



Water Vision
SANTA BARBARA



Stakeholder Perception Summary Of Community Values and Needs

July 2020

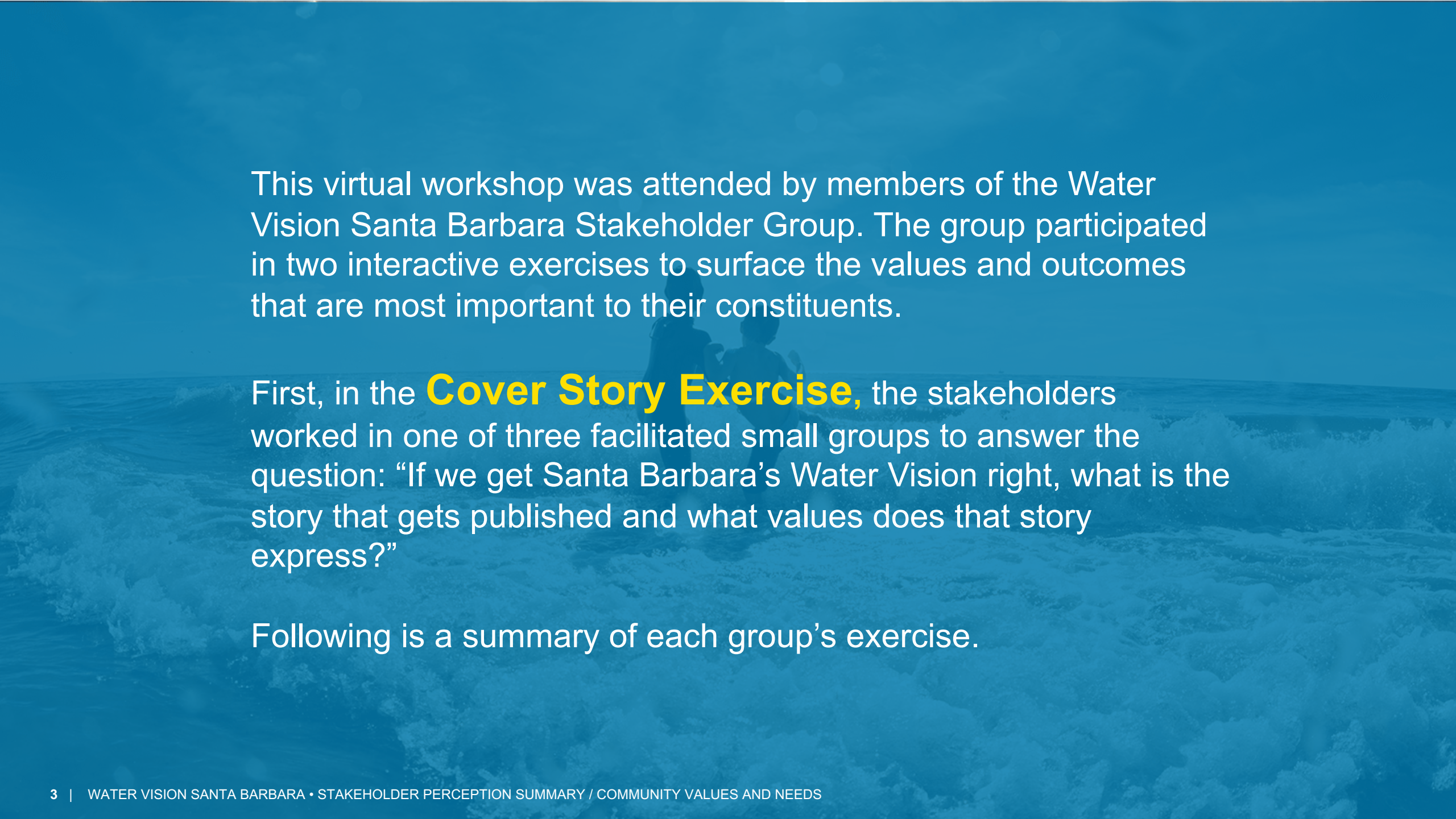
www.SantaBarbaraCA.gov/WaterVision

A man with grey hair and glasses, wearing a blue sweater, is pointing with a pen at a whiteboard. He is looking towards a group of four people (three men and one woman) who are standing and listening attentively. The background is a bright, modern office space with large windows and indoor plants.

RECAP: Goals for Stakeholder Workshop #2: Community Values and Needs

- Document the **water-related values** that are most important to Santa Barbara's constituents.

- Document how Santa Barbara's constituents define "**social, environmental, and economic**" value.



This virtual workshop was attended by members of the Water Vision Santa Barbara Stakeholder Group. The group participated in two interactive exercises to surface the values and outcomes that are most important to their constituents.

First, in the **Cover Story Exercise**, the stakeholders worked in one of three facilitated small groups to answer the question: “If we get Santa Barbara’s Water Vision right, what is the story that gets published and what values does that story express?”

Following is a summary of each group’s exercise.

Group 1 Cover Story Exercise

GROUP MEMBERS

Allied Neighborhoods
Association, Bonnie
Donovan

Santa Barbara Chamber of
Commerce, Stephanie
Armstrong

Heal the Ocean, Hillary
Hauser

Santa Barbara Rescue
Mission, Tim Molloy

Citizen Planning Association
of Santa Barbara County,
Betsy Cramer

Santa Barbara City College,
Luz Reyes-Martin

#1

BRAINSTORM HEADLINES.

If we get Santa Barbara's Water Vision right, what is the big story that gets published? Take 5 minutes to think of your headline and drop it into the Zoom Chat—everyone contributes, then we'll record them below.

1. Santa Barbara leads in Water Sustainability
2. Santa Barbara's Citizens Group Plan for Water Sustainability in a Time of Drought
3. Santa Barbara "Waters" the Entire South Coast
4. 20-year Record of Providing Water for the Community's Most Vulnerable
5. Santa Barbara Keeps the Cost of Water Down While the Need Grows
6. 20 years Providing Water for People and the Environment!
7. Santa Barbara Finds Regional Solutions to Water Needs on the Central Coast
8. Santa Barbara Plan For Water Supply Includes Protection of Groundwater
Santa Barbara Provides New Water Source
9. **#3 BONUS: TWEET YOUR STORY**

@

Santa Barbara's visionary water supply
featured in Time Magazine!

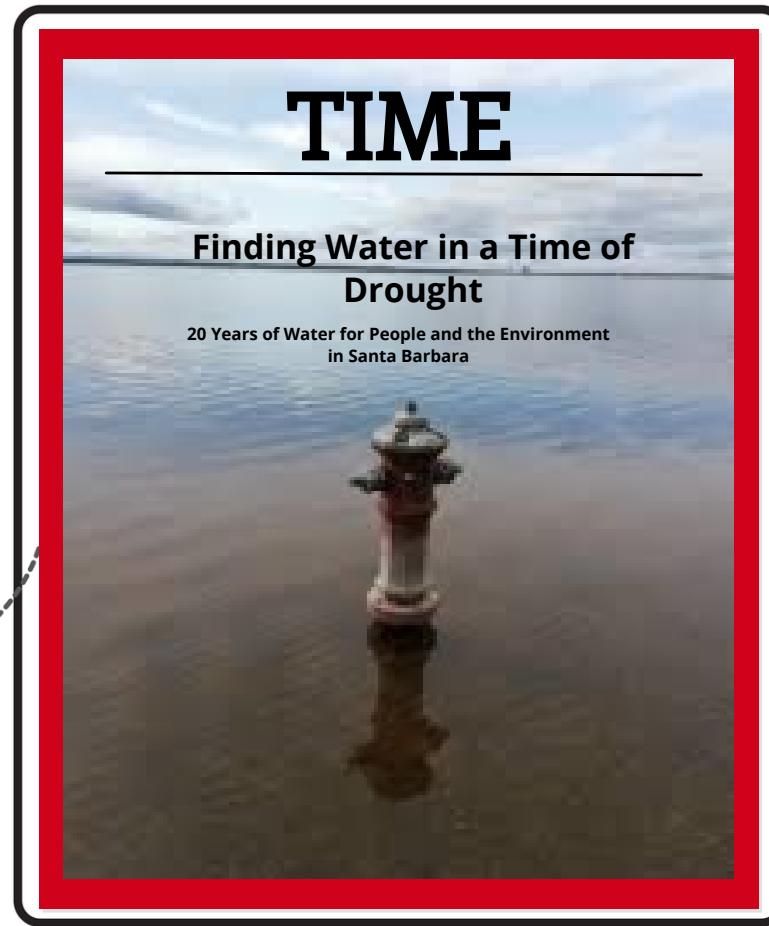
TWEET



#2

CREATE YOUR SHARED COVER STORY

Can we create a shared story from our headlines? What are the common threads across the headlines, or where can we compromise or combine ideas? Build a magazine cover for your shared story in the space below.



CONSIDER THIS ...

- Where is your story published? (a local paper, CNN, National Geographic ...)
- What's the story headline?
- What visual will bring your story to life? (Add it to your cover)

#4

WHAT VALUES DOES YOUR STORY EXPRESS

What 2-3 values are driving your story?

1. Access for all, including most vulnerable
2. Water sustainability
3. Reliable, safe, clean water
4. Water security

Group 2 Cover Story Exercise

GROUP MEMBERS

Mission Canyon
Neighborhood Association,
Jason Saltoun-Ebin

Santa Barbara
Channelkeeper, Kira
Redmond

Food and Water Watch,
Danyelle Mason

City of Santa Barbara Parks
and Recreation Commission,
Nicole Parmelee

Santa Barbara Association
of Realtors, Krista Pleiser

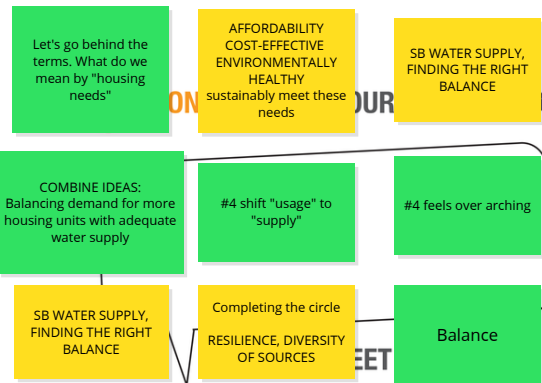
American Society of
Landscape Architects, So
Cal, Susan Van Atta

#1

BRAINSTORM HEADLINES.

If we get Santa Barbara's Water Vision right, what is the big story that gets published? Take 5 minutes to think of your headline and drop it into the Zoom Chat—everyone contributes, then we'll record them below.

1. Santa Barbara Balances Water vs. Housing Needs
2. Santa Barbara community leaders secure everyone's right to clean, affordable and accessible water
3. Santa Barbara balances water supplies and use
4. Santa Barbara Water Usage: Finding the Right Balance
5. Balancing conservation, affordability and practicality.
6. Santa Barbara Adopts Environmentally Sound Water Supply
7. _____



#2

CREATE YOUR SHARED COVER STORY

Can we create a shared story from our headlines? What are the common threads across the headlines, or where can we compromise or combine ideas? Build a magazine cover for your shared story in the space below.

Los Angeles Times
THE SACRAMENTO BEE
The San Diego Union-Tribune
San Francisco Chronicle

**Santa Barbara Water
Planning, Finding
the Right Balance**

**How one coastal community is
setting the bar for
water affordability, sustainability,
and environmental protection**

LOCAL PAPER,
COMMUNITY-DRIVEN,
COMMUNITY BUYING
INTO IT.

CONSIDER THIS ...

- Where is your story published? (a local paper, CNN, National Geographic ...)
- What's the story headline?
- What visual will bring your story to life? (Add it to your cover)

#4

WHAT VALUES DOES YOUR STORY EXPRESS

What 2-3 values are driving your story?

1. Affordability
2. Environmentally protective
3. Sustainable planning

Group 3 Cover Story Exercise

GROUP MEMBERS

Neighborhood Advisory
Council, Ann Pena

Santa Barbara Rental
Property Association, Betty
Jeppesen

Community Environmental
Council, April Price

La Casa de la Raza, Ana
Rosa Rizo-Centino

#1

BRAINSTORM HEADLINES.


If we get Santa Barbara's Water Vision right, what is the big story that gets published? Take 5 minutes to think of your headline and drop it into the Zoom Chat—everyone contributes, then we'll record them below.

1. **Santa Barbara Community establishes resilient water cycle**
2. **Resilient housing/development so that we are prepared for drought and other impacts**
3. **Water affordability for everyone in Santa Barbara**
4. **An informed public regarding water decisions and needs**
5. _____
6. _____
7. _____

#3

BONUS: TWEET YOUR STORY

@ _____

TWEET 

#2

CREATE YOUR SHARED COVER STORY

Can we create a shared story from our headlines? What are the common threads across the headlines, or where can we compromise or combine ideas? Build a magazine cover for your shared story in the space below.



CONSIDER THIS ...

- Where is your story published? (a local paper, CNN, National Geographic ...)
- What's the story headline?
- What visual will bring your story to life? (Add it to your cover)

#4

WHAT VALUES DOES YOUR STORY EXPRESS

What 2-3 values are driving your story?

1. **Resiliency** _____
2. **Affordability** _____
3. **Informed Public** _____

Community Values Synthesis

Below is a summary of the combined values curated across the Cover Story exercises and stakeholder group interviews. These will be used by the project team, Water Commission and City Council to inform Water Vision Santa Barbara.

Access for all,
including most
vulnerable.

Water
affordability.

Reliable, safe,
clean water.

An informed and
empowered
public.

Transparent
decision making.

Water
sustainability.

Local water
independence.

Environmentally
protective.

Sustainable water
planning.

Diverse water
supplies.

The background of the slide is a blue-tinted photograph of a beach scene. In the foreground, white-capped waves are crashing onto the shore. In the middle ground, two people are walking away from the camera along the water's edge. The sky is a clear, pale blue.

Second, in the **Community Outcomes Exercise**, the stakeholders worked in small groups to identify the economic, environmental and social outcomes they believe are most important to their constituents.

Following is a summary of those exercises.

Group 1 Community Outcomes Exercise

GROUP MEMBERS

Allied Neighborhoods Association, Bonnie Donovan

Santa Barbara Chamber of Commerce, Stephanie Armstrong

Heal the Ocean, Hillary Hauser

Santa Barbara Rescue Mission, Tim Molloy

Santa Barbara City College, Luz Reyes-Martin

What outcomes does our community value?



If we succeed, how will the **Water Vision** support environmental health?

Healthy marine life, ocean health

Healthy creeks

Support sustainable local agriculture

Managing sedimentation in an environmentally sustainable way

Protect groundwater basins from sea level rise and overdraft

Preserve local flora and fauna



If we succeed, how will it look to ratepayers?

Affordability and access for entire customer base

Fair rates based on usage and means

Limit impact to cost of living

Identify additional sources of revenue to help offset water cost for ratepayers (e.g. sales to tourists, neighboring communities)

Incentivize and reward water conservation instead of just charging more

Separate water bill from WW and trash



If we succeed, how will the **Water Vision** Benefit the community?



Appropriate use of potable supplies

Preserve the aesthetic of Santa Barbara

Recycled water for irrigation, fire suppression, industrial use, street cleaning

Keep the landscaping, trees, outdoor life of Santa Barbara

Wider use of recycled water

Maintaining Santa Barbara's quality of life, including our trees and landscape

Support diverse community

Supporting a diverse community

HUMAN RIGHTS TO WATER

OPTIMUM QUALITY OF LIFE

Group 2 Community Outcomes Exercise

GROUP MEMBERS

Mission Canyon
Neighborhood Association,
Jason Saltoun-Ebin

Santa Barbara
Channelkeeper, Kira
Redmond

Food and Water Watch,
Danyelle Mason

City of Santa Barbara Parks
and Recreation Commission,
Nicole Parmelee

Santa Barbara Association
of Realtors, Krista Pleiser

American Society of
Landscape Architects, So
Cal, Susan Van Atta

What outcomes does our community value?



If we succeed, how will the **Water Vision** support environmental health?

- Minimize energy intensity
- Protect depletable resources and maximize use of renewable resources
- Having a diversity of water sources help with not draining one particular source.
- Not harm marine environment
- Maximize reuse (recycled water, stormwater capture)
- Protects and enhances soil health
- Protects freshwater resources for habitat
- Maximize and incentivize conservation and water use efficiency



If we succeed, how will it look to ratepayers?

Conservation without sacrifice

Rewards conservation/ lowest water users and is more expensive for high volume users

Being able to look at current water usage and determine how much is being used up to that point in the cycle

Empower ratepayers within information

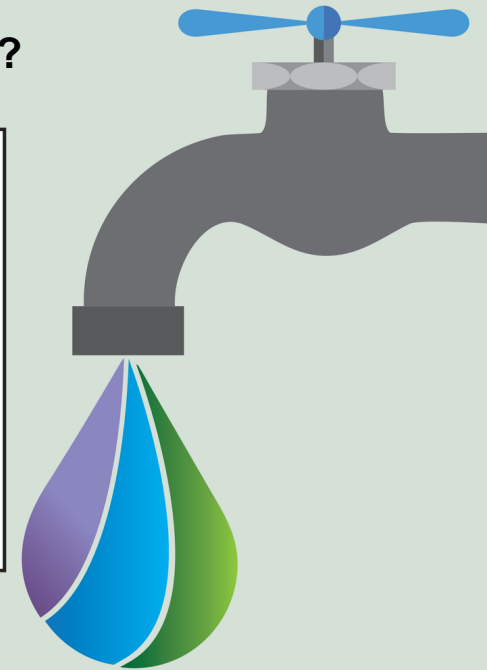
INCENTIVIZES conservation
I concur with incentives!!!!

Sustainable, Affordable and Predictable

Notification to user that they are about to go into the next tier

Affordable access to base level usage; more expensive for higher usage levels... and transparency like others said above

When considering "equitable" / cost by household is tough, some households have 2 people, some have 5 people or more



If we succeed, how will the **Water Vision** Benefit the community?



- Water will be treasured and enjoyed
- We would hit the middle of spectrum — (below)
- It will be cost effective and minimize environmental impacts
- Peace of mind!
- Water to take care of my landscaping as steps for fire suppression
- Reliability
- Have multiple water supplies so we don't have to rely on just one - leads to even use of water and less depletion so we would survive a drought
- Individuals and public resources will all have sufficient access to water (for example, irrigation levels in parks can improve if water is more plentiful and therefore more affordable)

HUMAN RIGHTS
TO WATER

OPTIMUM
QUALITY OF LIFE

Group 2 Community Outcomes Exercise

GROUP MEMBERS

Neighborhood Advisory Council, Ann Pena

Santa Barbara Rental Property Association, Betty Jeppesen

Community Environmental Council, April Price

Citizen Planning Association of Santa Barbara County, Betsy Cramer

Greater Santa Barbara Hispanic Chamber of Commerce, Miguel Avila

What outcomes does our community value?



If we succeed, how will the **Water Vision** support environmental health?

- Pathogens in the water supply
- Cleanness of drinking water
- Diversity of water resources so we aren't over depleting one.
- Considering recycled water irrigation for water, plants - trees.
- Reduce Greenhouse Gas Emissions



If we succeed, how will it look to ratepayers?

- Affordability is important; if not affordable - there grants or means for the water to pay for water
- Incentive for high-users / tiered - so they are incentivized to use less water
- Maintain a constant way of educating and advising people to not waste water & saving costs
- Property owners supporting renters to save/conserve water

If we succeed, how will the **Water Vision** Benefit the community?



- Ensuring everyone's basic needs are met
- Drought-resilient water supply; get ahead of that for the future
- Resilient to natural disasters
- Perceived as cost / pricing for all of community
- Water is the truest way of supporting quality of life in community/ supportive of education in all languages



HUMAN RIGHTS TO WATER

OPTIMUM QUALITY OF LIFE



We incorporated the input provided by the stakeholder group from one-on-one interviews and the workshop exercises into the **5 PILLARS DRIVING WATER VISION SANTA BARBARA**, described on the pages that follow.

All ideas and suggestions shared by the stakeholder group members are listed within one or more of these pillars.

Stakeholders had an opportunity to review these Pillars in a post-workshop review period.

THE 5 PILLARS

INFORMING WATER VISION SANTA BARBARA

The City aims to give equal consideration to all **5 PILLARS** in informing Santa Barbara's future water supply and water management plan.

1

THE COST OF WATER IS **AFFORDABLE, EQUITABLE AND JUST.**

2

OUR WATER SUPPLY IS **RELIABLE AND RESILIENT,** INCLUDING TO THE EFFECTS OF CLIMATE CHANGE.

3

OUR WATER DECISIONS RESPONSIBLY SUPPORT **HUMAN AND ENVIRONMENTAL HEALTH.**

4

THE COMMUNITY'S WATER IS **VALUED AND CONSERVED.**

5

OUR WATER DECISIONS RESPONSIBLY SUPPORT **QUALITY OF LIFE.**



1 THE COST OF WATER IS **EQUITABLE, AFFORDABLE AND JUST.**

IDEAS/CONSIDERATIONS FROM THE STAKEHOLDER GROUP

- Plan is aligned to the City's One Water Vision
- Water needs to be affordable for all (and utilities as a whole). Build fair rates based on usage and means
- Tiered pricing model based on use doesn't work for renters because the price is distributed across all renters in a building
- How is the cost of water playing into the idea of "affordability" for Santa Barbara?
- Rates should reward conservation/lowest water users
- Cost by household isn't equitable, consider a change
- Identify additional sources of revenue to help offset water cost for ratepayers
- Empower ratepayers with information on their water use as well as their water and money saving opportunities (separate out bill, more education, notify when they are about to into next tier, etc.)
- Better education on options for water meters in high fire areas — e.g., Rates are calculated based on size of water meter, education to more residents could result in cheaper water bills
- It's tough to support economic vitality in the area when cost of water is so high. Water cost is considered when businesses are trying to sell their business, or homeowners trying to sell their home
- Tourism is big part of local economy; cost of water is passed on to tourism customers which may affect industry
- Transparency in water decisions
- Water decisions support environmental and social justice outcomes
- Fairness in pricing so that the charge for the water reflects primarily the cost of water
- Improve water education to water users (where it comes from, cost, importance of conservation, and their own use), including renters and businesses
- Consider grants to offset cost of water to ratepayers
- "Cost" of water reflects both the financial and environmental cost of water



2 OUR WATER SUPPLY IS RELIABLE AND RESILIENT, INCLUDING TO THE EFFECTS OF CLIMATE CHANGE.

IDEAS/CONSIDERATIONS FROM THE STAKEHOLDER GROUP

- Plan is aligned to the City's One Water Vision
- Ensure reliable water access for all to meet all basic human needs
- Resilient to drought and natural disasters; get ahead of that for the future
- Reliability via diverse water sources. Have multiple water supplies so we don't have to rely on just one as this will lead to even use of water and less depletion so we would survive a drought
- Individuals and public resources will all have sufficient access to water (for example, irrigation levels in parks can improve if water is more plentiful and therefore more affordable)
- Expand appropriate use of potable supplies
- Expand the use of recycled water, including for irrigation, fire suppression, industrial use, street cleaning
- Ensure adequate, reliable water pressure for fire suppression to protect homes, especially in high risk areas
- Optimize flexibility of water supply — some might be more expensive now but are more reliable long-term
- Adequate water pressure — ensure infrastructure can accommodate new sprinkler regulations in new building construction, particularly in wildfire
- The future of growth is increasing urban density (maybe double the density in some areas). Is the City's water infrastructure ready for that?
- More transparency from City about anticipated population growth and anticipated water demand
- Expand and incentivize gray water use options for homeowners so they can use it on landscaping
- More flexible conservation and water use efficiency policy for the reality of homeowners. EX: rather than a policy that forces a homeowner to upgrade to use gray water, can we have more options with the same incentives?
- Encourage City to think about having a neighborhood-scale infiltration approach vs. building by building
- Look at the district-scale planning like a "Downtown area district" so solutions for things like stormwater looks at the right scale

3

OUR WATER DECISIONS RESPONSIBLY SUPPORT HUMAN AND ENVIRONMENTAL HEALTH.

IDEAS/CONSIDERATIONS FROM THE STAKEHOLDER GROUP


- Plan is aligned to the City's One Water Vision
- Minimize energy intensity and reduce greenhouse gas emissions associated with water sources
- Protect depletable resources and maximize use of renewable resources
- Don't harm marine environment
- Maximize/prioritize reuse (recycled water, stormwater capture)
- Protect and enhance soil health
- Protect freshwater resources, creeks, marine life and ocean health
- Maximize and incentivize conservation and water use efficiency
- Clean drinking water; no pathogens in the water supply
- Optimize diversity of water resources so we aren't over depleting one
- Consider recycled water irrigation for water, plants and trees
- Support sustainable local agriculture
- Protect groundwater basins from sea level rise and overdraft
- Manage sedimentation in an environmentally-sustainable way
- Preserve local flora and fauna
- Reduce the environmental impact of Desal, namely brine-waste discharge
- Use current and sound environmental impact data to make decisions on water sources or infrastructure
- Exhaust all other alternatives first before turning to desal; then use desal to fulfill remaining shortfall with best technology
- Reclaimed water in purple pipe irrigation has too high concentration of salts

4 THE COMMUNITY'S WATER IS VALUED AND CONSERVED.



IDEAS/CONSIDERATIONS FROM THE STAKEHOLDER GROUP

- Plan is aligned to the City's One Water Vision
- Incentivize and reward water conservation vs. simply charging more
- Encourage property owners supporting renters to save/conservate water
- Encourage conservation "without sacrifice"
- Maintain a constant way of educating and advising people to not waste water and how save money
- Better education on options for water meters in high fire areas — e.g., rates are calculated based on size of water meter, education to more residents could result in better conservation or water use efficiency
- Expand public education to make conservation and water efficiency a part of life and running a business in Santa Barbara, vs. just a reaction to drought
- Educate and/or incentive tourists/visitors on importance/value of conservation
- In future, educate businesses on water use as well as water efficiency and conservation to save money
- Can City implement an ongoing water conservation task force vs. one that forms every 15 years?
- Can City be less reactive and support "extreme conservation" as a way of life
- Encourage/create more industry-specific opportunities for water efficiency and conservation? (e.g., tourism businesses, tourists/travelers service industry, etc.)
- Prioritize environmentally sensitive and water-sustainable urban planning
- Further incentivize conservation without having the jump through a lot of hoops; such as loosen grey water regulations



5 OUR WATER DECISIONS RESPONSIBLY SUPPORT QUALITY OF LIFE.

IDEAS/CONSIDERATIONS FROM THE STAKEHOLDER GROUP

- Encourage conservation “without sacrifice”
- Preserve the aesthetic of Santa Barbara
- Maintain Santa Barbara's quality of life, including our trees, landscape, outdoor life
- Water is the truest way of supporting quality of life in community/ supportive of education in all languages
- Water is treasured and enjoyed
- Water to take care of my landscaping as steps for fire suppression
- Maintain a constant way of educating and advising people to not waste water and how save money
- Limit impact of cost of water to cost of living
- Quality of life — keeping trees/vegetation that supports fire suppression
- Balance conservation with quality of life and what draws tourists
- Consider more multi-use and livability factors in considering new growth with increased urban density (e.g. instead of just changing the ordinance, the City needs to lead in changing how development is approached)
- Rather than turn fountains off during drought, how can you change the conversation and use them to celebrate the value of water to the community? (like other communities are doing)
- Plan is aligned to the City's One Water Vision