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

Annual Report: FY2014-15

Covering July 1, 2014 - June 30, 2015



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(8/10/15)

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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 (see table on page 4). 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 across the County.

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.WaterWiseSB.org.

Water Purveyors in Santa Barbara County
Buellton, City of
Carpinteria Valley Water District
Casmalia Community Services District
Cuyama Community Services District
Goleta Water District
Golden State Water Company, Orcutt
Guadalupe, City of
La Cumbre Mutual Water Company
Lompoc, City of
Los Alamos Community Services District
Mission Hills Community Services District
Montecito Water District
Santa Barbara, City of
Santa Maria, City of
Santa Ynez River Conservation District, I.D. #1
Solvang, City of
Vandenberg Airforce Base
Vandenberg Village Community Services District

Public Information Programs

Supporting CUWCC's Public Information Program BMP #2.1

Continued to promote the new WaterwiseSB brand and logo for the Regional Water Efficiency Program

- Seasonal media campaigns featured our brand (WaterWise in Santa Barbara County), our logo (see cover of this report), and our tagline (*Let's Save Together*).
- Included the brand/logo on items such as tote bags and water bottles given to students participating in the High School Video Contest, as well as clip boards and hats given to graduates of the Green Gardener Program, and on all outreach material available to the public.

Informed the Public Through Media Campaigns

- Through October 31st, 2014, Stacy Miller Public Affairs had been contracted to develop outreach material that would be used across some media outlets listed here.
- Fall 2014 media campaign consisted of:
 - TV: "*The Most Fascinating Man*" and "*Gold is the New Green*"
 - September – November: 6 Stations; 518 spots.

- Theatre Screens: “*Gold is the New Green*”
 - August – November: 8,320 spots.
- Radio: “*Did you Know*”
 - August – November: 8 Stations; 882 spots.
- Print: “*Save Water Inside & Outside*” and “*Did you Know*”
 - July – November: 6 publications; 42 ads.
- Online: “*Did you Know*”
 - July – November: Noozhawk; 98 ads.
- Winter 2014 media campaign consisted of:
 - Radio: “*Did you know*” Water Wise Awareness
 - October – December: 519 spots.
- Spring 2015 media campaign consisted of:
 - TV: “*Mulch Madness*”
 - March – April: 56 spots
 - Theatre Screens: “*Mulch Madness*”
 - March – April: 6,468 spots
 - Radio: “*Mulch Madness*”
 - March – April: 3 stations; 112 spots
 - Following the spring media campaign, all RWEPA media budget funds had been exhausted due to the drought and increased campaign messaging.
- Summer 2015 media campaign consisted of:
 - Theatre Screens: High School Video Contest 1st place “So Many H₂O Options” and 2nd place “Stop the Drought at the Spout”
 - May – June: 3,948 spots
 - SBCWA covered all costs for the summer 2015 media campaign.
- Plus 322 Green Gardener radio ads in fall and spring, and in summer to promote the list of certified Green Gardeners on WaterWiseSB.org.
- Media ads were co-funded by most water providers across the County. *See list of funding agencies at end of this report.*

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

- County staff continually maintained the site, posting updates, events, edits, new info & links.
- The site averaged 2,905 “users” per month.
- Created a number of new program pages including: Water Wise Landscape Rebate Program, Showerhead Exchange Program and the Water Wise Landscaping Workshops (pilot) Program.
- Began update to mobile reactive website platform.

Participated in Public Events

- Landscaper Expo sponsored by All Around Landscape Supply at Earl Warren Showgrounds (February 2015).
- Earth Day in Santa Barbara (April 2015).

- In support of Water Awareness Month in May 2015, SBCWA provided a display of water supply, water conservation and drought information in the Santa Barbara County Administration Building.
 - Provided water conservation brochures and handouts for free.

Water Conservation Materials and Brochures updated

- Updated 1 brochure (on-line version of “Sustainable Landscaping”), and our Green Gardener caps during FY14-15.
- Created new conservation material:
 - Poster/brochure “Saving water inside/outside”
 - 3-Up rack cards “Did you Know”
 - Door hangers “Did you Know”
 - Hotel/motel door hangers and linen cards
- Distributed over 12,000 brochures, catch cans, and other materials to RWEP partners for distribution to their retail customers.

Issued Press Releases

- Periodically issued 16 press releases County-wide for announcements such as:
 - “Water Wisely to Save Money and Water” (July 14, 2014)
 - “Coming Together for Water Conservation” (August 1, 2014)
 - “Garden Contest Greenery Saves Water” (August 21, 2014)
 - “Stay Sandy Santa Barbara” (September 2, 2014)
 - “Mulch Ado About Water Conservation” (September 11, 2014)
 - “Water Saving is Elementary in Montecito” (October 13, 2014)
 - “Saving Water Might Actually Save Your Home” (October 22, 2014)
 - “Planning Ahead to Avoid Fire and Drought Disaster” (October 28, 2014)
 - “Drought is a Red Flag for Preparedness” (October 28, 2014)
 - “Teamwork is Key to Saving Water During Drought Challenge” (October 28, 2014)
 - “Public Invited to Vote in County’s Water Wise Video Contest” (March 27, 2015)
 - “Video Contest Winners Identify Water Wise Actions” (April 4, 2015)
 - “County Urges Water Awareness and Water-Saving Fixtures” (May 27, 2015)

Landscape Water Use Programs

*Supporting CUWCC’s Landscape BMP #5;
and Residential BMP #3.2 for Landscape Water Survey.*

Garden Recognition Contest

- The “Water Wise Garden Recognition Contest” was only implemented by Carpinteria Valley Water District in 2014, with voting ending on June 30, 2014. It is included within this report because the recognition efforts for the contest winner ran into FY14-15 by being acknowledged on WaterWiseSB.org and SBCWA coordinating the engraving of a sandstone rock award.

- The current drought conditions forced many agencies to focus their staff resources on other priorities, and, as a result, water purveyors decided not to participate in FY14-15.

Green Gardener Program

- Students earn certificate from Santa Barbara City College and Allan Hancock College in Santa Maria in 15-week course.
- 90 graduates from 5 classes in FY14-15: three in Fall 2014 and three in Spring 2015.
- GG list updated; available at www.GreenGardener.org

Principal co-funders were: SB City College, County WA, City of Santa Barbara, Goleta Water, Montecito WD, Carpinteria Valley WD, Buellton, Solvang, La Cumbre Mutual WC, City of Santa Maria and some private sponsors.

USBR Grant for Landscape Rebate Program

County WA, on behalf of 7 RWEP members, applied for and was awarded a grant from the USBR for a “WaterWise Landscape Rebate Program”. SBCWA administers the 2-year USBR grant-funded program that kicked-off on October 1, 2014.

Produced and Aired additional episodes for Garden Wise TV

- 3 new episodes aired during FY14-15.
 - Episode 8: “Get to Know Your H2O”
 - Episode 9: “Golden Rules for Golden Landscapes”
 - Episode 10: “Sage Advice from Garden Masters”
- Santa Barbara City TV filmed all shows; Aired on County GATV20, SB City TV18, Comcast 23 and Santa Maria public access TV. Also available for viewing online at [WaterWiseSB’s YouTube page](#).
- Co-funded by County, City of Santa Barbara, Goleta WD, and other water districts.

Funded website for “Water Wise Gardening for Santa Barbara County”

- Website received 16,272 unique visitors, making over 25,734 visits to view over 235,593 pages on the website.
- Website updates completed in FY2014-15 include:
 - Changed all backgrounds to neutral background color.
 - Floated message panel, rebuilt menu system with cascading menus and are able to access any page from every other page.
 - Established new and more memorable URL: waterwisegardeningsb.org
 - Added a toggle switch for hot links to turn “off and on” for ease in printing pages.
 - Moved “Add” (to my list) to the right side of page and redesigned it.

Updated Weekly Watering % Adjust

- County staff updated website weekly using data from eight California Irrigation Management Information System (CIMIS) stations across SB County.

Funded Large Landscape Evaluations Across Santa Barbara County

- County funded Cachuma Resource Conservation District's Mobile Irrigation Lab.
- CRCD's expert staff conducted irrigation system evaluations through site visits and testing of turf and crop irrigation systems County-wide.

Student Education Programs

Supporting CUWCC's School Education Programs BMP #2.2

School Assembly Presentations on Water Conservation

- County partnered with local water purveyors to co-fund assembly presentations at elementary schools.
- Extended contract (with "Shows That Teach") for engaging musical-comedy-educational show about the value of water & water conservation.
- Reached 3,956 students in 18 performances at 10 schools in Carpinteria, Santa Barbara, Goleta WD, Lompoc and Vandenberg Village CSD.

High Schools Competed in 2015 Water Awareness Video Contest

- Received and judged 15 videos from 6 different schools for potential use as 30 second Public Service Announcements on water conservation.
- Award trophies and certificates issued to students and schools, including:
 - Dos Pueblos HS, Santa Ynez Valley Union HS, Bishop Garcia Diego HS, Dunn School, Carpinteria HS, and Laguna Blanca School.
- Videos posted on [YouTube](#), [Facebook](#), and www.WaterWiseSB.org.
- 1st and 2nd place winning videos were used in spring and summer media.
- Co-funded by all RWEF members across the County.
- For the third year in a row, this annual contest featured prizes donated by private sector companies for awards to students on winning teams.

Made awards as part of SB County Science Fair

- Science Fair is open to all high school and junior high students County-wide.
- On behalf of RWEF, continued to co-sponsor Santa Barbara County Science Fair's award of four cash prizes as part of our "Water Awareness Special Award".
 - Senior High: No projects met the "Water Awareness Special Award" criteria.
 - Junior High: One winner and three runner up awards were given.

Commercial and Institutional Programs

Supporting CUWCC's Commercial, Industrial, and Institutional BMP #4

Participated in County's Green Business Program

- County WA assisted on Steering Committee
- WA staff assisted in re-structuring program format to a cohort-based model to be rolled-out in September 2015.

- Due to program restructuring, WA staff did not conduct audits or review applications for approval.

Information on Utility Operations

Supporting CUWCC's Utility Operations BMP #1.3 for metering rates; and BMP #1.4 for retail conservation pricing.

Reported on Local Water Rates

- Compiled water rate information from 17 local water purveyors across SB County
- Shared report (March 2015) and posted online under "About Us" at www.WaterWiseSB.org All local purveyors cooperated; staffed by County WA.

Compiled Water Production Data

- Compiled local water purveyors' annual water production data, for CY2014.
- Shared summary table (July 2015), prepared a summary table, and posted online under "About Us" at www.WaterWiseSB.org
- All local purveyors cooperated; staffed by County WA.

Coordination of Regional Water Efficiency Program

Supporting CUWCC's Utility Operations BMP #1.1 for a Conservation Coordinator

Coordinated Monthly RWEF Meetings

- For program coordination, information sharing, vetting ideas, etc.
- WA scheduled and facilitated all meetings; set each agenda; circulated meeting notes
- 11 meetings held in FY2014-15.

Held Bi-County Meeting on Water Conservation

- Met with staff from water purveyors in San Luis Obispo County, Feb 2015.
- WA hosted the meeting; set agenda; coordinated logistics
- Meetings useful for program coordination, information sharing, vetting ideas, etc.

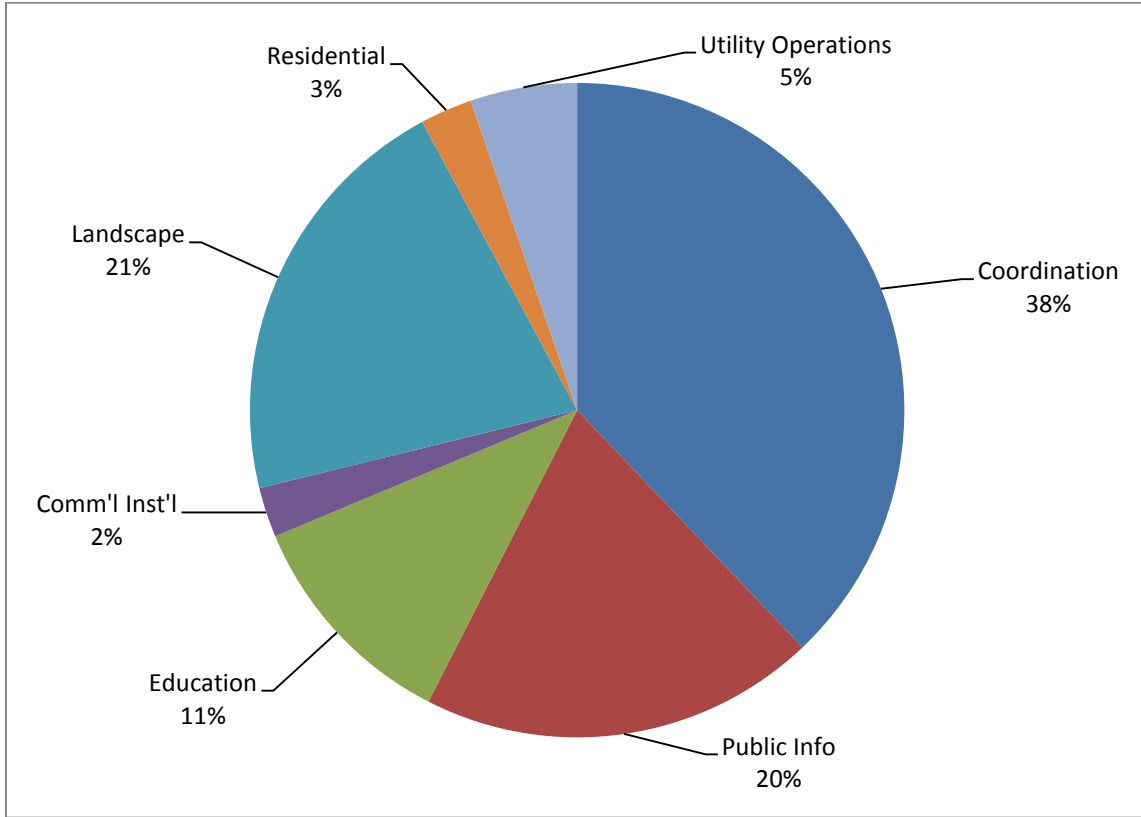
**Regional Projects Co-Funded by Local Water Providers
FY2014-15***

	Website	Media Ads	High School Video Contest	Grdn Wise TV	Green Grdnr Prog	Sci Fair Awd
Buellton	Website	Ads	HS Video	TV	Green	Sci
Carpinteria Valley Water District	Website	Ads	HS Video	TV	Green	Sci
Cuyama CSD	Website	Ads	HS Video			Sci
Golden State Water Co., Orcutt	Website	Ads	HS Video	TV		Sci
Goleta WD	Website	Ads	HS Video	TV	Green	Sci
Guadalupe						
La Cumbre Mutual Water Company	Website	Ads	H S Video	TV	Green	Sci
Lompoc	Website	Ads				
Los Alamos CSD	Website	Ads	H S Video			
Mission Hills CSD						
Montecito WD	Website	Ads	HS Video	TV	Green	Sci
Santa Barbara (City)	Website	Ads	HS Video	TV	Green	Sci
Santa Barbara Co.	Website	Ads	HS Video	TV	Green	Sci
Santa Maria	Website	Ads	HS Video	TV	Green	Sci
Santa Ynez River WCD, ID#1	Website	Ads	HS Video			
Solvang	Website	Ads	HS Video	TV	Green	Sci
Vandenberg Village CSD	Website	Ads	HS Video	TV		Sci

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

Allocation of Water Agency Staff Time FY2014-15

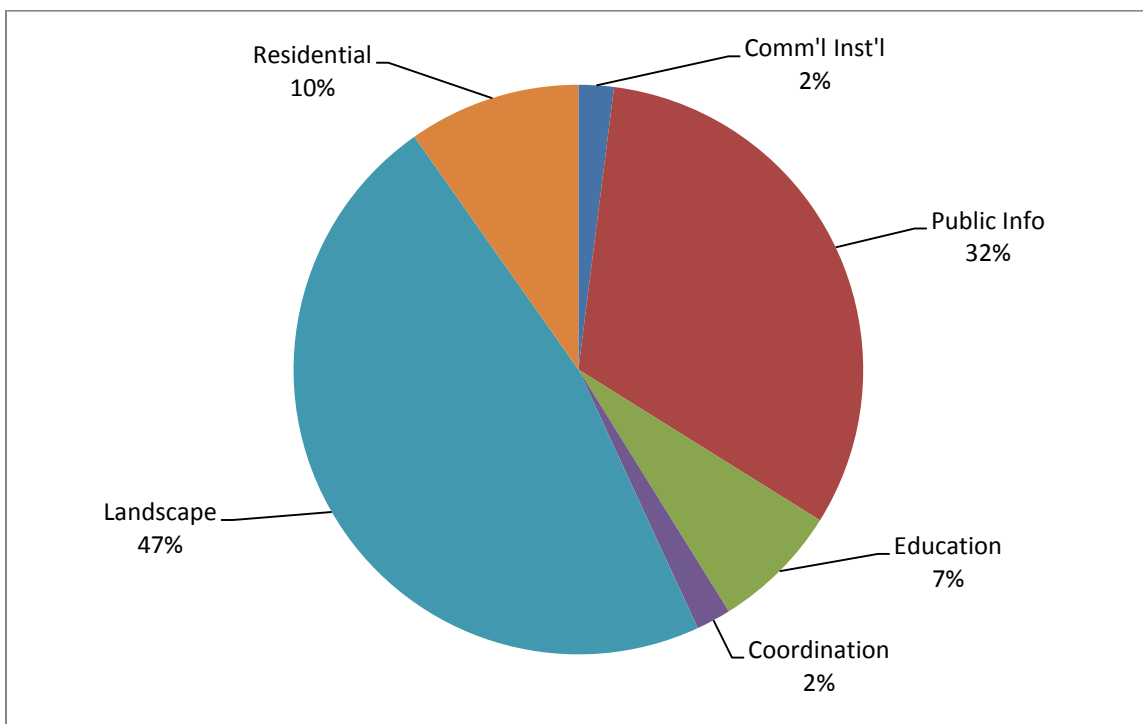
% of total WA staff hours by category



Allocation of RWEF Funds, FY 2014-15

% of total dollars

(Includes WA funds and contributions from RWEF members;
Excludes funds for staff time and for CRCDC mobile lab)



Note: Landscape expenditures include USBR funds for reimbursing local agencies for rebates issued under the grant for the Water Wise Landscape Rebate Program. Residential expenditures include cost of showerheads for county-wide Showerhead Exchange Program.

