



Agenda

DATE 1/31/13 TIME 10:53a

SERVED BY Laurie Trevizo

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SANTA FE WATER CONSERVATION COMMITTEE MEETING
CITY HALL - 200 LINCOLN AVE.
CITY COUNCILORS' CONFERENCE ROOM
TUESDAY, FEBRUARY 12, 2013
4:00 PM TO 6:00 PM

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES DECEMBER 11, 2012 WATER CONSERVATION COMMITTEE MEETING

DISCUSSION ITEMS:

NONE

INFORMATIONAL ITEMS:

5. MILESTONE AND ACCOMPLISHMENT STATUS OF WATER CONSERVATION MARKETING OUTREACH PLAN (Laurie Trevizo) (20 minutes)
6. IMPLEMENTATION STRATEGIES OF THE REPORT CLIMATE CHANGE AND THE SANTA FE WATERSHED (Claudia Borchert) (10 minutes)
7. PRESENTATION OF A RESOLUTION CONFIRMING THE CITY OF SANTA FE'S MEMBERSHIP IN AND SUPPORTING THE EFFORTS OF THE WESTERN ADAPTATION ALLIANCE AND DIRECTING STAFF TO RE-FORM THE GREEN TEAM TO SEEK HOW TO BOTH REDUCE GREENHOUSE GAS EMISSIONS FROM CITY OPERATIONS AND ENGAGE THE PUBLIC IN ADDRESSING HOW THE EFFECTS OF CLIMATE CHANGE WILL IMPACT CITIZENS. (Katherine Mortimer) (10 minutes)

MATTERS FROM STAFF:

8. DROUGHT, MONSOON AND WATER RESOURCE MANAGEMENT UPDATE (RICK CARPENTER) (10 minutes)
9. NOMINATIONS FOR SUSTAINABLE SANTA FE AWARDS 2013 (Katherine Mortimer) (10 minutes)

MATTERS FROM COMMITTEE:

10. SUMMARY OF WATER CONSERVATION COMMITTEE INITIATIVES INCLUDING WATER CONSERVATION COMMITTEE DUTIES AND RESPONSIBILITIES (Councilor Ives) (30 minutes)
11. NEW BUSINESS (Councilor Ives) (20 minutes)

ITEMS FOR NEXT AGENDA – TUESDAY, MARCH 12, 2013:

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.

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Tuesday, December 11, 2012**

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**MINUTES OF THE
CITY OF SANTA FE
WATER CONSERVATION COMMITTEE
Tuesday, December 11, 2012
4:00 p.m. to 6:00 p.m.**

1. CALL TO ORDER.

A meeting of the Water Conservation Committee was called to order by Councilor Peter N. Ives, Chair, at approximately 4:00 p.m., on December 11, 2012, in the City Councilor's Conference Room, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

2. ROLL CALL

Roll call indicated the presence of a quorum as follows:

MEMBERS PRESENT

Councilor Peter N. Ives, Chair
Melissa McDonald, Vice-Chair
Lise Knouse
Tim Michael
Doug Pushard
Lisa Randall
Karyn Schmitt

MEMBERS EXCUSED

Giselle Piburn
Stephen K. Wiman

MEMBERS ABSENT

Grace Perez

OTHERS ATTENDING

Laurie Trevizo, Water Conservation Manager
Melessia Helberg, Stenographer

There was a quorum of the membership in attendance.

3. APPROVAL OF AGENDA

MOTION: Doug Pushard moved, seconded by Lisa Randall, to approve the agenda as presented.

VOTE: The motion was approved unanimously on a voice vote.

4. APPROVAL OF THE MINUTES: SEPTEMBER 11, 2012, AND NOVEMBER 6, 2012, WATER CONSERVATION COMMITTEE MEETINGS

MOTION: Tim Michael moved, seconded by Lisa Randall, to approve the minutes of the meetings of September 11, 2012, as , and November 6, 2012, as presented.

VOTE: The motion was approved unanimously on a voice vote.

DISCUSSION ITEMS:

5. APPROVAL OF 2013 WATER CONSERVATION COMMITTEE MEETING CALENDAR. (LAURIE TREVIZO)

Ms. Trevizo reviewed the proposed 2013 Meeting Calendar, which is in the Committee packet.

MOTION: Melissa McDonald moved, seconded by Lise Knouse, to approve the 2013 Water Conservation Committee Meeting Calendar as presented.

DISCUSSION: Chair Ives said he will try to make the meeting on January 15th meeting, but he may be out of town. He said in his absence, Ms. McDonald, Vice Chair, can chair the meetings.

VOTE: The motion was approved unanimously on a voice vote.

INFORMATIONAL ITEMS:

6. DEMAND ELASTICITY: A THIRD PARTY STUDY OF THE CITY OF SANTA FE – SPECIAL PRESENTATION BY JIM FRYER. (LAURIE TREVIZO).

A copy of The Demand Elasticity and Revenue Stability Project Interim Report for the California Department of Water Resources (9-28-12), is incorporated herewith to these minutes as Exhibit "1."

Mr. Fryer presented information via power point. Please see Exhibit "1," for specifics of this presentation.

The Committee commented and asked questions as follows:

- Mr. Michael asked if other groups in other parts of the country are doing similar things.

Mr. Fryer said to his knowledge this is the first study that has done an in-depth run at this in this particular issue. He said there are related issues such as rate structure studies, and part of what they are collecting information on. He noted there have been a lot of those, as well as studies on savings from different kinds of conservation programs. He said this is a first effort in this regard in this level of detail.

Mr. Fryer said he did a paper on it and presented it at a national conference in the late 1990s, speculating on some of these issues. He said some of the things that he speculated on were weather patterns, and they thought they needed to look at this more carefully for a thorough analysis.

- Ms. Knouse asked how the Cities were selected, and the reason they selected Santa Fe over Albuquerque, or Boulder over Denver.

Mr. Fryer said they had to meet certain criteria, and they had to want to participate, and had been implementing long-term conservation programs, and also that they could figure out how to put together a funding package to cover the city. He said they wanted a good range, and they felt that 7 cities were enough. He said they hadn't collected the data and didn't know what the 7 would tell them, so there was no picking and choosing cities which would support their conclusions. They are still in the process of collecting data at this point.

- Chair Ives noted there is a 41 year window for data, and asked if the 7 cities will be able to provide that data.

Mr. Fryer said it has been challenging. He said most utilities have good data and readily available through billing systems. However, as you go further back there is software transition which can be a barrier to getting detailed water use data by customer class. He said as you get into the earlier 90s and late 80s, utilities didn't separate customer classes, and many were beginning to implement computer systems. He said much of the data wasn't digitized, and then they get into the "dusty binder" era of the project. He said they are finding a tremendous amount of interesting information in the old binders that have been stored away. He said the metrics of the 1970s, the information will be mostly total water use and production, as well as population and the number of accounts. In the 80s and 90s for most of the utilities they can get water use by customer class and by billing period as well as the number of accounts.

Mr. Fryer said Santa Fe has a special challenge because of the institutional transition from PNM to the water utility, and there is a fairly big wall there to get past. He said he has been having discussions figuring how to get data from the earlier period, noting how much they can find is still a big question mark.

- Chair Ives asked if the report will provide an analysis of the impact that the primary goal referenced here, "... to identify the extent demand elasticity during a drought is influenced by demand management programs undertaken by urban water utilities prior to such events." He asked if the report actually will consider that across the different classes of uses in the target groups.

Mr. Fryer said this is very much their intentions to the extent they can collect data to support that. He said "the jury is still out a little bit" as to how far back in time we can go, and he doesn't know how much they will succeed, just based on data limitations. He said they will at least be able to analyze for the last decade the trends and patterns by customer class. He said they are doing interviews to try to get a better sense of the community dynamics. He said they are using various methods beyond just water use history to get a handle on this issue, and the report will articulate what they find.

- Chair Ives what are the plans for peer review before the report is finalized.

Mr. Fryer said the advisory group will be reviewing and providing input on the report. However, they also are collecting names of people who haven't been engaged in the project, some of their colleagues in the industry, for a fresh perspective to make sure they're aren't being too caught up in jargon, or they know what it means but no one else outside the project would know.

- Ms. Knouse said Mr. Fryer said Santa Fe is a funding partner, and asked how much Santa Fe is paying.

Mr. Fryer said Santa Fe is the only one which isn't co-funding or has a wholesaler as a part of its water management providing funds. He said the Walton Family Foundation funds a lot of the work in the Colorado River Basin. He said all of the case studies are providing some in-kind help, doing queries of its billing systems, looking through the "dusty binders." He said if anyone has clippings or documentation regarding a previous drought, which they think would be valuable to include in the data they are to collecting to help to understand the picture here, they would welcome them. He said they would take digital copies or hard copies.

Mr. Fryer continued his review of Exhibit "1"

Mr. Pushard said this is going after single-family and not multi-tenancy which behavior patterns might be a lot different.

Mr. Fryer said they targeted single-family. However, due to the classifications of utilities, utility records aren't perfect in classifying them. In some cases, he thinks they probably are multi families, and they have a question to identify that, but there is a very small mix of multi-family.

Mr. Fryer asked if anyone objects if he records the discussion this evening, and if any direct quotes are used, the Committee members will have a chance to vet it.

- Chair Ives said there already is recordation of the meeting and accurate minutes of the meeting, although the minutes are summary and don't have every word spoken. He asked the Committee if there are objections to Mr. Fryer recording the discussion, and there were none.
- Responding to a question from Mr. Fryer, Chair Ives said his sense is that the people in Santa Fe are not tapped-out. He said while looking at water use and efficiency, we have been focused on efficiency as the motivating technique, rather than proclaiming "drought hard times" are coming. He said with climate change some of that likely will be shifting in our consciousness. His sense is that people can do more across all sectors of the economy. He said Santa Fe responds as a community to that kind of call.
- Mr. Michael said he has no basis, but he agrees with the Chair that they're not tapped out. He continued, "Although we aren't personally tapped out, we're getting close."

Mr. Fryer said in the phone surveys there was a question early on for people to rank how much effort they have made to reduce water use – do they feel they did everything, did they do a few things, or could have done more, did they do a lot of things but not everything they could. They asked people to give them a sense of how much effort they made. He said later in the survey they had a list of 17 things and asked which ones their households do. Then they later asked, in a future if a more severe drought occurs than in the past, for those things you haven't done in the past, would you consider doing those. He found a lot of receptivity to doing things in the future that hadn't been done in the past. He said they will have some pretty good data on that. They haven't done a full analysis, but they did have questions exploring that.

- Mr. Pushard said it is interesting Mr. Fryer uses the word "drought," because in Santa Fe we have an emergency water ordinance which really is not related to drought. He 2012 was the biggest drought year in 10 years. He asked if people are thinking drought or City mandated programs.

Mr. Fryer said there could also be a system failure at some point, so there could be a shortage.

- Mr. Pushard said this is when our ordinance would kick-in for sure.

Mr. Fryer said in doing the quality control review of some of the telephone surveys, they told people at the beginning of the survey this survey for Santa Fe is about the period 2002 to 2006 when there was a water shortage and there were mandated restrictions. However, people told them Santa Fe has had droughts in recent years as well. He said the definition of drought could be "pretty messy." He said they did point out these were the years that there was a drought and a water shortage with mandated restrictions.

- Mr. Pushard said Albuquerque declares its restrictions on television, and people get that mixed up with Santa Fe.

Mr. Fryer said people get drought information from the news media as well as from neighbors, but most said they got information on the water bills.

- Chair Ives asked if the report will analyze each of the 7 study areas independently and then look across them for more generalized conclusions.

Mr. Fryer said yes, both for the water use and telephone survey, there will be a profile for the individual case studies and our analysis, as well as a comparison identifying common trends, the differences and an analysis.

- Chair Ives asked if there will be an opportunity for Santa Fe to comment on the preliminary before the report is final.

Mr. Fryer said yes. There is a project representative from Santa Fe who is the designated contact for the project, which is Ms. Trevizo. He said they don't want comment coming from 4-5 sources which could be contradictory. He said it is the City's choice on how to handle that aspect.

- Mr. Pushard said then we can expect to see something preliminary in February or in March for review.

Mr. Fryer said there will be something to see if they have an accurate picture of the problems, and then a draft report in March. They'll probably give 30 days or such for comment, and then they will incorporate those comments and do whatever follow up needs to be done and then issue a final report. He said the timetable for that hasn't been firmed up.

- Mr. Pushard asked what are the hypotheses for this study.

Mr. Fryer said the most fundamental is the demand hardening issue – is it real or not – what kind of elasticity are we likely to see, driven primarily by drought events, noting the economic cycle can impact that. He said it is also quantitative and qualitative and it's not truly a statistical setting, noting there are certain limitations.

- Chair Ives said there may be the opportunity to learn from the various communities.

Mr. Fryer asked about perceptions.

- Chair Ives said there are certain statistics that appear in the newspaper regularly, in terms of rainfall, water use and information on reservoir levels, and such. He said there is some information which is available to the public.

- Ms. Randall said with regard to the Schools, their trigger point was the operational budget, and had nothing to with the lack of water or concern for water, although individuals are concerned, but as a collective organization that wasn't their focus. The focus was how to divert money from utilities to the classrooms, but now is growing into a conservation focus perspective, because there is a deeper understanding about water limitations and being responsible stewards of a precious resources.

Mr. Fryer asked how many years ago that was.

Ms. Randall said the School has been cutting its operational budget for the last 5 budget cycles, and 3 years ago, it realized the utilities was a big chunk of money that could be pared down.

- Chair Ives said one of the first questions this committee took up is what do we mean by drought, and the discussion suggested that as many agencies as there are dealing with water issues, there are that many definitions what a drought might constitute. He said the focus of the State differs from the City, and from the County, as well as from the individual users. He said it would be good to have common standards so we could talk “apples to apples.”

[Mr. Fryer’s comments here are inaudible because of the noise from the projector and that he was speaking softly.] How do you align the perception of the reality of what we have.

- Chair Ives said an effective way to get the message out is through articles in the newspaper, such as the one about a recent conference of the Neighborhood Law Center on the heels of a report in the paper about a 20% reduction in the San Juan/Chama usage that BOR was putting out based on the Colorado River flow. He said people have a general awareness of water in Santa Fe.
- Ms. Randall said we talk here about the “carrot and the stick” in terms of behavior and restrictions. She said in looking at reduction targets for the schools, people respond much better when we tell them the reasons, the consequences – if you tell them what you’re wanting. She said in 2002-2006 she was doing landscaping, and she would have preferred working with her clients in terms of the water use target, rather than a restriction. The restriction didn’t take into account the specifics of her particular work, noting if her clients had a use target or a controlled ceiling of use she could have managed the water budget in a more effective and efficient way for those properties.

Mr. Fryer said, in general, utilities that have given targets, collectively, their customers have met or exceeded those targets in a drought event. He said that has been an interesting pattern they’re seeing.

- Ms. Schmitt said if people feel there is a sacrifice across the board, as opposed to targeted industries or organizations, then they are more willing to share in the “pain.” She said this has caused community conflict in the past.
- Mr. Pushard said there was controversy in Santa Fe, and landscaping and other businesses felt targeted with some of the water restrictions. He asked Mr. Fryer if he will have that granularity of detail in any of the case studies.

Mr. Fryer said very few utilities code what types of industry are included, so there is a data limitation. He is trying to interview people in prominent industries, including landscaping, the Restaurant Association and such, but there is a data limitation which makes it difficult.

- Mr. Pushard asked if there is a landscape association they can interview.
- Ms. Schmitt said they formed the Santa Fe Water Coalition in 2001, and if there were to be restrictions again the same people probably would group together again to ensure our interests were being represented. She said she feels the City ordinance is so much better now than it was at that time. She was interested to read in the paper that the Ski Basin used 1 million gallons of water to make snow, and asked if that ever gets monitored. She said it is important that everybody is engaged.
- Ms. McDonald said the City has moved toward “we’re not going to tell you how to use your budget, there is an appropriate amount of water that you can use,” which she thinks is the better way to go rather than targeting industry – people can make their own decisions as to how to use that water. She said, for example, she put her water into her vegetable garden, and sacrifice water use in other areas, such as washing the car. She said the amount of water allocated has to be fair.

Mr. Fryer said some communities who have given water use reduction targets, typically do have some restrictions, water-wise type restrictions simultaneously.

Mr. Fryer thanked Chair Ives and the Committee for the opportunity to make this presentation to this Committee, commenting it is helpful. He said they are still collecting data, but they will shut that off soon. He asked people who have information they would like to provide should do that as soon as possible.

- Chair Ives reiterated the Committee is interested in reviewing the report. He invited Mr. Fryer to sit in for the next agenda items which he might find interesting.
- Ms. Schmitt asked how many of the 7 municipalities have advisory groups such as this one.

Mr. Fryer said most do, but there probably are 2-3 that don't.

MATTERS FROM STAFF

7. CLIMATE CHANGE AND THE SANTA FE WATERSHED: A PRELIMINARY ASSESSMENT. (CLAUDIA BORCHERT)

A Memorandum with attachments, dated October 30, 2012, to the Public Utilities Committee, from Claudia I. Borchert, Water Resources Coordinator is incorporated herewith to these minutes as Exhibit “2.”

Mr. Michael said he was unsure where this is going and he didn't know what to make of it, so he has no framework to make a comment.

Ms. Borchert said this is a little outside her avenue of work, and it will go back to all of the people in the City that worked on climate change issues, including Katherine Mortimer, the Santa Fe Sustainable

Commission, Andrew Phelps, Emergency Response, Nick Schiavo who works on energy issues. There are quite a few people who approached the climate change issue from many different perspective, but until this report had not addressed the impacts in this way. It is now up to those working in those individual systems to “pick up the ball” and say here are the impacts and what is within my sphere to try to figure out the path forward based on the vulnerabilities and the recommendations from the climate change experts and the public. This is very much a first step, a preliminary assessment. It isn’t a roadmap, it’s not a plan, it’s just a gathering of what we know, what has been done, what we think we should do and how we go about it.

Chair Ives asked who has participated, referring to page 3 where it spoke about “install solar panels over parking lots and elsewhere to reflect heat and produce energy.” He agrees it’s a good goal, but it doesn’t have terribly much to do with the watershed. He said it indicates people have expanded the content beyond what he would describe as climate change and the Santa Fe watershed, unless the watershed is defining a particular geographic area. He said in many ways there are a lot of broad stroke ideas as opposed to trying to assess, for example, the reduction of 40% in surface water supplies. He said our response in each instance is something he believes would be helpful for future planning. He believes there is a need to state in a real and concrete way what some of the issues are, such as implications/impact of the Colorado River Basin study.

Ms. Borchert said this is the second part and they are doing exactly that. She said the first part was very qualitative. They had to balance the fact that they had this big workshop, people had ideas and wanted to be heard and it’s important to be heard. There were a wide variety of ideas. She said this is the exciting part about tackling the water supply piece. She said we have a system simulation model which has a hydrograph from 1912 to 2005. They have taken the climate models, scaled them down and produced 5 different ranges of hydrograph targeting out to 2040 which frame the conditions we’re likely to see for all of our surface waters – Santa Fe River and San Juan/Chama water – and how those play out against the 5 climate projections, to come up with how we best position our water supply portfolio to adapt to the range of conditions they see. She said phase 2 is going to be much more qualitative and they will have very clear recommendations will be the “marching orders” for the water utility for the next 10-20 years.

Mr. Pushard said he attended the workshop, which was good. He said gathering input and getting people engaged is an important part of process, but there was such a wide variety of interests. He said the title of the report is somewhat misleading. He said these are ideas for a sustainable Santa Fe, commenting it is much bigger than just water.

Ms. Borchert said it is much bigger than water, noting the watershed was meant to be a geographic boundary not a water boundary. She said they tried to take all the comments from the workshop, but then the experts used their knowledge and added to it – fleshed out certain areas. She asked if the title of the report should say “And the Santa Fe Basin,” instead of “the Santa Fe Watershed.

Ms. McDonald said she could use basin or another word and then have a definition, commenting she should replace “watershed.”

Mr. Michael said at some point the public is going to have to pay for this, and change its attitude in a lot of ways, because sustainability is far more important to us than a low water bill. He asked if this is overarching all these systems or how is that dealt with.

Ms. Borchert said the Resolution that started the climate change work, talked about revising the Long Range Water Supply Plan as well as public outreach and education. She said the City doesn't have a PIO and she's not a PIO. She said it is hard to implement the actions without educating the public and getting public buy-in and to want these changes to occur. She said there is a huge institutional problem in how do we do our work and do the education piece. She said how that is going to happen exactly is not clear to her. She is happy to take any suggestions in this regard. She said there have to be ways to get information to the public faster and reach a bigger audience that don't involve having public meetings and public workshops that take all day.

Chair Ives said the difficult part of getting information out on disasters is reaching children and women who stay at home. He said they can get information to civic leaders on a broad level. He said they are looking to the social media to get information out on disasters of epic proportions – tsunami, earthquake, volcano, floods, drought, but can be over-used if you aren't in an emergency context. He said he can see talking to the newspapers and posting more prominently a host of attributes – humidity, rain events, temperatures and such.

Ms. Randall said there are tons of teachers who use *The New Mexican* in their classrooms. She said City Solid Waste puts out the recycling full page which has "been the same for I don't know how long." She doubts people look at it anymore. She suggested a 1/4 page for that part, and dedicate the other 3/4 for climate change information, noting newspapers "are written for 8th graders."

Mr. Pushard noted the next steps, and asked who will be doing this and how it will happen.

Ms. Borchert said she is willing to "take this on," and she is working together with other people in the City. She said what seems to be lacking are the coordination and conversation. She said, within the next year, she will start having monthly brown bag lunches, of about an hour, which will be open to anybody to attend. She said it will be the beginning place for people to come who want to share what they're doing, get organized around what they're doing, to hear what's going on and how they can get involved – a coordinated effort where the key players share information with one another to avoid duplication of effort.

Chair Ives said it would be interesting if she would list blogs on some of the narrower topics in the community of the whole across the community after these meeting.

Ms. McDonald likes the blog suggestion from the brown bag lunches. She said a lot of people. She said it is a read blogs and will go back to it if it has updated information, and it's a good way to get information to a larger group of people who are trying to coordinate in this regard. She said although they read the blogs, they don't always comment, reiterating this an excellent suggestion to helping people to know what is going on. People could just list a paragraph about what they're doing, and then it's all catalogued and very easy to go back to.

Ms. Borchert said then there could be a brown bag water blog, or a brown bag restoration blog, commenting blogs aren't her area of expertise.

Ms. McDonald said it could be done by category so people can tag it. She said those organizations probably have a tech person that could set up the blog.

**8. PRESENTATION ON THE DRAFT RECLAIMED WASTEWATER RESOURCE PLAN.
(CLAUDIA BORCHERT)**

A copy of the updated Memorandum, with attached Plan, dated December 5, 2012, to the Public Utilities Committee, from Claudia I. Borchert, Water Resources Coordinator, is incorporated herewith to these minutes as Exhibit "3."

Ms. Borchert presented information from her Memorandum of November 27, 2012. Please see this Memo for specifics of this presentation. She noted the rankings are on page 2.

Ms. Borchert said when this item went to the Public Utilities Committee last week, there was a strong sentiment that the City and County went together and made a line where the City's service line is, and it is the City's primary focus to make sure the people in that service area get the water they need. If people are outside that service area, which includes the polo fields and the downstream agriculture users, they need to be looking to the County to figure out a way to provide them water. She said she isn't saying that's the way the plan will end, because right now there is a good chunk of water going downstream, but this is the sentiment she kept hearing.

Chair Ives said he understands the County is looking at implementing an entirely new water plan.

Ms. Borchert said she asked the PUC if the ranking felt right to them. She said ultimately it is up to them to decide if the ranking is right, and they might, for example, decide the most important item is the downstream users. She said it is perfectly appropriate for them to alter this plan. She said the ranking methodology may not have been able to capture all the different considerations an elected official has to consider in making choices in allocating a resource.

Mr. Michael asked if the downstream users have rights to the water.

Ms. Borchert said no, and the owner is the producer of the artificial water coming from a man made facility. She said before the water is released into the river, water belongs to the City. She said she noted La Cienega is having conversations with its newly-elected State Representative to change the State Statute. She said we want to pay attention to that and have conversations with her about that, and if she would be willing to hear our position on that as well.

Ms. Borchert said there is a question of age of water rights, noting there are very old water rights downstream, but she doubts any are older than 1609, which is the priority date claimed by the City. She

said there are many complicated issues. She said one of the next steps in the Plan is to convene a ½ or 1 day workshop to look all of the different legal positions – we have our attorney making this legal assertion and we can and hear from the OSE and the attorneys advising the downstream users – at least try to have a conversation to share where the legal positions come from. She said it's hard to move forward without the certainty of knowing how it's going to play out.

Ms. Borchert said the good news, from her perspective as a water person, is this portfolio. She said when you turn to the 2020s, which is the timeframe within which we will need a new future water supply, "there's a lot of water." She said, "All of this water which is shown in blue, the larger dark blue chunk, is all water available for water supply – 2,200 afy. It is water that you can still meet all these uses that are important to you, and you take the water in what we call the shoulder months, the non-top-irrigation months and divert it for water supply. And one of the recommendations for this plan is to do a feasibility study next of the ways in which you could turn this in the future water supply. Do you want to run it down a pipe that goes down to the Rio Grande following the Buckman Direct Diversion easement, drop it into the Rio Grande and then divert an equal drop and pump it back up again. Do you want to store it in the aquifer and pump it back out again, or do you want to do some additional treatment and then add it to the stream that is currently already getting treated at the Buckman Regional Water Treatment Plant and have that be an additional source of supply."

Ms. Borchert said this is still "very draft," and she hasn't included all the comments from people from the draft on the web. She noted there is a full version of the report on the web. She will be having public meetings, and going to other committees, noting she is trying to wrap this up in two months. However, if you haven't had a chance to look at it, you could attend the public meetings, talk to her off-line or read it and send her your comments, noting there are lots of avenues for all kinds of input in the next 2-3 months.

Chair Ives said previously, we've talked about updating the TEMP, and he wants to make sure it has been recrafted as the Reclaimed Wastewater Resource Plan.

Ms. Borchert said this is correct. She said the industry standard is to talk about it as reclaimed wastewater, because it's reclaimed and has a lot of uses as such, and "treated effluent" doesn't capture that it has a lot of value. She said this is pretty much "nuts and bolts," although there is a broad brushed strategy section, Section 8 of the report, which also is in the packet, which talks about the strategies that we should be considering – use it as a water supply, measure it. She said the numbers around the use right now aren't very good, optimize it, use it more efficiently, do park irrigation efficiency studies, encourage distribution through low energy systems using renewable energy to distribute it and so on.

Chair Ives asked if it is safe to say that the two most readily relatively new sources of supply will be reclaimed wastewater and water harvesting – rain or stormwater runoff.

Ms. Borchert said yes, plus more water conservation which is an important new source of supply. She noted that 21% of our June supply is met by reclaimed wastewater, but annually it has dropped to the teens. Without that supply, we would be pumping the aquifer more or getting more water from Buckman, whatever the source.

Ms. Schmitt said she has been spending more time at the MRC because her son plays soccer. She said, sitting at this table, she has heard we have really wonderful, high quality, reclaimed wastewater. She said her son tells her it smells terrible sometimes out there. She asked the reality. She said Ms. Borchert is talking about potable water from this which concerns her.

Ms. Borchert said it would have to be treated additionally before it became potable. She said it meets Class 1-B wastewater standards. She said it isn't just her writing this plan and there is a working group which has been meeting monthly, and this plan is the product of those efforts. One of the people in the group is a highly qualified wastewater engineer. She said in general, the EPA has no regulations that regulate the reuse of wastewater. The various states have their own set of regulations which are not uniform across the board. She said, "Yes, we're regulated by the State and we meet all of the State requirements. It doesn't necessarily mean there's not a certain risk associated with the exposure of reclaimed wastewater. And the people who use it have to follow requirements, like there should be no ponding the water, that's a big non-no. You have to make sure you only irrigate during times when people are not around, like at nighttime."

Ms. Schmitt said the MRC is a very popular place right now, and there are lots of people out there.

Ms. Borchert continued, "And so that's something that is kind of one of the next steps, is to kind of look at, really more conversations with the users, especially our own City facilities which are in different departments, for them to make sure they understand the need for them to employ best management practices around how they use this effluent, to reduce the risk of exposure to all people who recreate in the area."

Ms. Schmitt said these kids are all over the MRC.

Ms. Borchert said she created the water budget for the MRC based on past use, but they have a bunch of backfields they haven't kept up. She said conversations with the MRC indicates they would like its water budget increased to make sure they can bring all those fields back to the level of fields to which people are used to playing.

Ms. Borchert said the recommendation from this Committee has gotten no traction from public officials, which is the idea that people who recreate in places where reclaimed wastewater is used pay for it. She noted the Country Club which is partly public gets it for free.

Chair Ives thanked Ms. Borchert for her presentation.

MATTERS FROM THE COMMITTEE

9. SUMMARY OF WATER CONSERVATION COMMITTEE INITIATIVES INCLUDING WATER CONSERVATION COMMITTEE DUTIES AND RESPONSIBILITIES. (COUNCILOR IVES)

Chair Ives said it is important to address where we are with reclaimed wastewater issues as well as climate adaptation. He said these presentations and the ones last meeting, were significant to this Committee defining the water conservation issues. He said we will now be able get into these issues in a more focused manner to accomplish what we want to accomplish.

ITEMS FOR NEXT AGENDA – TUESDAY, JANUARY 15, 2013

Ms. Schmidt said she would like something about the new automatic water meter readers, so we can have that discussion.

Chair Ives said the City has looked at a new type of meter and have talked about allocation of funding.

Ms. Trevizo noted there is a pilot project, but that's all, and she thinks the discussion has been about the status of the pilot project.

Mr. Pushard wants an agenda item to talk about the structure of the meetings, noting there has been no time for matters from the Committee, and the last item on the agenda is input from the Committee. He said we now have subcommittees and we want to hear from those.

Chair Ives said the way this will be addressed, is there will be a section for committee reports.

Ms. Trevizo said she spoke with the City Clerk, and the structure of the agenda is created via resolution, and the agenda is written that way. She said when we are ready to report, those items can be moved up when there something for the packet and a status.

Mr. Pushard said then that would go in the information section, versus Matters from the Committee, which would move it up on the Committee Agenda.

Chair Ives said he will be asking committees to submit the reports in writing so there will be an opportunity to read it before the meeting.

ADJOURN

There being no further business to come before the Committee, and the Committee, having completed its agenda, adjourned the meeting at approximately 6:10 p.m.

Peter N. Ives, Chair


Melessia Helberg, Stenographer



City of Santa Fe, New Mexico

memo

Date: January 17, 2012

To: Water Conservation

From: Laurie Trevizo, Water Conservation Manager 

Via: Rick Carpenter, Water Resources and Conservation Manager 
Brian Snyder, Public Utilities Department and Water Division Director 

RE: Milestone and Accomplishment Status of the Water Conservation Marketing Outreach Plan

Background:

The Water Division's Conservation Office retained the services of a seasoned, local public relations firm to assist with water conservation messaging, marketing and outreach enhancement.

The purpose of the outreach plan is to provide proactive and coordinated strategies for on-going community appreciation, continued involvement and greater participation in water conservation programs. The plan includes integrated communications to promote actions that achieve long-term reductions in water use and proactively inform the public about lower water use in response to drought or other supply reductions for different stakeholder groups, agencies, partners and customers.

Water Conservation Marketing Status:

The overall intent of the plan is to grow community participation by engaging and motivating the public and stakeholders. The outreach plan contains strategies to provide easy and accessible information about water conservation programs. The status of each of the implementation activities is included in the attached chart, many of the items are complete or in progress.

Implementation Strategies (status in attached color coded chart):

- **Ensure consistent branding:** Branding reinforces key messages that are easily relatable and creates an audience connection to close community awareness gaps and reinforce conservation behaviors. The new logo is direct, in that it clearly states the action customers should to take.
- **Resource Positioning:** Expand existing website content and functionality to provide the community with resource tools for water conservation related issues.
- **Cohesive Communications:** Provide simple, consistent, understandable and motivational communications to educate and highlight water conservation benefits, drought management and establish the City as a water conservation leader.

- **Advertising:** A tool to target audiences by demographics to educate and influence positive water conservation behaviors. Subject specific articles are leveraged for best return on investment.
- **Earned Media:** see description below.
- **Ordinance Management:** Implement outreach for mandatory water restrictions and develop efficient enforcement activities.
- **Government Outreach:** Increase effective partnerships and coordination among City of Santa Fe departments, State and Federal agencies.
- **Residential Outreach:** Develop tactics to engage and inform residents on why and how to save water both indoors and outdoors.
- **Commercial Outreach:** Engage commercial customers and vendors to encourage rebate and incentive participation. Establish communication distribution channels to professional memberships and develop certification programs.
- **Student Education Outreach:** Enhance existing and identify new educational programs by coordinating with students and teachers as key communication stakeholders.

Earned Media Advertisement Outreach:

Impression Measurement Background

Outreach *impressions* are an economical metric standard of the number of people who may have seen an article, heard something on the radio, saw it on TV or read it on a website or blog. Impressions are the media outlet's circulation, viewership, listenership or readership number and equate to brand awareness. Earned media includes initiated news releases and staff articles and media requests for comment or interview. Advertisements are paid placements.

Strategic Placement:

Both earned media and advertisement placement are strategically targeted to specific demographic targets based on potential impressions, gender, age and social interests. Key messages are woven into all releases, interviews and articles. Targets include male and female head-of-households, commercial business owners/employees, students/parents, state/municipal employees, and hospitality/tourism and environment/sustainability audiences.

Messages include:

Earned Media Impressions – 487,000 Total

(New Mexican, SF Reporter, Journal North, GreenFire Times, Light of New Mexico, Round the Roundhouse, SF HomeTown News, EcoTrends, Annual Manual, SF Visitors Guide, KSFR, and KSVE Weekly Radio Show)

| Month | Topic | Estimated Impressions |
|----------------|---|-----------------------|
| February/March | Mayors Water Conservation Challenge Campaign | 90,000 |
| March | Fix-A-Leak Campaign | 55,000 |
| April | Children's Water Fiesta Earth Day | 27,500 |
| April | Children's Poster Contest Winner | 29,000 |
| May | Time-Day-Watering Reminder | 29,000 |
| June | Water Saving Efforts During Irrigation Season | 25,500 |
| July | Water Savings Tips/Reminders Take Advantage of Rebates – Year-Round Water Conservation Reminder | 69,000 |
| August | State GSD Partnership and Monthly Column Introduction | 14,000 |
| September | Watering the Desert | 15,000 |
| October | Fall Water Savings Tips | 62,000 |

| | | |
|----------|--|----------------|
| | Santa Fe Water Among Lowest of Western United States Community Water Conservation Appreciation | |
| November | Santa Fe Water Use Among Lowest of Western United States Give Thanks for Water Promotion Announcement Water Use at Work | 57,000 |
| December | End Uses of Water in Office Buildings Frozen Pipes | 14,000 |
| | TOTAL IMPRESSIONS | 487,000 |

Future Strategies:

The first step in implementing the marketing plan was to establish strategic water conservation program placement. The water conservation office is in the process of completing this task.

Future implementation activities will call citizens to action and will provide recognition to those customers who are exemplary water conservationists. Community outreach activities are planned that will encourage involvement.

Recommendation:


Staff requests feedback or comments on the implementation strategies of the water conservation marketing plan.




Attachments:

Water Conservation Marketing Outreach Status Update (color coded chart)

Sample media report includes articles and ads found in:

- GreenFire Times
- Round the Roundhouse
- 2013 Visitors Guide to Santa Fe
- Santa Fe Hometown News
- Article in the Santa Fe New Mexican
- Front page photo of Albuquerque Journal North

| Strategy | Explanation | Status | Notes |
|--|--|--|--|
| BRANDING | | | |
| Re-Design Logo | The logo must be identifiably distinctive about the City's programs and importance to audiences with a consistent meaning, value and call to action. | DESIGN COMPLETED; GOVERNING BODY APPROVAL |  |
| New Tagline | Link together concepts of appreciation, encouragement and behavior motivators. | COMPLETED | Conserve. Educate. Lead |
| RESOURCE POSITIONING | | | |
| Design New Website | Re-energize navigation and content changes to position the portal as the primary interactive information source communication tool.. | ON-GOING & ON-TRACK Contract finalized. WireFrame completed. Anticipated roll-out: 1Q, 2013 | Goals: Easily Searchable, interactive, on-line customer rebate process. Widget calculators: seasonal daily indoor and outdoor tips, home water use survey and zip code comparisons, U.S. Drought monitor and other EPA WaterSense partner interactive tools. |
| New Domain Name | Previous domain received low internet searchable identity ranking and was not owned by the City. | IN-PROGRESS Coordination with new City Designed Website | Ensure City owns the domain |
| Billing Data to Incentivize Customers | Water use comparison data | PENDING | Water Division Project – Water Conservation Office to provide input |
| Data Use Studies | <ol style="list-style-type: none"> SF Residential Use Study SF as Case Study for Demand Elasticity and Revenue Stability Project | IN-PROGRESS | No cost to City Provide guidance for water planners in determining acceptable levels of shortages during future drought events |
| COHESIVE MESSAGING | | | |
| Message Development | Outreach implementation requires understandable and relatable messages that emphasize solution-based “win-win” value, incentive and appreciation, as well as vulnerability to drought, | COMPLETED | Key communication points adopted by Governing Body |

| | | | |
|--|---|---|---|
| | drought management restrictions, programs and policies. | | |
| Flexible Communication Toolbox | | | |
| | <i>Story Topic Calendar – strategic calendar of peak demand communications will be timely targeted.</i> | COMPLETED | Story calendar aligns with earned media and advertisement schedules |
| | <i>FAQs/Fact Sheets</i> | IN PROGRESS ON-TRACK | Foundation for website copy, newspaper insert, advertisements, news releases, brochures and are audience target specific |
| | <i>Visuals & Graphics</i> | IN PROGRESS ON-TRACK | Graphs, charts, photos to visually convey and enhance messages |
| | <i>PowerPoint/Presentations</i> | COMPLETED | Review PP and other presentations for update in alignment with adopted key messages |
| | <i>Voicemail Hotline</i> | Voicemail (hot-line is for violation) | Coordinating with Billing to include recorded conservation messages |
| | <i>Bill Stuffers</i> | IN PROGRESS ON-TRACK | Spring, Summer & Fall tips and reminders. |
| | <i>Newspaper Insert Brochures</i> | NOT STARTED | Based on final website copy for message consistency. Collecting appropriate graphics and photos. |
| ADVERTISING | | | |
| Target Audience Placement | Research service area, visitor overview, traffic sources, content page views and rates. Rate and placement negotiation strategy to include by-lined story placement and below market rates. | COMPLETED | |
| Advertisement Topic Calendar | Aligns with story development seasonal calendar. Includes drought themes, appreciation, tips and reminders | COMPLETED | Includes topic and media outlets for paid advertisement. Earned media (news releases, op-eds, articles) aligned to advertisement. |
| PRINT | | | |
|   | <i>GreenFire Times</i> (6 Ads and Staff By-lined Article) | COMPLETED 22,000 copies per month 12-month impressions-224,400 | Negotiated – Sample Attached |
|  | <i>HomeTown News</i> (Monthly Article & Ad) | COMPLETED | Negotiated- Sample Attached |


City of Santa Fe Water Conservation Public Outreach

**STATUS
2012**

| | | | |
|---|--|---|--|
|  | <i>Round The Roundhouse</i> (Monthly Column and Ad) Workplace Focused Column – <i>Save Water Santa Fe – Water Use Tips from the City of Santa Fe Water Conservation Program</i> | COMPLETED 14,000 copies per month 12-month impressions - 142,800 | Negotiated – Sample Attached |
|  | <i>Santa Fe Reporter - Annual Manual</i> | COMPLETED 33,000 Outreach Copies | 12-month shelf life – Sample Attached |
|  | <i>EcoSource – Sustainability Guide Article and Ad</i> | COMPLETED 10,000 Outreach Copies | 4-month shelf-life – Sample Attached |
|  | <i>2013 Official Santa Fe Visitors Guide</i> | COMPLETED 400,000 Outreach Copies | 12-month shelf-life – Sample Attached |
|  | <i>Santa Fe New Mexican</i> | ON-SCHEDULE 22,500 impressions per day | Spring, 2013 8-page Newspaper Insert to be included in SFNM, JN, SF Reporter. Over-run copies to libraries and community centers, etc. |
|  | <i>Journal North</i> | ON-SCHEDULE 13,000 impressions per day | Same |
|  | <i>Santa Fe Reporter</i> | ON-SCHEDULE 23,000 impressions per week | Same |
| BROADCAST | | | |
|  SantaFe.com | | COMPLETED 30,000 web visits per month | Includes peak am & pm drive times by target audience segmentation and on-line web-based banner advertisement with SantaFe.com |
| KSVE - <i>Que Suave, Spanish Voice of New Mexico</i> Weekly :30 Minute Interview | | COMPLETED | Weekly interview |
| City Hall Live Television Show | | COMPLETED | Monthly Hosting Water Conservation Topics |

City of Santa Fe Water Conservation Public Outreach

**STATUS
2012**

| | | | |
|---|---|--------------------------------------|--|
|  | KSFR- Public Service Announcements | As Needed | Seasonal-based (recording development by Joe Abeyta) |
| | KUNM- Public Service Announcements | As Needed | Seasonal-based (recording development by Joe Abeyta) |
| SPECIALIZED | | | |
| | City Bus –Children’s Water Poster as Ad | COMPLETE | Monthly – Children’s Water Poster |
| | Movie Theatre –National CineMedia LLC Fix-A-Leak Week – Bad Flapper Ad | COMPLETE | Regal 14 & Regal De Vargas Commercial Produced |
| | Theatre On-Line Banner Ad – Fandango | COMPLETE | Developing banner ads |
| EARNED MEDIA | | | |
| (Report Attached) | Routine and scheduled news releases scheduled and submitted to extensive media contact list. On-going news review for trending topics. | COMPLETE ON-GOING | Story topics aligned with advertisement topic calendar |
| Proactive Media Relations & Training | Interactive media training secessions prepare spokesperson to communicate messages effectively and learn what journalists need and what is newsworthy. Conduct story mining sessions. | COMPLETE | On-going as needed. |
| ORDINANCE MANAGEMENT | | | |
| Enforcement Staff | Hire Water Conservation Enforcement Officer | COMPLETE | On-going based on seasonal high demand period |
| Water Restriction Doorhanger | Reminding customer of water use restrictions. | PENDING | Spanish translation Is being verified |
| GOVERNMENT OUTREACH | | | |
| Effective City Inter-Departmental Partnerships | Routine participation with City-wide Sustainability Green Team Routine coordination with City Parks | On-going – active participant | Share and streamline information |
| State Government | Develop partnership with General Service Department. Active participant in meter program. | COMPLETE ON-GOING | |
| Roundhouse | Monthly staff by-lined column on workforce tips in Round The Roundhouse | COMPLETE | |
| National Cemetery | Meeting with staff and educational presentations to VFW | COMPLETE ON-GOING | |
| RESIDENTIAL OUTREACH | | | |
| New Customer Packet | Coordinate with Billing. Pending website roll-out to drive customers to website for interactive information. | ON-TRACK | Early Spring, 2013 |
| Customer Billing | Target Spring, Summer, Fall 2013- 3x year | ON-TRACK | Pending final topic selection and billing cycles to avoid customer information overload. |

City of Santa Fe Water Conservation Public Outreach

**STATUS
2012**

| | | | |
|--|---|------------------------------------|--|
| Neighborhood Association | Submit articles and news releases to SF Neighborhood Association. | PENDING | Schedule meeting. |
| Demonstration Gardens | Stormwater catchment project for landscaping demonstration. Adopted median will capture 1,200 gallons of stormwater runoff | COMPLETE | Create photo gallery, or video for website tool |
| COMMERCIAL OUTREACH | | | |
| Commercial License Renewal Notice | Submit ordinance and regulation requirement reminders to City licensed businesses at yearly renewal | COMPLETE 5,500 Outreach Letters | Routine notice 1x year Expand in 2013 to new business license |
| Landscape | Partner with SF Community College Certifying & Educating Landscapers (QWEL Certification) | ON-GOING | QWEL – Qualified Water Efficient Landscaper |
| Commercial Water Rate Adjustment Incentive | Incentivize water conservation and efficiency for larger water users. | IN-PROGRESS | |
| Lodger Association | Submit news releases and articles for member dissemination | PENDING | 2 Q 2013 |
| Restaurant Association | Submit news releases and articles for member dissemination | PENDING | 2 Q 2013 |
| Vendors (Retail & Improvement Stores) | Monthly outreach to re-supply rebate brochures and answer questions. | COMPLETE ON-GOING | Currently building a relationship with all rebate vendors |
| Chambers of Commerce | Develop relationship with Santa Fe Chamber, Green Chamber and Hispanic Chamber | PENDING | 2 Q 2013 |
| STUDENT EDUCATION OUTREACH | | | |
| Children's Water Fiesta | One of the most successful education programs. Targeted for 4 th grade only, the Fiesta is in its 11 th year. | ON-GOING | April 16-17, 2013 |
| Children's Poster Contest | Targeted for 1 st -6 th graders, the poster contest is in its 10 th year. | ON-GOING | Calendar will arrive in January 2013 |
| Santa Fe Public Schools | Establish Project Wet teacher education curriculum with Math and Science Coordinator SFPS Newsletter article | COMPLETE ON-GOING | Enhance partnership. SFPS Rep on WCC |
| Parent/Household | Take home household water conservation tips via SFPS | PENDING EARLY SPRING | Coordination due to SFPS partnership |
| Youth Clubs | Met with Boy Scout Troops to discuss Eagle Scout projects related to Water Conservation | ON-GOING | Past participation in 4H Kids and Kows program |
| YouthWorks Internship | Provide 3 youth internships to developing water conservation job experience. | COMPLETE ON-GOING | Anticipate new intern in summer 2013 |
| SF Community College | Curriculum development for water auditing and evaluation classes (Certification) | ON-GOING | |

It was a year for the
record books.

The National Weather
Service recently
confirmed the 24

months between August 2010 and 2012 were the hottest and driest in
New Mexico's history. But you took the challenge and kept Santa Fe
water use down.

Keep It Up

Average daily use per person was 107
gallons, way below the national
average of 150 gallons and among

the best in the West. The City of Santa Fe's Water Utility's total water
production for 2011 remained under 10,000 acre feet per year.

Your efforts will pay off, not just for the future — but for you, right now.
Not only will you save money on your water bill but the City has rebates
and incentives that reward
you for rainwater harvesting
systems and high-efficiency
toilets and clothes washers.

Keep It Down

For information on the rebate program, water-
saving tips, water-use rules, and all about water
conservation in Santa Fe, visit
www.santafenm.gov/waterconservation.



City of Santa Fe
Water Conservation Office
505.955.4225

of which date back to the Second World War. There are 2,100 sites that LANL self-identified after the Cold War as locations that could release toxic wastes. A shipment of 13 tons of weapon-grade plutonium is soon scheduled to travel on NM roads headed to LANL for the production of MOX Fuel.³

Drought conditions in NM have promoted the recent spate of severe wildfires. The Cerro Grande fire in 2000 burned over 7,000 acres of LANL property. One-hundred-fifty-thousand trees were consumed in the Las Conchas fire, releasing PCBs, radionuclides and metals into the environment. During the summer thunderstorm season, fondly known as the "monsoons," toxic ash residue from the fires gets washed down the arroyos and canyons, as there is no longer any vegetation barrier to slow it down. This slurry enters the Rio Grande about three miles above the Buckman intake site. An Early Notification System near the mouth of Los Alamos Canyon is designed to measure high runoff and relay a message to shut down intake during these heavy storm incidents. In a number of reported cases, these warnings were ignored or did not work.

The monitoring of contaminants entering the Santa Fe municipal water system is far too infrequent, and years can pass before testing results are released. The most recent report available from the Environmental Working Group, for instance, was issued in 2009, presenting data from 2004-2006. It lists 32 contaminants in Santa Fe's municipal water.⁴



Michael Aune at the Oso Diversion on Oct. 22, 2012

Often, data of toxic presence in the water will be later denied as "mistaken!" Mark Sardella, an engineer who has been monitoring contaminants in the waters for a long time, says that the actual data that last March showed quantities of tritium in the Buckman well field, has yet to be released. Sardella has made numerous attempts to obtain the original data from LANL.

Says Aune, "No one wants to admit that we have an urgent situation on our hands, and we had better do something about it."

It has become clear to me that a major shift in our consciousness is required, and that there needs to be a critical mass of people who are doing something about the water crisis; people who practice personal responsibility where water is concerned. It is also clear that the solutions will have to come from the people themselves, for the leaders we have elected have so far proved not only inadequate at dealing with this crisis but are the ones mostly responsible for its existence in the first place. The issues belong to us here in Santa Fe and also around the world, for in reality, we are interconnected and therefore interdependent.

How might we be able to fulfill the vision of a world of clean, healthy and safe water for all life? To start, education about water issues is crucial. ✕

Raphael Weisman is a retired luthier and harp maker. He founded the Santa Fe Water Awareness Group (www.WaterAwarenessGroup.wordpress.com), is establishing a water resources center, and is planning the first Santa Fe Global Water Festival, to be held on World Water Day, on March 22, 2014.



The southern shore of Heron Lake, Oct. 22, 2012 – San Juan River water impounded in the lake goes into the Rio Chama and ultimately into the Rio Grande.

SANTA FE WATER USE AMONG LOWEST OF WESTERN CITIES

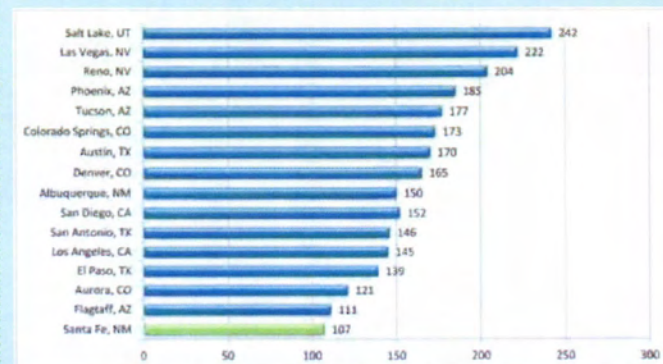
LAURIE TREVIZO

The National Weather Service recently confirmed that the 24 months between August 2010 and August 2012 were the hottest and driest since recordkeeping started in the 1890s. Despite two years of persistent and severe drought conditions pushing peak daily demands to all-time highs, Santa Feans used an average of 107 gallons per-person per-day in 2011, well below the national average of 150, and lower than the amounts used in most other similar western cities. The gallon-per-capita-per-day, or GPCD, calculation includes not only residential, but also commercial, industrial, institutional and irrigation water use. Santa Fe residential indoor use accounts for 58 gallons per-day per-person, while the remaining 49 gallons is commercial, industrial, multi-family (such as apartment complexes) and public use.

"In the face of these climatic and seasonal challenges, our community should be commended for their progressive and on-going water conservation efforts," said Peter Ives, city councilor and chair of the Water Conservation Committee. "While our water use statistics are among the best in the Southwest and the United States, we must continue to work together to save water and reduce demand."

Brian K. Snyder, Public Utilities Department and Water Utility Division director, added, "Through good conservation practices and drought management programs, the city is able to ensure a reliable water supply for domestic use and fire protection."

Customers can continue to save water by taking advantage of rebates and incentives to help lower monthly water bills. The city has several rebates on high-efficiency toilets, clothes washers and rainwater harvesting systems. For more information about water conservation in Santa Fe, including outdoor/indoor water use requirements, visit www.santafenm.gov/waterconservation



Comparative graph of gallons-per-capita-per-day amounts for western cities. The figures are from the years 2009 to 2011, with the exception of Colorado Springs, which is from 2006.

\$0 down

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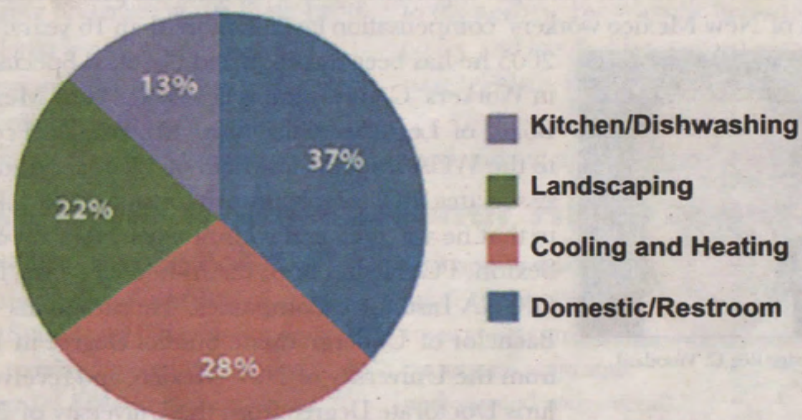
CONTINUED ON PAGE 35

Save Water Santa Fe

Water Use Tips from the City of Santa Fe Water Conservation Program



End Uses of Water in Office Buildings



Commercial and institutional buildings use a large portion of municipally supplied water in the United States. Water used in office buildings accounts for approximately 9 percent of the total water use in commercial and institutional

facilities in the United States.

The three largest uses of water in office buildings are restrooms, heating and cooling, and landscaping.

Energy saved from reducing the amount of water supplied will

not only save money, but reduce the building's carbon footprint as well and demonstrate leadership in environmental management.

Water management planning serves as the foundation for any successful water reduction effort. It is the first step a commercial or institutional facility should take to achieve and sustain long-term water savings. Water management planning generally addresses water use reductions in four areas:

- Reducing water losses (e.g., leaks).
- Increasing the water efficiency of fixtures, equipment, systems, and processes.
- Educating employees and occupants about water efficiency to encourage water-saving behaviors.
- Reusing onsite alternative water that would otherwise be discarded or discharged to the sewer (e.g., reusing treated graywater or rainwater to water landscape areas).

Source: U.S. EPA WaterSense at Work

JOB ANNOUNCEMENT

OFFICE OF THE NEW MEXICO ATTORNEY GENERAL

BUDGET & SPECIAL PROJECTS COORDINATOR

The Administrative Services Division of the Attorney General's Office, an EEO employer, is accepting resumes for a Budget and Special Projects Coordinator position in Santa Fe, New Mexico. The Office is seeking applicants with the skill to develop and manage the budget of the agency. The position's duties include creating and applying fiscal controls, preparing financial statements, developing expenditure and revenue projections, maintaining communication with the executive management team to provide relevant fiscal information. Excellent knowledge of spreadsheet programs is required. Experience in SHARE or PeopleSoft systems is necessary. The ability to interact with both internal clients and the public is also required. The position will also serve as the Custodian of Public Records. Certification as a Certified Government Accountant is preferred. The position is "exempt" (not classified); salary is \$31.25 to 36.06/hr, DOE. A resume and three professional references must be received no later than 5:00pm, December 28, 2012, at the Attorney General's Office, Attention: Roberta A. Lujan, HR Administrator, PO Box 1508, Santa Fe, NM 87504-1508.

It's the toilet's fault.

Water use in office buildings is almost 10 percent of total commercial and institutional use in the United States and more than a third of office water is used in the bathroom.

Keep It Up

Obviously, when you gotta go, you gotta go. But you can conserve water in the office bathroom by checking for leaks and installing water-efficient toilets and fixtures.

Santa Feans are old pros at saving water but we can always do more. Whether you're the boss or the employee, you can be a leader in water conservation by educating yourself on ways to save and leading a water-saving effort in your office.

Your efforts will pay off, not just in the future, but right now. In addition to lower utility bills, the city rewards businesses that install low-flow toilets, water-free urinals and water-efficient irrigation systems (landscaping is responsible for another 22 percent of office water use).

For information on water-saving tips, water-use rules, and all about water conservation in Santa Fe, visit www.santafenm.gov/waterconservation.

Keep It Down



City of Santa Fe
Water Conservation Office
505.955.4225



Thank You, Santa Fe

It was a year for the record books.

The National Weather Service recently confirmed the 24 months between August 2010 and 2012 were the hottest and driest in New Mexico's history. But you took the challenge and kept Santa Fe water use down.

Average daily use per person was 107 gallons, way below the national average of 150 gallons and among the best in the West. The City of Santa Fe's Water Utility's total water production for 2011 was under 10,000 acre-feet.

Your efforts will pay off, not just for the future — but for you, right now. Not only will you save money on your water bill but the City has rebates and incentives that reward you for rainwater harvesting systems and high-efficiency toilets and clothes washers.

For information on the rebate program, water-saving tips, water-use rules, and all about water conservation in Santa Fe, visit www.santafenm.gov/waterconservation.



City of Santa Fe
Water Conservation Office
505.955.4225

Do you have a "Bad" Flapper? The City and State team up for Fix a Leak Week

Every year, more than 10,000 gallons of water are wasted in one household due to running toilets, dripping faucets, and many other household leaks, all of which are easily fixable. That is enough water to wash nearly 10 months worth of laundry! Beginning the week of March 12th, the City of Santa Fe Water Conservation Office and the NM Office of the State Engineer (OSE) encourages our community to get involved in this year's Fix a Leak Week on the search for bad flappers. Sponsored by the Environmental Protection Agency's (EPA's) WaterSense® program, Fix a Leak Week is March 12-18, 2012.

The partnership with the OSE and the City of Santa Fe Water Conservation Office created a unique water conservation campaign centered on a bad flapper. "Everyone knows what a 20's style flapper looks like, but many people don't know what their toilet flapper looks like. It was our chance to encourage people to get familiar with the different parts in their toilet, especially those that leak," said Laurie Trevizo, City of Santa Fe Water Conservation Specialist.

The number one cause of a leaky toilet is a faulty flapper. Overtime, this inexpensive rubber part decays or gets covered with mineral deposits. "Most people don't notice toilet leaks because they are often silent, hence our silent spokeswoman. By replacing the faulty flapper, this small change can have a large

impact on water bills and water loss," said Office of the State Engineer Water Use and Conservation Bureau's Cheri Vogel. It's usually best to replace the whole rubber flapper, which is easy and inexpensive. In many cases, fixture replacement parts pay for themselves quickly and can be installed by handy do-it-yourselfers, or by contacting a favorite plumbing professional.

During Fix a Leak Week the City of Santa Fe Water Division located at 801 W. San Mateo has free toilet dye tabs for customers interested in testing their toilets for leaks. To check your toilet for leaks first remove the toilet lid, drop the dye tabs into the tank, and let the tabs dissolve for about 15 minutes. After 15 minutes look inside the toilet bowl for any colored water, if the bowl has changed colors then your toilet is leaking! It's time to replace your old flapper.

Nationwide, household leaks can waste more than 1 trillion gallons of water each year. This is enough water to supply all of Arizona, Utah, Colorado, and New Mexico for more than a year. Thanks to the community's dedication to water conservation, these efforts have made Santa Fe a leader in New Mexico and the Southwest for reducing water demand. Let's keep up the good work Santa Fe!

For more questions on how to detect or fix a household leak contact the

City of Santa Fe Water Division Water Conservation Office at
955-4225 or visit www.water2conserve.com

or for more information on

Fix a Leak Week throughout New Mexico please visit
www.fixaleaknm.com



WANTED: "BAD" FLAPPER

DESCRIPTION: Noisy, Cracked, Grimy and Sometimes Silent!

CRIME: Wasting Water

REWARD:

Saving Water, Saving Money!

Replace a worn-out flapper and save money on your water bill.

FIX LEAKS ♦ SAVE WATER ♦ SAVE MONEY

Fix a Leak Week: March 12-18, 2012

City of Santa Fe Water Conservation Office

www.water2conserve.com

505.955.4225



Water conservation poster contest winners announced

By Julie Ann Grimm | The New Mexican

6/11/2012



Photo by: Courtesy image

The city of Santa Fe on Monday announced this year's winners of the ninth annual Children's Water Conservation Poster Contest.

This year's theme, "Living in a Drought," drew entries from 375 students in first through sixth grades. Sabrina De Domenico, a sixth-grader from Santa Fe School for the Arts and Sciences, was named the grand prize winner for her bilingual entry that reads "Que Esta Servia Se Ha Ido! Let This Drought Be Gone!"

"The number of posters that were submitted represents the successful response our community has made to water conservation," said City Councilor Rebecca Wurzbarger, one of the people who served on a panel of judges. "This is an engaging activity that has clearly captured the imagination of the kids."

The Santa Fe City Council will honor the contest winners at 5 p.m. Wednesday in the Council Chambers, 200 Lincoln Ave. The winning posters will be on display at City Hall until June 30. The contestants were judged on water conservation message, originality and visual effectiveness. All winners will receive a trophy and prize package.

First- and second-place winners from each grade will be included in the 2013 Water Conservation Calendar. De Domenico's winning poster will be displayed as a water conservation message on a Santa Fe Trails bus for one year.

The city will print about 4,000 calendars, which will be delivered to city offices, public schools, and state and federal agencies. They will be available for pickup at "literature racks," some city events and at the Water Conservation Division, said Laurie Trevizo, acting Water Conservation Program manager.

Albuquerque Journal North
ENVIRONMENTAL LESSONS

DRINKING IT IN

Some 650 fourth-graders from 27 classrooms descended on the Santa Fe Community Convention Center on Thursday for hands-on lessons concerning water, including ecosystems, watersheds and pollution. The Santa Fe Children's Water Fiesta, as the event is called, was presented for the 10th year by the city's Water Conservation Office.

Teachers were contacted earlier in the year and, if interested, were provided with training tools to help prepare children for the fiesta, which lasted from 9 a.m. to 1 p.m. A host of organizations participated by providing experts to guide the children through their activities, which included games of Water Jeopardy and up-close introductions to water bugs.



RIGHT: Xochitl Garcia and other fourth-graders from Amy Biehl Community School use fake trees to slow erosion in a watershed model set up at the Santa Fe Community Convention Center on Thursday.

CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2013-12

INTRODUCED BY:

A RESOLUTION

**CONFIRMING THE CITY OF SANTA FE’S MEMBERSHIP IN AND SUPPORTING
THE EFFORTS OF THE WESTERN ADAPTATION ALLIANCE AND DIRECTING
STAFF TO REFORM THE GREEN TEAM TO SEEK HOW TO BOTH REDUCE
GREENHOUSE GAS EMISSIONS FROM CITY OPERATIONS AND ENGAGE THE
PUBLIC IN ADDRESSING HOW THE EFFECTS OF CLIMATE CHANGE WILL
IMPACT CITIZENS.**

WHEREAS, Northern New Mexico has experienced significant damage from hazards
such as wildfire, drought, flooding, high winds, and major storms, resulting in the loss of property
and life, economic hardship and threats to public health and safety; and

WHEREAS, climate extremes and weather-related disasters are creating an increasing
threat to existing community priorities and affect the City’s ability to deliver on its existing
commitments; and

WHEREAS, historic weather data alone is no longer sufficient to plan for a prosperous
future; instead, in looking to the future, the City should also incorporate projected changes in

1 local climate and associated impacts to its operations; and

2 **WHEREAS**, the governments of Flagstaff, AZ; Salt Lake City, UT; Tucson, AZ; Fort
3 Collins, CO; Las Vegas, NV; Denver, CO; Boulder County, CO; Park City, UT; Aspen, CO; and
4 Phoenix, AZ formed the Western Adaptation Alliance after an Academy on Climate Change
5 Resilience and Adaption in September, 2010; and

6 **WHEREAS**, the Urban Sustainability Directors Network provided funding to the
7 Partners to enable them to come together and to share and explore planning frameworks, creative
8 ideas, and knowledge about climate adaptation planning; and

9 **WHEREAS**, the partners have benefitted greatly from these meetings and the associated
10 dialogue about climate change and planning for the future of a changing climate; and

11 **WHEREAS**, the partners have published the following document: “Report on Climate
12 Change and Planning Frameworks for the Intermountain West;” and

13 **WHEREAS**, the Partners acknowledge that climate change is already having a
14 significant impact on western and southwestern states, and that local communities have a critical
15 role, and indeed an obligation to their citizens, to anticipate, plan, and prepare for impacts
16 associated with climate change; and

17 **WHEREAS**, the Partners acknowledge that some of the impacts of climate change are
18 regional in nature and will require regional cooperation and planning to effectively prepare our
19 local communities for future conditions; and

20 **WHEREAS**, given the success of the Partners to date, they agree that the establishment
21 of an ongoing Western Adaptation Alliance has been of great value to local communities and to
22 the region as a whole and enables continued learning, knowledge transfer, and regional
23 collaboration; and

24 **WHEREAS**, the Western Adaptation Alliance plans to continue to communicate on a
25 regular basis with telephone meetings and through other methods in order to assist each other, to

1 share progress, and to discuss climate change-related topics and associated adaptation strategies
2 with respect to:

- 3 • Economic Health and Resilience
- 4 • Climate Change Science
- 5 • Municipal Water Supply Planning
- 6 • Forest Management
- 7 • Emergency Management
- 8 • Transportation Planning
- 9 • Human Health and Related Services
- 10 • Agricultural Impacts and Food Security
- 11 • Energy Generation, Supply and Security

12 And any other area of cooperation that the parties may agree upon; and

13 **WHEREAS**, the Western Adaptation Alliance wishes to affirm the partnership and the
14 desire for future collaboration, knowledge transfer, and dialogue; and

15 **WHEREAS**, any commitment of financial or human resources is voluntary and not
16 obligatory and none of the parties are expected to collaborate on matters where internal
17 prohibitions exist; and

18 **WHEREAS**, the City of Santa Fe adopted the Sustainable Santa Fe Plan (Resolution
19 2008-93) which includes “. . .how the City can prepare to be more resilient to respond to the
20 impact of global warming on the community”.

21 **WHEREAS**, the City of Santa Fe has committed to reducing greenhouse gas emissions
22 by adopting energy- and water-wise building codes, developing local and renewable energy,
23 using reclaimed water, adopting water conservation requirements, water demand management,
24 conjunctive use of water, and education and outreach; and

25 **WHEREAS**, the City of Santa Fe has committed to actions to make the community more

1 resilient by developing a regional food policy council, forest thinning, water for ecosystems
2 preservation, preservation of green spaces, riparian restoration, storm-flow management, water
3 supply planning, urban forests, stormwater retention, education and outreach, arroyo stabilization,
4 aquifer storage/recovery, drought management plans, urban gardening, and emergency response
5 capacity building; and

6 **WHEREAS**, the City of Santa Fe was accepted as the 11th member of the Western
7 Adaptation Alliance at the 2012 Urban Sustainability Directors Network annual meeting.

8 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
9 **CITY OF SANTA FE** that the Governing Body hereby declares its support for the Western
10 Adaptation Alliance and the membership of the City of Santa Fe in said Alliance.

11 **BE IT FURTHER RESOLVED** that staff is directed to:

- 12 1. Reform the green team to seek how to both reduce greenhouse gas emissions
13 from City operations and to determine how to incorporate how climate change
14 will affect the ability of the city to deliver services in the future.
- 15 2. Ensure that social and environmental justice are included in the evaluation of
16 impacts and proposed actions the City takes.
- 17 3. Engage the public in addressing how the effects of climate change will impact
18 citizens and develop strategies in partnership with the community to reduce
19 anticipated adverse impacts.

20 PASSED, APPROVED, and ADOPTED this 30th day of January, 2013.

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22 _____
23 DAVID COSS, MAYOR
24
25

1 ATTEST:

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4 _____
YOLANDA Y. VIGIL, CITY CLERK

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6 APPROVED AS TO FORM:

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GENO ZAMORA, CITY ATTORNEY

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25 *M/Melissa/Resolutions 2013/2013-12 Western Adaptation Alliance*

MEMORANDUM

TO: Public Utilities Committee

FROM: Rick Carpenter, Water Resources and Conservation Manager *RC*

VIA: Brian Snyder, Public Utilities Department and Water Division Director *BKS*

DATE: January 25, 2013

SUBJECT: Update on Drought, Monsoon, and Water Resource Management

CURRENT PUC UPDATE

As the Committee is aware, our region is still suffering through a severe drought. Our region has gone through two consecutive years of record drought and heat. The National Oceanographic and Atmospheric Administration (NOAA) recently updated its monthly report on its El Nino/Southern Oscillation (ENSO) Diagnostic. This report indicates that current model predictions more strongly favor El Nino conditions to be neutral to dry, whereas prior model runs had predicted a good chance for above normal precipitation this coming winter. Above average temperatures are also expected. Surface flows in the Rio Grande and its tributaries have been well below normal, storage levels in regional reservoirs are very low currently, and the federal BoR recently stated that if there is no "meaningful moisture" received this winter then this would mark the lowest water levels ever in New Mexico reservoirs prior to entering into a new irrigation season. In fact, recently, the BoR announced that deliveries from the San Juan-Chama water project will likely be curtailed to about 80% of normal firm yield. Staff is currently working with BoR and other San Juan-Chama contractors to determine the best course of action given this projected shortage in project water deliveries.

Current local conditions are as follows:

| | Reservoir Level | Santa Fe Snow Gage | Reservoir Inflow |
|---|-----------------|--------------------|------------------|
| January 24, 2013 | 29.3% | 19 inches | 1.16 MGD |
| 3-Year Average This Date (2010 – 2012) | 45.0% | 21 inches | 1.19 MGD |

If the region suffers below normal precipitation this coming winter, and/or summer monsoon season, it is likely that runoff in the Santa Fe River, San Juan-Chama, and Rio Grande watersheds will be severely compromised, as will storage in lakes and reservoirs. The possible prospects of a third consecutive year of severe drought and heat would present significant challenges to all water purveyors and irrigators, and the City's Water Division takes this situation very seriously. However, the City of Santa Fe has invested in a robust and diverse portfolio of four distinct water supply sources: Buckman well field, City well field, Canyon Road Water Treatment Plant on the Upper Santa Fe River, and the Buckman Direct Diversion on the Rio Grande. The City also has several years-worth of San Juan-Chama Project water stored in reservoirs, in case deliveries from the federal Bureau of Reclamation of San Juan-Chama Project water is curtailed. Therefore, City decision-makers and resource managers have a variety of policy options available in order to meet water supply demands during times of drought.

WATER CONSERVATION COMMITTEE ISSUES 2012

The following matters have been identified as issues of significant to the members of the Water Conservation Committee. This list is prepared in order to allow for and plan the constructive addressing of these issues by the Committee during the course of the 2012-2013 fiscal year. The issues have been prioritized.

1. Update of Santa Fe Water Conservation and Drought Management Plan
2. Water Conservation Education/Outreach Program
3. Evaluation of the Potential Use and/or Storage of Storm Water in Water Conservation Strategies
4. Evaluation and drafting of changed or new ordinances to promote water conservation in irrigation and outdoor watering systems.
5. Reestablishing the Trend of Net Annual Reductions in Per Capita Water Usage
6. Proper Regulation of Water Usage and Waste Avoidance by Large Water Users, Such as the State of New Mexico, City of Santa Fe and Other Persons
7. Evaluation of the Potential Use and/or Storage of Treated Effluent in Water Conservation Strategies
8. Evaluation and Report on the Propriety of the City's Current Water Use Regulations During Drought Conditions
9. Water-Energy Nexus – Recognizing that Energy Production Uses Water and Determining How to Respond to this Nexus
10. Evaluation and assessment of resiliency in the Santa Fe Water Supply and Delivery Systems
11. Update of the Water Portion of the Sustainable Santa Fe Plan
12. Identification and Evaluation of Private Wells in the City of Santa Fe and their impact on the Santa Fe River

| # | Issue | Strategic Goal | Objectives | Tasks | Working Group | Notes |
|----|---|----------------|--|--|--|--|
| 1. | Update Santa Fe Water Conservation and Drought Management Plan | | Assist in the 2015 Water Conservation Plan and create strategic framework and implement schedule | Read 2010 Plan and record suggested updates next meeting | Doug Pushard Grace Perez Lisa Randall Bill Roth | Draft timeline created. Goal: Jan 2015 |
| 2. | Water Conservation Education/Outreach Program | | | | Giselle Piburn Lisa Randall | |
| 3. | Evaluate Potential Storage/ Use of Storm Water in Conservation Strategies | | | | Stephen Wiman Melissa McDonald | |
| 4. | Evaluate/draft ordinances to promote outdoor water conservation | | | | Doug Pushard Lise Knouse Bill Roth | |
| 5. | Reestablish Trend of Net Annual Reductions in Per Capita Water Usage | | | | Karyn Schmitt | |
| 6. | Proper Regulation of Water Usage and Waste Avoidance by Large Water Users | | | | Tim Michael | |
| 7. | Evaluate Potential Storage/Use of Treated Effluent in Conservation Strategies | | | | (no one signed up) | This is a current activity taking place in the Water Resources Group. The Public Utilities Committee is the recommending body. |
| 8. | Evaluate/Report on Propriety of Current Water Use Regulations During Drought Conditions | | | | Stephen Wiman (option) Lise Knouse | |

| # | Issue | Strategic Goal | Objectives | Tasks | Working Group | Notes |
|-----|--|----------------|------------|-------|-------------------------------------|-------|
| 9. | Water-Energy Nexus –Energy Production Uses Water: How to Respond to Nexus | | | | Peter Ives, Chair Tim Michael | |
| 10. | Evaluate and Assess resiliency in Water Supply and Delivery Systems | | | | Lise Knouse | |
| 11. | Update Water Portion of Sustainable Santa Fe Plan | | | | (no one signed up) | |
| 12. | Identify and Evaluate Private Wells and their impact on the Santa Fe River | | | | Grace Perez Stephen Wiman | |