



Agenda

CITY CLERK'S OFFICE

DATE 4.5.2017 TIME 5:30 pm

SERVED BY Christine V. Chavez

RECEIVED BY Carmelina Speaks

**SANTA FE WATER CONSERVATION COMMITTEE MEETING
CITY HALL - 200 LINCOLN AVE.
CITY COUNCILORS' CONFERENCE ROOM**

April 11, 2017
4:00 PM TO 6:00 PM

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF CONSENT AGENDA
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES FROM THE MARCH 14, 2017 MEETING

CONSENT AGENDA

6. UPDATE ON CURRENT WATER SUPPLY STATUS (Christine Chavez)
7. MONTHLY OVERVIEW OF SCORECARD PROGRESS (Christine Chavez)

ACTION ITEMS:

8. NOMINATIONS TO FILL TWO VACANCIES ON THE SANTA FE WATER CONSERVATION COMMITTEE (Bill Roth, 10 minutes)

INFORMATIONAL ITEMS:

9. 2016 GPCD (Christine Chavez, 30 minutes)
10. GRAY WATER REBATE DISCUSSION (Caryn Grosse, 30 minutes)
11. STRATEGIC MARKETING PLAN UPDATE FOR CONTRACT RENEWAL (Christine Chavez, 15 minutes)
12. GROUP REPORTS FROM WATER CONSERVATION COMMITTEE WORKING GROUPS
 - A. GROUP 1 – Irrigation Subcommittee (Caryn Grosse, 15 minutes)
 - B. GROUP 2 – General Education Program (Christine Chavez, 5 minutes)
 - C. GROUP 3 – Marketing Outreach (Christine Chavez, 5 minutes)
 - D. GROUP 4 – Water Conservation Codes, Ordinances and Regulations (No update)
 - E. GROUP 5 – Grants (No update)

MATTERS FROM PUBLIC:

MATTERS FROM STAFF:

MATTERS FROM COMMITTEE:

NEXT MEETING – TUESDAY MAY 9, 2017:

CAPTIONS: APRIL 24, 2017 @ 3 PM.

PACKET MATERIAL: APRIL 26, 2017 @ 3 PM.

ADJOURN.

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.

Water Conservation Committee
INDEX
March 14, 2017

Cover Page		Page 0
Call to Order	Acting Chair Lisa Randall called the meeting to order at 4:00 pm, City Councilor's Conference Room	Page 1
Roll Call	Minutes reflect a Quorum	Page 1
Approval of Agenda	Mr. Roth moved to approve the agenda as presented, second by Mr. Wiman, motion carried by unanimous voice vote	Page 1
Approval of Minutes, February 7, 2017	Mr. Coombe moved to approve the minutes from February 7, 2017 as presented, second by Mr. Roth, motion carried by unanimous voice vote.	Page 1
Action Items: <ul style="list-style-type: none"> - A Resolution sponsoring the Next Generation Water Summit and waiving all space rental fees for use of the Santa Fe Convention Center. - Subcommittee Assignments 	<p><i>Mr. Roth moved to support the resolution sponsoring the Next Generation Water Summit and waiving all space rental fees for use of the Santa Fe Community Convention Center, second by Mr. Wiman, motion carried by unanimous voice vote.</i></p> <p><i>Mr. Pushard moved to keep the Irrigation Sub Committee, to expand the Education Program sub-committee to a more general format, eliminate the Scorecard Sub Committee, keep the Water Conservation Code Sub-Committee, create three new sub-committees, one for Grants, one for Vacancy and Application review, and a Marketing and Outreach sub-committee, second by Mr. Kauffman, motion carried by unanimous voice vote.</i></p>	Page 2-4
Informational Items <ul style="list-style-type: none"> • Interested Candidates for the Water Conservation Committee 	Informational	Page 4 - 6

<ul style="list-style-type: none"> • Discussion of Santa Fe County Population Projections • 2016 GPVD • Group Reports 		
Matters from the Public	Informational	Page 6
Matters from Staff	Informational	Page 6
Matters from Committee		Page 6
Adjourn/Signature Page	Acting Chair Randall called for adjournment at 6:00 pm.	Page 7

1. Call to Order

Acting Chair Lisa Randall called the Water Conservation Committee meeting to order at 4:00 pm in the City Councilor's Conference Room, Santa Fe, NM. Roll call reflects a quorum.

2. Roll Call

Present:

Lisa Randall, Acting Chair

Stephen Wiman

Doug Pushard

Robert Coombe

Aaron Kauffman

Tim Michael

Bill Roth

Not Present:

Councilor Peter Ives, Chair, Excused

Justin Lyon

Others Present:

Andy Otto, Santa Fe Watershed

Glenn Shiftbauer

Kim Shanshan

Scott Burton

David Carr

Anna Serrano for Fran Lucero, Stenographer

3. Approval of Agenda

Mr. Roth moved to approve the agenda as presented, second by Mr. Wiman, motion carried by unanimous voice vote.

4. Approval of Minutes, February 7, 2017

Mr. Coombe moved to approve the minutes from February 7, 2017 as presented, second by Mr. Roth, motion carried by unanimous voice vote.

5. ACTION ITEMS

A resolution sponsoring the Next Generation Water Summit and waiving all space rental fees for use of the Santa Fe Community Convention Center.

Kim Shanshan, Executive Office of the Home Builders Association. The Next Generation Water Summit is being produced by four distinct entities, the Santa Fe Area Home Builders Association, the Santa Fe Green Chamber of Commerce, the National Green Builder Coalition, and the city of Santa Fe on June 4-6 in Santa Fe. In full disclosure, Mr. Shanshan and Mr. Roth are both on the Board of Directors for the National Green Builders Coalition (non-profit). The four groups are bringing forward the first next generation water summit. It is a 3-day professional summit. Mr.

Shanshan talked about protocol and the three groups they will target as follows; water professionals that work for water jurisdictions in the southwest and we are targeting the southwest primarily that is one group and we call them the influencers. The next groups are people who are in the business water auditing and also have water businesses that do harvesting. Third group are builders, architects and developers who recognize that water is valuable in their industry.

When the Mayor was approached to waive the fee for the convention center he was supportive to do so and initiated the resolution. He supported waiving all days of the conference. In reciprocation and support of this resolution the summit will bring in room rates of attendees over 250 nights which helps our hospitality economy.

Mr. Pushard joined the three gentlemen in planning this conference; Glenn, Kim, Bill and himself. This conference gives them an opportunity to promote Santa Fe and its progressive water conservation and efficiency, use of land use codes. Not all the speakers will be from Santa Fe, there are speakers from Texas, Colorado, California and Nevada. One of the speakers will be Mary Ann Dickerson from the Alliance of Water Conservation and she will speak about a new initiative called Net Blue which Mr. Pushard hopes that the county and the state join in as it allows agricultural land to relinquish water rights without full relinquishing the water.

Ms. Chavez added that as part of the summit they are also offering the QWEL Course and also sponsoring teaching the Grey Water course. Ms. Chavez and her staff have been involved in the planning of this course, thank you to these men who have done the planning and structure for this water summit.

Mr. Shiftbauer did explain that the Resolution will be heard by the Finance Committee and then proceed to the City Council for final action.

Mr. Roth moved to support the resolution sponsoring the Next Generation Water Summit and waiving all space rental fees for use of the Santa Fe Community Convention Center, second by Mr. Wiman, motion carried by unanimous voice vote.

6. Subcommittee Assignments

Ms. Chavez stated that she has reviewed work from the sub-committee that has been done and work that is coming up.

- Irrigation Subcommittee – hoping that the deliverables would be done so they could be pushed out to the schools this year. Reminder is that there are things we aimed to do as part of the sub-committee; to completely re-do the outdoor rebate program to include the self-audit guide and kit by offering the customer more incentives. Caryn has done a great job in creating this guide. The other is to include the bonus on grey water harvesting which they are still working with Land Use; hopes are to have the Grey Water Guide. We have the do-it-yourself Drip Guide that Caryn is also working with the other partners as well. That is quite a bit of work along with the equipment list with certain incentives on certain types of equipment. Ms. Chavez is hesitant along with the directions from the public relations contract to push it out half-way. As it goes, we should spend more time developing all of the pieces, getting the guides printed and push it out next spring. Recommendation is that the Irrigation Subcommittee stand and that we look at the assignments and see if anyone is interested in assisting.

- Education Program – The agenda lists as the Expansion of the K-12 Education Program; certainly we have worked on that program and we are pushing that document forward. They are working with teachers right now to have them look at the different standards that it is aligned with. She would like to change the sub-committee work to general education program as she is finding that when they talk about expansion to other city departments, there are many opportunities to integrate our program. There was an excellent opportunity in the Watershed Program and the city can plug their model in and provide a liaison. This is an important program and there are many partnerships to still expand on. The radio shows have resulted in growing opportunities and partner relationships. Need the committee to be engaged in working for this sub-committee and plug in to other opportunities which allows the Water Conservation sub-committees to present even for 30 minutes. Ms. Chavez would like to keep this program and look at those who are on the committee and welcomes change and additions.
- Scorecard – Caryn has done an excellent job of finalizing the scorecard and it is part of the meeting packet today. The scorecard will be presented to Public Works per Councilor Ives instructions. It is getting great exposure; the sub-committee has done an excellent job. It will be a sister document that will be included in the packet every month which will be a measurement of how they are moving forward on each of the four categories. Scorecard is done – we can remove the sub-committee from our listing, thank you for all the hard work.
- Water Conservation Codes – we should keep on as updates continue and we should continue to present them.
- Grants – we have talked about this before, maybe putting a schedule together for planning and research and talking about the specifics of who it would benefit and affect.
- Short Sub-committee on which applicants will be nominated for Water Conservation Committee. Possibly a week of work to review the applications and move forward to the Mayor for concurrence and appointment. There are two open spaces; one is a county vacancy and the other a city member vacancy.

Ms. Chavez asked for feedback on her recommendations to keep the Irrigation Sub Committee and the Education Program, remove the Scorecard from the agenda, keep codes, talk about whether or not we want grants and a short-term applicant sub-committee.

Mr. Pushard said they need help on the Outdoor Irrigation sub-committee and would like the help. He is also supportive of the grants sub-committee; there should be a session of this committee on what they would do if they did receive a grant. There are a ton of grant opportunities we are missing out on. Ms. Chavez did advise the committee members that the city does have a Grant Writer but for the entire city. Mr. Coombe said that we would need to strategize on what we would do with the grants and assure that we can accomplish the tasks that come with a commitment of a grant. Opportunities are great.

Mr. Otto from the Santa Fe Watershed Association stated that being one in the non-governmental sector who writes a lot of grants that the city should have goals and identify the projects. Mr. Otto said that they go through their grant list on a daily basis to see where it would fit their goals. Ms. Chavez reiterated that they need to work hard with their partnerships, non-profits and how we work with the community which will provide great opportunities for grants for the city.

Ms. Randall expressed her thanks to Ms. Chavez for accepting to participate in the first short term task force for SFPS Organizational Sustainability. SFPS has just written and passed unanimously new board policy to support district wide sustainability.

Mr. Coombe asked if marketing falls under Education. Ms. Chavez noted it falls under Communication and there is a big presentation at next month's meeting. The contractor has her platform ready to present and Ms. Chavez provides her feedback after each meeting. Ms. Chavez recommended speaking in more detail at the next meeting regarding the benchmarks for messaging going forward.

Mr. Wiman would like for the committee and staff to look at the daily report which is in the New Mexican and it could be so much better. It is an inexpensive way to let people know how we are doing for the year or the month looking at the overall water production and precipitation to date. Ms. Chavez said that we should create a working-group to assemble all the pieces. We can refer to it as the daily report; it could be in more places besides the New Mexican where we can convey the public information.

Mr. Pushard is also in support of a short-term working group on communications with the input of the full committee.

Mr. Pushard moved to keep the Irrigation Sub Committee, to expand the Education Program sub-committee to a more general format, eliminate the Scorecard Sub Committee, keep the Water Conservation Code Sub-Committee, create three new sub-committees, one for Grants, one for Vacancy and Application review, and a Marketing and Outreach sub-committee, second by Mr. Kauffman, motion carried by unanimous voice vote.

Sub Committee Assignments:

Stephen Wiman – Marketing and Outreach Sub-Committee

Bill Roth – Marketing and Outreach

Aaron Kauffman – Education and Grant Sub-Committee

Robert Coombe – Education and Grant Sub-Committee

Lisa Randall – Education Program

Doug Pushard & Bill Roth – Vacancy Sub-Committee

INFORMATIONAL ITEMS

7. Interested Candidates for the Water Conservation Committee

Ms. Chavez provided bios for those interested in becoming members of the Water Conservation Committee. Presentations were made verbally.

Mr. David Carr, City Convention Center came by the office in support of the Resolution. The Acting Chair advised Mr. Carr that the Water Conservation Committee members voted in support of the Resolution.

8. Discussion of Santa Fe County Population Projections

Mr. Tim Michael provided a power point presentation titled: Is Population Growth Inevitable? It was included in the meeting packet and Mr. Michael provided a verbal presentation.

Mr. Pushard commented that the population growth for New Mexico since 2010 has fluctuated. If you look at the state of Colorado during the same period of time it grew by 17%, it was people moving in to the state. New Mexico is not growing and we don't have a vision on how to grow the state and our neighbors to the East, Texas is growing.

Mr. Roth said this state is so dependent on federal dollars and federal labs. The lab in Los Alamos is not growing it is shrinking and he did not know if this stands true for Sandia Lab. We are at the beck and call for federal employment and state government. The City of Denver has turned in to a powerhouse. Mr. Coombe said that even though Colorado is growing rapidly they have accurate numbers on limitations on the road that are placed by water resources. 80% of water in Denver is irrigation. Natural resources like water requires extreme planning and people in Colorado are engaged in that.

Mr. Michael appreciated the conversation and reiterated that the causes are not really the point; whatever the causes are – if the causes result in reduced growth, it may change the way we continue our approach. Growth is our future.

9. 2016 GPCD

Ms. Chavez stated that the 2016 GPCD is scheduled to move through PUC and Council in April so staff is on a very tight schedule to get completed by April 1, 2017. It was completed the latter part of January and with changes and recommendations from the committee the work is back in process with one item being the population projections. The methodology from OSE will be sent to the new members in the next meeting packet. Last year our GPCD was 89.6 and we rounded it up to 90 and the first time Ms. Chavez ran it she came in closer to 89. The third time it was run after changes were made on production reports it came down to 85. At that time we started to look at population reports for single/multi-family and it was found that there was a 10% increase in residential account and 13% increase in multi-family accounts. We went back to billing to see if meters were catching more accounts, now they are going back to IT to assure that the data is correct. This issue has to be resolved by next week and update at April meeting.

10. Group Reports from Water Conservation Committee Working Groups

Group A – Irrigation Subcommittee Greywater

Report included in packet. The City of California has taken a lead in Graywater not in water conservation. At a state level there is probably 40-50 communities throughout their state all modeled after a similar program (unknown); Graywater is a solution to their water problem. They have estimated that it is a reduction of 27% for residential to 38% for multi-family. That number for us, because of our winter season, our outdoor irrigation number is not as high as theirs but it would be more like a 20% if we had a more aggressive program.

New Mexico Office of the State Engineer publishes a great Graywater guide and the City of San Francisco has a great greywater guide as well. Tucson also has a greywater rebate. Mr. Pushard provided in the packet samples of the Residential Graywater Permit.

Mr. Roth said that greywater is the low hanging fruit of reclaimed water. From a new construction standpoint that \$500 might pay a plumber to do a pipe appliances or fixtures, depending on the size of the house, city wants to see a diverter valve, \$500 wouldn't necessarily capture the cost of infiltrators or whatever you use, but it would cover the cost. It is awesome to have something to offer.

It was agreed that this topic of discussion will be placed on the May agenda in order to gather more information and to allow enough time for discussion.

Group B – Expansion of the K-12 Education Program

Update at April meeting on feedback from the teachers.

It was asked where the city stands on the “My Water, My Water Shed Program”. Ms. Chavez said that the program went forward without the city participating. We were fortunate to provide to present our model as part of it; more effort needs to be done to get it partially back in the hands of the city. Mr. Otto said that the RFP may come out in May providing that opportunity. SFPS and La Luz moved up to help educate our children.

Group C – Scorecard

The finalized scorecard is in the packet, thank you to Caryn Grosse, she has put so much time in to this. She took everyone’s comments and integrated it in to the document. Ms. Chavez asked the committee members to review. In addition the companion document of information that we will provide every month for the previous month was given to each member. It gives an update on each category as it pertains to the scorecard. This is a two date report; our 2016 baseline report will be structured the same way. It is an alignment with our annual water report. To date we can measure against our score card, it shows the rebate amount, and we have 14% left in the rebate program. (Exhibit A) Radio show has been a great platform to meet new partners and we are scheduled for about 7 weeks out.

FYI: New website is up and running, invitation to the committee to review. Very proud of the content, it launched in the last 2 weeks.

Group D – Water Conservation Codes, Ordinances and Regulations

No updates.

MATTERS FROM THE PUBLIC

Mr. Andy Fertal made a comment on the graywater topic and referred to a graywater model in Florida. Mr. Roth and Mr. Pushard both said that this will be an education process; we need to educate the builders. We look forward to getting this under a Commercial Rebate Program.

MATTERS FROM STAFF

Ms. Chavez stated that the drought report is included with the staff report and is also included in the meeting packet.

Ms. Chavez stated that she was able to secure a full time position for Enforcement Officer and the advertisement will go out very soon. One other vacancy is Ms. Caryn Grosse old position and it is being worked on, more information to follow.

MATTERS FROM COMMITTEE

Ms. Randall stated that SFPS together with the city on the roll out of the smart meters. It was asked if SFPS could monitor all 60 of SFPS meters, which would require 60 separate e-mails, the city is working on this. SFPS is down to 33 million gallons a year from 55 million gallons from 7 years ago. It would be nice to be able to monitor the use from the meters. Ms. Chavez said that she will provide updates once she has the information. It was also noted that commercial meters came in later and she will look in to this.

NEXT MEETING: TUESDAY, APRIL 11, 2017

ADJOURN

There being no further business to come before the Water Conservation Committee, the Acting Chair called for adjournment at 6:00 pm.

Signature Page:

Lisa Randall, Acting Chair



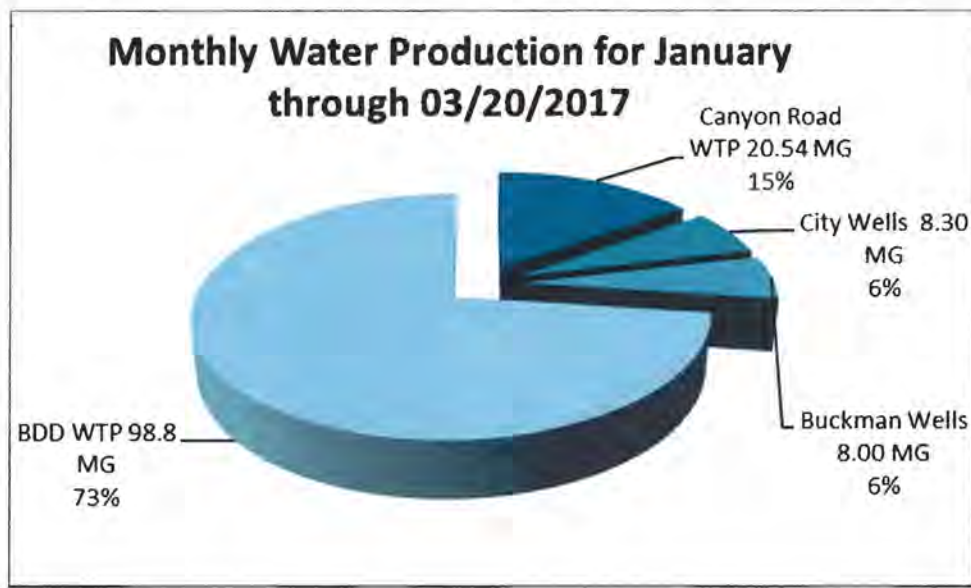
Fran Lucero, Stenographer

**City of Santa Fe, Source of Supply Section/Water Division
Water Production Update - through February 16th
Public Utilities Committee Meeting
April 5, 2017**

Old Filter Plant Site

The Water Division met with the Parks and Recreation Division, the River and Trails Section and Canyon Road Neighborhood Association on March 13th to finalize the preferred trail route through the “Old Filter Plant” property and develop a revegetation scheme. Soil preparation, seeding and tree/shrub plantings at the site are expected to take place throughout April and May.

Water Production for February (through 03/20/2017)



Total Production of System

Sum: **96.412167 MG for 16 days**
Daily Average: **6.025 MGD (6.07 MGD in February)**

Reservoir Storage Levels

McClure: **March – 285.2 MG**
 February - 212.92 MG or 17.8%
Nichols: **March – 117.52**
 February - 112.8 MG or 52%
Combined: **March - 402.72 MG**
 February - 325.61 MG or 24.93 of total storage

Santa Fe River Flow

Below Nichols (Living River Flows): **0.30 cubic feet per second (cfs), or 0.194 MGD through March 18th.**
March flows were temporarily shut down on 03/18/17 to inspect outlet tunnels (outlet conduit) at dams. Flows of 0.3 cfs will resume on 03/25/17.

Above McClure (Inflow to Reservoir):
11.16 cubic feet per second (cfs) or 6.01 MGD;

Baca Street Well

The City's meeting on March 14, 2017 with the New Mexico Environment Department's Petroleum Storage Tank Bureau to discuss PNM's initial investigation and findings and future requirements for investigation and remediation of the site, was cancelled by the NMED. The City is trying to arrange a new meeting date in April. The City has met with Dr. John Hawley to discuss geology of the well area and possible sources of contamination and contaminant transport. Dr. Hawley authored the report, **Hydrogeologic Framework of the Public Service Company of New Mexico – Santa Fe Generating Station and Surrounding Parts of Santa Fe, New Mexico with Emphasis on Hydrogeologic Controls on Contaminant Transport in the Vadose and Saturated Zones.** This report was finalized in September 2016 and was produced as a result of the former Consent Agreement reached between PNM, Sange de Cristo Water Company and the NMED in 1992. This agreement was later terminated in favor of addressing further investigation and remediation of the site under the State of New Mexico Petroleum Corrective Action Fund (CAF).

Source Water Protection Plan

The Water Division's Source of Supply Section has been working with the New Mexico Environment Department and their contractor, Daniel B. Stephens and Associates (DBSA), to develop a source water protection plan to secure and protect all sources of supply from contamination and other threats. A draft Source Water Protection Plan was completed on 03/17/2017, by DBSA. The Water Division plans to hold a public meeting on the draft plan with key stakeholders of the City of Santa Fe Water System.

Drought/Monsoon, Storage, and ESA Update

NOAA has recently updated (3/10/17) ENSO (El Nino/La Niña) status to: **ENSO-neutral conditions are favored to continue through spring 2017, with increasing chances for El Niño development into the fall.** However, a few dynamic model forecasts anticipate an onset of El Nino as soon as Spring (April– May). Regional reservoir levels on the Rio Grande and Chama Rivers are still low. Upper Santa Fe River reservoirs are very low so City draw down has been reduced accordingly, with a corresponding increase in BDD diversions from the Rio Grande, and moderate increases in groundwater well use. Preliminary estimates for 2017 are for an approximate 95%-100% delivery of full firm-yield of San Juan-Chama Project (SJCP) water. Year-to-date snow pack in the San Juan watershed as well the upper Santa Fe River watershed is good but dissipating due to unseasonably warm weather. There are no water-related Endangered Species Act (ESA) updates. Updates on ESA issues will be made as needed. Rio Grande Compact Article VII storage restrictions went back into effect 4/22/16, which means the City will not be allowed to impound "native" runoff into Nichols and McClure Reservoirs above the pre-Compact pool of 1,061 acre-feet (AF) (unless an exchange for water is made with the NMISC). Preliminary forecasts are suggesting the possibility of coming out of Article VII perhaps as early as April or May, 2017. Updates to this condition will be made as needed.

Most Current City of Santa Fe SJCP Reservoir Storage:

Heron:

5,029 AF. 2016 deliveries were at about 95% of annual total.

El Vado:

1,239 AF.

Abiquiu:

9,815 AF SJCP carry-over from previous years, no time limit to vacate due to storage agreement with ABCWUA

TOTAL:

16,083 AF



Water Conservation Office

Monthly Overview of Scorecard Progress – March 2017



Education Outreach:

Education Initiative:

- Field trip out to Watershed led by River Source on 3/8/2017
- BDD presentation to St. Mike's Environmental Science Class (12th grade)
- Nadine Porterfield (Nina Otero) met to discuss education initiatives
- Enviroscope Watershed Model received – staff is training on its facilitation to use as part of education outreach

General Outreach:

Home Builder's Show 3/11-12 – (15 eye on water sign-ups)

Fix a leak outreach at the GCCC on 3/22/2017 – (44 eye on water sign-ups)



Communication and Customer Service:

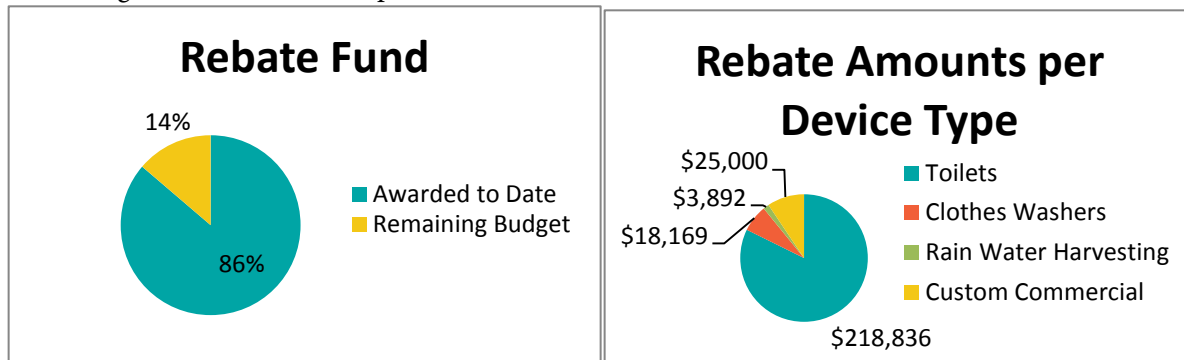
Eye On Water Rollout:

1,844 total signups

Indoor Water Audits: -2

Residential and Commercial Rebates:

Remaining fund balance as of April 5, 2017: \$34,103.00



Rebates awarded FY-to-date:

- HET (all types) 1,498
- Clothes Washers (all types) 64
- Rain Water Harvesting (including rain barrels) 32
- Custom Commercial 1

Strategic Marketing Plan:

- Radio Show Guests (Kim Shanahan, Reese Baker, William Mee, Customer Service)
- Water Conservation Committee recruitment ads– social media, Santa Fe New Mexican, Santa Fe Reporter, www.savewatersantafe.com
- www.savewatersantafe.com design has been completed
- Update of complete PUC website underway – Conservation program charged with project
- New signage has been printed and is available – campaign being worked on to distribute
- Promotion of Next Generation Water Summit
- Campaign being developed to incentivize rest of rebate funding
- Campaign being developed for the high demand season focusing on eye on water and avoidance of Tier 2 rates

**Effective Program Management****Organizational Development:**

- Lisa Noriega has been promoted in our office as the Water Conservation Specialist – Water Conservation Education and Compliance Specialist position posted currently, closes on 4/15/2017.
- Working on conversion of Water Conservation Enforcement Officer from a temporary status to full-time status. If approved by budget job advertisement can be made at the end of May

Water Conservation Committee:

2 nominations were chosen out of sub-committee work – voted on at the 4/11/2017 WCC meeting

Integration with Water Resources:

- GPCD calculations are currently being reviewed.
- AWWA audit is in progress.
- Annual Water Report information is being gathered.

**Stewardship and Conservation:****Regional Collaborations:**

- Lisa Noriega is serving on the NMWCA board.
- Caryn Grosse is working with the Xeriscape Council Conference Planning Committee.
- Christine Chavez is participating in the Next Generation Water Summit planning.

City of Santa Fe, New Mexico

memo

Date: 4/6/2017

To: Santa Fe Water Conservation Committee

From: SFWCC subcommittee -Aaron Kauffman, Bill Roth, Stephen Wiman
Christine Y. Chavez, Water Conservation Manager

Item: Selection of new committee members

Background and Summary:

Resolution No. 2016-91 was passed and adopted by the Santa Fe City Council on December 14, 2016. The resolution allowed for one of the members serving on the committee to be a County resident. Following the approval of the resolution, efforts were made by staff to advertise for the two vacancies on the committee. Advertisements were placed in the Santa Fe New Mexican, Santa Fe Reporter and on all social media platforms including Facebook and Instagram and the www.savewatersantafe.com website. The recruitment ad is attached. There were 10 very qualified applicants that submitted their interest.

A subcommittee was formed to go through the credentials of each applicant, interview those that were chosen and finally to nominate the two candidates to move forward. Two applicants from the City were interviewed as well as two applicants from the County.

Ken Kirk was selected as the committee member from the County. Mr. Kirk served as the Executive Director of the National Association of Clean Water Agencies for 25 years. He also was part of the formation of the U.S. Water Alliance and is a managing director of American Infrastructure Holdings which is a firm focused on the water, energy and transportation sectors.

Sam Burnett-Ragueneau was selected as the second committee member as a city resident. Mr. Ragueneau's background includes a bachelor's degree in Conservation Planning from the College of Santa Fe and a master's degree in Landscape Architecture from the University of New Mexico. He is a certified Water Harvesting Practitioner as well as the General Manager and Ecological Designer at San Isidro Permaculture.

Santa Fe Water Conservation Committee Vacancies

City AND County residents with professional expertise or interest in water conservation are encouraged to apply. There are currently two vacancies in the mayor-appointed committee.



Please email resume and cover letter to
cychavez@santafenm.gov

savewatersantafe.com

SFR Consumption	Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	2015	97,608,700	86,435,400	91,066,700	107,487,300	122,647,700	138,596,700	153,024,400	152,736,300	168,435,700	137,867,600	103,763,600	110,592,400	1,470,262,500
	2016	99,672,100	96,401,100	100,347,500	106,632,400	125,716,600	164,746,300	197,668,600	175,396,400	148,529,500	136,340,200	117,156,100	91,658,700	1,560,265,500
	Difference													(90,003,000)
	SFR used 90,003,000 gallons more than 2015													
SFR Active Accounts	Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	2015	28,253	28,518	29,983	28,692	28,702	29,000	27,969	27,272	31,454	26,604	27,014	28,984	28,537
	2016	29,101	29,194	29,345	29,498	29,493	29,607	29,600	29,685	29,666	29,705	29,660	29,706	29,522
	Difference													(985)
	SFR had 985 more accounts than in 2015													

MFR Consumption	Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	2015	20,439,500	18,468,900	19,431,800	20,937,300	24,470,100	25,887,900	25,219,400	21,941,200	20,760,800	29,879,400	17,821,600	40,016,900	285,274,800
	2016	20,239,000	18,841,800	19,791,200	20,966,500	21,879,700	26,986,600	34,665,900	29,304,600	26,928,600	23,844,800	22,033,900	19,499,200	284,981,800
	Difference													293,000
	MFR used 293,000 gallons less than in 2015													
MFR Units	2015	9,457												Total
	2016	10,191												9,457
	Difference													10,191
														(734)

ICI	Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	2015	45,254,400	38,634,000	42,210,500	48,232,200	45,269,500	55,972,300	55,782,900	56,553,900	55,343,700	54,218,000	43,650,100	60,202,800	601,324,300
	2016	48,445,000	40,619,900	45,467,000	49,831,600	49,058,900	64,329,300	70,788,200	61,664,300	59,474,500	53,162,200	47,513,700	41,356,900	631,711,500
	Difference													(30,387,200)
	ICI used 30,387,200 gallons more than in 2015													
Fire and Irrigation	Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	2015	186,000	1,203,600	271,300	2,389,700	16,466,000	17,807,200	24,583,000	21,438,900	22,179,600	42,951,500	3,081,200	1,947,600	154,505,600
	2016	399,700	176,600	556,400	5,684,700	20,404,800	25,193,100	41,163,400	25,948,900	20,189,200	16,841,900	7,331,800	706,100	164,596,600
	Difference													(10,091,000)
	Fire+Irrigation used 10,091,000 gallons more than in 2015													

Total Water diverted	Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	2015	98,832,300	71,972,700	99,560,500	231,444,100	159,340,300	141,013,200	193,120,500	207,668,300	121,069,200	65,922,600	31,520,100	96,467,000	1,517,930,800
	2016	78,696,100	81,865,400	36,554,100	17,750,500	149,023,300	309,247,800	296,805,200	273,401,200	124,325,000	64,849,100	63,662,200	79,188,000	1,575,367,900
	Difference													(57,437,100)
	57,437,100 gallons more was diverted than in 2015													
Imported Water	Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	2015	73,870,000	80,240,000	77,220,000	3,700,000	71,910,000	140,980,000	81,050,000	95,420,000	152,140,000	167,320,000	129,740,000	69,700,000	1,143,290,000
	2016	91,041,405	78,749,577	143,126,132	180,103,099	115,575,596	40,565,933	62,464,457	23,654,647	135,476,826	174,461,439	104,896,784	96,115,502	1,246,231,397
	Difference													(102,941,397)
	102,941,397 gallons more was imported than in 2015													
Exported water	Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	2015				21,410,911			2,639,161	10,212,000					34,262,072
	2016	-	-	-	-	-	18,496,044	-	24,144,377	-	-	-	-	42,640,421
	Difference													(8,378,349)
	8,378,349 gallons more was exported than in 2015													

	Total water supply	Total population	System GPCD
2015	2,626,958,728	80,280	90
2016	2,778,958,875	89,250	85

Considerations for a Graywater System Rebate for Existing Homes in Santa Fe

In February 2017, the Alliance for Water Efficiency published *Water Savings and Financial Benefits Associated with Single-Family Package Graywater Systems*. Several types of systems were considered by the AWE report, however it appears that a Laundry to Landscape program may be the most cost effective approach for retrofitting existing homes in Santa Fe after weighing a number of factors, including:

- Santa Fe code requirements
- difficulty or ease of installation for various systems
- costs associated with retrofitting
- payback period

As technologies, standards and codes are ever evolving, there may be other opportunities in the future to more effectively utilize graywater to offset potable use.

For a Do-It-Yourself homeowner the cost of parts to convert their clothes washer drain for Laundry to Landscape ranges from \$150-300 and no permits or inspections would be required. Estimates of the amount of water which could be produced by a Laundry to Landscape graywater system vary, from 8.7 gallons per person per day (*Residential End Uses of Water*, Version 2, 2016) to 17 gpcd. For an average Santa Fe household, with 2.1 persons, using a high-efficiency clothes washer, and irrigating for 8-9 months of the year, this type of graywater system could offset 5,000 to 10,000 gallons of potable water per year. Households with more occupants could see a bigger payback for installing this system.

The cost of parts and materials for a Laundry to Landscape conversion is approximately the same as the value of the projected water savings, which could make this an attractive rebate for conservation-minded customers, however, cost-effectiveness may not be the only reason to consider implementing such a program; workshops or outreach events on topic of Laundry to Landscape may provide opportunities to engage with customers about their contributions to water conservation and resource management.

In speaking with other utilities which have implemented graywater rebate programs, the uptake by customers has been limited. Tucson, Arizona, offers the largest rebate at up to \$1,000, however they have had less than 100 applications in the eight years that their graywater rebate has been offered. Santa Clara Valley Water District in California, which serves 1.5 million customers, offers a rebate of up to \$200 to cover the cost of materials for a Laundry to Landscape graywater program but had only 36 applications in the first two years (2014-2016) of the program. San Diego is experiencing a lot of interest in rain water harvesting right now, but most customers seem to be confused about the difference between graywater and blackwater.

“Graywater financial benefits are derived from reducing potable water demands...On the whole, unit cost savings for graywater are expensive when compared to the unit costs of reducing potable consumption instead.”

While Laundry to Landscape systems are unlikely to have a severe impact, extensive use of whole house graywater systems could have the potential to take water out of the wastewater system. Santa Fe has been using reclaimed water for a long time to help sustainably meet our community's water needs, primarily for irrigation of parks and golf courses, and the Santa Fe Water Reuse Feasibility Study preliminary report published in January 2017 is looking at additional ways that reclaimed water might be used to benefit the community, including offsets which might allow us to utilize additional surface water.

Note: "Graywater" can also be referred to as "greywater", "grey water", and "gray water". Government agencies tend to spell graywater with an "a" while nonprofit organizations tend to spell greywater with an "e".

Resources:

<http://www.allianceforwaterefficiency.org/graywater-reuse-systems-report.aspx>

<https://greywateraction.org/>

<http://cleanwatercomponents.com/education/greywater/laundry-landscape-greywater-system>

<https://www.tucsonaz.gov/water/gray-water-rebate>

<http://www.valleywater.org/GraywaterRebate.aspx>

http://www.santafenm.gov/reclaimed_wastewater_reuse

City of Santa Fe, New Mexico

memo

Date: 4/4/2017

To: Public Utilities Committee

Via: Shannon Jones, Acting Public Utilities and Water Division Director
Rick Carpenter, Water Division & Water Resources & Conservation Manager

From: Christine Y. Chavez, Water Conservation Manager *CYC*

Item: Request Approval of PSA with PK Public Relations in the amount of \$75,000 plus NMGR (2017).

BACKGROUND

The Water Division has previously identified the critical need for specialized and professional assistance in the areas of integrated marketing, public relations, and public outreach/education for essential current, ongoing and future water conservation and water resources management efforts.

In January 2016, the RFP16/13/P and PSA with PK Public Relations was awarded in the amount of \$75,000 Plus NMGR to support the first year of the four-year outreach strategic plan adopted by the City Council in the fall of 2015.

First Year Accomplishments

An update on the Strategic Marketing Plan is highlighted in the attached report, demonstrating significant first year successes, including: water conservation behavior community-wide survey; EyeOnWater roll-out; increased partnership opportunities to community-wide water issues on weekly radio show (conservations on conservation); mobile and podcast compatible platforms; business signage update; responsive website; southwest plant selector mobile app; integrated social media platforms on Facebook, Instagram, YouTube and NextDoor; value-added and integrated advertisement; rebate program outreach, public forum on water reuse feasibility study;

Water Conservation Committee assistance; and PUC website customer service and billing responsive update oversight.

2nd Year

Scope of work will address continued focus on marketing/targeting of water conservation efforts to insure steady or decreasing annual gallon per capita per day (GPCD) water usage.

These efforts will become increasing high-profile, and potentially controversial, but for which successful implementation is imperative.

Reclaimed waste water potable reuse.

Watershed management/forest fuel management.

CIP programs, progress milestones and completion.

Marketing Outreach Strategic Plan and Water Conservation Committee Scorecard

Issues facing our community in FY18-19 are addressed in the second year of the PR and Marketing Outreach Strategic Plan and the Water Conservation Scorecard, developed as a tool second year RFP strategies to specifically address:

Custom retrofit commercial rebate programs roll-out with emphasis on spas, hotels, and continued successful efforts for 100 percent usage of the rebate fund, with a focus on short-term rentals.

New outdoor rebates and incentives roll-out (irrigation equipment, rain water harvesting and greywater).

Self-audit program and do-it-yourself guide for indoor and outdoor water use.

Eye On Water – an app for smartphones and home computers which allows customers to see their water use and set alerts for leaks and overuse. Analyzing Eye on Water data for targeted community outreach to continue community-wide adoption of the water saving tool.

GPCD comparison context for better understanding of water use within the City, State and Region.

Continued focus on water conservation efforts to insure **steady or decreasing annual gallon per capita per day (GPCD)** water usage as the City continues to grow.

Education Outreach

New children education initiative roll-out to educate students on where water comes from, how it is treated, where wastewater goes and how it is treated, recycled and how recycling and energy play a role. Includes ongoing Children's Water Fiesta and Poster Contest.

Landscaper training for professional landscapers and workshops and other outreach efforts for customers on outdoor water efficiency

SCOPE OF SERVICES

The contractor shall provide Professional Services for the City of Santa Fe Water Conservation and Water Resource Management

Section 1

- A. The contractor will develop and implement a communications program that will address different audiences based on data-driven targets. The Contractor shall aid through integrated marketing, education, and outreach promoting water conservation efficiencies and incentives to customers; and water resources and conservation activities and events.

The Contractor will be asked to perform the following items. These tasks shall include, but are not limited to the following:

1.) Revision, Orientation and Briefing Regarding Implementation of Strategic Marketing Plan.

- a) Consult with City staff to receive a briefing regarding the current situation, desired outcomes, and scope of work.
- b) Review and analyze current, past, and relevant documents and data.
- c) Assess and build upon current materials to revise and update current messaging, themes and identify gaps and make recommendations for improvements and or additions.
- d) Work with City staff to implement 2nd year strategies outlined in the 2016-2019 Water Conservation Strategic Marketing Plan.

2.) Communications and Coordination.

- a) Maintain communication with City staff to ensure that relevant activities are coordinated.
- b) Make recommendations to City staff as needed.
- c) Maintain communication with working groups and stakeholders.

3.) Messaging and Public Outreach

- a) Water Conservation Messaging:
 - 1) Tailor messaging to various targets based on most current data. Targets include individuals, businesses, spa and gym facilities and lodging establishments.
 - 2) Create effective messaging for individuals and business needing guidance on how to implement water conservation practices and make use of tools that produce easily understood and measurable results.
 - 3) Commercial messaging that will encourage greater participation in rebates, green lodging, and efficient outdoor facility management.
 - 4) Messaging that encourages greater participation in outdoor irrigation rebates and efficiencies.
 - 5) Revamp messaging surrounding general awareness and event promotions.
- b) Water Resources Management Messaging
 - 1) Develop general Water Resources strategic messaging.
 - 2) Develop appropriate messaging and public outreach strategy surrounding the City's initiative to evaluate beneficial reuse of treated wastewater.
 - 3) Work with City staff to develop messaging for education and outreach related to various Santa Fe River and Watershed activities and information including watershed tours, watershed quality, and controlled burning.

- c) Develop public outreach strategies for various other projects, initiatives and events on as need basis.
- d) Identify media strategies and outlets for various targeted outreach.
- e) Work with City staff to prepare relevant updates, news releases, advertisements, web content and social media postings.
- f) Work with City staff on development of graphics and other media materials.

4.) Advertising and Social Media

- a) Utilize established media strategy to advise City staff on most effective advertising and social media platforms that are available and appropriate for various targets for both Water Resources Management and Water Conservation.
- b) Maintain and provide analytic reporting to prepare and schedule social media posts, including those of partners and cross-promotion opportunities.
- c) Develop advertising and or general awareness campaigns for both Water Resources and Water Conservation activities.
- d) Coordinate and streamline advertisement vendor ad buys and placements.

5.) Reporting and Documentation

- a) Report on successes and shortcomings of public relations and marketing efforts.
- b) Prepare analysis and various other reports as needed and or requested.

FUNDING

Contracts 52343.510310 in the amount of \$75,000 + NMGR (2017)

RECOMMENDATION

Recommend approval of the contract as outlined above.

Attachment: Strategic Marketing Plan Update on year one of contract.



Strategic Marketing Plan Update

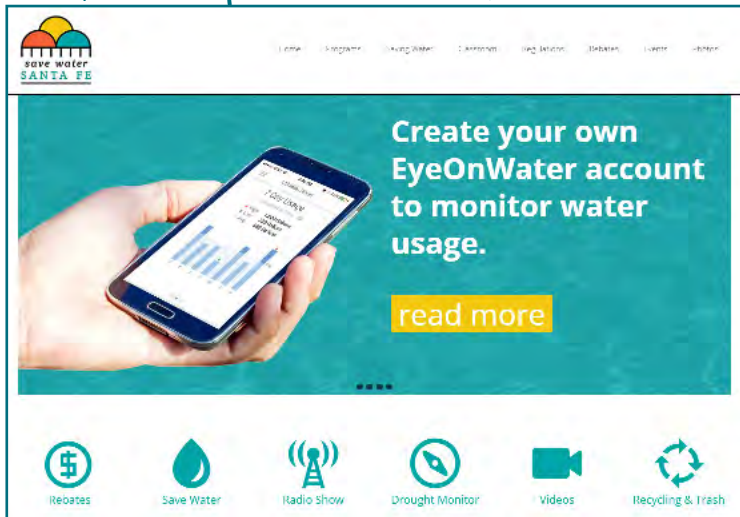
City of Santa Fe Water Conservation Office
July 1, 2016 - March 1, 2017

1. Mobile Compatible Re-branding



New Logo Design

3. New Responsive Website



Mobile Friendly Website

2.) Business Signage for Water Conservation Requirements

Signage available in English and Spanish



General Businesses

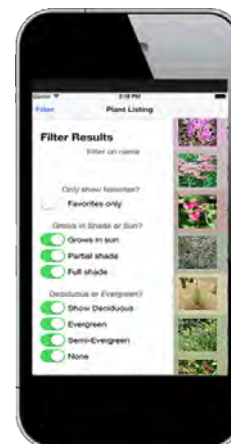


Food & Beverage



Hotels & Lodging

4. Southwest Plant Selector Mobile App







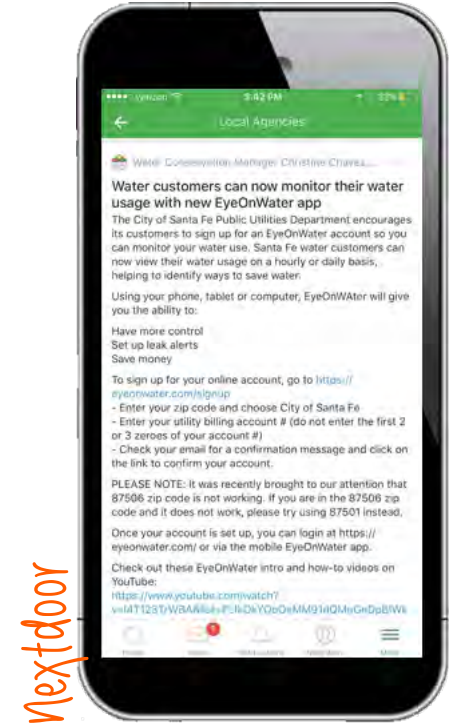
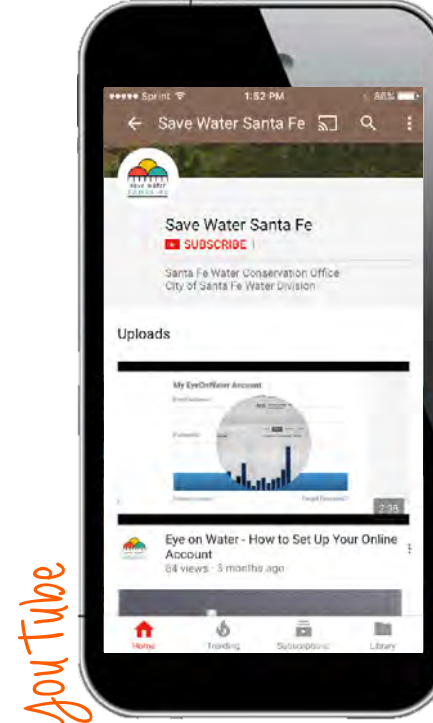
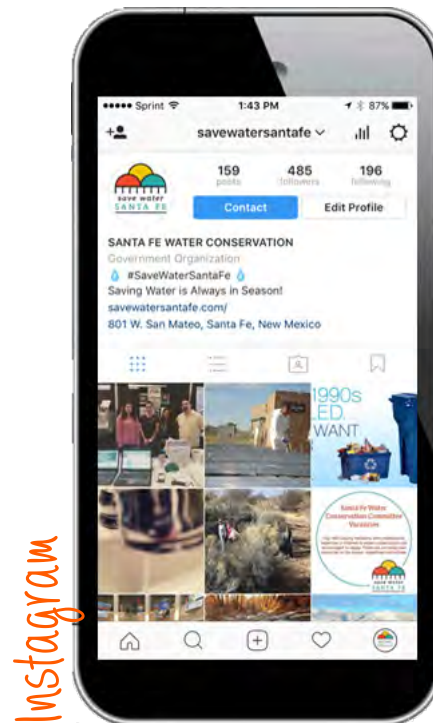
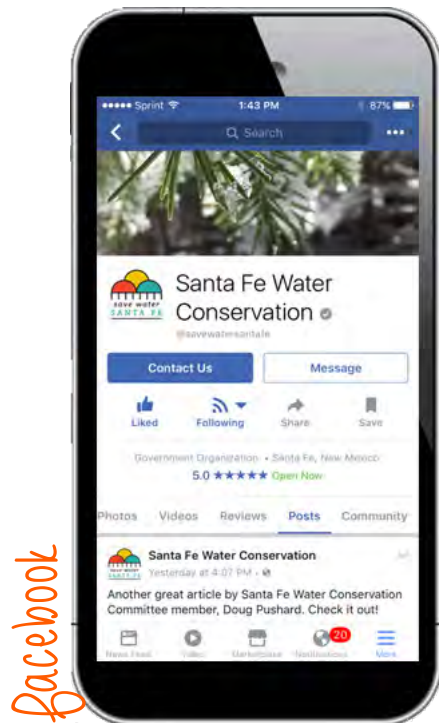
Customers can look up low water use native & xeric plants on mobile device.

4. Integrate Social Media

Analytic Overview by Social Media Platform

July 1, 2016 - March 1, 2017

			
Reach: 74,213	Reach: 9,026	Videos: 3	Reach: 5,029
Engagement: 72,450	Engagement: 3,038	Views: 289	Engagement: 138
Impressions: 25,691	Impressions: 26,881		Posts: 5
Page Likes: 655	Followers: 480		



Integrate Social Media Cont'd...

Instagram



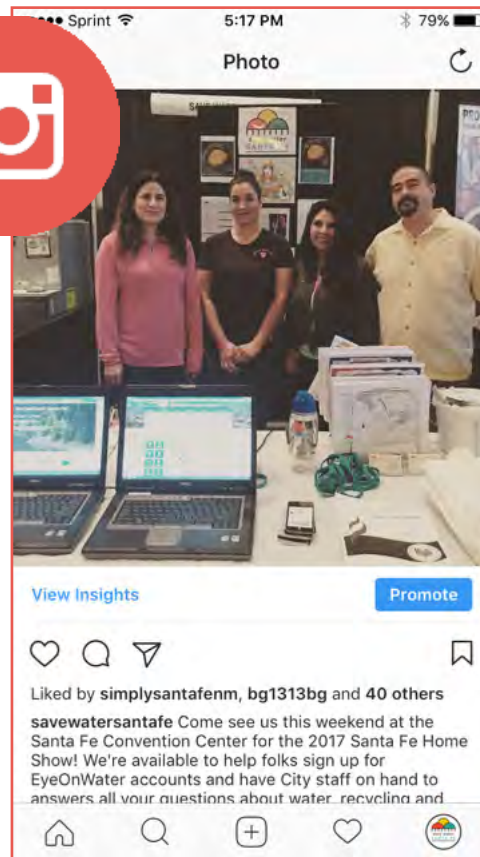
Santa Fe Water Conservation Committee Vacancies

City AND County residents with professional expertise or interest in water conservation are encouraged to apply. There are currently two vacancies in the mayor-appointed committee.

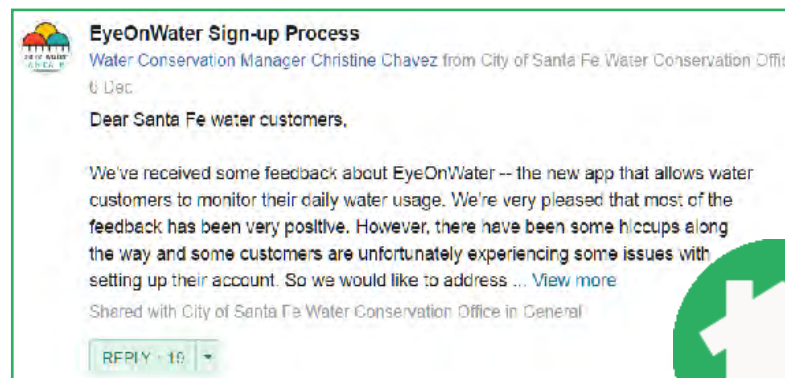


View Insights Promote

Liked by dreamygreenie, newmexicowildflowers and 18 others



Facebook



Nextdoor



Overview of Major Integrated Campaigns

CAPTURE WATER CONSERVATION Instagram Photo Contest



Communication Channels:
Social Media · Print Advertisement
Radio · Website

NUMBER OF ENTRIES:
143

Grand Prize:
Winning photo featured in new
business signage (see page 1)

Total Reach: 682,708
Total Impressions: 2,415,754
Total Social Media Engagement: 14,860



Download this App!
Have More Control
Set-up Leak Alerts
Save Money



Keep an eye on water...
using your phone, tablet or
computer to spot costly leaks,
set-up alerts and find ways to
save water at home or work.
Go to eyeonwater.com to enter
your zip code, select Santa Fe and
enter your account #
do not enter any zeros



EYEONWATER

Customer Roll-out

Communication Channels:
Social Media · Print Advertisement
Radio · Utility Bill Inserts · Website
Earned Media

**NUMBER OF
EyeOnWater
SIGN-UPS: 1,530**

Total Reach: 326,526
Total Impressions: 2,317,388
Total Social Media Engagement: 286



Overview of Major Integrated Campaigns Cont'd

WATER CONSERVATION BEHAVIOR

Utility Customer Survey

Communication Channels:

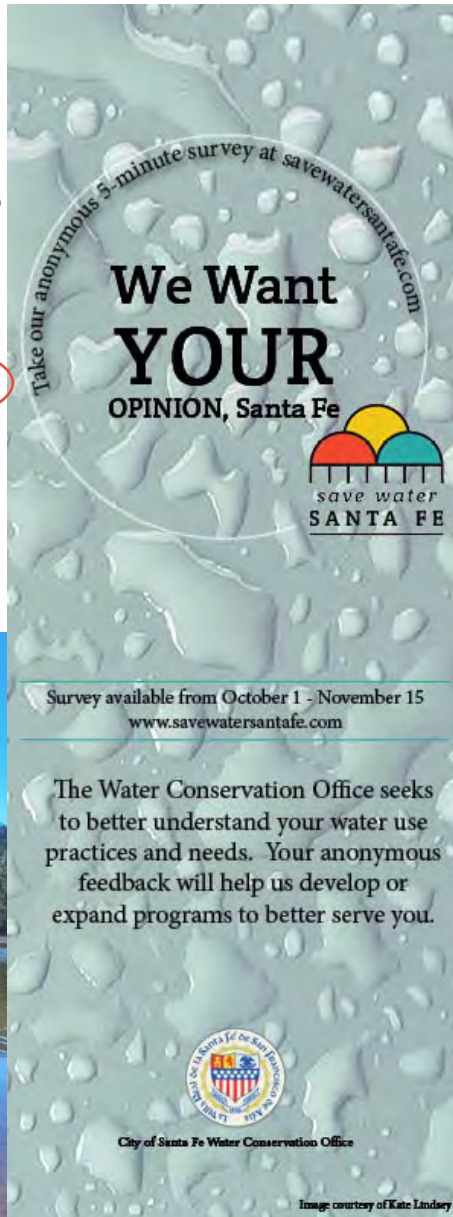
Social Media • Print Advertisement • Radio
Utility Bill Inserts • Website • Earned Media

NUMBER OF RESPONSES: 552

Total Reach: 325,053

Total Impressions: 2,321,904

Total Social Media Engagement: 370



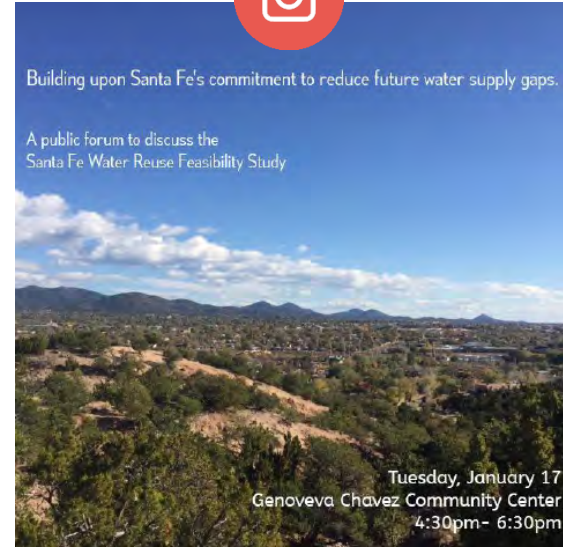
WATER REUSE FEASIBILITY

Public Forum



Building upon Santa Fe's commitment to reduce future water supply gaps.

A public forum to discuss the
Santa Fe Water Reuse Feasibility Study



Tuesday, January 17
Genoveva Chavez Community Center
4:30pm - 6:30pm

Communication Channels:

Social Media • Print Advertisement • Radio
Website • Earned Media

NUMBER OF ATTENDEES:

63

Total Reach: 326,526

Total Impressions: 2,317,388

Total Social Media Engagement: 286

5. Collect Customer Data



We Want YOUR Opinion, Santa Fe

Please take our anonymous survey at www.savewatersantafe.com

© Background image courtesy of Kate Lindsey

www.savewatersantafe.com

Page views: 1,241

Communication Channels:

Vendor	Reach	Impressions
Hutton Radio/santafe.com	40,000 weekly	974,000
Santa Fe New Mexican	225,000	800,000
KSWV Que Suave Radio & santafehometownnews.com	30,000	100,000
Bill Inserts	38,000	150,000
Green Fire Times	30,000	90,000
Santa Fe Reporter	60,000	200,000
Facebook & Instagram	36,914	1,586
Nextdoor	4,503	n/a

of SURVEY RESPONSES:

552

exceeded sample size
margin by 152

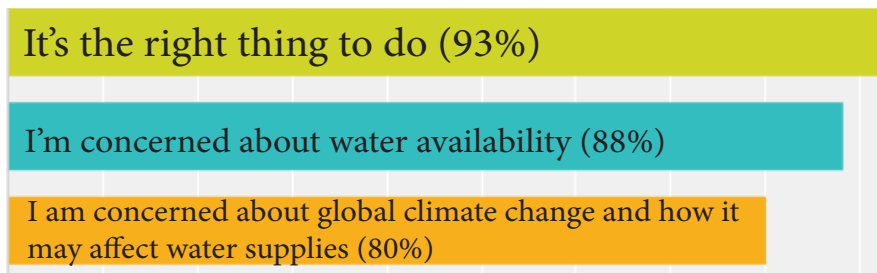
Water Conservation Behavior - Customer Survey Highlights

General Environmental Concerns

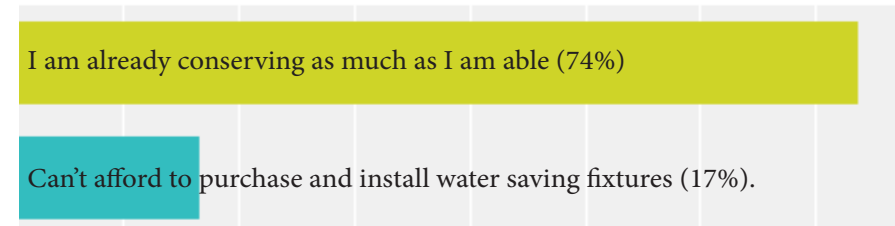
Water is precious and in great demand for many uses.	94%
Global climate change is occurring	83%
Protecting our watershed is a major problem.	74%

Top Concerns: Percentage of respondents who **strongly agree** with the environmental concerns (at left).

Behavior Motivation

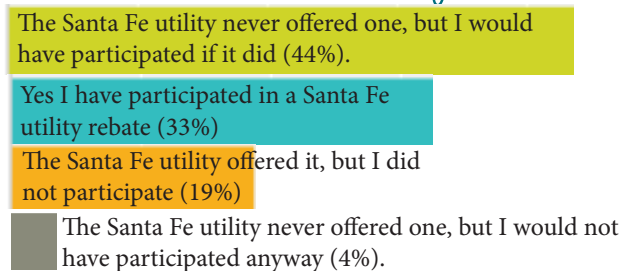


Reasons customers support the conservation steps they are already taking.

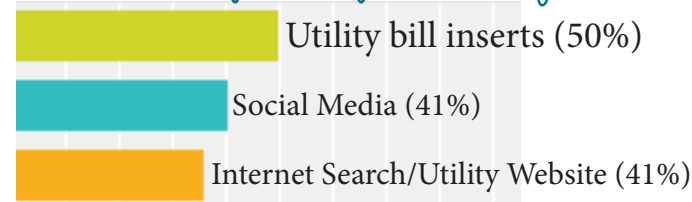


Reasons customers support decision to rarely or never take conservation steps.

Rebate Participation Among Water Customers



Customer Preference for Receiving Communication:



CUSTOMER SUGGESTIONS:

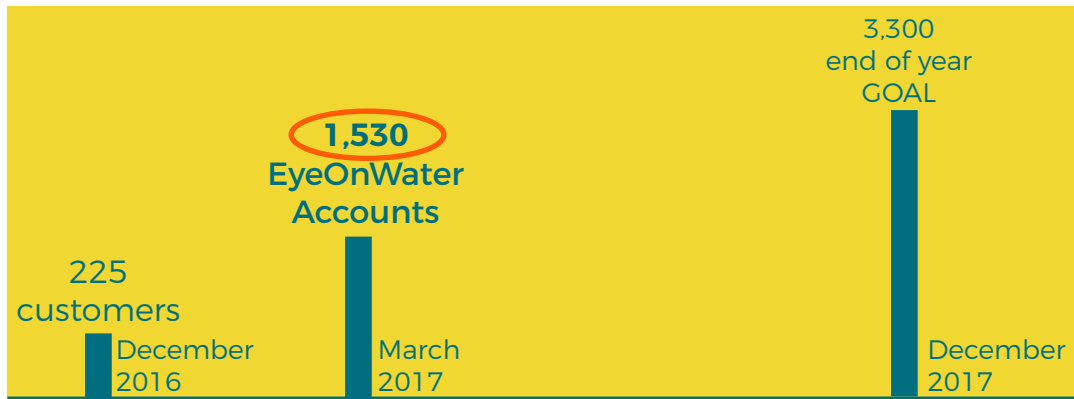
"It would be great to get rebates and tax incentives for installing artificial turf."

"Would love to have rebates on installing Hot Water Line Recirculating system."

"Rebates for gray water systems should be offered."

"What about a city program offering a discount on water catchment containers."

5. EyeOnWater



Pilot Project
Baseline

of Customers
Currently Signed
up for EyeOnWater

SIGN UP GOAL:
10% of residential
customers by end of year.

1,530
Current
EyeOnWater
Accounts

Download this App!
Have More Control
Set-up Leak Alerts
Save Money

Keep an eye on water...
using your phone, tablet or
computer to spot costly leaks,
set-up alerts and find ways to
save water at home or work.
Go to eyeonwater.com to enter
your zip code, select Santa Fe
and enter your account #
do not enter any zeros

save water
SANTA FE
savewatersantafe.com

Keep an Eye on Water!



EDITORIALS SANTA FE NEW MEXICAN

Our View: In 2017, save more water

Print | Font Size

Recommend | Tweet | G+ | Digg | StumbleUpon

Photo: Saturday, December 10, 2016/2:00pm
The New Mexican

Here's a worthy New Year's resolution for residents of Santa Fe.

Sign up to use EyeOnWater, the new app promoted by the city Water Division. Customers can download the app and find out not just how much water their household uses, but when usage is high. The app can help people figure out if there is a leak, preventing costly overuse of water and conserving this precious resource.

The app had been tested on a trial basis and now is ready for use by water customers. It's the latest update in the Water Division, which recently replaced old water meters with the new Badger Meter reading system. That didn't always go smoothly, causing a barrage of calls to customer service representatives. A new billing system also complicated relationships between the division and its customers. Now, however, all but 150 of some 34,000 meters have been replaced. Kinks in the billing system have been worked out.

EyeOnWater is the opportunity for customers to interact with the Water Division in a more positive manner, giving customers more information and control about how they use water. To download the app, visit eyeonwater.com/signup, or follow the link on www.watersantafe.com (search eye on water and the page comes up). The instructional videos there are helpful. For questions, call 505-955-4333.

City of Santa Fe Water Conservation Office

EyeOnWater Sign-up Process

Water Conservation Manager Christine Chavez from City of Santa Fe Water Conservation Office - 6 Dec

Dear Santa Fe water customers,

We've received some feedback about EyeOnWater -- the new app that allows water customers to monitor their daily water usage. We're very pleased that most of the feedback has been very positive. However, there have been some hiccups along the way and some customers are unfortunately experiencing some issues with setting up their account. So we would like to address ... [View more](#)

Shared with City of Santa Fe Water Conservation Office in General

REPLY - 10

★ Charlene, Cheryl, Robert, and 6 others thanked you.

View all 10 replies

Dave C. from Terra Contenta - 16 Dec
This app works great always wondered if I had a small leak. looks like no leak. Thanks
I Recommend this app to everyone.
Looks like the city of Santa Fe, NM is catching up with some technology.

save water
SANTA FE
savewatersantafe.com

Videos

b. Value Added & Integrated Advertising



GOAL: Increase Partnership Opportunities (Cohesive Approach to Water Issues)

KSWV Que Suave Radio - AM 810 & FM 99.9

Potential Weekly Reach: 30,000 | Potential Weekly Impressions: 100,000

- **Save Water Santa Fe WEEKLY Talk Radio Show**
- **30-second audio ads on the following topics:**
 - EyeOnWater
 - Winterizing Irrigation System
 - Water Conservation Customer Survey
 - Time of Day Water Restrictions

Save Water Santa Fe Weekly Podcasts

Save Water Santa Fe Radio Show

Tune in or stream live to our weekly radio show, Save Water Santa Fe, where conversations about conservation and all things water take place!

Show airs Thursday mornings at 8:00am on AM 810 Que Suave Radio. Podcasts of our show are also available (below).

Hosted by Christine Chavez, Water Conservation Manager, City of Santa Fe Water Division.



EyeOnWater

Cookie policy



KSWV Que Suave Radio
Save Water Santa Fe December 8 2016

SOUNDCLOUD

Share

24:56



Cookie policy



KSWV Que Suave Radio
Save Water Santa Fe November 17 2016

SOUNDCLOUD

Share

32:28



Cookie policy



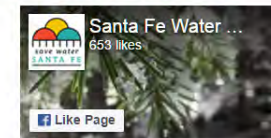
KSWV Que Suave Radio
Save Water Santa Fe November 10 2016

SOUNDCLOUD

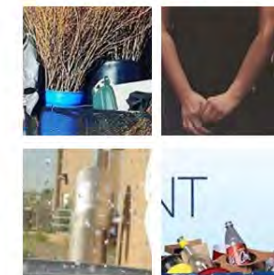
Share

30:59

Like Us On Facebook



Follow Us on Instagram



Recent News

Mobile-Friendly Save Water Santa Fe



Save Water Santa Fe

The weekly talk radio show where “*Conversations about conservation*” take place!

Guest & Topic

Santa Fe Watershed Association

Alex Puglisi - Water Quality

City of Santa Fe Tourism

New Mexico Home Builders Association

Sustainable Santa Fe

Agua Fria Nurseries - Waterwise Landscaping

Sustainability Awards

Rain Gardens

Sage Inn - Green Lodging Initiative

Ewing Irrigation - Irrigation Shutdown/Winterization

Office of Solar Power and Energy Efficiency

Joe's Diner - Green Lodging Initiative

John Fleck, Author, “Water is for fighting over and other myths about water in the west”

Keep Santa Fe Beautiful - Recycle Cart Rollout

Mind Over Markets - Green Marketing

Santa Fe Mountain Kids - Watershed Education

St. Michael's High School - Youth For a Safe Water & Climate Future

Santa Fe Mountain Kids - Watershed Education

2017 Annual Children's Poster Contest/Calendar

2017 Land and Water Summit

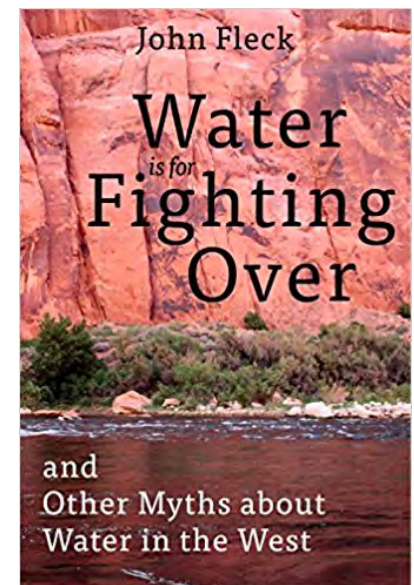
Melissa McDonald, River and Watershed Coordinator

Love Your River Clean Up Day

Riversource - Santa Fe River Restoration Project

Utility Customer Service & Billing

womenofgreen
Turn Up the Volume



Value Added & Integrated Advertising Cont'd

HUTTON BROADCASTING

www.santafe.com | Monthly Reach: 5,500

Features:

- Featured business listing w/contact info
- 500 word description
- Links to website and social media accounts
- Unlimited calendar event listings

6 Station Radio Campaign | Weekly Reach: 40,000

2,160 30-second commercials on following topics:

- EyeOnWater
- Winterizing Irrigation System
- Water Conservation Customer Survey
- Rebate Program



Hutton Broadcasting
LLC



Value Added & Integrated Advertising Cont'd

SANTA FE NEW MEXICAN

Potential Reach: 225,000 | Potential Impressions: 800,000

Santa Fe Water Conservation Committee Vacancies

APPLY TODAY!



Do you have interest or professional expertise in water conservation? The mayor-appointed Santa Fe Water Conservation Committee has **two vacancies**. The committee members serve a two-year term advising elected officials on relevant topics and providing input on various water conservation programs.

Please email resume and cover letter to cychavez@santafenm.gov

City AND County residents are encouraged to apply.

savewatersantafe.com

Water Conservation Committee Vacancy

Public Forum

Date:
Tuesday, January 17th

Time:
4:30 PM - 6:30 PM

Location:
Genoveva Chavez
Community Center
(3221 Rodeo Road)

**Refreshments
will be served**



Building on Santa Fe's commitment to reduce future water supply gaps.

Public Forum to discuss the Santa Fe Water Reuse Feasibility Study, an engineering evaluation of water reuse alternatives conducted by City of Santa Fe, Santa Fe County, and Bureau of Reclamation

The open house will provide an update on Santa Fe's water reuse strategies. Experts will be on hand to answer questions.

To review the provisional report subject to acceptance by the Bureau of Reclamation visit http://www.santafenm.gov/reclaimed_wastewater_reuse

Questions and comments can be made at the forum or emailed to utilitycustomerservice@santafenm.gov

Wastewater Reuse Feasibility Public Forum

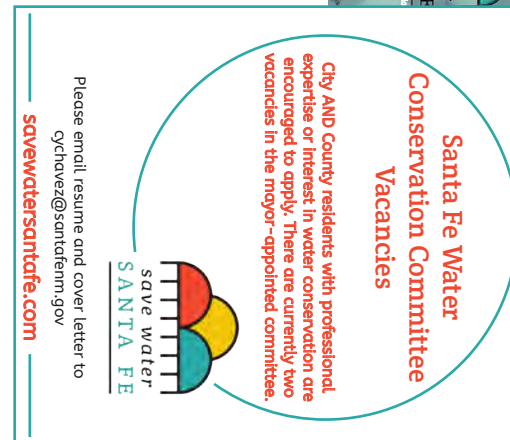
THE REPORTER

Potential Reach: 30,000 | Potential Impressions: 200,000

Water Conservation Behavior Customer Survey



Water Conservation Committee Vacancy



Please email resume and cover letter to cychavez@santafenm.gov
savewatersantafe.com



Wastewater Reuse Feasibility Public Forum



Water Conservation Behavior Customer Survey

Value Added & Integrated Advertising Cont'd

GREEN FIRE TIMES

Potential Reach: 30,000 | Potential Impressions: 90,000



Water Conservation Behavior
Customer Survey

EDIBLE SANTA FE

Potential Reach: 70,000



TUMBLEWEEDS NEWSPAPER

Potential Reach: 10,000 | Potential Impressions: 30,000



Rebates

Public Forum

Date:
Tuesday, January 17th

Time:
4:30 PM - 6:30 PM

Location:
Genoveva Chavez
Community Center
(3221 Rodeo Road)

**Refreshments
will be served**



Building on Santa Fe's
commitment to reduce future
water supply gaps.

*Public Forum to discuss the
Santa Fe Water Reuse Feasibility
Study, an engineering evaluation
of water reuse alternatives
conducted by City of Santa Fe,
Santa Fe County, and Bureau of
Reclamation*

The open house will provide an update
on Santa Fe's water reuse strategies and
share the thorough analysis and ranking
of the water reuse alternatives.

Experts will be on hand to answer
questions.

To review the provisional report subject to
acceptance by the Bureau of Reclamation
visit

http://www.santafenm.gov/reclaimed_wastewater_reuse

Questions and comments can be made at
the forum or emailed to
utilitycustomerservice@santafenm.gov

Wastewater Reuse
Feasibility Public Forum

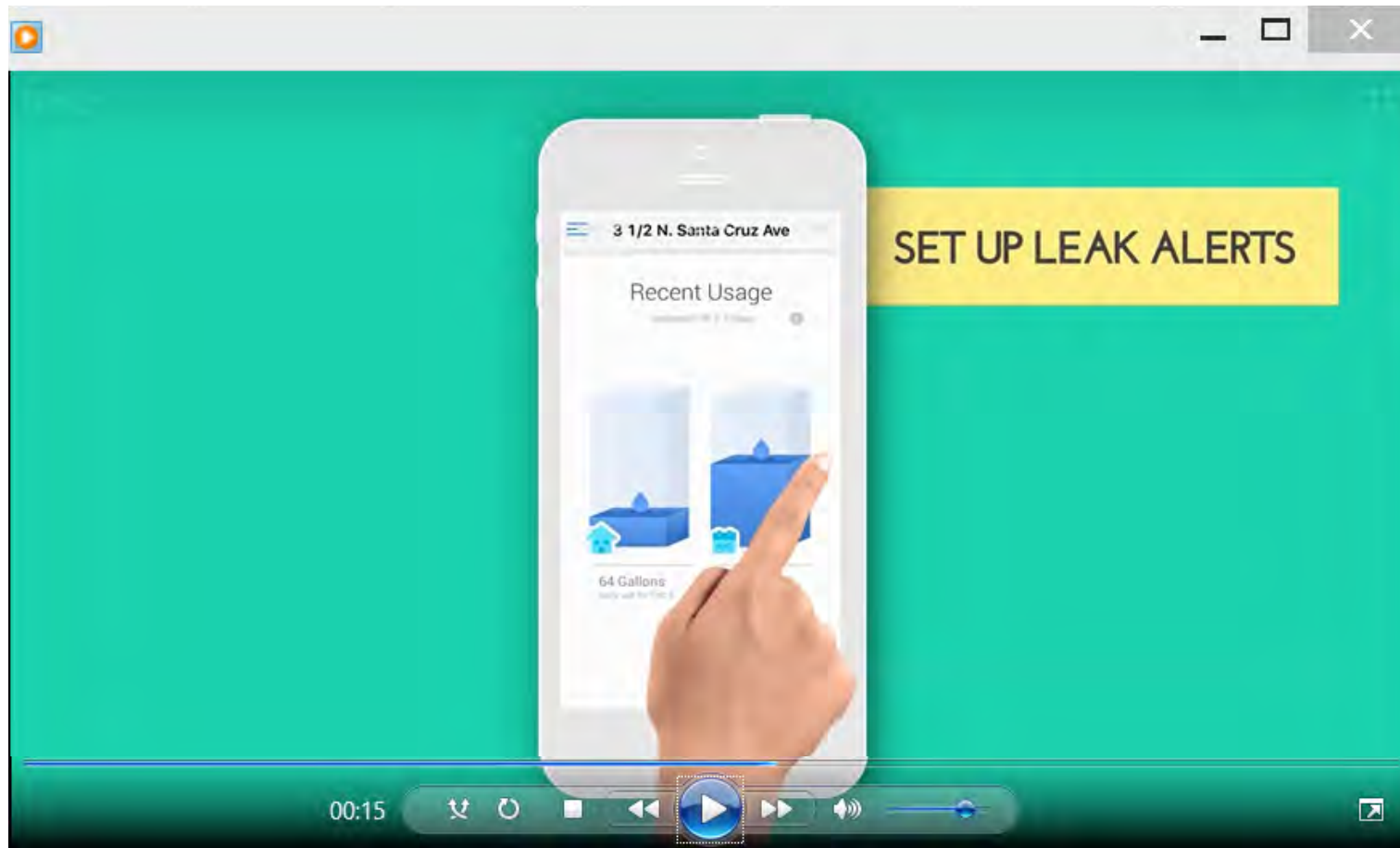
Value Added & Integrated Advertising Cont'd

COMCAST DIGITAL VIDEO ADVERTISING

Total number of TV Commercials: **1,600**

Total Number of Digital Impressions 100,000

Reaching 96% of Women (decision makers) 35-64 an average of 8x



EyeOnWater Video Commercial

Value Added & Integrated Advertising Cont'd

BUSINESS OUTREACH

Mailed to 5,500 Santa Fe Businesses



City of Santa Fe Water Conservation Requirements

APPLIES TO ALL SANTA FE WATER UTILITY CUSTOMERS



TRAIN YOUR EMPLOYEES

TO AVOID COSTLY VIOLATION FEES, PLEASE ADVISE YOUR STAFF ON THESE KEY REQUIREMENTS

INDOOR

**Food & Beverage,
Hotels & Lodging and Spas**

Serve customers water **only**
upon request.

Change the sheets and towels once every
4 days for guests staying more than 1
night

Display Signage

Be sure to display **water conservation
signage** on menu or by use of a "table
tent" and in the restroom(s) of your
establishment.



Photo by Kate Lindsey

Order our **NEW** signage
at no charge! Visit
savewatersantafe.com
or call 505.955.4225

COMMERCIAL SAVINGS



EyeOnWater
Keep tabs on your daily
water usage and set up
leak alerts.

EyeOnWater is a new
technology that allows
Santa Fe customers
to monitor their
water usage using a
smartphone or desktop
computer. **SEE MORE
INFO ON BACKSIDE**

Industrial, commercial and
institutional customers can take
advantage of rebates savings up
to **\$25,000** or half the cost of
the equipment, whichever is less.
To **save water and money** call
the Water Conservation Office to
schedule a consultation.

Rebate Program

High Efficiency Toilet

\$25 for 1.28 gpf Hotel/Motel
\$50 for 1.0 gpf or less Hotel/Motel
\$200 for Commercial tank type
\$400 for Flushometer Valve

Urinal Installation

\$550 for 0.125 gallon (pint) per
flush urinal
\$630 for water-free urinal

OUTDOOR

Landscape & Irrigation

Outdoor irrigation is prohibited
between **10 am and 6 pm** from
May 1 through Oct 31.

Do not let irrigation water escape
onto hard surfaces, and be sure
to use shut-off-nozzles when
hand watering with a hose.

Installation of turf grass/
seed must contain **25% or less**
Kentucky bluegrass.

Car Lots & Hard Surfaces

Commercial car sale lots and
other lots with on-site vehicle
washing facilities are limited to
washing each vehicle **1 time per
month**.

Using water to clean hard
surfaces with a hose or power
washer is **prohibited** (e.g.
driveways, sidewalks, parking
lots, outdoor eating areas).

Download the **Southwest Plant Selector** app (see backside for details)



www.savewatersantafe.com

Take Advantage of Water Saving Tools

You pay for every drop that flows through your meter. Saving water will save you money on your water bill. Make every drop count by using these available tools.

EyeOnWater

Monitor your water usage



You now have online access to your hourly
water usage information. You can download
the app on your phone or login using your
computer to keep tabs on how much water
you use on a daily, weekly, monthly or yearly
basis.

See water use data in near real time
Set up leaks alerts so you don't waste water
Save water and money on your bill

**SIGN UP FOR YOUR ONLINE ACCOUNT AND
DOWNLOAD THE APP TODAY!**

eyeonwater.com

WATER EFFICIENCY AUDIT

The Santa Fe Water Conservation Office offers **free**
leak detections and water efficiency audits, as well
as consultations to help you determine which rebate
program(s) is best for your business.

Please contact the **Water Conservation Office** to set
up an appointment at 505.955.4225

www.savewatersantafe.com

City of Santa Fe Water Conservation Office
505.955.4225 | wcoffice@santafenm.gov



**Southwest
Plant
Selector**

Download the App Today!
and start saving water Santa Fe



New Mexico State Office of Engineers
Center for Landscape Water Conservation
New Mexico State University Board of Regents

Southwest Plant Selector is an app
of expert-recommended **xeric plants**
specifically for New Mexico. Reduce
the water use in your landscape by
downloading the app today.

7. Rebate Program

Rebate Fund Balance as of March 6, 2017

\$41,222

HET: \$218,404.00 - 1,468 toilets

CW: \$13,489.00 - 47 clothes washers

RB: \$2,617.00 - 29 rain barrels

Commercial: \$25,000 - 1 commercial rebate

*NOTE: The HET total includes four large replacement projects listed below:

Tuscany @ St. Francis, 2218 Miguel Chavez Road: \$33,792.00 (264 toilets)

Las Palomas Apartments, 2001 Hopewell Street: \$35,840.00 (280 toilets)

Rancho 91 LLP, 4000 La Carrera: \$58,450.00 (334 toilets)

Talavera, 4129 S Meadows Road: \$79,275.00 (453 toilets)

*Commercial Retrofits have resulted in approximately
2,647,120 million gallons (8 acre feet) of water savings.*

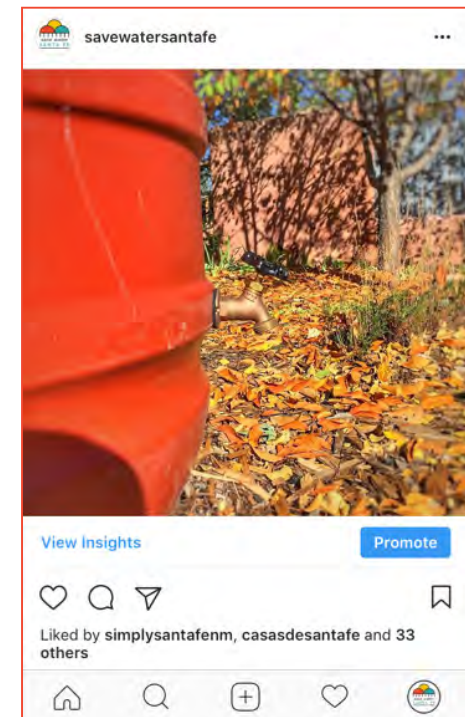


Outdoor watering in summer accounts for approximately 40 percent of Santa Fe's water use, nearly half of which is wasted due to irrigation system inefficiencies and overwatering.

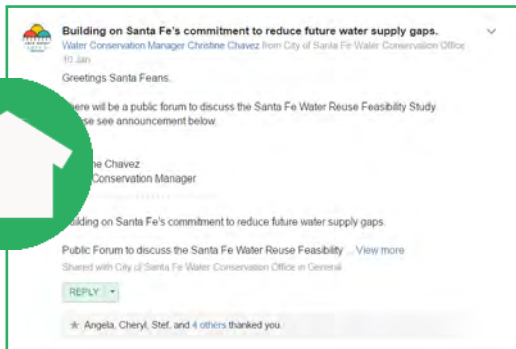
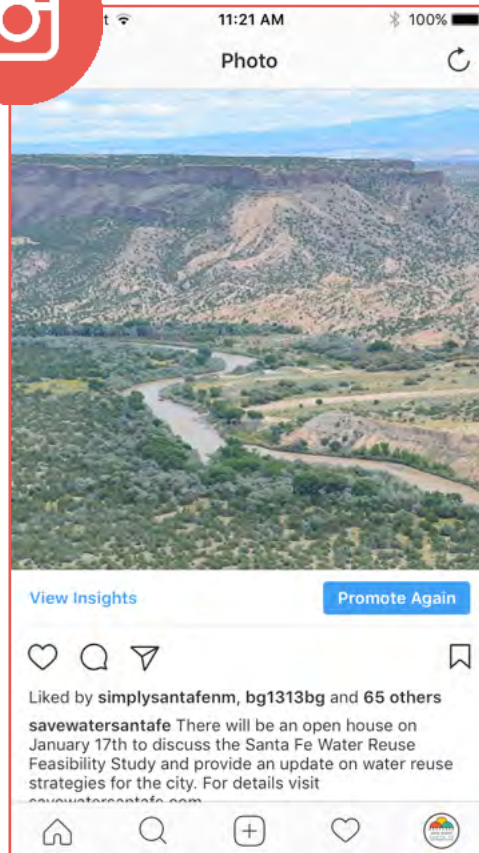
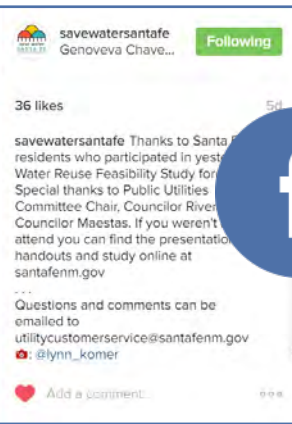


Saving Water is Always in Season

Santa Fe Water Conservation Office
(505) 955-4225 • www.savewatersantafe.com



8. Water Reuse Feasibility Study - Public Forum



Public Forum

Date:
Tuesday, January 17th

Time:
4:30 PM - 6:30 PM

Location:
Genoveva Chavez
Community Center
(3221 Rodeo Road)

**Refreshments
will be served**



Building on Santa Fe's
commitment to reduce future
water supply gaps.

*Public Forum to discuss the
Santa Fe Water Reuse Feasibility
Study, an engineering evaluation
of water reuse alternatives
conducted by City of Santa Fe,
Santa Fe County, and Bureau of
Reclamation*

The open house will provide an update
on Santa Fe's water reuse strategies and
share the thorough analysis and ranking
of the water reuse alternatives.

Experts will be on hand to answer
questions.

To review the provisional report subject to
acceptance by the Bureau of Reclamation
visit

http://www.santafenm.gov/reclaimed_wastewater_reuse

Questions and comments can be made at
the forum or emailed to
utilitycustomerservice@santafenm.gov

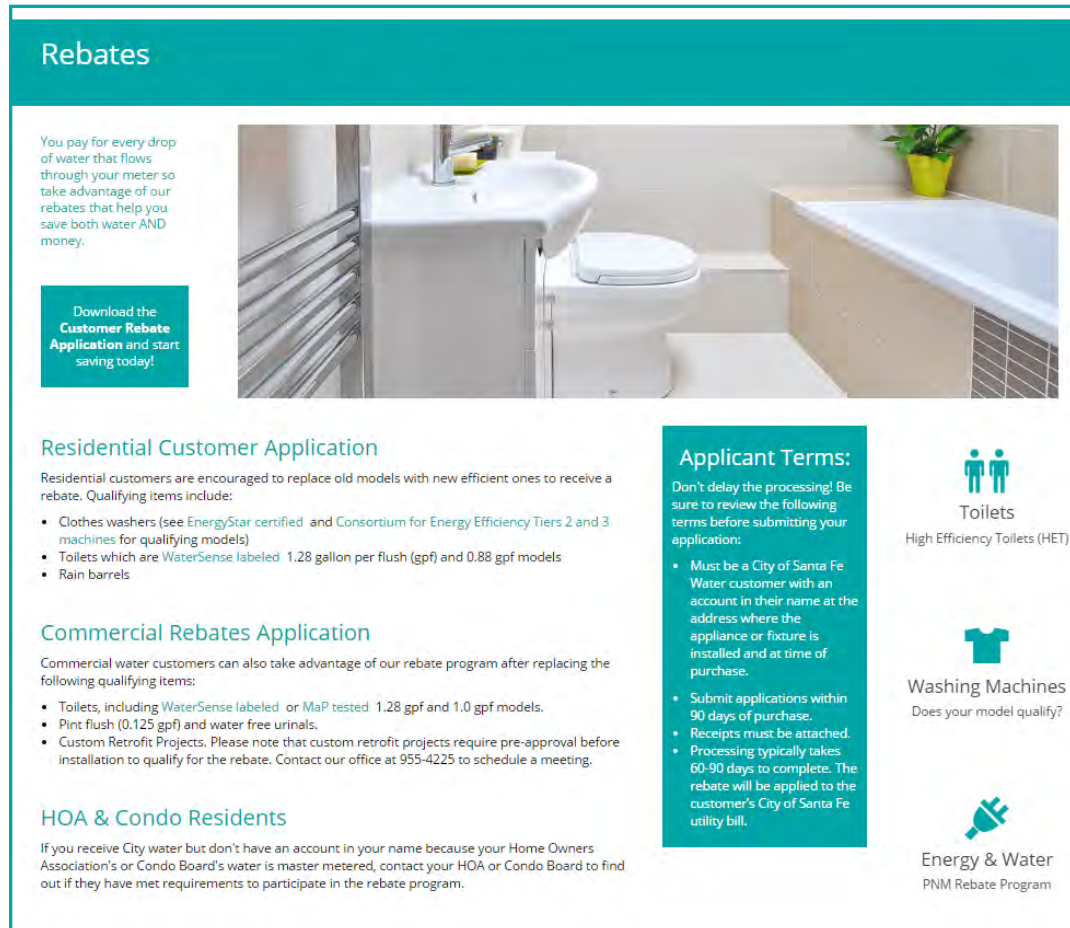
Communication Channels:
Social Media • Print Advertisement •
Radio • Website • Earned Media

NUMBER OF ATTENDEES:
63

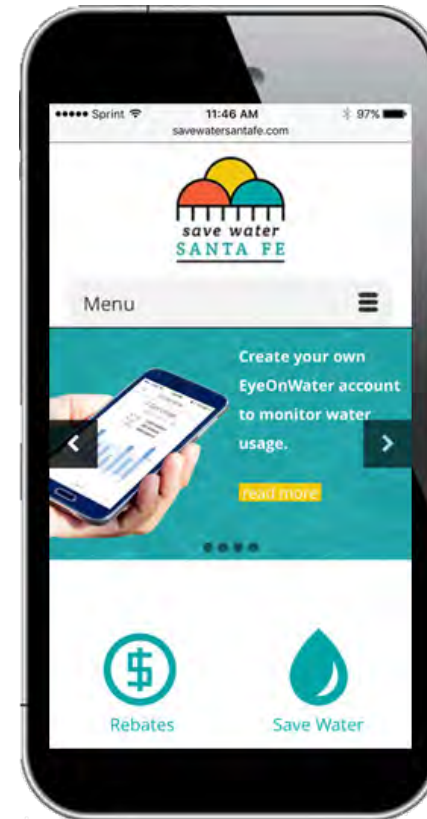
Total Reach: 326,526
Total Impressions: 2,317,388
Total Social Media Engagement: 286

9. Website Revision

www.savewatersantafe.com



Pageviews: 13,791



Social Media Integration

Mobile Friendly

Easy to Navigate

Web Analytics

July 1, 2016 through March 1, 2017

Traffic Sources:

- Direct - 2078 page views
- Organic Search - 1323 page views
- Referral - 500 pageviews
- santafenewmexican.com - 17%
- santafenm.gov - 16%
- Facebook - 10%

Top Performing Pages and/or Posts:

- Rebates
- Children's Poster Contest Winner
- EyeOnWater

Website Revision Cont'd

www.santafenm.gov/public_utilities

