

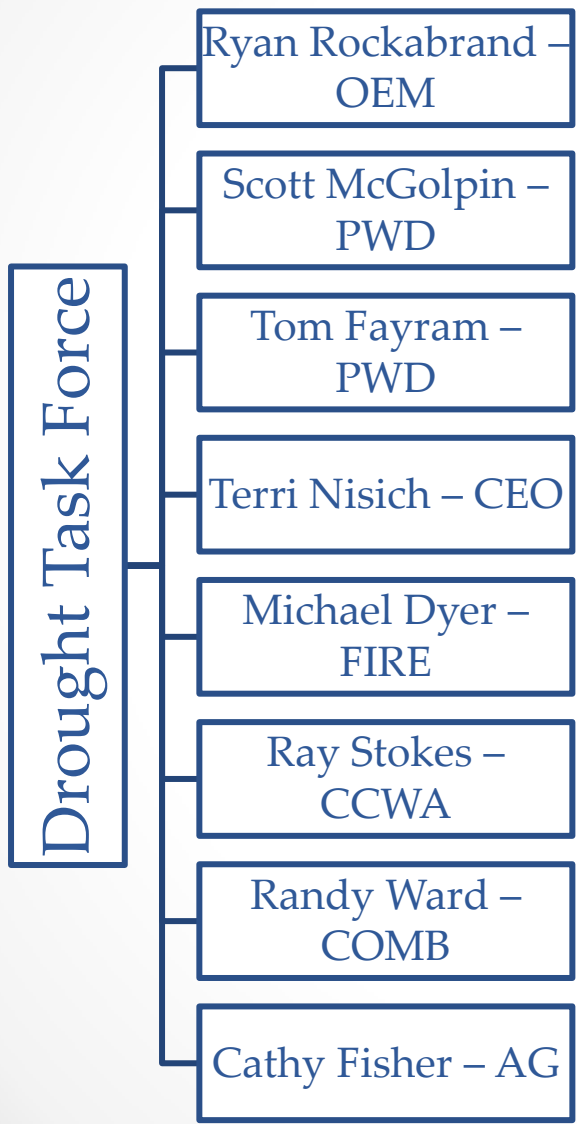
U.S. Drought Monitor
California



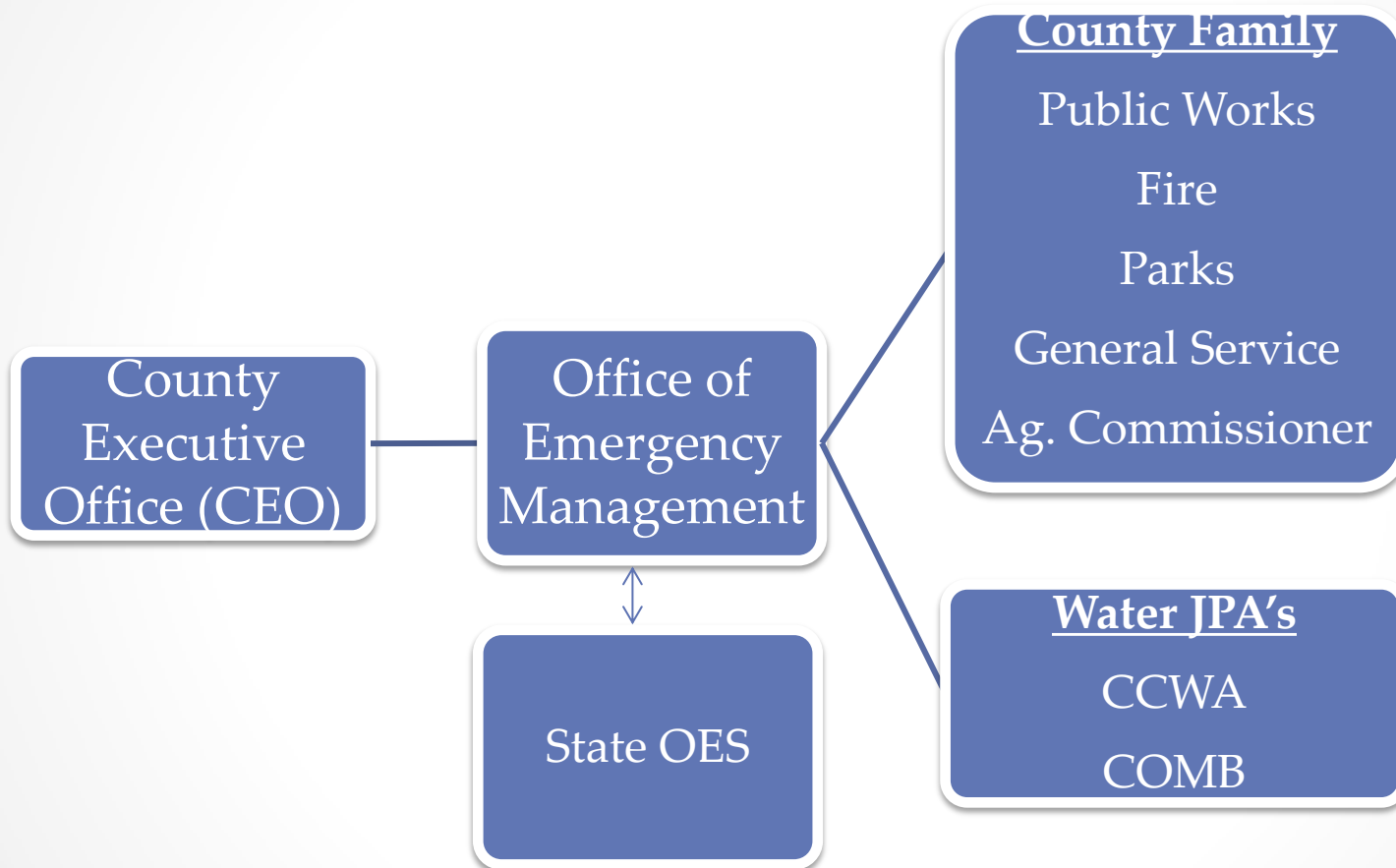
Water Supply & Drought Update

Board of Supervisors
June 17, 2014

Santa Barbara County Drought Task Force



Drought Taskforce Organization

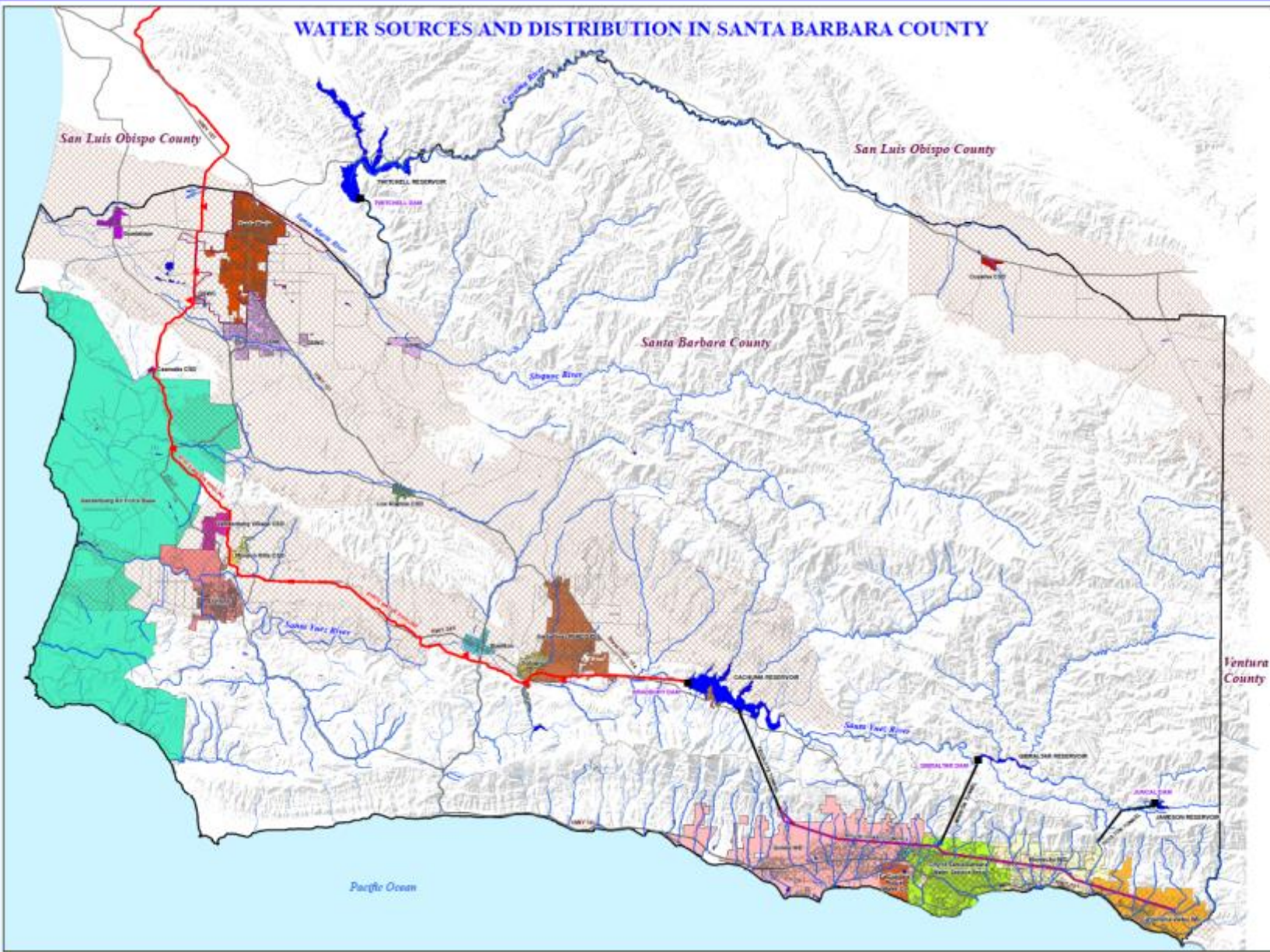


WATER SOURCES AND DISTRIBUTION IN SANTA BARBARA COUNTY



Legend

- Dam
- ▲ WWP Plant
- City Boundary Line
- State Water Project Pipeline
- Rivers
- Santa Coast Coastal
- Transit
- Roads
- Highway Freeways
- ▨ Geomorphologic Basin
- Lakes & Reservoirs
- Caswell CSD
- City of Santa Barbara Water Service Area
- ▭ County Boundary
- Santa Maria
- Vandenberg Air Force Base
- La Cumbre Mutual Water Co
- Golden WD
- Buellton
- Carpinteria Valley WD
- Cypress CSD
- Grindlake
- Lompoc
- Los Alamos CSD
- Mission Hills CSD
- Montecito WD
- Vandenberg Village CSD
- Golden State Water Co (GSWC)
- Solvang
- Santa Ynez R. WCD (SI)
- Pacific Ocean



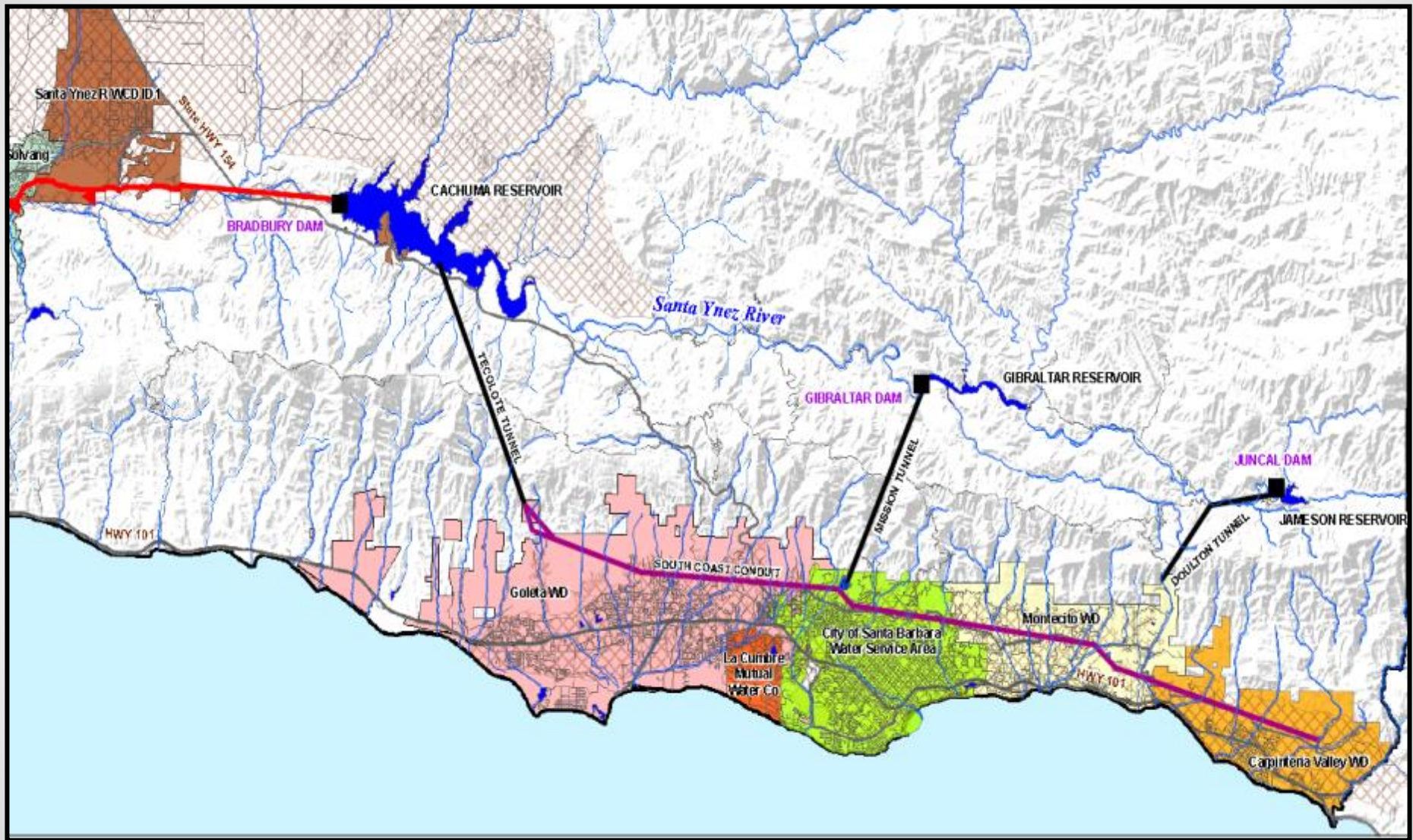
This map is for informational purposes only. It does not constitute a contract or warranty of any kind. The County of Santa Barbara is not responsible for any errors or omissions on this map. The County of Santa Barbara is not responsible for any damages or losses resulting from the use of this map. The County of Santa Barbara is not responsible for any claims or liabilities arising from the use of this map. The County of Santa Barbara is not responsible for any actions or inactions taken by any third party based on the information provided in this map.

Scale: 1" = 1 Mile

WATER SOURCES AND DISTRIBUTION IN SANTA BARBARA COUNTY

County of Santa Barbara, California

Copyright © Santa Barbara County, 2010



Drought Timeline

January 17, 2014
Governor declares
State of Emergency

January 17, 2014
County proclaims
local emergency

April 25, 2014
Governor
'Redouble State
Actions'
Executive Order

30-Day
County
Re-Ratification
continues

Cachuma Tours

- Feb 14 –
 - CEO Miyasato Press Conference
- Mar 21 –
 - Senator Jackson Visit
- Apr 29
 - CalOES Director Ghilarducci Tour
- May 30
 - CalOES, CDPH, DWR, OEM, COMB, PWD, Member Units Tour





County Water Agency



Public Works

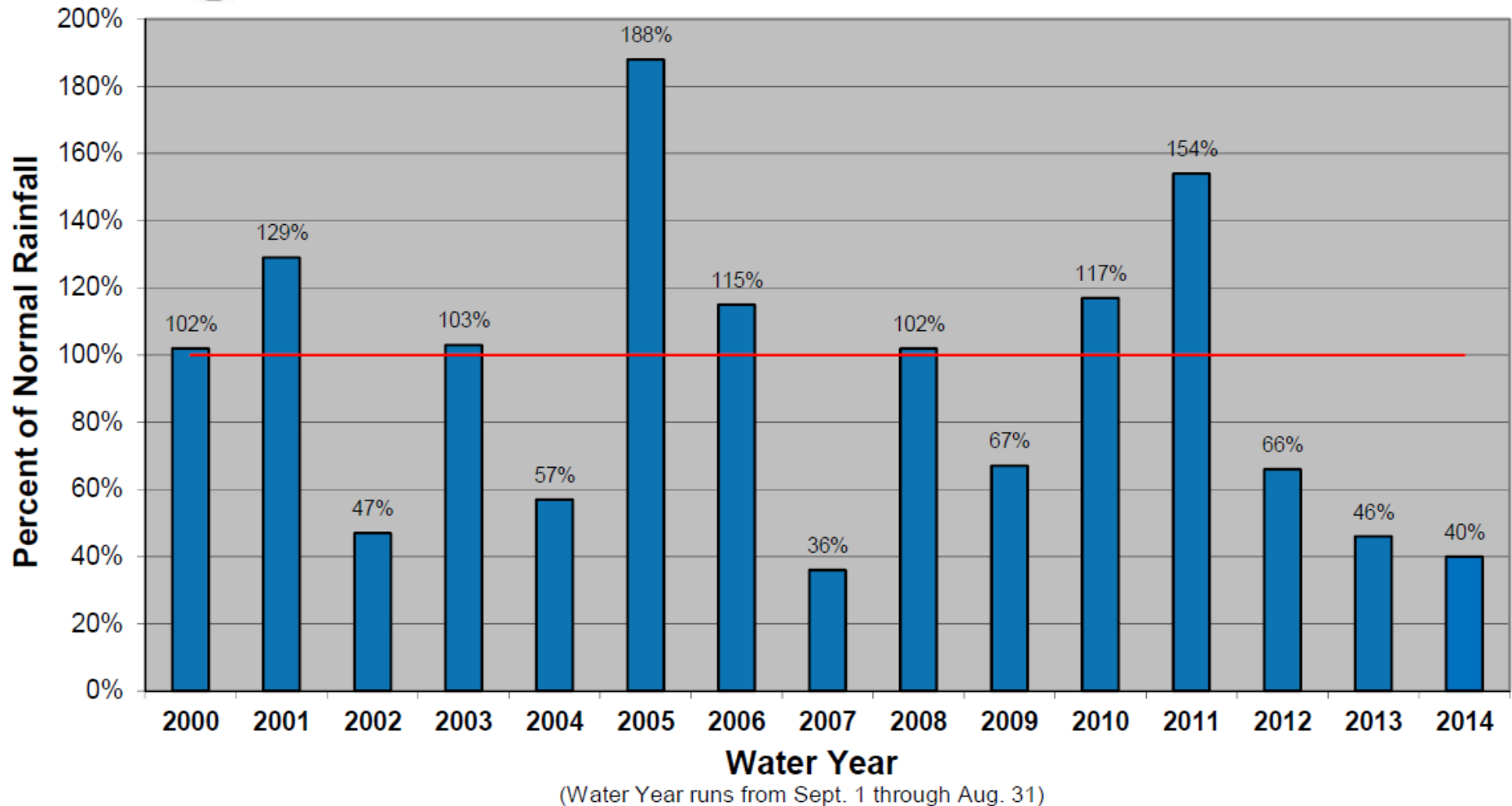
County Water Agency

- County Water Agency Completes Re-survey of Cachuma's Capacity
- Water Agency develops Cachuma Volume/Level forecast Tool.
- Water Agency does Monthly Cachuma Projections
- Water Agency Re-Evaluation of Cachuma "Safe Yield"
- Water Agency Hosts Cachuma Member Unit Managers Meetings – Communication / Coordination
- County Holds quarterly Countywide Water Purveyor Meetings
- County Hires Communication Consultant

Rainfall

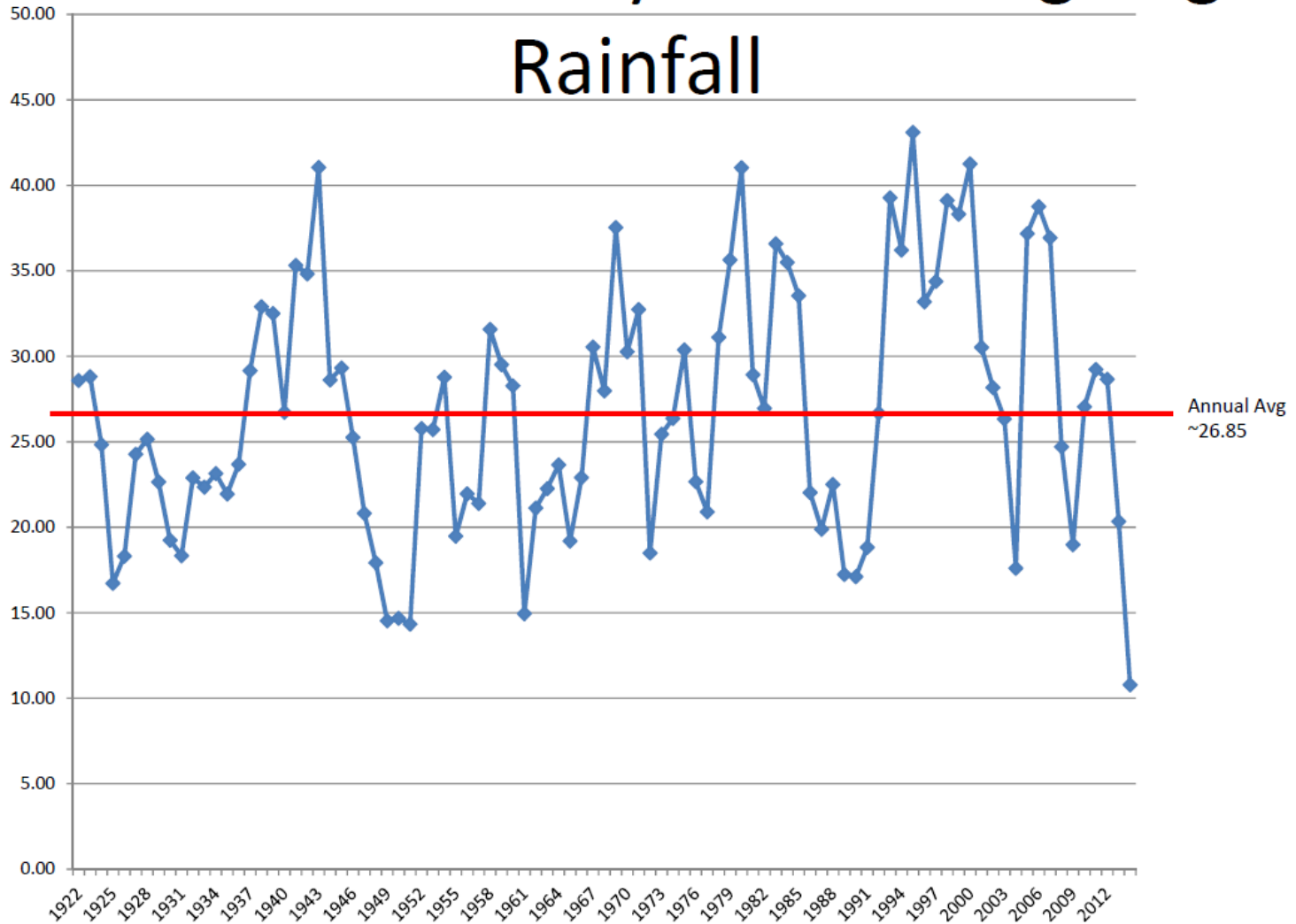


County-Wide "Percent of Normal By Water Year



Gibraltar Dam 3 year Running Avg

Rainfall



Cachuma



- Capacity as of June 1, 2014 – 69,612 AF
- Percent Capacity – 36%
- Elevation – 698.38 (55 feet down)

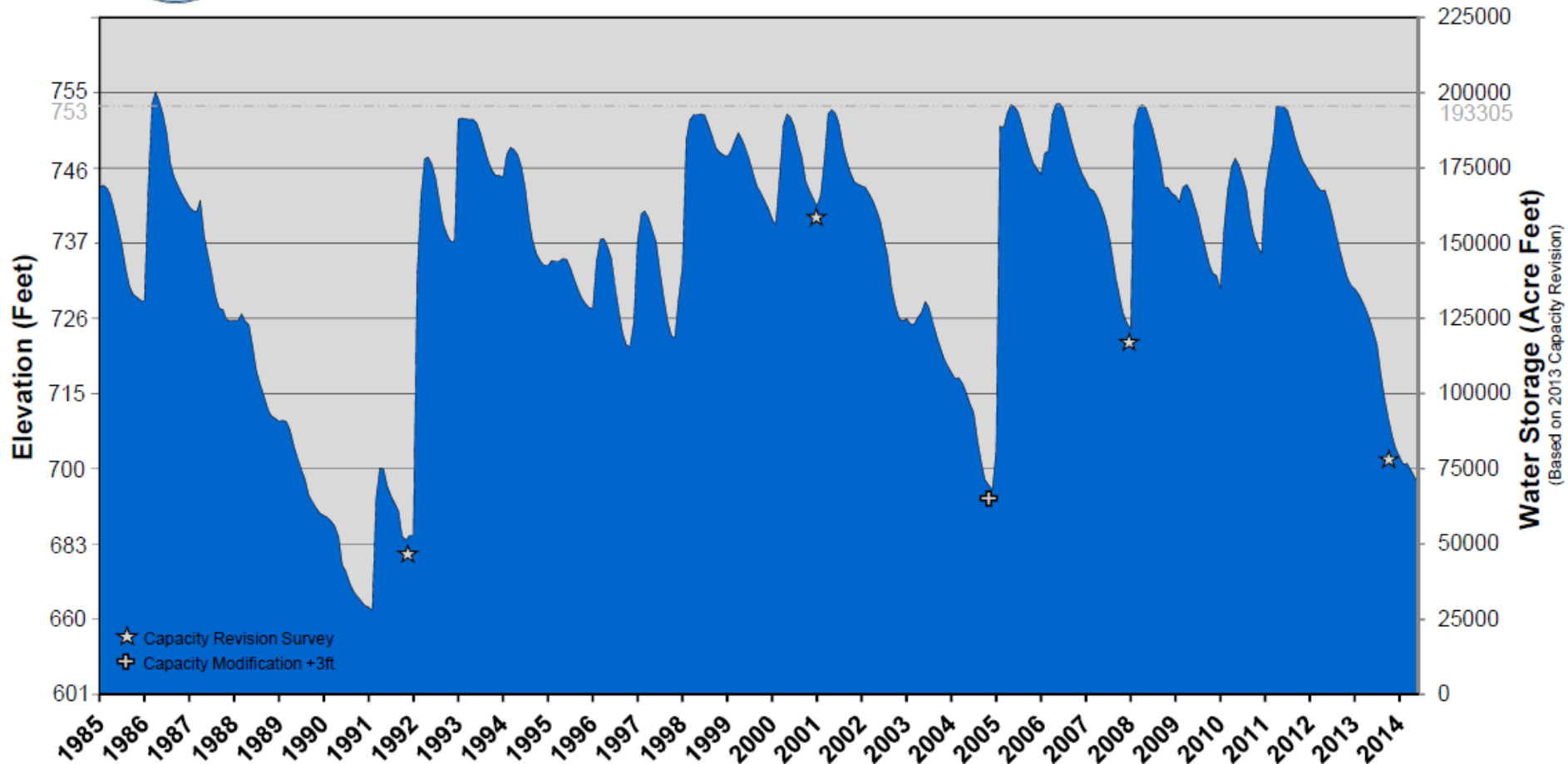
Cachuma Historical Volumes



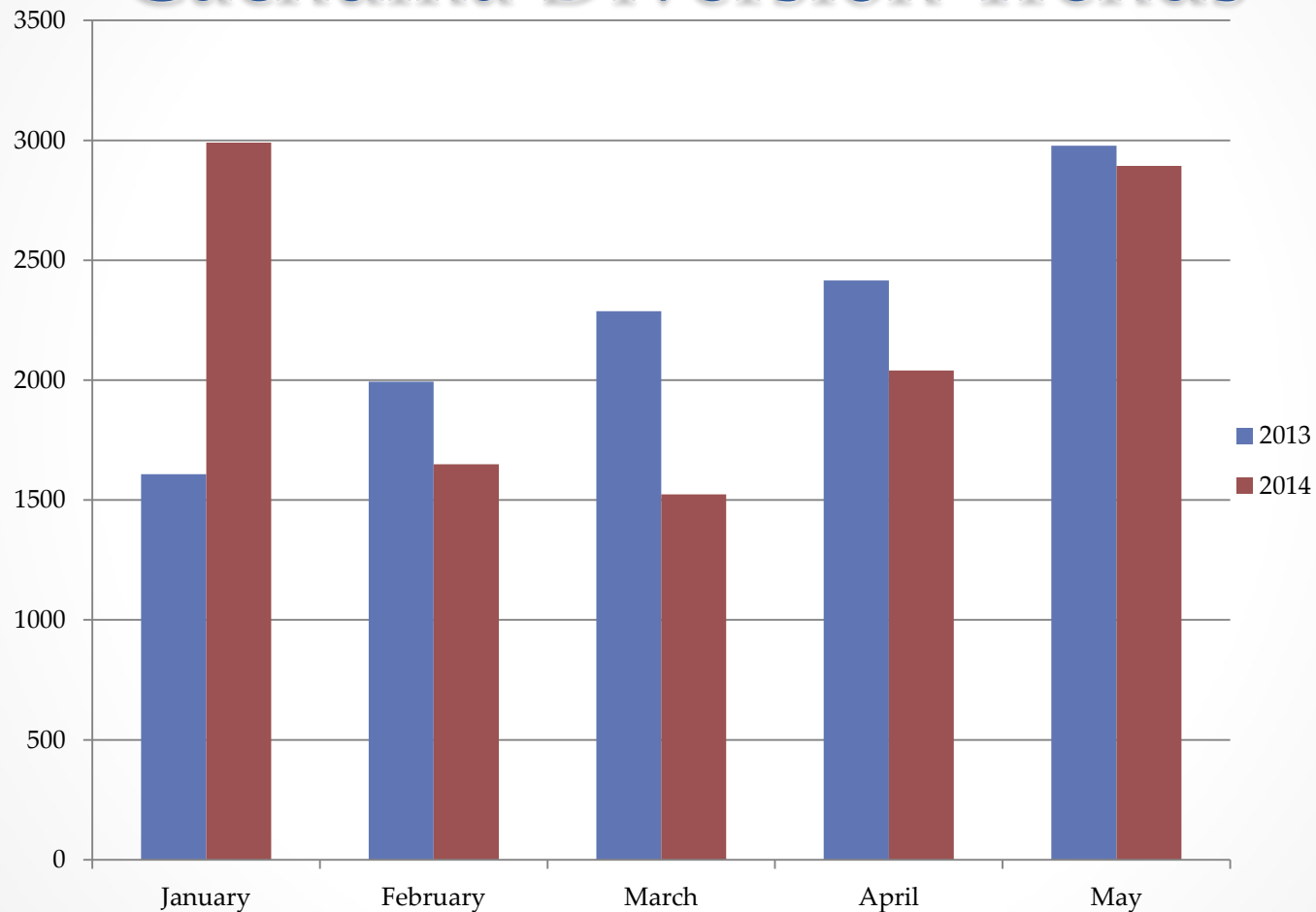
Cachuma Reservoir - Historical Water Storage Levels

29 Years - 1985 to 2014

(Current through June 1st, 2014)

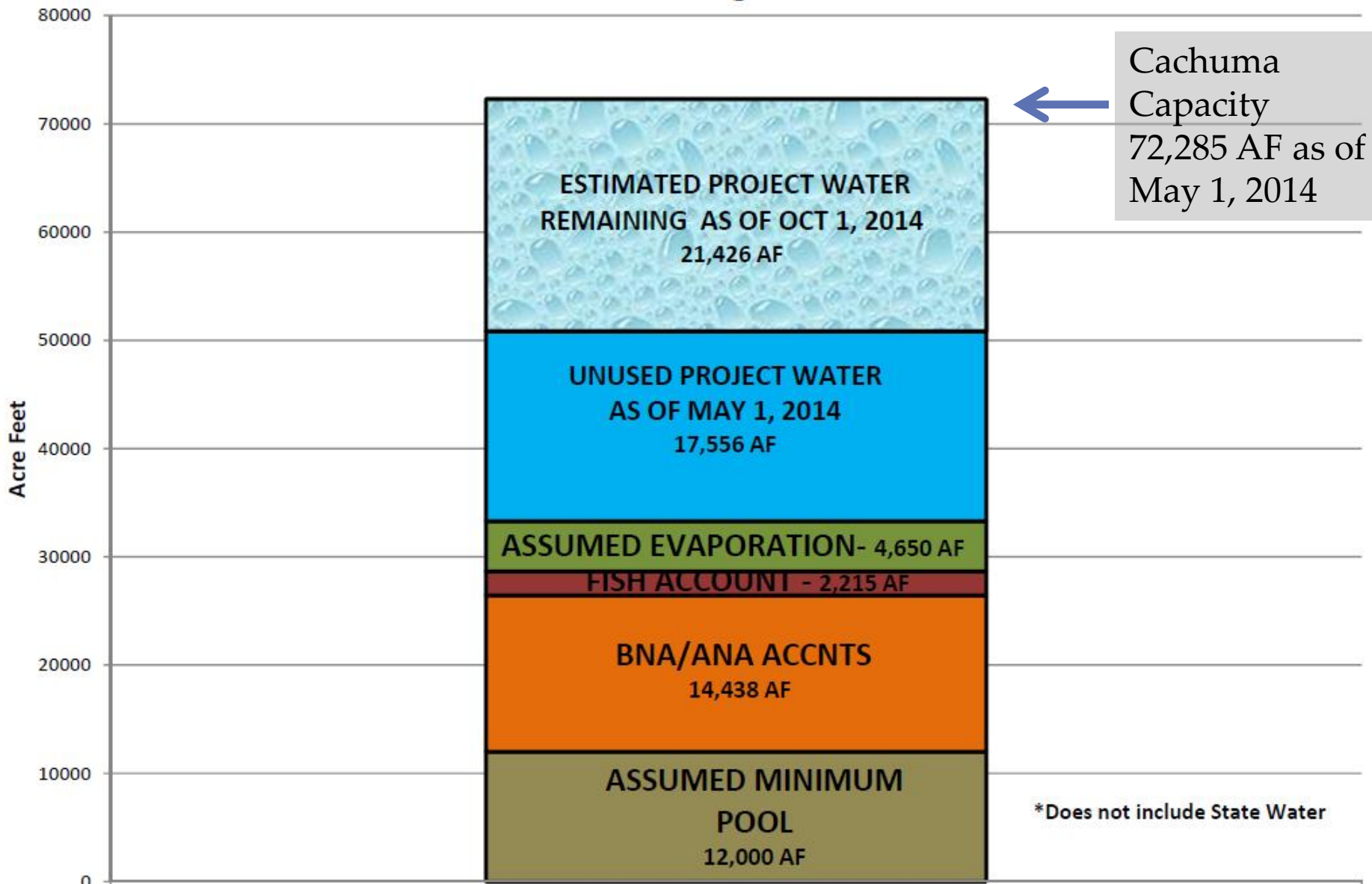


Cachuma Diversion Trends



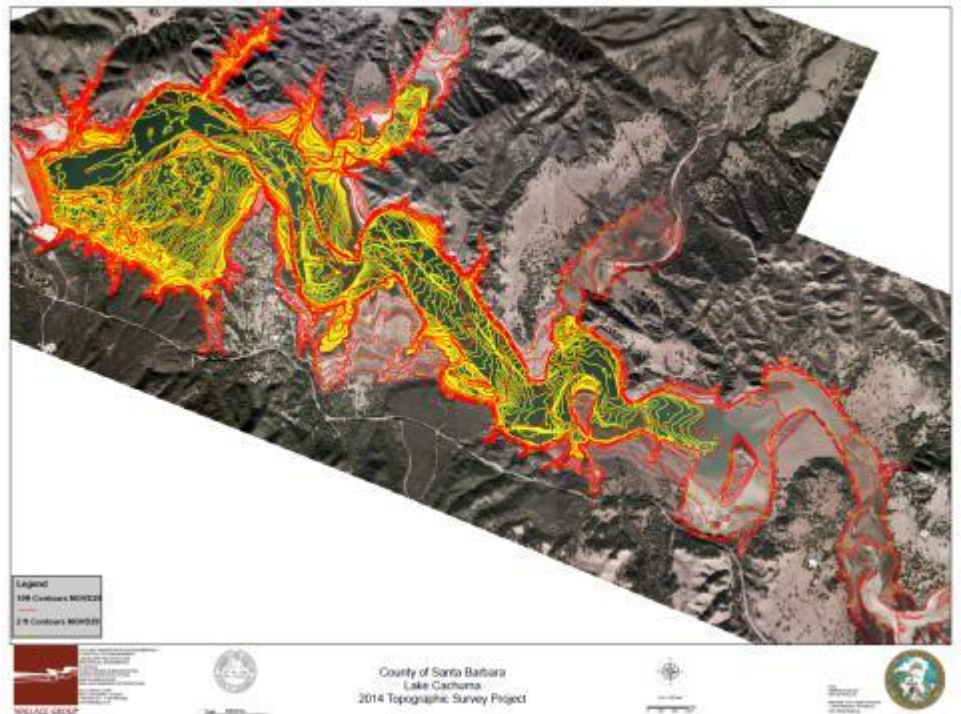
- Cachuma Diversions through North portal of Tecolote Tunnel, Acre-Feet ●

Remaining Water in Lake Cachuma As October 1, 2014 with continued Drought Conditions*



Cachuma Deliveries - Looking Ahead

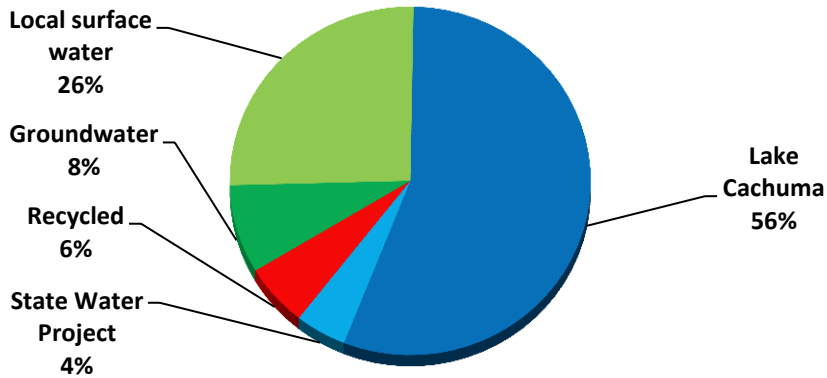
- 45% Deliveries in 2015
- Much less in 2016 (Without inflow)
- Some Carry Over Water Available
 - Conservation
 - Water Imports / Purchases



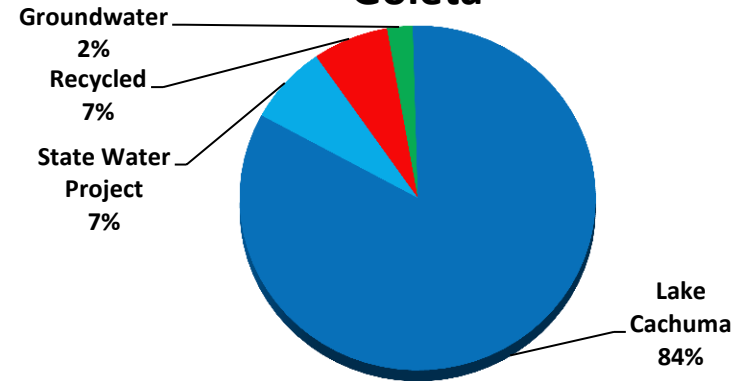
Local Water Supply Sources

South County (2012)

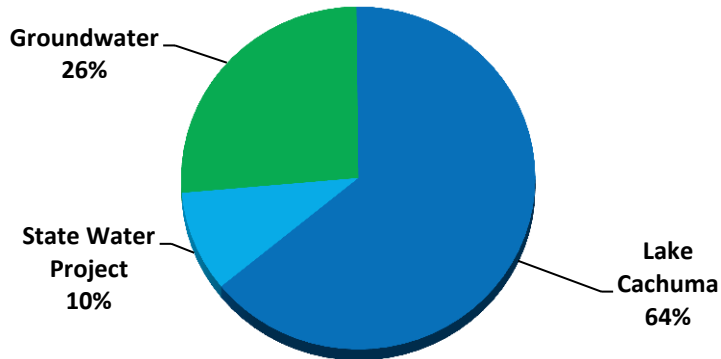
Santa Barbara



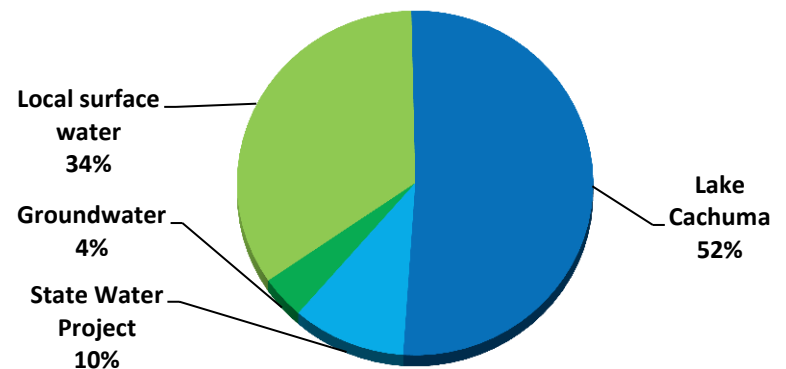
Goleta



Carpinteria



Montecito

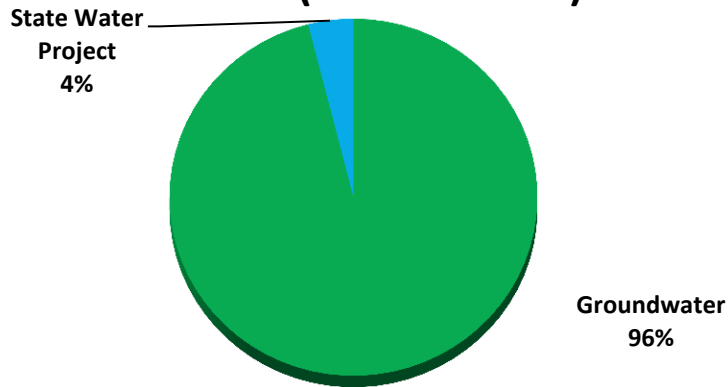


■ Groundwater
 ■ Local surface water
 ■ Lake Cachuma
 ■ State Water Project
 ■ Recycled

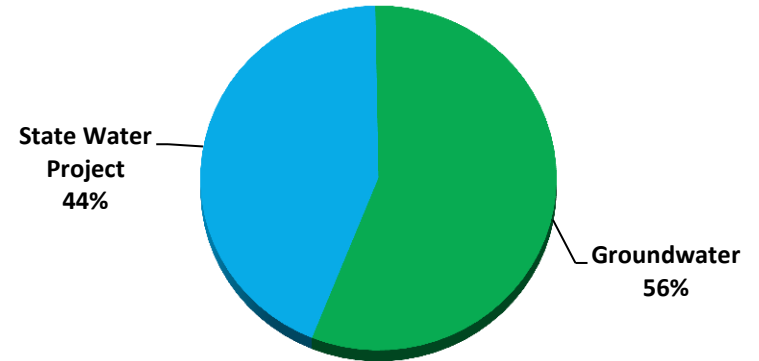
Local Water Supply Sources

North County (2012)

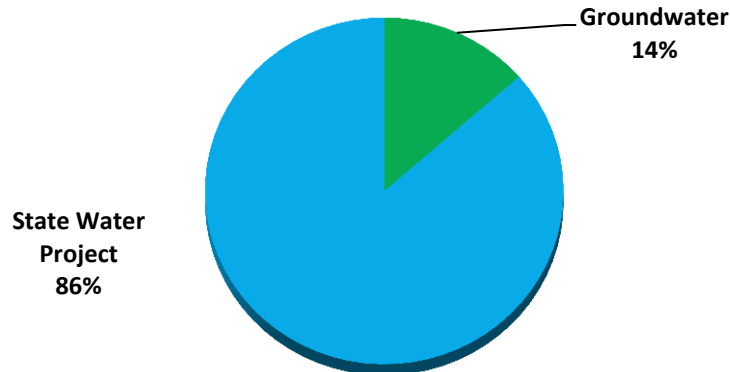
Orcutt (Golden State)



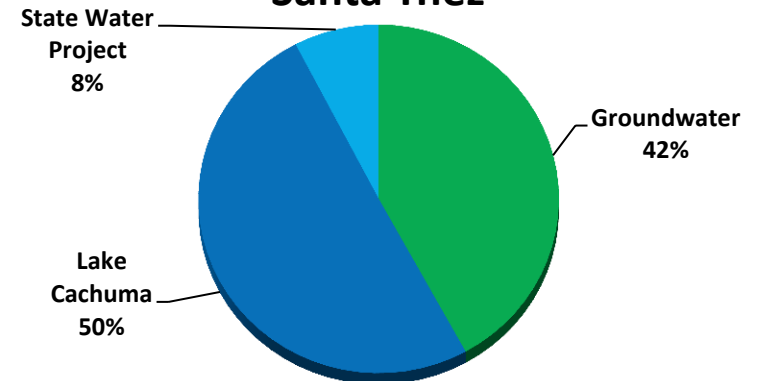
Guadalupe



Santa Maria



Santa Ynez



● Groundwater ● Local surface water ● Lake Cachuma ● State Water Project ● Recycled ●

General Services

- Installed 17 waterless urinals in Administration and Engineering Building.
- Assessing feasibility and pricing of retrofitting existing flush toilets with dual flush technology
- All irrigation schedules adjusted to reduce consumption by at least 20%
- Worked with City of Santa Barbara to complete water audits of Administration and Engineering buildings. Remainder of buildings in the City slated for future audits.
- Work with all departments to ensure any observed leaks are reported and repaired promptly



CSD/PARKS

- Reclaimed water used at Goleta Beach and Arroyo Burro (Hendrys)
- Replaced sprinklers in several parks to improve irrigation efficiency
- Irrigation reduced in time and frequency at all Parks with turf turning brown
- Reductions are below Montecito Water District restrictions in affected parks
- Exploring park redesign options to further reduce water consumption
- All shower facilities – Cachuma, Jalama, Live Oak – have low flow w/ coin operated timers
- Several waterless urinals already installed with more planned
- Restroom sinks have self-closing faucets
- Well water used at Waller Park and Jalama Beach Park





U.C.C.E. 2014 Forage Production Results

- Forage production estimated to be at 5% or a 95% loss from normal production.
- Drought impacts are the compounded result of three years of below average precipitation and forage production.
- Increased risk of erosion if heavy rain storms take place in the fall.



Average

Available Feed
Average of all Monitored Sites, 2001 - 2014



Impacts to Livestock Producers

- Producers are forced to provide supplemental feed and drinking water for livestock at a significant cost.
- 75% or more of all cattle in the county have been sold or moved.
- Several seasons of conservative stocking to return rangeland pastures to normal typical productivity.





Central Coast Water Authority

General Overview

- SWPP created in March 2014 with the goal of assisting CCWA project participants in obtaining additional water supplies
- 7 CCWA participants in the SWPP (1)
- Total “delivery goal” under SWPP of 9,239 AF
- Three purchases completed as of May 22, 2014
- Pursuing additional purchases/exchanges/banked water returns
 - (1) City of Solvang participating through Santa Ynez ID#1

SWPP Delivery Goals by Participant

Project Participant	Delivery Goal (Acre-Feet)
City of Santa Barbara	4,500
Carpinteria Valley Water District	1,000
La Cumbre Mutual Water Co.	200
Santa Ynez ID#1 (Solvang)	628
City of Santa Maria	500
Montecito Water District	1,500
Goleta Water District	911
Total:	9,239

SWPP Total Summary

(SWPP participants only)

- Delivery goal: 9,239 AF
- Firm purchases to date:
4,909 AF
 - Biggs West Gridley: 2,390 AF
 - VAFB: 1,659 AF
 - Dudley Ridge: 860 AF
- Other water availability: 1,066 AF
 - Westlands Pump In: 1,066 AF
 - 2014 Table A (available after Sept 1st) 1,834 AF
- Purchases and other water available:
7,809 AF

CCWA 2014 Water Supply Portfolio (Preliminary) (acre-feet)

• Carryover water:		13,648
• Biggs West Gridley Purchase:		2,390
• Return of banked water:		1,067
○ Dudley Ridge	860	
○ IRWD (Carpinteria)	207	
• Westlands pump in		1,335
• 2014 5% Table A		<u>2,274</u>
• TOTAL:		20,714
• Percent of Table A:		46%



Cachuma Operations and Maintenance Board

County Park
12/11/2004

Lake Gachuma

Boat Ramp

Staging Yard

Access Road 1

Access Road 2

PG&H Line

Electrical Line

Pumping Barge

Hwy 154

Transmission Pipeline

Intake Tower

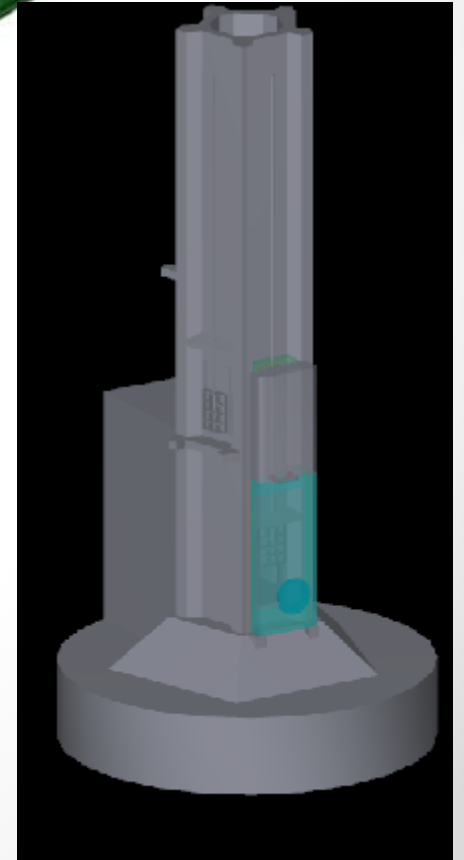
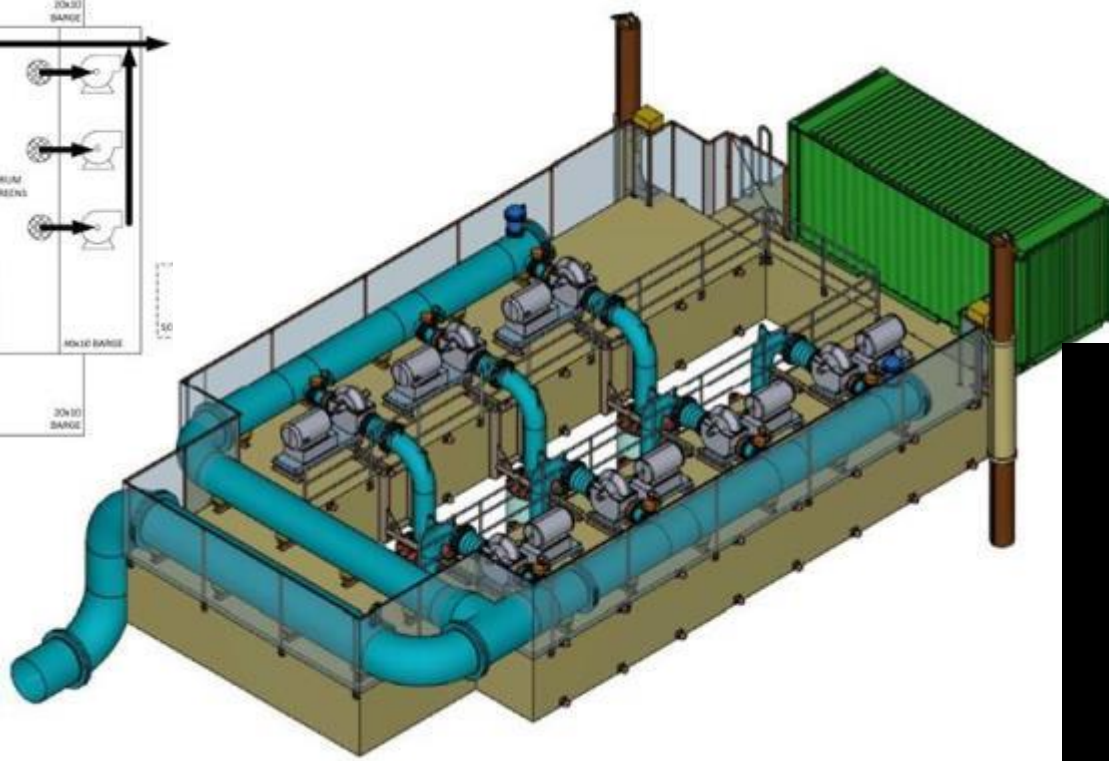
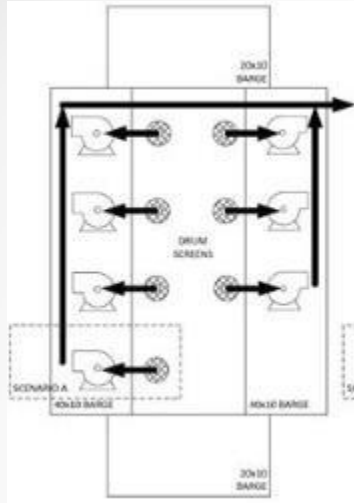
Image © 2014 DigitalGlobe

Google earth

1994

Imagery Date: 12/11/2004 34°34'17.63" N 119°56'31.80" W elev 759 ft eye alt 7836 ft

Emergency Pumping Project



Communications: Program Goals

- To emphasize that water availability is not infinite
- Make residents more aware of their personal water use
- Offer alternatives to water-wasting activities
- Inspire children to become water-aware and conscientious consumers
- Inform customers of water-saving resources such as websites and videos
- Brand Santa Barbara County as the California leader in the 40-Gallon Challenge
- Involve the entire community in water-saving activities
- Have individuals understand their water use and take tangible measurable actions to conserve



Refresher: Plan Steps



Implement

Plan

Assess & Recommend

Audit

- Website
- Water Wise partner survey

- Recommendations

WATER WISE BRAND AND MESSAGING SURVEY

In order to:
 a) understand your current messaging and branding around drought and
 b) your organization's understanding and use of the Water Wise brand,
 we are asking that you complete the following survey by April 22, 2014.

Your Organization Name: _____ Contact: _____ Email: _____

Statement	Never	Rarely	Sometimes	Most of the time	Always	Does not Apply
Social Media						
Our organization uses the Water Wise branding and messaging:						
We use social media as a means of communicating with our constituents						
We use Facebook						
We use Twitter						
We use Pinterest, Instagram, other						
Our organization uses the Water Wise branding and messaging in our social media outreach						
Website						
Our site is linked to the Water Wise website						
We use content from Water Wise on our website						
We link to PDFs on the Water Wise website						
Print						
We use print as a means of communicating with our constituents						
Our print materials feature Water Wise branding						
Our print materials feature Water Wise messaging						
Earned Media						
We employ earned media as a strategy to reach our constituents						
Our earned media messages reference the Water Wise brand						
Our earned media messages reference Water Wise messaging						
Your Thoughts: Please share any thoughts you have around your organization's drought outreach efforts and how we might be able to best help you inform your constituents about being Water Wise.						

```

WaterWise@DVWebsiteAudit@follow3ip(
(
WhatIsOurAnalyticsTellUs(
AverageTimeOnSite:11:30!
PagesViewed:11,855
BounceRate:66%!

InRayman'sterms,Wolksarevisiting,spendinga momentto lookatthehome page!
Atthatpoint,66%ofpeopleareleaving.Thosewhostayarelookingat someother!
page,amaximum.Thetotalamountoftime spent is somewhere around11:30.!

OurAnalyticsTargets:Reduce the bounce rate to below50%and provide content!
routing that delivers "what to look for" and "what we want them to know" in 2!
clicks or less!1:30.!

Let's look at what we want to convey!:

Website Goals(
Branding Goal:!!
  • To convey the branding message: Save H2O, Save $ and Save Santa Barbara.!

Direct Goals!
  • To help guests make conscientious decisions to save H2O and $ outdoors.!
  • To help our guests make conscientious decisions to save H2O and $ indoors.!
  • To connect our guests throughout Santa Barbara County with the resources!
they need to make informed decisions about water usage.!
  • To provide resources for families and teachers so they can provide water!
saving messaging and education in the home and classroom.!

Additional Messaging!
  • To help our guests understand that H2O is not an infinite resource in the!
home; it will not be readily available to fight fires.!
  • To help our guests understand that H2O is not an infinite resource in Santa!
Barbara.!
  • To help our guests understand what drought is!

Call to Action(
Save H2O, Both Outdoors and Indoors!
Save $!
Save Santa Barbara!
    
```


Tools

Social Media

Paid Media

Earned
Media

Collateral
Development

Social Media:



Facebook



Twitter



YouTube

A severe drought means it's time to be waterwise

Save H2O, Save \$, Save Santa Barbara

WaterWise SB

Non-Profit Organization
WaterWise SB is the network of Santa Barbara County Water Providers. Together we sponsor programs that promote water conservation and awareness.

WaterWise SB

Waterwise SB is the network of Santa Barbara County Water Providers. Together we sponsor programs that promote water conservation and awareness.

to water plants, not the driveway. SAVE 12-15 Gallons each time you water

WaterWise SB

Save H2O, Save \$, Save the Planet

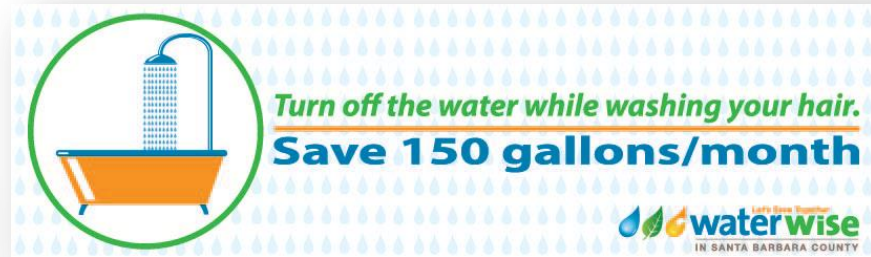
SaveWaterSB

City Declares Stage 2 Drought

Popular channels on YouTube

- Nice Peter
- قناة الباش
- vlogbrothers
- 蔡阿嘎
- JumbFund
- TEDx Talks

Social Media: Shareables



Social Media Shareables: **Water Drops** and **Tips**. Water Drops are larger messages or video links while tips are quick tips. These will be shared weekly on the WaterWise social media channels.

For the water use **calculator**, WaterWise has received permission from HomeWaterWorks.org to feature their calculator in our outreach campaign



<http://www.home-water-works.org/calculator>

Social Media: Messaging Menu



WaterWise Messaging Menu

Things you can do NOW at NO cost: INDOORS

- Reduce shower time from 10 minutes to 5: Savings: 12.5 gallons
- Turn water off when brushing teeth or shaving. Save: Approximately 10 Gallons/Day
- Plug the sink instead of running the water to rinse your razor and save up to 300 gallons a month.
- Turn off the water while washing your hair and save up to 150 gallons a month.
- Run the dishwasher only when full to save water and energy.
- When washing dishes by hand, don't let the water run. Fill one basin with wash water and the other with rinse water.

Things you can do NOW at NO cost: OUTDOORS

- Reduce watering times and water between 2 A.M. and 6 A. M.: Savings 25 g each time you water
- Adjust sprinklers to water plants, not driveways: Savings 12-15 g each time you water
- Use a broom to clean driveways, sidewalks and patios. Save: 8-18 gallons /minute.
- Wash cars/boats with a bucket, sponge, and hose with self-closing nozzle. Save: 8-18 gallons/minute.
- Think you have a leak? Turn off all water in house and check outdoor water meter for a spinning triangle. Movement means a leak in the house!

Things you can do NOW at LOW cost: INDOORS

- Install low-flow showerheads. Save: 2.5 Gallons/Shower
- Install aerators on bathroom faucets. Save: 1.2 Gallons Per Person/Day

Social Media What To Expect Let's Save Together waterwise IN SANTA BARBARA COUNTY

WaterWise Tips

The WaterWise Tips are short soundbites that our audiences can put into play relatively easily. You will be able to find one tip per week on the WWSB social media channels, ready for you to share. These may also be the messages you choose to add to your print statements.



Sample WaterWise Tip*

WaterWise Water Drops

Twice per week, you will be able to find Water Drop 'cards' to share on your social media networks. These Water Drops will be a mix of videos and images that convey a deeper message and an action that may require a bit more thought and motivation on the part of our audience.



Sample WaterWise Water Drop*

WaterWise Infographic

We are in the process of creating a 'WaterWise By The Numbers' infographic that will highlight the issue, the solution and the role of our constituents in a number and fact rich infographic. We will be encouraging you to share this!

WaterWise Message Menu

We know not all of our partners have social media. To that end, we will provide a 'Message Menu' document that has all of the tips, water drops and messages that you can apply to your most effective outreach efforts. This will ensure that all of the purveyors are speaking in one voice, echoing the WaterWise Santa Barbara messaging.

WaterWise Newsletter

Once per month, we will create a newsletter bringing together the top WaterWise stories from around the region. This will be made available for you to share with your constituents via email.

WaterWise Content Calendar

In an effort to create content that is timely and relevant to all of our partners, we are creating a content calendar. This is a living document that highlights all of the events and the outreach that we are planning for the duration of the campaign. We will be encouraging all of our partners to help us keep it current by sharing your community and WaterWise events and stories. We will be sharing this document with you shortly.

* Tips and Water Drop information and imagery have been culled from the WaterWise website, videos and from the documents and facts you have shared with us.

Save H2O, Save \$, Save Santa Barbara

Earned Media: June Story Lines



A complete Content Calendar with monthly editorial themes, WaterWise events and social media posting themes is in the works and will be ready for distribution shortly.

Paid Media/Collateral

- Recommendations on existing pieces will be available by 6/16
- Development of door hanger, lawn sign, WaterWise Super Saver Checklist in progress
- Development of pieces geared towards property managers will be kicked off the week of 6/16
- Print and online ads (budget depending)
- Development of infographic: WaterWise by the numbers
- Consider developing Water Bottle promo to be distributed at community events
- Full advertising campaign (print, TV, radio) is being discussed for July 1st air start date



Thank you!

Questions