



4699 HOLLISTER AVENUE
GOLETA, CALIFORNIA 93110-1999
TELEPHONE 805/964-6761
FAX 805/964-7002

PRESS RELEASE

News Media Contact:

John McInnes, General Manager
(805) 879-4620, jmcinnes@goletawater.com

DATE: October 13, 2010
FOR IMMEDIATE RELEASE

GOLETA WATER DISTRICT APPOINTS NEW WATER SUPPLY & CONSERVATION MANAGER

GOLETA, California – Christopher Rich has been hired as the Goleta Water District Water Supply and Conservation Manager and began work on October 11, 2010. He was selected through an open recruitment that included public noticing, detailed application package requirements, a review and screening process and personal interviews and reference checks.

As the District's Water Supply & Conservation Manager, Mr. Rich will be responsible for several key functions including improving service-related programs and customer service, working closely with new customers, reviewing the District's codes and regulations for consistency and effectiveness, enhancing water conservation programs, coordinating recycled water programs, preparing thorough water supply and cost analytical reports and identifying and pursuing grant opportunities.

"I'm excited that Chris has agreed to join our team and am confident that his unique combination of skills, experience and knowledge of local public policy will greatly assist us in our efforts to build upon and develop our water supply and conservation plans and programs," said John McInnes, Goleta Water District General Manager.

Mr. Rich has significant experience managing policy initiatives regarding sustainability, economic development, regional planning, housing, special taxes, and organizational optimization. Most recently, he served as a Fiscal and Policy Analyst in the County of Santa Barbara Executive Office where he oversaw the development of several complex analyses and Board presentations and managed the development of public financing and other incentives to encourage the deployment of renewable energy resources, energy efficiency improvements and water conservation activities on private property. Mr. Rich also previously served as a Principal Planner in the County of Santa Barbara's Office of Long Range Planning where he coordinated and negotiated with government and private-sector parties on issues of regional concern and directed the work of planners involved in regional planning, interagency negotiations and associated public process and outreach initiatives.

Mr. Rich has a Bachelor of Arts in English Literature from the University of California, Santa Barbara and a Master of Public Administration from the University of Southern California.

The Goleta Water District's service area spans 29,000 acres from the western edge of the City of Santa Barbara to El Capitan. The District provides water to a population of over 80,000 and has an annual operating budget of \$26 million.

###

