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

Annual Report: FY2016-17

Covering July 1, 2016 - June 30, 2017



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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 Water Efficiency Partnership (formally 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 CaWEP's reporting requirements, see the Partnership'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 2016 media campaign consisted of:
 - TV: "*Baby Saves Water*"
 - August – September: 5 Stations; 324 spots.
 - Online: "*Learn How To Save*" banner & display.
 - August – September: Spectrum; 71 ad clicks.

- Winter 2016 media campaign consisted of:
 - TV: *“Water Conservation Sneaking In/Sneaking Out”*
 - November 2016 – January 2017: 6 Stations; 1085 spots.
 - Theatre Screens: *“Water Conservation Sneaking In/Sneaking Out”*
 - November 2016 – January 2017: 24,312 plays.
 - Print: *“Check Your Sprinkler”*
 - November 2016 – January 2017, 5 publications, 19 print ads
 - Online: *“Check Your Sprinkler”*
 - November 2016 – January 2017: Noozhawk 225 ad clicks; Spectrum Reach 77 ad clicks; SB Independent on-line 103 ad clicks; Entravision 859 ad clicks. Total ad clicks = 1264
- Spring 2017 media campaign consisted of:
 - Theatre Screens: *“Water Conservation Sneaking In/Sneaking Out”*
 - February – March: 39,558 plays.
 - Print: *“Homeowner Water Conservation Workshops”*
 - May – June: 4 spots
- Summer 2017 media campaign consisted of:
 - TV: *“It’s 4am, Do You Know What Your Sprinklers Are Doing?”*
 - May – July 2017: 5 Stations; 903 spots
 - Theatre Screens: *“It’s 4am...”* and High School Video Contest 1st place *“The Water Conservation Lifestyle”*, 2nd place *“Water Wise with Judo James”* and 3rd place *“We Drought It”*
 - May - June: 11,792 spots
 - Online: *“Check Your Sprinkler”*
 - May – June: Spectrum Reach 188 ad clicks.
- Plus 424 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 1,602 “users” per month (19,221 total users in FY2016-17).
- Created and updated a number of new program pages including: Showerhead Exchange Program, Water Wise Landscaping Workshops Program (Professional Certification Training and Homeowner Landscape Workshops), Mulch, Greywater & Rainwater, and the Landscape Professionals page.
- Launched a new mobile-reactive website platform in 2016.
- Updated the Landscape Watering Calculator in 2017, as well as a new 5-year contract with the City of San Diego.

Participated in Public Events

- Landscape Expo sponsored by All Around Landscape Supply at Earl Warren Showgrounds (February 2017).
- Earth Day Festival in Santa Barbara (April 2017).
- In support of Water Awareness Month in May 2017, SBCWA provided a display of water supply, conservation and drought information at the Santa Barbara County Administration Building and the County Betteravia Center in Santa Maria.
 - Provided educational water conservation brochures and handouts for free.
- Provided materials for members to distribute at local events including: Lemon Festival (Goleta), Avocado Festival (Carpinteria), Earth Day Festival (Santa Ynez Valley), Public Works Day (Goleta), Open Streets Festival (Carpinteria), and the Environmental Fair (Santa Maria).

Water Conservation Outreach Material and Brochures updated

- Added 3 educational handouts, including: 9-Steps Landscape Brochure (CUWCC), Landscape Professionals and Water % Index postcards.
- Distributed over 10,000 brochures, catch cans, and other materials to RWEP partners for distribution to their retail customers.

Issued Press Releases

- Periodically issued 2 press releases County-wide for announcements such as:
 - “Public Invited to Vote in County’s Water Wise Video Contest” (April 5, 2017)
 - “Video Contest Winners Identify Water Wise Actions” (April 28, 2017)

Landscape Water Use Programs

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

Garden Recognition Contest

- The most recent 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 FY16-17.

Green Gardener Program

- Students earn certificate from Santa Barbara City College and Allan Hancock College in Santa Maria in the 15-week course.
- 58 graduates from 4 classes in FY16-17: one in Fall 2016 and three in Spring 2017.
- GG list updated; available at www.GreenGardener.org

Principal co-funders were: SB City College, Allan Hancock College, County WA, City of Santa Barbara, Goleta Water, Montecito WD, Carpinteria Valley WD, Buellton, Solvang, City of Santa Maria and some non-RWEP member sponsors including All Around Landscape Supply; Aqua-Flo; Santa Barbara County Resource Recovery & Waste Management Division; and City of Santa Barbara Creeks Division.

Water Wise Landscape Training & Workshops

- 38 participants in the Professional Training and EPA Certification course (Feb. 2017 in Santa Barbara).
- Links to professionals who successfully completed the training are posted to the Landscape Professionals landing page:
<http://waterwisesb.org/professionals.wwsb>
- 68 total participants in the Homeowner Landscape Workshops (Lompoc: 21; Santa Maria: 47).

G3's EPA WaterSense approved certification takes landscape professionals beyond a traditional understanding of irrigation and outdoor water use efficiency to managing soil carbon and rainwater, reducing irrigation and improving water quality. Homeowner landscape workshops are interactive, fun, hands-on classes that connect the property owner with the urban watershed in which they live and demonstrates strategies for water use efficiency and rainwater retention through the creation of beautiful, sustainable, habitat-enhancing landscapes.

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 that reached official completion with the USBR in March 2017. SBCWA will coordinate future grant applications as directed by RWEPP members.

Produced and Aired additional episodes for Garden Wise TV

- 2 new episodes aired during FY16-17.
 - Episode 13: "Design a Water Wise Garden and Save"
 - Episode 14: "Landscape Triage: What to Save in a Drought"
- 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 16,096 unique visitors, making over 34,092 visits to view over 261,230 pages on the website.

Updated Weekly Watering % Adjust

- County WA staff updated website weekly using data from five out of nine California Irrigation Management Information System (CIMIS) stations across SB County. Due to drought conditions, a number of CIMIS stations have stopped collecting data over the last few years.

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 5,234 students in 25 performances at 13 schools in Carpinteria, Goleta, Santa Barbara, Lompoc, Vandenberg Village and Santa Maria.
- Coordinated and sponsored a performance with two contributing members at the 2017 Earth Day Festival Kids Stage in Santa Barbara.

High Schools Competed in FY2016-17 Water Wise Video Contest

- Received 17 videos and judged 14 (3 disqualified) submitted by 33 students from 9 different schools for potential use as 30-second Public Service Announcements on water conservation.
- Award trophies and certificates issued to students and schools, including:
 - Anacapa School, Bishop Garcia Diego High School, Cate School, Dos Pueblos High School, Laguna Blanca High School, San Marcos High School, Santa Barbara High School and Santa Ynez Valley Union High 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 RWEP members across the County.
- For the fifth 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 RWEP, 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 the program format to a cohort-based model rolled-out in September 2015, while assisting in updating new Water Audit Checklist criteria annually.
- WA staff assisted in 2 Water Conservation Workshops, and the Annual Luncheon.

- WA staff conducted 3 water efficiency audits for first time GBP certifications.

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 2017) 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 CY2016.
- Shared summary table (June 2017), 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 FY2016-17.

Held Bi-County Meeting on Water Conservation

- Met with staff from water purveyors in San Luis Obispo County, Feb 2017.
- WA coordinated and hosted the Feb 2017 meeting; set agenda; coordinated logistics and food.
- Meetings useful for program coordination, information sharing, vetting ideas, etc.

Coordinated Quarterly RWEF Sub-Committee Meetings: Website & Education

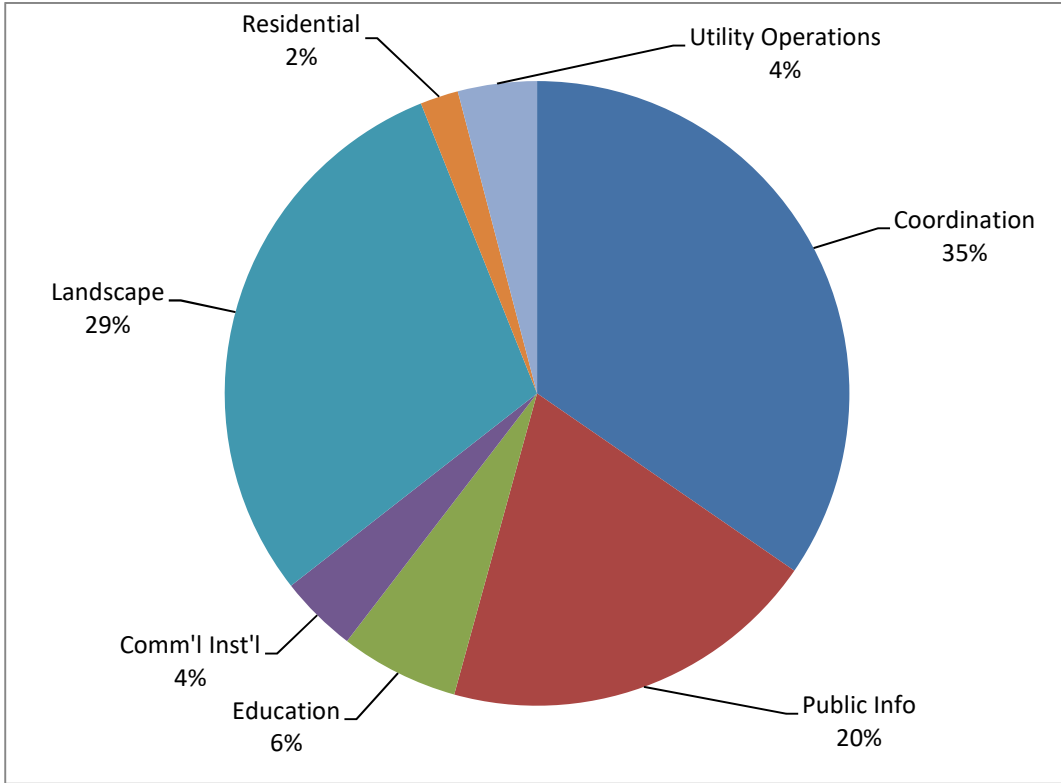
- For program coordination, planning, and discussion of education and website specific programs. Vet ideas through sub-committee members to present to monthly RWEF meetings.
- Coordinated the HSVC group judging session in March 2017

Regional Projects Co-Funded by Local Water Providers FY2016-17*						
	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	Green	Sci
Lompoc	Website	Ads	H S Video	TV		Sci
Los Alamos CSD	Website	Ads	H S Video			Sci
Mission Hills CSD	Website	Ads	H S Video			
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 FY2016-17

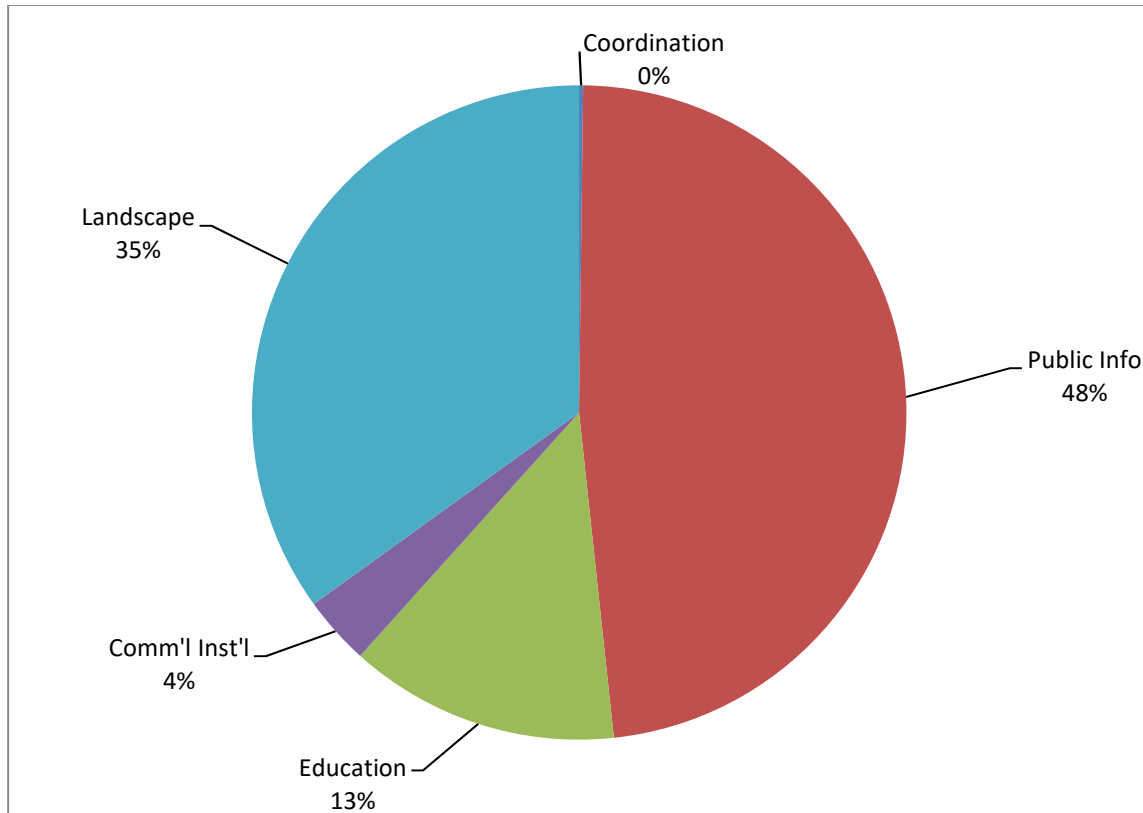
% of total WA staff hours by category



Allocation of RWEP Funds, FY 2016-17

% 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.

