



Agenda

DATE 10/31/11 TIME 9:41 AM

SERVED BY Daniel Ransom

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SANTA FE WATER CONSERVATION COMMITTEE MEETING
CITY HALL - 200 LINCOLN AVE.
CITY COUNCILOR'S CONFERENCE ROOM
TUESDAY, NOVEMBER 8, 2011
4:00 PM TO 6:00 PM

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES OCTOBER 18, 2011 WATER CONSERVATION COMMITTEE MEETING

INFORMATIONAL ITEMS:

5. Update on Drought and Water Resource Management (Rick Carpenter)
6. Update on the status of the Water Audit and Leak Detection Pilot Program (Grace Perez)

DISCUSSION ITEMS:

7. Discussion of intermediate steps which might be taken before implementing the next stage of water use restrictions under the Water Emergency Management Plan; Part III (Doug Pushard, Stephen Wiman)

MATTERS FROM STAFF:

8. Santa Fe Watershed and Climate Change Interactive Workshop (Laurie Trevizo, Claudia Borchert)

MATTERS FROM THE COMMITTEE:

9. The Water-Energy Nexus (D.H. Strongheart)

ITEMS FOR NEXT AGENDA – TUESDAY, DECEMBER 13, 2011:

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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WATER CONSERVATION COMMITTEE
Tuesday, November 8, 2011

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**MINUTES OF THE
CITY OF SANTA FE
WATER CONSERVATION COMMITTEE
Tuesday, November 8, 2011
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 Melissa McDonald, Vice-Chair, at approximately 4:00 p.m., on November 8, 2011, in the Community Room at the Main Library, 145 Washington Avenue.

2. ROLL CALL

Roll call indicated the presence of a quorum as follows:

MEMBERS PRESENT

Councilor Christopher Calvert, Chair

Melissa McDonald, Vice-Chair

Lisa Knouse

Tim Michael

Grace Perez

Giselle Piburn

D.H. Strongheart

Stephen K. Wiman

MEMBERS EXCUSED

Doug Pushard

Karyn Schmitt

MEMBERS ABSENT

Reese Baker

OTHERS ATTENDING

Dan Ransom, Water Division

Laurie Trevizo, Water Division

Brian Snyder, Director, Public Utilities Department & Director, Water Division

Melessia Helberg, Stenographer

There was a quorum of the membership in attendance.

3. APPROVAL OF AGENDA

MOTION: Giselle Piburn moved, seconded by Grace Perez, to approve the agenda as published.

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

4. APPROVAL OF THE MINUTES: OCTOBER 18, 2011, WATER CONSERVATION COMMITTEE MEETING

The following corrections were made to the minutes:

Page 3, Item 6, Paragraph 1, last line, correct as follows: "...is ~~ver~~ very specific..."

Page 5, Paragraph 7, line 3, correct as follows: "...to ~~safe~~ save water..."

Page 11, Paragraph 11, line 4, correct as follows: "... on ~~November 9th~~ November 10th..."

Page 12, Paragraph 12, line 4: " Ms. Perez would like to clarify that she gave a copy of the report to the staff as well as to Mr. Pushard."

MOTION: Giselle Piburn moved, seconded by D.H. Strongheart, to approve the minutes of the meeting of October 18, 2011, as amended.

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

INFORMATIONAL ITEMS

5. UPDATE ON DROUGHT AND WATER RESOURCE MANAGEMENT. (RICK CARPENTER)

Rick Carpenter reviewed his Memorandum of October 21, 2011, to the Public Utilities Committee, which is in the Committee packet. Please see this Memorandum for specifics of this presentation. He noted that La Nina impacts our water cycle more in the winter than in the summer.

The Committee commented as follows:

- Chair Calvert asked what La Nina means for Colorado, and is it as bad in Colorado as it is here.

Mr. Carpenter said it depends on where the dry line falls, noting last winter it seemed to fall right on the State line. The San Juan and western slopes of the Rockies had normal or above normal snowpack, while 150 miles away there was little to no snow.

- Mr. Wiman asked if there are ways the Water Conservation Committee can help him to disseminate information, noting the Committee is always discussing ways it can help.

Mr. Carpenter said the Committee can help with heightened awareness and public education about what it means locally. He said, although we are in a low demand period right now, we have time to get the word out that this is going to be a very challenging year and to let everyone know what that means.

Mr. Snyder said an important message is to let people know that with the BDD we have more water in our portfolio. He said we have two surface water plants. He said we need to let people know what happens when the BDD is off line, and what is in the ash and the runoff after a storm event. He said there were 5-7 storm events where the BDD shut down automatically. He said the plant was shut from diverting, not from treating the water. He said there are 8 millions gallons of raw water storage, and 4 million gallons of treated water storage on site. He said this allows them to continue to treat water when the BDD is shut down. He said in normal situations, although they divert water anytime they would like, they prefer to divert water during off peak-hours because of the electrical costs.

Mr. Snyder said the Canyon Road facility is running 1-8 million gallons a day, because the lower reservoir is about 85% full. He said they need to lower the level of the water in the lower reservoir so when and if there is runoff, there is space to capture the runoff. He said they have been using the shallow wells in the City well field to fill the gaps in demands. He said for the past 3 years, including this year during drought stages, we have been resting the Buckman Well Field, and we've seen a water table increase in the Buckman Well Field.

Mr. Snyder said all of this is part of our balanced water portfolio approach. He said if, in the future because of drought, we have to shut down the BDD we can turn to the Buckman well field which hasn't been used and has been allowed to recharge over the past few years, as well as to other City wells and the Canyon Road facility. He said the message he would like to get out is, although there are trying times ahead, the City is in a good situation with the BDD, and the City is nowhere near our situation in 2002, when we entered a drought stage without the BDD.

Mr. Carpenter said in addition to not having the BDD in 2002, we didn't have the 5 new wells. He said we had only 9 wells which couldn't produce the needed capacity, where we now have 9-13 high capacity wells. So, we've augmented our groundwater supply, and in the short term we can rely on surface water.

- Chair Calvert said, yes we have done good planning and we do have more options. However, we are going into this year in a worse situation, primarily because of the reservoirs. He said also, we are not guaranteed to get one of the wells permanently permitted. And, we don't know what kinds of situations might happen at the BDD which would cause a shut-down. He said we're well positioned on paper, but there are things which could happen which would impact any one of these things. He said we have the well field, but it is there for backup. He questions how long the City can rely on that if some of the other sources aren't forthcoming. He believes, although we are well positioned and have planned well, we need to err on the side of caution in terms of the message we send to the public.

Mr. Snyder said in his mind, we have positioned ourselves well, and a lot better than 2002, but we are not out of this by any means. He said the public outreach is important, but questions when we raise the red flag, noting there are challenges in doing that, and when to do this. He said if you are in a drought stage for too long, people start to get lax.

- Ms. Knouse said it sounds as if the City is very well prepared, and there have been a lot of changes. She asked how it would impact the community if the worst case scenario unfolded – severe drought, fires and such – and asked if we would run out of water.

Mr. Snyder said we wouldn't run out of water, and that's not a concern. He said the way the drought stages currently are set up, we can't go into a drought stage. However, if a major source were to be lost, we would go into a drought stage where there would be "taper back watering."

- Chair Calvert said the worst case scenario he sees currently, is that we are pumping wells so much. He said the question then becomes how long you can do that. He said they are there for backup, but not forever as the backup. He asked how long the bad circumstances would last before we had issues. He said we'll probably be pumping as much or perhaps more than last year. However, when it abates, we get back into a more manageable situation where you can rest the wells, so that they can be the backup. He said it really becomes a question of duration. He doesn't believe we'll reach the point where people don't have water, but it is, again, a question of duration.
- Ms. Perez said the longer the drought lasts, the drier the terrain becomes and the more likely there will be fires.
- Chair Calvert said the drier the soil, the less water that gets into the aquifer because more is absorbed by the soil.
- Ms. Piburn said she thought the water table took a long time to replenish, and asked Mr. Snyder to speak to this.

Mr. Snyder said we had several years in a row before the BDD came on line where we were able to rest the wells. He said during that time they have been monitoring the wells and there has been a noticeable increase in water table in several of the wells.

- Mr. Carpenter said it depends on how shallow the aquifer is. [Mr. Carpenter's remarks here are inaudible] He said in the Buckman Well Field, some of the wells are shallow, and some are 2,000 feet deep, producing ancient water, and those take longer to come back. However, in most of the wells there has been a noticeable recovery. He said the model suggest we can pump 3,000 to 4,000 afy from the Buckman Well Field. The model also suggests that we can pump the full capacity once every 10 years without [inaudible].
- Ms. McDonald how many times this has been done over the past 10 years.

Mr. Carpenter said he doesn't remember, but last year we were at about 4,500 afy. He said in drought years prior to the BDD, when we were pumping, it was never more than 6,000 afy. He said the relationship of the well field to the Rio Grande is complex. He said the models show that some of the water pumped from the aquifer is water to which we have a permanent right because it's truly groundwater, and some of it is River water that's just underground. He said we have to offset the impact on the River with other water, and the more we pump, the bigger the offset, so we try to stay away from that. He said fortunately, we have San Juan/Chama water we can use in exchange. He said we want to use that to divert and for drinking water. He said it is a matter of balancing our use of our water resources to the best advantage.

- Ms. McDonald asked again how many times that has happened in the past 10 years.

Mr. Carpenter again said he doesn't remember, noting the City pumped 5,000 to 6,000 afy in 2002, when he first came to the City. He said in subsequent years, we were in the 5,000 to 6,000 afy, but never went over that, and over the last two years not nearly so much. He said he can get that information and provide it to the Committee in a Memorandum.

- Ms. McDonald asked if there is a priority to pump shallow versus deep wells.

Mr. Carpenter said there is, and the State has recognized that priority for us in the permitting. He said we can run them when we need to. He said the priority is to use surface water supplies, prior to using groundwater supplies. He said we consider our surface water supplies to be renewable as opposed to mining an aquifer – to use our surface water supplies to the maximum extent possible and then roll into groundwater when we need to.

Mr. Snyder said the current demand is 6 to 7 million gallons per day. He said are treating 6 million gallons at the BDD and 1 million gallons at Canyon Road. He said for the last 1½ months, we've been at 6 million from the BDD, which is 75% of our demand.

- Chair Calvert said then you're saying there is no need to pump.

Mr. Snyder said there is a minimal need to pump, and we "fill in around the edges with, largely, the City well fields, and the Buckman well fields have largely been off." He said we have permit requirements to do testing, so they do turn on the wells, purge, run the well, then take samples, and then turn-off the wells. He said when needed, we can run the wells.

Mr. Carpenter said we will never be able to use zero groundwater, because at the least, we have to exercise the wells once a year, noting some of the wells are 2,000 ft. deep with 16 inch casings, and it takes a lot of water to come to the surface to take samples and get a clean water column for testing.

- Mr. Wiman asked if there is a high variability in the water quality, noting some wells have naturally occurring arsenic.

Mr. Carpenter said if we make a decision to pump that well, because it is a good producer, then we make the decision to pump the well that is low on arsenic to take the problem away.

- Mr. Wiman asked when he talks about an aquifer recovering, if he's speaking of a coning effect.

Mr. Carpenter said each well has a cone of depression, and that becomes more pronounced as you draw down the water.

- Mr. Wiman said he wants to make sure we're not confusing the scale of reversing the cone of depression, versus actually recharging the aquifer.

[Mr. Carpenter's response here is inaudible.]

- Mr. Wiman said we shouldn't be misled on cone of depression recovery versus an aquifer recharge which he is unsure is happening under the current weather regime. He said aquifer recharge is a very long process which he believes is poorly understood.

Mr. Carpenter agreed, saying there are thousands of private wells. He said regionally, the problem is poorly understood, and he is unsure, with the growing population, that we ever will recover on a regional scale.

- Mr. Michael asked if the models look at the regional aquifer aspect.

Mr. Carpenter said the State Engineer probably has the most expansive regional reach. He said all of the models have strengths and weaknesses. He said the State Engineer's model has larger grids and is 3-dimensional, and is not as sensitive on a local scale in some areas. [The balance of Mr. Carpenter's remarks are inaudible here.]

- Mr. Wiman said, "We certainly are seeing all our wells drying up."

Mr. Carpenter said this is especially true in terms of the shallow wells in times like this, noting the alluvion wells are harder hit during drought.

- Chair Calvert said a lot of what he is talking about is occurring in the County. He said the City tries to discourage private wells within the City limits "to the utmost" for obvious reasons. He said the County has been relying on wells for quite some time, commenting that this isn't to point fingers or make any value judgments.

- Ms. Perez asked Mr. Carpenter to talk about the well to which he alluded saying its permitting was questionable.

Mr. Carpenter said it is the Northwest well, which is part of the City well field, but not the Buckman well field. He said it is very high high quality well and a good water producer. He said the well was permitted 9-10 years ago, so the permit is up for renewal. He said an application has been

submitted, which can be protested, and we are working with the State Engineer to obtain a permanent permit for the well.

- Ms. McDonald asked the length of time the permit would be issued.

Mr. Carpenter said the request would be for the permit for another 10 years.

- Chair Calvert said asked about permanent status.

Mr. Carpenter said that would be negotiated with the neighbors in the area and the State Engineer, noting we are in the very early stages, having only just submitted the application.

- Mr. Strongheart said the City is updating the Long Range Water Supply Plan, and he would like to be able to sit in meetings in this regard. He asked if they see it worthwhile to put a permanent strategy in place for La Nina years as part of that update. He asked if the few difficult water years are being considered in the long range, geological, water history of this region, and if this is worth considering in planning. He asked if it might be useful to have a series of protocol scenarios as part of the update, to perhaps come up with a best practice protocol which would be ready.

Mr. Carpenter said he would encourage Mr. Strongheart to be as involved in this process to the extent he would like. He said the current update focused primarily on introducing variables into the model which are related to climate change. He said they have a grant with the BOR. He said there is a workshop which is coming up to get public input on climate change, and what the variables should be which are put into the model. He said it is a very very sophisticated decision support model with a lot of statistics and probability which go into it – with a lot of variables and what ifs that go into the model. He said it churns out what the portfolio looks like all the way out for 40 years. He said the idea is to have this to be a living, dynamic tool into which scenarios, real or perceived, can be plugged so we can see what if. He said they will be periodically updating the information. He reiterated that he would encourage Mr. Strongheart to “attend that workshop” and any other meetings on climate change. He said it is a very open process, and people should attend as well as participate in the process.

- Chair Calvert would like him to work through Dan Ransom to keep this Committee updated on meetings which are open to public.

6. UPDATE ON THE STATUS OF THE WATER AUDIT AND LEAK DETECTION PILOT PROGRAM. (GRACE PEREZ)

A copy of Residential Water Conservation & Leak Detection Pilot Program – Thoughts on Scope of Work, prepared by Grace Perez, dated 10/18/11, is incorporated herewith to these minutes as Exhibit “1.”

Ms. Perez said at the last meeting she came up with something to describe the volunteer based and student based water audits on residences in town [Exhibit "1"]. She said she has not received the requested feedback from this Committee and from the staff. She said, without feedback from the Committee and staff on what this program should be, it is difficult to make progress. She said she is unsure this is the best way to spend our time, and her question to the Committee and staff is if we should spend our time in this way. She said she is very frustrated with this Committee because we haven't accomplished much. She would like to have something we can show ourselves that we have completed this work and it resulted in something beyond education of ourselves.

Chair Calvert said he understands her frustration, and the reason a year and a half ago, he tried to get the Committee to come up with a process to assess different projects and ideas, so we could do the things which would bring the biggest bang for the buck to get something accomplished. He also became frustrated and gave up because he didn't see there was support on the Committee to continue to do that. He said he still thinks it is a good idea, but "I'm not going to continue to push on the rope forever." He reiterated that he understands her frustration.

Chair Calvert asked Ms. Perez what it is specifically on which she would like feedback, and would like for her to be more specific. He asked if she wants feedback on the questions on Exhibit "1."

Ms. Perez said we had discussed doing these audits which were done in the past, but now aren't being done. She said it is time to invigorate this program. She said they met with the Community College which is interested in having its students participate. She said the question is if we want to proceed with that, and if yes, how we can proceed and how we can make it better. She said she attended a proposal writing class with the BLM, along with Ms. Trevizo, but it is difficult to make application without knowing exactly what we're doing, who will be doing it and what it's going to cost.

Chair Calvert said he recalls that staff spends most of its time on audits of the biggest users, and this is where staff concentrates its efforts on an ongoing basis because of limitations of staff. He said this, on the other hand, is more general in nature, and you go into it not knowing what you will get. He said you will start somewhere, pick an area, go out and do the audits and see what results you get.

Ms. Perez said she has no idea of the amount of water to be saved, commenting that when Ms. Borchert was here, she mentioned a whole neighborhood which was interested in doing something like this, so there is a pre-set population.

Ms. McDonald said she is not sure that neighborhood is interested in doing this, although this might be an interest group.

Chair Calvert said this would be something which wouldn't duplicate or compete with what staff is doing, but to augment and complement their work to enhance conservation efforts. He said this is another way to send a message about water conservation. He said he believes it is worthwhile to try it and see what kinds of results you get, and then you will know if you want to expand or continue it or move it into another area.

Ms. Perez said when they did the training day, they thought one really good use would be to try to get people more involved in Mr. Ransom's outdoor water audits which is a really full audit, and that's where there is water to be saved.

Responding to the Chair, Ms. Perez said the focus of their audits would be primarily indoors, but they would do a basic outdoor assessment which could be a gateway to a full outdoor water audit and saving water.

Ms. McDonald said she thought this Committee indicated it thought this was a worthwhile effort two meetings ago. She said the thought was whether there was confusion and concern around what the City's involvement would be and what information would be returned to the City. She said Mr. Pushard was going to think about that and report back to the Committee. She said this is key to getting the program "off the ground" – really understanding the relationship with the City. It was her understanding that everyone on the Committee supported this.

Ms. McDonald said there also was discussion about getting certified to do landscape audits, but she doesn't know where that conversation wound up. She said perhaps it was an idea that didn't go forward, and we need to remember that. She said, "I think the Committee is saying we would like to do that, and we should say we, instead of you, because it's not really Doug and you, it's we." She said we need to have people put together a proposal to clarify the relationship to the City, and that will determine what the grant proposal looks like. She said this seems to be important.

Chair Calvert said he agrees, and for grant purposes you would need to show you are partnering with the City. He said if you would need to demonstrate through the audits of 50 households, the accomplishments which would demonstrate the need to do this and the savings which would result. He thinks follow-up is key to the success of this effort. He said the City doesn't need names, but does need some information about the effectiveness of this program. He said we do need a commitment from those participating that there will be follow-up. He believes follow-up and demonstrating results are critical to receiving a grant.

Ms. McDonald asked about the feedback from the Community College.

Ms. Perez said they indicated they are willing to cooperate, but she didn't hear them say they would take the lead on writing a grant, but they were very interested. She said they met once with the Community College, and said we would meet again, but that hasn't happened.

Mr. Strongheart said it is important that there be a class offered, and it is a matter of the development of a class curriculum, and how the setting could include people who aren't college students who are interested – are there ways to sponsor them, and to pay for their way into the class. He doesn't see this going much further without cooperation from the Community College.

Ms. Perez said, as Ms. Trevizo has said, the City can't apply for a lot of these grants.

Ms. McDonald said she is asking Ms. Perez what she needs.

Ms. Perez said she has the answer from the Committee, but she needs Mr. Ransom's take on this, because it will require his time as well as Ms. Trevizo's as part of the proposal writing and management process.

Mr. Ransom said when this started, there was supposed to be a coordinator to do the project, and not staff, because staff does not have the time to do this project.

Ms. Perez said the way she wrote the proposal, there is a person to manage the project, but it can't be done without staff to initially set-up the program, so it is going to require some staff time as well as time from the Community College.

Mr. Ransom said there has been no feedback about the class, because we offered to finish developing it because it is in the curriculum, and it isn't offered yet. He said with that, some of the students taking the class may be available to do some of the community service which would be doing the audits and things like that. He said it is necessary to come up with matching and funding. He said many of the grants we have are 50-50. He said he believes it is important to continue to work with the Community College because the opportunity is there. He said the grant might be stipends to students to go out and do this work. He said the Community College would be our partner, as well as the fiscal agent. He said there is a lot of work to be done with the Community College to make this work.

Ms. McDonald said it sounds as if we need another meeting with the Community College, to try to get them to put the curriculum together and committed to teach the class. She said once that is done, we can pursue a grant and ask the Community College to be the fiscal agent.

Ms. Perez agreed, saying the next step would be to contact the Community College. She asked if there is someone teaching "water stuff that could play this role."

Mr. Strongheart said there are a couple of water conservation people, but this class has been lingering and nobody is interested in developing the curriculum among current staff.

Ms. McDonald asked Mr. Strongheart if he has ideas about who would be good to teach this class.

Mr. Strongheart asked if one of us could decide to go through the rigorous leak-detection process to become certified to provide a foundation for developing such a curriculum.

Ms. McDonald said they met with Randy Grissom and Xubi Wilson at the Community College, who told them there were students in existing classes who would be great to step in and do this.

Ms. Trevizo said she followed up with the Community College via email. She said we met in mid-September when they were already developing the Spring catalog, so we missed the deadline to develop a Spring class. She said this gives us more time to put more wisdom into something to be offered in Fall semester. She reiterated the Community College is interested. She said the grants are dependent on the grant application, and the grants she investigated did not allow government institutions to apply. However, some of the grants she and Grace learned about, allow government entities to apply with a 50-50 cost

share. She said if the Community College were to be the primary applicant and use some of its already built-in cost, it might be a worthy application. However, it goes back to the fact that we need to figure out a lot of these details before submitting an application.

Chair Calvert observed that we have a "chicken and egg" process here.

Ms. McDonald said it was discussed that we actually didn't need this course, and that there may be people who are already taking classes who could qualify for course credits by doing this type of work. She said this scenario might come before development of a curriculum, and asked if this would require training of the people/instructors in how to do these audits.

Ms. Trevizo said she also suggested to the Community College the names of professionals, of which they are aware, in the community that are very experienced and do this for a living. She said there is a network of people which the Community College could use. She said there are a lot of things up in the air at this time, but staff is facilitating this.

Chair Calvert said he is hearing that before we do this, we have to develop the class curriculum and establish the class. He said when starting a program, and you don't know effective it will be, we discussed doing a pilot. He believes we need to through the least number of hoops to do a pilot. If the pilot doesn't prove to be productive, then you have expended the least amount of resources. However, if it proves to be productive, then everyone is more willing to start committing to "institutionalize" the program and classes. He said the pilot can be managed with volunteers like the one in Eldorado where people went into the community and did the audits using a checklist, and sold the program to the community. He said once people saw the effectiveness, there was some buy-in from the community. He said they then brought in a group that had a grant to expand the program and move on. He reiterated we need to do a modest pilot of some sort.

Ms. McDonald said we talked about, in the scenario of a pilot program, that there needs to be a coordinator. She said to prove it's effective, we have to have someone following-up. She asked if there is a way to work with the Community College to be in charge of a pilot program, or should we write a grant for the one person just for that purpose to work with the volunteers.

Ms. Perez said, "This is written, both as a pilot program and to do exactly what you said, and isn't written for multi-years, or for a very large project. It's got "pilot" right on the top."

Chair Calvert reiterated that Eldorado did a 'bootstrap' pilot, and once they had results of the success, then they sought grant funds, commenting he believes we would be more successful if we can show we have something which is successful as opposed to 'it has potential'."

Ms. McDonald said there was a very dedicated group of volunteers to coordinate that program. She said there aren't people in this room that are 'jumping up and down' to coordinate all of this. She believes our next step is how to get a grant to get someone coordinate it. She said there might be somebody at the Community College who would be interested in being paid to do this.

Ms. Knouse asked what is the possibility of connecting this to another already existing class, and having the teacher to coordinate it.

Mr. Strongheart said he spoke with two professors, but didn't get a positive response.

Ms. McDonald said we could approach existing professors and ask them if they would be willing to do this if they were paid.

Mr. Strongheart reminded the Committee that the initial discussion was about trying to achieve water conservation within the existing staff and financial constraints. He said he doesn't believe we have done a good job in this process of accepting the limitations, and we have reverted to a non-creative process, which is the way we all would like to do this if we could get a grant. He thinks it's worth continuing a discussion of how we can do this and other projects without going for a grant.

Chair Calvert understands what he is saying and doesn't disagree. However, perhaps there is a student at the Community College who could be the coordinator and earn their grant, by volunteering some time on a pilot program, so when they write the grant they will have results which will justify the awarding of the grant.

Lisa Knouse departed the meeting

Ms. Perez said she believes it is very worthwhile to bring this to the Community College. She believes we just need to meet with the Community College people again and "just pursue it." She said the question is whether they have the time. She is willing to set up and attend the meeting.

Chair Calvert said he will be happy to go with Ms. Perez if she'll set up the meeting and then "I will carry the seed." He suggested they meet with Randy Grissom and Xubi Wilson, and asked her to coordinate the meeting with him via email.

Ms. McDonald said she is a little hesitant to have a student coordinating the program, asking what would be the recourse if the student didn't do a good job, saying we have to be careful. She said it really depends on the student.

Mr. Strongheart said Professor Steven Wust teaches "Introduction to Water Conservation," and the project for that class is to do a residential water audit for their homes, so they might want to talk to him.

DISCUSSION ITEMS:

7. DISCUSSION OF INTERMEDIATE STEPS WHICH MIGHT BE TAKEN BEFORE IMPLEMENTING THE NEXT STAGE OF WATER USE RESTRICTIONS UNDER THE WATER EMERGENCY MANAGEMENT PLAN. (DOUG PUSHARD AND STEPHEN WIMAN)

Mr. Wiman said he and Mr. Pushard have been looking for ways to get out the word to the public

in this regard. He said he has made a list of organizations to which we can present to help get the word out. He said there is a drought, but there are no warning signs going up to give people a heads up earlier rather than later. He said perhaps we could have some kind of kit we could take around, commenting he would be willing to do some of that and present it to organizations to help get the word out.

A member asked what would be in the kit.

Chair Calvert asked if he is thinking about things like aerators for sinks and shower heads, or if he is thinking of information, and Mr. Wiman said information.

Mr. Ransom said staff is looking at taking some of our stuff and combining so it is in one package and things which are specific to the organization you're talking to.

Mr. Wiman said he is unsure it would be necessary to create something new, but it would be a kit for a wake up call. He said a lot of us know the City is doing what it thinks are the right things to do right now, but he wants to find a way to summarize what is going on – facts.

The Board commented as follows:

- Ms. McDonald said when it comes from your community, such as a neighborhood association, people might pay more attention than if it just comes in the bill, or in talking to the Water Conservation Office, because people are interfaced and react at different levels. She said part of the strength in doing something like this is that it comes from somebody you know that cares about these issues, and it is not just something from the City.
- Mr. Wiman said he would go to the Restaurant Association. He said his pet peeve is that in restaurants they keep filling your water after you've paid your bill and are just sitting there talking.

Mr. Ransom said he just tells them, "No thank you," and they say okay.

- Chair Calvert said it is one thing if the City does this, but if the Chamber of Commerce presents this at one of its meetings as the main topic, it would cover both restaurants and hotels at one meeting, for example. He said if it is at the hotel, you can talk about linens and towels, commenting we aren't sure hotels are complying with this, noting a lot of water is used washing linens and towels if they are changed daily.
- Ms. McDonald suggested perhaps approaching *The Reporter* and telling them you want to investigate this and other related issues, and asking them to write a story on it. She said this is a creative way to get information to the public. She said they might put it on the website.
- Mr. Strongheart volunteered to contact *The Reporter*.

Mr. Ransom said the goal at the Water Division is to improve what has been done and to do more. He said all of this is on their list – direct messaging to hotels and restaurants to get the message to the right people. He said they do have a direct number to report fugitive water to the Water Division, and we need to let everybody know about that.

- Mr. Strongheart suggested we might make “Report Fugitive Water” signs, with a telephone number listed on it.

Mr. Ransom said in the past they put some of the advertising messages they did on buses and at bus stops.

- Chair Calvert suggested we talk to someone like Stacy Matlock at The New Mexican and ask her if she would like to do a general article about these kinds of things which can remind people we’re not out of the woods yet if the weather predictions come true. He said if Stacy isn’t interested, we could go to *The Journal North*, or perhaps both could write an article and include the telephone number to report fugitive water. He said Keira Hays might be interested.

Mr. Ransom said additionally they will be issuing press releases.

- Chair Calvert asked if staff has done ads recently with Joe Abeyta.

Mr. Ransom said yes, and right now they are working on an ad for “Fix a Leak Week,” which is a week long event in March, and starring Ms. Trevizo. He believes that will work well. He said he welcomes good ideas from the Committee.

- Ms. McDonald asked if the Water Conservation Office is on Twitter. Mr. Ransom said no. Ms. McDonald said she believes we need to have the commercial lead things on Twitter and Facebook and on the website. She said there is nothing to keep people from doing things on their own, and from reposting things that they find there, especially the humorous ones.
- Chair Calvert said he liked the ones staff did with Randy that are humorous, but get the point across. He said we’re all talking about new and interesting ways to get the information to the public. He said humor is a good way to go.
- Mr. Strongheart said if we had a Facebook account, we could put out information and any reminders, commenting someone could act as administrator.
- Ms. McDonald said she likes the use of humor. She said right now times are tough and people aren’t interested in getting information on their water bills, but are interested in something humorous.
- Ms. Piburn asked how often the City does videos.

Mr. Ransom said they haven't been doing much this year, but they have been running the PSAs at the local theaters, noting the City has a contract with the theaters to do that. He said there is a great one they ran during the summer which was Indiana Randy. He said they do a new one every year, commenting that Mr. Abeyta does a good job.

- Ms. Piburn asked Mr. Ransom if he connects with the kids in school to be in videos.

Mr. Ransom said one of the schools did a video on "Alien Water" which was very good. He said they did it on their own, but he doesn't know if it got onto the government channel because it was too long for those spots. He said the Indiana Randy was a minute, so they had to increase the contract with the theaters to run that commercial.

- Chair Calvert said we need something entertaining for people going to the movies.

Mr. Ransom said the Indiana Randy was entertaining and different. He said sometimes these are done spur-of-the moment because the timing is right. He said if we have a good idea, they can make it work.

- Mr. Wiman asked what the Committee would agree are some organizations we could approach to help us to make a difference.
- Ms. McDonald suggested the Rotary Club, noting there is a long list of people who care about water that we could energize to become volunteers to talk to others.
- Chair Calvert said in addition to meeting, the Chamber of Commerce has a weekly spread in the newspaper, and they could cover some of this in that spread if we could get their cooperation in this regard. He said we could write something for Simon Brackley to include.
- Mr. Wiman said Realtors don't like to hear that there are issues with water.
- Chair Calvert said this is true, but they also like to hear that we have plenty of water. If they want to do their part to ensure we have plenty of water, they can help to get the conservation message to the public so we will have plenty of water.
- Mr. Michael said the message could be: if the City is going to continue to grow, then we have to continue to conserve water.
- Ms. McDonald said one way to approach it is to develop a message and then develop a list of people and organizations from among whom we can choose to talk with. She said, for example, landscape information needs to go out later in the year, perhaps in March.
- Chair Calvert said there are peak seasons with different businesses which go year round, and we can choose the timing of approaching these businesses.

- Mr. Michael asked if the City has a list of Neighborhood Watch and other organizations, and Chair Calvert said yes. Mr. Michael suggested presenting once through these groups, such as the Police Department could do something through Neighborhood Watch.
- Mr. Wiman said we need to develop a pitch, so we're all telling the same story, and run it by the Committee at the next meeting. He said it's important to put out a common message to the public. He said he and Mr. Pushard will develop something for the next meeting and see if we can agree on the message.
- Ms. Perez agreed, saying we could develop a basic script with a basic message, although people could put their own spin on it.
- Mr. Strongheart suggested each member could choose an organization(s) with which we would like to work.
- Ms. McDonald said the pitch shouldn't be too long. The important thing when representing someone else is not to give an answer if you aren't 100% certain of the answer. She said it would be a good start if each member would choose one organization with which to move forward.
- Chair Calvert would like to have a current email list. He would like to be able to send information to the members regularly and they can copy it and send it forward.
- Mr. Strongheart said we might want to skew our presentation for markets/venues involving tourism, and keep it somewhat vague to avoid any damage to tourism.
- Mr. Wiman said he is a little fuzzy on the potential impact of the message on tourism, noting, for example, the building industry isn't impacted so much by water but by the economy. He said there has to be a certain sensitivity to what we can say to everyone.
- Ms. McDonald said we might get people to talk about specific things such as water harvesting which is a huge attraction in Portland where huge numbers of people go just to see its water harvesting. She said we don't promote that Santa Fe is doing many exciting and controversial things. She said it would really have been helpful if the water harvesting at the Railyard Park actually worked, because it would have been a perfect show piece for the City to point to and say we're doing underwater harvesting and how it worked. She asked if anyone knows the status of that project.
- Chair Calvert said he followed up, and they were working on it, and it was more the control mechanism with which they were having problems.
- Ms. McDonald said if they had hired a New Mexico company, she doesn't believe that would have happened, noting they hired people who don't put in underground cisterns. She said it was an incredible waste of money, but understands they are just going to let it go. She said she is frustrated that we're doing some cutting edge things, but we get zero credit for those things.

MATTERS FROM STAFF

8. SANTA FE WATERSHED AND CLIMATE CHANGE INTERACTIVE WORKSHOP. (LAURIE TREVIZO, CLAUDIA BORCHERT)

Ms. Trevizo said there is a flyer in the Committee packet on the Workshop, noting it is on Wednesday, December 14, 2011. She said the Water Conservation Committee members are invited to attend, but people do have to RSVP.

Mr. Ransom distributed copies of the approved meeting schedule for 2012.

MATTERS FROM THE COMMITTEE

9. THE WATER-ENERGY NEXUS. (D.H. STRONGHEART)

Chair Calvert said he would like to postpone this item to the next meeting.

Mr. Strongheart said this came out of what the State is doing. He would like this Committee to discuss this and how we feel about whether or not it is worthwhile to promote the water-energy nexus, and develop a formal position and what that might look like in terms of what we could do. He will email the information to the members in the meantime so we can look at this information before the next meeting.

ITEMS FOR NEXT AGENDA – TUESDAY, DECEMBER 13, 2011

The Board discussed whether or not to hold a meeting in December. It was the consensus among the Board to hold the next meeting on December 13, 2011

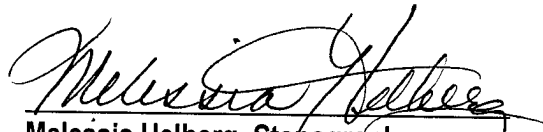
Items for the next agenda:

- a) The Water-Energy Nexus
- b) Presentation of a “pitch” on water conservation from Mr. Wiman and Mr. Pushard
- c) Report on the meeting with the Community College, if they have met with them
- d) Memorandum from Rick Carpenter regarding the history of the pumping from the City's wells

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.

Christopher Calvert, Chair


Melessia Helberg, Stenographer