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

**Annual Report
FY2010-11**

Covering July 1, 2010 - June 30, 2011

October 2011

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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. 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.

Public Information

- supports CUWCC's Public Information Program BMP #2.1

Informed Public Through Annual Summer Media Campaign

- Summer campaign advertisements County-wide in 2010-11
 - over 1,200 radio ads in English & Spanish
 - over 800 TV ads on networks & cable television stations
 - 100's more ads on County & City government public access stations.
 - print ads in weekly newspapers and local magazines
 - Including Santa Maria Times, Lompoc Record, Santa Ynez Valley News, SB Independent, SB Family Life, and Coastal News.
 - Additional ads *online* at some radio, TV and print media's websites
- Plus over 250 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 2011, using themes and clips from winning videos from past HS video contests.

Informed Public Through Water Conservation Website: www.sbwater.org

- County staff posted updates, edits, new info & new links
- Over 100,000 "visits" to the website; and over 115,000 "page views"
- Posted rotating water conservation "ads" on homepage, e.g. for:
 - Smart Landscape Rebate Program
 - Green Gardener Class
 - Ocean Friendly Gardens events
 - Garden Wise Guys
 - High School Video Contest, and more
- Site maintained and funded by County during 2010-11.

Participated in Public Events

- Earth Day in Santa Barbara (April 2011).
- Partners for the Environment Day (August 2011) in Santa Maria
- Water Awareness displays at local libraries (May 2011)
- Public Works Week display at County PW Dept.; May 2011.

Water Conservation Brochures updated

- Updated four brochures during FY10-11
- Distributed over 2800 brochures to RWEF partners free of charge for distribution to their retail customers.

Water Awareness Month

- Provided posters and educational materials to seven local libraries in support of Water Awareness Month in May 2011.
- Public Works Week display at County PW Dept.; May 2011.

Watch award winning
local student videos
at sbwater.org



Save 5 gallons a day
by shortening showers by 2 minutes

sbwater.org :
saving you water

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
- 65 graduates from 2 classes in FY10-11: Fall & Spring/summer classes
- GG list updated; available at **www.greengardener.org**
- Coordinated with SB City College for English to Spanish translation of materials to complete Spanish language binder option.
- Principal co-funders were: SB City College, County WA, City of Santa Barbara, Goleta Water, Montecito WD, Carpinteria Valley WD, La Cumbre Mutual Water Co., Buellton, Solvang, Golden State Water Co., City of Santa Maria, plus some private sponsors.

Administered USBR "Smart Landscape Rebate Program" Grant

- County WA administering USBR grant for over \$160,000 for 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 \$98,000 in rebates awarded in FY10-11.

Produced New Episodes of Popular Garden Wise Guys TV Shows

- Two new shows in FY2010-11:
 - "Going Back to School" ", March 2011
 - "Saving Money and Resources in Your Garden", August 2010
- Santa Barbara City TV filmed all shows; Aired on County GATV20 and City TV18
- Episodes viewable through: **www.gardenwiseguys.org**
- Co-funded by County, City of Santa Barbara, and Goleta WD

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

- Received over 7,900 visits and over 200,000 page views to this website
- Maintaining significant number of visits/hits; increased hits after press release and other public ads or news articles.

Updated Weekly Water Index for Residents' Use

- County staff updated website weekly
- Homeowners adjust sprinklers based on WWI setting
 - Used latest California Irrigation Management Information System data
- Data is from weather stations across SB County
- 3 new CIMIS stations added: Lompoc, Santa Maria, & SB City coastal mesa.

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.



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 & Assemblies Given

- County partnered with local water purveyors to co-fund assembly presentations at elementary schools.
- issued contract (with "Shows That Teach") for engaging musical-comedy-educational show about the value of water
- 1135 students reached through seven presentations at 3 local schools and one after school program in Vandenberg Village, Carpinteria, and City of Santa Barbara.

High Schools Competed in 2011 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 2011 media campaign.

Provided Financial Support to SB County Science Fair

- Science Fair is open to all junior high students County-wide
- RWEF 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
- WA helped staff audits
- WA staff conducted some facility site reviews.



Information on Water Supply and Rates

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

Prepared Video on Water Resources of Santa Barbara County

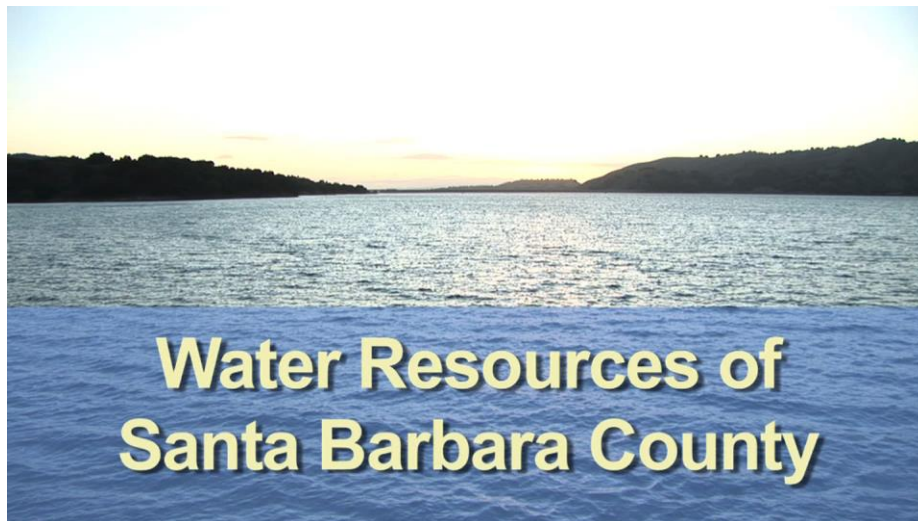
- Filmed and prepared a 20-minute video documenting important water supply information and emphasizing the need for conservation.
- Video posted on sbwater.org, and distributed to libraries, water districts and others.
- Several local purveyors cooperated; staffed by County WA.

Reported on Local Water Rates

- Compiled water rate information from 18 local water purveyors across SB County
- Shared report (March 2011) and posted online under "About Us" at www.sbwater.org
- All local purveyors cooperated; staffed by County WA.

Compiled Water Production Data

- Compiled local water purveyors' annual water production data, for CY2010
- Shared summary table (April 2011) and posted online under "About Us" at www.sbwater.org
- All local purveyors cooperated; staffed by County WA.



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

Coordinated Monthly RWEP Meetings

- For program coordination, information sharing, vetting ideas, etc
- Scheduled all meetings; set each agenda; circulated mtg notes
- 10 meetings held in FY10-11
- Staffed by County WA.

Held Bi-County Meeting on Water Conservation

- Met with staff from water purveyors in San Luis Obispo County
 - February 2011
- 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 June 2011

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

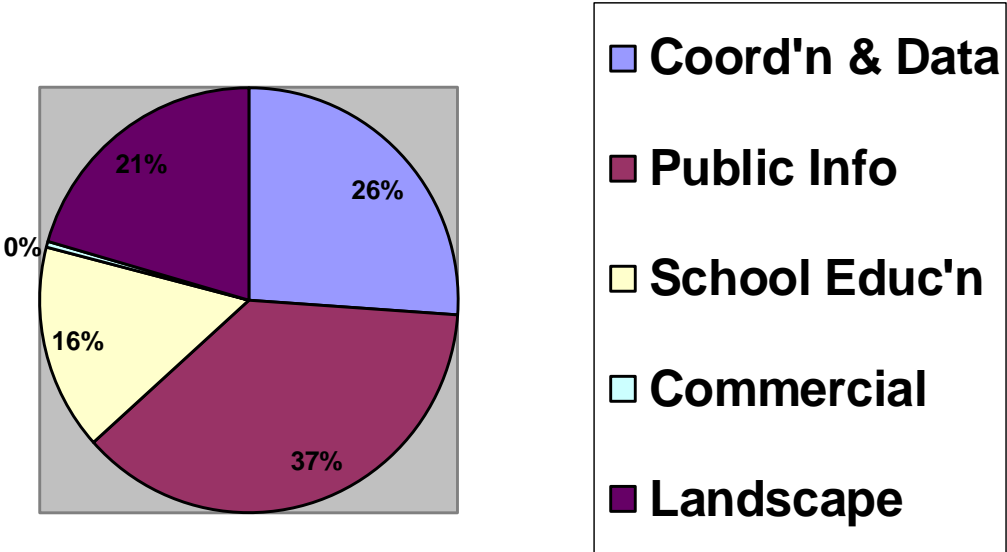
family of santa barbara county water providers
sbwater.org
saving you water

Regional Projects Co-Funded by Local Water Providers, FY2010-11							
	Website sbwater.com	Smart Landscape Rebate	Media Ads	High School Video Contest	Grdn Wise Guys TV	Green Grdnr Prog	Sci Fair Awd
Buellton	Website		Ads	HS Video	TV	Green	Sci
Carpinteria Valley Water District	Website	Rebate	Ads	HS Video	TV	Green	Sci
Cuyama CSD	Website		Ads	HS Video			Sci
Golden State Water Co., Orcutt							
Goleta WD	Website	Rebate	Ads	HS Video	TV	Green	Sci
Guadalupe							
La Cumbre Mutual Water Company	Website		Ads	HS Video	TV	Green	Sci
Lompoc		Rebate					
Los Alamos CSD	Website		Ads	HS Video			Sci
Mission Hills CSD							
Montecito WD	Website		Ads	HS Video	TV	Green	Sci
Santa Barbara (City)	Website	Rebate	Ads	HS Video	TV	Green	Sci
Santa Barbara Co.	Website	Rebate	Ads	HS Video	TV	Green	Sci
Santa Maria	Website		Ads	HS Video			Sci
Santa Ynez River WCD, ID#1	Website		Ads	HS Video	TV	Green	Sci
Solvang	Website		Ads	HS Video	TV	Green	Sci
Vandenberg Village CSD	Website	Rebate	Ads	HS Video	TV		Sci

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

Allocation of SBCWA's Water Conservation Staff Hours

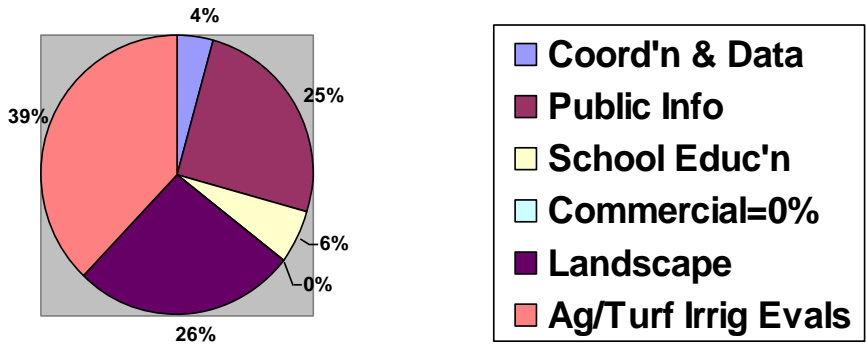
Percentage of Total Hours: FY2010-11



Allocation of RWEF Funds, FY09-10

(% of total dollars)

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



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

