



Agenda

CITY CLERK'S OFFICE

DATE 4.5.2017 TIME 5:30 pm

SERVED BY Christine V. Chavez

RECEIVED BY Carmelina Spears

**SANTA FE WATER CONSERVATION COMMITTEE MEETING
CITY HALL - 200 LINCOLN AVE.
CITY COUNCILORS' CONFERENCE ROOM
April 11, 2017
4:00 PM TO 6:00 PM**

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

CONSENT AGENDA

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

ACTION ITEMS:

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

INFORMATIONAL ITEMS:

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

MATTERS FROM PUBLIC:

MATTERS FROM STAFF:

MATTERS FROM COMMITTEE:

NEXT MEETING – TUESDAY MAY 9, 2017:

CAPTIONS: APRIL 24, 2017 @ 3 PM.

PACKET MATERIAL: APRIL 26, 2017 @ 3 PM.

ADJOURN.

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

SANTA FE WATER CONSERVATION COMMITTEE
MEETING INDEX
April 11, 2017

Item		Page
Call to Order	Councilor Ives, Chair of the Water Conservation Committee called the meeting to order at 4:05 p.m. at the Water Division Conference Room.	1
Roll Call	A quorum was established at roll call.	1
Approval of Consent Agenda	Ms. Randall moved to approve the consent agenda with a second from Mr. Roth which passed by voice vote.	1
Approval of Agenda	Ms. Randall moved to approve the agenda as presented with a second from Mr. Coombe which passed by voice vote.	1
Approval of Minutes from the March 14, 2017 Meeting	Corrections: Page 1 Others Present: Add Harmon Houghton, Andy Fertal, Mark Licht, Christine Y. Chavez – Water Conservation Manager, Glenn Schiffbauer, Kim Shannahan, Scott Bunton Page 5 Line5 change limitations on the road to limitations on the growth.	2
CONSENT AGENDA: <ul style="list-style-type: none"> • Update on Current Water Supply Status • Monthly Overview of scorecard progress 		2 2
ACTION ITEMS: <ul style="list-style-type: none"> • NOMINATIONS TO FILL TWO VACANCIES ON THE SANTA FE WATER CONSERVATION COMMITTEE 	Mr. Roth moved to accept the selection Mr. Ken Kirk and Mr. Sam Burnett-Ragueneau to become new members of the Santa Fe Water Conservation Committee, with a second from Mr. Lyon which passed by unanimous voice vote.	2
INFORMATIONAL ITEMS: <ul style="list-style-type: none"> • 2016 GPCD • GRAY WATER REBATE DISCOUNT DISCUSSION • STRATEGIC MARKETING PLAN UPDATE FOR CONTRACT RENEWAL • GROUP REPORTS FROM WATER CONSERVATION COMMITTEE WORKING GROUPS <ul style="list-style-type: none"> ○ GROUP A Irrigation Rebate and QWEL ○ GROUP B Expansion of the K-12 Education Program ○ GROUP C Scorecard ○ GROUP D Water Conservation Codes, Ordinances and Regulations 	Discussion Only	2,3 3 3,4 4
MATTERS FROM THE PUBLIC	Discussion Only	4
MATTERS FROM STAFF	Discussion Only	4,5
MATTERS FROM COMMITTEE	Discussion Only	5
NEXT MEETING: Tuesday May 9, 2017 Captions: April 24, 2017 @ 3:00 p.m. Packet Material: April 26, 2017 @ 3:00 p.m.		5
ADJOURN	There being no further business to come before the Santa Fe Water Conservation Committee the meeting was adjourned at 5:57 p.m.	5
SIGNATURES		5

SANTA FE WATER CONSERVATION COMMITTEE MEETING

City Councilor's Conference Room

200 Lincoln Ave. Santa Fe, NM

April 11, 2017

4:00 p.m. to 6:00 p.m.

1. CALL TO ORDER

Councilor Ives, Chair of the Water Conservation Committee called the meeting to order at 4:05 p.m. at the Water Division Conference Room. A quorum was established at roll call.

2. ROLL CALL

PRESENT:

Councilor Peter Ives, Chair

Lisa Randall, Co-Chair

Justin Lyon

Bill Roth

Robert D. Coombe

Doug Pushard

Tim Michael

NOT PRESENT/EXCUSED:

Stephen K. Wiman

Aaron Kauffman

OTHERS PRESENT:

Christine Y. Chavez, City of Santa Fe Water Conservation Manager

Caryn Grosse, City of Santa Fe Water Conservation Specialist

Lisa Noriega, City of Santa Fe Water Conservation

Andy Otto, Santa Fe Watershed Association

Linda Vigil for Fran Lucero, Stenographer

Ken Kirk

Sam Burnett-Ragueneau

3. APPROVAL OF THE AGENDA

MOTION: Ms. Randall moved to approve the agenda as presented with a second from Mr. Coombe which passed by voice vote.

4. APPROVAL OF THE CONSENT AGENDA

Ms. Chavez explained the reason for the consent agenda. These items do not require discussion and materials can be sent out before the meeting for review.

MOTION: Ms. Randall moved to approve the consent agenda with a second from Mr. Roth which passed by voice vote.

5. APPROVAL OF MINUTES OF MARCH 14, 2017 WATER CONSERVATION COMMITTEE MEETING

Corrections:

Page 1 Others Present: Add Harmon Houghton, Andy Fertal, Mark Licht, Christine Y. Chavez – Water Conservation Manager, Glenn Schiffbauer, Kim Shannahan, Scott Bunton

Page 5 Line5 change limitations ~~on the read~~ to limitations on the growth.

MOTION: Mr. Michael moved to approve the minutes from March 14, 2017 as amended with a second from Mr. Lyon which passed by voice vote.

CONSENT AGENDA

6. UPDATE ON CURRENT WATER SUPPLY STATUS

7. MONTHLY OVERVIEW OF SCORECARD PROGRESS

ACTION ITEMS

8. NOMINATIONS TO FILL TWO VACANCIES ON THE SANTA FE WATER CONSERVATION COMMITTEE

Mr. Roth explained the nominees. Mr. Kirk who is present tonight would be the County representative. He discussed his credentials. (See Exhibit C)

Ms. Chavez discussed the subcommittee and the interview process. The City Council will make a vote on April 26th at their regular meeting. Mr. Sam Burnett-Ragueneau will join tonight's meeting later.

MOTION: Mr. Roth moved to accept the selection Mr. Ken Kirk and Mr. Sam Burnett-Ragueneau to become new members of the Santa Fe Water Conservation Committee, with a second from Mr. Lyon which passed by unanimous voice vote.

Chair Ives briefly discussed the event at the new rain gardens on Alameda.

INFORMATIONAL ITEMS

9. 2016 GPCD

Ms. Chavez discussed the GPCD numbers for 2016 (See Exhibit D). The spreadsheet shows the water production went up because of a spike on the population. The number may be incorrect as they use the census information which is not always accurate. There may be duplicates counted for transfers.

Ms. Chavez explained the deadline was missed but an extension was given.

A brief discussion was held on the population numbers and how to keep them consistent.

Ms. Randall asked how the commercial accounts are counted. Schools for instance are counted as residential. Ms. Chavez explained the system is old, the new system should clear those up.

Ms. Chavez will be presenting the GPCD to the PUC Committee in the future.

10. GRAY WATER REBATE DISCUSSION

Ms. Chavez discussed the gray water rebate Ms. Grosse has been working on. (See Exhibit E) Ms. Grosse explained she has spoken to several neighboring states on what succeeds and what doesn't. There are some DIY systems that are available, however the rebate would help with the materials. A plumber would be hired to plumb the water back in to the home.

A brief discussion was held about the incentives for stores and commercial rebates.

Mr. Coombe mentioned the confusion there may be between black water to grey water.

Mr. Roth discussed the energy increases and the incentives that could be given for commercial uses. The schools would get bigger numbers.

Mr. Pushard would like to see it stay the same. The working group met with land use and inspectors and it seems they are not interested in this.

Ms. Chavez briefly discussed the green code for commercial.

Mr. Pushard states now the codes have changes in residential and commercial. There is an NSF stamp and equipment must be certified.

A discussion was held about using it in conjunction with irrigation rebates. Mr. Burnett-Ragueneau mentioned the problems that may occur with installation. Ms. Grosse stated only the parts would be included on the rebate. Perhaps a brochure can be created or a class for professionals.

Ms. Chavez stated a working group can be formed for this. It was decided Mr. Roth, Mr. Burnett-Ragueneau, Mr. Lyon and possibly Mr. Kauffman will be in the working group. Chair Ives would like to sit it on that committee.

11. STRATEGIC MARKETING PLAN UPDATE FOR CONTRACT RENEWAL

Ms. Chavez discussed the new marketing plan that will go PUC for approval. (See Exhibit F) The webpages will be redesigned. There are two remaining campaigns for customers. Eye on water has been customized.

Ms. Noriega discussed the mobile app. There is also a link to the OSE.

Mr. Pushard asked if it would help to motion in support of it.

Chair Ives stated it is the consensus of the Santa Fe Water Conservation Committee supports the strategic marketing plan. It is appropriate and well stated.

12. GROUP REPORTS

A. GROUP 1-Irrigation Subcommittee

Ms. Grosse state the self-audit guide is in its final draft. However, she needs volunteers to review it. The DIY drip irrigation draft is almost done.

Chair Ives stated the committee can review it at the next meeting. Ms. Grosse stated she is distributing it to vendors and the code inspectors to make sure that it is in line with them.

B. GROUP 2- General Education Program

Ms. Chavez stated a lot of work is being done in the watershed. She visited the site to figure out the alignment. There will be two weeks of work with the summer camps this summer. There has been more presenters found for the Water Fiesta.

C. GROUP 3- Marketing Outreach

Ms. Chavez reported there will be more meetings to discuss what work they will do.

D. GROUP 4- Water Conservation Codes, Ordinances and Regulations

No update.

E. GROUP 5- Grants

A meeting has not been organized yet. Mr. Burnett-Ragueneau is willing to join that subcommittee.

13. MATTERS FROM THE PUBLIC

Mr. Otto announced the climate masters will be holding a class. On April 19th there will be a movie showing and panel from Los Alamos talking about the climate change at Violet Crown.

14. MATTERS FROM STAFF

Ms. Chaves announced that Ms. Noriega has been promoted. Also, the position for a temporary enforcement officer is trying to get changed to full time.

15. MATTERS FROM COMMITTEE

Mr. Pushard passed out information on the Next Generation Water Summit. (See Exhibit G) There is a schedule of speakers and a sponsorship flyer.

Mr. Pushard thanked the Chair for his help on getting the Convention Center comped for the summit. City Employees will get free tickets.

Mr. Pushard stated the website has all the information as well as the registration.

Chair Ives discussed the work he is doing to bring a Resolution regarding funding to research aquifer storage.

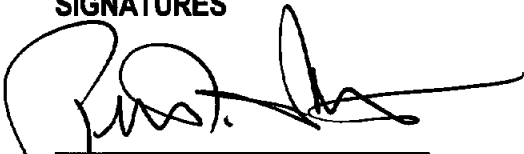
Mr. Pushard attended a luncheon with the Urban Land Institute, it is a four-part series. It is informative and he encourage others to go.

16. NEXT MEETING-TUESDAY MAY 9, 2017

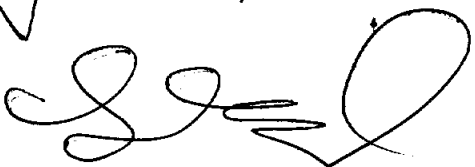
17. ADJOURN

There being no further business to come before the Santa Fe Water Conservation Committee the meeting was adjourned at 5:57 p.m.

SIGNATURES



Councilor Peter Ives, Chair



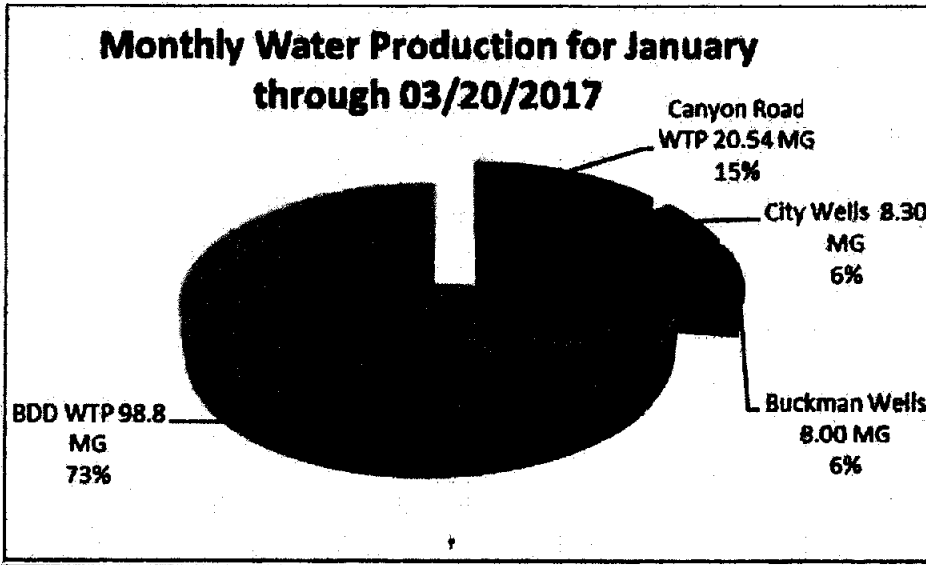
Linda Vigil for Fran Lucero, Stenographer

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

Old Filter Plant Site

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

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



Total Production of System

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

Reservoir Storage Levels

McClure: March - 285.2 MG
February - 212.92 MG or 17.8%

Nichols: March - 117.52
February - 112.8 MG or 52%

Combined: March - 402.72 MG
February - 325.61 MG or 24.93 of total storage

Santa Fe River Flow

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

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

Exhibit A

Baca Street Well

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

Source Water Protection Plan

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

Drought/Monsoon, Storage, and ESA Update

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

Most Current City of Santa Fe SJCP Reservoir Storage:

Heron:

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

El Vado:

1,239 AF.

Abiquiu:

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

TOTAL:

16,083 AF



Water Conservation Office

Monthly Overview of Scorecard Progress – March 2017



Education Outreach:

Education Initiative:

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

General Outreach:

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

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



Communication and Customer Service:

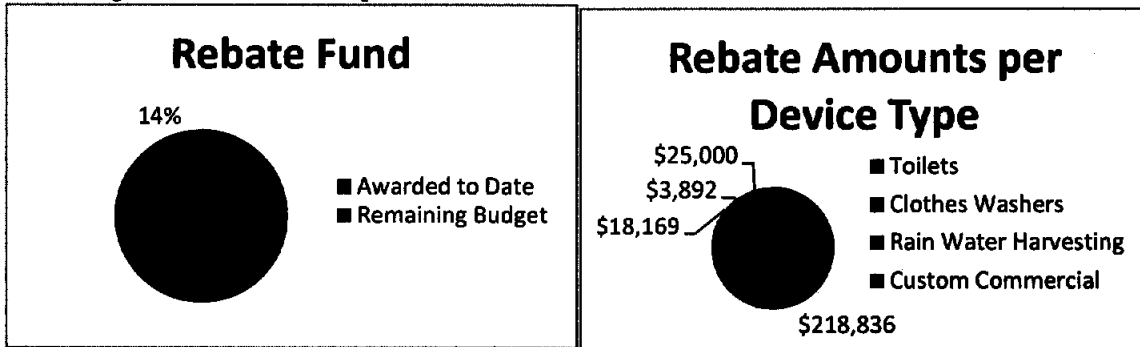
Eye On Water Rollout:

1,844 total signups

Indoor Water Audits: -2

Residential and Commercial Rebates:

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



Rebates awarded FY-to-date:

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

Strategic Marketing Plan:

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



Effective Program Management

Organizational Development:

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

Water Conservation Committee:

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

Integration with Water Resources:

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



Stewardship and Conservation:

Regional Collaborations:

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

City of Santa Fe, New Mexico

memo

Date: 4/6/2017

To: Santa Fe Water Conservation Committee

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

Item: Selection of new committee members

Background and Summary:

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

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

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

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

Exhibit C

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	97,608,700	86,435,400	91,066,700	107,487,300	122,647,700	138,596,700	153,024,400	152,736,300	168,435,700	137,867,600	103,763,600	110,592,400	1,470,265,500
2016	99,672,100	96,401,100	100,347,500	106,632,400	125,716,600	164,746,300	197,668,600	175,396,400	148,529,500	136,340,200	117,156,100	91,658,700	1,560,265,500
													(90,003,000)

Difference

SFR used 90,003,000 gallons more than 2015

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	28,253	28,518	29,983	28,692	28,702	29,000	27,969	27,272	31,454	26,604	27,014	28,984	28,537
2016	29,101	29,194	29,345	29,498	29,493	29,607	29,600	29,685	29,666	29,705	29,660	29,706	29,522
													(985)

Difference

SFR had 985 more accounts than in 2015

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

Difference

MFR used 293,000 gallons less than in 2015

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	45,254,400	38,634,000	42,210,500	48,232,200	45,269,500	55,972,300	55,782,900	56,553,900	55,343,700	54,218,000	43,650,100	60,202,800	601,324,300
2016	48,445,000	40,619,900	45,467,000	49,831,600	49,058,900	64,329,300	70,788,200	61,664,300	59,474,500	53,162,200	47,513,700	41,356,900	631,711,500
													(30,387,200)

Difference

ICI used 30,387,200 gallons more than in 2015

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	186,000	1,203,600	271,300	2,389,700	16,466,000	17,807,200	24,583,000	21,438,900	22,179,600	42,951,500	3,081,200	1,947,600	154,505,600
2016	399,700	176,600	556,400	5,684,700	20,404,800	25,193,100	41,163,400	25,948,900	20,189,200	16,841,900	7,331,800	706,100	164,596,600
													(10,091,000)

Difference

Fire-irrigation used 10,091,000 gallons more than in 2015

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	98,832,300	71,972,700	99,560,500	231,444,100	159,340,300	141,013,200	193,120,500	207,668,300	121,069,200	65,922,600	31,520,100	96,467,000	1,517,930,800
2016	78,696,100	81,865,400	36,554,100	17,750,500	149,023,300	309,247,800	296,805,200	273,401,200	124,325,000	64,849,100	63,662,200	79,188,000	1,575,367,900
													(57,437,100)

Difference

57,437,100 gallons more was diverted than in 2015

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	73,870,000	80,240,000	77,220,000	3,700,000	71,910,000	140,980,000	81,050,000	95,420,000	152,140,000	167,320,000	129,740,000	69,700,000	1,143,290,000
2016	91,041,405	78,749,577	143,126,132	180,103,099	115,575,596	40,565,933	62,464,457	23,654,647	135,476,826	174,461,439	104,896,784	96,115,502	1,246,231,397
													(102,941,397)

Difference

102,941,397 gallons more was imported than in 2015

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	21,410,911						2,639,161	10,212,000					34,262,072
2016						18,496,044		24,144,377					42,640,421
													(8,378,349)

Difference

8,378,349 gallons more was exported than in 2015

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015													
2016													

Exhibit D

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

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

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

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

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

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

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

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

Exhibit E

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

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

Resources:

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

<https://greywateraction.org/>

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

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

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

http://www.santafenm.gov/reclaimed_wastewater_reuse

City of Santa Fe, New Mexico

memo

Date: 4/4/2017

To: Public Utilities Committee

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

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

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

BACKGROUND

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

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

First Year Accomplishments

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

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

2nd Year

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

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

Reclaimed waste water potable reuse.

Watershed management/forest fuel management.

CIP programs, progress milestones and completion.

Marketing Outreach Strategic Plan and Water Conservation Committee Scorecard

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

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

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

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

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

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

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

Education Outreach

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

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

SCOPE OF SERVICES

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

Section 1

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

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

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

2.) Communications and Coordination.

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

3.) Messaging and Public Outreach

a) Water Conservation Messaging:

- 1) Tailor messaging to various targets based on most current data. Targets include individuals, businesses, spa and gym facilities and lodging establishments.
- 2) Create effective messaging for individuals and business needing guidance on how to implement water conservation practices and make use of tools that produce easily understood and measurable results.
- 3) Commercial messaging that will encourage greater participation in rebates, green lodging, and efficient outdoor facility management.
- 4) Messaging that encourages greater participation in outdoor irrigation rebates and efficiencies.
- 5) Revamp messaging surrounding general awareness and event promotions.

b) Water Resources Management Messaging

- 1) Develop general Water Resources strategic messaging.
- 2) Develop appropriate messaging and public outreach strategy surrounding the City's initiative to evaluate beneficial reuse of treated wastewater.
- 3) Work with City staff to develop messaging for education and outreach related to various Santa Fe River and Watershed activities and information including watershed tours, watershed quality, and controlled burning.

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

4.) Advertising and Social Media

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

5.) Reporting and Documentation

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

FUNDING

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

RECOMMENDATION

Recommend approval of the contract as outlined above.

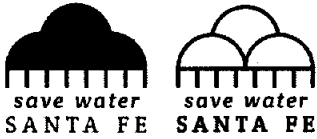
Attachment: Strategic Marketing Plan Update on year one of contract.



Strategic Marketing Plan Update

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

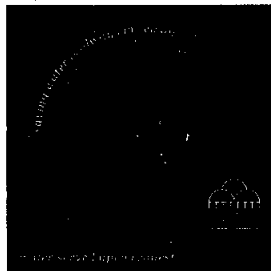
1. Mobile Compatible Re-branding



New Logo Design

2.) Business Signage for Water Conservation Requirements

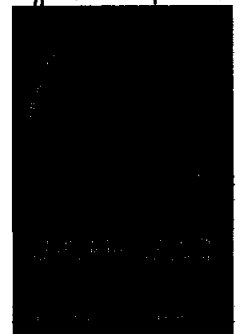
Signage available in English and Spanish



General Businesses

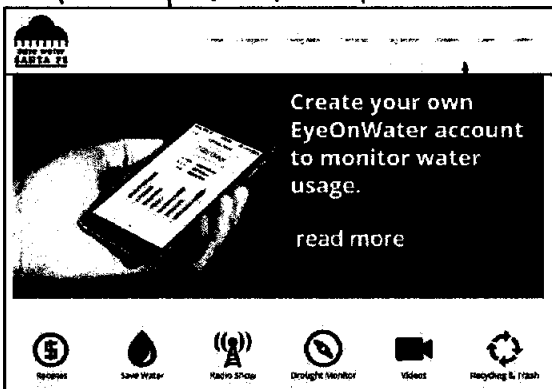


Food & Beverage



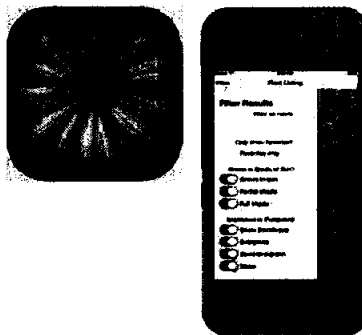
Hotels & Lodging

3. New Responsive Website



Mobile Friendly Website

4. Southwest Plant Selector Mobile App



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

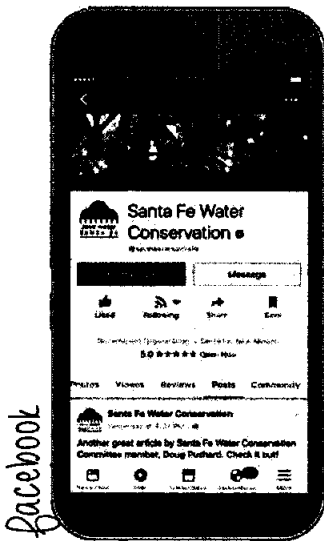
Exhibit F

4. Integrate Social Media

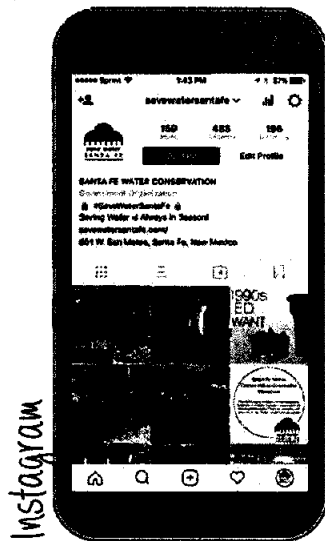
Analytic Overview by Social Media Platform

July 1, 2016 - March 1, 2017

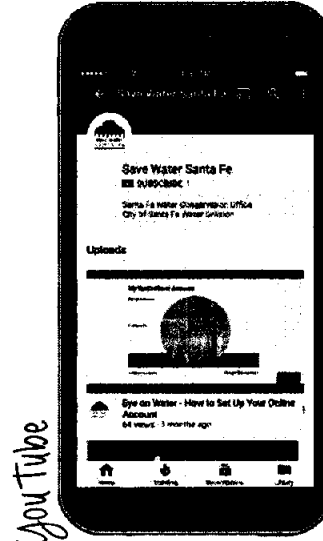
Facebook	Instagram	YouTube	Nextdoor
Reach: 74,213	Reach: 9,026	Videos: 3	Reach: 5,029
Engagement: 72,450	Engagement: 3,038	Views: 289	Engagement: 138
Impressions: 25,691	Impressions: 26,881		Posts: 5
Page Likes: 655	Followers: 480		



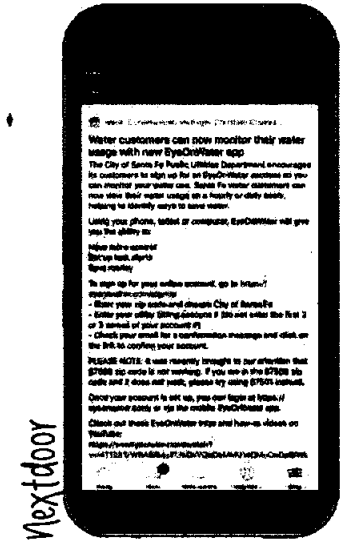
Facebook



Instagram



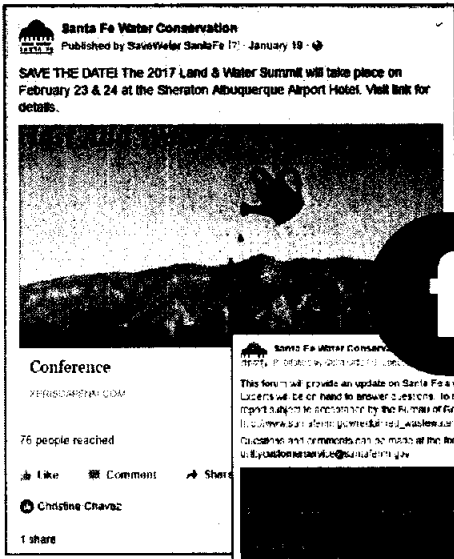
YouTube



Nextdoor

Integrate Social Media Cont'd.

Instagram



Facebook



Santa Fe Water Conservation Committee Vacancies

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

View Insights

Liked by dreamygracie, newmexicowildflowers and 18 others

EyeOnWater Sign-up Process

Water Conservation Manager Christine Chavez from City of Santa Fe Water Conservation Office

Dear Santa Fe water customers,

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

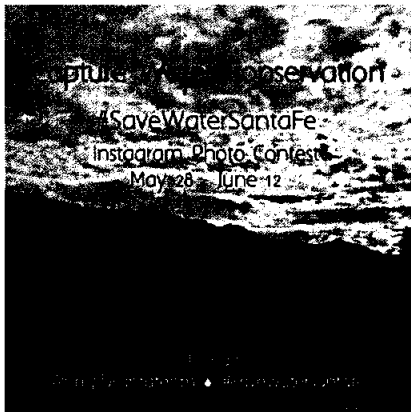
Sincerely, City of Santa Fe Water Conservation Office in General



Nextdoor

Overview of Major Integrated Campaigns

CAPTURE WATER CONSERVATION Instagram Photo Contest

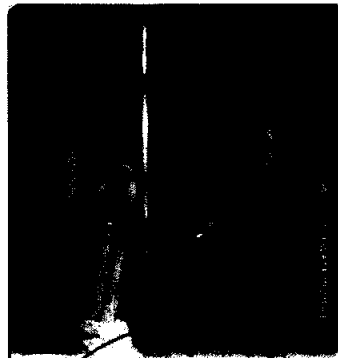


Communication Channels:
Social Media · Print Advertisement
Radio · Website

NUMBER OF ENTRIES:
143

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

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



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



Keep an eye on water...
using your phone, tablet or
computer to spot costly leaks,
set-up alerts and find ways to
save water at home or work.
Go to eyeonwater.com to enter
your zip code, select Santa Fe
and enter your account #
do not enter any a/c no

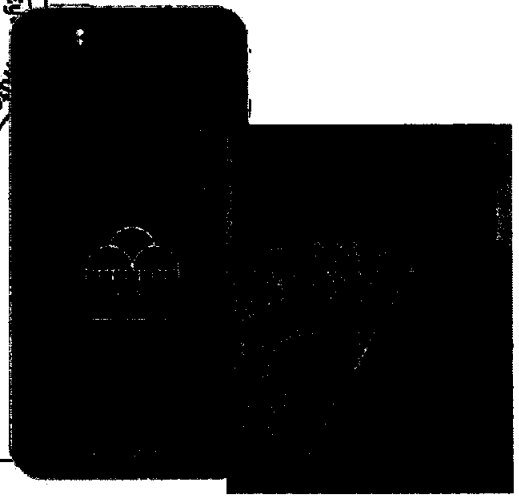
EYEONWATER

Customer Roll-out

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

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

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



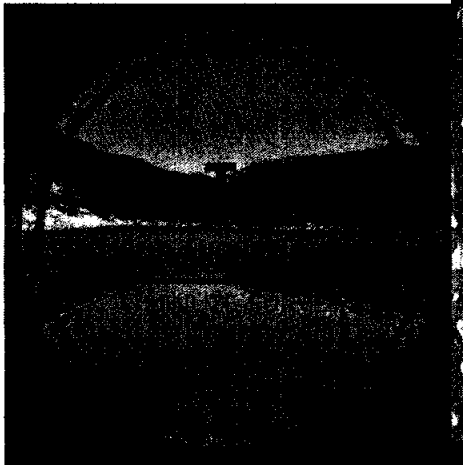
Overview of Major Integrated Campaigns Cont'd

WATER CONSERVATION BEHAVIOR Utility Customer Survey

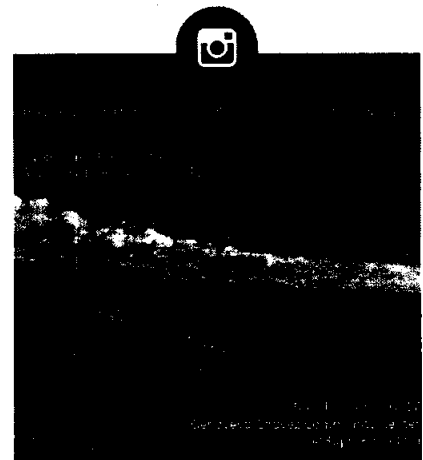
Communication Channels:
Social Media · Print Advertisement · Radio
Utility Bill Inserts · Website · Earned Media

NUMBER OF RESPONSES: 552

Total Reach: 325,053
Total Impressions: 2,321,904
Total Social Media Engagement: 370



WATER REUSE FEASIBILITY Public Forum

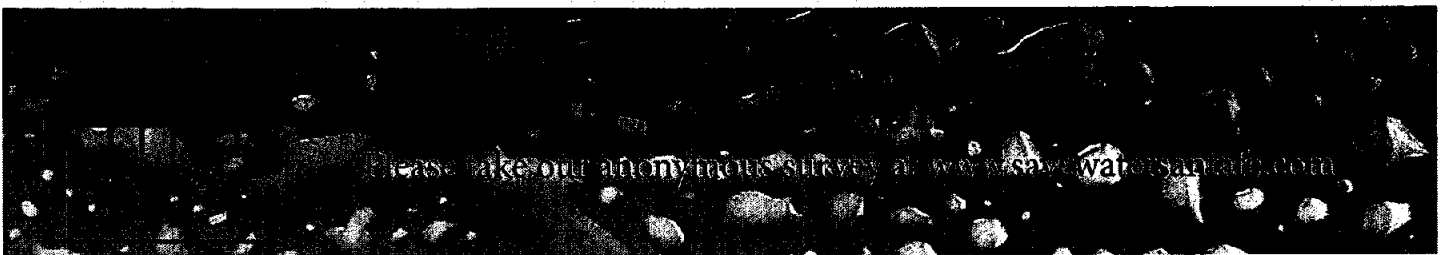


Communication Channels:
Social Media · Print Advertisement · Radio
Website · Earned Media

**NUMBER OF ATTENDEES:
63**

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

5. Collect Customer Data

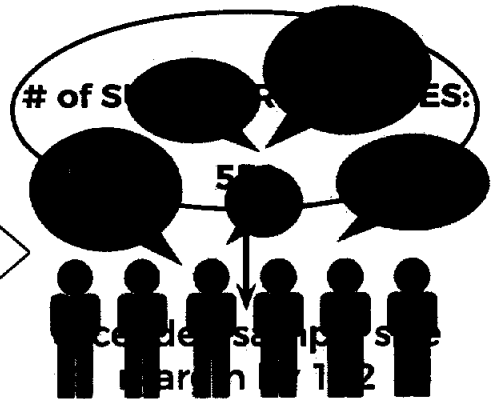


www.savewatersantafe.com

Page views: 1,241

Communication Channels:

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



Water Conservation Behavior - Customer Survey Highlights

General Environmental Concerns

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

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

Behavior Motivation



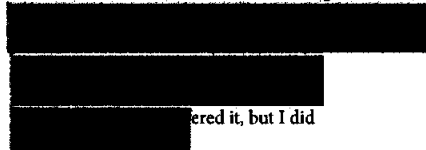
Reasons customers support the conservation steps they are already taking.



purchase and install water saving fixtures (17%).

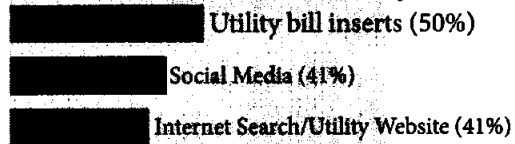
Reasons customers support decision to rarely or never take conservation steps.

Rebate Participation Among Water Customers



The Santa Fe utility never offered one, but I would not have participated anyway (4%).

Customer Preference for Receiving Communication:



Utility bill inserts (50%)

Social Media (41%)

Internet Search/Utility Website (41%)

CUSTOMER SUGGESTIONS:

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

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

"Rebates for gray water systems should be offered."

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