



WaterWise Brand Summary

Who: The Network of Santa Barbara County Water Providers, a collaborative group of water providers in partnership with the Santa Barbara County Water Agency, that teams together to provide regional, cohesive water conservation resources and programs throughout the County.

What: The Network of Santa Barbara County Water Providers is actively promoting its goals through a new brand and tagline: “WaterWise in Santa Barbara County — Let’s Save Together” and revamped website, www.WaterWiseSB.org.

Why: To increase awareness of the ongoing need to continue water conservation efforts; communicate new technology and cost-effective ways to save water beyond the commonly known methods; and connect all water-users in mutual support of water conservation, including local water providers, businesses, residents, homeowners, HOAs, farmers and landscaping professionals.

How: 1) Through a targeted media campaign of public service announcements via television, radio, print publications, and collateral material focusing on simple specific actions that residents and businesses can take to become more water wise, lower their water bill and save money.

2) Via WaterWiseSB.org, the go-to clearinghouse for all information related to water conservation, available to the public and the press. This comprehensive website provides a plethora of resources and online tools including:

- Extensive media resources
- Landscaping and indoor water conservation ideas
- Specific water conservation actions for residents and businesses
- Online irrigation scheduling tools such as the Weekly Water Index
- Extensive water wise plant searchable database

- Before and after photos of water wise gardens
- Information on assistance and programs from each water provider
- And much more.

Santa Barbara County media outlets are encouraged to list WaterWiseSB.org as a local referral site for further information and available resources for residents and businesses in gardening or water conservation-related news articles and feature stories.