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

Annual Report for FY2019-2020

Covering July 1, 2019 - June 30, 2020



Prepared by the
Santa Barbara County Water Agency
July 2020

Table of Contents

Program Overview	p.	3
Public Information	p.	5
Landscape Water Use Programs	p.	7
Youth Education	p.	9
Commercial and Institutional Programs	p.	11
Information on Utility Operations	p.	11
Coordination of RWEPP	p.	12
RWEPP Programs and Projects Co-Funding		
Local Water Providers Participation and Co-funding	p.	14
County Water Agency Staffing for RWEPP	p.	15
Allocation of RWEPP Funds across Programs And Projects	p.	16



Regional Water Efficiency Program Overview

The Regional Water Efficiency Program (RWEF) of Santa Barbara County was established by the Santa Barbara County Water Agency in December 1990 in partnership with local water purveyors. RWEF 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, as listed on page 4. Through the RWEF, the Santa Barbara County Water Agency coordinates a collaborative water conservation partnership among purveyors, co-funds projects and programs, acts as a clearinghouse for information on water use 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 RWEF 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 required to implement certain Best Management Practices (BMPs) identified by the U.S. Bureau of Reclamation (USBR). This report identifies which RWEF accomplishments relate to specific BMPs that satisfy the USBR'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 and supply plans.

For information on water conservation in Santa Barbara County, please visit the RWEF's website at www.WaterWiseSB.org.



Water Purveyors in Santa Barbara County

Below is the list of the 18 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 USBR'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

- Seasonal Media Campaigns and Ads:
 - Summer 2019 media campaign consisted of:
 - TV: *"It's 4 am, Do You Know What Your Sprinklers are Doing?"*
 - July 2019 – September 2019: 7 Stations; 813 spots.
 - Digital: *"It's 4 am, Do You Know What Your Sprinklers Are Doing?"*
 - July 2019 – September 2019: 15,000 Impressions.
 - Theatre Screens:
 - Segment 1: July 26- August 1, 2019, High School Video Contest 1st, 2nd and 3rd place
 - Segment 2: August 2 - August 8, 2019 and September 6, 2019 – September 19: *"It's 4 am, Do You Know What Your Sprinklers Are Doing?"*
 - August 2019 - September 2019: 132 screens.
 - Fall 2019 media campaign consisted of:
 - TV: *"Fall Baby Plants"*
 - October 2019 – December 2019: 7 Stations; 805 spots.
 - Digital: *"Fall Baby Plants"*
 - October 2019 – November 2019: 292,000 Impressions.
 - Theatre Screens: *"Fall Baby Plants"*
 - November 2019: 66 screens.
 - Winter 2020 media campaign consisted of:
 - TV: *"Sneaking In" & "Sneaking Out"*
 - January 2020 – March 2020: 643 spots
 - Digital: *"Sneaking In" & "Sneaking Out"*
 - 100,000 pre-roll impressions
 - Theatre Screens: *"Sneaking In" & "Sneaking Out"*
 - January 2020 – March 2020: 220 screens.
 - Spring/Summer 2020 media campaign consisted of:

- TV: *“Spruce Up Your Sprinklers This Spring”*
 - May 2020 – June 2020: 8 Stations; 505 Spots.
- Theatre Screens: *“Spruce Up Your Sprinklers This Spring”*
 - Since theaters were closed in spring, ads will be aired once theaters open in July 2020 - August 2020.
- Digital: *“Spruce Up Your Sprinklers This Spring”*
 - May 2020 – June 2020: 30,000 pre-roll impressions, 436,951 mobile/desktop impressions.
- Print: *“Spruce Up Your Sprinklers This Spring”*
 - May 2020 – June 2020: 1 news publication; 1 print spot.
- Green Gardener Program
 - 329 Green Gardener radio ads were placed to advertise classes in fall, spring, and summer; 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

- County staff maintained the website to be current and used as a resource to help promote and expand outreach for member agencies. Continually, staff posted needed changes and updates, countywide calendar events, new information, resources and links.
- The website averaged 1,436 “users” per month. There were a total of 17,236 users in FY2019-20.

Participated in Public Events

- The County WA coordinated and registered on behalf of RWEP members to table at the Landscape Expo sponsored by All-Around Landscape Supply. This event was held at Earl Warren Showgrounds in February 2020. The County WA coordinated the display table with RWEP members, organized a tabling schedule, and brought materials on behalf of members who could not attend.
- The Santa Barbara Earth Day Festival was held virtually this year in April 2020.
- In support of Water Awareness Month in May, SBCWA prepared a Resolution that was passed by the County Board of Supervisors on May 5, 2020.
- Annually, the County WA coordinates a public display in North County at the County’s Santa Maria Center and in South County at the County’s Admin Building for the month of May. There were no displays this year due to the closure of buildings from COVID-19. The public was directed to access informational materials online.
- Provided educational water conservation brochures and handouts for free.
- Provided materials for members to distribute at local community events year-round.

Water Conservation Outreach Material and Brochures updated

- Distributed over 10,000 brochures, catch cans, and other materials; and to RWEPP partners for distribution to their retail customers.
- Development for the new Water Wise Landscape Maintenance Guidebook is underway.

Issued Press Releases

- Periodically issued 4 press releases County-wide for RWEPP program announcements:
 - *“Applications Open for the WaterWise High School Video Contest”* (November 25, 2019).
 - *“Water Providers Launch WaterWise Garden Recognition Contest”* (February 5, 2020).
 - *“Your Vote Counts in the County’s 21st Annual WaterWise High School Video Contest”* (March 30, 2020).
 - *“Dos Pueblos High School Wins the 21st Annual Santa Barbara County WaterWise High School Video Contest”* (April 22, 2020).

Landscape Water Use Programs

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

Garden Recognition Contest

- This program was reinstated in FY19-20.
- Four agencies participated in the program this year, including the Carpinteria Valley Water District, City of Santa Barbara, Montecito Water District, and the Vandenberg Village Community Services District.
- We received a total of 12 applications. One winner from each district was selected. One County winner was selected out of the district winners. The winners for the contest this year were:
 - Carpinteria Valley Water District - Bob and Pat Wingate
 - Montecito Water District- Laura and Geof Wyatt
 - Vandenberg Village Community Services District- Linda Zivich
 - City of Santa Barbara - Stephanie Poole, who was also the overall County winner
- Winners were presented with an engraved Garden Award boulder to showcase in their garden.
- A Press Release to announce the winners will be issued in summer 2020.

Water Wise Landscape Maintenance Guidebook

- The County WA in coordination with RWEPP members established a contract with CalWEP as the Project Manager of the Guidebook.
- The County WA serves on the Project Advisory Committee on behalf of the regional partners along with members from other funding agencies. Staff attended meetings, reported updates and collated all feedback from participating members, and will continue to represent RWEPP until the final product is complete and published.
- The feedback was provided from participating members on the Table of Contents and Regional Page to CalWEP.
- The development and printing of the Guidebook was funded by previous FY Landscape Education program funds already paid by members.

Green Gardener Program

- Students received training and certification from Santa Barbara City College (SBCC) or Allan Hancock College (AHC) through the 15-week course.
- AHC in Santa Maria secured a new instructor in fall 2019.
- At SBCC, there was a Basic class held during fall, spring (virtual), and summer I and II (virtual) semesters. Vocation ESL class was offered in fall 2019 as a supplemental class for students to improve their English communication skills. The Advanced class was held in spring 2020. In total, there were 65 graduates (24 were advanced students)..
- At AHC, there were no classes in fall 2019 or spring 2020. The online classes during spring and summer 2020 semesters at SBCC were advertised in North and Mid-County for students to participate virtually.
- Green Gardener Public List was updated and published in July and December 2019, and June 2020 on www.GreenGardener.org.
- In coordination with both class instructors, the class curriculum, PowerPoint slides, and Student Manual were updated with current information and resources.
- A new Green Gardener logo was developed, and one was created to honor this year's 20th Anniversary of the program.
- Four class flyers were created and posted on the website.
- Principal co-funders were: SBCC, County WA, City of Santa Barbara, Goleta Water District, Montecito WD, Carpinteria Valley WD, La Cumbre Mutual WC, Buellton, Solvang, Santa Ynez River WCD, ID#1, City of Santa Maria and some non-RWEPP member sponsors including All Around Landscape Supply; Santa Barbara County Resource Recovery & Waste Management Division; Santa Barbara County APCD; Engel & Grey; and City of Santa Barbara Creeks Division.

Produced and Aired additional episodes for Garden Wise TV Show

- 2 new episodes aired during FY19-20.
 - Episode 19: *"Microbial Life"*
 - Episode 20: *"Do it Yourself"*



- 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 73,309 page views with 8,835 visits and users. This was a 43% increase from last year’s page views of 51,036.

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.
- The Watering % Adjust was updated to be off after significant rain events.

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.
 - 13 irrigation evaluations covering 145 irrigated acres in Santa Maria, Lompoc and Goleta
 - Range of DU values: 0.13-0.94 (mean value = 0.77)
- CRCD staff gave tutorials on water conservation strategies at one-on-one field visits:
 - Conducted field visits with 59 individual growers in Santa Maria
 - Emphasis on nitrate leaching and importance of irrigation management
- CRCD staff assisted growers in applying for SWEEP funding through CDFA:
 - 2 application workshops (Santa Ynez and Santa Maria)
 - One workshop conducted in Spanish
 - 9 attendees and at least 2 applications for funding submitted

Youth Education Programs

Supporting USBR’s School Education Programs BMP #2.2

School Assembly Presentations on Water Conservation

- The County WA partnered with local water purveyors to co-fund water education assembly-style presentations at elementary schools.
- Extended contract (with “Shows That Teach”) for engaging musical-comedy-educational show about the value of water & water conservation, while developing a new Fall Proposal to offer digital/video performances next fall.



- There were 11 performances that reached 1762 students at 8 schools in Buellton, Carpinteria, Goleta, and Santa Barbara. There were 5 performances scheduled that were cancelled due to COVID-19.

High Schools Competed in the 2020 WaterWise High School Video Contest

- The County WA updated the contest flyer, sent letters and flyers to schools, and digitized student contest materials that were posted on the website.
- The contest received 10 video submissions by 28 students from 5 different schools countywide for potential use as 30-second Public Service Announcements on water conservation.
- The County WA secured ~\$3,000 of in-kind donations from 7 sponsors for student prizes, including 2 new sponsors. This was the first year the contest had a sponsor for a new Spanish award category. The featured prizes donated by the private sector companies were provided to the student winning teams:
 - First place, “*Drought Resistant Lawns are the Future*” by Dos Pueblos High School received \$1000. Students won a \$500 prize provided by Carollo Engineers.
 - Second Place, “*Mulch Master*” by Pioneer Valley High School received \$500. Students received a \$350 prize provided by Geosyntec consultants.
 - Third Place, “*Doctor Drought*” by Santa Ynez High School received \$300. Students received a \$150 prize provided by Ewing Irrigation.
 - North County Honorable Mention, “*Life without Lawns*” by Santa Ynez High School received \$100. Students received carwash vouchers provided by Splash n’ Dash Recycled Carwash.
 - South County Honorable Mention, “*Alternative Ways*” by Dos Pueblos High School received \$100. Students won tickets to the 2021 Santa Barbara International Film Festival.
 - People’s Choice Award: “*Drought Resistant Lawns are the Future*” by Dos Pueblos High School received a record high of 364 likes on the WaterWiseSB YouTube channel.
 - Teachers who participated in the Teacher Questionnaire received movie tickets provided by NCM Theaters.
- Students and schools received awarded trophies and certificates. Schools included Bishop Garcia Diego High School, Dos Pueblos High School, Orcutt Academy, Pioneer Valley High School, and Santa Ynez Valley Union High School.
- The Awards Ceremony at Parks Plaza Theatre in Buellton was planned for May 2020. Due to COVID-19, the event was cancelled. Students were mailed their prizes and certificates.
- The student video submissions were posted on [YouTube](#), [Facebook](#), and www.WaterWiseSB.org.
- The Teacher Questionnaire was updated and sent out to this year’s and previous participating teachers.
- 1st, 2nd and 3rd place winning videos used in spring and summer media campaigns.



- Co-funded by all RWEF members across the County.

Made awards as part of Santa Barbara County Science Fair

- The Science Fair is open to all high school and junior high students county-wide. This event was cancelled due to COVID-19.

Commercial and Institutional Programs

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

Participated in County's Green Business Program

- The County WA served as a representative on program's Steering Committee and attended 6 bi-monthly meetings.
- The County WA helped coordinate a virtual Green Business Academy, four Green Business Alliance meetings/mixers, and virtual water audits. Staff also helped coordinate the program's Annual Luncheon in March 2020. The County WA was recognized for the recertification of the County Public Works' Naomi Schwartz Building in Santa Barbara.
- There were 10 new Green Business certifications, 2 reached Innovator level, and 14 Green Business re-certifications, 2 reached Innovator level.
- The County WA provided high-efficiency faucet aerators and educational materials for water audits, meetings, and mixers.
- The County WA achieved recertification of the County Public Works Department's Naomi Schwartz Building in Santa Barbara. WA staff are continue to work on the recertification of the County Public Works Department's Santa Maria Service Center in Santa Maria.

Information on Utility Operations

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

Reported on Local Water Rates

- The County WA compiled water rate information from 17 local water purveyors across Santa Barbara County and organized a 2020 Water Rates Summary.
- The report was shared and posted online under "About Us" at www.WaterWiseSB.org.
- All local purveyors cooperated; staffed by County WA.

Compiled Water Production Data

- The County WA compiled local water purveyors' annual water production data for CY2019, and organized a 2019 Water Use Summary.

- The summary table was shared 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 USBR’s Utility Operations BMP #1.1.1 for a Conservation Coordinator

Coordinated Monthly RWEF Meetings

- For program coordination, information sharing, vetting ideas, etc.
- The County WA scheduled and facilitated all meetings, including preparing agenda drafts for feedback, meeting materials, and circulated meeting notes. The County WA also maintained a video conferencing contract to hold virtual meetings.
- The County WA coordinated and conducted 12 meetings.

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.
- The County WA coordinated and conducted 8 meetings total for the sub-committees.
- Coordinated the HSVC group judging session in March 2020.

Coordinated Joint-Meetings with Outside Water Conservation Agencies

- The County WA coordinates with staff from water purveyors in Ventura County to host a meeting every December. This joint-meeting was combined with the CalWEP Plenary held in Santa Barbara County in December 2019.
- The County WA coordinated with staff from water purveyors in San Luis Obispo County to host a joint-meeting in February 2020.
- Meetings useful for program coordination, information sharing, networking, vetting ideas, etc.

Coordinated and Hosted California Water Efficiency Partnership (CalWEP) Plenary in Santa Barbara

- The County WA coordinated with CalWEP and members to host a Plenary in December 2019 in Santa Barbara County. Coordination included assisting with the agenda, speakers, Plenary events, procuring venues, etc. There were over 100 attendees throughout the State at the event.
- The County WA served as the Host Presenter at the event.



Coordinated and Hosted Division of Water Resources (DWR) Water Education Committee Meeting in Santa Barbara

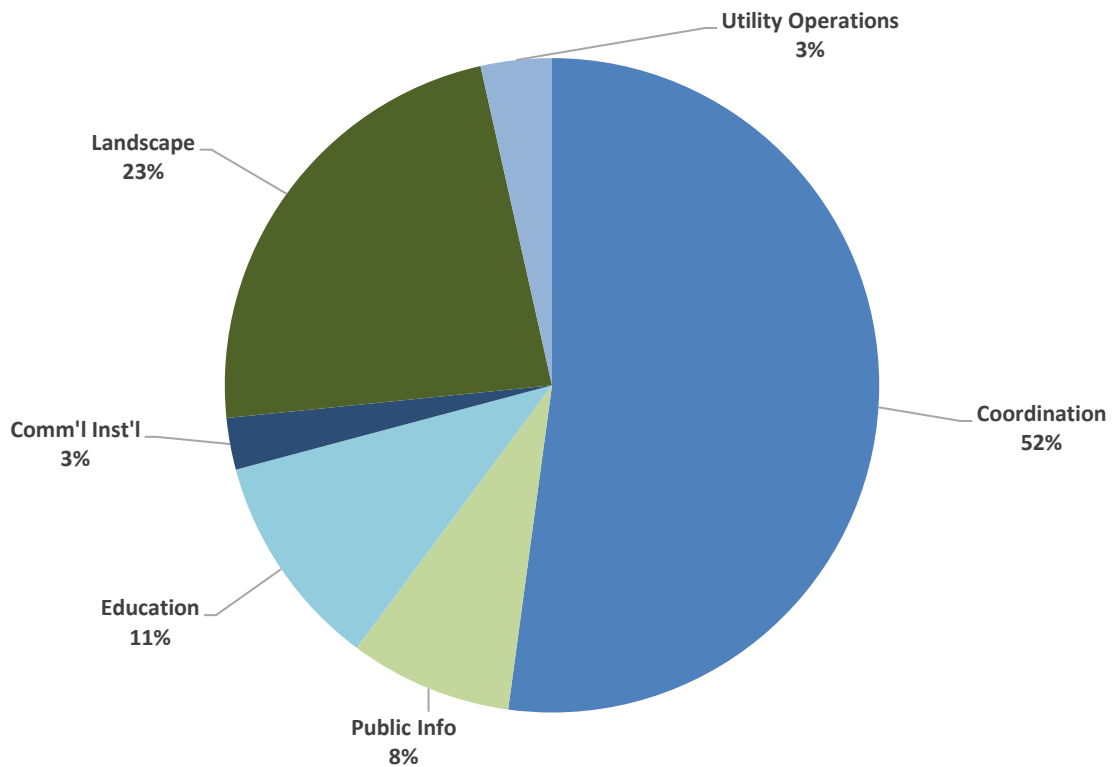
- The County WA coordinated with City of Santa Barbara and Ventura staff to host a DWR Water Education Committee meeting in Santa Barbara County in February 2020. Coordination included organizing the meeting agenda, presenters, event tour and mixer, procuring meeting venue, etc. Multiple water education staff throughout the State attended.

Regional Programs and Projects Co-Funded by Local Water Providers FY2019-2020*					
	Website	Media Campaigns	Youth Education	Garden Wise TV Show	Green Gardener Program
City of Buellton	Website	Ads	HS Video	TV	Green
Carpinteria Valley Water District	Website	Ads	HS Video	TV	Green
Cuyama CSD	Website	Ads	HS Video		
Golden State Water Company, Orcutt	*Not participating				
Goleta WD	Website	Ads	HS Video	TV	Green
City of Guadalupe	*Not participating				
La Cumbre Mutual Water Company	Website	Ads	H S Video	TV	Green
City of Lompoc	Website	Ads	H S Video	TV	
Los Alamos CSD	Website	Ads	H S Video		
Mission Hills CSD	*Not participating				
Montecito WD	Website	Ads	HS Video	TV	Green
City of Santa Barbara	Website	Ads	HS Video	TV	Green
Santa Barbara County Water Agency	Website	Ads	HS Video	TV	Green
City of Santa Maria	Website	Ads	HS Video	TV	Green
Santa Ynez River WCD, ID#1	Website	Ads	HS Video	TV	Green
City of Solvang	Website	Ads	HS Video	TV	Green
Vandenberg Village CSD	Website	Ads	HS Video	TV	

*Many water purveyors have water conservation programs separate from regional projects listed here.

The Allocation of County Water Agency Staff Time for the RWEPP in FY2019-2020

Listed below is the total labor hours worked on RWEPP programs and/or projects categories by County Water Agency staff.



The Allocation of RWEF Funds in FY2019-2020

Listed below is the percentage of total funds spent on RWEF programs and projects by category. The total includes County Water Agency funds and the contributions from RWEF members for FY2019-2020. The total excludes funds for staff time and the CRCDC Mobile Irrigation Lab that were funded by the County Water Agency.

