

Customer Appreciation Day

Recognizing **60 Years** of Water Service to the Goleta Valley

Bring the Whole Family

...Saturday, October 23, 11 a.m. to 2 p.m.

Great Food

Free Hamburgers and Hot Dogs
— While Supplies Last

- Conservation Exhibits
- Entertainment
- Raffles and Prizes
- Garden Tour 1 p.m.

Please Join Us

4699 Hollister Avenue at Puente

Free parking across the street at San Marcos High

Information: 964-6761

www.goletawater.com

Cut out and bring this food voucher

ECRWSS
RESIDENTIAL CUSTOMER

GOLETA WATER DISTRICT
4699 Hollister Avenue
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www.goletawater.com



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INFORMATION
ABOUT YOUR WATER

WATER NEWS

GOLETA WATER DISTRICT

Goleta Water District Celebrating 60 Years of Service

YESTERDAY — Limited Water Supplies

Goleta Valley's entire water supply once came from wells, local creeks and ponds. As agriculture flourished, however, the need for water increased and water wells started drying up. People demanded new sources of water. By the early 1900s, federal authorities began taking action to preserve the Santa Ynez River watershed as a dependable water supply for the South Coast.

TODAY — A Reliable Water Supply

Today, Goleta Water District continues a tradition of planning and wise investment to meet water needs now and into the future:

- **Portfolio of water supplies:** Lake Cachuma, groundwater, recycled water and State Project water.
- **\$33 million in needed facility upgrades** to pipelines and reservoirs.
- **\$17 million in upgrades** to water treatment facilities.
- **Successful water efficiency and conservation programs.**
- **Green Certification for new treatment building:** environmental benefits, lower long-term costs, and enhanced productivity.



Celebrating 60 Years of Water Service to Goleta Valley

1940s — Water District Formed to Battle Severe Drought

In the midst of World War II, Goleta Valley was doing battle with Mother Nature over water supplies. It was becoming clear that additional water supply sources were needed to supplement local water.

But no official agency represented Goleta Valley in the debate about building Lake Cachuma on the Santa Ynez River. Goleta Water District was formed in 1944 to represent Goleta's water interests.



Most of Goleta Valley's basic water facilities were built in the 1950s and '60s. Goleta Water District is currently undertaking a \$50 million upgrade and replacement of many of those original aging facilities.



1970s — Water Meter Moratorium

By the 1960s and '70s, Goleta Valley was growing rapidly, and the water supply fell below projected demand. In 1972, Goleta Water District halted new water connections, stopping new construction.

By 1983, the moratorium was eased to allow some new development using water saved through conservation and the conversion of some agricultural land.



1980s — Water Conservation Leader

Ongoing water shortages led Goleta Water District to become a national leader in water conservation. It introduced the first low-flush toilet rebate program in the United States in 1986. Other conservation programs included the first large scale effort to replace shower heads with low-flow models. The District also encouraged water efficient landscaping.

But even the most innovative conservation programs could not balance water supply and demand during the epic drought that struck in the late 1980s and early 1990s.

1940

1950

1960

1970

1980

1990

1950s — Cachuma Project Rescues Water-Short Goleta Valley



Working on a portion of the Cachuma project.

By the late 1940s, a brutal drought was drying up the entire South Coast. With water demand outstripping supplies, Goleta residents joined other County citizens voting to approve the Cachuma project by a 3-to-1 margin.

A fascinating element of the Cachuma Project is Tecolote Tunnel, a seven-foot diameter, six-mile-long pipeline, bored straight through the mountains.

The tunnel required years of work and earned its reputation as a "snarling vicious tiger." Work was repeatedly stopped by massive flooding in the tunnel, extreme temperatures, dangerous levels of methane gas, explosions and hard rock that crushed support beams.



Despite delays, workers' injuries and soaring costs, the job was completed in 1952.

100-degree tunnel temperatures, aggravated by 117-degree water from underground fissures, forced Tecolote Tunnel workers to rest in water to cool down.



Newly refurbished groundwater wells and pump facilities. The District has not used any groundwater for over ten years, saving it for future need.

1990s — Worsening Drought. New Water Supplies

In the early 1990s, the South Coast was gripped in the last stages of a severe seven-year drought. Lake Cachuma was drained to its lowest level ever, mandatory conservation measures were imposed, water rates were raised, and groundwater pumping was stepped up.

In response, Goleta Water District began a project to recycle wastewater in partnership with Goleta Sanitary District, and deliver it to its irrigation customers. As the crisis deepened and it appeared that Cachuma might literally dry up, Goleta joined the City of Santa Barbara and other partners to build an emergency desalination plant. Voters approved building a pipeline to the State Water Project in 1991.

Today, the District has developed a portfolio of supplies that will meet Goleta Valley's needs well into the future: Lake Cachuma, recycled water, State Project water, and groundwater that has been saved unused for future needs.