



Agenda

DATE 5/3/16 TIME 2:33pm
SERVED BY Christine Chavez
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SANTA FE WATER CONSERVATION COMMITTEE MEETING
CITY HALL - 200 LINCOLN AVE.
CITY COUNCILORS' CONFERENCE ROOM
May 10, 2016
4:00 PM TO 6:00 PM

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES TUESDAY APRIL 12, 2016 WATER CONSERVATION COMMITTEE MEETING

ACTION ITEMS:

No Action Items

DISCUSSION ITEMS:

5. PARKS STUDY (Christine Chavez, Robert Wood, 15 minutes)
6. CONVERSION OF CONSERVATION LITERATURE TO SPANISH (Christine Chavez, 15 minutes)
7. DISCUSSION OF WATER CONSERVATION PROGRAM (Christine Chavez, 20 minutes)

INFORMATIONAL ITEMS:

8. 2015 ANNUAL WATER REPORT (Christine Chavez, 10 minutes)
9. GROUP REPORTS FROM WATER CONSERVATION COMMITTEE INITIATIVES: (Councilor Ives, 35 minutes)
 - A. GROUP #5- WATER SYSTEM MAP
 - B. GROUP #1- TREATED WASTE WATER AS DRINKING WATER SOURCE. (5 Minutes)
 - C. GROUP #2- WATER CONSERVATION EDUCATION/OUTREACH (5 minutes)
 - D. GROUP #3- WATER CONSERVATION CODES, ORDINANCES & REGULATIONS – LEGISLATIVE UPDATE (5 minutes)
10. DEMONSTRATION OF NEW DRINKING WATER MODEL (Christine Chavez, 15 minutes)
11. SOURCE OF SUPPLY – DROUGHT UPDATE

MATTERS FROM STAFF:

- Update on Water Conservation Program activities (10 minutes)

MATTERS FROM PUBLIC:

MATTERS FROM COMMITTEE:

NEXT MEETING – TUESDAY June 14th, 2016:

CAPTIONS: JUNE 1, 2016 @ 3 PM.

PACKET MATERIAL: JUNE 3, 2016 @ 3 PM.

ITEMS FOR NEXT AGENDA:

Update on water reuse project – Bill Schneider (June Meeting)

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
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May 10, 2016

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Roll Call/Call to Order	The Water Conservation Committee Meeting was called to order by Acting Chair Lisa Randall, at 4:05 pm in the City Councilor's Conference Room. A quorum is reflected in roll call.	Page 1
Approval of Agenda	<i>Mr. Pushard moved to approve the agenda as presented, second by Mr. Wiman, motion carried by unanimous voice vote.</i>	Page 1
Approval of Minutes April 12, 2016	Corrections: Mr. Wyman Wiman – correct throughout document <i>Ms. Michael moved to approve the minutes of April 12, 2016 as amended, second by Mr. Wiman, motion carried by unanimous voice vote.</i>	Page 1
Discussion Items <ul style="list-style-type: none"> • Park Study • Conversion of Conservation Literature to Spanish • Discussion of Water Conservation Program 	Informational, no formal action.	Page 2-4
Informational Items <ul style="list-style-type: none"> • 2015 Annual Water Report • Group Reports • Demonstration of new Drinking Water Model • Source of Supply 	Group Reports, Informational and Staff Updates	Page 4-6
Matters from Staff	Informational	Page 6
Matters from Committee	Informational	Page 6
Matters from the Public	None	Page 7
Next Meeting	Date Change: Tuesday, June 21, 2016	Page 7
Adjournment and signature	Meeting was adjourned at 6:00 pm	Page 7

**SANTA FE WATER CONSERVATION COMMITTEE MEETING
CITY HALL - 200 LINCOLN AVE.
CITY COUNCILORS' CONFERENCE ROOM
MAY 10, 2016
4:00 PM TO 6:00 PM**

MINUTES

1. CALL TO ORDER

Lisa Randall, Acting Chair for the Water Conservation Committee called the meeting to order at 4:05 pm in the City Councilors' Conference Room. A quorum is reflected in roll call.

2. ROLL CALL

Present:

Lisa Randall, Acting Chair
Doug Pushard, Acting Chair
Tim Michael
Stephen Wiman
Giselle Piburn

Not Present/Excused:

Bill Roth
Councilor Peter Ives, Chair

Staff Present:

Robert Wood, Water Conservation Specialist Senior
Christine Chavez, Director, Water Conservation Department
Quita Ortiz, Water Resources

Others Present:

Andy Otto, Santa Fe Watershed Association
Fran Lucero, Stenographer

3. APPROVAL OF AGENDA

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

4. APPROVAL OF MINUTES – APRIL 12, 2016

Correction: Mr. Wyman to Mr. Wiman throughout the minutes.

Mr. Michael moved to approve the minutes of April 12, 2016 as amended, second by Mr. Wiman, motion carried by unanimous voice vote.

DISCUSSION ITEMS:

5. PARKS STUDY (Christine Chavez, Robert Wood)

Water Conservation conducted a use study to determine the results of recent irrigation upgrades within local parks. Projects were selected using the parks from a recent 2008 Bond Parks Irrigation Audit study. There is information for 30 parks/2002-2015 included in the meeting packet and a report for each park with all pertinent information. In general, the results show a decline in overall water usage as indicated by the trend line from 2002-2015. We know that 2015 was a high precipitation but overall it shows that they did use less water.

Mr. Pushard asked how many parks do we have? Mr. Wood estimated approximately 150-175 parks in the city. There are about 312 accounts for water usage which would include the medians.

Mr. Wood said they are working with a company called Weather Track that is working on Ragel Park. Mr. Pushard asked how many parks are on the smart controllers on the Motorola system. Mr. Wood noted approximately 70 parks. Ms. Randall noted that SFPS have approximately 70 smart controllers in their system.

Mr. Michael notes that in a past report there was no indication that parks were using too much water. He offered the report he previously did to the Director to review the methodology. Ms. Chavez noted that they did consider Mr. Michael's information when compiling this report. Mr. Michael said we need to determine how many parks we want to have and how much water do we want to use. He feels that this is one decision that this committee needs to make. Ms. Chavez informed the committee members that the information that was available and how it is rated was not as easy as expected, the trending is important to the calculations. In the May 4, 2016 memorandum from Mr. Schiavo he states: "Factors affecting the trend line: several parks were added or space was upsized during the time frame indicated notes, several parks had major leaks that affected usage during specific years, several parks had meter failures or system failures that affected usage during specific years, construction activity affected usage within several parks and yearly precipitation is not factored into results."

Mr. Wood noted that also included in the packet are audit reports for some of the parks for information.

The Chair asked if there is a typical use or number for parks? Mr. Michael said he used a document published from a DOE project that had specific data for Santa Fe to estimate un-meter water use, particular for turf, assuming they were all turf.

Mr. Wood noted that there are some parks that are regional parks, some are dedicated by use, and there are other neighborhood parks that are smaller where activity use is different. There are also pocket or spot parks. There are also quite a few designated dog parks that do not use a lot of dedicated water. There is no point in putting turf as long as they have a surface where they can run.

6. CONVERSION OF CONSERVATION LITERATURE TO SPANISH

Ms. Chavez provided samples of marketing collateral, some from OSE and others from the City of Santa Fe. The terminology in some of the brochures may offer a challenge to be translated.

- City of Santa Fe Comprehensive Water Conservation Requirements
- Rebate Program
- Signage: Quita is working on a contest piece at this time and she will bring forth to next meeting. Trees and Help Save Water
- Buckman Diversion Program that also talks about our system.
- QWELL Program which would be parts of it.

Mr. Pushard stated that when he takes literature to different locations, that the City of Santa Fe Comprehensive Water Conservation Requirements is one that is definitely picked up by constituents and the signage to help save water is another favorite. There are also requests for tree lists; they would like to know what they can be planting.

Ms. Chavez noted that we don't have much control over the OSE pieces of collateral. Quita will continue to work on the signage pieces of collateral for the city.

Ms. Randall said that it would be nice to have a list of approved shrubs, trees and plants. It would be good to have it in Spanish as many of the contractors SFPS works with are Spanish speaking.

Mr. Michael offered to also contribute in working with the creation of a marketing piece of information that is needed.

Mr. Wood noted that when you have a restricted list you hold back contractors to complete their jobs. We are working on adding to the palette that are regional to that area.

The Chair asked if the question is related to budget or which information is needed.

Ms. Chavez noted that she has not researched the budget allocation, it is important to find out what pieces of collateral as they are prioritized.

Quita said that in working with Lynn she has stated that more and more people are moving away from printed material. We may want to create a more general water conservation brochure that incorporates more crucial highlights. Her recommendation is to have one brochure with general information, other than trees and shrubs. A website link would be more useful and helpful to the public.

Mr. Pushard asked Ms. Randall if SFPS uses the OSE Plant and Tree sheet and she responded that she uses the city plant and tree list. Mr. Pushard asked Mr. Wood if there has ever been discussion or consideration of combining the OSE and City of Santa Fe compilation of approved trees and plants list. Mr. Wood said that he has not worked with OSE; he does work with the State Forestry Department which has been more productive. Mr. Pushard is happy to share the complete OSE tree and plant list with the Water division.

(The Acting Chair, Lisa Randall departs meeting, Mr. Doug Pushard resumed the Chairmanship)

Mr. Michael also agreed that moving away from printed material is a good suggestion. He also recommended that Ms. Chavez pick one or two of the sample brochures and bring the cost forward for discussion. Ms. Piburn said that the door hangers are a nice piece to retain.

7. DISCUSSION OF WATER CONSERVATION PROGRAM

Ms. Chavez talked about the cisterns that are at the Water Conservation office and are not functional right now. The thought she proposed to the WCC members is to complete the project in the gardens with volunteers and collaboration with WCC. Mr. Pushard did review the site and gave recommendations to staff. Ms. Chavez asked if the Water Conservation Committee would like to take this on as a project. The city would pay for all of the equipment and install a new cistern and it could be used as a training class. Ms. Chavez said we do have a preliminary equipment list that could be funded out of this fiscal year budget; and would need the help from the committee to be the installers and trainers.

Mr. Pushard provided information on the proposed project and feels that there are enough volunteers on this committee and if each member would recruit one other person or company to help. It is not a large area or project if it is taken on by the committee. Mr. Pushard encouraged participation.

Mr. Otto said they have a grant that possibly the Watershed Association could help with funding and offered volunteers.

The consensus of the committee is to accept this challenge and to work on the product and equipment list for purchase. Mr. Pushard has proposed a design layout, not a landscape design. Note that an important component is a workshop and end report.

Recommendation is to bring this item back to the Water Conservation Committee next meeting for approval.

Ms. Chavez is petitioning help from the Water Conservation Committee to utilize the talent and knowledge transfer to accomplish and complete this project. Mr. Wiman said we should allow 30-minutes on the next agenda to discuss Ms. Chavez list and those items from the Water Conservation Committee. Mr. Wiman did ask Ms. Chavez to send the list to the members.

INFORMATIONAL ITEMS

8. 2015 ANNUAL WATER REPORT

Ms. Ortiz went over the Executive Summary on the 2015 Annual Water Report. The Water Division supplied 8,062 acre-feet of water to its water utility customers and an additional 105 acre-feet to the Santa Fe County Water Utility, for a total production of 8,167 acre-feet for 2015. Also, the Water Division met its Acequia irrigation deliveries and provided over 2,000 acre-feet of "Living River" flows to the Santa Fe River.

Also noted was the completion of the construction of in-take tower at McClure Reservoir.

The WCC members would like to see this report placed on the City website and Save Water website.

Ms. Chavez said that taking in to consideration Chapter 25; they aren't very sure if the 2015 Annual Report will continue to exist in the future. It was noted that there is not a Water Conservation section in this report.

9. GROUP REPORTS

Ms. Chavez would like to add clarity under Group Reports. She would like to see actual/specific projects and resources listed under the Group Reports. We could also prioritize the projects and create the sub-committees and/or develop a resource list.

Sample:

- Changes to the Rebate Program – Rebate
- QWELL Course
- GPCD Analysis
- Comments to send to OSE on the tool itself. Ways to incorporate precipitation in to the tool.
- Chapter 25 rewrite – time sensitive.

Committee Recommendations:

- Calculation of GPCD, it has been said that we are one of the cities that is very low. We can't get a handle on out-door irrigation, which needs to happen. It was noted that in a future meeting we will have a detailed report.

Mr. Wiman said we are more productive when we create specific committees and have goals and timelines.

Mr. Michael commented on the sample list and noted that these items don't really fall in to any of the existing groups.

Ms. Chavez noted that we could replace the groups with actual projects. We could pick one project and set a timeline for completion.

a. GROUP #5 – WATER SYSTEM MAP

Ms. Chavez informed the WCC members that she had a good meeting with Mr. Bill Schneider who was happy with all of Mr. Wiman's recommendations and they in fact added additional components. There is now funding for a consultant to accomplish this task. Ms. Chavez continues to collaborate with the Water Resources team. Ms. Chavez asked Mr. Wiman if he would be available to meet next week, thank you for this good news.

b. GROUP #1 – TREATED WASTE WATER AS DRINKING WATER SOURCE

Mr. Wiman has reached out to Bill Schneider on the Corrolo project update. He reported that the city is happy with them and they have expanded the scope of work. Bill Schneider does plan to be here at the next meeting to talk about the treated effluence for the Corrolo project.

c. GROUP #2 – WATER CONSERVATION EDUCATION/OUTREACH – Tim Michael

About a year ago Mr. Pushard talked about a tour of the San Juan-Chama Diversion Project. Mr. Michael has followed up with Victor Salazar and his assistant to set up a date and time and is waiting for a response. Estimated time of tour – 5 hours. The consensus of the WCC members and staff is they are interested to pursue this tour possibly in July, 2016.

d. GROUP #3 – WATER CONSERVATION CODES, ORDINANCES & REGULATIONS
– LEGISLATIVE UPDATE

Ms. Chavez said that legal has not made a decision on the green build. Mr. Pushard noted that in the FIR there was a request for 2 full time employees, this is one of the hold ups and hopefully if that can be dropped it might be able to move forward. Mr. Pushard has met with Ms. Kathryn Mortimer and given her updates on the green build and information on the grey water list. Mr. Pushard noted if it makes sense to put them together as one list to consult the Water Conservation Director. There are diagrams at hand that need to be reviewed before a decision is made.

10. DEMONSTRATION OF NEW DRINKING WATER MODEL

Ms. Chavez provided information on the live “water model”. Typical time for presentation to kids is 20-30 minutes. It will be taken to Community Days this next weekend. Ms. Chavez asked if the WCC members have any place they would like it presented, to please let her know. Great model.

Mr. Andy Otto said that they also have the Watershed Model that could be a cohesive addition to a presentation.

11. SOURCE OF SUPPLY

Drought update. Ms. Chavez noted that at the end of the report is the Water Quality Report and should be ready for public distribution in the next week. Mr. Alex Puglisi is the publisher of this report, compliments to his knowledge and documentation.

MATTERS FROM STAFF

Update on Water Conservation Program Activities

- Andrew Erdman has been tasked with updating Chapter 25. There will be 3 of Water Division Staff involved in working with Mr. Erdman. Ms. Chavez will bring in green building code to next meeting. There is a quick turnaround for this process as it is due by August. There are multiple critical changes in Water Conservation and this is the biggest section.
- Community Days on the Plaza this weekend, from 10-2.
- The Rebate program was pushed out on May 1st; we are using social media and getting the rebate forms out.
- Time of day watering has been distributed.
- The next Water Conservation Committee member cannot participate as a conflict of interest. We continue to push for recruitment. We are about to air an Ad in the Santa Fe New Mexican, we will recruit for 4 members. No update on the application sent to the Mayor.
- Next meeting date is June 14th, request is to change meeting either the Tuesday or Thursday before or the following Tuesday or Thursday.
 - The request was sent through doodle. Most WCC members did not receive the notice. June 21st – is the suggested date.

MATTERS FROM COMMITTEE

SANTA FE STRATEGIC PLAN FOR 2016 – MR. PUSHARD

TOPICS FOR NEXT AGENDA:

COMMITTEE TO IDENTIFY A LIST OF PROJECTS

ACTION ITEM: TO ELIMINATE GROUPS #A, B AND D

ACTION ITEM: CREATE WORKING GROUP FOR SPECIFIED PROJECTS

FOLLOW UP: SAN JUAN CHAMA DIVERSION PROJECT TOUR – JULY

CHAPTER 25 RE-WRITE FOR WATER CONSERVATION

SANTA FE STRATEGIC PLAN FOR 2016 – REVIEW/DISCUSSION (WE ARE NOT GOING TO CHANGE THE PLAN, DISCUSSION IS HOW CAN WE USE THIS PLAN) EXHIBIT A

MATTERS FROM THE PUBLIC

NONE

NEXT MEETING – TUESDAY, JUNE 21, 2016

ADJOURN

There being no further business to come before the Water Conservation Committee, the meeting was adjourned at 6:00 pm

Signature Page:

Lisa Randall, Acting Chair


Fran Lucero, Stenographer


Doug Pushard, Acting Chair

May 10, 2016

To: Christine Chavez

From: Doug Pushard

Cc: Water Conservation Committee members, Rick Carpenter, Councilor Peter Ives

Subject: 2016 Strategic Marketing Plan Review as Requested - DRAFT

First I would like to thank you for creating a multi-year plan. This has been one of the goals of the Water Conservation Committee for several years. I personally think it is critical to have a future view even if it changes due to changing circumstances (i.e. changing budgets). Without a map to guide us, where are we going?

The current plan is a great accumulation of data that is highly relevant to a future direction. I have highlighted some of these below. There are a few data inconsistencies that should be corrected (e.g. irrigation at 42% p.24 and 28% on p.16). It goes without saying, that more eyes can identify some of the small errors.

Some key highlights out of the report:

- 73% of Tier 2 water users reside in zip code 87501 and are overwhelmingly white
- 64% of homes are pre-1994 homes
- Only 24% of commercial customers participate in the rebate program

Perhaps most key is the inclusion of the 2015 Santa Fe Basin Study conclusion: Water conservation is a key adaptation strategy and action to help reduce a predicted 40-year water demand gap between supply and demand and population growth.

Yet with all the great data and shortfall backdrop, the overall goal of the plan is to MAINTAIN our GPCD. Our old goal was a 1% reduction every two years and to be the "water conservation capital of the nation". Maintain seems like a major step backwards. Water is one of our economic drivers; without leadership in this area our economy will suffer. This was proven in the drought two decades ago. It is key we do not forget history or we will repeat it.

With the above in mind, I think the plan is a good outline and we should leverage some of its key points and augment where it is lacking. Some specific suggestions:

Richard A.

- Create an annual scorecard of metrics we will track, at least internally. Some of the metrics are in this report, some need to be added. Since we know weather is a factor that directly impacts our water use, this should be one of the tracked metrics. We have no control over it, but it does impact our success.
- We live in a community with a large Spanish speaking population; we need more programs geared towards this community.
- We increasingly will have better and better data by customer segments. Develop a small map of what messages and deliverables are targeting which segment. Track these specific deliverables and change them based on success or lack thereof. Simply creating more may not be the best nor effective solution.
- Although it is agreed outdoor irrigation accounts for some significant portion of our water use, in my tenure on the Water Conservation Committee we have never had a focused successful effort to target this use. Determine the number by customer segment, then target and reduce this peak. It is critical to our long-term reduction.

I believe the Water Conservation Committee can and should assist with the above. The creation of the Strategic Marketing plan I know is supported by the committee. Now is the time to engage the committee to help drive us to a continual leadership position on water conservation. It is good for the community, is good for our citizens and it is the basis of our economy.

Thank you for all hard work you and your team do. It is platform for getting to our leadership position that we hold today and it is what we will leverage to remain a leader in the future.

Sincerely,

Doug Pushard
Member, City of Santa Fe Water Conservation Committee