



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Department Name: Water Agency  
Department No.: 054  
For Agenda Of: 10/08/13  
Placement: Administrative  
Estimated Tme: N/A  
Continued Item: No  
If Yes, date from:  
Vote Required: Majority

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**TO:** Board of Directors, Water Agency

**FROM:** Department Scott D. McGolpin, Public Works Director, 568-3010  
Director(s)  
Contact Info: Thomas D. Fayram, Deputy Public Works Director, 568-3436

**SUBJECT:** Water Conservation Awards for Schools and Students, All Supervisorial Districts

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**County Counsel Concurrence**

As to form: Yes

**Auditor-Controller Concurrence**

As to form: Yes

**Other Concurrence:** N/A

As to form: N/A

**Recommended Actions:**

- a) Approve and authorize the County Water Agency on an annual basis to award appropriate cash prizes to: (1) schools that participate in the annual Water Wise High School Video Contest and (2) the Santa Barbara County Science Fair for its Water Resources Special Awards. In exchange for these contest awards, the Water Agency is provided with valuable outreach products for the public purpose of promoting water conservation, in accordance with the Santa Barbara County Regional Water Efficiency Program; and
- b) Determine that this action is not a project under the California Environmental Quality Act (CEQA), Public Resources Code section 21065 and CEQA Guidelines sections 15061(b)(3) and 15378(b)(5), as the program is an organizational or administrative activity that will not result in direct or indirect changes in the environment.

**Summary Text:**

The Water Agency coordinates a Regional Water Efficiency Program (RWEP) in conjunction with local water providers across the County, including programs targeted at schools, teachers, and students to raise awareness about water supplies and water conservation. In exchange for these contest awards, the Water Agency and our partnering agencies are provided with valuable outreach products for the public purpose of promoting water conservation, in accordance with the Santa Barbara County Regional Water Efficiency Program.

**Background:**

The County Water Agency coordinates with cities, water districts and other water providers across the County to implement a Regional Water Efficiency Program (RWEF), consistent with the requirements of both the Agency's 1996 contract with the U.S. Bureau of Reclamation for the Cachuma Project, and a Memorandum of Understanding with the California Urban Water Conservation Council.

The Water Agency is responsible for overall RWEF coordination, but most Santa Barbara County water providers co-fund and co-participate in RWEF programs. The Water Agency annually invoices water providers based on the anticipated costs of programs and each water provider's share of total water delivered to municipal and industrial customers. RWEF programs may be implemented entirely with water providers' funds that are invoiced by the Water Agency, or some programs may be implemented with co-funding by the Water Agency and the local water providers.

The RWEF includes a wide range of programs, with some targeted specifically at raising students' awareness of the need for water conservation. Two of these programs are the *Water Wise High School Video Contest* and sponsorship of the Santa Barbara County Science Fair's *Water Resources Special Award*. These programs provide incentives for students and teachers to develop videos, experiments and/or displays that creatively highlight issues related to water awareness and conservation.

The videos have become an important outreach tool in social media. Last year the videos generated over 600 views on YouTube and reached 34,000 people through Facebook. In addition, we have used some of these videos as public service announcements on television and in movie theaters. The following website links to videos produced this past year: <http://www.waterwisesb.org/contest.aspx?id=392>

The Water Agency invoices all RWEF members and uses only those invoiced funds for up to \$3,300 in prizes for winning entries for the video contest. The proposed prize amounts on an annual basis are shown below:

<b>Proposed Prizes for 2014 Video Contest</b>	<b>Winning School Video Award Amount</b>
1st Place	\$1,000.00
2nd Place	\$500.00
3rd Place	\$300.00
People's Choice	\$500.00
Honorable Mentions (\$100 prize awarded to each honorable mention)	\$1,000.00 *
<b>Total *</b>	<b>\$3,300.00 *</b>

\*Amount may vary with the number of honorable mentions awarded

For the Santa Barbara County Science Fair's *Water Resources Special Award*, the County Water Agency coordinates with water purveyors across the County who co-fund this prize to junior high or senior high school students. The Water Agency invoices water purveyors and the pooled funds are paid

to the Santa Barbara Science Fair, Inc. which runs the County-wide Science Fair and issues awards to the winning students.

<b>Proposed Prizes for 2014 Science Fair</b>	<b>Jr. High</b>	<b>Senior High</b>
1st Place	\$200.00	\$ 200.00
2nd Place	\$150.00	\$ 150.00
Honorable Mention	\$100.00	\$ 100.00
<b>Total = \$900.00</b>	<b>\$450.00</b>	<b>\$ 450.00</b>

Your Board's approval of these award programs will ensure the schools, participants, and our RWEP partners that these awards can be processed through the County and provides the Auditor Controller's office authorization to issue these award funds to schools and the Science Fair Committee.

**Fiscal and Facilities Impacts:**

Budgeted: Yes

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>Current FY Cost:</u></b>	<b><u>Annualized On-going Cost:</u></b>	<b><u>Total Project Cost</u></b>
Participating Water Purveyors	\$ 4,200.00	\$4,200 (approx)	\$ -
Total	\$ 4,200.00	\$4,200 (approx)	\$ -

**Narrative:**

The RWEP is an ongoing Water Agency program and funding is included annually in the Water Agency's budget. In coordinating the HS Video Contest and the Science Fair's Water Awards, the awards are paid out of pooled money collected from the local water purveyors. No General Fund monies are utilized for costs associated with these programs. Annualized ongoing costs will increase slightly to keep up with inflation.

**Special Instructions:**

Return a copy of the minute order of these actions to the Water Agency office, Attn: Christina Lopez.

**Attachments:**

Attachment No. 1 – Water Wise High School Video Contest High Schools list

**Authored by:** Len Fleckenstein, Senior Program Specialist, Water Agency, 568-3545