------------------------|----------------------|----------------------------------|-----------------------------|----------------------------------|---|----------------------------------|--|
|                                    |   |   | Single family                                       |                                  | Multi-residential    |                                  | Commercial                  |                                  | Agriculture, Landscape, Recreation or Other   |                                  |  |
|                                    |   |   | HCF Units   | \$\$                             | HCF Units            | \$\$                             | HCF Units                   | \$\$                             | HCF units   | \$\$                             | \$\$   |
| Buellton                           | Monthly                                     | Uniform                                       | per hcf   | 1.97                             | Per hcf              | 1.97                             | per hcf                     | 1.97                             | per hcf   | 1.97                             | 18.20  |
| Carpinteria Valley Water District* | Monthly                                     | Block (variable)                              | Base*<br>Mid<br>Peak                                | 3.11<br>3.85<br>4.32             | Base<br>Mid<br>Peak  | 3.11<br>3.85<br>4.32             | Base<br>Mid<br>Peak         | 3.11<br>3.85<br>4.32             | Agriculture   | 1.74                             | 28.56<br>+ \$15.90 per<br>6 hcf  |
| Casmalia CSD                       | Monthly                                     | Flat plus Uniform                             | <3.45<br>>3.45                                      | 120.flat<br>0.10per<br>cu foot   |                      | n/a                              | <3.45<br>>3.45              | 240.flat<br>0.10/<br>cu ft       |   | n/a                              | None   |
| Cuyama CSD                         | Monthly                                     | Block   | <4<br>≥4  | 0.29<br>0.44                     | <4<br>≥4             | 0.29<br>0.44                     | <4<br>≥4                    | 0.29<br>0.44                     | <4<br>≥4  | 0.29<br>0.44                     | 49.50  |
| Golden State Water                 | Monthly                                     | Block   | <15<br>≥15-27<br>≥27                                | 1.434<br>1.649<br>1.896          | Per hcf              | 1.434                            | Per hcf                     | 1.445                            | Per hcf   | 1.445                            | 14.30  |
| Goleta Water District              | Monthly                                     | Uniform-Block*                                | 1-4<br>5-8<br>≥9                                    | 3.55<br>3.71<br>3.71             | 1-4<br>5-8<br>≥9     | 3.55<br>3.71<br>3.71             | 1-4<br>5-8<br>≥9            | 3.55<br>3.71<br>3.71             | Agriculture<br>Reclaimed<br>Recreation<br>Landscape                                 | 1.00<br>2.17<br>2.68<br>3.71     | <4=\$9.21<br><8=\$18.42<br>>9= 27.63                                   |
| Guadalupe                          | Monthly                                     | Flat or Uniform                               | 1-6<br>≥7   | 19.45<br>flat;<br>3.25per<br>hcf | 1-6<br>≥7            | 19.45<br>flat;<br>3.25per<br>hcf | 1-6<br>≥7                   | 19.45<br>flat;<br>3.25per<br>hcf | 1-6<br>≥7   | 19.45<br>flat;<br>3.25per<br>hcf | None   |
| La Cumbre Mutual Water Company*    | Bi-mthly                                    | Block   | ≤50<br>51-120<br>121-240<br>>240                    | 3.30<br>3.70<br>4.10<br>5.10     | 1-18<br>19-60<br>≥60 | 3.30<br>3.70<br>4.10             | Tier1=<br>3yr avg<br>Tier 2 | 3.30<br>4.10                     | Ag Tier 1<br>= 40hcf;<br>Ag Tier 2 =<br>≤870 hcf/yr;<br>Ag Tier 3 =<br>≥870 hcf/yr. | 3.30<br>2.42<br>4.10             | 26.25* bi-<br>monthly meter<br>+ land fee of<br>29./acre*<br>bimonthly |

1

## Coordination of Regional Water Efficiency Program (RWEP)

- supports CUWCC's Utility Operations Practices BMP #1.1 for a Conservation Coordinator

### Produced Monthly E-newsletters

- Water Agency continued to prepare and distribute monthly *E-News for Water Efficiency in Santa Barbara County*.
- A new edition sent every month
- WA sent each issue broadly - - electronically
- And posted online under "About Us" at [www.sbwater.org](http://www.sbwater.org)

### Coordinated Monthly RWEP Meetings

- For program coordination, information sharing, vetting ideas, etc
- Scheduled all meetings; set each agenda; circulated mtg notes
- 11 meetings held in FY09-10
- Staffed by County WA.

### Held Two Bi-County Meetings on Water Conservation

- Met with staff from water purveyors in Ventura County
  - June 2010
- Met with staff from water purveyors in San Luis Obispo County
  - February 2010
- Hosted each meeting; set agenda; coordinated logistics
- Meetings useful for program coordination, information sharing, vetting ideas, etc
- Staffed by County WA.



### *E-news for Water Efficiency in Santa Barbara County May 2010*

- Summary of news and information on water conservation
- For water purveyor staff across Santa Barbara County  
– Prepared by Santa Barbara County Water Agency

family of santa barbara county water providers  
**sbwater.org**  
saving you water

## RWEP Projects Co-Funded by Local Water Purveyors

| <b>Regional Projects Co-Funded by Local Water Providers in FY2009-2010 *</b> |                                   |                                      |                     |                                  |                          |                               |
|--|-----------------------------------|--------------------------------------|---------------------|----------------------------------|--------------------------|-------------------------------|
|  | <b>Website</b><br><br>sbwater.com | <b>Smart Landscape Rebates</b><br>** | <b>Media Adv'ts</b> | <b>High School Video Contest</b> | <b>Grdn Wise Guys TV</b> | <b>Green Gardener Program</b> |
| Buellton   |                                   |                                      | Adv'ts              | HS Video                         |                          | Green                         |
| Carpinteria Valley Water District  |                                   | Rebates                              | Adv'ts              | HS Video                         |                          | Green                         |
| Golden State Water Company   |                                   |                                      | Adv'ts              | HS Video                         |                          | Green                         |
| Goleta WD  |                                   | Rebates                              | Adv'ts              | HS Video                         | TV                       | Green                         |
| La Cumbre Mutual Water Company   |                                   |                                      | Adv'ts              | HS Video                         |                          | Green                         |
| Lompoc   |                                   | Rebates                              |                     |                                  |                          |                               |
| Montecito WD   |                                   |                                      | Adv'ts              | HS Video                         |                          | Green                         |
| Santa Barbara (City)   | Website                           | Rebates                              | Adv'ts              | HS Video                         | TV                       | Green                         |
| Santa Barbara County   | Website                           | Rebates                              | Adv'ts              | HS Video                         | TV                       | Green                         |
| Santa Maria  |                                   |                                      | Adv'ts              | HS Video                         |                          | Green                         |
| Santa Ynez River WCD, ID#1   |                                   |                                      | Adv'ts              | HS Video                         |                          |                               |
| Solvang  |                                   |                                      | Adv'ts              | HS Video                         |                          | Green                         |
| Vandenberg Village CSD   |                                   | Rebates                              | Adv'ts              | HS Video                         |                          |                               |

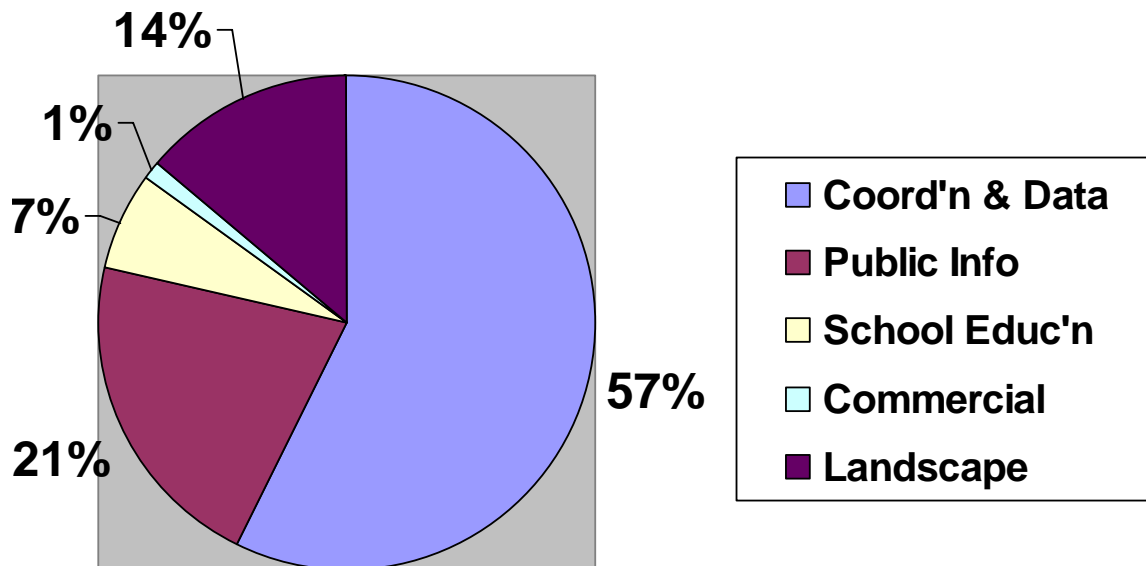
\* Some water purveyors have w/c programs separate from regional projects listed here.

\*\*Rebates column includes cash and/or in-kind contribution toward rebate program.

## RWEP Staffing at Santa Barbara County Water Agency

- Matt Naftaly, WA Manager
  - 568-3542; [mnaftal@cosbpw.net](mailto:mnaftal@cosbpw.net)
- Len Fleckenstein
  - 568-3545; [lflecken@cosbpw.net](mailto:lflecken@cosbpw.net)
- Cinnamon McIntosh
  - 568-3541; [cmcinto@cosbpw.net](mailto:cmcinto@cosbpw.net)

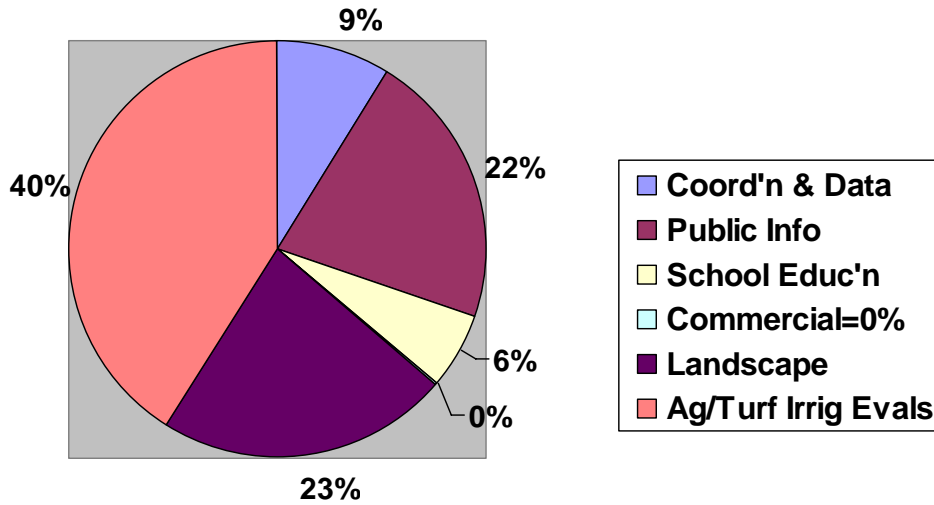
## Allocation of SBCWA's Water Conservation Staff Hours Percentage of Total Hours: FY2009-10



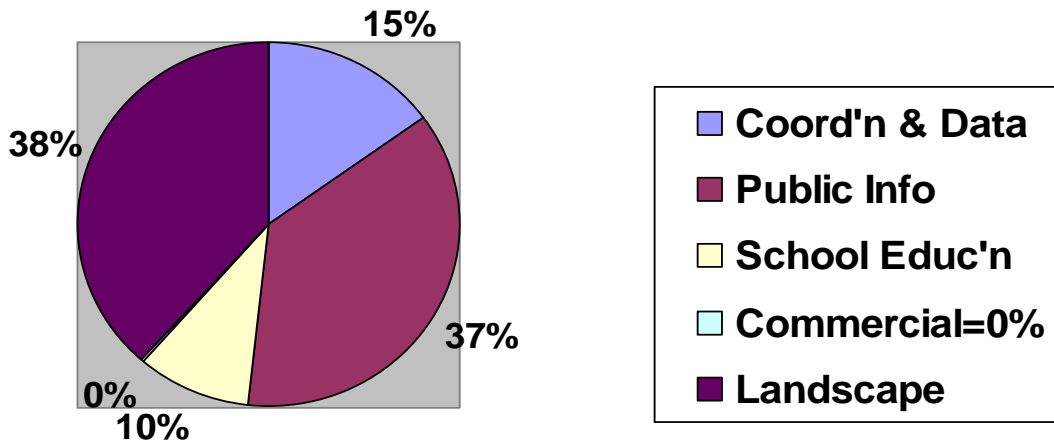
**Allocation of RWEF Funds, FY09-10**

(% of total dollars)

**Includes CRCD Mobile Lab funds (for Ag & Turf evaluations):**



**\$\$ Chart without CRCD Mobile Lab funds:**



Rain Barrel Sales  
& Rain Barrel Event  
CAPIO Award  
(CA Association of  
Public Information  
Officials)



## Water Wise Gardening CD & Website Continued Outreach

- save water
- save money
- save time

Go online now to use  
"Water Wise Gardening in  
Santa Barbara County"

Everything from plant selection,  
garden design ideas, compost  
techniques, and more!

Tailored for Santa Barbara County  
You can find it all at:

family of santa barbara county water providers  
**sbwater.org**  
saving you water

Introducing a new tool  
for your toolshed!



Online Virtual Garden Tours  
with a searchable Plant Database

# RAIN BARREL SALE @ Cost: \$50

Help Conserve Water Resources  
Reduce Runoff, Prevent Water Pollution  
**HARVEST RAINWATER for Your Garden!**

[www.sbwater.org/rainbarrel](http://www.sbwater.org/rainbarrel)

easy to install  
one day only  
tax included  
accessories included



eco-friendly  
55 gallons  
connectable  
\$120 retail value

Town Center West, Santa Maria

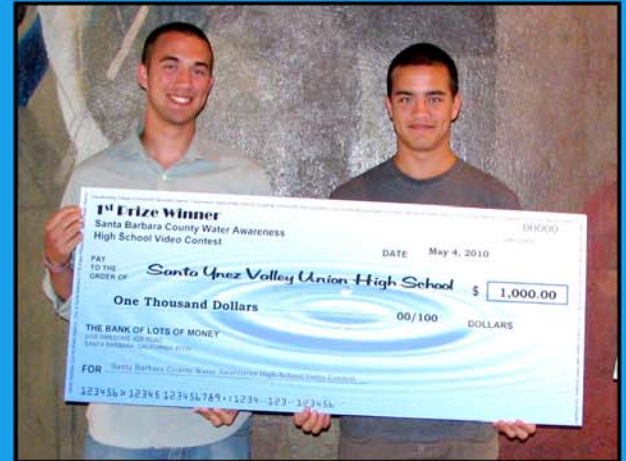


parking lot off of Broadway;  
between W. Main & W. Cook

Cash or Check ONLY!  
(805) 568-3546



**Saturday, Feb. 27th : 10am - 2pm**



**High School Video Contest:  
Nine Finalist Schools**



Green Gardener Program: Graduating Class Fall 2009:

