



# Agenda

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SANTA FE WATER CONSERVATION COMMITTEE MEETING

CITY HALL - 200 LINCOLN AVE.

CITY COUNCILORS' CONFERENCE ROOM

TUESDAY, June 12, 2012

4:00 PM TO 6:00 PM

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES MAY 8, 2012 WATER CONSERVATION COMMITTEE MEETING

## DISCUSSION ITEMS:

5. REQUEST FOR APPROVAL OF AN ORDINANCE AMENDING SECTION 14-8.13(B)(3) SFCC 1987 TO CLARIFY HOW WATER USAGE OF EXISTING STRUCTURES OR USES MAY BE APPLIED TO DEVELOPMENT WATER BUDGETS FOR PROPOSED STRUCTURES AND USES. (Councilor Calvert) (Matthew O'Reilly and Brian Snyder)

Water Conservation Committee – 06/\_\_/2012

Planning Commission – 06/\_\_/2012

Public Utilities Committee – 06/02/2012

Finance Committee – 06/18/2012

City Council Request to Publish – 06/27/2012

City Council Public Hearing – 07/25/2012

## INFORMATIONAL ITEMS:

6. STATUS OF IMPLEMENTING THE LONG RANGE WATER SUPPLY PLAN (Rick Carpenter)
7. SANTA FE PUBLIC SCHOOLS WATER CONSERVATION PROGRAMS (Lisa Randall)

## MATTERS FROM STAFF:

8. WATER CONSERVATION OFFICE MARKETING OUTREACH PLAN AND REVIEW OF RECENT MEDIA AND PRESS (Laurie Trevizo)

## MATTERS FROM COMMITTEE:

9. UPDATE ON THE WATER CONSERVATION PRESENTATION INCLUDING CHANGES TO THE PRESENTATION AND FEEDBACK (Stephen Wiman/ Doug Pushard)
10. SUMMARY OF WATER CONSERVATION COMMITTEE INITIATIVES (Councilor Ives)

## ITEMS FOR NEXT AGENDA – TUESDAY, JULY 10, 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.

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Tuesday, June 12, 2012**

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**MATTERS FROM THE COMMITTEE**

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**MINUTES OF THE  
CITY OF SANTA FE  
WATER CONSERVATION COMMITTEE  
Tuesday, June 12, 2012  
4:00 p.m. to 6:00 p.m.**

**1. CALL TO ORDER.**

A meeting of the Water Conservation Committee was called to order by Councilor Peter N. Ives, Chair, at approximately 4:00 p.m., on June 12, 2012, in the City Councilor's Conference Room, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

**2. ROLL CALL**

Roll call indicated the presence of a quorum as follows:

**MEMBERS PRESENT**

Councilor Peter N. Ives, Chair  
Melissa McDonald, Vice-Chair  
Lise Knouse  
Tim Michael  
Giselle Piburn  
Doug Pushard  
Stephen K. Wiman  
[Vacancy]

**MEMBERS EXCUSED**

Grace Perez  
Karyn Schmitt

**OTHERS ATTENDING**

Laurie Trevizo, Acting Water Conservation Manager  
Matthew O'Reilly, Director, Planning & Land Use Department  
Brian Snyder, Director, Public Utilities  
Marcus Martinez, Assistant City Attorney  
Lisa Randall – Member designee  
Julie Grimm, The Santa Fe New Mexican  
Steven Sena – YouthWorks  
Andrew Dimas – YouthWorks  
Melessia Helberg, Stenographer

At the time the Chair called the meeting to order there was not a quorum of the membership, so Chair Ives moved to Item #10 and then to Item #5. With the arrival of Lise Knouse, there was a quorum of the membership for conducting official business.

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Ms. Trevizo introduced the Youthworks interns for the summer, Steven Sena and Andrew Dimas, who will be helping out in the Water Conservation Office.

Chair Ives welcomed the interns, who told him they would be going on to college following their internships.

Chair Ives noted Public Works has been rescheduled for 4:45 p.m. today, and he has been advised he needs to attend to establish a quorum. He said he will be leaving briefly to attend the Public Works Committee.

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### **MATTERS FROM THE COMMITTEE**

#### **10. SUMMARY OF WATER CONSERVATION COMMITTEE INITIATIVES. (COUNCILOR IVES)**

A copy of *Water Conservation Committee Issues 2012* is incorporated herewith to these minutes as Exhibit "1."

Chair Ives asked everyone to look these over, and to let him know their suggestions for additions, deletions or revisions, noting this will be a topic of discussion at the next meeting.

### **DISCUSSION ITEMS:**

5. **REQUEST FOR APPROVAL OF BILL NO. 2012- \_\_\_\_\_. AN ORDINANCE AMENDING SECTION 14-8.13(B)(3) SFCC 1987, TO CLARIFY HOW WATER USAGE OF EXISTING STRUCTURES OR USES MAY BE APPLIED TO DEVELOPMENT WATER BUDGETS FOR PROPOSED STRUCTURES AND USES (COUNCILOR CALVERT). (MATTHEW O'REILLY AND BRIAN SNYDER) PUBLIC UTILITIES COMMISSION 06/06/12; PLANNING COMMISSION 06/07/12; WATER CONSERVATION COMMITTEE 06/12/12; FINANCE COMMITTEE 06/18/12; CITY COUNCIL 06/27/12 (Request to Publish); and CITY COUNCIL (Public Hearing) 07/25/12.**

A copy of *EXAMPLE UNDER EXISTING ORDINANCE* is incorporated herewith to these minutes as Exhibit "2."

*Lise Knouse arrived at the meeting*

Matthew O'Reilly presented information regarding this matter, noting the Ordinance amendment is drafted to address the issues related to water budgets for structures which have been vacant for more than twenty-four months. He said, since there is limited water in the water bank it is not an efficient use of this water if we are taking water for the same uses at the same location for the same type of businesses over and over.

*Tim Michael arrived at the meeting*

Mr. O'Reilly noted a list of examples was prepared at the request of the Chair [Exhibit "1"], and reviewed the information in Exhibit "1."

Mr. Snyder said the cost of 0.76 afy water is about \$12,600.

Mr. O'Reilly noted the 10 year cut off is proposed because the original ordinance was adopted in 2002 – Ordinance No. 2002-29.

Mr. Snyder said Ordinance No. 2002-29 basically memorialized the fact that at that time, we were approaching using more water than what we had, and moving forward from the point it was adopted in August 2002, you had to offset your usage through retrofits, or other programs or purchase water rights.

Mr. O'Reilly said from a land use perspective there is a good reason for proposing this Ordinance change. He said if the Ordinance isn't changed, and someone has a commercial space which is vacant for more than two years, there is no great incentive for someone to move into that space as opposed to moving in a brand new space elsewhere. He said the City wants to encourage asset repositioning and adaptive reuse of our buildings, and not encourage sprawl. doing this.

*The Committee commented and asked questions as follows:*

- Chair Ives said then the credit is based at the facility/location as opposed to following the owner, for example, to a new location, and would impact the water banking offsets at the new location.

Mr. Snyder said yes, noting once a water budget is established it is tied to the property.

- Chair Ives asked, in terms of the cap, if there is an adjustment if the use is anticipated to be much lower, so it was a water budget for the use which is significantly below the prior user, or if they use the full budget if an adjustment is made, or is there any consequence to that.

Mr. Snyder said no adjustment is made and the reason is because that water already has been offset. The person has moved elsewhere, but the water usage has been offset. If someone comes in and uses a portion of that it would be valid, but you still can use the higher water usage up to 10 years out. He said no credit is given once the water is offset and water budget is established for the particular business.

- Chair Ives said then if he moved into a space formerly occupied by a restaurant with an office supply company, but decided to do bottled water, presumably he could use the restaurant water budget, notwithstanding the fact that his office supply company doesn't use water, and not have to pay into the water banking while selling the water at a higher retail value.

Mr. Snyder said this is correct. He cited the example of the property at the corner of Cerrillos and St. Michaels which was occupied by JB's a restaurant which went out of business. Following that, a lighting store was there for about a year, went out of business and then Wecks came in. He said assuming JB's offset its usage, the lighting store would have the benefit of the higher water use. Under the new ordinance, Weck's would have gotten the benefit of what "JB's brought to the table originally. He said under the existing Ordinance, Weck's got no benefit and had to bring a lot of water to offset the proposed water usage.

Mr. O'Reilly said Weck's was very upset about it, and didn't understand it. It was a very difficult to make them do and they ended up paying close to \$30,000 to open the restaurant in water offsets only.

- Ms. McDonald asked if there is a way to get retroactive benefits for situations such as Weck's.

Mr. O'Reilly said no, and it would apply just moving forward. However, under the new Ordinance, if Weck's goes out of businesses, another business coming in could use it to offset the exact same usage.

- Ms. Knouse said this is a huge improvement. She asked, for example, if the restaurant brought 0.76 afy and only using 0.38 afy, what happens to the balance.

Mr. O'Reilly said the Water Conservation Office puts out a sheet for water usage for certain kinds of businesses. The business could pay or do an Option B, but Weck's didn't want to do an Option B. He thinks it is because they were unsure how much water they would use, and the penalties are fairly high for exceeding that amount. He said Weck's had to offset the full amount, even if they used less than that. He said that credit goes into the City's water bank.

Mr. O'Reilly said this is just an example of the different kinds of uses under the previous ordinance and under the new ordinance.

Responding to Ms. Knouse, Mr. O'Reilly said previously the Ordinance said "previous 24 months," and now it just says 24 months, which means they can pick 24 months anytime in the past 12 years, and it doesn't have to be the immediate 24 months. He said the Ordinance says you have to use the immediate previous two years, but if its been dark and no water use, they get no credit for it and this is the problem.

- Ms. Knouse reiterated it seems like a huge improvement.

- Ms. Piburn asked if he sees anything else that could be done in this Ordinance in his vision.
- Mr. Pushard said he has looked at Option B which few people do because of the penalties, and asked if we should revisit Option B to make it a more usable option for people. He said in some cases, they doesn't know what the water usage is. He said the huge penalties scare some people away.

Mr. Snyder said it is huge, but they focus more on getting the numbers right, so people don't have to use Option B, commenting that Option B's are time and labor intensive for City staff to monitor and manage.

Mr. O'Reilly said, to answer Ms. Piburn's questions, there probably are some other things that come up from time to time, noting this one is crystal clear and an easy fix right now.

Mr. Snyder said one of the tasks on his list is to go through all of Chapter 25, noting it took 14-15 years to go through Chapter 14, which is smaller. He said it will be a large task to do, but they are doing the low hanging fruit right away.

- Ms. Piburn said she was referring to this part only with regard to other things which need to be done.

Mr. Snyder said he sees nothing else in this particular provision, and thinks it is straightforward and makes sense. He said the development companies think it's going to work, although there may not be 10 years of data because of challenges with the bills.

**MOTION:** Doug Pushard moved, seconded by Stephen Wiman, that the Water Conservation Committee recommend favorable action on this Resolution, as presented.

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

### 3. APPROVAL OF AGENDA

Chair Ives noted Items #5 and #10 were moved to the front of the agenda.

Ms. Trevizo said Rick Carpenter asked that Item #6 be postponed to the next meeting of the Committee.

**MOTION:** Giselle Piburn moved, seconded by Lise Knouse, to approve the agenda as amended.

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



**4. APPROVAL OF THE MINUTES: MAY 8, 2012, WATER CONSERVATION COMMITTEE MEETING**

**MOTION:** Giselle Piburn moved, seconded by Melissa McDonald, to approve the minutes of the meeting of May 8, 2012, as submitted with ministerial corrections.

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

**INFORMATIONAL ITEMS**

**6. STATUS OF IMPLEMENTING THE LONG RANGE WATER SUPPLY PLAN. (RICK CARPENTER)**

This item was postponed to the meeting of July 8, 2012.

**7. SANTA FE PUBLIC SCHOOLS WATER CONSERVATION PROGRAMS. (LISA RANDALL)**

A copy of *Santa Fe Public Schools Energy Conservation Program* is incorporated herewith to these minutes as Exhibit "3."

A copy of *SFPS Water Use 2011 and 2012 (as of May 31<sup>st</sup>, 2012)*, is incorporated herewith to these minutes as Exhibit "4."

A copy of *Building Use Comparison Santa Fe Public Schools*, dated June 4, 2012, is incorporated herewith to these minutes as Exhibit "5."

A copy of *Water Conservation Initiatives in Santa Fe Public Schools* dated June 5, 2012, is incorporated herewith to these minutes as Exhibit "6."

Ms. Randall reviewed the information in the Committee packet with regard to the Public Schools Water Conservation Programs. Please see Exhibits "3," "4," "5" and "6," for specifics of this presentation.

Ms. Randall noted they are installing smart meters at the major water users – high schools – and will continue to install those based on the use at the site. This information will be at the website and the students will be encouraged to look at that information and then set reduction goals for consumption. She said the information will be available for water, electricity and gas.

Ms. Randall said she has sought to equate savings to programs and people which directly affects our kids every day, and every penny that doesn't go out for operations is money that stays in the classrooms for programs, for kids and staff to care and teach the kids. She said compliance is voluntary and what the savings mean in terms of the operational budget and the larger global and community implications. She said people are complying because it is right thing to do and they believe it, and not because it is mandated.

*The Committee commented and asked questions as follows:*

- Chair Ives said two things stand out for him, and that is in order to conserve it is necessary to know how you are using water. He said clearly that is a significant complexity because of the School's 60 structures and different uses, commenting Ms. Randall is doing a fabulous job getting a handle on that knowledge base.

*Chair Ives departed the meeting for the Public Utilities Committee and Vice-Chair McDonald assumed the duties of the Chair*

- Ms. McDonald asked if thought has been given to using cisterns to water fields.

Ms. Randall said yes, but it takes 30,000 to 40,000 gallons to water the field per week.

- Ms. McDonald said she is a big supporter of synthetic grass, however it is super hot. She said she put it in kids' landscapes and she won't do it unless there is a tree, because it gets too hot and you have to spray it to cool it down. She said the cisterns could collect sufficient water to spray the synthetic turf at the field. She said they would have to look at doing evening games, evening practices, reiterating the synthetic grass gets really hot.

Ms. Randall said the synthetic turf already is on 3 surfaces, and they are having no complaints of which she knows to use it differently and to schedule differently. She said she will look into this, commenting she hasn't heard anything from the existing test cases that have been done.

- Mr. Pushard talked about cases where they are using the runoff from parking lots which would be huge.

Ms. Randall said there is an underground collection system at the ball field at Santa Fe High which has a capacity to catch 75,000 gallons which would water the field 3 times.

- Mr. Pushard said 1 million plus gallons can be captured from the parking lots, and referred her to a website in this regard.

Ms. Randall said she would look at that, the cost and the maintenance over time and the return on investment.

- Mr. Pushard said she should talk to the 3 listed at the website about the synthetic turf and what is best.

Ms. Knouse said the synthetic turf costs \$150,000 to put it in, and perhaps they could use the savings for something like this.

Ms. Trevizo asked Ms. Randall if this has been presented to the Board of Education, and if so, what is their response.

Ms. Randall said the Board is receptive, and yes, she did make a presentation and the Board did adopt a Resolution. She said there is no set strategic plan because they took a buckshot approach to doing everything as fast and as much as possible wherever they could. She said she didn't want to be constrained by a strategic plan which went into a file somewhere that was meaningful to somebody "but not us." She has had tremendous freedom in being able to look at what she felt would be the most effective and efficient.

Ms. Trevizo said, for example, before the Childrens Water Fiesta, we give the teachers preliminary questions to ask students such as where their water comes from. She said they then go to the Fiesta and then we ask them the same questions to see if things have changed. She asked if any of the habits have changed at the school.

Ms. Randall said it's hard to isolate variables and what impacted first because they are taking a buckshot approach. She has been more focused on facilities than on human behavior. She said she is trying to get more partners to bring the curriculum into the schools. She has noticed in visiting kids and in attending staff meetings, there is more consciousness and more conversation and questions and ideas about water.

Ms. Trevizo asked Ms. Randall if she is providing any information to students and teachers.

Ms. Randall said yes, noting she does a quarterly newsletter, and includes that information. She said they worked with EarthCare to do 28 sustainable projects throughout the schools this year, up from 24 last year. She said it is all organic from the site, depending on whether the teachers feel they have the resources, because there is no required State curriculum around conservation, or water use awareness and such that we find important. She said nothing can be mandated by her, because she is no one's boss. She sends lots of web links, lots of information via email, commenting she can reach every teacher with a 30 second email, and 1,700 people can hear the same information at one time – if they open and read the email.

Ms. Trevizo asked if there is signage in the restroom.

Ms. Randall said we do need more signage and visual aids to help people think about conservation all the time and the resources they are using. She said it has been most helpful when teachers "take this on because they have that passion and develop posters and signage for their schools that's made by the kids." She said the kids learn to explain the issues to their parents which is the ultimate goal.

*Lisa Knouse departed the meeting*

Ms. Trevizo asked Ms. Randall if she does in-classroom presentations, and Ms. Randall said very infrequently, just because she's not funded as an educator. She is funded through appropriate

- Ms. McDonald said the other option is to put synthetic turf in certain areas and real turf where they actually play. She said she has installed enough synthetic turf to know it gets hot and is surprised there are no complaints.

Mr. Piburn said complaints may take a while to trickle up.

Ms. Randall wants to hear from people who have installed and actually used these systems, how they've been used and how they've lasted over time.

- Ms. McDonald suggested perhaps there are grant funds to do a reuse project.

Ms. Randall said, "We could if we had somebody who could actually write them, because that's not me. I don't have a minute."

- Ms. McDonald said two years ago the State Engineer was looking for innovative projects to put monies toward, and believes that will come around again.

Ms. Randall asked if she would let her know when she learns about them.

- Ms. Piburn asked how much water is used to create synthetic turf.

Ms. Randall said no, noting they have stayed local in their reduction efforts, although it is worthwhile to look more globally, but there are limitations to what she can and can't do and limitations of what they have staff to do, and limitations to money. She is always welcoming of information and ideas which actually are well researched and thought out.

- Ms. Knouse said Ms. Randall has done a great job in reducing water use over the last year.

Ms. Randall said there are two more months of data to input, but she thinks they will reduce usage by about 10 million gallons, which is still too much.

Julie Ann Grimm, *The Santa Fe New Mexican*, noted Ms. Randall said they water the field at Capital three times a week, and asked if the Schools are exempt from the Water Conservation Ordinance which says you can water only twice a week.

- Mr. Pushard said there is no Ordinance which says that.

Ms. Grimm said then it is just a guide.

Mr. Pushard said it is recommended 3 times a week for 30 minutes.

Ms. Randall said it depends on the time of the year or how much rain we've gotten.

funds as a facilities person, private construction management team, noting they have rewritten the design standards to be more energy and water efficient.

- Mr. Pushard asked Ms. Randall if she has given the rewritten design standards to the sustainable group that is rewriting the Commercial Code.

Ms. Randall said no, but she has spoken with Craig O'Hare and Eric, but she is told the commercial codes are on the way.

Ms. Trevizo said earlier Mr. O'Reilly said there are quantifiable uses in residential and commercial, noting that is a document issued by the Water Division called Water Use in Santa Fe, and the most recent one was in 2010. She said the schools are included in that document.

Ms. Randall said the data has been curious, noting billing is always a curious adventure and meters are always a curious adventure.

Ms. Trevizo said they are an average of per student or per square foot. She said she will send it to her by email.

Ms. Randall said she will do a comparison and bring the results to this Committee.

*Chair Ives returned to the meeting*

#### **MATTERS FROM STAFF**

#### **8. WATER CONSERVATION OFFICE MARKETING OUTREACH PLAN AND REVIEW OF RECENT MEDIA AND PRESS. (LAURIE TREVIZO)**

A copy of *Water Conservation Marketing Outreach Plan* is incorporated herewith to these minutes as Exhibit "7."

Ms. Trevizo reviewed the information in her Memorandum.

Ms. Trevizo said a few months ago a local firm was hired to organize all of our media thoughts and relationships so we're more coherent when we issue information. She said they hired P.K. Public Relations, a locally owned and operated firm, noting the firm did the PR for the BDD project. She said through the marketing plan, they decided to utilize the specific goals we already have.

Ms. Trevizo reviewed the information in Exhibit "7." Please see Exhibit "7" for specifics of this presentation.

*The Committee commented and asked questions as follows:*

- Vice-Chair McDonald said she likes the specific project, because if it was at a school, then the kids are motivated because they can see the results.

Ms. Randall said all of the schools now have Green Teams and it would be great to have sponsorship or connection with professionals and people with lots of knowledge to impart and can help guide them toward specific projects.

Ms. Trevizo said these are things on which she and Ms. Randall can partner. She said members of this Committee are the leaders in the community and the ones practicing and doing conservation every day. She said for the ambassadors, the members of this Committee, to come to some events would be helpful.

Responding to the Chair, Ms. Trevizo said the contract includes both planning and implementation and the first phase is revamping the website and driving people to the website, and then having a series of frequently asked questions so that she doesn't have to answer the same questions every day.

- Chair Ives asked Ms. Trevizo if she is familiar with project management programs which chart tasks over time along with budget dollars. He said there is a lot here and she is talking about a not insignificant amount of time, and it would be nice for her to prepare such a chart for the Committee which summarizes everything. He said, with regard to the budget, he would like to know how the budget works in over time so we know what we are requesting at budget time with specific uses and time frames.

Ms. Trevizo said in some instances there will be collateral in the sense that we will pay for these items only once and we can carry them over year after year, and free up budget dollars for other things. She said, for example, in the past budget year, we weren't reserved in the budget for print and media because staff felt it wanted a clear, concise and consistent messaging, therefore we put the money in the plan. She said the contract and plan is already paid, and we will utilize those funds in the next fiscal year for the items listed in our schedule. She said the amount of money will remain in the budget and will continue to be re-budgeted.

- Chair Ives said he would like to see how those funds break down. He said with that information, the Committee has a good opportunity to start to weigh in on how we can help in terms of working the Committee into the schedule and how we address those issues.

Ms. Trevizo said the Committee may be worked in already. She said they are using a project management tool called Smart Sheet, and the contractor also utilizes that as well. She said at the direction of Brian Snyder, they are in the phase of trying to upload the projects to better manage them in response to questions like the one the Chair just asked.

- Chair Ives asked if this will be available for the next meeting.

Ms. Trevizo said she will try. She said she is learning the software at the same time.

- Mr. Pushard said he is going to ask for the schedule in a different way than she has it which would be useful for the Committee.

Ms. Trevizo asked if listing by start date isn't useful, and Mr. Pushard said no. She said it is by topic and asked if that isn't useful.

- Mr. Pushard said no. He said what would be useful would be if Ms. Trevizo went through it and determined when something might be coming to this Committee on the monthly agenda, so we could know when the Committee would have to approve something. He said Ms. Trevizo is looking at the work output. However, he would like to know, personally, when things would be coming to this Committee.

Ms. Trevizo asked, "What would you like to see. Would you like to see a deliverable in that sense, or would you like to know the status of an item, for example, like... what are you asking... you want the status."

- Mr. Pushard said he is asking if we are going to have to approve anything – yes, no.

Ms. Trevizo said, "Well, I'm hoping that's why I'm giving you this today."

- Mr. Pushard said, "No. A deliverable. If you're asking us to approve anything, then it would be sort of worked through your timeline and say this is going to be on the August meeting agenda in order to make that deadline. It's just part of the work flow. I assume we're part of the work flow."

Ms. Trevizo said she asked for a calendar view of the schedule as well.

- Mr. Pushard said Claudia Borchert said our goal is now 1% every two years, and this is what is in the long range plan, but this plan still says 1% per year.

Ms. Trevizo said Ms. Borchert is still updating the Long Range Plan, and she has to work off the things which have been approved, which can be updated to reflect that. She said staff wants to follow the technical recommendation of the water resources people. She said at this time, that change hasn't gone through the process and it's not yet official.

- Mr. Pushard said it appears a SWOT [Strengths, Weaknesses, Objectives and Threats] analysis was done, and asked for a copy.
- Chair Ives asked where that was done.

Ms. Trevizo said it was done by the contractor.

- Mr. Pushard said it is on page 2.

## MATTERS FROM THE COMMITTEE

### 9. UPDATE ON THE WATER CONSERVATION PRESENTATION, INCLUDING CHANGES TO THE PRESENTATION AND FEEDBACK. (STEPHEN WIMAN AND DOUG PUSHARD)

A copy of *Emergency Water Ordinances – City of Santa Fe* prepared by Mr. Wiman and Mr. Pushard, is incorporated herewith to these minutes as Exhibit "8."

Mr. Wiman said there are materials in the packet which specify when we've done presentations. He said he and Mr. Pushard have concluded that what they've been doing hasn't been effective, and they can't reach sufficiently large audiences. He said he is very frustrated that we are in drought, and we're not talking about "the elephant in the room." He said he and Mr. Pushard have gone through the ordinances in the City Clerk's office and spent \$120-\$130 to get copies. He said the Ordinances seem to disappear when they're replaced and you have to work hard to retrieve them.

Mr. Wiman said, "What we've sought to illustrate here is that the two major inflections in the curve when the water use has drastically increased, have been through forced restrictions. And the City has done some very innovative work in the past in terms of drought, and ways to deal with drought. But the biggest changes have come through regulations. And we do have a good record in conservation, but it's got to be better. The 1% per year now being reduced to 1% every two years is not going to get us where we need to be which is 85 gallons per person per day. "

Mr. Wiman continued, "So what we chose to do was put this information on the old slide that says 'Water Conservation Pays,' which you've seen before, which shows the decrease in the gallons per capita per day and was actually an increase in the past year. And what I'm here to say again is our restrictions that we have in place are for emergencies, they're not for drought. And there are times when we actually had, in the City of Santa Fe, drought sur charges and they were called that. We've gone away from that. We've gone away from the days per week, and I think we have lulled the public into a false sense of security that we have an infinite water supply. It may be adequate to meet our needs. But, I read yesterday that the fire in Ft. Collins was moving at 40 feet per second. And you think about that in our watershed, and what that would do to our main source of water right now."

Mr. Wiman continued, "And some of us that went on the first Water Conservation Committee Buckman Direct Diversion tour, didn't get to go down to the River to the site where we actually saw this. And you're all invited to do that part of the tour, of the complete tour on Thursday to see what we're extracting from the Rio Grande. And if you've seen the River lately, wow. It's pretty low."

Ms. Piburn asked if they are focusing just on that aspect of the tour, and Mr. Wiman said yes.

Mr. Pushard said the whole tour starts at 8:00 a.m. and at 11:00 p.m., they will go down to the River and the Committee can join them for that part.

Mr. Wiman said they aren't reaching the people, and he would like to get some endorsement from the Committee to out to the public in different ways, including the newspaper, or a You Tube presentation.



He said we may be leaders, but we really haven't done anything with the exception of saying we'll suspend the flows to the Santa Fe River in orange and red conditions, but we haven't taken any steps since 2006. He thinks we're highly dependent right now on the BDD, and we're not pumping the wells which is good. He said they haven't turned on the Buckman wells yet which is good. However, we need to think about what happens if there is a natural catastrophe. He said we are in the Rio Grande rift valley which is subject to earthquake which is constantly mentioned in the old Ordinance. He said they have the old Ordinances in pdf if anyone wants to read them.

Mr. Wiman said the City has done some creative work, but over time, the Ordinances have changed which are in effect, with regard to the times of day people can water, for example, and there's been a lot of adjustment of various schedules. However, there is a perception among the public that people need to water only 3 times a week, but a lot of people are watering 7 days a week.

Mr. Wiman said we need to look at the City as a whole. He said he looked at the tasks identified by the Chair, and wants to sign up for all of them because they're all important. He said the biggest difference in water conservation is informing the public because they relate to other entities around the community. He said the public doesn't know what the regulations are right now.

Ms. Trevizo said the Plan is in response to everything this Committee has said over the past 9 months, commenting she tried to capture as much as she could so the contractor could put something together for us to have a springboard – a place where we can all jump off together in the deep end. She wants us to move together collectively as a group, and on board and utilize this plan to do that. She said this is the Committee's plan. She said she was tasked with from the beginning and she has tried to make this something on which we can all work together. She hopes she tasked the contractor in such a way that "you can see your reflection in this plan."

Mr. Pushard said he sees that. He said the communications plan is a great step in moving us in the right direction. However, he and Mr. Wiman feel that communications are a critical component of what we're willing to do, but it's not going to get us to 85. He said probably all of us are in agreement with that.

Ms. Trevizo said we have to start somewhere. She said things have changed, and every day she has conversations with people about when to water, and she tells them they can choose their days. She said she tells people they have done a good job and the reason the City decided they could choose their days. She wants to keep reiterating that people come from all over the world and nation to see the BDD.

Vice-Chair McDonald said she understands Mr. Wiman's frustration that this comes at the end of the meeting, although it wasn't clear this was coming forward in this form. She said she doesn't want to rush through it, commenting he probably isn't going to get much input at this point. She said there was nothing in the minutes which made her think something was coming forward on which we had to act, noting there is a process and we ask it be submitted ahead of time. She said she believes this should be put on the next agenda in a concrete way, and Mr. Wiman should develop a specific request as to how you want this Committee to look at it and timely submit that to Ms. Trevizo.

Mr. Wiman said this is informational and he was not expecting a vote, but he would like to hear what people think.

Chair Ives said clearly there are differences of opinion as to the criticality of the more immediate needs, but there is no difference of opinion in that we need to adequately plan for catastrophic events. He said he doesn't know the status of the City's planning for those catastrophic events. He understands the point he's making which is we could be doing more and we should be doing more sooner. He asked if he is speaking of an ordinance change – is it time to look at a draft ordinance which would capture what you are trying to accomplish in a way it's something this Committee would decide to move forward through the committee process to the Council. He said this is certainly within the mission of this Committee.

Mr. Pushard said they are on the agenda to do an update. He said what Mr. Wiman was saying is that when they are giving this presentation, they get lots of questions, one of which is what happened to the old ordinance, noting they get the same questions at each presentation.

Mr. Wiman said they are trying not to recommend anything that hasn't already been done.

Mr. Pushard said the objective is to educate the whole Committee, and said their bias is to start working on some type of plan to go forward. He said our conservation efforts will start to become stagnant, even with a great education plan.

Vice-Chair McDonald recommended this be put first on the agenda at the next meeting, and to develop some sort of proposal.

Mr. Pushard would like a Committee discussion on this, and then we will bring a proposal.

Vice-Chair McDonald said we've had lots of discussions on this issue.

Mr. Pushard what they want to do is provide an update on "where we are," and then schedule a discussion on what he and Mr. Wiman think the next steps should be.

Chair Ives said the chart shows that the biggest single impact events are new ordinances that impose significant restrictions.

Ms. Randall said she would like to see the body of evidence that isolated those variables.

Vice-Chair McDonald said the City was in a difference situation in terms of the water which was available, and it was clear to people in the city that they had to do this.

#### **ITEMS FOR NEXT AGENDA – TUESDAY, JULY 18, 2012**

1. Update on Water Conservation Presentation.

2. Review the Chair's handout in terms of initiatives.
3. Rick Carpenter's presentation on the Long Range Water Supply Plan Implementation, along with Claudia Borchert.

Ms. Trevizo reminded the Board that handouts at the meeting are discouraged.

Mr. Pushard would like the City Attorney's opinion regarding handouts, saying he thinks she is over-interpreting the law. He said Committee members can provide handouts at the meeting.

Vice-Chair McDonald said it is important to understand that action can't be taken on a handout because everyone hasn't seen it, and the reason it is important to get it on the agenda for the next meeting.

Chair Ives said it sounds like we want to test the City's mettle in getting to the per capita use of 85 gallons.

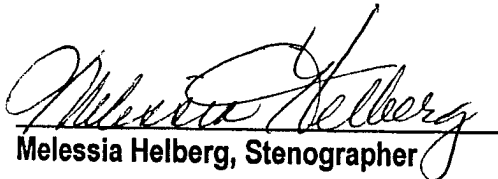
Vice-Chair McDonald said we need to discuss moving forward with some sort of directive and whether it would be an Ordinance change. She said if we don't have a big attendance for the next meeting, we may have to postpone this.

## ADJOURN

There was no further business to come before the Committee, and the Committee, having completed its agenda, adjourned the meeting at approximately 5:15 p.m.

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Peter N. Ives, Chair



Melessia Helberg, Stenographer

## WATER CONSERVATION COMMITTEE ISSUES 2012

The following matters have been identified as issues of significant to the members of the Water Conservation Committee. This list is prepared in order to allow for and plan the constructive addressing of these issues by the Committee during the course of the 2012-2013 fiscal year. The issues are not in any particular order.

- I. Water-Energy Nexus – Recognizing that Energy Production Uses Water and Determining How to Respond to this Nexus
- II. Identification and Evaluation of Private Wells in the City of Santa Fe
- III. Evaluation and Report on the Propriety of the City's Current Water Use Regulations During Drought Conditions
- IV. Reestablishing the Trend of Net Annual Reductions in Per Capita Water Usage
- V. Evaluation of the Potential Use and/or Storage of Treated Effluent in Water Conservation Strategies
- VI. Proper Policing of Water Usage and Waste Avoidance by Large Water Users, Such as the State of New Mexico, City of Santa Fe and Other Persons

*Exhibit "1"*

Issue	Strategic Goal	Objectives	Tasks	Sub-Committee Members	Notes
Water Energy Nexus					
Private Wells					
Current Water Use Regs/Drought					
Per Capita Water Use Reduction					
Treated Effluent					
Policing Water Use by Large Users					

**EXAMPLE UNDER EXISTING ORDINANCE**

Water User 1	User 1 Start	User 1 End	Proj. Water Use (AC-FT/Year)	Avail.Credit for Prev. Use (AC-FT/Year)	Water Offset Req.	Actual Use/YR
Joe's Restaurant (New Const.)	1/1/06	1/1/11	0.76	0.0	0.76 - 0.0 = 0.76	0.38
Water User 2	User 2 Start	User 2 End	Proj. Water Use (AC-FT/Year)	Avail.Credit for Prev. Use (AC-FT/Year)	Water Offset Req.	Actual Use/YR
Dave's Restaurant	1/1/13	12/31/13	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76 - 0.0 = 0.76	0.30
Water User 3	User 3 Start	User 3 End	Proj. Water Use (AC-FT/Year)	Avail.Credit for Prev. Use (AC-FT/Year)	Water Offset Req.	
Bill's Restaurant	1/1/14	N/A	0.76	(0.0 + 0.30) / 2Yrs = 0.15	0.61	
Bill's Restaurant	1/1/15	N/A	0.76	(0.30 + 0.0) / 2Yrs = 0.15	0.61	
Bill's Restaurant	1/1/16	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	
Bill's Restaurant	1/1/17	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	
Bill's Restaurant	1/1/18	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	
Bill's Restaurant	1/1/19	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	
Bill's Restaurant	1/1/20	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	
Bill's Restaurant	1/1/21	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	
Bill's Restaurant	1/1/22	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	
Bill's Restaurant	1/1/23	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	
Bill's Restaurant	1/1/24	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	

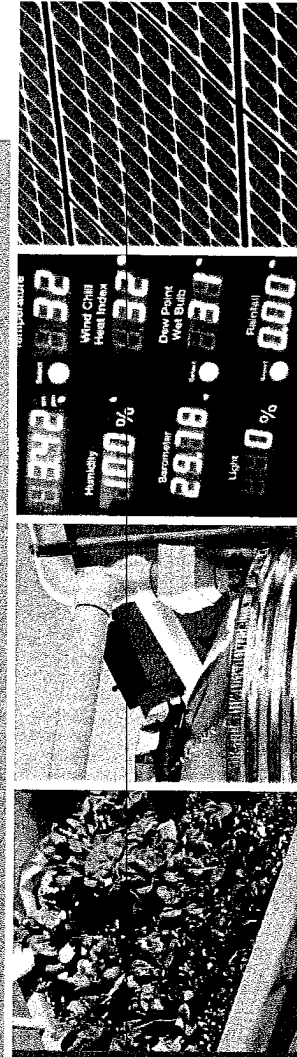
**EXAMPLE UNDER NEW ORDINANCE**

Water User 1	User 1 Start	User 1 End	Proj. Water Use (AC-FT/Year)	Avail.Credit for Prev. Use (AC-FT/Year)	Water Offset Req.	Actual Use/YR
Joe's Restaurant (New Construction)	1/1/06	1/1/11	0.76	0.0	0.76 - 0.0 = 0.76	0.38
Water User 2	User 2 Start	User 2 End	Proj. Water Use (AC-FT/Year)	Avail.Credit for Prev. Use (AC-FT/Year)	Water Offset Req.	Actual Use/YR
Dave's Restaurant	1/1/13	12/31/13	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.76 - 0.38 = 0.38	0.30
Water User 3	User 3 Start	User 3 End	Proj. Water Use (AC-FT/Year)	Avail.Credit for Prev. Use (AC-FT/Year)	Water Offset Req.	
Bill's Restaurant	1/1/14	N/A	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.38	
Bill's Restaurant	1/1/15	N/A	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.38	
Bill's Restaurant	1/1/16	N/A	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.38	
Bill's Restaurant	1/1/17	N/A	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.38	
Bill's Restaurant	1/1/18	N/A	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.38	
Bill's Restaurant	1/1/19	N/A	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.38	
Bill's Restaurant	1/1/20	N/A	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.38	
Bill's Restaurant	1/1/21	N/A	0.76	(0.38 + 0.38) / 2Yrs = 0.38	0.38	
Bill's Restaurant	1/1/22	N/A	0.76	(0.38 + 0.0) / 2Yrs = 0.19	0.57	
Bill's Restaurant	1/1/23	N/A	0.76	(0.0 + 0.30) / 2Yrs = 0.15	0.62	
Bill's Restaurant	1/1/24	N/A	0.76	(0.0 + 0.0) / 2Yrs = 0.0	0.76	Year 10

*Exhibit "2"*

# Santa Fe Public Schools

## ENERGY CONSERVATION PROGRAM



© **the  
bechange**  
Santa Fe

For more information  
contact Lisa Randall at  
lrandall@sfps.info



[www.sfps.info](http://www.sfps.info)



Saving Money, Saving Resources

## BACKGROUND: A SUCCESSFUL FIRST YEAR

In the fall of 2010, Santa Fe Public Schools officially embarked upon a path of energy management and sustainability. With nearly 2.5 million square feet of unique and varied buildings on our 32 sites, 12,500 SFPS students, and 1,705 staff members, we recognize the community benefits of implementing a systematic approach to sustainability and energy efficiency. During our first year of the program, FY 2011, SFPS reduced its natural gas usage (during the coldest winter on record) by 12%, and reduced its electrical use by 8.2%. In combination with facility modifications, PNM retrofit rebates, and behavioral changes, SFPS was able to offset utility costs by \$233,672 in its first year of the program. This is only the beginning.

### Why is SFPS focusing on Energy Conservation?

Not only is focusing on energy conservation good for the environment, it is also good for reducing our operational budget to support teachers and kids. In addition, energy conservation promotes student awareness and knowledge about our environment and complements classroom science curriculum, allowing students to understand the importance of conservation and to conceptualize how they can make a difference for the future of our planet. All of us—students, teachers, administrators, parents and our community partners—together play a role in sustaining our school community.

### What is the SFPS Energy Conservation Program?

Investment of capital funds from the current 2009 General Obligation Bond Energy Package enables SFPS to realize significant savings in our Operating Budget, which primarily supports teacher pay and benefits. The 2009 General Obligation Bond Energy Package is a commitment by SFPS to our students, our teachers and the community to reduce our energy use through a variety of energy efficiency programs and facility upgrades.

### What are the Conservation Program goals?

The initial focus was on site utility usage and gathering data to develop an energy use baseline. Numerous initiatives have been underway in all schools and facilities to;

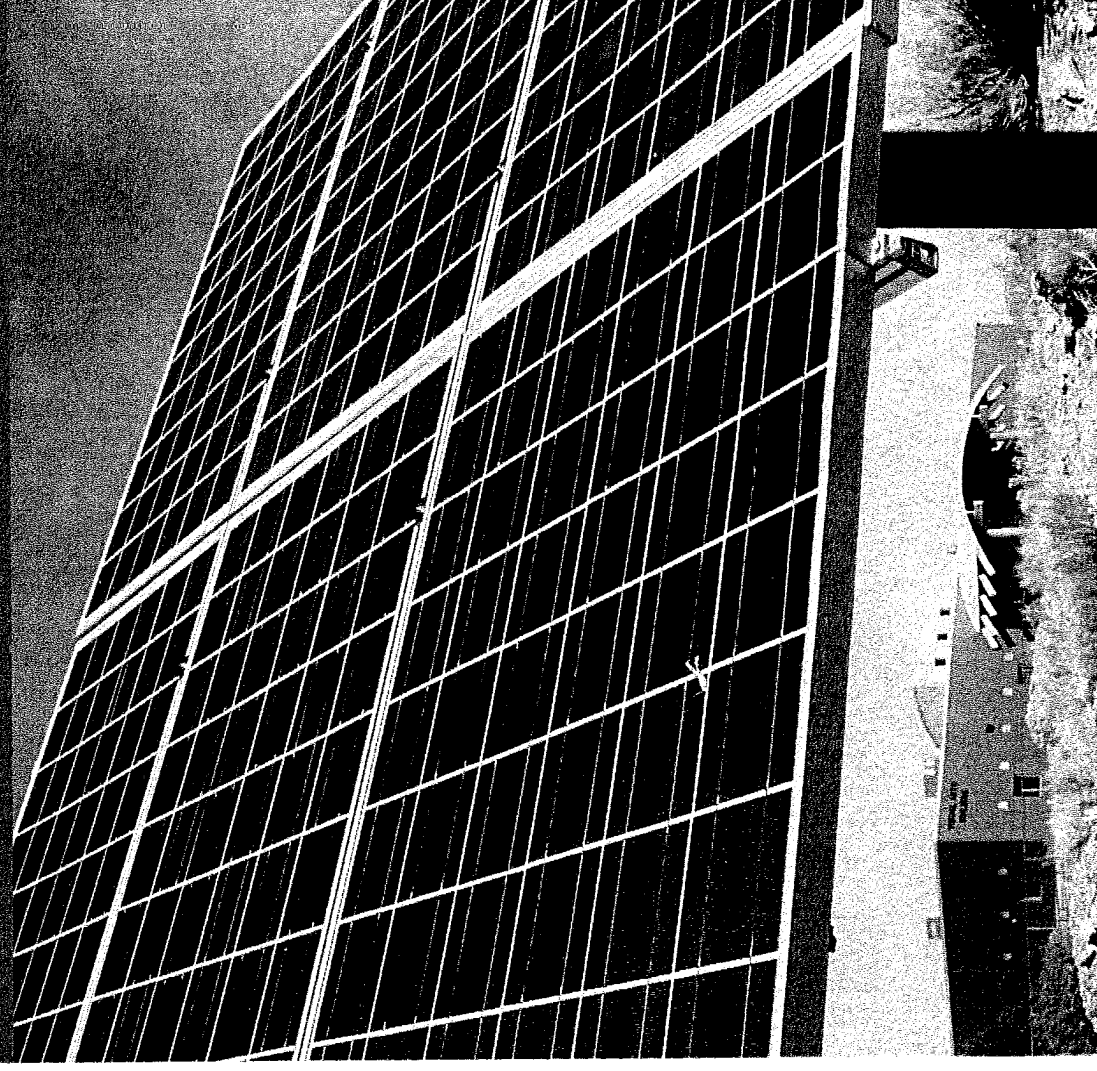
- Reduce operating/utility costs
- Improve the learning environment
- Further responsible stewardship of resources
- Reduce greenhouse gas emissions
- Enhance environmental curriculum
- Increase energy security and
- Increase support for future construction funding

The Conservation Program focuses on reduction of energy use at every facility, energy efficient mechanical systems, green building materials, grants, rebates, building design, and energy conservation curriculum for the classroom.

What were the 2011 FY utility costs for lights, heating, cooling, cooking, refrigeration, cleaning, bathrooms and water?

SFPS spends a lot of operational budget money on utility bills. If we add up the electrical, natural gas, water, sewer, recycling, and solid waste bills from July 2010 to June of 2011, we spent almost \$3.4 million dollars. We also used 54 million gallons of water. That is \$9,315 a day, or \$65,384 a week, or \$283,333 a month and 147,945 gallons of water a day. Our water rates are also increasing by 8.2 % each January and PNM raised our electrical rate by 9.2% in August 2011.

***During our first year of the program SFPS reduced its natural gas usage by 12%, and its electrical use by 8.2%***





## What are some of the energy conservation initiatives?

- District wide retrofit of T12 lighting to high efficiency T8s (30% savings per fixture)
- District wide retrofit to Occupancy Sensors in all appropriate spaces
- District wide implementation of HVAC System Automation-Direct Digital Control of thermostats and building climate, pilot-dashboards and kiosks
- Utility Benchmarking-identification of all site accounts, verification of charges/rates and data base development, streamlining accounts and ongoing audits of all 167 utility accounts
- HVAC Inventory-complete listing of every piece of mechanical equipment, its make, model, year made, area served, with specs and pictures
- Energy Audits-beginning with Kearny, Pinon and Ramirez Thomas/Nye ECC
- ENERGY STAR\* Verifications-9 sites assessed so far, with more to come
- Photovoltaic (Solar) Power Purchase Agreement-Two 280 kw at SFH, One 1.1 megawatt at Capital-a potential of 1.6 megawatts of solar power
- Window Film-Pinon pilot, SFH Student Services and Nava Library
- Electrical sub-metering to monitor usage at Chaparral and General Services
- District wide water "Smart" Meters for real-time water use monitoring, leak control & irrigation monitoring
- Design Guidelines Update-embedding energy efficiency
- District Wide aerators installed on hand-washing sinks and spray valves in cafeterias-water usage reduction, hot water natural gas reduction



- High Bay Sodium and Metal Halide light fixtures retrofitted to T5s in Gyms, Cafeterias and Libraries
- LED Wall Paks on exterior walls
- LED Motion Sensitive Parking Lot Lights

## Does SFPS recycle district wide?

Proudly yes. The City of Santa Fe and Waste Management pick up recycled materials at each facility. Aluminum, paper, plastic, tin, and some cardboard are all being recycled.

Styrofoam reserves are now depleted, and we use only 100% recycled newsprint disposable trays, which are compostable and biodegradable, and processed without chlorine. While disposable trays are a step in the right direction, reusable trays are our ultimate goal.

## Is water conservation being practiced?

Yes. We all know water is a scarce resource and the possibility of a prolonged drought is very real. In FY 2011 SFPS used nearly 54 million gallons of water, or 147,945 gallons a day. By replacing standard faucets with one half gallon per minute aerators we will save an estimated 4,000 gallons annually on each faucet! The six facility retrofits thus far have an annual water savings equal to 2,688,924 gallons and we intend to do this in every site in the district. Smart meters at our facilities will monitor real-time water use, leak control and irrigation demands. These are the first of many water conservation ideas to be put in motion. We are also looking at artificial turf replacement for the multiple grass fields throughout the District.

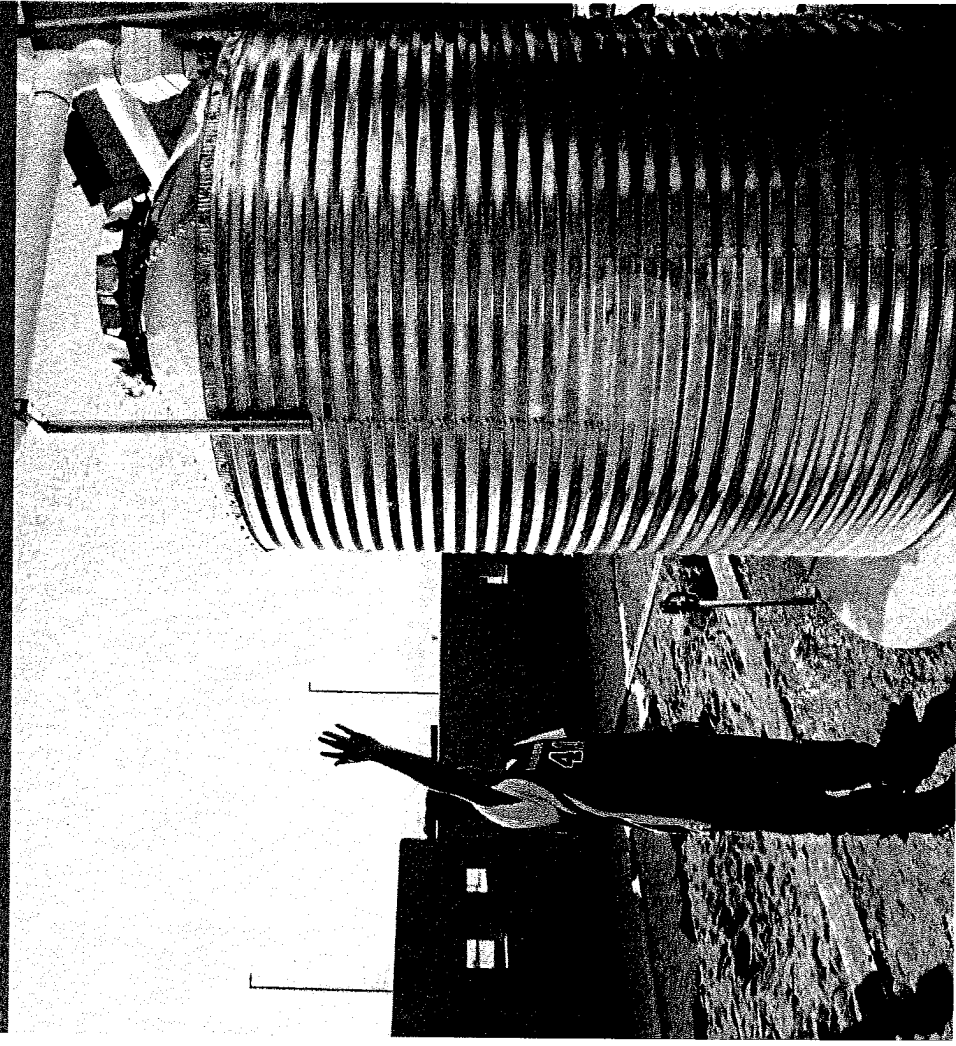
## Is SFPS using specific energy conservation guidelines?

Yes. SFPS is using numerous guidelines and protocols to ensure the most efficient approach to energy conservation, including the New Mexico Public School Energy Management Program Guide, the Department of Energy and Environmental Protection Agency Guidelines for Energy Management, Collaborative for High Performance Schools, PNM's KEMA program and New Mexico Gas Company's SCORE program. We have also partnered with numerous programs to ensure best-practice initiatives, including Earth Care, Keep Santa Fe Beautiful, AmeriCorps, ENERGY STAR, City and County of Santa Fe conservation programs, and EarthWorks, to name just a few.

## Is SFPS considering using solar power as an alternative energy source?

Yes. To support our sustainability efforts, SFPS intends to purchase clean renewable energy and reduce energy costs. We are in the process of finalizing approval for a 1.6 megawatt Solar Power Purchase Agreement for both Capital and Santa Fe High Schools. There will be no upfront costs to SFPS. A solar supplier will finance, build, own, and maintain the solar system. SFPS will buy the power produced at an ensured and reduced rate, resulting in on-going utility savings for 20 years and providing a hedge against future utility rate increases. The solar system will also provide opportunities for science based energy curriculum for our students. To support the LEED GOLD initiative at Amy Biehl Community School, SFPS recently purchased Renewable Energy Certificates to offset 70% of its electrical carbon emissions for the next 2 years. Santa Fe High has had a 4KW solar demonstration installation in operation for over a year now, and both Gonzales and El Dorado will have PV arrays when construction is complete, adding to Gonzales' current PV demonstration unit.

**2,688,924 gallons—and we intend to do this to all 32 sites**



## How are students being involved in the classroom?

As our energy conservation initiatives get off the ground, we have been getting information, energy kits and curriculum connections to teachers for use in the classroom. While our first year focused more on reducing systems energy use, we intend to look at more ways to bring energy awareness curriculum to the classroom. Awareness materials, including signs, posters, interactive writings and reminders are the first step in the process.

EarthCare's Youth Allies, AmeriCorps Volunteers, and Food Cadre formed an EcoSchools Student Coalition. The Coalition works within their school sites to design and lead an EcoSchools campaign and work closely with the Sustainability Task Force and SFPS District to move our schools toward a more sustainable future. In partnership with SFPS, EarthCare placed volunteers at Salazar Elementary, Amy Biehl Community School, Aspen Community School, Capital High School, Acequia Madre Elementary, Tesuque Elementary, Santa Fe High School, SFHS Teen Parent Center, Agua Fria, and Nava Elementary. Students are engaged in food and nutrition education, advocacy, community organizing, service learning, urban agriculture, and environmental awareness.

Santa Fe High has many sustainable activities, including a greenhouse, a 4 KW solar panel installation for electrical generation and student demonstration, and many teachers and classes focused on environmental stewardship.

De Vargas Middle School physical science classes have had 120 students conducting Leadership in Energy and Environmental Design (LEED) assessment of their school.

Capital High School's Capital Green Project includes a wide-variety of greenhouse, landscaping and beautification projects for science, art, history and Spanish classes.

Wood Gormley has included curriculum on resource use and sustainability. These are just a few of the many site based sustainability efforts underway in our schools.

## Are design and construction of school renovations and new construction energy efficient?

Yes, we are getting there. SFPS has become an ENERGY STAR Partner, and we have 5 schools designated with ENERGY STAR status, with many more to come. Energy efficiency has become a priority in construction and design, as well as in day to day operations, and while we have much room for growth and improvement, we are well on our way to becoming a leaner and greener public school district. We are hopeful our community will continue to support these efforts for our future—the children of Santa Fe.

## What does SFPS hope to accomplish in Fiscal Year 2012?

Our goal is to reduce our energy and water use by ten percent (10%) in FY 2012. We are in the process of conducting energy audits on many of our facilities to identify additional areas and programs for energy conservation and sustainability. Water rates from the City have increased 8.2% for the last four years and will increase again 8.2% in January 2013. PNM electrical rates increased 9.2% in August 2011. Finalizing the solar power agreement for Santa Fe High and Capital off will help offset PNM electrical rate increases.

SFPS will continue on-going successful program initiatives, including energy curriculum, retrofits, evaluations, recycling, waste audits, solar and ENERGY STAR opportunities.

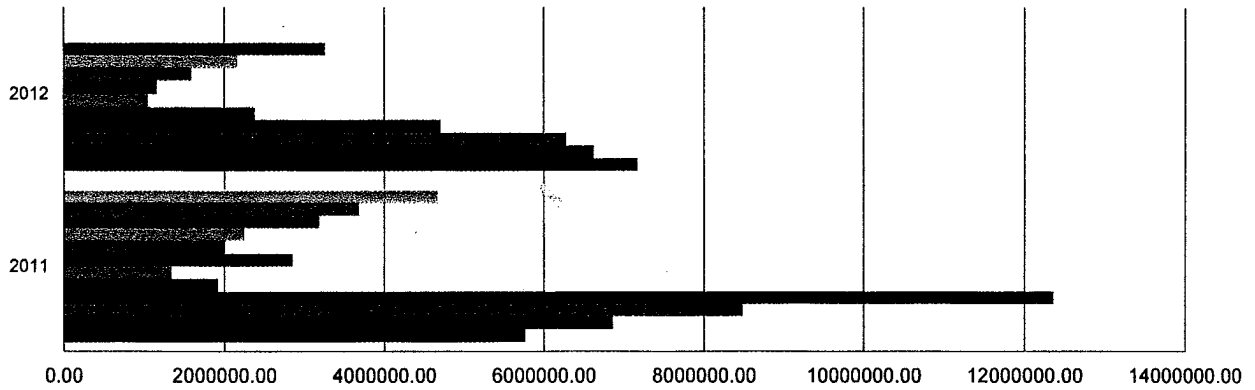
## What was the total cost of the GO Bond Energy Package which made the Conservation Program possible?

The total project cost was \$4,500,000.00.

If SFPS develops an energy plan for the next Facilities Master Plan and General Obligation Bond, what would the energy plan most likely address? While it is too soon to tell, we do know there are several ideas teachers would like to see us address. A staff survey of energy conservation issues was conducted and ideas of special interest include the continued use and pursuit of alternative energy, recycling, energy efficient facility design, curriculum/education, water management and continued upgrades and retrofits.

Together we can reduce our use and become a more sustainable school district. We hope you'll join us and "Be the Change" Santa Fe.

**SFPS Water Use 2011 and 2012  
(as of May 31st, 2012)**



	2011	2012
June	4676929.00	0.00
May	3683240.00	0.00
April	3184400.00	3261620.00
March	2247590.00	2165480.00
February	1995020.00	1591740.00
January	2854310.00	1162500.00
December	1348300.00	1056750.00
November	1923300.00	2379750.00
October	12355830.00	4707220.00
September	8485760.00	6280650.00
August	6863260.00	6622080.00
July	5767110.00	7166480.00

*Exhibit "4"*

# Building Use Comparison

Santa Fe Public Schools

Building Types :All Building Types

Utility Type :Water

Unit :Gal.

Building :All Buildings

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
2011	5767110.00	6863260.00	8485760.00	12355830.00	1923300.00	1348300.00	2854310.00	1995020.00	2247590.00	3184400.00	3683240.00	4676929.00	55385049.00
2012	24.26 %	-3.51 %	-25.99 %	-61.90 %	23.73 %	-21.62 %	-59.27 %	-20.21 %	-3.65 %	2.42 %	-100.00 %	-100.00 %	-34.29 %
2012	7166480.00	6622080.00	6280650.00	4707220.00	2379750.00	1056750.00	1162500.00	1591740.00	2165480.00	3261620.00	0.00	0.00	36394270.00

Exhibit "5"

## Water Conservation Initiatives in Santa Fe Public Schools :

Lisa Randall  
Energy Conservation Program Coordinator  
Santa Fe Public Schools - General Services  
(c) 505-204-1925  
(w) 505-467-3445  
[lrandall@sfps.info](mailto:lrandall@sfps.info)

6/5/12

- "Smart Meters" on Santa Fe High and Capital High, with Transportation Building, and Capshaw and Ortiz Middle Schools in process – this allows real time monitoring of consumption, appropriate scheduling of irrigation, and leak event notification. We've created a webpage that students and staff can have access to for curriculum and conservation initiatives regarding the water consumption.
- .5 gallon per minute aerators installed on all handwashing sinks throughout the District
- An "all-call" to all staff and students to report leaky faucets, dripping hoses, irrigation issues, and any other water wasting issues, directly to Energy Conservation Coordinator. This results in an immediate work order to address waste.
- Meter and billing audit on City and County accounts, ensuring proper billing and sizing of meters.
- "Energy Report Card" available this fall, enabling all staff, students, and community members to monitor water use, electricity, and natural gas usage.
- Beginning in September 2012, interactive kiosks will be in the entry/office areas of Amy Biehl, El Dorado, and Gonzales Community Schools, for community, staff, and students to access real time energy and water usage at their sites. This will also be web-based, so that same information is available to anyone wishing to access it via computer, and will have curriculum connections.
- RFPs out to gauge cost of synthetic turf for some grass fields in the District. Probable inclusion of costs for sod replacement of remaining grass fields in the next Facilities Master Plan, to go to voters in February 2013.

*Exhibit "6"*



public relations

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WATER  
CONSERVATION

---

Marketing Outreach  
Plan

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Lynn Pitcher Komer

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*Exhibit "7"*

## Summary

Santa Fean's have demonstrated their willingness to save water by achieving one of the lowest gallons per day (gpcd) of any comparable city in the country.

Santa Fe achieved its low use numbers through public outreach, drought management and ordinances that require Santa Fe's citizens and businesses to comply with water conservation requirements and reward water conservation efforts.

While successful, given the historic probability of a long-term, multi-year drought in the Southwest, the City cannot be complacent about water conservation efforts. The City can also continue to urge its citizens to reduce water use further.

This outreach plan is based on analysis of past marketing efforts, quantitative and qualitative research of existing western state focus group audiences and assessment of realistic and achievable marketing opportunities.

## Goals

1. *Reduce water use annually by 1%*
2. *Continue Community Involvement*
3. *Increase Awareness and Participation*

The primary goal of the community outreach plan is to keep the community involved and provide direction and opportunities to harness the community's readiness to continue water conservation. The City of Santa Fe is uniquely positioned to successfully reduce water use 1% annually.

The outreach plan will provide strategies for on-going community appreciation, continued involvement in conservation efforts and greater participation in water conservation programs.

*As recent years have taught us, we cannot be complacent about our water supply. Drought or no drought, we cannot afford to relax our on-going water conservation efforts.*

*Brian K. Snyder*

## Overview – Starting Point

1. **Build awareness and position the City as experts in water conservation and water resource management**

Success of the proposed marketing efforts depends on building the perception that the City is serving the community through expert advice on water issues. The objective is to encourage community members to embrace the City's water conservation programs.

The outreach plan focuses on a positioning campaign that calls on homeowners and businesses to "ask" the City before making plumbing, fixture, appliance, and landscaping or water-intensive

business equipment decisions. Rebates and City expertise will be marketed as a cohesive whole rather than as individual initiatives. The campaign will demonstrate at a community level the City's expertise to serve citizens and create attitudinal and behavioral changes leading to permanent savings.

## **2. Promote actions that achieve long-term reductions in use**

Participation in conservation programs should be marketed as both voluntary and required when appropriate. The community must perceive their participation is in partnership with the City.

The outreach plan should increase activity across the City's conservation efforts.

## **3. Proactively prepare the public for lower use in response to drought or other supply reductions -- "Drought Response Program"**

A long-term objective for the City is to prepare the community for continued and sustained severe drought conditions and ensure a rapid and effective drought response. The City is currently attempting to include climate-change data in the existing water model to make allowances for water shortages expected due to climate change. Increased water conservation is among the options the City is considering if additional water supplies are needed.

### ***Realistic Implementation and Flexibility***

Due to existing staffing and budget constraints, the plan suggests a prioritized and phased implementation approach with a realistic schedule. The plan prioritizes outreach tactics to maximize their water saving potential quickly and successfully..

### ***Assessment of Outreach Opportunities***

As discussed in the SWOT analysis briefing, the City's strengths include leadership and expertise; long-range drought planning and incentives as well as drought restriction ordinances. Disadvantages include limited staffing and budget, inconsistent messaging and branding, minimal website presence, and a minimally cohesive and prioritized outreach marketing plan. Misconceptions about seasonal precipitation effects and community complacency are also threats to successfully meeting the City's conservation goal(s) and objectives. These circumstances require unique and achievable outreach opportunities, including re-branding, cohesive and frequent educational messaging and web-based marketing.



## STRATEGIES – Getting There

### *Marketing Tactics*

The outreach plan includes a flexible mix of elements depending on available staff and budget.

#### **1. Ensure Consistent Branding**

Brand awareness increases as multiple communications to reinforce the same message. A unique and appealing brand that people can easily relate or associate delivers a message clearly and creates a connection with an audience without the aid of expensive advertising. Branding creates credibility and establishes the organization as an expert. A successful brand motivates the audience to engage in behavior necessary to the success of an organization. .

##### **a) Re-design Logo**

The logo design for nearly all conservation organizations and programs include sun, mountains and river/water elements. There are no links or directions in the design for residents seeking overall assistance or general information.

***Tactic:** Develop a unique, appealing logo and tagline to clearly deliver a water conservation message and distinguish the Water Conservation Division as the water conservation authority for Santa Fe residents. The logo should be simple, memorable, and easy-to-understand.*

##### **b) New Tagline**

The Water Conservation Division branding is inconsistent, most likely due to reusing previous campaign materials dating back to 2000 to save costs. Branding includes a variety of taglines or slogans: *Go Green by Saving Blue, Conserve Water, Saving for Future Generations, Conserve Water --It's the Law, Help Save Water, etc.* The City utilizes state, regional and nationally produced educational materials from the Office of State Engineer, Albuquerque Bernalillo Water Authority, EPA WaterWise, etc. The City also participates, sponsors and partners with a variety of water conservation based efforts and organizations, including the City's Santa Fe River Fund, the Santa Fe Watershed Association, and the County's conservation programs.

***Tactic:** Develop a tagline to link together the concepts of appreciation, encouragement, how and why as behavior motivators.*

*Suggestion: Keep it Up. Keep it Down. Water for the Future.*

The Water Conservation Chair will provide repetitive messaging of the new tagline by stating the tagline at each City Council meeting.

## **2. Resource Positioning**

Competing messages, logos and organizational priorities cause disjointed and confusing for Santa Fe residents seeking guidance and resources on water conservation. Currently, there is no identifiable “clearinghouse” for water issues. This plan seeks to develop a positioning campaign that calls on the community (homeowners, businesses and professional trade industries) to contact the City’s Water Conservation Division as the “go to” or “clearinghouse” resource and expert on water conservation and water source protection. The ability of staff to direct inquiries to the website as the primary source for information will save time, increase efficiencies and. Improve consumer support and outreach efforts.

**Tactic:** *Design new website with new domain name. The draft site map is attached as an appendix.*

## **3. Ensure Cohesive Communications**

With multiple influence groups, stakeholders, agencies, partners and customers committed to reducing indoor and outdoor water use, ensuring and maintaining consistency in implementing outreach efforts is complex and challenging.. Keeping the message simple and consistent makes the implementation easier to understand and to achieve.

### **Educational Messaging – Best Practices & Lessons Learned**

#### ***Water Efficiency Program Outreach & Drought Response***

Mandatory Drought Response restrictions can be controversial and can be perceived as reactive and negative. Mandatory Drought Response Programs and Voluntary Water Efficiency Programs are two very different actions for two different problems. Water efficiency programs are designed to effect long-term (even permanent) water use reductions. Drought response, in contrast, is designed to solve short term water supply deficits and behavior modifications may not be sustainable. While drought response programs mitigate the impact of droughts, water efficiency strategies typically continue beyond the term of a single or prolonged drought. Proactive outreach programs for boosting water efficiency also tend to provide long-term results and lasting behavior changes.

*And it never failed that during the dry years the people forgot about the rich years, and during the wet years they lost all memory of the dry years. It was always that way.*

*John Steinbeck, East of Eden*

### ***Message Development***

Focus group responses and outreach best practices from private and public conservation organizations provide reliable guidance for developing messages. Sample issues for message development consideration include:

- *Focus on water saving that can be obtained.*
- *Successful programs educate customers on what to do to change and why.*
- *Participants are aware of their local water provider, but are not fully informed regarding water sources, drought planning or ordinances, or rebate/incentive specifics.*
- *Generally, participants associate water use shortages with seasonal precipitation.*
- *Perceived unfairness of saving water and then having prices go up.*
- *Efforts should be recognized or appreciated.*
- *Best practices suggest connecting saving water with saving energy.*
- *Showing how to save water is more effective than just telling them to do it.*
- *Conservation campaigns should emphasize positive and avoid negatives or scare directives.*
- *Voluntary and incentive approach is viewed as positive win-win.*
- *Requirements and “tsk, tsk” messages are less motivational.*
- *When discussing shortages, negative and less motivating messaging included rate or price increases and imposed government controls.*
- *Emphasize specific tips on saving water.*
- *Equate water amounts to understandable comparisons.*

Messaging will emphasize solution-based “win-win” value proposition, incentive and appreciation. Vulnerability to drought, specific drought management restrictions, programs and policies will be included.

To be effective, messaging must be consistent and frequently repeated. The outreach plan will use consistent key points in written and visual communication materials. In addition, those materials will be designed so that they may be tailored to suit the unique needs of multiple audiences and situations.

**Tactic: Key Communication Points.**

Messaging should incorporate the follow themes or communication points:

- **Fifth Water Supply Source** -cost benefits include building reserves.
- ***Solution-based, incentive and appreciation*** messaging will be the core element in all communication materials to ensure awareness of and encourage increased participation in existing programs.
- ***Reinforce the voluntary efforts as 'win-win':***
  - Appreciation – efforts have made SF a leader in conservation
  - Saving money
  - Doing the right thing for our community and the environment
- ***Drought***
  - Continuing drought
  - Water supply reliability
  - Voluntary policy
  - Long-term drought and climate change planning
  - Fire Suppression
- ***Shared Responsibility***
  - Everyone--businesses and individuals alike—to take responsibility to do their part. Every water decision can make a difference.
- ***Why***
  - Drought or no drought, we cannot afford to relax our on-going water conservation efforts.
  - We live in an arid climate and saving water is continuous and not contingent on the amount or snow or rain in a given year.
  - There is never enough water to waste.
  - Fire Suppression

- ***How – Call to Action***

- All communications will include a “call to action” that is clear, easily understood, achievable and empowering to numerous stakeholder audiences. As often as possible, we will provide specific and actionable steps to reduce indoor and outdoor water use.
- Actions and tips will include the corresponding water savings in gallons per day.

- ***Relatable Comparisons***

- Communications will include relatable examples and comparisons without the use of industry jargon. Clear explanations of how much water is used by various home appliances or how many gallons of water can be saved are more relatable to audiences.

### ***Flexible Communication Toolbox***

The following materials are in priority and sequential order. They will be developed as foundation content messaging. The content messaging will be used as the foundation for any required communications, including speeches, letters, reports, etc.:

1. FAQs and Fact Sheets on Rebate Programs (residential and business)
2. PR topic and event-based calendar, including creative development and edit process timeline
3. Revision of graphs, charts and PowerPoint presentations as needed for message consistency
4. Conservation Tips Fact Sheets (residential and business)
5. Brochure(5-fold & single-source) identifying and explaining conservation programs
6. Accomplishment Document
7. Website copy
8. 3 print general use print ads
9. 1 print business focus ad
10. 3 general use PSAs (:30)
11. 1 business focus PSA (:30)
12. Revise point of service displays at home improvement stores
13. Demonstration garden video tutorial for website
14. 3 seasonal video ads

#### **4. Residential & Neighborhood Outreach**

**Customer Bill Messaging.** Customer bill messaging will be included 3 x per year to coincide with seasonal reminders and with a focus on rebate programs.

**Meter-Reader Door Hangers.** Door hangers with tips and reminders will be provided to all meter readers for placement in conjunction with water use waste notices.

**Neighborhood Associations.** Neighborhood outreach will be coordinated with the Santa Fe Neighborhood Association to request sharing of educational information with their membership.

#### **5. Business Outreach**

Staff time and availability for direct business and professional organization outreach is limited given the efforts required for the initial implementation of the marketing outreach platform. Targeted marketing outreach will be necessary to efficiently conduct outreach to businesses, trade professional organizations and neighborhood associations.

**Permit Review.** A review of business permits will be conducted to identify a targeted list for direct mail and/or bill stuffer reminder/instruction for saving water.

**Business License.** A single-page educational fact/tip sheet will be included in mailings renewed and new Business License

**Chamber(s) Newsletter and Advertisement.** To encourage cooperation, newsletter articles and ads will be placed with Santa Fe Chamber of Commerce and the Santa Fe Hispanic Chamber of Commerce. An ad and educational materials will be placed in the SF Chamber's Relocation Package.

**Water Conservation Committee.** The WCC can play an important ambassadorship role through their presentation program. The presentation and handouts should be reviewed to ensure consistent messaging and dovetail with the goals and objectives of the outreach plan. A list of targeted stakeholder organizations will be provided. Presenting organizations will make available to their membership or employees educational 'how to tips' handouts.

**Sponsorship** -Business sponsors will be solicited for the Walk for Water signature event and for High School Conservation Club sponsorships.

#### **6. Government Outreach**

##### ***Effective Partnership with City Departments***

The City Water Conservation will effectively partner with City Departments that are inter-related to water conservation efforts. Educational materials will be provided for distribution at

community events and website links will be posted as community resources. The Division would not compete, but partner, to enhance conservation efforts and serve as a resource or expertise.

**Tactic:** *The Water Conservation Division will be an active participant in the "Green Team" initiative spearheaded by the City's Solid Waste Director to provide synergy to inter-department sustainability-related outreach efforts. Educational hand-out materials will be shared. Website links will be posted as community resources.*

**Tactic:** *When not in use, programmable electronic City road construction signs will be placed in high-traffic intersections with a flashing conservation tip and/or tagline and website link.*

### **State Government Outreach**

As the state capital, state government presence creates a large water use base that is challenging to coordinate with existing staff levels. *Round-the-Roundhouse* is the state employee newspaper with a significant readership.

**Tactic:** *The most effective outreach strategy is to routinely place "How to Conserve Water in the Workplace" ads and articles.*

## **7. Commercial Outreach**

Commercial marketing channels will be enhanced to encourage rebate and incentive participation and on-going educational outreach cooperation. The Water Conservation Division will use trade groups and industry associations to distribute information and continue effective partnerships with retailers. The website will strengthen rebate and incentive marketing by providing clearly understandable and accessible downloaded forms and instructions.

### ***Retailers/Home Improvement Stores/Landscaping***

Informational letters and appropriate educational materials will be sent to encourage posting links on website and training staff. Educational materials will be provided to greenhouses/retail/home improvement stores. Educational material supply re-stocking will be used as outreach opportunities to informally meet with management to strengthen cooperation. One radio remote demonstration will be held during Fix-A-Leak week with home improvement store with largest traffic. Partnership will be made with radio station.

### ***Hospitality Industry***

Work directly with Executive Directors for distribution assistance. Submit letters/ articles for professional organization meetings/newsletters/websites. Request direct link.

- New Mexico Lodgers Association (headquartered in SF) offers communication assistance.
- SF Restaurant Association

### ***Tourism***

Work directly with SF Convention & Visitors Bureau Executive Director for distribution channel assistance. Place Ad in *SF Visitor Guide*.

### ***Garden/Landscaping***

A video demonstration garden tutorial for Website will be developed and website links to SF retailers. Drought resistant and other related planting guides will be linked on the website and used in the City's Water kiosks. A website photo album will include photos of the City's demonstration garden and residential/commercial appropriate use examples.

### ***Irrigation***

Regulation rules reminders will be provided to irrigation industry members. A City referral list of WaterSense and OWEI Certified vendors will be provided. Santa Fe Community College Sustainability Educational opportunities will be publicized on the website.

## **8. Student Educational Outreach**

The Conservation Division has a successful and established educational outreach program that includes the Poster Contest, Children's Water Fiesta, RiverXchange and Project WET. These programs are primarily aimed at elementary schools. Middle-school, high school and higher education provide opportunities to strengthen the Santa Fe Public School partnership and begin building partnerships with the Santa Fe Community College and the Santa Fe College of Art and Design.

***Elementary School.*** Current elementary age educational outreach programs, including Poster Contest, Children's Water Fiesta, RiverXchange and Project WET are successfully provided. It is recommended the winning poster be displayed all months except July and August to allow for two water saving 'how to' tips bus ads during peak demand months.

***Middle School.*** Project WET is made available to middle-school students. Increasing middle-school teacher participation will be the goal for the 2012-2013 school years. The City will develop a one-page parent "take-home" tip sheet for middle-school student distribution.

***High School.*** Both SFPS High Schools are naturally high-water users. The SFPS is in the early development and implementation of their energy and water conservation program. The Division can provide expertise and curriculum guidance to assist their efforts.

***Water Conservation Club.*** The Water Conservation Division should pursue after-school water conservation club sponsorships (educational materials and participation certificates), as well as dedicating a website page for student resources and posting school conservation activities. Elementary students participate in a Poster Contest. High School students can participate in an essay contest. *Essay Contest (100 peak demand days-100 words)*



Sponsor a written essay program to be judged and promoted similar to poster contest. Correlate 100 days of peak demand with 100 words to conserve. Winning essay will be announced to the media, published as letter-to-editor and/or ad. The essay can be read at City Council, and selected radio stations. The essay can be limited to 9<sup>th</sup> and 10<sup>th</sup> grade students and capped at fifteen submitted entries.

**SFPS Newsletter(s).** Provide one article to SFPS for publication in their High School Conservation newsletter and parent take home educational tips and resources.

**Higher Education.** Seek opportunities with the Santa Fe School for the Arts and the Santa Fe Community College to establish a student short film and/or photo contest depicting water conservation (idea parking lot).

## **9. Specialized Community Outreach**

**Signature Event** - The 2012 Wayland National Mayor Challenge Event provided a community platform to thank, and remind citizens why and how to conserve water. The 'Walk for Water' event can be incorporated into next year's campaign, or developed for a fall 2013 appreciation event. The intent is to provide a single event to raise awareness and express community appreciation.

**Photo Submission** - Neighborhood conservation reward programs are subjective because it is difficult to establish fairness comparisons. Residents have demonstrated a willingness to participate in newspaper and television travel and weather photo submission programs. Photos serve as a visual prompt to demonstrate desired outcomes. Photos will be submitted and routinely and anonymously posted, as time allows, demonstrating both how not to and how to conserve water. An example is provided in the website appendix.

## **10. Media Outreach**

Media relations are on-going and will continue to seek support of local media to reinforce desired message to target audiences. A calendar listing both topic and frequency of news release and/or photo-op submissions will be finalized.

A calendar of seasonal and event-driven topics with special guests will be developed for the City's weekly radio water interview and SFGTV (cable), as well as occasional appearances on the SFCC SFCTV program.

The daily newspaper water notice will be reviewed and re-drafted to better reflect consumption and conservation regulations.

Opinion pieces will be submitted or sought to reinforce desired message.

Media sponsorship will be sought to support community events.

A media roundtable or news conference will present the new logo/tagline/ website and outreach goals.

## **11. Ordinance Enforcement Management**

If the City is required to move into orange or red mandatory water restrictions, outreach efforts of this plan will be placed on hold and staff time will be re-focused and dedicated to enforcement activities.

Creative enforcement opportunities are being researched and will be presented for approval discussion.

### **Prioritized Implementation Schedule**

Appendix

### **Advertisement**

Current ad placements will be reviewed as part of the design concept development process. For cost-effectiveness and to stretch advertising dollars, priority will be made for publications with extended shelf life. An advertisement calendar will be developed.

### **Budget**

The following are estimated budget dollars and will be revised once tactics are approved:

1. New website url/domain name/server - \$200
2. Website re-design - \$5000 (separate direct contract with web-designer)
3. Logo/Tagline Design - \$1500
4. Overview 5-fold Brochure - \$1500-\$2000
5. 4 General Use Print Ads - \$1500
6. Point of Service Rebate Store Display - \$200
7. 4 Audio/Visual Ads – free production in-house (placement costs to be determined)
8. Public Service Announcements – \$300 -underwriting costs
9. Walk for Water - \$2500
10. 2 display banners w/ new logo and tagline - \$300
11. Collateral material and website copy creative development drafting and editing – 60 hours (\$6000)
12. Advertisement – Separate Budget

# Emergency Water Ordinances – City of Santa Fe

