



Agenda

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SANTA FE WATER CONSERVATION COMMITTEE MEETING

CITY HALL - 200 LINCOLN AVE.

CITY COUNCILOR'S CONFERENCE ROOM

TUESDAY, DECEMBER 13, 2011

4:00 PM TO 6:00 PM

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES NOVEMBER 8, 2011 WATER CONSERVATION COMMITTEE MEETING

INFORMATIONAL ITEMS:

5. Update Buckman Wellfield pumping and OSE offset requirements (Rick Carpenter)
6. Update on the status of the Water Audit and Leak Detection Pilot Program discussion with Santa Fe Community College (Grace Perez/ Laurie Trevizo)

DISCUSSION ITEMS:

7. Presentation of water conservation media kit (Stephen Wiman/ Doug Pushard)

MATTERS FROM STAFF:

MATTERS FROM THE COMMITTEE:

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

ITEMS FOR NEXT AGENDA – TUESDAY, JANUARY 13, 2012:

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.

**MINUTES OF THE
CITY OF SANTA FE
WATER CONSERVATION COMMITTEE
Tuesday, December 13, 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 Councilor Christopher Calvert, Chair, at approximately 4:00 p.m., on December 13, 2011, in the City Councilors Conference Room, at City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

2. ROLL CALL

Roll call indicated the presence of a quorum as follows:

MEMBERS PRESENT

Councilor Christopher Calvert, Chair
Melissa McDonald, Vice-Chair
Lise Knouse
Tim Michael
Giselle Piburn
Doug Pushard
Karyn Schmitt
Stephen K. Wiman

MEMBERS EXCUSED

Grace Perez
D.H. Strongheart

OTHERS ATTENDING

Dan Ransom, Water Division
Laurie Trevizo, Water Division
Melessia Helberg, Stenographer

There was a quorum of the membership in attendance.

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WATER CONSERVATION COMMITTEE
Tuesday, December 13, 2011

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3. APPROVAL OF AGENDA

Chair Calvert said we should postpone Item #8 to the next meeting of the Committee, since Mr. Strongheart is not here today.

MOTION: Melissa McDonald moved, seconded by Stephen Wiman, to approve the Agenda, as amended.

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

4. APPROVAL OF THE MINUTES: NOVEMBER 8, 2011, WATER CONSERVATION COMMITTEE MEETING

The following qualifying remark was noted for the minutes at the request of Mr. Wiman:

Page 6, paragraph 8, add qualifying remark as follows: "We certainly are seeing [a number of our wells drying up, but not all] all our wells drying up."

MOTION: Giselle Piburn moved, seconded by Tim Michael, to approve the minutes of the meeting of November 8, 2011, with the qualifying remark from Mr. Wiman."

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

INFORMATIONAL ITEMS

5. UPDATE ON BUCKMAN WELLFIELD PUMPING AND OSE OFFSET REQUIREMENTS. (RICK CARPENTER)

Brian Snyder said he doesn't have much to add to what is in the packet., noting wells 10-13 have different offsetting components.

Ms. Knouse said it seems that 2010 is one of the lowest water use years.

Mr. Snyder said this is correct, largely because we had a wet year. He said 2011 might look a little different, but we had the BDD on line most of the time, and they didn't turn on the Buckman well field at all last month because of the BDD. He said right now, the combination of the BDD and the Canyon Road treatment plant are able to meet the demand of 6 million gallons a day. The Santa Fe well is running because it is a requirement that we run that well, but other than that, all of our needs are being met by the BDD and the Canyon Road plant. He said the only reason we're running Canyon Road is that the lower reservoir is at 80%, and we are matching the inflow to that reservoir, so we are holding steady with level so when the snowpack thaw comes in the Spring, there will be space for the additional runoff.

Mr. Ransom noted that the color version of the Buckman Well Use 1996-2010 was emailed to everyone.

Responding to a question from Ms. Schmitt, Mr. Snyder said we are now at 6 million gallons a day for winter use, noting during the summer the demand is 17 million gallons on a peak day in mid-May, but the average daily demand is about 14 million gallons, which is down from the 20 million demand in the past. Mr. Snyder said because it has been dry and cold, the outdoor water use has been curbed, and the consumptive use is 5.8-6 million gallons a day.

Ms. Schmitt said, although we all hope the economy will recover, that would result in higher numbers.

Mr. Snyder said it depends on the type of water use, noting people will still irrigate. He said the hotel use has been down.

6. UPDATE ON THE STATUS OF THE WATER AUDIT AND LEAK DETECTION PILOT PROGRAM DISCUSSION WITH SANTA FE COMMUNITY COLLEGE. (GRACE PEREZ/LAURIE TREVIZO)

Ms. Trevizo reviewed the information in her Memo of December 2, 2011, which is in the Committee packet. Please see this Memo for specifics of this presentation.

The Board commented as follows:

- Chair Calvert said he believes they said, with regard to the Water Systems Auditing class, that they would develop all of those kinds over time, but not necessarily initially – they aren't going to "bite off everything at once." That course would evolve over time to include all the different kinds, but it was his understanding the Santa Fe Community College [SFCC] wouldn't want to take on all of that the first time it offers the course.
- Mr. Michael asked if there is anybody locally who is interested in teaching the class.

Ms. Trevizo said she knows of nobody locally, but the person she knows in Albuquerque has very extensive knowledge
- Chair Calvert said since it is sort of wide open, there might be an opportunity to bring in specialists in certain areas for certain topics. However, he believes they are looking for one person to be in charge overall.
- Ms. McDonald asked if there would be an opportunity to advertise for someone, or is it the SFCC's role to do that.

Mr. Trevizo said she doesn't believe it is appropriate for the City to advertise, noting she was going to help the SFCC move this forward. The only reason she suggested this person in Albuquerque was because he taught this course at CNM for TVI.

- Mr. Pushard said there are some water people at the lab, but they haven't taught this specific class.
- Chair Calvert said the Committee can give their suggestions to Ms. Trevizo to pass to the SFCC, and they can sort through, interview and pick who they want. He said it would be nice to have somebody local. He said they are looking for someone to have overall responsibility for the course as well as to teach.
- Ms. McDonald asked if there is a job description.

Ms. Trevizo said they didn't discuss that, but that is a question she can ask them.

- Ms. McDonald said the pay isn't great and she is concerned about somebody coming up from Albuquerque to teach on an ongoing basis who isn't super committed. She said we really need a job description so the Committee could give it to people we know. She said there are folks here that could work with the person from Albuquerque, so we could have a permanent person, commenting it is a bit of a commute. She would be willing to pass out the job description.

Ms. Trevizo said it probably will be an evening class or on weekends.

- Ms. Knouse asked what is the "deliverable" that students are required to provide.

Ms. Trevizo said that would be report or a product on the project to the SFCC and/or the agency that they worked for.

- Mr. Michael asked if people currently are signed up for Associates & Applied Science.

Ms. Trevizo said yes, and they said they had the highest enrollment for that particular program out of all the program, and a lot of people are interested..

- Ms. McDonald asked if the SFCC people talked about what they are willing to pay someone to teach this class, and Ms. Trevizo said no.
- Mr. Pushard asked the next steps for the 299 course.

Ms. Trevizo said the Water Conservation Office staff will follow up on the procedures to host an intern and run it through the proper channels for approval.

- Chair Calvert said the SFCC is proceeding with course development on the course not yet offered, noting they have a grant which will be used to do this. He said he believes SFCC has the resources to develop the course.
- Mr. Pushard asked if there is any overlap with “this class and the QWEL stuff” in terms of materials, noting a lot of it is about audit.

Mr. Ransom said in the previous meetings they discussed using some of the QWEL curriculum as part of that auditing class.

- Chair Calvert reiterated that all of this won't happen at the same time. He believes certification eventually will be built into some of these, but they don't intend to take on everything the first time around.
- Mr. Pushard asked if the materials are already developed.
- Chair Calvert said yes, but it is for a specific part of auditing.

Mr. Ransom said the audit wouldn't take up the entire 45 hours, but it would take about half.

- Chair Calvert believes SFCC will have to determine all of these things as they start developing the course. He believes they are aware of that possibility, but he doesn't think they want to commit to that from the “get go.” He said the message to convey is that the SFCC definitely is interested in working with us, and see it, as do we, as a “win-win” thing to do. He said we could use additional resources to do audits and they need the outlet to do those. He said there is a good partnership there and SFCC is interested in pursuing it in this area as well as in the area of energy.
- Mr. Pushard said his concern if that they'll hire an instructor from Albuquerque who will set up a class, “we're going to set up a class and we have competing classes.”
- Chair Calvert believes that person is well versed in that qualification and course as well.
- Responding to Chair Calvert, Ms. Trevizo said the person she and Mr. Ransom know in Albuquerque is Lonnie Burke, who owns a company called ResourceWise.
- Mr. Michael said it sounds as if he is pretty well versed in this area.
- Ms. Schmidt said then the outdoor audits, which would be irrigation audits, would be on the campus, and they would go around and audit the campus irrigation system.

Ms. Trevizo said this is correct, noting there are liability issues in going onto people's property. She said the instructor-led component will take place on campus [the rest is inaudible].

- Chair Calvert said the SFCC is open to discussion on this, but they will be somewhat static, and it won't be a variety of different situations you might run into. He said there are always opportunities in going into the community, but that will evolve over time. He believes eventually we can work to get them a more varied experience.

Ms. Trevizo said that is allowed with the internship portion.

- Mr. Wiman asked if there is a thought that someone might turn this into a business some day.

Ms. Trevizo this is Lonnie's business right now.

- Chair Calvert said many people who go to the SFCC do so with an eye to a commercial business, and believes there is definitely that component. He said people have to learn the technical side, but if they want to make this a business, they will have to have business acumen as well.

Ms. Trevizo said the students would be required to find a residence to audit for their lab work with the intent of learning valuable marketing skills, when and if they choose to go into business, so that was a discussion they did have.

- Mr. Wiman said it seems the issue is continuity in who teaches the course, to see are things done the same in the long term – structure-wise.
- Chair Calvert said he thinks they would look for continuity, especially in a new course offering, however things happen and things don't always work out the way intended or wanted.
- Ms. McDonald said even if the curriculum is well written, there could be turnover, but she agrees with Mr. Wiman that we should help the SFCC connect with someone who is committed to this.

Ms. Trevizo said she spoke with Lonnie Burke in Albuquerque, and he is willing to move forward, but she hasn't conveyed that information to the SFCC.

- Chair Calvert said all of this is up to the SFCC, and its hiring process. He anticipates that the position would have to be opened according to the SFCC's rules in HR and procurement.

Ms. Trevizo said she just wants the most qualified person, but she wants to be clear that she isn't trying to get a particular person hired, but she will put this person in contact with the College.

- Chair Calvert reiterated that whoever is hired, most likely will have to go through a competitive process.
- Ms. McDonald agreed that there probably is a process, and said perhaps we shouldn't get involved, and people should contact the Community College directly.
- Chair Calvert said that person will have to apply for the job.

- Ms. McDonald said at some point SFCC will advertise the job description. She would like staff to ask the SFCC to let us know when they do that, so we could have it to pass out to people.
- Chair Calvert said we should ask them to notify us when they do advertise the position so we can help them to get a pool of qualified people from which to choose.
- Mr. Michael asked if this will lead to any kind of certification.

Ms. Trevizo said it goes toward their Applied Science Degree requirements. She if the QWEL component was added, then they would get QWEL certification as well. However, all of this is in the details of developing the course.

- Chair Calvert said it would be like the HERS course, which was developed specifically for the people to get a HERS certification. He said that one is further along than the water course.
- Mr. Pushard said he and Mr. Ransom have taught, and will be teaching, basic irrigation, with 1½ hours on drip education.
- Chair Calvert said they will keep the Committee updated as this moves forward. He said SFCC has steps it needs to take, with input from us in certain areas, so it is a cooperative effort, reiterating that the course development is up to the SFCC, but it might want our input and assistance, depending on the resources which are available.

DISCUSSION ITEMS:

7. PRESENTATION OF WATER CONSERVATION MEDIA KIT. (STEPHEN WIMAN/DOUG PUSHARD)

Mr. Wiman presented information from *Water Conservation Committee* which is in the Committee packet. Please see this document for specifics of this presentation.

Mr. Wiman said he and Mr. Pushard would like to establish something to educate the public, noting Mr. Carpenter said this one way this Committee could help. He believes we should be telling the public now where we are with the water supply as it is, and said this is what he would like this Committee to discuss.

The Board commented as follows:

- Chair Calvert said Claudia Borchert was going hold a discussion with the community on the effects of our Long Range Water Supply Plan in terms of climate change, but that has been postponed because of scheduling problems. He thinks it will be rescheduled sometime in February 2012. He said some of that information will be along the lines of what Mr. Wiman is saying. He doesn't believe we need another water state, or yellow, because yellow is where we constantly operate

and the reason the Council made some of the restrictions year-round. He said, rather than changing the ordinance, we should periodically and consistently remind people of things they tend to forget, especially when it is a good year.

- Mr. Pushard said they aren't asking to change the Ordinance to create yellow. He said they are suggesting that mathematically we have a problem. He said we have an over-supply of water which could go away, based on a natural event, within 24 hours, and it has. He said if we were in a drought situation, then we would go into emergency in 24 hours. He said they are proposing a pre-emergency/heightened awareness campaign, so if that happens it isn't a shock.

Mr. Pushard said it is important to send out the enabling Ordinance creating this Committee, which sets out a lot of our duties, to try to create the awareness that we do have a problem and not just business as usual. He said if we say "fire fire fire," all the time, people tend to ignore us. He said they want to establish a pre-emergency communications plan to increase public awareness. He said part of what this Committee is supposed to be doing is to go into the community and do presentations. He thinks this committee can be used more effectively. He would like to have the packets ready so members of the Committee can go out and talk to organizations about this.

- Chair Calvert said we never even got close to an emergency situation last summer.
- Mr. Pushard said we wouldn't have gotten close unless the BDD was closed down for an extended period of time and we had to start pumping wells, which we haven't done for sustained periods for a long time. He said we don't actually know what those wells are going to produce.
- Chair Calvert said we do know what those wells will produce.
- Mr. Pushard said we do know theoretically, but not with the pumps running 7x14.
- Chair Calvert said the wells are run and tested periodically, whether or not they are needed, so we have a fairly good reliability on what is there.
- Mr. Pushard said, "But that's Steven's point. The way the ordinance is written right now, I think it's almost impossible to get there mathematically."
- Chair Calvert said part of water planning is to never get there. The better you plan your system, the less likely that you are going to be there. He said in terms of "crying wolf," if you talk about crises too much, then it loses its effectiveness. He said he isn't trying to disagree, but to find some middle ground here.
- Ms. McDonald said at the last meeting all of the members of the Committee decided we would be committed to make presentations to various groups, and agreed it did make sense to educate people and let them know the situation. There was to be a very tightly-written script with all of the information. She said it sounds like what they want, which is "what we all want, which is that we have a more educated populace of people who understand that water use is important, and how

you use your water is very important, and you can't rely on something that could dry up tomorrow." She said we all agreed that if we had a script we could go out and talk to groups and start spreading the word, and making this an ongoing effort. She doesn't remember who was responsible for writing the script.

- Ms. Knouse said she has two groups wanting speakers next year, the Womens Council of Realtors, and they want someone to talk about water, as well as the Association of Realtors.
- Mr. Wiman said it has been his opinion in the water business that Realtors don't want to know about water because it gets in the way of deals.
- Ms. Knouse said, of course Realtors want to know the truth and what they're dealing with ahead of time, so they can tell their customers the truth. She said she isn't the person to present to these groups, but would like someone from this Committee to present.
- Ms. McDonald reiterated that the entire Committee agreed this is an important thing to do, along with who writes the script and what we want to say. We then we need to develop a list of groups, and then develop a network. She doesn't think it will take a tremendous amount of time, and would like to form a working group to write the script for approval by this Committee. She sees these as the next steps, and asked if there more they want to do.
- Mr. Wiman said part of the script is setting the stage for the reason for this conversation – la Nina and such.
- Mr. Pushard said the thing he struggled with is if someone asks if are we at risk, and the answer is no.
- Ms. McDonald said we can write the script to deal with these situations. She said we also discussed what happens if we don't know the answer to a question, which is to say they will pass that along or provide the name of a person to answer the question.
- Mr. Pushard said it puts us in awkward position, and he would feel much more comfortable if we had a framework within which to work, "versus a one op." He said we may have an adequate supply, but we are in a drought. The question then is what the City does, and the answer right now is nothing, and he is uncomfortable in saying this.
- Ms. Knouse said we can't always be in a state of emergency where everyone is worried. She thinks we need to present the good news and bad news, and things people need to be aware of as a community. The good news is we have enough water, and the bad news is we're in a drought, and if things happen as forecasted we might not have enough water. We need to be aware and still stay conscious of our water supply and usage. She thinks telling the truth is the thing to do, rather than presenting a dire forecast which isn't true.

- Ms. Schmitt said if they get no "show in the San Juans," we will know we're going to be in trouble.
- Mr. Wiman said, as a geologist, the way aquifers are recharged is very poorly known, especially in this area. He said if you look at the current climate, we are not actively recharging the reservoirs or aquifers which is a bad sign. He said we're not using the wells, but the aquifers aren't being recharged, noting this takes tens to hundreds of thousands of years and possibly longer. He said water is a semi-renewable resource, but it doesn't come back immediately. He said some of the cones of depression around the wells have recovered, but he can't believe the aquifer is actually rising in this climatic regime. He said whenever we have to go back and pump the wells we are doing some depletion that isn't being replaced.
- Mr. Michael said we are in pretty good shape right now, but we live in this kind of climate and there are things we need to keep doing better to keep us in good shape. He said instead of trying to frighten people, we need to get them to continue doing these things to keep it that way, and give them the steps we need to take to keep us there..
- Mr. Pushard said then it sounds like we are in agreement about doing presentations. He said, "Assuming that we will never ever go to orange unless we have an emergency, literally something bad happens, then we have to pump the wells and then we still don't get the orange, but we're in a drought. Do we feel comfortable as a Committee just sitting here and crossing our fingers."
- Mr. Michael asked if his question specifically, is that if we pretty much lost all of our water, except for the wells, would we go to orange, or do we have capacity to do 17 million gallons per day for a month.
- Mr. Pushard said we're pumping wells, and pumping long term water which won't be renewable in our lifetime, therefore, we're eating into our kids' futures. He said, "What I'm trying to get to is, knowing that we'll never get there mathematically, unless there's a bad event, and most likely we'll have a drought next summer that will sort of match this summer, what do we do. Because I know what we did last summer. Sat around this table and talked about it. Denial. And mathematically we weren't close to orange and we were in a drought. And I think that's where we are on this Committee, and I just feel uncomfortable not having a discussion about what we should do if that's the scenario that occurs next summer. I'm very uncomfortable, like I said. I think we're in agreement, like I said, let's put together a presentation and start doing that."
- Mr. Pushard continued, "And I just think we need to have a Plan B that increases public awareness a little bit more. I would feel more comfortable with that, versus, I'm not proposing we do fire, fire, fire, but, in fact what I'm trying to get more to let's turn up the heat just a hair, sort of see it more often than they would 30 days ago."
- Ms. McDonald asked why there can't be an update presentation every year. She sees the script talking about the current situation and that we really are in a drought, but the numbers aren't showing us that in terms of pumping from the wells.

- Mr. Pushard said they have suggested doing 6 things, and asked which of those is she against.
- Ms. McDonald said she is not against any of them, and doesn't understand what he's talking about.
- Mr. Pushard said in doing presentations, we won't reach all the people doing irrigation in Santa Fe. He said by doing what's on this list, they will get at least one piece of communication reminding them of the Ordinance.
- Ms. McDonald said she isn't against anything and doesn't believe anyone on the Committee is against it, but she isn't hearing what the issue is.
- Mr. Pushard said forget the presentation. He said he would feel more comfortable if we did more than just that. He said we only do these on some trigger, so it's not like all the time, commenting that it is none of these major things. It's just a billing stuffer as a reminder.
- Ms. McDonald reiterated that the Committee thinks all of these are fine things to do and should be done.
- Responding to Mr. Wiman, Ms. McDonald said then they aren't comfortable with the mechanism that triggers these things.
- Mr. Pushard said no. He said he has heard nothing from this Committee that we are going to do this.
- Ms. McDonald said then Mr. Pushard wants to vote on whether or not we are going to try to do this.
- Mr. Pushard said he would like for staff to come up with some recommendations for the triggers. He said, "What I'm saying is, I agree that we would have some trigger that gets calculated that we would have for the plan on the table for what I call Plan B just kicking in at that time."
- Ms. McDonald said then it would be an internal trigger and isn't part of the ordinance, and would be something that the Water Conservation office or this Committee then "goes into let's look at these."
- Mr. Pushard said in his mind this is simply an increased communications plan.
- Chair Calvert said, as portrayed by Mr. Pushard, what will trigger action by the City is a combination of "disasters" – a fire in the watershed which would render that whole area not usable and if there was another event in Los Alamos rendering the BDD unusable as well as something that would knock out the wells. However, it is very unlikely that 3 will happen at the same time.

Chair Calvert said our staff will be looking at these same things. For example, we could use the wells exclusively for a short period of time, but nobody thinks we would rely on our wells for a long period of time and get along that way. He said if we were down to the wells for a long period of time, including the Buckman, we might seriously consider some of these stages, regardless of the potential. However, he agrees with Mr. Pushard and Mr. Wiman about periodically reminding people about the conditions under which we live all the time – we live in a desert and we do have to conserve water although we do have an adequate water supply. He said part of our Long Term Water Supply Plan has been our conservation effort. He thinks that message has been successful in looking at our reduced consumption over time even though the City has grown.

Chair Calvert said we want to continually remind people of our circumstances, and yes we are two catastrophes away from being in more dire circumstances and that everybody has a part in ensuring that the City continues to conserve water and maximize our resources. He said he isn't disagreeing, and perhaps we're all saying the same thing in a slightly different way.

- Ms. McDonald said it would be helpful if they could give specific language for a trigger and where it would come into play – this Committee, the Water Conservation Office. She said no one is comfortable with the fact that people don't realize we are in a drought. Her question is what trigger he is seeking specifically.

Brian Snyder said he is confused on some statements being made, such as that the public doesn't realize we're in a drought. He said at least every other week he sees something in the news media that we are in a drought, and it has been discussed on numerous agendas. He said the public is aware that we're in a drought. He doesn't think everybody is sitting around doing nothing. He said they are working on a new water conservation commercial, and they are working on a new strategy for their outreach program internally. He said we have been doing outreach programs for years, and they try to change them a little bit.

Mr. Snyder said the restaurants will have the conserve water posters on the wall, noting hotels are doing the same thing. He said the numbers don't lie, and are right in line with 10,000 afy, and again we're staying consistent. He said we are at 6 million gallons per day, which is less than we were a few years ago.

Mr. Snyder said the public understands we are in a high [desert], [semi-] arid region. He doesn't disagree with what they've been talking about, reiterating that the public understands. He said a different messaging campaign is a good idea. He said we've developed the Long Range Water Supply Plan through the Committee Process, and we have the BDD on line. He said we are a small community of 75,000-80,000 people. He said he gets criticized all the time that we have some of the highest water rates in the nation, and that is because we have diversity, sustainability and redundancy. We have all of these things in place. He said where he cringes, and has concerns is that any one of our sources could go through a major catastrophe. He asked how we educate the public on the area we live in without creating fear factor. He said we are trying to keep the education going, but he gets concerned when you start to create a fear factor, although it could be a reality, there are things in place which are a reactionary tool to address a catastrophe.

He said what we do as staff is to maintain by doing outreach and various programs. He said we have a lot of complex issues that we do want to address to the public.

Mr. Snyder said he appreciates the concerns and willingness of this Committee to interact. However, he becomes concerned about the message to be relayed and the questions that are asked by the public, and whether you will have the answers or will be deferring everything to staff. If that is the case, then staff is the one that should be there. He said there are programs which everyone may not be aware of, including this Committee.

- Chair Calvert said the reason we never get to orange and red is that we do everything in our power to make sure we don't – diversifying water sources, conservation, how we use our effluent, how we manage our watershed. He said it isn't all just sources of supply, but it's how we treat the environment around us. He said we will continue to work with the Forest Service to do thinning in the watershed so the possibility of knocking out the whole supply becomes even more remote. He said he understands that not everyone understands that we're not in some sort of water situation all the time. However, if people don't have some awareness, they've been "under a rock somewhere." He said we are all agreed on maintaining awareness to the public, but he doesn't want to alarm the public. He said the people pay for these programs, and if we scare them too much we can impact economic development and business. He said it is a matter of the appropriate balance in all of these things.
- Ms. Knouse said she deals with the public all the time, and she sees the public as being hyper-aware of the drought. She said most of the people moving to Santa Fe already know that water is a big issue, or they learn quickly.
- Chair Calvert said perhaps we need to determine if there are certain areas we need to target, and then let's do that. For example, serving water in restaurants. He believes that is where we should focus our attention.
- Mr. Michael said we are fretting about what to do, and as organized, once we agree on these items, then we can go to the next step which is to determine the metric. He suggests that we don't do this, and we to give thought to the metric to be used first.
- Responding to Ms. Schmitt, Chair Calvert said it depends on the level of storage, and any one year isn't going to make or break us. He said part of the Long Range Water Supply Plan is to work on storage agreements in the reservoirs upstream from Santa Fe, and some of that has already been done.

Mr. Snyder said we have storage agreements and we have thousands of acre feet of water in storage all over the State in all kinds of reservoirs. He said the snow pack impacts the San Juan/Chama water, but there is still enough water in the River to divert, and there is more water in the River in the Spring.

- Ms. Schmitt recalled the drought in the 1990s and we were running on the City and Buckman wells. She said now there is so much more planning and we are in so much better shape. She said of course we don't want to waste water, and we want to recharge the aquifers. She likes the idea and it is great to have it in place, but we need to know when to use it and not just use it all the time.
- Ms. McDonald she is unclear with whether she agrees that the general public knows what the water situation means. However, she doesn't want to create a "fire fire" issue, because we are in good shape because of all of the planning that has been done. She said it feels as if "you" are uncomfortable with what is on the table, and she is unclear what "you" are seeking to do. What do you hope will come out of this meeting.
- Mr. Pushard said he is willing to talk about it until 6:00 p.m. and we go home, and we can talk about it next meeting. He said for six months we've been talking about it.
- Mc. McDonald again asked what is the trigger they're looking for, so we can talk about that.
- Mr. Pushard said he doesn't care what the trigger is.
- Ms. McDonald said people aren't able to get to the next level because we're not seeing what would be the trigger either.
- Mr. Pushard said he proposes a trigger: "We're in a drought next summer and we still have the BDD."
- Ms. McDonald asked what are the key checkmarks you want to see to put the action plan in place.
- Mr. Pushard said, "I'll make one up sitting here and it's as good as anybody else's. We're at 20% in the reservoir, 25% at the reservoir."

Too many people talking here at once to transcribe.

- Mr. Michael said we could go to a drought index.
- Mr. Pushard said he is willing to have the discussion on the metric, noting he doesn't care what it is, although he would like to have one so we know what we're going to do. He said what we're all talking about here is good planning, and he is trying to do more planning if we have to do something. He wants to know what we do. He said we all agree that the Ordinance isn't quite getting at what we need to do.
- Mr. Pushard said, "I want this in the minutes. It's not that I believe the staff's not doing communication on an ongoing basis and we're not doing something. That's not what we're talking about here. It's not that we haven't had good planning in the past which has put us in a very enviable position, compared to some of the cities that are not very far away from us. I think those

are all good things, but I think that doesn't mean we stop. So, I agreed that you must have a very exclusive set of Realtor friends that need to meet a very exclusive set of landscape people, because the landscape people are not of the same knowledge. And I have a feeling if we asked some of the people you talk to, what plants can't you plant, they have no idea we actually have planting restrictions."

- Ms. Knouse said we definitely can do more education about that, and certainly Realtors don't know everything about planting or geology, but most of us are willing to learn and willing to know what to recommend."
- Ms. McDonald reiterated that we need to form a working committee to write a script for presentations. She said a script needs to be developed, and we need to ask who wants to write the script so we can evaluate it. She said we can set up parameters for what to do when you can't answer a question, so you don't go outside the script.
- Ms. Knouse said if we're going to write a script we need access to the facts that Brian has so we can be sure we are accurate in what we're telling people.
- Ms. McDonald said Mr. Snyder doesn't need to be on the working group, but we could run the script developed through Mr. Snyder for approval.
- Ms. Piburn then we agree on recommendation #6. She asked if the City agrees with some of the others such as having a person assigned to audit and enforce restrictions, and activate a 1-800 number, and asked the cost.
- Mr. Ransom said staff is already working on the first 3, noting Mr. Snyder just told the Committee we're working on a new campaign, which staff will bring to this Committee when there is something more concrete. He said they are working on a 30 second and a 1 minute commercial, and looking to run those at the movie theaters, 3 weeks prior to the big national campaign. He said perhaps they could play the commercial for the committee. He said #4 does go with water restrictions, and if we did have to go to orange, they would need more help.
- Ms. Piburn said they are saying they want to see that sooner with an early trigger, such as summer drought, and asked if this is realistic.

Mr. Ransom said our water use didn't increase this year, even though we experienced one of the worst droughts on record. He said staff looks at different triggers, such as a peak day use when we start to use 19 million gallons per day, and if that continued it would be a trigger to the City. He said this goes toward expanding our outdoor water use campaign which we will do next year, noting they did a pilot this year. He said staff wants to keep the peak day demand lower so it doesn't increase.

Mr. Ransom said orange means twice weekly watering which would require extensive enforcement which current staff could not do.

- Chair Calvert asked, regarding #4, if we are talking about things like, for example, serving water in restaurants, and assigning someone to remind them that these regulations are always in play.
- Mr. Pushard said there were people watering their yard more than they should at times they shouldn't. He said he has had a business license with the City for 5 years, and he has never received one letter from the City about water restrictions for his business.

Mr. Ransom said two were sent out in the water bill.

- Mr. Pushard said he knows that, but he never received a letter. He said he will volunteer to write the 5 letters we need to send out – restaurants, hotels, irrigators and such.

Mr. Ransom said we already have said we are looking at that, and we have discussed that over and over and we're doing that, and doesn't understand why Mr. Pushard continues to bring it up.

- Mr. Pushard said the letter would be one of the things that would be on the shelf we would send out to target specific user types.

Mr. Ransom reiterated that we have discussed this.

- Ms. Piburn asked for a date this is going to happen.
- Mr. Ransom said he wishes he could give her a date, but they do a lot in their office, and this is part of the outreach campaigns they will be working on, and "it's already on our plate."
- Ms. Piburn asked if it is an issue of money, and if Mr. Pushard wrote those letters would it then be in their lap to go out.

Mr. Snyder said it is a matter of the level of priority for the staff, and Mr. Ransom already is working on this, and it is a priority, and although it's probably not the top priority, it is on our radar. He can't commit to a specific date this will happen.

- Chair Calvert suggested perhaps Mr. Ransom might share what staff is doing with the Committee and the order of priority, so we can see this. He said there might be differences of opinion on when it's going to happen and we can discuss priorities.
- Mr. Pushard said the Committee may be working on things we shouldn't, and are not a high priority, and the Committee is willing to help staff do things which aren't happening.
- Ms. Piburn said she understands staff is over-loaded. However, if a Committee member brought the letters to Mr. Ransom, could those just go out somehow, or would that not serve him in any way.

Mr. Ransom said he doesn't know the answer. He said he can't say he would turn down help. He said if the Committee has letters for him to look at, that would be a great start. He said they could then work on getting them mailed out to the appropriate lists. He said the timing of bill inserts are scheduled well in advance, noting a bill insert will be going out on rebate information, for example, in the next two months. He said, with regard to the direct target letters, they can be put on the agenda for the Committee to consider.

- Mr. Pushard said he gets his bill electronically.

Mr. Ransom said he has been told, if we have the electronic version of a bill stuffer, it can be sent with the bill, or we can make it accessible.

- Ms. McDonald said she has had a lot of problems paying her bill on line. She asked if people receive a packet to renew their business license.

Mr. Ransom said they are looking at packets which go to new customers. Sometimes there is a real estate packet, or other packets, and they want to do a folder with a lot of brochures and information on rebates, and phone numbers. He said they are trying for a new look.

Mr. Ransom said there already is a dedicated phone line just for reporting water waste: 955-4222. The Water Conservation Office number is: 955-4225.

- Ms. Piburn asked how they get this information to the public.

Mr. Ransom said it is on literature and on the water bill.

- Ms. Piburn asked if this means we can "cross out recommendation #5," and Mr. Ransom said yes.
- Chair Calvert suggested the staff provide a list of everything they are working on. The Committee can discuss it, and perhaps fill in any gaps. He asked Mr. Ransom if he can do that by the next meeting.

Mr. Ransom said yes, but a lot of it will be done in bullets.

- Mr. Wiman volunteered to develop a script for discussion at the next meeting.

- Mr. Wiman would like the table in the handout to be put on the website.

Mr. Ransom asked what he is trying to tell people.

- Mr. Wiman said he believes people should know we have these stages.

- Mr. Pushard said it is a summary of what is in the ordinance.

- Chair Calvert asked if he wants the ordinance or the summary at the website, and if so, does it stand alone, or does it need to be in context.
- Mr. Pushard said it is a summary and it can be linked to the ordinance.
- Mr. Pushard said there is no agreement among the Committee to raise the communication level in a pre-orange situation. He said, "Forget what's in the metric or the 6 bullet items, because I don't care about the metric and I don't care about the 6 bullet items. It's really the discussion of is everybody comfortable with just orange and red, knowing that we probably will never get to orange and red and us really not doing much."
- Ms. McDonald said we talked about flexibility in the script, and when you hit certain targets, the script changes, depending on the parameters.
- Mr. Pushard asked if we have voted on this, commenting we have discussed it.
- Chair Calvert said he thought someone would be bringing language for the script to this Committee for discussion. Once we have something we can agree on, we can vote on it.

MATTERS FROM STAFF

Mr. Ransom noted that Ms. Borchert's meeting tomorrow has been postponed.

MATTERS FROM THE COMMITTEE

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

This item is postponed to the next meeting of the Committee on January 10, 2012.

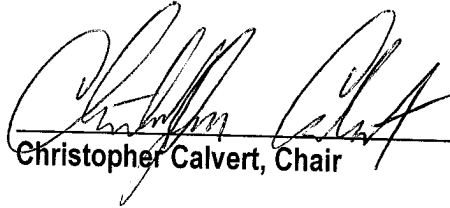
Chair Calvert wished everyone a safe and Merry Christmas, and to drive safely.

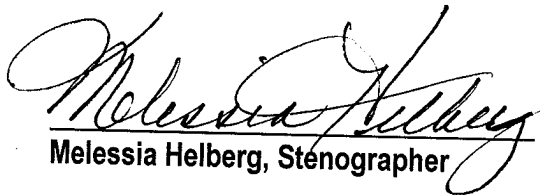
ITEMS FOR NEXT AGENDA – TUESDAY, JANUARY 10, 2012

- a) Staff will provide a list of what they are working on, and discuss that at the next meeting.
- b) Discussion on the text of the script for the Committee's presentation to various groups.
- c) Discussion on the text of letters proposed to be sent to targeted groups.
- d) Water-Energy Nexus.

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