

# Water Conservation Programs for *WaterWise in Santa Barbara County* ( 2012 – 2013 )

Revised October 2012



## WaterWise Program Overview

The Network of Water Providers in Santa Barbara County promotes water efficiency through various WaterWise programs and projects. A collaborative program was first established by the Santa Barbara County Water Agency in December 1990 as a partnership among local water purveyors and the County. As of 2012, through the newly-branded "*WaterWise in Santa Barbara County*" program, the County Water Agency coordinates cooperative water conservation efforts among water purveyors throughout the County as indicated in the list below where projects are grouped into: Public Information, Landscape Water Use, Student Education, and Water Utility Operations.

Each water provider offers additional water conservation programs to residents and businesses within their service area. For more information on water providers' water conservation programs, go to [WaterWiseSB.org](http://WaterWiseSB.org) and click on "Discover Programs in My Community."

## Public Information Programs

### Website on Water Conservation:

- [WaterWiseSB.org](http://WaterWiseSB.org) is the "go to" resource for all things water conservation including: landscaping, water wise gardens, irrigation, plants, indoor water conservation, resources for the residents and businesses, resources for media, everything and anything - - including the kitchen sink - - for water conservation!
- [WaterWiseSB.org](http://WaterWiseSB.org) has a plethora of resources and online tools including: specific actions for residents to take on water conservation, an amazing water wise plant

searchable database, online irrigation scheduling tools, before and after photos of water wise gardens, information on assistance and programs from each water provider, and so much more.

### **Public Events**

- Partners for the Environment Day in Santa Maria (August)
- Landscapers' Expo (March)
- Earth Day in Santa Barbara (April).
- Water Awareness displays at 13 libraries across the County (May).
- Many other events supported by individual water purveyors.

### **Water Conservation Brochures & Materials**

- Maintain & distribute a supply of [brochures](#) on water conservation methods & topics.
- Offer a DVD (and online) video on "Water Resources of Santa Barbara County".

### **Public service announcements and paid advertisements in all media**

- Ads run County-wide at various times using different water conservation themes.
- Ads run on TV, radio, in print media and online.
- Ads are often in Spanish as well as in English.

### **Press Releases**

- Periodically issue [press releases](#) County-wide for announcements such as events, new programs, grant funding, etc.

### **Monthly Electronic Newsletter**

- Prepare and distribute monthly *E-News for Water Efficiency in Santa Barbara County*; post online under "About Us" at [WaterWiseSB.org](http://WaterWiseSB.org)

## **Landscape Water Use Programs**

### **Green Gardener Course at SBCC**

- Students earn a certificate from Santa Barbara City College in the 15-week course.
- We update materials; fund some outreach; provide some materials; etc.
- Course offered twice per year; more information is online at [GreenGardener.org](http://GreenGardener.org).

### **The Garden Wise TV Show**

- Produce a local television show featuring local landscape architect Meg West.
- Show filmed by Santa Barbara City TV staff.
- Show airs on SB City TV18, Santa Maria City TV, and County GATV 20.
- Continue to offer online access to 18 episodes of previous TV show: *The Garden Wise Guys* at [WaterWiseSB.org](http://WaterWiseSB.org).

## **Website for "Water Wise Gardening for Santa Barbara County"**

- The [WaterWise Gardening](#) website offers a searchable water wise plant data base, along with hundreds of photos of local (in Santa Barbara County) water wise gardens; and extensive information on water wise gardening.
- Site features include: a custom “my list” of water wise plants, printing of photos, and a plant search by plant features such as size, flower color and shade or sun.

### **Weekly Water Index for Residents’ Use**

- Homeowners adjust watering times by adjusting the “Seasonal Adjust” button on their sprinkler timer based on [Weekly Watering Index](#).
- The index is updated weekly based on weather data from the local weather stations which are part of the California Irrigation Management Information System.

### **Large Landscape Evaluations Across Santa Barbara County**

- We fund the Cachuma Resource Conservation District’s [Mobile Irrigation Lab](#).
- CRCDC’s expert staff conduct *free* irrigation system evaluations through site visits and testing of turf and crop irrigation systems County-wide.

## **Student Education Programs**

### **School Presentations on Water Conservation**

- Assembly presentations at elementary schools by “[Shows That Teach](#)”, offering an engaging musical-comedy-education show on the value of water & conservation.
- Annually reach thousands of elementary school students across the County.

### **High School Water Awareness Video Contest**

- Sponsor an annual contest in which High School students produce 30- and 60-second Public Service Announcements on water conservation.
- Award trophies, certificates, and cash prizes to students and schools.
- Videos posted on *YouTube* and [WaterWiseSB.org](#).

### **Awards at SB County Science Fair**

- “Water Awareness Awards” for science projects that focus on water supply and water conservation. The Science Fair is open to all high school and junior high students County-wide.
- We offer cash prizes as part of our “Water Awareness Award”.

## **Water Utility Operations and Rates**

### **Report on Local Water Rates**

- Annually compile water rate information from 18 local water purveyors across SB County; report is posted online under “About Us” at [WaterWiseSB.org](#).

### **Compile Water Production Data**

- Compile local water purveyors’ annual water production data; and post a summary table and other information online under “About Us” at [WaterWiseSB.org](#).