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 I p.m.



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

Each ton of recycled paper saves 7,000 gallons of water.



Russell R. Ruiz, General Counsel

and Chief Engineer

Kevin D. Walsh, General Manager

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www.goletawater.com 1949-496-508 Goleta, CA 93110-1998 3099 Hollister Avenue GOLETA WATER DISTRICT

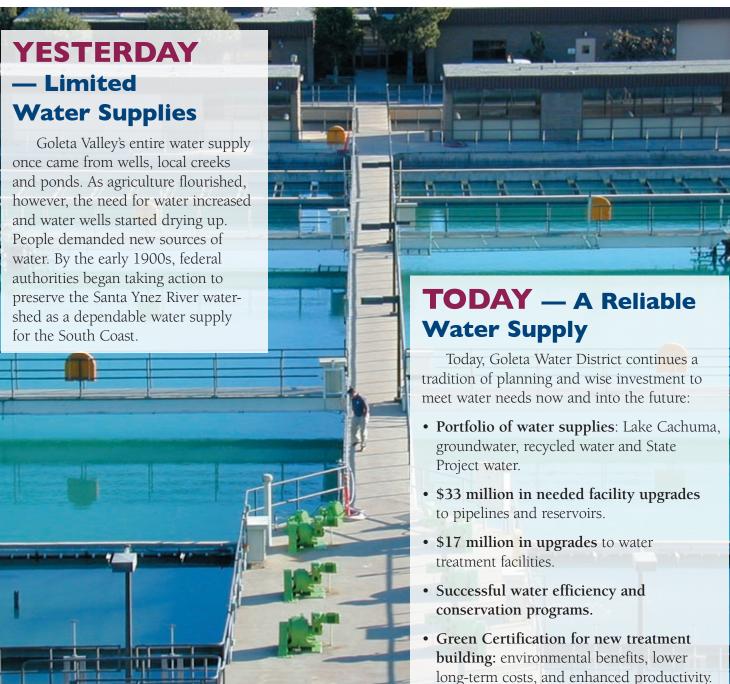




WATER NEWS

INFORMATION GOLETA WATER DISTRICT ABOUT YOUR WATER

Goleta Water District Celebrating 60 Years of Service



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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.

facilities were built in 1970s — Water Meter 1950s and '60s. Goleta Poistrict is currently 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.

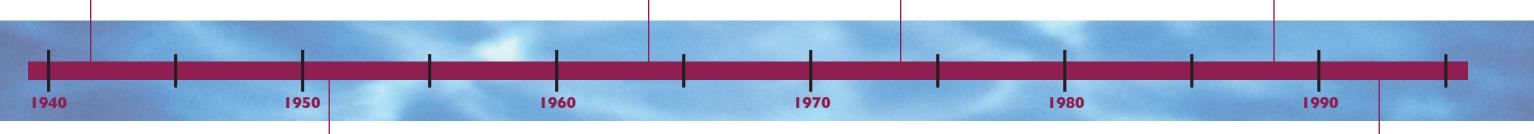




1980s — Water Conservation Leader

Ongoing water shortages led Goleta Water District to became 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.



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.