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

Annual Report: FY2015-16

Covering July 1, 2015 - June 30, 2016



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TABLE OF CONTENTS

Program Overview	p. 3
Public Information	p. 4
Landscape Water Use Programs	p. 6
Student Education	p. 7
Commercial and Institutional Programs	p. 8
Information on Water Supply and Rates	p. 8
Coordination of RWEF	p. 9
Project Co-Funding	p. 10
• Water Agency Staffing for RWEF	p. 11
• Allocation of RWEF Funds Across Projects	p. 12

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

- Fall 2015 media campaign consisted of:
 - TV: "*Drought Garden*"
 - August – October: 5 Stations; 614 spots.
 - Theatre Screens: "*Drought Indoor*"
 - August – October: 16,106 spots.
 - Radio: "*Drought Indoor*"

- September – November: 4 Stations; 230 spots.
 - Print: “*Showerhead Program*”
 - September – October: 4 publications; 8 ads.
 - Online: “*Showerhead Program*”
 - September: Noozhawk; 294 ad clicks.
- Winter 2015 media campaign consisted of:
 - Theatre Screens: “Drought Indoor”
 - October – January: 27,232 spots.
 - Radio: “*Drought Indoor*”
 - November – December: 4 Stations; 230 spots.
 - Online: “Cover-up Mulch”
 - November: Noozhawk; 43 ad clicks.
- Spring 2016 media campaign consisted of:
 - TV: “*Business Water Conservation*”
 - April – May: 5 Stations; 732 spots
 - Theatre Screens: “*Drought Indoor*” and “*Business Water Conservation*”
 - January – May: 40,267 spots
 - Print: “*Water Conservation Workshops*”
 - April – June: 4 spots
 - Online: “*Water Conservation Workshops*”
 - May – June: Noozhawk; 404 ad clicks.
- Summer 2016 media campaign consisted of:
 - TV: “Baby Conserves”
 - June: 5 Stations; 490 spots
 - Theatre Screens: High School Video Contest 1st place “*Water Wise Rain or Shine*”, 2nd place “*Despite the Rain*” and 3rd place “*The Water Detective*”
 - June: 8,612 spots
- Plus 465 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 1,898 “users” per month.
- Created and updated a number of new program pages including: Showerhead Exchange Program and the Water Wise Landscaping Workshops Program (professional training and homeowner workshops).
- Updated to mobile reactive website platform.

Participated in Public Events

- Landscaper Expo sponsored by All Around Landscape Supply at Earl Warren Showgrounds (February 2016).
- Earth Day in Santa Barbara (April 2016).
- In support of Water Awareness Month in May 2016, 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

- Added 1 new brochure from the CUWCC, “9 Steps Toward a Multi-Benefit Landscape “, during FY15-16.
- Distributed over 10,000 brochures, catch cans, and other materials to RWEPP partners for distribution to their retail customers.

Issued Press Releases

- Periodically issued 5 press releases County-wide for announcements such as:
 - “Public Invited to Vote in County’s Water Wise Video Contest” (April 5, 2016)
 - “Local Landscape Professionals Invited to Become Watershed Wise Landscape Professionals” (April 27, 2016)
 - “Video Contest Winners Identify Water Wise Actions” (May 2, 2016)
 - “Homeowners Invited to Attend Water Wise Landscaping Series” South County (May 12, 2016)
 - “Homeowners Invited to Attend Water Wise Landscaping Series” North County (May 12, 2016)

Landscape Water Use Programs

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

Garden Recognition Contest

- The current and historic drought conditions forced many agencies to focus their staff resources on other priorities, and, as a result, water purveyors decided not to participate in FY15-16.

Green Gardener Program

- Students earn certificate from Santa Barbara City College and Allan Hancock College in Santa Maria in 15-week course.
 - 71 graduates from 4 classes in FY15-16: one in Fall 2015 and three in Spring 2016.
 - 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, City of Santa Maria and some non-RWEPP member sponsors including All Around Landscape Supply; Aqua-

Flo; Santa Barbara County Resource Recovery & Waste Management Division; and City of Santa Barbara Creeks Division.

USBR Grant for Landscape Rebate Program

County WA, on behalf of 7 RWEPP members, applied for and was awarded a grant from the USBR for a “WaterWise Landscape Rebate Program” in 2014. SBCWA has administered the 2-year USBR grant-funded program and will coordinate future grant applications.

Produced and Aired additional episodes for Garden Wise TV

- 2 new episodes aired during FY15-16.
 - Episode 11: “Lawn Be Gone: What To Do Next”
 - Episode 12: “Mulch It, Plant It, Grow It: How to Create a Water Wise Landscape”
- 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 providers.

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

- Website received 16,860 unique visitors, making over 34,977 visits to view over 233,845 pages on the website.

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 5,169 students in 22 performances at 13 schools in Carpinteria, Santa Barbara, Lompoc and Santa Maria.

High Schools Competed in 2015 Water Awareness Video Contest

- Received and judged 22 videos from 10 different schools for potential use as 30 second Public Service Announcements on water conservation.
- Award trophies and certificates issued to students and schools, including:
 - Carpinteria High School, Santa Barbara High School and Dunn School.
- Videos posted on [YouTube](#), [Facebook](#), and www.WaterWiseSB.org.
- 1st, 2nd and 3rd place winning videos were used in spring and summer media.
- Co-funded by all RWEF members across the County.
- For the fourth 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 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 two 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 rolled-out in September 2015.
- WA staff assisted in annual Luncheon and Awards Banquet.
- WA staff conducted one water efficiency audit for recertification 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 2016) 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 CY2015.
- Shared summary table (May 2016), 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
- 12 meetings held in FY2015-16.

Held Bi-County Meeting on Water Conservation

- Met with staff from water purveyors in Ventura County, December 2015.
- WA co-coordinated the Dec 2015 meeting; set agenda; coordinated logistics
- Met with staff from water purveyors in San Luis Obispo County, Feb 2016.
- WA hosted the Feb 2016 meeting; set agenda; coordinated logistics
- Meetings useful for program coordination, information sharing, vetting ideas, etc.

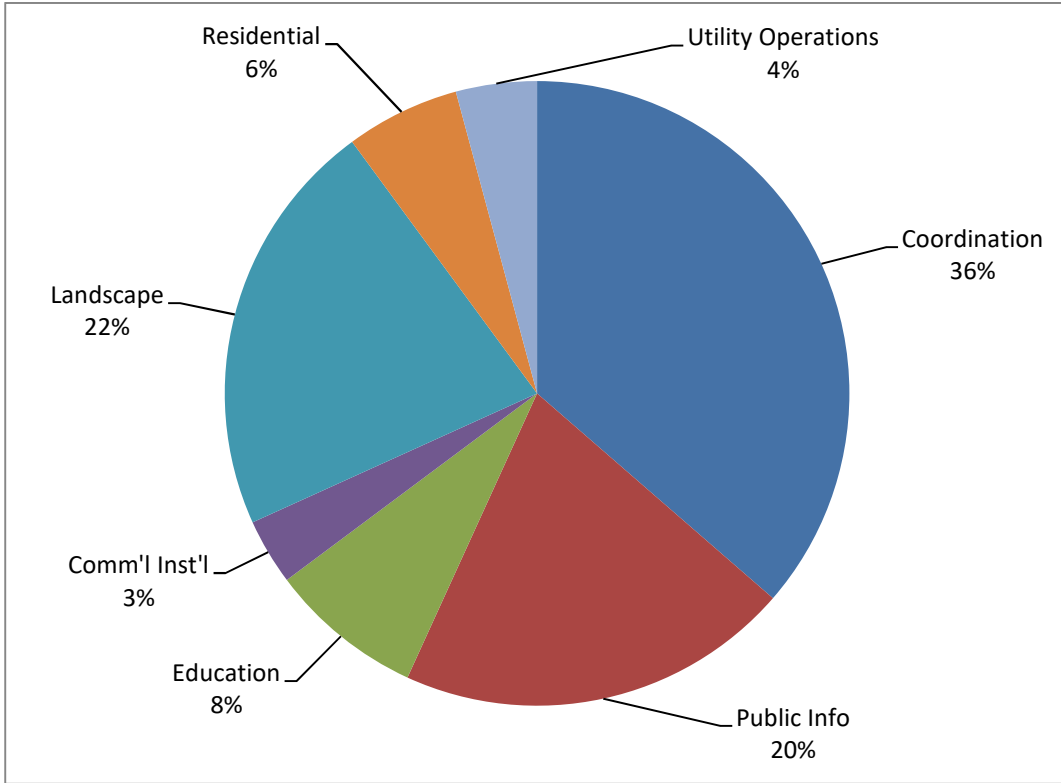
**Regional Projects Co-Funded by Local Water Providers
FY2014-15***

	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						
Goleta WD	Website	Ads	HS Video	TV	Green	Sci
Guadalupe	Website	Ads	HS Video			Sci
La Cumbre Mutual Water Company	Website	Ads	H S Video	TV		Sci
Lompoc	Website	Ads	H S Video	TV		Sci
Los Alamos CSD	Website	Ads	H S Video			Sci
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			Sci
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 FY2015-16

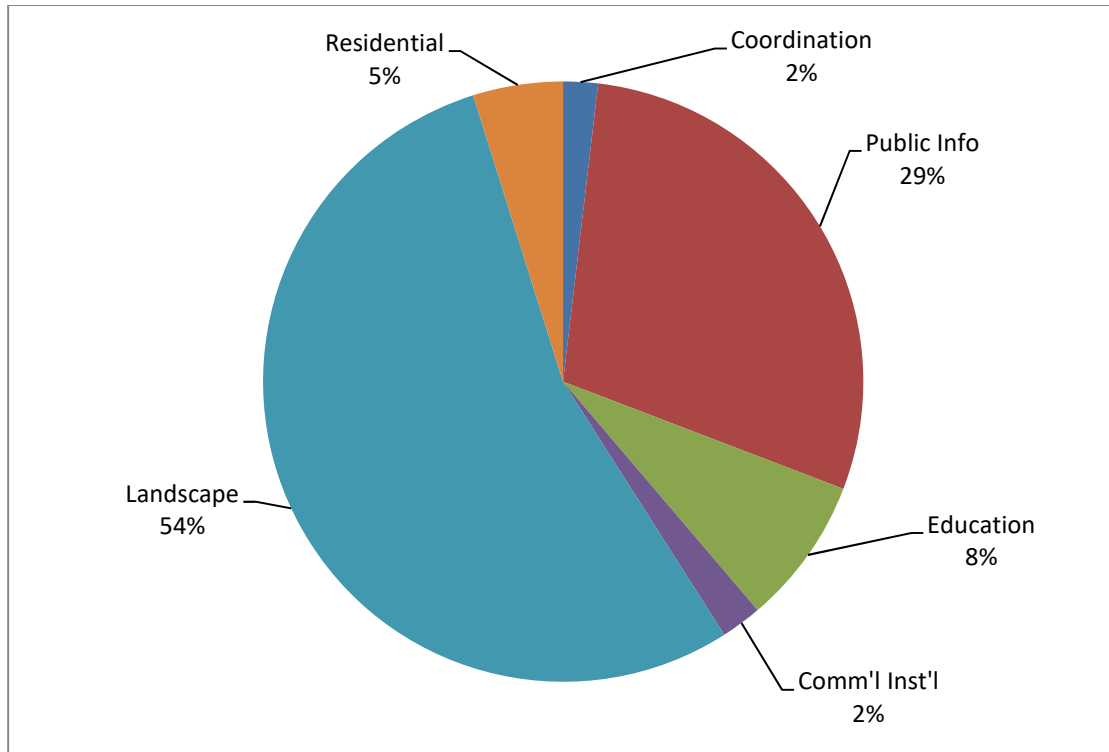
% of total WA staff hours by category



Allocation of RWEP Funds, FY 2015-16

% of total dollars

(Includes WA funds and contributions from RWEP members;
Excludes funds for staff time and for CRCD 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 county-wide Showerhead Exchange Program.

