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

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**Annual Report: FY2017-18**

Covering July 1, 2017 - June 30, 2018



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(7/9/18)

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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 CalWEP's reporting requirements, see the Partnership's website at [www.calwep.org](http://www.calwep.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](http://www.WaterWiseSB.org).

| <b>Water Purveyors in Santa Barbara County</b>  |
|---|
| 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/CalWEP'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 Plants*"
    - November – December: 7 Stations; 980 spots.
  - Theatre Screens: "*Baby Plants*"
    - November 2017 – December 2017: 13,517 plays
- Winter 2017-18 media campaign consisted of:

- Theatre Screens: *“Baby Plants”*
    - December 2017 – March 2018: 18,884 plays.
- Spring/Summer 2018 media campaign consisted of:
  - TV: *“Keep Saving SB County”* (indoor & outdoor PSA)
    - April – June: 7 Stations; 711 Spots.
  - Theatre Screens: *“Keep Saving SB County”* (indoor & outdoor PSA) & HSVC Winning PSA
    - April – June: 52,589 plays.
  - Online: *“Keep Saving SB County”* (indoor & outdoor PSA)
    - April – June: 189 ad clicks
- Plus 560 Green Gardener radio ads in fall, spring, and summer terms; as well as 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](http://www.WaterWiseSB.org)**

- County staff continually maintained the site, posting updates, events, edits, new info & links.
- The site averaged 1,232 “users” per month (14,782 total users in FY2017-18).

### **Participated in Public Events**

- Landscape Expo sponsored by All Around Landscape Supply at Earl Warren Showgrounds (February 2018).
- Earth Day Festival in Santa Barbara (April 2018).
- In support of Water Awareness Month in May 2018, SBCWA provided a display of water supply, conservation and drought information at the County Administration Building in Santa Barbara 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 Barbara and 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 2 educational handouts, including: Santa Barbara County Education Office *Care for our Earth* grants postcard, and Santa Barbara County *Greywater Handbook* postcard.
- Distributed over 10,000 brochures, catch cans, and other materials; and to RWEP partners for distribution to their retail customers.

### **Issued Press Releases**

- Periodically issued 3 press releases County-wide for announcements such as:
  - “County Produces Greywater Handbook for Residents” (March 19, 2018)
  - “Your Vote Counts in the County’s WaterWise High School Video Contest (April 6, 2018)
  - “Video Contest Winners Demystify Water Myths” (May 7, 2018)

## Landscape Water Use Programs

*Supporting CUWCC/CalWEP'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 FY17-18.

### Green Gardener Program

- Students earn certificate from Santa Barbara City College and Allan Hancock College in Santa Maria in the 15-week course.
- 59 graduates from 6 classes in FY17-18: three in Fall 2017, two in Spring 2018 and one in Summer 2018.
- GG list updated; available at [www.GreenGardener.org](http://www.GreenGardener.org)

Principal co-funders were: SB City College, Allan Hancock College, County WA, City of Santa Barbara, Goleta Water District, 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

- Links to professionals who successfully completed the training are posted to the Landscape Professionals landing page:  
<http://waterwisesb.org/professionals.wwsb>
- A postcard was developed to advertise the Landscape Professionals landing page, available at public outreach events.

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.

### Produced and Aired additional episodes for Garden Wise TV

- 2 new episodes aired during FY17-18.
  - Episode 15: "Take Your Landscape to the Next Level with Trees"
  - Episode 16: "Spring Gardening, Pest Control and Hollywood Natives"
- 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 14,647 unique visitors, making over 27,038 visits to view over 295,953 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/CalWEP’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, while updated the Scope of Work.
- Reached 6,816 students in 30 performances at 17 schools in Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Santa Maria and Vandenberg Village.
- Coordinated and sponsored a performance with two contributing members at the 2018 Earth Day Festival Kids Stage in Santa Barbara.

#### **High Schools Competed in FY2017-18 Water Wise Video Contest**

- Received 16 videos submitted by 41 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, Cabrillo High School, Carpinteria High School, Cate School, Dos Pueblos High School, Dunn School, San Marcos High School and Santa Ynez Valley Union High School.
- Videos posted on [YouTube](#), [Facebook](#), and [www.WaterWiseSB.org](http://www.WaterWiseSB.org).
- 1<sup>st</sup> place winning video used in spring and summer media.
- Co-funded by all RWEP members across the County.
- For the sixth 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/CalWEP's Commercial, Industrial, and Institutional BMP #4*

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

- County WA assisted on Steering Committee
- WA staff aided in implementing the new cohort-based model rolled-out in September 2015, while assisting in updating new Water Audit Checklist criteria annually.
- WA staff helped update the Water Checklist to include water customers.
- WA staff presented a water conservation workshop, assisted in the program mixer and the Annual Luncheon.
- WA staff managed the recertification of the County Public Works Department's Santa Maria Service Center.

## **Information on Utility Operations**

**Supporting CUWCC/CalWEP'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 (February 2018) and posted online under "About Us" at [www.WaterWiseSB.org](http://www.WaterWiseSB.org) All local purveyors cooperated; staffed by County WA.

### **Compiled Water Production Data**

- Compiled local water purveyors' annual water production data, for CY2017.
- Shared summary table (May 2018), prepared a summary table, and posted online under "About Us" at [www.WaterWiseSB.org](http://www.WaterWiseSB.org)
- All local purveyors cooperated; staffed by County WA.

## **Coordination of Regional Water Efficiency Program**

*Supporting CUWCC/CalWEP'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
- 10 meetings held in FY2017-18.



### **Held Bi-County Meeting on Water Conservation**

- Met with staff from water purveyors in San Luis Obispo County, Feb 2018.
- WA co-coordinated the Feb 2018 meeting; assisted with agenda; co-coordinated logistics and food.
- Meetings useful for program coordination, information sharing, vetting ideas, etc.

### **Coordinated Quarterly RWEF Sub-Committee Meetings: Website & Education**

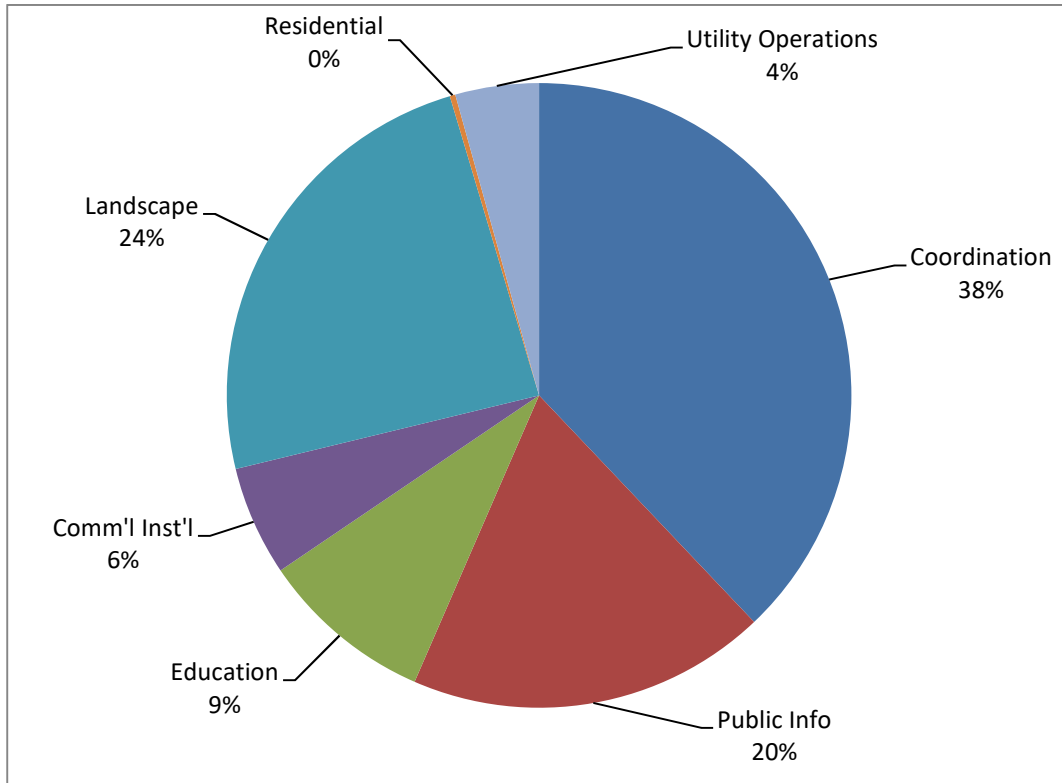
- For program coordination, planning, and discussion of education and website specific programs. Vet ideas through sub-committee members to present to monthly RWEF meetings.
- Coordinated the HSVC group judging session in March 2018.

| <b>Regional Projects Co-Funded by Local Water Providers<br/>FY2017-18*</b> |                          |                      |  |                             |                                 |                             |
|--|--------------------------|----------------------|--|-----------------------------|---------------------------------|-----------------------------|
|  | <b>Website</b>           | <b>Media<br/>Ads</b> | <b>High<br/>School<br/>Video<br/>Contest</b> | <b>Grdn<br/>Wise<br/>TV</b> | <b>Green<br/>Grdnr<br/>Prog</b> | <b>Sci<br/>Fair<br/>Awd</b> |
| <b>Buellton</b>  | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Carpinteria Valley<br/>Water District</b>                               | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Cuyama CSD</b>  | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              |                             |                                 | <b>Sci</b>                  |
| <b>Golden State<br/>Water Co., Orcutt</b>                                  | <b>Not Participating</b> |                      |  |                             |                                 |                             |
| <b>Goleta WD</b>   | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Guadalupe</b>   | <b>Not Participating</b> |                      |  |                             |                                 |                             |
| <b>La Cumbre Mutual<br/>Water Company</b>                                  | <b>Website</b>           | <b>Ads</b>           | <b>H S Video</b>                             | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Lompoc</b>  | <b>Website</b>           | <b>Ads</b>           | <b>H S Video</b>                             | <b>TV</b>                   |                                 | <b>Sci</b>                  |
| <b>Los Alamos CSD</b>  | <b>Website</b>           | <b>Ads</b>           | <b>H S Video</b>                             |                             |                                 | <b>Sci</b>                  |
| <b>Mission Hills CSD</b>   | <b>Not Participating</b> |                      |  |                             |                                 |                             |
| <b>Montecito WD</b>  | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Santa Barbara<br/>(City)</b>  | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Santa Barbara Co.</b>   | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Santa Maria</b>   | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Santa Ynez River<br/>WCD, ID#1</b>                                      | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Solvang</b>   | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   | <b>Green</b>                    | <b>Sci</b>                  |
| <b>Vandenberg<br/>Village CSD</b>  | <b>Website</b>           | <b>Ads</b>           | <b>HS Video</b>                              | <b>TV</b>                   |                                 | <b>Sci</b>                  |

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

# Allocation of Water Agency Staff Time FY2017-18

## % of total WA staff hours by category



## Allocation of RWEP Funds, FY 2017-18

% of total dollars

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

