

# **REGIONAL WATER EFFICIENCY PROGRAM IN SANTA BARBARA COUNTY**

## **ANNUAL REPORT**

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## **I Program Overview**

The Santa Barbara County's Regional Water Efficiency Program (RWEP) was established by the Santa Barbara County Water Agency in December 1990 to promote the efficient use of urban and agricultural water supplies in Santa Barbara County, and to provide information and assistance to the eighteen local water purveyors within the County. The Program provides coordination for cooperative efforts among purveyors, acts as a clearinghouse for information on water efficiency technology, manages specific projects, and monitors local, state and national legislation concerning efficient water use. The RWEP is housed at the Santa Barbara County Water Agency, whose staff work cooperatively with water purveyor staff to implement conservation projects throughout the County.

This report is a partial account of water conservation activities in Santa Barbara County, focusing on the accomplishments of the Santa Barbara County Water Agency.

This report covers the County Water Agency's 2005-2006 accomplishments within the RWEP. The Water Agency holds different roles for different projects. In some cases, County staff implement a project, sending staff or consultant into the field to accomplish work. In this case, results are indicated in this report by service area. In other cases, the County staff fulfill regional administrative and management roles and coordinate with purveyor staff to accomplish field work. In these cases, water purveyors may hold the information on the results of the project. In other cases, the County offers projects jointly with purveyors, where the County serves smaller districts or unincorporated areas, and larger or incorporated service areas provide programs to their own populations. In these cases, the results shown in this report only partially capture the conservation activities occurring throughout the County, and reflect the part of the work accomplished by County Water Agency staff.

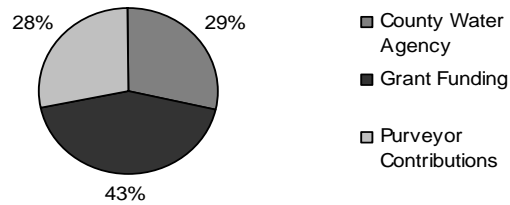
The RWEP currently serves a population of 400,000 people throughout Santa Barbara County. Some programs, such as the RWEP website, are offered to the entire population. Other programs, such as the Commercial Rebate Program, are limited to the service areas of water purveyors who decide to participate in a given project. Water purveyors have the option to be involved in those projects that benefit their agencies.

Resources used for the RWEP include Water Agency staff time and budget, purveyor staff time and budget, and grant funding.

The County Water Agency, as the primary Water management agency within the County, puts significant resources toward the RWEP. Normally, the County Water Agency has 1.5 FTE dedicated to the RWEP. Due to staff turnover during the 2005-2006 reporting period, only .75 FTE was available from July 2005 through January 2006. Water purveyors also put significant time into joint projects, time which is not captured in this report. Some of the most active water purveyors in the 2005-2006 reporting period were the City of Santa Barbara, Goleta Water District, City of Santa Maria, Vandenberg Village Community Services District, Montecito Water District, Carpinteria Valley Water District, and the City of Lompoc. In addition to staff time, funding for the RWEP comes

from the County Water Agency, purveyor contributions to individual programs, and from grants, as shown in Table 1. The contributions from purveyors reflect funds paid to the County Water Agency for use in joint programs, and do not reflect the full conservation budget for water purveyors, which often have additional funding and grants within their service areas.

**Table 1: 2005-2006 RWEF Funding by Source (does not include staff time)**



Total 2005-2006 Budget: \$184,498

Programs are divided into seven focus areas, of which the most resources (staff time plus funding) currently go to public information, landscape, and agricultural programs.

The programs offered through the RWEF currently focus on seven main focus areas: School Education, Public Information, Landscape Conservation, Commercial Conservation, Residential Conservation, Agricultural Conservation and Coordination. Among these, the three areas using the most County staff time in 2005-2006 were Coordination, Education Programs, and Landscape Conservation. The most RWEF funding went to Agricultural Conservation, Landscape Conservation, and Public Information. This focus is due to interest by water purveyors and the County Water Agency in these topic areas, as well as requirements by the California Urban Water Conservation Council, of which the County Water Agency is a member.

There are 9 methods of implementation used in accomplishing the 38 RWEF projects.

Each of the seven focus areas of the RWEF offer a number of projects directly to customers or to purveyors in the form of management and coordination. In total, the County staff worked on 38 projects divided among the seven focus areas in 2005-2006 (see Table 2). Each project is implemented

**Table 2: Focus Areas in the RWEF**

Focus Areas	No. of Projects
School Education	7
Public Information	9
Commercial Conservation	7
Landscape/ Outdoor Water Use	10
Residential/ Indoor Water Use	3*
Agricultural Conservation	6*
Coordination	3
<b>Total:</b>	<b>38</b>

\*7 projects fall under multiple focus areas

**Table 3: Methods of Implementation**

Type of Methods	No. of Projects
Rebate Programs	2
Brochures/Reports	23
Free Installation Programs	2
Classes Offered	3
Websites	2
Classroom Materials	30
Public Events	5
Committees	9
Surveys Conducted	3

in different ways (see Table 3). For a direct-to-customer program, the form of implementation might be a rebate or brochure. A coordination project provided to purveyors might be in the form of a meeting or survey.

Challenges this year included staff turnover, increased workload for Water Agency staff, and lack of customer interest in some projects.

The main staff person on the RWEPP left the Water Agency in April 2005 and was not replaced until January 2006. Another water planning project, the Integrated Regional Water Management Planning Process, also became a priority for the remaining and new staff during the reporting period. Therefore, the progress of ongoing RWEPP projects slowed. Also, new projects slated to begin during the 2005-2006 were delayed until new staff could be adequately trained. Another challenge was a lack of interest in some established programs by water customers, namely the Weather-based Irrigation Controller program, which saw a decline in installations, and the CII Rebate Program, which has not been as popular among County businesses as was expected. Also, one grant program, the X-Ray Processor Program, was not initiated because the target customers, large hospitals, had already retrofitted their processors.

Successes this year included the recruitment of experienced staff, large volumes of water saved and a large number of people reached through RWEPP projects.

2005-2006 was a period of success for the RWEPP with the implementation of new programs, the hiring of new, experienced staff, large water savings, and a large number of people reached through RWEPP projects. New programs launched included the Dedicated Irrigation Meter Water Budget Program, which when fully implemented will provide water customers using large amounts of water on their landscapes with a customized water budget to follow.

**Table 4: Estimated Water Savings through RWEPP Programs during 2005-2006**

<i>Program</i>	<i>Water Saved (Acre-Feet)</i>
Commercial Rebate Program	~3 <sup>1</sup>
Weather-based Controller Program	~28 <sup>1</sup>
Rinse and Save Program	~34 <sup>1</sup>
Large Landscape Evaluations	~555 <sup>2</sup>

<sup>1</sup>Includes water saved in the 1 year reporting period due to fixtures installed between 2002 and 2006.

<sup>2</sup>Savings are potential, based on implementation of at least one recommendation made in the evaluation, and refer only to evaluations conducted in the reporting period, not to evaluations conducted before the reporting period.

**Table 5: Estimated No. of People Reached in 2005-2006 through RWEPP Information Programs**

<i>Program</i>	<i>No. of People</i>
High School Video Contest	~60,000
Classroom Presentations	3,209
Public Events	6,250
Summer Media Campaign	~50,000
Levee Interpretive Signs	~5,000
Water Awareness Month	~5,000
Brochures	~6,150
Water Connection Newsletter	150
Conservation Information Requests	~50
Conservation Website (sbwater.org)	77,454 <sup>1</sup>
Green Gardener Program	3,123 <sup>2</sup>
Garden Wise Guys	~60,000

<sup>1</sup>Number of visits to website

<sup>2</sup>Includes number of visits to website

Water Savings numbers were strong due to the implementation of several programs. Data for all programs was not available at the time of the writing of this report, but estimated water savings for some programs is covered in Table 4. The number of people reached through RWEPP informational programs is hard to quantify due to the large range of tools used, such as newspaper, radio, brochures, and the internet, but estimates are provided in Table 5.

## **II Reporting Requirements**

A number of the Regional Water Conservation Program's activities fulfill - on a regional level - the obligations for best management practices (BMPs) in the statewide California Urban Water Conservation Council (CUWCC) Memorandum of Understanding (MOU) and/or the US Bureau of Reclamation's (USBR) water conservation criteria. The County Water Agency is a signatory to the CUWCC's MOU along with six water purveyors in the County. All purveyors associated with USBR water contracts are required to follow the USBR BMPs. Many of the regional activities assist individual water purveyors to satisfy their own conservation goals under the MOU and Bureau Criteria. Regional implementation of some of the BMPs is encouraged by the CUWCC (which administers the MOU) and by USBR. Projects implemented solely by water purveyors, or the activities carried out by purveyor staff on RWEPP programs are not covered in this report.

The programs described in this report contain a reference to the applicable or related MOU or Bureau BMPs using the following format:

CUWCC: fulfills BMPs #5 & #12  
(indicates that the referenced program helps to fulfill the California Urban Water Conservation Council's BMPs 5 and 12)

USBR: fulfills BMPs A4 & A7  
(indicates that the referenced program helps to fulfill the US Bureau of Reclamation BMPs A4 and A7)

For more information on CUWCC reporting requirements, visit [www.cuwcc.org](http://www.cuwcc.org).

For more information on the USBR reporting criteria, visit <http://www.usbr.gov/mp/watershare/programs/planning.html>.

### **III School Education**

The County Water Agency focused primarily on K through 6 students during the 2005-2006 reporting period. Junior High and High School programs were implemented as well, but the core of the school education focus area remains the classroom presentations, offered free to classrooms throughout the County. The High School Video Contest was also a strong focus for this year, serving both an educational and public information function, because the public service announcements produced in the contest are used to promote water conservation awareness on local media stations.

#### **A. Education Program Coordination**

County staff work cooperatively with water purveyor staff to provide consistent educational opportunities at schools across the County. In order to accomplish this, County staff develop materials and presentations, as well as train water purveyor staff as necessary on new curricula. An effort is made to assess the educational program needs of water purveyors through developing program and materials, evaluating materials available from other agencies around the State, and attending statewide meetings and conferences on water education. Coordination among school districts is facilitated by County staff so as to ensure consistent presentations countywide.

CUWCC: fulfills BMP 12  
USB: fulfills BMPs A4 & A7

#### **B. Department of Water Resources Education Committee**

This committee offers ideas on curriculum and sharing of ideas with other education staff from around the State. New materials are introduced, and staff use new education guidelines and ideas to update County program offerings. Staff attended a two day meeting in the Monterey area in October 2005, and reported on relevant programs to Santa Barbara County water providers.

#### **C. Materials and Curricula Distribution**

A number of educational materials are available to teachers through the Water Agency. Materials include workbooks designed for students at different grade levels, posters for classrooms, and curriculum guides for teachers. Some materials were developed by Water Agency and conservation staff, whereas other materials are provided by the CA Department of Water Resources. Materials are offered to teachers during classroom presentation scheduling, and distributed upon request. In total, the County Water Agency distributes 30 different education pieces to County teachers.

CUWCC: fulfills BMP 8  
USB: fulfills BMPs A4 & A7

#### D. Water Awareness High School Video Contest

The water purveyors in Santa Barbara County sponsor this annual event, which encourages local high school students to produce videos that address local water issues. The Water Awareness High School Video Contest is an exciting way for students to increase their awareness of the importance of water while earning cash prizes for their school. Winning videos are aired on City TV Channel 18 in Santa Barbara, Channel 23 in Santa Maria and Lompoc, and GATV Channel 20 throughout the year as public services announcements. KCOY (Channel 11/12) also airs the videos as public service announcements. An estimated 60,000 people viewed the public service announcements in 2005-2006.

Winners of the 7<sup>th</sup> Annual Santa Barbara County Water Awareness High School Video Contest were announced on May 24, 2006. The ceremony took place at the Faulkner Gallery at the Santa Barbara Downtown Library, where videos were publicly viewed for the first time. Cate School received first prize in the contest for their video "Landscaping with Native Species" winning \$1,000 for their school. Cabrillo High School received second place for their video "Future Need" netting \$750, while San Marcos High School received third place for their video "Droplet" winning \$500.

*This year's contest was sponsored by Goleta Water District, City of Santa Barbara, Santa Ynez Water Conservation District ID#1, Montecito Water District, Santa Barbara County Water Agency, Carpinteria Valley Water District, La Cumbre Mutual Water Company, City of Santa Maria, City of Guadalupe, City of Buellton, and Mission Hills and Vandenberg Village Community Services Districts.*

CUWCC: fulfills BMPs 7 & 8  
USBR: fulfills BMPs A4 & A7

#### E. Book Bag Lending Program

Staff oversee the book-bag lending program which consists of five bags full of books, which focus on a number of water issues: water treatment, wastewater treatment, water conservation, water quality, aquatic habitats and more. Books are grade specific (for grades K-2, 3-5, & 7-8), and are lent out for a 2-week period, as requested. During the 2005-2006 reporting period, staff did not promote the program aggressively, and the County received only one request for a book bag.

CUWCC: fulfills BMP 8  
USBR: fulfills BMPs A4 & A7

#### F. Classroom Presentations

Staff conduct classroom presentations using various pieces from the Water Puzzle which follow the path that water takes from the sky to the wastewater treatment plant. Presentations cover a variety of topics including the water cycle, groundwater, local water supplies, water and waste water treatment, and water conservation practices that students should use at home and in school. Water Agency staff provided approximately 140 classroom presentations, reaching over 3,200 students grades K through 8, as

indicated below. Classroom presentations include “All About Water”, “American Salad Bowl”, “Water Puzzle”, “Story of Water”, and “The Groundwater Model.” In addition to staffing presentations, County staff also coordinate the outreach to teachers countywide (with the exception of within the Cities of Santa Barbara and Lompoc) and coordinate classroom presentation requests on behalf of those purveyors who staff their own presentations. Presentations listed in the table below are those staffed by the County Water Agency only, and do not include additional presentations made by water purveyor staff.

**K-3rd Grade Classroom Presentations by SBCWA staff**

<i>Area</i>	<i># Presentations</i>	<i># Students Reached</i>
Guadalupe	12	240
Santa Maria	45	1005
Cuyama	2	60
Orcutt	25	515
Goleta	9	140
Hope Ranch	3	60
Montecito	1	18
Santa Ynez	4	79
Vandenberg Village	1	18

**4th-6th Grade Classroom Presentations by SBCWA staff**

<i>Area</i>	<i># Presentations</i>	<i># Students Reached</i>
Carpinteria	1	60
Guadalupe	5	100
Santa Maria	11	268
Solvang	2	72
Orcutt	16	456
Montecito	4	72
Santa Ynez	1	22

**7th-8<sup>th</sup> Grade Classroom Presentations by SBCWA Staff**

<i>Area</i>	<i># Presentations</i>	<i># Students Reached</i>
Carpinteria	1	24

CUWCC: fulfills BMP 8  
 USBR: fulfills BMPs A4 & A7

**G. Junior High Education Program**

Working cooperatively with City of Santa Barbara staff, County staff drafted new presentations correlating to specific junior high science standards. The “Balancing Act”, which targets 8<sup>th</sup> grade, includes interesting demonstrations and games to help students understand the concept that our water supply system is dependent on balancing forces. “Plants adapted to the Local Environment,” which targets 7<sup>th</sup> grade, compares plant

structures and adaptations that allow them to survive based on the amount of water available in their environment. A third presentation is titled "Wildlife, Habitat, and Water." With a fun slide show and interactive game, students learn about habitats, adaptations and how our use of water can affect wildlife locally and statewide. Presentations were piloted by City of Santa Barbara staff in the Santa Barbara School District. The Water Agency staff do not have currently have plans to offer the curriculum countywide due to staff shortages, but staff have discussed the possibility of workshops to train conservation staff to offer junior high presentations in 2006-2007.

CUWCC: fulfills BMP 8  
USB: fulfills BMPs A4 & A7

## **IV Public Information**

This focus area is a primary task for the RWEF staff. Staff worked in 2005-2006 to bring all projects under a consistent conservation message by promoting one website rather than many, producing publications that work together, and increasing the cohesiveness between focus areas.

### **A. Public Information Coordination**

County staff work cooperatively with water purveyor staff to provide a consistent message about water conservation to all County residents. In order to accomplish this, County staff develop advertisements, brochures, and web-based material to reach all areas of the County. An effort is made to assess the public information needs of water purveyors and to develop programs that meet those needs and express relevant public messages. Coordination among media channels countywide is facilitated by County staff so as to ensure a consistent message whenever radio or newspapers are used.

CUWCC: fulfills BMP 7 & 12  
USBR: fulfills BMPs A4 & A7

### **B. Summer Media Campaign**

The summer advertising campaign, which is sponsored by a number of local water purveyors, ran for the third year in a row, from August to October 2005. The playful ads that promote water use efficiency feature a neighborhood street where sprinklers are turned off in order to “keep up with the Jones’s”, who are water wise. Another ad features plants in an exercise class trying to lose extra “water weight” gained by over-watering homeowners. The campaign was designed to raise awareness about how many of us over water our landscapes and to highlight tools that are available to irrigate more efficiently. This year’s campaign included radio spots and newspaper advertisements highlighting the importance of watering wisely. The ads direct local residents to visit [www.bewaterwise.com](http://www.bewaterwise.com) (which then directed them to sbwater.org) for tools on efficient irrigation. A feature of the website is a watering index that recommends weekly adjustments to sprinkler systems based on local weather conditions to increase the efficiency of watering. The number of people reached through this campaign is difficult to gauge, but it is estimated that over 50,000 people were reached by at least two ads during the campaign.

*Local sponsors of this campaign included the Santa Barbara County Water Agency, the City of Buellton, Carpinteria Valley Water District, Cuyama Community Services District, Goleta Water District, La Cumbre Mutual Water Company, Los Alamos Community Services District, Montecito Water District, City of Santa Barbara, City of Santa Maria, City of Solvang, and Vandenberg Villiage Community Services District.*

CUWCC: fulfills BMP 7  
USBR: fulfills BMPs A4 & A7

### **C. Santa Maria Levee Bike Path Interpretive Signs**

The Levee Bike Path Interpretive Signs, which were installed in June 2003 along the bike path on the top of the Santa Maria levee, cover a number of topics including water supply, flood control and water quality and have been placed at intervals along the bike path, so that riders can learn about local water issues as they cruise the levee. The use of this path is not known, but staff estimate at least 5,000 people used the path and had access to the interpretive signs during the reporting period. No maintenance or additions were completed in association with this project in 2005-2006.

CUWCC: fulfills BMP 7  
USBR: fulfills BMPs A4 & A7

#### D. Water Awareness Month

Staff participated with local water purveyors in this annual event, which is sponsored by the California Water Awareness Committee. The County Board of Supervisors adopted a resolution declaring May as Water Awareness Month in Santa Barbara County. Advertisements reminding local residents to conserve water and encouraging them to participate in local events were placed in number of local newspapers. Events included tours of the City's desalination facility, the Alice Keck Park Memorial Garden, and the Santa Barbara Botanic Garden. In addition, Water Awareness Month displays were showcased in both north and south county facilities with information on water conservation programs offered in Santa Barbara County. Advertising for each of these events was placed in the Santa Barbara Independent, the Santa Barbara News Press, the South Coast Beacon and the Carpinteria Coastal View. It is difficult to know how many people were reached through advertisements placed during Water Awareness Month, but staff estimate at least 5,000 people viewed advertisements, saw displays, or took a tour.

*This year's sponsors included the City of Santa Barbara, Carpinteria Valley Water District, the Santa Barbara County Water Agency, Montecito Water District, Goleta Water District and La Cumbre Mutual Water Company.*

CUWCC: fulfills BMP 7  
USBR: fulfills BMPs A4 & A7

#### E. Water Supply and Conservation Brochures and Publications

The Water Agency distributes brochures to the public, teachers, students, and local water purveyors. Brochures are handed out at Earth Day, Water Awareness Month displays, at school presentations, at Green Gardener Certification classes as appropriate, and any other public events that staff attend. Many of these brochures are produced by the Water Agency. Many more, produced by other agencies including the Department of Water Resources, the California Urban Water Conservation Council, the Environmental Protection Agency, various non-profit organizations, and others, are evaluated for local relevance and provided by the County Water Agency. The Water Agency coordinates large orders of brochures from state and other agencies on behalf of local water providers who in turn distribute brochures at billing counters and events. The list of brochures includes:

1. General water supply and conservation brochures and postcards:

- *Water of Santa Barbara County*: water resources in Santa Barbara County
- *Water Check Up Postcards*: advertising this service offered by participating water purveyors
- *Water Resources Poster*: 3-color poster summarizing County water supplies

2. Landscape related brochures:

- *Sustainable Landscape Brochure*: informative brochure featuring local resource-efficient landscapes and sustainable landscape concepts.
- *How to Water Your Garden Brochure*: Sunset Magazine booklet including checklists, diagrams, and helpful hints to allow the homeowner to use water efficiently
- *Water-wise Gardening for California*: Sunset Magazine including plant lists, climate zone information, and landscape design ideas for water-wise gardening
- *Water Wise Plants for Santa Barbara*: produced locally with funding from the City of Santa Barbara, providing comprehensive tree, shrub, groundcover, and other plants lists
- *Landscape Irrigation Guide for Landscape Professionals (English and Spanish)*: produced by the Santa Barbara County Water Agency for landscape professionals with information on watering times, plant water requirements, and how to utilize CIMIS (California Irrigation Management Information System) information for the landscapes they maintain
- *Health Lawn, Healthy Environment*: an EPA guide to caring for lawns in an environmentally friendly way, including water efficiency measures
- *Working with your Gardener for a Healthy Garden (English and Spanish)*: produced by the City of Santa Barbara and County Water Agency, the program, this guide reviews the important steps to ensuring gardeners and homeowners should consider including water efficiency
- *Irrigation Controllers for the Homeowner*: describes water saving features and water wise irrigation scheduling for homeowners

3. Indoor water conservation brochures:

- *Using Water Wisely in the Home*: an EPA brochure offering useful indoor conservation tips
- *Practical Plumbing Handbook*: a California Urban Water Conservation Council brochure on basic techniques to fix leaks and evaluate household plumbing
- *Grey Water Standards*: developed by the Santa Barbara County Grey Water Technical Advisory Committee and distributed upon request

4. Water reports:

- *Water Resources in Santa Barbara County*: comprehensive report on all water resources used in Santa Barbara County include surface water, groundwater, cloudseeding, and water efficiency, distributed upon request
- *Groundwater Report*: annual report on the status of groundwater levels and quality, distributed upon request
- *Regional Water Efficiency Program Report*: annual report on water conservation programs implemented by the County Water Agency

CUWCC: fulfills BMP 7  
 USBR: fulfills BMPs A4 & A7

#### F. Water Connection Newsletter

The newsletter covers water efficiency, water supply, and pollution prevention activities and events in Santa Barbara County. The newsletter is distributed at no cost to over 200 water purveyors, public interest groups and other interested parties. Individuals or groups are added to the mailing list by request. Three newsletters were published in 2005/2006.

CUWCC: fulfills BMP 7  
 USBR: fulfills BMPs A4 & A7

#### G. Conservation Information Requests

The County assisted local purveyors and the public by providing information about efficient water use on request, and also providing technical assistance to water purveyor staff with water conservation program elements and implementation. County staff fielded approximately 50 requests for information during the reporting period.

CUWCC: fulfills BMP 7 & 12  
 USBR: fulfills BMPs A4 & A7

#### H. Conservation Website: [www.sbwater.org](http://www.sbwater.org)

County staff maintain and update the regional water conservation website regularly with information on all programs. A major overhaul to the website was initiated in May 2006 to make the website more user friendly. The overhaul is scheduled to be complete in August 2006. The website is divided into four primary sections: landscape, business, house, and education. Each section provides information, graphics, program information, and a contact person. Several online tools are also available such as the Watering Index and Landscape Watering Calculator. Useful links take users to h2ouse.org, an interactive water conservation webpage about indoor water use, and also the GardenSoft plant database, to help users find water-wise plants for gardens.

CUWCC: fulfills BMP 7 & 12  
 USBR: fulfills BMPs A4 & A7

#### I. Public Events

A number of regular public events are attended and/or organized by County Water Agency staff. Most events feature a display, brochures, and a staff person to explain the materials.

1. Santa Barbara Earth Day Fair:

Staff coordinated local purveyor participation in this annual event in Santa Barbara, which took place on April 23, 2006. Staff displayed information on the Green Gardener Program and the Water Burger, which demonstrates how much water is required to grow each piece in a burger including the bun, meat patty, lettuce, and cheese. Staff also put together a children's activity booth, which included a tooth brushing activity, and a water conservation "Memory" game. Staff distributed a variety of brochures on available water conservation programs. Approximately 5,000-7,000 people attended the 2006 Fair. Co-sponsors for this event included the City of Santa Barbara, Goleta Water District, Montecito Water District, La Cumbre Mutual Water Company, and the Carpinteria Valley Water District.

2. Santa Maria Earth Day Fair:

County staff attended this event held at the Marian Medical Center in Santa Maria. Water conservation information was distributed to the public. Approximately 200 people attend the April 2006 event.

3. Marian Medical Center Environment Fair:

In August 2005, staff developed a booth to promote water conservation for the Marian Medical Center Environment Fair. Information on the Santa Maria area water use was presented, and educational materials were distributed. Staff and visitors at the Marian Medical Center attended the event. The booth was sponsored by the Santa Barbara County Water Agency. Approximately 200 people attended the Fair in 2005.

4. Girl Scout Water Patch Day:

Due to a lack of participation by girl scout troops, this event was cancelled in 2006. This event is normally sponsored by the Carpinteria Valley Water District, Goleta Water District, City of Lompoc, Montecito Water District, City of Santa Barbara, and Santa Barbara County Water Agency. The next Water Drop Patch day will be held in May 2007.

CUWCC: fulfills BMPs 7 & 8  
USBW: fulfills BMPs A4 & A7

## **V Commercial, Industrial, & Institutional Conservation**

Commercial programs saw mixed success in 2005-2006. The Rinse and Save program was very successful, whereas rebates through the Save Water, Save a Buck Program were slow. County and water purveyor staff discussed the possibility of increasing the effort put toward the commercial focus area through a new program retrofitting of conductivity controllers, an idea which will be pursued further in 2006-2007.

### **A. Commercial, Industrial & Institutional Conservation Coordination**

County staff work cooperatively with water purveyor staff to develop relevant programs to address the needs of commercial, industrial, and institutional water customers countywide. County staff seek out recommendations on existing and new programs from water purveyors. County staff strive to keep water purveyors up to date on new technologies and program ideas that address water efficiency in businesses. Staff attend meetings and conferences and update water purveyors on legislation that concerns water savings in businesses.

CUWCC: fulfills BMP 7, 9 & 12

### **B. Green Awards Consortium**

The Water Agency continued to participate in the Green Awards Consortium which has developed an awards program that honors businesses in Santa Barbara County that demonstrate environmental stewardship above and beyond their primary mission. The activities considered in the nomination process include those that result in cleaner air or water, less waste, less traffic, conservation of water and energy, and reduced use of hazardous materials. Winners for the Fall 2005 Green Award included Midland School (Santa Ynez), Goleta Union School District, SpiritLand Bistro (Santa Barbara), Isla Vista Food Cooperative, and the Santa Barbara Contractor's Association Education Foundation.

CUWCC: fulfills BMP 7 & 9

### **C. Lodging Industry In-room Brochures for Water and Energy Efficiency**

Staff distributed in-room brochures to participating water purveyors for re-distribution to hotels. The materials promote guest awareness of water and energy efficiency practices: an in-room towel rack hanger that asks guests to consider reusing their towels during their stay, a sheet-changing table tent that asks guests to consider leaving the sheets on their bed for their entire stay, and a general water and energy conservation tip brochure. A corresponding training video (available in both English and Spanish) was also provided upon request to interested hotels to educate hotel personnel about the program. Participants continue to distribute videos and brochures to participating hotels on an on-going basis.

CUWCC: fulfills BMP 7 & 9

### **D. Save Water, Save a Buck Commercial Rebate Program**

The Save Water, Save a Buck Commercial Rebate Program is a rebate program for commercial customers within Santa Barbara County funded through a grant from the Department of Water Resources. The program offers rebates to commercial, industrial, and institutional water users who retrofit their businesses with water efficient fixtures. The program was changed in 2005 to increase the rebate amounts. The \$234,000 grant now funds rebates ranging in value from \$75-150 for 1013 ultra low-flush toilets, 341 urinals, and 400 commercial and multi-family common area clothes washers. In the spring of 2006, new marketing materials were developed, and advertising efforts were renewed to increase awareness about the program and about the increased rebate amounts.

Under this program, rebates are provided for commercial, industrial and institutional water customers only; no rebates are given to single-family residential dwellings (other rebate programs for residential fixtures may be available through individual water purveyors). Fixtures must be purchased after the start date of the program (January 1, 2004) and installed in the service area of one of the partnering water districts. In addition, participants must be replacing higher water use devices with new, water-efficient ones. Installation of the device is the participants' responsibility, and verification of installation may be conducted through a visual on-sight inspection.

In 2005-2006, a total of 3 customers have participated in the program in Goleta Water District, City of Santa Barbara, and Montecito Water District, for a total of 5 customers since the inception of the program. 26 toilets, 2 urinals, and 21 clothes washers have been replaced and qualified for the rebate since 2003, with 3 toilets and two urinals, and a clothes washer rebated in the 2005-2006 reporting period. So far through this program, 3.03 acre-feet of water are being saved per year.

*Participating agencies include City of Lompoc, City of Santa Barbara, City of Santa Maria, Goleta Water District, Carpinteria Valley Water District, and Montecito Water District.*

CUWCC: fulfills BMP 7 & 9

#### E. Rinse and Save Program

As a member of the California Urban Water Conservation Council (CUWCC), the Santa Barbara County Water Agency is eligible to participate in the Rinse and Save Pre-Rinse Spray Nozzle Program coordinated by the CUWCC. The CUWCC provides overall program management, technical support, and measurement and verification. The CUWCC contracted with Honeywell DMC Services Inc. to perform the marketing, outreach, product procurement and installation of the spray valves. The total program costs are \$181.19 per valve and local water agencies are required to pay \$50 per valve, while the remainder of these costs (\$131.19) is funded through the CUWCC. The program is open to restaurants, cafeterias, and other food service providers and will save these customers an average of 200 gallons of water and 2 therms of gas per day. The Water Agency coordinated with local water purveyors to share the \$50 local cost share and has focused the program in the service areas of those purveyors who chose to cosponsor the program including the City of Santa Barbara, Carpinteria Valley Water District, Montecito Water District, Goleta Water District, the City of Santa Maria, the City

of Lompoc, Golden State Water Company and Vandenberg Village CSD. Installations for the program began in August 2004 and ended in September 2005. Another phase of the program is scheduled to begin in late 2006. The table below shows the number of installations in each district and a total for the county for the reporting period 2005/2006. In total, staff estimate that 33.7 acre-feet of water were saved during the reporting period by fixtures in use during the reporting period.

<b>Water District</b>	<b>Number of Installations</b>
Montecito	8
Carpinteria	4
City of Buellton	1
La Cumbre Mutual	1
Lompoc	3
Santa Maria	41
Santa Barbara	72
Goleta	21
<b>TOTAL</b>	<b>151</b>

CUWCC: fulfills BMP 7 & 9

F. X-Ray Processor Program

In the spring of 2005, the County Water Agency received a grant from the US Bureau of Reclamation to initiate a rebate program for the replacement of water-using x-ray processors with digital processors that use no water at all. Staff initially estimated that the program would result in a large water savings potential for County hospitals, if the hospital currently used non-digital x-ray processors. County and water purveyor staff contacted area hospitals to determine the need for digital processors. It was concluded that all major hospitals in the County had already switched to digital processors, or were in the process of renovating, and planned to install digital processors in the coming year. County staff and water purveyors decided to request from the US Bureau of Reclamation that the funds be used for a different technology that would reduce water use in the commercial, industrial, and institutional sector. The County staff plans to request that the funds be used for a program to retrofit cooling towers in large commercial buildings like supermarkets with conductivity controllers in 2006.

CUWCC: fulfills BMP 7 & 9

G. Waterless Urinal Installation

In February 2003 the Water Agency began planning efforts to purchase and install waterless urinals in County facilities as a pilot project that would save water in County facilities and serve as a demonstration project for developers who are planning to build commercial facilities within the County. Staff identified the General Services Department and Parks Department as the best target areas for installations. During 2005, the County began to implement the pilot project to retrofit existing urinals in County facilities to convert them to waterless urinals. Over the past year, the Water Agency has revised

the protocol to allow each County department to select from one of two manufacturers to supply and potentially, to install and/or maintain the waterless urinals. The two manufacturers offer a distinctly different mix of product and service for their urinals so each County department may select one manufacturer over the other, depending on a department's needs and preferences. Through this program, the Parks Department has purchased two waterless urinals, which were installed at Arroyo Burro Park in 2006. The Department can now invoice the Water Agency to receive reimbursement for up to \$608 per urinal, which may be used to cover costs of purchase, installation, maintenance, and permitting fees. Further, during the past year, the Water Agency has successfully negotiated with the USBR to allow any County department to participate in this program.

CUWCC: fulfills BMP 7 & 9

H. Conservation Website: [www.sbwater.org](http://www.sbwater.org)

Described in Section IV, Public Information, part H. The website has a section dedicated to business programs, information, including useful links.

CUWCC: fulfills BMPs 7, 9 & 12

USBR: fulfills BMPs A4 & A7

## **VI Landscape/ Outdoor Water Use**

Landscape programs are a major focus of the RWEF, because as much as 50% of customer water use often goes to outdoor water use. The RWEF uses new technologies to increase landscape water efficiency, in programs like the weather-based controller program, and the Landscape Water Budget Program. Staff continued to implement successful educational efforts like the Green Gardener Certification Program and the Garden Wise Guys TV show.

### **A. Landscape Conservation Coordination**

County staff work cooperatively with water purveyor staff to develop relevant programs to increase the efficiency of water use on landscapes. County staff strive to keep water purveyors up to date on new technologies and program ideas that address water efficiency in landscaping. Staff attend meetings and conferences and update water purveyors on legislation that concerns water savings in landscapes.

CUWCC: fulfills BMP 5 & 12

### **B. Weather-based Controller Installation Program**

The weather-based controller installation program involves the installation of weather-based irrigation controllers in participating water purveyor service areas. The controllers automatically adjust watering schedules based on evapotranspiration and rainfall data, sent to individual controllers via a satellite feed. Participating water users receive a free controller and pay a yearly satellite fee. Montecito and Carpinteria joined the program during this reporting period, whereas new installations were discontinued in Santa Maria, Vandenberg Village, and Lompoc. As of June 30, 2006, 272 WeatherTRAK ET Controllers have been installed as follows:

<b>Water District</b>	<b>Number of Installations</b>
Montecito	16
Carpinteria	2
Lompoc	4
Santa Maria	4
Santa Barbara	168
Goleta	76
Vandenberg Village	2
<b>TOTAL</b>	<b>272</b>

The remaining controllers will be installed during fiscal year 2006/2007. County and water purveyor staff are calculating water savings over a three year period before and after installation. At the time of writing this report, Goleta Water District customers were saving approximately 22%, with a total savings to date of 13,627 acre-feet for 35 customers. City of Santa Barbara reported a preliminary average annual savings of 15-

17%. Vandenberg Village's two customers saw a 10% and a 32% savings over the three year period after installation. The partner purveyors will continue to monitor all program participants for a period of three years after the installation of their controller to ensure that the data is complete and will cooperate in a statewide analysis of the effectiveness of controller rebate programs through the CUWCC.

*Program partners include Santa Barbara County Water Agency, City of Santa Barbara, Goleta Water District, City of Santa Maria, City of Lompoc, Vandenberg Village Community Services District, Carpinteria Valley Water District, Montecito Water District, and Hydropoint Data Systems.*

CUWCC: fulfills BMP 1, 5 & 7

USBR: fulfills BMPs A4 & A7

### C. Green Gardener Certification Program

The goal of the Green Gardener Certification Program is to educate professional gardeners in resource efficient landscaping practices. Participants take a ten-week class through the Santa Barbara City College or Allan Hancock College to become certified Green Gardeners. Upon certification, gardeners receive many benefits including free advertising and promotion, and discounts from vendors and sponsors. Water Agency staff keep a list of certified Green Gardeners to distribute to homeowners looking for "Green" landscape services. Information on the program, certified gardeners, and upcoming classes can be found at [www.greengardener.org](http://www.greengardener.org).

Classes were offered in fall of 2005 in Santa Barbara and spring of 2006 in both Santa Barbara and Santa Maria. During the reporting period, 84 students took the Basic Green Gardener class (64 in Santa Barbara, and 20 in Santa Maria). Classes were offered in both Spanish and English. 13 additional students received an Advanced Level Certification during the spring of 2006 as well. Using funding from the State Water Resources Control Board, staff developed a standardized basic curriculum including support materials, and also drafted a program assessment tool, which is scheduled for completion in September 2006.

*The Green Gardener Certification Program was developed in conjunction with the City of Santa Barbara, with funding from the U.S. Bureau of Reclamation and the State Water Resources Control Board. Additional sponsors include the Santa Barbara Community College District Continuing Education Division, Allan Hancock College, County of Santa Barbara Resource Recovery & Waste Management Division, Santa Barbara Botanic Garden, City of Santa Barbara, Carpinteria Valley Water District, La Cumbre Mutual Water Company, Goleta Water District, City of Solvang, City of Buellton, Montecito Water District, City of Santa Maria, Golden State Water Company, All Around Landscape Supply, Allan Hancock College and Santa Barbara Air Pollution Control District.*

CUWCC: fulfills BMP 1, 5 & 7

USBR: fulfills BMPs A4 & A7

#### D. Garden Wise Guys – Landscape TV Programming

Garden Wise Guys is a thirty-minute television show about designing & maintaining a sustainable garden. The quarterly show is produced by City TV and funded by the Santa Barbara County Water Agency, the City of Santa Barbara Public Works Department, and Goleta Water District. It is hosted by two local landscape architects: Owen Dell, of County Landscape & Design, and Billy Goodnick, City of Santa Barbara Parks & Recreation Department. With a unique sense of humor, the Garden Wise Guys give viewers the basic information they need to start making changes in their own yard.

The premiere episode of Garden Wise Guys was titled “Right Plant, Right Place” and aired in April 2004. A new episode aired every 3 months with the changing of the seasons, for a total of 4 shows in the reporting period. The program is aired on City-TV Channel 18 in Santa Barbara, and also airs periodically on County TV Channel 20. A 5<sup>th</sup> episode will air in fall 2006.

In early 2006, the Santa Barbara County Water Agency and City of Santa Barbara applied for and received a grant from the US Bureau of Reclamation to produce four additional episodes of the Garden Wise Guys. As always, the shows will highlight water conservation through sustainable gardening, and the shows will focus on renovating parts of the City of Santa Barbara’s “Firescape Garden” during 2006-2007.

CUWCC: fulfills BMP 1, 5 & 7

USB: fulfills BMPs A4 & A7

#### E. Landscape Water Budget Program

In 2005, the Water Agency applied for and received funding for the Landscape Water Budget Program through the US Bureau of Reclamation’s Water Conservation Field Services Grant Program. The project will allow participating water agencies to meet the landscape irrigation management requirements of the California Urban Water Conservation Council’s Best Management Practice #5 by providing customers with a monthly water budget to assist with improving their landscape water use efficiency. In 2005-2006, program partners (City of Santa Barbara, Montecito Water District, and Goleta Water District) identified customer accounts with dedicated irrigation meters or high water use and located the associated land parcels. The County GIS department performed an analysis of the landscape on each parcel using spectral and aerial photography GIS layers. The program consultant developed customized water budgets for each parcel based on the type of landscape, and its water needs. Water budget information is posted on a website to show whether parcels are over or under their water budgets each month. The next phase of the project will include making this data available to those landowners who are over budget to encourage their participation in landscape efficiency programs to reduce water use.

CUWCC: fulfills BMP 1, 5 & 7

USB: fulfills BMPs A4 & A7

#### F. Santa Maria Sustainable Garden

The garden is located at the County Public Works and Planning Department complex on Foster Road in Santa Maria, which includes the offices of state, federal and county agencies that serve the public. This location guarantees significant exposure to the urban and development community that must come to the facility to obtain county building permits or other services provided at the Center. The county plans to contract with a professional landscape contractor to renovate the garden, which is now nearly 10 years old, replacing plants that have been unsuccessful and sprucing up the landscape. Plant lists and other materials will be revised to reflect these changes and better serve the community.

In 2005, the Water Agency applied for and received funding to provide new plants and additional maintenance for the garden through the US Bureau of Reclamation's Water Conservation Field Services Grant Program, but work has not yet begun.

CUWCC: fulfills BMP 1, 5 & 7

USBR: fulfills BMPs A4 & A7

#### G. Large Landscape Irrigation Evaluations

The Water Agency provided funding (\$50,000 each year) and staff support to the Cachuma Resource Conservation District for their Large Landscape Irrigation Evaluation Program, which offers free irrigation system audits to local farmers and turf irrigators. Staff worked with the Cachuma Resource Conservation District's Irrigation Water Management Program to facilitate evaluations of public agencies (school districts, parks, universities) and private turf areas (golf courses, etc.) in Santa Barbara County. Financial contributions from the County make it possible to reduce the cost of an evaluation to certain types of customers such as universities, sod farms, and others. County staff assisted the RCD in promoting these evaluations by distributing brochures describing the audit services. These brochures are available to local purveyors to distribute to their customers. In 2005/2006 approximately 47 evaluations were completed within the County on turf and agricultural lands representing a potential water savings of 555 acre-feet per year.

In 2005-2006, the Water Agency, using funds from the US Bureau of Reclamation's Water Conservation Field Services Grant Program, re-designed four brochures to advertise the large landscape evaluations, including one Spanish language brochure. These brochures are scheduled for distribution in fall 2006.

CUWCC: fulfills BMP 5 & 7

USBR: fulfills BMPs A4 & A7

#### H. CIMIS Station Network Expansion: Non-ideal Site Study

Staff worked with water purveyors and the California Urban Water Conservation Council to track a statewide pilot study to expand the California Irrigation Management Information System (CIMIS) with new stations in "non-ideal" sites. This project will potentially increase the accuracy of weather data in Santa Barbara County by increasing the number of points at which data is gathered in Santa Barbara County. Currently, 5

permanent weather stations gather data. "Non-ideal" sites are locations where non-permanent weather stations are placed to gather the data necessary to extrapolate data for that site from nearby permanent sites. The result is more localized data within the County which can be used to increase irrigation efficiency on agricultural lands as well as turf areas.

CUWCC: fulfills BMP 5 & 7  
USB: fulfills BMPs A4 & A7

#### I. Re-design of Irrigation Evaluation Brochures

In 2005, the Water Agency received a \$5,000 grant to re-design and print brochures that advertise the availability of irrigation evaluations. In 2005-2006, staff worked cooperatively with Cachuma Resource Conservation District to update information, graphics, and design of four brochures: Irrigation Evaluation for Turf Irrigators (English), Irrigation Evaluations for Agriculture (English), Irrigation Evaluations for Agriculture (Spanish), and Improving Irrigation Efficiency using CIMIS (English). These brochures are scheduled to print in September 2006 and will be distributed among water purveyors to help advertise the evaluations.

CUWCC: fulfills BMP 5 & 7  
USB: fulfills BMPs A4, A5 & A7

#### J. Landscape Brochures

Described in Section IV, Public Information, part E3. Several brochures on landscape design, plant choice, and water wise techniques are distributed by the County Water Agency.

CUWCC: fulfills BMP 5 & 7  
USB: fulfills BMPs A4 & A7

#### K. Conservation Website: [www.sbwater.org](http://www.sbwater.org)

Described in Section IV, Public Information, part H. The website has a section dedicated to landscape programs, information, including useful links.

CUWCC: fulfills BMPs 5, 7, & 12  
USB: fulfills BMPs A4 & A7

## **VII Residential/Indoor Water Use**

Residential water use programs are not a major focus for the Regional Water Efficiency Program. This is partially due to the fact that water purveyors are often in a better position than a regional agency to work directly with residential water customers. Many purveyors have programs to serve their customers like in-home water use evaluations. The Water Agency focuses on educational and information sharing regarding water purveyor programs.

### **A. Classroom Presentations**

Described in Section III, Education Programs, part F. Classroom presentations address indoor water use.

CUWCC: fulfills BMP 8  
USBR: fulfills BMPs A4 & A7

### **B. Water Supply and Conservation Brochures**

Described in Section IV, Public Information, part E3. Several brochures distributed by the Water Agency address indoor water use.

CUWCC: fulfills BMP 7  
USBR: fulfills BMPs A4 & A7

### **C. Conservation Website: [www.sbwater.org](http://www.sbwater.org)**

Described in Section IV, Public Information, part H. The website has a section dedicated to indoor water use, including water purveyor programs like residential water check-ups and useful links like [www.h2ouse.org](http://www.h2ouse.org).

CUWCC: fulfills BMP 7 & 12  
USBR: fulfills BMPs A4 & A7

## **VIII Agricultural Conservation**

Agricultural water use represents a large potential for conservation. The Water Agency relies on the Cachuma Resource Conservation District staff to implement the main agricultural conservation program, the Irrigation Evaluation Program, due to that agency's expertise and strong ties to the agricultural community. Other Water Agency activities are often of benefit to both agricultural water users and large urban landscapes, and are often described within the Landscape Conservation focus area.

### **A. Agricultural Conservation Coordination**

Staff occasionally attend meetings and update water purveyors on legislation that concerns water savings in agriculture. Water Agency staff work cooperatively with Cachuma Resource Conservation District staff to implement the Irrigation Evaluation Program. Coordination efforts within this focus area are limited.

### **B. California Irrigation Management Information Service (CIMIS)**

A series of weather stations throughout the state provide real time evapotranspiration (ET) data for irrigators to use in scheduling irrigation of agricultural acreage or landscapes such as large turf areas. There are five (Santa Barbara, Goleta, Santa Ynez, Sisquoc, and Cuyama) of these CIMIS stations located in Santa Barbara County. Staff distributed information brochures regarding the CIMIS hotline and how to use ET data to schedule irrigation to water purveyors and the Cachuma Resource Conservation District for re-distribution to water users.

USBR: fulfills BMPs A4 & A5

### **C. Re-design of Irrigation Evaluation Brochures**

Described in Section VI, Landscape Programs, part I. These brochures will be used to advertise the Irrigation Evaluation Program.

CUWCC: fulfills BMP 5 & 7  
USBR: fulfills BMPs A4, A5 & A7

### **D. Irrigation Evaluation Program**

Described in Section VI, Landscape Programs, part G. Irrigation Evaluations are offered to both agricultural water users and turf irrigations, and result in a large potential water savings per year.

CUWCC: fulfills BMP 5 & 7  
USBR: fulfills BMPs A4, A5 & A7

E. Agricultural Water Management Council

County staff occasionally attend meetings of the Agricultural Water Management Council. Staff did not attend any meetings in the 2006-2006 reporting period.

USBR: fulfills BMPs A4, A5 & A7

F. CIMIS Station Network Expansion: Non-ideal Site Study

Described in Section VI, Landscape Programs, part H. Staff are working to expand the accuracy of the CIMIS station.

CUWCC: fulfills BMP 5 & 7  
USBR: fulfills BMPs A4 & A7

## **IX Coordination & Administration**

County Water Agency is responsible for a number of tasks associated with the overall coordination and administration of the Regional Water Efficiency Program. This ranges from surveying water purveyors and gathering data about their programs and water use, to writing grants on behalf of the water purveyors in the County. Staff spend a significant amount of time on coordination and administrative roles to keep all focus areas relevant and moving forward.

### **A. Surveys & Data Analysis**

#### **1. Water Rates Survey:**

In January 2006, the annual survey of water rates in Santa Barbara County was distributed to local water purveyors. The information was compiled by staff and sent to all participants in April 2006.

CUWCC: fulfills BMP 11

USBR: fulfills BMPs A2, B3 & A7

#### **2. Water Production Survey:**

Staff conducted the annual survey of water production in the County in January 2006. The results were distributed to local water purveyors, the Water Purveyors Agency and the Bureau of Reclamation. The information was compiled by staff and sent to all participants in April 2006.

#### **3. Satisfaction Survey:**

Water Agency staff distributed the annual satisfaction survey in April 2006 to gauge satisfaction levels among water purveyors on the programs offered through the Regional Water Efficiency Program. Results were tallied and reported to the County Administrator's office and Water Resources Management staff. The results of the 2005-2006 survey indicated an average satisfaction level of 4.6 out of 5.

CUWCC: fulfills BMP 12

### **B. Water Planning Efforts**

#### **1. Regional Drought Management Plan:**

The Santa Barbara County Water Agency, the local water purveyors and the U.S. Bureau of Reclamation, coordinated the development of this Santa Barbara County Regional Water Shortage/Drought Plan beginning in Spring 2004. The intent of the plan is to prepare for droughts that may occur in the immediate future by addressing changes in water demand due to population increases, newly developed water supplies, and on-going conservation

efforts. In 2005-2006, a final draft was circulated to cooperating water districts for approval, and the final plan is expected to be released in 2006-2007.

## 2. Integrated Regional Water Management Planning:

As agencies in Santa Barbara County begin to develop an Integrated Regional Water Management Plan (IRWMP), the County Water Agency has been the lead agency. In 2005-2006, the Water Agency prepared a grant application through the IRWMP process which included a request for funding for a conductivity controller rebate program to encourage water efficiency in county businesses. This grant application was not successful. The Water Agency staff will continue to represent water conservation interests as necessary on behalf of water purveyors in 2006-2007. The IRWMP process is a potential funding source for future water conservation projects on a regional level.

## C. Information Sharing and Coordination:

### 1. Meetings & Conferences

- *California Urban Water Conservation Council:* The Council, made up of all signatories to the statewide Memorandum of Understanding for urban water conservation (MOU), was formed as a means to monitor implementation of urban best management practices as outlined in the MOU. Six local agencies, including the County, have signed this agreement. For those agencies that have not signed, the County acts as the nexus between these agencies and the Council. The Council meetings are held quarterly. Water Agency staff attend these meetings and report information back to local water purveyors through newsletter articles, letters and meetings.
- *American Water Works Association:* Staff attend meetings of this national association whenever possible. During the reporting period, staff attended the Water Sources Conference in February 2006 and reported back to water purveyors on relevant issues, technologies, and programs. Highlights of these meetings include sharing information with water conservation staff throughout the country and learning about water efficiency programs being implemented throughout the nation.
- *Regional Water Efficiency Meetings:* Staff coordinate monthly meetings among purveyors' conservation staff to discuss water efficiency programs. Locations vary for monthly countywide meetings and are available by conference call. Meetings provide a forum to discuss everything from emerging issues in water conservation to the day-to-day implementation of a given program. Staff update water providers with information on conservation technologies, upcoming statewide meetings, and program updates, as well as facilitate discussions regarding new and ongoing programs.

- *Santa Barbara/San Luis Obispo Water Efficiency Meetings:* This committee, comprised of water conservation staff from the two counties, meets annually to share conservation program ideas and organize joint efforts. Because water supply and demand parameters for the two counties are similar, valuable information and ideas can be shared at these joint meetings. Joint projects have included development of a water rates survey, water education materials, and the sustainable landscape brochure. After a two year hiatus, staff from the two counties met in March of 2006 to re-ignite this partnership.
- *Additional Committees:* Staff also attend additional committees regarding specific focus areas, like the Agricultural Water Management Council and the Department of Water Resources Education Committee. These are described in the sections of this report describing specific focus areas.

## 2. Information and Training

- *Reporting:* Staff prepare an annual report of the regional water conservation program each year, which is distributed to all local purveyors and appropriate state and federal agencies. Information contained in the report helps water purveyors meet certain requirements associated with state and federal reporting requirements. These include the state's Urban Water Management Planning Act, the California Urban Water Conservation Council's annual report, and the Bureau of Reclamation's water conservation criteria and contract conditions for contractors.
- *Updates on Conservation Technologies:* Through a variety of means including national and state meetings, memberships to industry associations, and through research, County staff share information about new conservation technologies with local water purveyors. Information is shared by organized guest speakers on a given technology at a conservation staff meeting, through email announcements about new products, or through notes from statewide meetings that are provided by County staff. For example, in 2005-2006, two different manufacturers of weather based irrigation controllers were invited to demonstrate their technologies to water conservation staff.
- *Updates on Water Conservation Legislation:* Staff monitor water efficiency legislation and the associated requirements, and disseminate information to local purveyors. The information is distributed through the County Water Connection Newsletter, announcements/handouts at the local Water Purveyor's Agency meetings and other means as appropriate.
- *Trainings, Workshops & Technical Assistance:* When possible, staff coordinate training opportunities for local water purveyors to receive instruction on conservation related skills. For example, in 2005-2006, County staff trained conservation staff from other agencies to give classroom presentations on local water resources and water conservation. Staff encourage water purveyors to share their individual

expertise with each other to increase the knowledge base of conservation coordinators throughout the county.

### 3. Oversight

1. *Financial Assistance:* As part of its coordination role, the Water Agency provides financial assistance in a variety of ways to water purveyors to increase the opportunity for participation in conservation programs. One service provided by the Water Agency is the role of lead agency on grants. Water Agency staff write grants including the design of potential projects, hold grants on behalf of water providers, and take responsibility for quarterly and annual reporting, monitoring budget and schedule, monitoring success of the program, and providing accounting services associated with grants. During the 2005-2006 reporting period, the Water Agency administered the following grants on behalf of the water purveyors and the Regional Water Efficiency Program:

- i. South County Green Gardener Grant (State Water Resources Control Board)
- ii. North County Green Gardener Grant (US Bureau of Reclamation)
- iii. X-Ray Processor Grant (US Bureau of Reclamation)
- iv. Santa Maria Sustainable Garden Grant (US Bureau of Reclamation)
- v. Irrigation Evaluation Brochures Grant (US Bureau of Reclamation)
- vi. Dedicated Irrigation Meter Water Budget Grant (US Bureau of Reclamation)
- vii. Commercial Rebate Program Grant (Department of Water Resources)

In addition, the Water Agency staff prepared a grant application on behalf of the water purveyors as part of the Integrated Regional Water Management Implementation Grant, requesting funds for conductivity controllers to be installed for commercial water users. The request was not successful. Water Agency staff also seek out partnership opportunities with the California Urban Water Conservation Council, and often serve as the primary contact and lead agency for CUWCC partnerships. When cost share programs become available, staff create partnership opportunities to bring lower cost services to the region for interested agencies. An example of this is the Rinse and Save Program, where local purveyors cost share with the County Water Agency and the CUWCC to pay for installation of efficient pre-rinse spray nozzles in the local restaurants.

2. *Internal Administration & Communication:* Water Agency staff provide the essential role of internal administration for the Regional Water Efficiency Program. With multiple program elements including Education, Public Information, Commercial Conservation, Residential Conservation, Landscape Conservation, Agricultural Conservation, and additional functions, there is significant work in keeping all programs on schedule, on budget, and functioning properly. Each program has a different group of purveyors participating, which requires separate tracking for each program. Essential program functions besides scheduling and budgeting provided by Water Agency staff include prioritization of important

programs, communication with purveyor staff on all aspects of programs, note-taking and distribution, and the role of information clearinghouse for water purveyors.

**X     Contact Information**

General information about the projects within the Regional Water Efficiency Program can be found at [www.sbwater.org](http://www.sbwater.org). For additional information, program contacts are as follows:

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