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

Annual Report: FY2018-19

Covering July 1, 2018 - June 30, 2019



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TABLE OF CONTENTS

Program Overview	p. 3
Public Information	p. 4
Landscape Water Use Programs	p. 6
Student Education	p. 7
Commercial and Institutional Programs	p. 8
Information on Water Supply and Rates	p. 8
Coordination of RWEF	p. 9
Project Co-Funding	p. 10
• Water Agency Staffing for RWEF	p. 11
• Allocation of RWEF Funds Across Projects	p. 12

RWEP Program Overview

Santa Barbara County's Regional Water Efficiency Program (RWEP) was established by the Santa Barbara County Water Agency in December 1990 as a partnership among local water purveyors and the County. RWEP promotes the efficient use of urban and agricultural water supplies Countywide, and provides information and assistance to the eighteen local water purveyors within the County (see table on page 4). Through the RWEP, the County Water Agency coordinates cooperative water conservation efforts among purveyors, co-funds projects and programs, acts as a clearinghouse for information on water efficiency, manages specific projects and programs, and monitors local, state and national legislation related to efficient water use.

This annual report provides information on accomplishments of the RWEP as coordinated by the County. This report does not capture all water conservation activities or accomplishments of each individual water purveyor across the County.

Some local water purveyors, along with the County Water Agency, are required to implement certain Best Management Practices (BMPs) identified by the U.S. Bureau of Reclamation (USBR). This report identifies which RWEP accomplishments relate to specific BMPs that satisfy the USBR's requirement for the County Water Agency, as USBR master contractor for the Cachuma Project, to have a regional water conservation plan as a supplement to individual water purveyors' water conservation plans.

For information on water conservation in Santa Barbara County, see our RWEP website at www.WaterWiseSB.org .

Water Purveyors in Santa Barbara County
Buellton, City of
Carpinteria Valley Water District
Casmalia Community Services District
Cuyama Community Services District
Goleta Water District
Golden State Water Company, Orcutt
Guadalupe, City of
La Cumbre Mutual Water Company
Lompoc, City of
Los Alamos Community Services District
Mission Hills Community Services District
Montecito Water District
Santa Barbara, City of
Santa Maria, City of
Santa Ynez River Conservation District, I.D. #1
Solvang, City of
Vandenberg Airforce Base
Vandenberg Village Community Services District

Public Information Programs

Supporting USBR's Public Information Program BMP #2.1

Continued to promote the new WaterWiseSB brand and logo for the Regional Water Efficiency Program

- Seasonal media campaigns featured our brand (WaterWise in Santa Barbara County), our logo (see cover of this report), and our tagline (*Let's Save Together*).
- Included the brand/logo on items such as tote bags and water bottles given to students participating in the High School Video Contest, as well as clip boards and hats given to graduates of the Green Gardener Program, and on all outreach material available to the public.

Informed the Public Through Media Campaigns

- Late Summer 2018 media campaign consisted of:
 - TV: "*Keep Saving SB County*"
 - August – September: 7 Stations; 843 spots.
 - Digital: "*Keep Saving SB County*"
 - August 2018 – September 2018: 18,033 Impressions.

- Fall 2018 media campaign consisted of:
 - TV: “*Baby Plants*”
 - October – December: 7 Stations; 947 spots.
 - Digital: “*Baby Plants*”
 - October – November: 68,333 Impressions.
- Winter 2018-19 media campaign consisted of:
 - Theatre Screens: “*Keep Saving SB County*” (Indoor; Outdoor; Commercial)
 - January 2019 – March 2019: 23,863 plays; 60,736 cross platform video impressions.
- Spring/Summer 2019 media campaign consisted of:
 - TV: “*It’s 4am, Do You Know What Your Sprinklers Are Doing?*”
 - April – June: 7 Stations; 404 Spots.
 - Theatre Screens: High School Video Contest 1st, 2nd & 3rd Winning PSAs
 - May – June: 8,362 plays.
 - Online: “*Spruce Up Your Sprinklers This Spring*”
 - May – June: 198,717 Impressions; 421 Clicks; 0.21% CTR (national average is 0.06%)
 - Print: “*Spruce Up Your Sprinklers This Spring*”
 - May – June: 5 news publications; 18 print ads
- Plus 256 Green Gardener radio ads in fall, spring, and summer terms; as well as to promote the list of certified Green Gardeners on WaterWiseSB.org.
- Media ads were co-funded by most water providers across the County. *See list of funding agencies at end of this report.*

Informed Public Through Water Conservation Website: www.WaterWiseSB.org

- County staff continually maintained the site, posting updates, events, edits, new info & links.
- The site averaged 1,712 “users” per month (20,542 total users in FY2018-19).

Participated in Public Events

- Landscape Expo sponsored by All Around Landscape Supply at Earl Warren Showgrounds (February 2019).
- Earth Day Festival in Santa Barbara (April 2019).
- In support of Water Awareness Month in May 2019, SBCWA provided a display of water supply, conservation and drought information at the County Administration Building in Santa Barbara and the County Betteravia Center in Santa Maria.
 - Provided educational water conservation brochures and handouts for free.
- Provided materials for members to distribute at local events including: Lemon Festival (Goleta), Avocado Festival (Carpinteria), Earth Day Festival (Santa Barbara), Public Works Day (Goleta), Open Streets Festival (Santa Maria), Mulch Madness (Santa Ynez) and the Environmental Fair (Santa Maria).

Water Conservation Outreach Material and Brochures updated

- Added Santa Barbara County *Greywater Handbook* Spanish postcard.
- Distributed over 10,000 brochures, catch cans, and other materials; and to RWEPP partners for distribution to their retail customers.

Issued Press Releases

- Periodically issued 4 press releases County-wide for announcements such as:
 - “Video Contest Challenges County High School Students” (November 20, 2018)
 - “Care For Our Earth Grants for County Teachers” (October 22, 2018)
 - “Your Vote Counts in the County’s WaterWise High School Video Contest” (March 28, 2018)
 - “Santa Ynez Valley Union High School Wins WaterWise High School Video Contest” (May 8, 2019)

Landscape Water Use Programs

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

Garden Recognition Contest

- The most recent and historic drought conditions forced many agencies to focus their staff resources on other priorities, and, as a result, water purveyors decided not to participate in FY18-19. Plans to reinstitute this program in FY19-20 are underway.

Green Gardener Program

- Students earn certificate from Santa Barbara City College in the 15-week course.
 - The Green Gardener Program at Allan Hancock College in Santa Maria is currently conducting an instructor search. SBCWA is supporting the effort to secure a new instructor.
- 78 graduates from 6 classes in FY18-19: two in Fall 2018, three in Spring 2019 and one in Summer 2019.
 - One Spring 2019 class was held at UCSB
- GG list updated; available at www.GreenGardener.org

Principal co-funders were: SB City College, County WA, City of Santa Barbara, Goleta Water District, Montecito WD, Carpinteria Valley WD, La Cumbre Mutual WC, Buellton, Solvang, Santa Ynez River WCD, ID#1, City of Santa Maria and some non-RWEPP member sponsors including All Around Landscape Supply; Santa Barbara County Resource Recovery & Waste Management Division; Santa Barbara County APCD; Engel & Grey; and City of Santa Barbara Creeks Division.

Produced and Aired additional episodes for Garden Wise TV

- 2 new episodes aired during FY18-19.
 - Episode 17: “I’ll Take Plants for \$400, Alex”
 - Episode 18: “Go California Native”

- Santa Barbara City TV filmed all shows; Aired on County GATV20, SB City TV18, Comcast 23 and Santa Maria public access TV. Also available for viewing online at [WaterWiseSB's YouTube page](#).
- Co-funded by County, City of Santa Barbara, Goleta WD, and other water providers.

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

- Website received 51,036 page views with 13,181 visits through 10,712 users.
- GardenSoft Plant Database Web Updates:
 - New homepage links: “Reset Your Controller” and “Find a Landscape Pro”
 - ‘Previous’ and ‘Next’ buttons added on bottom of pages for easier navigation
 - Watering Guide links added: “Landscape Watering Calculator” and “Water % Adjust”
 - Resources links added: “Smart Controllers”; “Working with Professionals”; “Mulch”; “Local Resources”; “Irrigation Maintenance”

Updated Weekly Watering % Adjust

- County WA staff updated website weekly using data from five out of nine California Irrigation Management Information System (CIMIS) stations across SB County. Due to drought conditions, a number of CIMIS stations have stopped collecting data over the last few years.

Funded Large Landscape Evaluations Across Santa Barbara County

- County funded Cachuma Resource Conservation District’s Mobile Irrigation Lab.
- CRCD’s expert staff conducted irrigation system evaluations through site visits and testing of turf and crop irrigation systems County-wide.

Student Education Programs

Supporting USBR’s School Education Programs BMP #2.2

School Assembly Presentations on Water Conservation

- County partnered with local water purveyors to co-fund assembly presentations at elementary schools.
- Extended contract (with “Shows That Teach”) for engaging musical-comedy-educational show about the value of water & water conservation, while updated the Scope of Work.
- Reached 4,905 students in 30 performances at 16 schools in Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Santa Maria and Vandenberg Village.
- Coordinated and sponsored a performance with two contributing members at the 2019 Earth Day Festival Kids Stage in Santa Barbara.

High Schools Competed in FY2018-19 Water Wise Video Contest

- FY2018-19 was the 20th Anniversary of the HSVC
- Received 16 videos submitted by 51 students from 7 different schools for potential use as 30-second Public Service Announcements on water conservation.

- Award trophies and certificates issued to students and schools, including:
 - Bishop Garcia Diego High School, Dos Pueblos High School, Dunn School, Ernest Righetti High School, Orcutt Academy, Santa Barbara High School and Santa Ynez Valley Union High School.
- Held an Awards Ceremony at Parks Plaza Theatre in Buellton on May 1st, 2019.
- Videos posted on [YouTube](#), [Facebook](#), and www.WaterWiseSB.org.
- 1st, 2nd and 3rd place winning videos used in spring and summer media campaigns.
- Co-funded by all RWEPP members across the County.
- For the seventh year in a row, this annual contest featured prizes donated by private sector companies for awards to students on winning teams, including sponsorship of the Awards Ceremony.

Made awards as part of SB County Science Fair

- Science Fair is open to all high school and junior high students county-wide.
- On behalf of RWEPP, continued to co-sponsor Santa Barbara County Science Fair's award of cash prizes as part of our "Water Awareness Special Award".
 - Senior High: No projects met the "Water Awareness Special Award" criteria.
 - Junior High: One winner and one runner up awards were given.

Commercial and Institutional Programs

Supporting USBR's Commercial, Industrial, and Institutional BMP #4

Participated in County's Green Business Program

- County WA assisted on Steering Committee
- WA staff aided in two cohorts: Fall 2018 and Summer 2019
- WA staff presented on water conservation at 2 workshops; provided sink aerators and educational materials at workshops & mixers; assisted in the program mixers and helped coordinate the Annual Luncheon.
- WA staff managed the recertification of the County Public Works Department's Naomi Schwartz Building in Santa Barbara.

Information on Utility Operations

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

Reported on Local Water Rates

- Compiled water rate information from 17 local water purveyors across SB County
- Shared report (February 2019) and posted online under "About Us" at www.WaterWiseSB.org All local purveyors cooperated; staffed by County WA.

Compiled Water Production Data

- Compiled local water purveyors' annual water production data, for CY2018.
- Shared summary table (April 2019), prepared a summary table, and posted online under "About Us" at www.WaterWiseSB.org

- All local purveyors cooperated; staffed by County WA.

Coordination of Regional Water Efficiency Program

Supporting USBR's Utility Operations BMP #1.1.1 for a Conservation Coordinator

Coordinated Monthly RWEF Meetings

- For program coordination, information sharing, vetting ideas, etc.
- WA scheduled and facilitated all meetings; set each agenda; circulated meeting notes
- 12 meetings held in FY2018-19.

Held Bi-County Meeting on Water Conservation

- Met with staff from water purveyors in Ventura County, December 2018.
- WA co-coordinated the December 2019 meeting; assisted with agenda; co-coordinated logistics.
- Meetings useful for program coordination, information sharing, vetting ideas, etc.

Coordinated Quarterly RWEF Sub-Committee Meetings: Website & Education

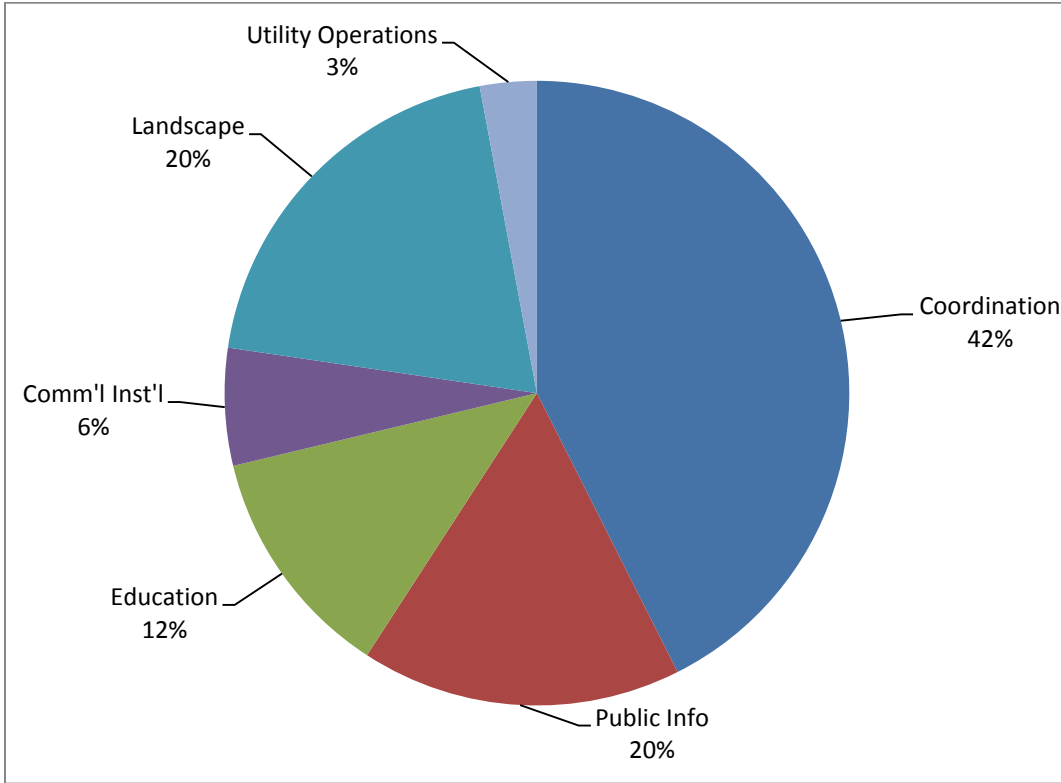
- For program coordination, planning, and discussion of education and website specific programs. Vet ideas through sub-committee members to present to monthly RWEF meetings.
- Coordinated the HSVC group judging session in March 2019.

Regional Projects Co-Funded by Local Water Providers FY2018-19*						
	Website	Media Ads	High School Video Contest	Grdn Wise TV	Green Grdnr Prog	Sci Fair Awd
Buellton	Website	Ads	HS Video	TV	Green	Sci
Carpinteria Valley Water District	Website	Ads	HS Video	TV	Green	Sci
Cuyama CSD	Website	Ads	HS Video			Sci
Golden State Water Co., Orcutt	Not Participating					
Goleta WD	Website	Ads	HS Video	TV	Green	Sci
Guadalupe	Not Participating					
La Cumbre Mutual Water Company	Website	Ads	H S Video	TV	Green	Sci
Lompoc	Website	Ads	H S Video	TV		Sci
Los Alamos CSD	Website	Ads	H S Video			Sci
Mission Hills CSD	Not Participating					
Montecito WD	Website	Ads	HS Video	TV	Green	Sci
Santa Barbara (City)	Website	Ads	HS Video	TV	Green	Sci
Santa Barbara Co.	Website	Ads	HS Video	TV	Green	Sci
Santa Maria	Website	Ads	HS Video	TV	Green	Sci
Santa Ynez River WCD, ID#1	Website	Ads	HS Video		Green	Sci
Solvang	Website	Ads	HS Video	TV	Green	Sci
Vandenberg Village CSD	Website	Ads	HS Video	TV		Sci

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

Allocation of Water Agency Staff Time FY2018-19

% of total WA staff hours by category



Allocation of RWEP Funds, FY 2018-19

% of total dollars

(Includes WA funds and contributions from RWEP members;
Excludes funds for staff time and for CRCD mobile lab)

