



Welcome to

Goleta Water District News

FALL/WINTER 2010

Board Meetings

The District's regularly scheduled Board of Directors meetings are at 5:30 p.m. on the second Tuesday of every month. The public is always welcome.

Have questions or comments?

Here is how you can contact us:

Web:
www.GoletaWater.com

E-mail:
Info@GoletaWater.com

Call:
805-964-6761

We're Collecting Toys for Tots!

Goleta Water District supports the U.S. Marine Corp's Toys for Tots Program. If you would like to help, you can drop off an unwrapped toy for children through their teen years in the District offices at 4699 Hollister Ave., Goleta.

GENERAL MANAGER'S MESSAGE –

Smart Planning for Cost Effective and Sustainable Service

We all know that water is a precious resource. That's why we've embraced a culture of top-notch performance. This approach to management will help ensure that our customers continue receiving the highest quality water at the lowest possible cost in an environmentally balanced and sustainable manner.

New State laws call for a 20% reduction in water use by all Californians by the year 2020, and we are working hard to ensure that water conservation practices take hold in daily life. But for water districts, lower water usage can mean less revenue available to maintain critical water delivery systems. And that's why we are reducing expenses wherever possible. In fact, variable costs that the District has control over have been reduced significantly over the last year, and rates and meter charges to customers have remained unchanged since 2007.

In order to assure a high-quality water supply and delivery system for customers, our Board and staff continually update the District's long-range plans. In the past year, we have completed a Groundwater Management Plan that significantly upgrades groundwater basin data and management. Over the coming months we'll be completing our Water Supply Management Plan, which looks at our complete portfolio of water supplies. Then, we'll begin updating our Urban Water Management Plan, something that's done every five years to help local governments in their water use planning. We will also begin a comprehensive review of Goleta Water District costs and customer rates to ensure continued fiscal health.

The planning, cost cutting and water conservation initiatives described on this page are covered in more detail on the following pages. Please check the website (www.GoletaWater.com) and know that you are always welcome at Board meetings and public workshops.

John McInnes

General Manager



Rates and meter charges to customers have not changed since 2007.



HOW WE ARE SAVING WATER, SAV

Water System Financial Study Underway—First Workshop Scheduled for January 25, 2011

What does it take to continue providing safe, secure, and high-quality water to the approximately 85,000 customers of Goleta Water District at a reasonable cost?

Goleta’s State-of-the-Art Water System. In part, it takes a state-of-the-art system that includes over 230 miles of distribution and transmission pipelines, a water treatment plant, eight storage reservoirs, pumping facilities, five active wells, a recycled water system, nine pump stations, and connections with Lake Cachuma and the State Water Project.

Developing a Plan to Balance Costs and Rates. Periodically, we undertake in-depth and systematic reviews of the costs associated with this water system to ensure that

• rates paid by our customers
• adequately fund daily operations,
• necessary system upgrades, and
• reserves for emergencies. Keeping our budget lean is a top priority, and we’ve already cut over \$1 million in costs. With adoption of the District’s FY 10-11 Budget last May, the Board of Directors reduced expenditures by 6 percent.

• As part of the ongoing process of reviewing water system costs and associated customer rates, we are embarking on a “cost of service and rates study” that will enable the District to identify long-term and

• sustainable solutions for maintaining the District’s sound financial condition.

Your Participation and Input in the Financial Plan is Encouraged.

• Over the coming months we will be sharing information from the financial plan and rate study with the community and seeking public input. The first public workshop will be January 25, 2011, where we will provide an overview of the District. Please check our website (www.GoletaWater.com) or call 805-964-6761 for more information. Also, be sure to look for updates in your monthly bill inserts, forthcoming newsletters, and press releases.

This year alone, the District reduced expenses under its control by over \$1 million.

ACTIONS TO INCREASE CONSERVATION AND SUSTAINABILITY

As a local leader in environmental responsibility, the Goleta Water District is committed to facilitating communitywide water conservation (see page 3), while at the same time ensuring that our own business and operational practices are as “green” as possible.

Identifying Opportunities to Increase Efficiency and Sustainability. We’re starting with an excellent foundation, as the vast majority of our water delivery system is “gravity fed” and does not need costly pumping. This means that we use minimal energy and power to provide water to our customers. Building on this, we’ve kicked-off a comprehensive sustainability review.

Green Actions at the District. A few of the measures we will review for potential environmental benefits and cost-savings include reduced vehicle and fuel use, reduced energy use at our buildings, and a continued recycling program. Our intention is to lead the way in demonstrating how a high-quality water provider can be a steward of strong environmental values.

The District is dedicated to reducing waste and energy use throughout its facilities.

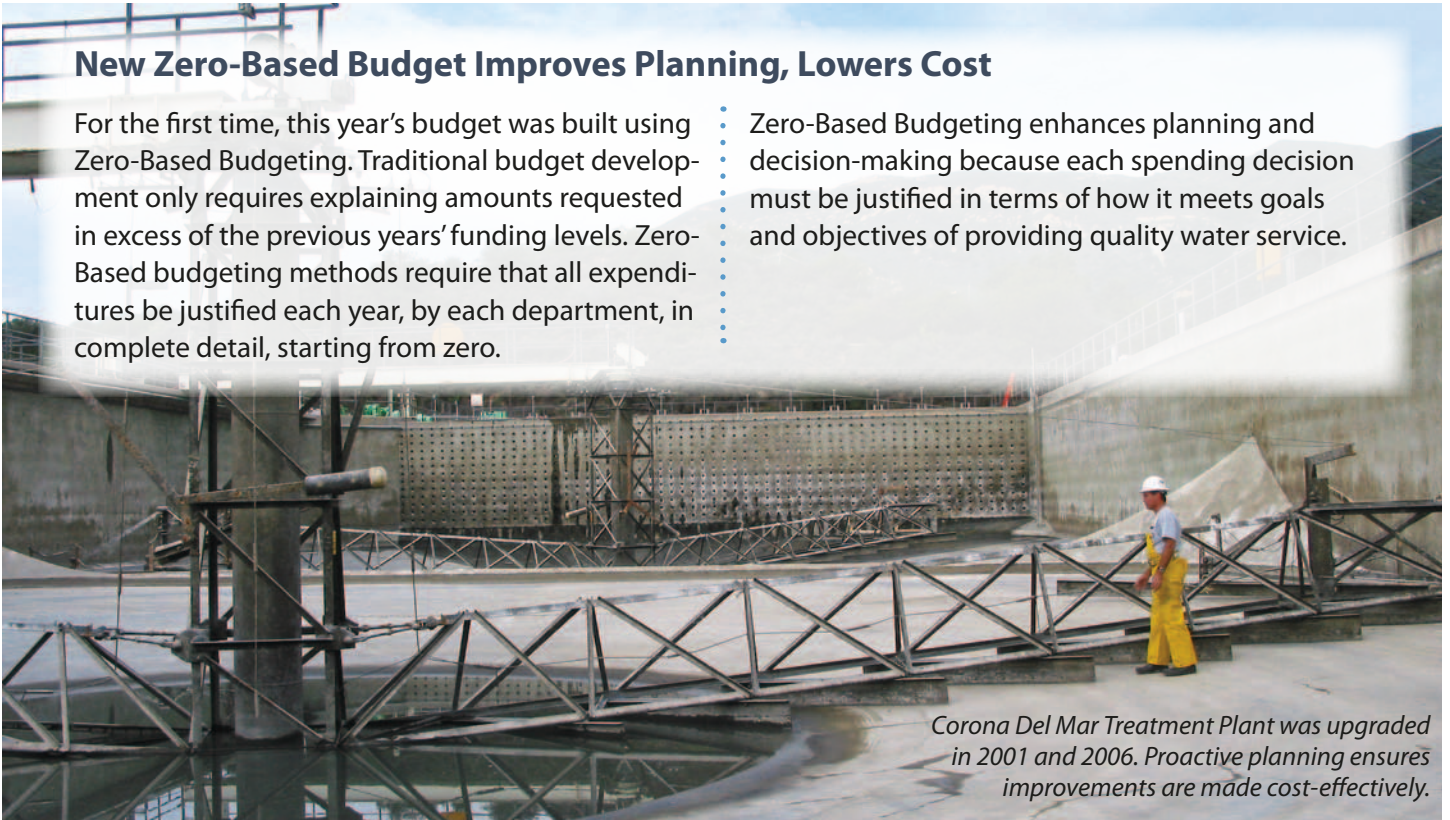


ING ENERGY AND SAVING YOUR MONEY

New Zero-Based Budget Improves Planning, Lowers Cost

For the first time, this year's budget was built using Zero-Based Budgeting. Traditional budget development only requires explaining amounts requested in excess of the previous years' funding levels. Zero-Based budgeting methods require that all expenditures be justified each year, by each department, in complete detail, starting from zero.

Zero-Based Budgeting enhances planning and decision-making because each spending decision must be justified in terms of how it meets goals and objectives of providing quality water service.



Corona Del Mar Treatment Plant was upgraded in 2001 and 2006. Proactive planning ensures improvements are made cost-effectively.

District customer Laurie Hoyle recently received a water conservation rebate.

WE CAN HELP YOU SAVE WATER AND MONEY

In addition to reviewing strategies for "greening" our own operations, the District recently updated its comprehensive Conservation Plan to help customers save water. Moreover, as we expand our Conservation "Best Management Practices," we become eligible for new government grants and loans.

- **\$1,000 Conservation Rebates Available.** A federal grant allows us to offer rebates of up to \$1,000 for customers interested in making the move to water-wise landscaping.
- **Onsite Water Efficiency Checkups for Business and Residential Customers.** We offer free water checkups to help residential and business customers decrease water use and lower their water bills. The water checkups also help business customers attain certification through the District-sponsored Green Business Program of Santa Barbara County.



California has a goal to reduce water usage 20% by 2020, and all of us will need to play a part in that effort. As a responsible and fiscally prudent organization, we want to set the standard for our own "green" operations and we want to help you conserve water... and save some green while you're at it.

GOLETA WATER DISTRICT

WHY DRINK TAP WATER INSTEAD OF BOTTLED WATER?

People choose bottled water for many reasons, but an article in National Geographic News online outlined a number of reasons why tap water is often the best choice:

- **Enjoy Tap Water Quality.** "There is no assurance that just because water comes out of a bottle, it is any cleaner or safer than water from the tap." In addition, an estimated 25 percent of bottled water is "really just tap water in a bottle—sometimes further treated, sometimes not."

- **Save Oil Resources.** Making bottles to meet Americans' demand for bottled water requires more than 1.5 million barrels of oil annually, enough to fuel some 100,000 U.S. cars for a year.
- **Prevent Litter.** About 86 percent of plastic water bottles in the U.S. become garbage or litter.

A link to the National Geographic article can be found at goletawater.com.

DID YOU KNOW that tap water from Goleta Water District costs less than a penny per gallon while bottled water can cost as much a \$5 or more per gallon.

PHONE FOR A FREE WATER-WISE CHECKUP

It only takes an hour, just call 964-6761 x 643 or e-mail conservation@goletawater.com. Here is what you will receive:

- A complete check for leaks inside and outside your home
- A review of sprinkler systems
- Suggestions on irrigation scheduling
- Free low-flow shower head
- Suggestions on water efficiency



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GOLETA WATER DISTRICT

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Water-Wise Landscaping Tips and Planting
Resources | Board Meeting Details, Agendas And
Minutes | Information About Rates | Water Quality
and more...

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