

# **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 (RWEF) 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 coordinates 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.

### A. 2006-2007 Regional Water Efficiency Program At a Glance

New and continuing accomplishments, as well as challenges, are listed below. These are detailed in later sections of this report.

1. Major **New** Accomplishments in 2006-07:
  - Completely *new* "make-over" of website: sbwater.org
  - Contracts/agreements in place for *new* Conductivity Controller Rebates
  - *New* outreach materials: sbwater.org postcard and *How to Be Water Wise in your Garden*
  - Increased rebates for *Save Water, Save a Buck* program
  - Co-hosted Workshop on Water Conservation in CII Sector
  - Co-hosted CUWCC's State-wide Plenary meeting
  - Additional *new* sponsors for Green Gardener Program
2. Continued Program Accomplishments in 2006-07
  - Water Rates Survey report, January 2007
  - Water Production Survey report, April 2007
  - High School Video Contest, with more participating schools, May 2007
  - Green Gardener classes held, with larger enrollment
  - Co-funded Cachuma Resource Conservation District's 69 irrigation evaluations of large landscapes and agricultural parcels
  - Media campaign in summer 2006
  - Educational presentations at 90 classrooms
  - Outreach/presentations at multiple events
  - Co-sponsored production of *Garden Wise Guys* TV show
3. Key Challenges in 2006-07
  - Reduced internal staffing due to demands of IRWM Plan, resulting in the delay of programs including Santa Maria Valley Sustainable Garden renovation, the Waterless Urinal Installation Program, the Junior High Education Program
  - Delays in Water Budget Program and "non-ideal" CIMIS siting project due to unexpected project difficulties

Additional results of this year's efforts are detailed in Tables 1 and 2. Table 1 estimates water savings as a result of programs in 2006-2007 that track water savings. The programs listed are those for which staff can readily estimate water savings during the fiscal year. Additional water savings data is collected by water purveyors on different programs. Table 2 estimates the number of people who have received outreach information through one of the channels used by the RWEPP to increase awareness of water conservation issues. Channels most commonly used in this fiscal year were government access and cable TV, websites, radio, and brochures. These numbers are estimates only, as actual viewership and listenership for all outreach channels is not always easy to quantify.

**Table 1: Estimated Water Savings through RWEPP Programs during 2006-2007**

<i>Program</i>	<i>Water Saved (Acre-Feet)</i>
Commercial Rebate Program	~ 6 <sup>1</sup>
Rinse and Save Program	~ 8 <sup>1</sup>
Large Landscape Evaluations	~678 <sup>2</sup>

<sup>1</sup>Includes water saved in during the reporting period due to fixtures installed between 2002 and 2007.

<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 2: Estimated No. of People Reached in 2006-2007 through RWEPP Information Programs**

<i>Program</i>	<i>No. of People</i>
High School Video Contest	~60,000 <sup>1</sup>
Classroom Presentations	2,296
Public Events	6,250
Summer Media Campaign	~50,000
Levee Interpretive Signs	~5,000
Water Awareness Month	~5,000
Brochures	~6,150
Conservation Information Requests	~50
Conservation Website (sbwater.org)	94,629 <sup>2</sup>
Green Gardener Program	10,000 <sup>3</sup>
Garden Wise Guys	~60,000 <sup>1</sup>

<sup>1</sup>Includes Government access TV viewers

<sup>2</sup> Number of visits to website

<sup>3</sup>Includes class attendance and visits to website

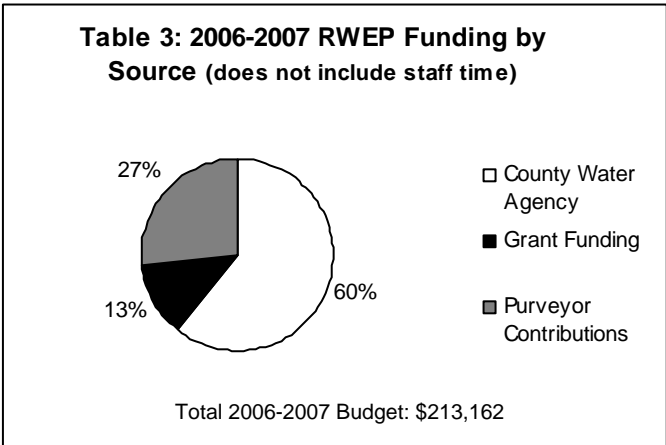
## B. Roles of Water Agency and Purveyors in the RWEF

This report covers the County Water Agency's 2006-2007 accomplishments within the RWEF. The Water Agency has 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. Water purveyors may hold the information on the results of a project coordinated in this way. The County also 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. 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 RWEF currently serves a population of 400,000 people throughout Santa Barbara County. Some programs, such as the RWEF 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.

## C. Staffing and Budget

The County Water Agency, as the primary water management agency within the County, puts significant resources toward the RWEF. Normally, the County Water Agency has 1.5 FTE dedicated to the RWEF. Due to an increased focus by Water Agency staff on the Countywide Integrated Regional Water Management Plan this fiscal year, less staff time was available for conservation. In addition to staff time, funding for the RWEF comes from the County Water Agency, purveyor contributions to individual programs, and from grants, as shown in Table 3. Water purveyors also put significant time into joint projects; data regarding these expenditures are not included in this report. Some of the most active water purveyors are noted in Table 4. The County Water Agency's share of the budget increased in 2006-2007 due to an increase in the funding provided for the Irrigation Evaluation Program staffed by the Cachuma Resource Conservation District. 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 4: Santa Barbara County Water Purveyors Conservation Program Engagement 2006-2007**

Water Purveyor	CUWCC MOU signatories	Co-Funders of RWEF	Active Staff in RWEF
Carpinteria Valley Water District	X	X	X
Casmalia CSD		X	
Central Coast Water Authority	X		
City of Buellton			
City of Guadalupe			
City of Lompoc		X	X
City of Santa Barbara	X	X	X
City of Santa Maria	X	X	X
City of Solvang		X	
Cuyama CSD		X	
Golden State Water Company	X	X	
Goleta Water District	X	X	X
La Cumbre Mutual Water Company		X	
Los Alamos CSD		X	
Mission Hills CSD			
Montecito Water District	X	X	X
Santa Barbara County Water Agency	X	X	X
Santa Ynez River Water Conservation District, ID #1	X	X	X
Vandenberg Airforce Base			
Vandenberg Village CSD		X	X

**D. Program Focus Areas in 2006-2007**

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 2006-2007 were Coordination, Commercial Conservation and Landscape Conservation, as shown in Table 5. 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.

Focus Area	No. of Projects	Water Agency Staff Time	RWEP Budget (non-salary)
School Education	5	14%	1%
Public Information	6	16%	23%
Commercial	7	23%	9%
Landscape	7	24%	20%
Residential	3	0%	0%
Agricultural	4	1%	45%
Coordination	3	21%	2%

E. Methods of Program Implementation

Each of the seven focus areas of the RWEP offers a number of projects directly to customers or to purveyors in the form of management and coordination. In total, the County staff worked on 35 projects divided among the seven focus areas in 2006-2007 (see Table 5). Each project is implemented in different ways (see Table 6). For a direct-to-customer program, the form of implementation is often a rebate or brochure. A coordination project provided to purveyors would typically be in the form of a meeting, workshop, or survey.

<i>Type of Methods</i>	<i>No. of Projects</i>
Rebate Programs	2
Brochures/Reports	25
Free Installation Programs	2
Classes Offered	3
Websites	2
Classroom Materials	30
Public Events	5
Committees	9
Surveys Conducted	3
Training Workshops	1

## **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) which also fulfill the US Bureau of Reclamation's (USBR) water conservation criteria. CUWCC members within Santa Barbara County are listed in Table 4 in the Program Overview section of this report. Many of the regional activities assist individual water purveyors to satisfy their own conservation goals under the MOU 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 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)

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 grade students during the 2006-2007 reporting period. Junior High programs were not implemented this year due to staff constraints. 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 programs 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

#### **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 San Diego in March 2007, and reported on relevant programs to Santa Barbara County water purveyors by providing meeting notes and handouts collected at the meeting.

#### **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

#### 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 2006-2007.

Winners of the 8<sup>th</sup> Annual Santa Barbara County Water Awareness High School Video Contest were announced in May 2007. The ceremony took place at the Faulkner Gallery at the Santa Barbara Downtown Library, where videos were publicly viewed for the first time. Cabrillo High School received first prize in the contest for their video "The Dropfather" winning \$1,000 for their school. Santa Ynez Valley Union High School received second place for their video "A Valuable and Pleasing Commodity" netting \$750, while Cate School received third place for their video "One Drop at a Time" winning \$500.

*This year's contest was sponsored by City of Lompoc, Goleta Water District, Golden State Water Company, 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 Solvang, and Cuyama and Vandenberg Village Community Services Districts.*

CUWCC: fulfills BMPs 7 & 8

#### 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 2006-2007 reporting period, staff did not promote the program aggressively, and the County received only one request for a book bag.

CUWCC: fulfills BMP 8

#### 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 90 classroom presentations, reaching 2,296 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.

<b>K-3rd Classroom Presentations</b>		
<b>Service Area</b>	<b># Presentations</b>	<b># Students Reached</b>
City of Buellton	2	40
City of Guadalupe	9	375
Montecito Water District	5	98
Golden State Water Company	35	823
City of Santa Maria	1	29
Santa Ynez River Water Conservation District, ID #1	8	161
City of Solvang	3	32

<b>4th-6th Classroom Presentations</b>		
<b>Service Area</b>	<b># Presentations</b>	<b># Students Reached</b>
Carpinteria Valley Water District	2	51
City of Guadalupe	5	109
Montecito Water District	3	67
Golden State Water Company	11	355
City of Santa Maria	2	50
Santa Ynez River Water Conservation District, ID #1	2	69
City of Solvang	1	22

<b>7th-8th Classroom Presentations</b>		
<b>Service Area</b>	<b># Presentations</b>	<b># Students Reached</b>
Carpinteria Valley Water District	1	15

CUWCC: fulfills BMP 8

G. Junior High Education Program

A Junior High curriculum was developed in cooperation with the City of Santa Barbara during the 2005-2006 fiscal year. The Water Agency staff may hold workshops to train conservation staff to offer junior high presentations in 2007-2008, as needed by water purveyor staff.

CUWCC: fulfills BMP 8

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

In the fall of 2006, Water Agency staff improved the education portion of the [www.sbwater.org](http://www.sbwater.org). Website analysis showed that many people were using the water education pages. Therefore, more downloadable worksheets for students in k through 4<sup>th</sup> grades were added to the education section of the website. Included are some Spanish language activities.

CUWCC: fulfills BMP 7, 8, & 12

#### **IV Public Information**

This focus area is a primary task for the RWEF staff. Staff worked in 2006-2007 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. Specifically, a new logo and tagline was developed for the website as well as outreach materials, shown in Section B below.

##### **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

##### **B. 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 completed in November 2006. The County Water Agency contracted with a graphic designer and invited purveyors to participate in the re-design of the site. Several purveyors contributed financially to the project, and all purveyor websites and contact information are listed on the new site. 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. Analysis of web hits yielded 94,629 distinct hits to the webpage during the reporting period, with an average of 7,886 hits per month. In conjunction with the website overhaul, a new outreach piece regarding the website was developed- a colorful postcard utilizing the new website graphics to spread the word about the new and improved site.

*Sponsors for this project were 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, Santa Ynez River Water Conservation District ID#1, Vandenberg Village Community Services District, and the Santa Barbara County Water Agency.*

CUWCC: fulfills BMP 7 & 12

### C. Summer Media Campaign

The summer advertising campaign, which is sponsored by a number of local water purveyors, ran for the fourth year in a row, from August to October 2006. The playful ads that promote water use efficiency feature “Dave”, whose sprinklers overwater everything including the sidewalk and the neighbor’s dog. A complementary ad features two talking flowers who complain of being bloated due to their owner’s overwatering. 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 and TV spots highlighted the importance of watering wisely. The ads direct local residents to visit [www.sbwater.org](http://www.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, Mission Hills Community Services District, Montecito Water District, City of Santa Barbara, City of Santa Maria, City of Solvang, Santa Ynez River Water Conservation District ID #1, and Vandenburg Villiage Community Services District.*

CUWCC: fulfills BMP 7

### 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 Montecito Journal, the Daily Sound 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. This year’s events were very poorly attended, and new outreach projects will be implemented in 2007-2008 to replace the tours.

*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

#### 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 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. New materials are also developed as they are needed, as described below.

##### 1. New materials development:

- *How to be Water Wise in Your Garden*: a new brochure jointly developed by the County Water Agency and purveyors. The City of Santa Barbara managed a graphic design contract. The County Water Agency budgeted the project and collected funds from interested purveyors for the development and printing of the brochure. The four-color tri-fold brochure indicates simple tips homeowners can use to improve water efficiency on their landscapes. The County Water Agency coordinated the printing and distribution of the brochures to purveyors. In addition, by request of a purveyor, the County Water Agency created a bill insert format of the same graphic and text material and made this available to purveyors.
- *Sbwater.org Postcard*: In conjunction with the overhaul of the sbwater.org website, a new postcard was designed to advertise the website. The postcard includes the new logo developed for the website as well as new graphics. Sponsors are listed in Section B above, which describes the website overhaul. This postcard was distributed at public events by the Water Agency, and through various means by water purveyors.

##### 2. 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

##### 3. 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

4. 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

5. 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

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. No newsletters were published in 2006-2007.

CUWCC: fulfills BMP 7

#### 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 25 requests for information during the reporting period.

CUWCC: fulfills BMP 7 & 12

#### H. 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 developed a booth for the Santa Barbara Earth Day on April 22, 2007. Staff displayed information on what the County is doing to save water within County departments as well as what citizens can do, including participation in rebate programs and visiting sbwater.org. Staff distributed a variety of brochures on available water conservation programs. Approximately 5,000-7,000 people attended the 2007 Fair. Funding provided for the Earth Day fair by purveyors was used for Water Awareness Month advertising instead, by the decision of the purveyor conservation staff.

##### 2. Marian Medical Center Environment Fair:

In August 2006, 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.

##### 3. Girl Scout Water Patch Day:

This event was cancelled in 2007, but is scheduled for spring 2008. 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.

CUWCC: fulfills BMPs 7 & 8

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

Commercial programs saw mixed success in 2006-2007. The Rinse and Save program was completed with relatively few installations, whereas rebates through the Save Water, Save a Buck Program was a slight increase. County and several water purveyors developed a program to retrofit commercial cooling towers, utilizing a USBR grant.

### **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 2006 Green Award included The Four Seasons Biltmore Hotel (Montecito), The Family School (Los Olivos), Marian Medical Center (Santa Maria), Van Atta Associates (Santa Barbara), and NWA Inc. (Carpinteria). The Green Awards Consortium began discussions of a Green Business Program, which would be able to certify businesses in green practices including water conservation. This idea will be explored further in 2007-2008.

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. Due to staffing constraints, no new outreach regarding this program was initiated during the reporting period.

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, and in 2006, was increased again with a large match by the County Water Agency. The \$234,000 grant, along with \$50,000 match from the County Water Agency now funds rebates ranging in value from \$150-350 for 1013 ultra low-flush toilets, 341 urinals, and 400 commercial and multi-family common area clothes washers. In the spring of 2007, new marketing materials were developed, and advertising efforts were renewed to increase awareness about the program and about the increased rebate amounts. Press releases and print articles in the spring helped to spur interest in the program this reporting period.

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 2006-2007, a total of 6 customers participated in the program in Goleta Water District, City of Santa Barbara, and Carpinteria Valley Water District, and Montecito Water District, for a total of 11 customers since the inception of the program. 26 toilets, 20 urinals, and 57 clothes washers have been replaced and qualified for the rebate since 2003, with 4 urinals and 31 clothes washers rebated in the 2006-2007 reporting period. So far through this program, 6.13 acre-feet of water are being saved per year. The program will end during this fiscal 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 occurred during this fiscal year, and is the last phase of this program offered through the CUWCC. The table below shows the number of installations in each district and a total for the county for the reporting period 2006/2007. In total, staff estimate that 7.6 acre-feet of water conservation has been implemented during the reporting period as a result of the fixtures listed below.

<b>Water District</b>	<b>Number of Installations</b>
Carpinteria	2
City of Buellton	7
Lompoc	5
Santa Maria	10
Santa Barbara	6
Goleta	4
<b>TOTAL</b>	<b>34</b>

CUWCC: fulfills BMP 7 & 9

#### F. Cooling Tower Retrofit Program

During the reporting period, the County Water Agency requested that the scope of a US Bureau of Reclamation grant received in 2005 be changed from an x-ray processor rebate to a rebate on conductivity controllers to increase water efficiency in commercial cooling towers. This request was granted by the Bureau. During the reporting period, the County Water Agency helped interested water purveyors to establish agreements with the CUWCC in order to participate in a CUWCC-administered retrofit program, as well as sign agreements with the County Water Agency to implement a cost-sharing scheme using Bureau funds. Through this program, purveyors identify likely customers for the program, and work with the CUWCC to implement retrofits in their services areas. 19 retrofits will be implemented starting in the fall of 2007 and finishing in December 2008. Local purveyors participating include City of Santa Barbara, City of Santa Maria, Carpinteria Valley Water District, and Goleta Water District.

CUWCC: fulfills BMP 7 & 9

#### G. Waterless Urinal Installation

The County Water Agency's waterless urinal installation program, funded by the US Bureau of Reclamation, is available to County departments interested in retrofitting their restrooms with waterless urinals. During this reporting period, minimal outreach was conducted due to staff constraints, and no new installations occurred. Two urinals at Arroyo Burro Beach, a Santa Barbara County Park, have been installed through the lifetime of this program.

CUWCC: fulfills BMP 7 & 9

#### H. CII Water Efficiency Workshop

In March 2007, the County Water Agency in partnership with the City of Lompoc and the CUWCC, coordinated a two-day training workshop on commercial, institutional, and industrial water efficiency. 35 staff from around the state participated. The program included talks on emerging technologies and practices with regards to plumbing products and other equipment, presented by John Koeller, CUWCC consultant on commercial water efficiency. Other topics included marketing to the CII sector as well as programming ideas. The second day of the program featured tours of local commercial water users in the City of Lompoc. Tour participants were given a firsthand look at on-site technologies and an introduction to CII auditing.

CUWCC: fulfills BMP 7, 9, & 10

## **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 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. As of June 30, 2007, 272 WeatherTRAK ET Controllers have been installed as follows:

<b>Water District</b>	<b>Number of Installations</b>
Montecito	17
Carpinteria	2
Lompoc	4
Santa Maria	4
Santa Barbara	174
Goleta	76
Vandenberg Village	2
<b>TOTAL</b>	<b>279</b>

The remaining controllers will be installed during fiscal year 2007-2008. 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 the City of Santa Barbara reported an average annual savings of 14%. This 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

### C. Green Gardener Program

The goal of the Green Gardener 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 Green Gardeners. Upon finishing the class, gardeners receive many benefits including free advertising and promotion, and discounts from vendors and sponsors. Water Agency staff keep a list of Green Gardeners to distribute to homeowners looking for "Green" landscape services. Information on the program, gardeners, and upcoming classes can be found at [www.greengardener.org](http://www.greengardener.org).

Classes were offered in fall of 2006 in Santa Barbara and spring of 2007 in both Santa Barbara and Santa Maria. During the reporting period, 84 students took the Basic Green Gardener class (64 in Santa Barbara, and 32 in Santa Maria). Classes were offered in both Spanish and English. 10 additional students took the Advanced Class during the spring of 2007 as well. Grants for both North and South County programs have been completed and the program is now run through Water Agency and sponsoring organization contributions.

*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, Santa Barbara Bank & Trust, Ewing Irrigation, Aqua-Flo Supply, and Santa Barbara Air Pollution Control District.*

CUWCC: fulfills BMP 1, 5 & 7

#### 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.

Since its premiere episode aired in April 2004, a total of 6 episodes aired on City-TV Channel 18 in Santa Barbara, and periodically on County TV Channel 20.

During the reporting period, with a grant from the US Bureau of Reclamation, the show's sponsors began (with episode 6) to produce four additional episodes of the Garden Wise Guys. As always, the shows will highlight water conservation through sustainable gardening, and these new shows will also focus on renovating parts of the City of Santa Barbara's "Firescape Garden".

CUWCC: fulfills BMP 1, 5 & 7

#### 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 2006-2007, 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 finished 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, to be continued in 2007-2008, includes marketing the program to those landowners who are over budget to encourage their participation in landscape efficiency programs to reduce water use.

*Participating agencies include Montecito Water District, City of Santa Barbara, and the Goleta Water District.*

CUWCC: fulfills BMP 1, 5 & 7

#### 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 2006-2007, the Water Agency was unable utilize the US Bureau of Reclamation grant that was received in 2005 to implement work on the sustainable garden due to staffing constraints. A grant extension has been requested.

CUWCC: fulfills BMP 1, 5 & 7

#### G. Large Landscape Irrigation Evaluations

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

In 2006-2007, four newly designed brochures were distributed to water purveyor staff in order to promote this program to their customers.

CUWCC: fulfills BMP 5 & 7

#### 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. In 2006-2007, two sites were chosen for non-ideal weather stations. The first site is at the Goleta Sanitary District, and partnering agencies include the City of Santa Barbara, Goleta Water District, Montecito Water District, Carpinteria Valley Water District, and the County Water Agency. This station is scheduled for installation over the summer of 2007. A site outside of Lompoc is also being established, coordinated by

Vandenberg Village Community Services District, Cachuma Resource Conservation District, and the County Water Agency. Installation is planned for summer 2007.

CUWCC: fulfills BMP 5 & 7

I. 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

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

Residential water use programs are not a major focus for the Regional Water Efficiency Program. This is because 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

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

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

CUWCC: fulfills BMP 7

### **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). Also, rebate programs offered by individual water purveyors are also linked on this site.

CUWCC: fulfills BMP 7 & 12

## **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.

### **C. Irrigation Evaluation Program**

During the reporting period, the Water Agency provided funding \$100,000 to the Cachuma Resource Conservation District for their 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. County staff assisted the District in promoting these evaluations by distributing brochures describing the audit services. These brochures are available to local purveyors to distribute to their customers. In 2006-2007, 69 evaluations were completed within the County on turf and agricultural lands representing a potential water savings of 678 acre-feet per year. The savings are potential, based on the landowners implementation at least one recommendation made by the Cachuma Resource Conservation District during the site visits.

In 2006-2007, four newly designed brochures were distributed to water purveyor staff in order to promote this program to their customers.

CUWCC: fulfills BMP 5 & 7

D. Agricultural Water Management Council

County staff occasionally attend meetings of the Agricultural Water Management Council. Staff did not attend any meetings in the 2006-2007 reporting period.

E. 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

## **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 2007, 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 2007.

CUWCC: fulfills BMP 11

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

Staff conducted the annual survey of water production in the County in January 2007. The results were distributed to local water purveyors and the Bureau of Reclamation. The information was compiled by staff and sent to all participants in April 2007.

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

Water Agency staff distributed the annual satisfaction survey in April 2007 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 2006-2007 survey indicated an average satisfaction level of 5 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 2007-2008.

## 2. Integrated Regional Water Management Planning:

As agencies in Santa Barbara County develop an Integrated Regional Water Management Plan (IRWMP), the County Water Agency has been the lead agency. The Water Agency staff will continue to represent water conservation interests as necessary on behalf of water purveyors in 2007-2008. The grants associated with the IRWMP process are 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. In March 2007, the County Water Agency along with the City of Santa Barbara and Goleta Water District co-hosted the Plenary Session in Santa Barbara, and made a presentation about the RWEF.
- *American Water Works Association:* Staff attend meetings of this national association whenever possible. Staff did not attend any AWWA conferences during the reporting period, but will likely attend in 2007-2008. 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. A joint meeting was held in Santa Maria in January 2007, and staff plan to meet annually.

- *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. See Section IV, H for details on the commercial technologies workshop offered during this reporting period.
- *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 Quarterly 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 2006-2007, 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

- *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 2006-2007 reporting period, the Water Agency administered the following grants on behalf of the water purveyors and the Regional Water Efficiency Program:
  - i. Cooling Tower Retrofit Program Grant (US Bureau of Reclamation)
  - ii. Santa Maria Sustainable Garden Grant (US Bureau of Reclamation)
  - iii. Dedicated Irrigation Meter Water Budget Grant (US Bureau of Reclamation)
  - iv. Commercial Rebate Program Grant (Department of Water Resources)

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.

- *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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