

ITEM 5

City of Santa Barbara Water Conservation Program Work Plan

In accordance with the City's Long term Water Supply Plan, the City operates a water conservation program aimed at minimizing the use of potable water supplies, meeting the requirements of the California Urban Water Conservation Council's Best Management Practices, and achieving compliance with 20 X 2020 per capita water use limitations. Conservation measures are evaluated for cost effectiveness based on avoided cost of additional water supplies.

Program	Category	Summary	Lead Staff	Timeline	Status
Residential					
1 Washer Rebates	SF, MF (in unit washers)	Homeowners are eligible to receive a \$150 rebate on a new high efficiency clothes washer. Program will continue to run until CUWCC program ends. Staff will evaluate possibly continuing a rebate program after CUWCC program ends.	Alison Jordan	Began April 2007 Ends November 2012	614 rebates issued
2 High Efficiency Toilet (HET) Rebates	Existing Customers SF, MF	Provides a \$100 rebate for the installation of a high efficiency toilet (HET)= 1.28 gpf or less. Program will run until CUWCC program ends. Staff will evaluate possibly continuing a rebate program after CUWCC program ends.	Alison Jordan	Began April 2007 Ends November 2012	160 HET rebates issued 97 ULFT rebates issued
3 Water Check Up	SF, MF	Indoor and outdoor water surveys for residential customers. Customers with high water use are targeted and provided a customized report to the homeowner on how to save water in their home.	Cathie Paré and Rick Welch	Ongoing	Average of 450 per year
4 Pursue Hot List Targets	SF	Target the 100 highest water using residences with intensive one-to-one initiatives	Cathie Paré and Rick Welch	Ongoing	Ongoing

Program	Category	Summary	Lead Staff	Timeline	Status
Landscaping					
9 Irrigation Water Surveys	SF, MF, CII	Irrigation evaluations and customized report provided.	Cathie Paré	Ongoing	Average of 300 each year
10 Smart Landscape Rebate Program	SF, MF, CII, IRR	For customers with landscapes, offers rebates towards the purchase and installation of: smart irrigation controllers, water wise plants, efficient irrigation equipment, mulch, and laundry to landscape graywater system. Rebate is up to \$1,000 for SF and \$4,000 for CII and HOAs (\$2000 per meter).	Cathie Paré	March 2009 - Current	388 pre-inspections 200 rebates issued
11 Free Mulch Pilot Program	SF, MF, CII	City will offset the \$40 delivery charge for mulch offered for free by the County so as to make it completely free to customers.	Madeline Ward	In progress	Begin Oct 2012 when County dump truck fixed
12 Landscape Budgets Program	IRR	Customers with separate irrigation accounts utilize the Landscape Budgets Program which provides monthly water use reports and compares the usage to a monthly landscape budget based on the area of the landscape and the monthly ETO.	Alison Jordan	Ongoing	Working with Aquaficient to correct landscape budget calculations. Reevaluate once Rate Study completed.
13 Demonstration Gardens	SF, MF, CII	Manage two water-wise demonstration gardens: Alice Keck Park Memorial Low-water Using Demonstration Garden and Firescape Garden.	Madeline Ward and Alison Jordan	Ongoing	Fall replanting being conducted at both sites

Program	Category	Summary	Lead Staff	Timeline	Status
16 Watering Index and Landscape Watering Calculator	SF, MF, CII	The Watering Index (WI) makes it easy to adjust the watering schedule of an irrigation controller as the weather changes. As new WI values are published weekly, the controller's water budget feature should be changed to match current WI value. The Landscape Watering Calculator helps estimate the right amount of water to give a landscape in the form of a weekly irrigation schedule. Both online tools are available on SaveWatersSB.org.	Madeline Ward and Cathie Paré	Ongoing	WI updated each Wednesday
17 Free Rain Shut-Off Sensor Program	SF, MF, CII	Customers receive a free rain shut-off sensor as part of an irrigation check-up.	Cathie Paré	Ongoing	618 Rain Sensors have been distributed
18 Landscape Design Standards	SF, MF, CII	Chapters 14.23 and 22.80 of SBMC require projects that are subject to design review to comply with Landscape Design Standards for Water Conservation. Staff plan check and perform field inspection all projects subject to Standards.	Rick Welch & Allison Jordan	Standards adopted in June 1989. Updated Aug 2008. Plan check and inspection began 2011	plan check and inspections ongoing
19 HOA Program	SF, MF	Development of a HOA Recognition Program for water efficient landscapes. The outreach materials will speak directly to the needs and drivers of the HOAs. Just like the earlier tactics for similar programs, this tactic should be tested prior to rollout.	Madeline Ward	begin in 2013	

Program	Category	Summary	Lead Staff	Timeline	Status
24 Landscape Gardener Communi- cations	SF, MF, CII	Develop dual-language communication materials with irrigation tips and timer basics, watering guidelines, identifying water waste, etc. Distribute to Green Gardeners and general SB gardeners.	Madeline Ward	In progress	Working with County Water Agency staff, collecting existing materials.
25 Promote Success Stories and "Water Hero "	SF, MF, CII	Aggressively promoting success stories to generate overall program awareness, demonstrate broad participation in the program, and inspire others to follow suit—both individually for each property, and also cumulatively to generate maximum "buzz". Encouraging the water efficient properties to help promote their status on an ongoing basis, through the use of prominent signage, brochures, and other materials.	Madeline Ward	Ongoing - "Water Hero" awarded annually in Fall	3 rebate participants highlighted in Inside Santa Barbara episode, bill insert article, newsletter articles. First "Water Hero" awarded Fall 2011
26 Point of Sale at Nurseries	SF, MF, CII	Comprehensive in-store marketing campaign for use in nurseries and garden centers. Work with the nurseries to develop signage, displays, brochures, rebates, etc. Work with local landscape architects, irrig stores, etc to create demo gardens at the nurseries.	Madeline Ward	Ongoing	Currently running in Irrigation stores, next step is retail nurseries.

Program	Category	Summary	Lead Staff	Timeline	Status
30 Water Waste Prevention Ordinance	SF, MF, CII	City Ordinance No. 4558, adopted on February 1989, prohibits the waste of water defined as gutter flooding and failure to repair leaks in a timely manner. Outreach to property owner when staff receives notification of waste of water.	Alison Jordan and Cathie Paré	Ongoing	Average of 20 properties per year
31 Water Rates	SF, MF, CII	Rates are evaluated in Rate Studies	Theresa Lancy	Ongoing	New rates will be adopted to be effective July 1, 2013
32 Water Loss Auditing	SF, MF, CII	Comprehensive evaluation of non-revenue water use, which describes water produced but not sold.	Theresa Lancy	Ongoing	Ongoing
33 Advanced Metering Infrastructure Pilot Project	SF	Pilot project to install advanced metering infrastructure, including customer education and awareness, leak detection, and enhanced meter data management.	Theresa Lancy	RFP for infrastructure in progress.	Meter installation anticipated in early 2013.

City of Santa Barbara Water Use in Gallons Per Capita per Day (GPCD)

