



City of Santa Barbara
Public Works Department

Memorandum

DATE: October 15, 2020

TO: Water Commission

VIA: Joshua Haggmark, Water Resources Manager

FROM: Madeline Wood, Water Conservation Supervisor

SUBJECT: Alliance for Water Efficiency – Platinum Level Recognition

I am pleased to share the news that the City of Santa Barbara was awarded Platinum status by the Alliance for Water Efficiency (AWE) in the G480-13 Water Conservation Program Operation and Management Standard (G480 Standard) Leaderboard.

AWE is a stakeholder-based nonprofit organization dedicated to the efficient and sustainable use of water. AWE, established in 2007, serves as a North American advocate for water-efficient products and programs; and offers members policy advocacy, resources and tools, research, education and training, peer networking, and expertise. The City of Santa Barbara has been a member agency since 2008.

The G480 Standard is a voluntary, nationwide standard that water providers can adopt at their own discretion. The G480 Standard describes the critical elements of an effective water conservation program and encompasses activities undertaken by a utility within its own operations to improve both water supply and water demand. A conservation program meeting this standard has the potential to positively impact all our water users.

Santa Barbara was awarded Platinum standard, the highest level of recognition, in all G480 Standard categories:

- Dedicated staff for conservation efforts
- Conservation planning and integrated resources planning
- Public information and education
- Water waste ordinance and water loss control program
- Universal metering practices
- Non-promotional water rate and monthly billing based on metered use
- Landscape efficiency program

The City's Water Conservation Strategic Plan was an essential part of the G480 application as well as historical documents, City Ordinances, water conservation participation data, and California State compliance documents. Achieving Platinum status on the leaderboard demonstrates that the City of Santa Barbara is a nationwide leader in

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Water Conservation. Platinum level recognition will also support the City's annual reporting to State and Federal agencies and help bolster future grant funding applications.

This accomplishment exemplifies the One Water Santa Barbara guiding principles of improving our local water supply reliability by diversifying our supply portfolio and using water efficiently.