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

**Annual Report
FY2011-12**

Covering July 1, 2011 - June 30, 2012

August 2012

Prepared by:
Santa Barbara County Water Agency
Public Works Department
130 E. Victoria Street, Suite 200
Santa Barbara, CA 93101

TABLE OF CONTENTS

Program Overview	p. 3
Public Information	p. 4
Landscape Water Use Programs	p. 5
Student Education	p. 6
Commercial and Institutional Programs	p. 7
Information on Water Supply and Rates	p. 7
Coordination of RWEF	p. 8
Project Co-Funding	p. 9
• Water Agency Staffing for RWEF	p. 10
• Allocation of RWEF Funds Across Projects	p. 11



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. 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.

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.sbwater.org.

Public Information Programs

Supporting CUWCC's Public Information Program BMP #2.1

Informed Public Through Summer Media Campaign

- Summer campaign advertisements County-wide during the summer of 2011 using themes and clips from winning videos from our High School Video Contest.
 - over 850 radio ads in English & Spanish on over a dozen radio stations and 2 public radio stations;
 - over 1300 TV ads on 3 English language TV networks, 1 Spanish language network, & 2 cable television networks;
 - 100's more ads on County & City government public access stations.
 - print ads in weekly newspapers and local magazines
 - Including Santa Maria Times, Lompoc Record, Santa Ynez Valley News, SB Independent, and SB Family Life.
 - Additional ads *online* at some radio, TV and print media's websites
- Plus over 250 Green Gardener radio ads in fall and spring.
- 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.sbwater.org

- Continued to improve and upgrade the website, including:
 - New scrolling photos on homepage
 - Created an events calendar to highlight w/c events
- County staff posted updates, edits, new info & new links
- Over 113,000 "visits" to sbwater.org .
- Posted rotating water conservation "ads" on homepage, e.g. for:
 - Smart Landscape Rebate Program; Green Gardener Class; Ocean Friendly Gardens events; High School Video Contest, and more.
- Signed agreement (Nov. 2011) with City of San Diego for use of City-developed "Watering Calculator" including the right to modify the layout and text files.
- Site maintained by County during 2011-12.

Participated in Public Events

- Partners for the Environment Day (August 2011) in Santa Maria
- Earth Day in Santa Barbara (April 2012).
- Water Awareness displays at 13 local libraries across the County (May 2012).

Water Conservation Brochures updated

- Updated six brochures during FY11-12
- Distributed over 2800 brochures to RWEF partners free of charge for distribution to their retail customers.

Water Awareness Month Displays

- In support of Water Awareness Month in May 2012, provided local libraries with:
 - Posters; brochures; some books on water topics; a list of water related books in the SB Library system; and copies of a DVD, “Water Resources of Santa Barbara County”.

Issued Press Releases

- Periodically issued press releases County-wide for announcements such as:
 - Promoting “mulch madness” and Smart Landscape Rebates (2-23-12)
 - Ocean Friendly Gardens’ workshops and training (9-1-11)
 - Water Awareness Month (5-7-12).

Landscape Water Use Programs

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

Trained Green Gardeners in Enhanced Class at SBCC

- Students earn certificate from Santa Barbara City College in 15-week course
- 148 graduates from 4 classes in FY11-12: Summer, Fall, and Winter/Spring.
- Included classes at a private company’s facility.
- 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 private sponsors.

Administered USBR “Smart Landscape Rebate Program” Grant

- County WA administering USBR grant for over \$160,000 for 2 year program
- Builds on City of Santa Barbara and Goleta WD’s pilot program
- Participants during the entire fiscal year were: Carpinteria Valley WD, Vandenberg Village CSD, and Cities of Lompoc and Santa Barbara; the Goleta WD completed its participation in September 2011.
- Over \$84,000 in rebates awarded between April 1, 2011 and March 31, 2012, the most recent reporting period under this federal agency grant.

Transitioned from Garden Wise Guys to Garden Wise TV

- Completed the 18th and final episode of the Garden Wise Guys (Oct 2011):
 - Accessible at www.gardenwiseguys.org
- Santa Barbara City TV filmed all shows; Aired on County GATV20 and City TV18.
- Started a new replacement show, Garden Wise, featuring Meg West as host.
 - 1st episode aired April 29, 2012.
- Co-funded by County, City of Santa Barbara, Goleta WD, and other water districts.

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

- Received over 7,200 unique visitors, making over 9,700 visits to view over 296,000 pages on the website
- Made several changes to make the site more useful and user-friendly, including: providing larger pictures greatly improving visibility of plant images; enabling the printing of all plant photos and all garden photos (previously not an option); enabling the printing of a user’s list of plants; and several revisions to text.

Updated Weekly Water Index for Residents’ Use

- County staff updated website weekly
- Homeowners adjust sprinklers based on Weekly Watering Index setting
 - Utilizes latest California Irrigation Management Information System data
- Data is from weather 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 over 8,000 students in 34 performances at schools in Vandenberg Village, Carpinteria, Goleta, and the cities of Santa Barbara, Lompoc and Santa Maria.

High Schools Competed in 2012 Water Awareness Video Contest

- Received and judged 6 videos for potential use as 30- and 60-second Public Service Announcements on water conservation.
- Award trophies and certificates issued to students; and award checks issued to:
 - Dos Pueblos HS, Cabrillo HS, San Marcos HS, Pioneer Valley HS, Santa Ynez Valley Union HS, Bishop Garcia Diego HS.
- Videos posted on YouTube and www.sbwater.org.
- Co-funded by Water Agency & water providers across the County.

Made awards as part of SB County Science Fair

- Science Fair is open to all high school and junior high students County-wide.
- RWEP made four cash prizes (2 to high school students and 2 to JHS students) as part of our “Water Awareness Award”.

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 helped staff audits
- WA staff conducted some facility site reviews.

Information on Utility Operations and Rates

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

Coordinated Informational Site Visits to Reservoirs

- Planned and arranged for site visits by water purveyor personnel to both Gibraltar Dam/Reservoir and Bradbury Dam – Cachuma Reservoir.
- Purveyor staff from Carpinteria to Santa Maria participated in the educational visits.

Reported on Local Water Rates

- Compiled water rate information from 18 local water purveyors across SB County
- Shared report (February 2012) and posted online under "About Us" at www.sbwater.org
- All local purveyors cooperated; staffed by County WA.

Compiled Water Production Data

- Compiled local water purveyors' annual water production data, for CY2011
- Shared summary table (May 2012), prepared a report with analytic information in easy to read graph and chart formats, and posted online under "About Us" at www.sbwater.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

Produced Monthly E-newsletters

- Water Agency continued to prepare and distribute monthly *E-News for Water Efficiency in Santa Barbara County*.
- A new edition sent every month
- WA sent each issue broadly - - electronically
- And posted online under "About Us" at www.sbwater.org

Coordinated Monthly RWEF Meetings

- For program coordination, information sharing, vetting ideas, etc
- Scheduled all meetings; set each agenda; circulated mtg notes
- 11 meetings held in FY2011-12.
- Staffed by County WA.

Held Bi-County Meeting on Water Conservation

- Met with staff from water purveyors in San Luis Obispo County, Feb 2012.
- Hosted the meeting; set agenda; coordinated logistics
- Meetings useful for program coordination, information sharing, vetting ideas, etc.
- Staffed by County WA.

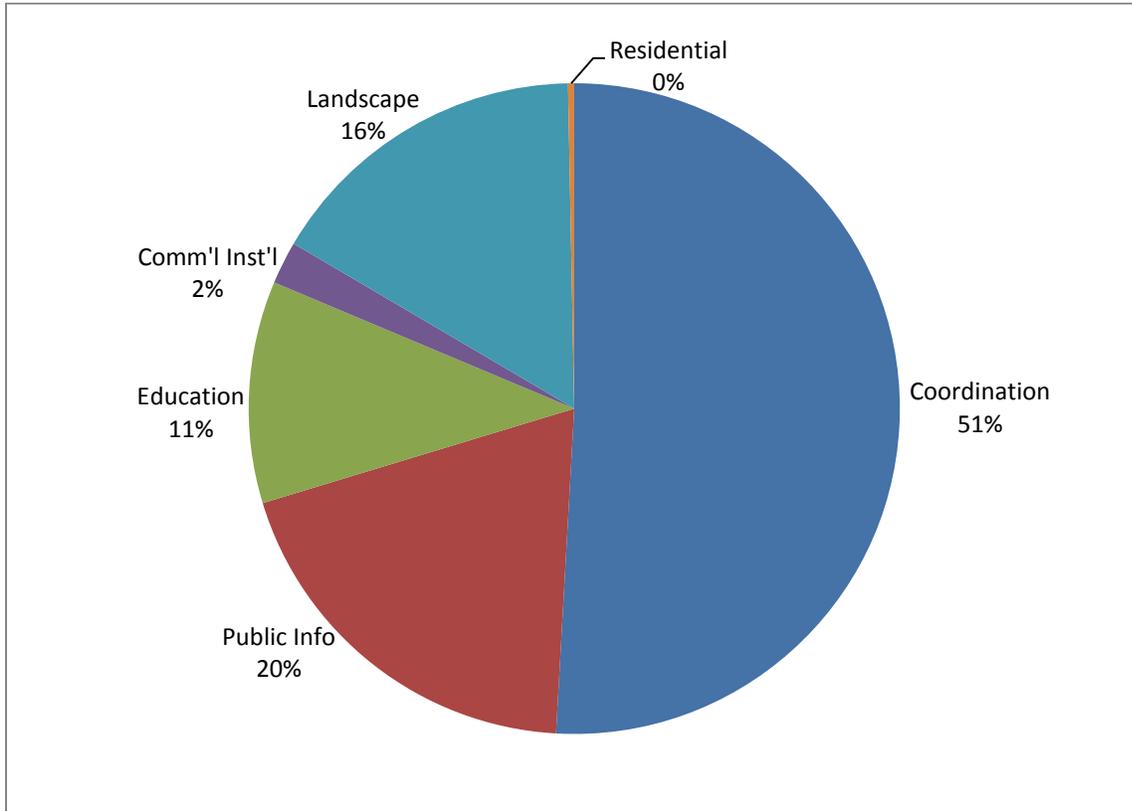
Regional Projects Co-Funded by Local Water Providers, FY2011-12

	Website sbwater.com	Smart Landscape Rebate	Media Ads	High School Video Contest	Grdn Wise Guys TV	Green Grdnr Prog	Sci Fair Awd
Buellton	Website		Ads	HS Video	TV	Green	Sci
Carpinteria Valley Water District	Website	Rebate	Ads	HS Video	TV	Green	Sci
Cuyama CSD	Website		Ads	HS Video			Sci
Golden State Water Co., Orcutt	Website	Rebate	Ads	HS Video	TV		Sci
Goleta WD	Website	Rebate	Ads	HS Video	TV	Green	Sci
Guadalupe							
La Cumbre Mutual Water Company							
Lompoc	Website	Rebate					
Los Alamos CSD	Website		Ads	HS Video			Sci
Mission Hills CSD							
Montecito WD	Website		Ads	HS Video	TV	Green	Sci
Santa Barbara (City)	Website	Rebate	Ads	HS Video	TV	Green	Sci
Santa Barbara Co.	Website	Rebate	Ads	HS Video	TV	Green	Sci
Santa Maria	Website		Ads	HS Video			Sci
Santa Ynez River WCD, ID#1	Website		Ads	HS Video			Sci
Solvang	Website		Ads	HS Video	TV	Green	Sci
Vandenberg Village CSD	Website	Rebate	Ads	HS Video	TV		Sci

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

Allocation of Water Agency Staff Time, FY2011-12

% of total hours by category



Allocation of RWEF Funds, FY 2011-12

% of total dollars

(Excludes funds for CRCD mobile lab)

