



# Agenda

CITY CLERK'S OFFICE

DATE 4.5.2017 TIME 5:30 pm

SERVED BY Christine V. Chavez

RECEIVED BY Carmelina Spears

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

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

**CONSENT AGENDA**

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

**ACTION ITEMS:**

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

**INFORMATIONAL ITEMS:**

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

**MATTERS FROM PUBLIC:**

**MATTERS FROM STAFF:**

**MATTERS FROM COMMITTEE:**

**NEXT MEETING – TUESDAY MAY 9, 2017:**

**CAPTIONS: APRIL 24, 2017 @ 3 PM.**

**PACKET MATERIAL: APRIL 26, 2017 @ 3 PM.**

**ADJOURN.**

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

SANTA FE WATER CONSERVATION COMMITTEE  
MEETING INDEX  
April 11, 2017

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

## **SANTA FE WATER CONSERVATION COMMITTEE MEETING**

### **City Councilor's Conference Room**

200 Lincoln Ave. Santa Fe, NM

April 11, 2017

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

### **1. CALL TO ORDER**

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

### **2. ROLL CALL**

#### **PRESENT:**

Councilor Peter Ives, Chair

Lisa Randall, Co-Chair

Justin Lyon

Bill Roth

Robert D. Coombe

Doug Pushard

Tim Michael

#### **NOT PRESENT/EXCUSED:**

Stephen K. Wiman

Aaron Kauffman

#### **OTHERS PRESENT:**

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

Caryn Grosse, City of Santa Fe Water Conservation Specialist

Lisa Noriega, City of Santa Fe Water Conservation

Andy Otto, Santa Fe Watershed Association

Linda Vigil for Fran Lucero, Stenographer

Ken Kirk

Sam Burnett-Ragueneau

### **3. APPROVAL OF THE AGENDA**

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

### **4. APPROVAL OF THE CONSENT AGENDA**

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

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

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

### ***Corrections:***

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

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

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

## **CONSENT AGENDA**

### **6. UPDATE ON CURRENT WATER SUPPLY STATUS**

### **7. MONTHLY OVERVIEW OF SCORECARD PROGRESS**

### **ACTION ITEMS**

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

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

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

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

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

### **INFORMATIONAL ITEMS**

### **9. 2016 GPCD**

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

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

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

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

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

## **10. GRAY WATER REBATE DISCUSSION**

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

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

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

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

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

Ms. Chavez briefly discussed the green code for commercial.

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

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

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

## **11. STRATEGIC MARKETING PLAN UPDATE FOR CONTRACT RENEWAL**

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

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

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

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

## **12. GROUP REPORTS**

### **A. GROUP 1-Irrigation Subcommittee**

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

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

### **B. GROUP 2- General Education Program**

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

### **C. GROUP 3- Marketing Outreach**

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

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

No update.

### **E. GROUP 5- Grants**

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

## **13. MATTERS FROM THE PUBLIC**

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

## **14. MATTERS FROM STAFF**

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

## **15. MATTERS FROM COMMITTEE**

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

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

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

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

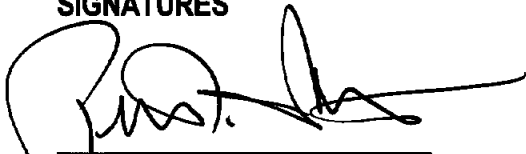

Mr. Pushard attended a luncheon with the Urban Land Institute, it is a four-part series. It is informative and he encourage others to go.

#### **16. NEXT MEETING-TUESDAY MAY 9, 2017**

#### **17. ADJOURN**

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

#### **SIGNATURES**

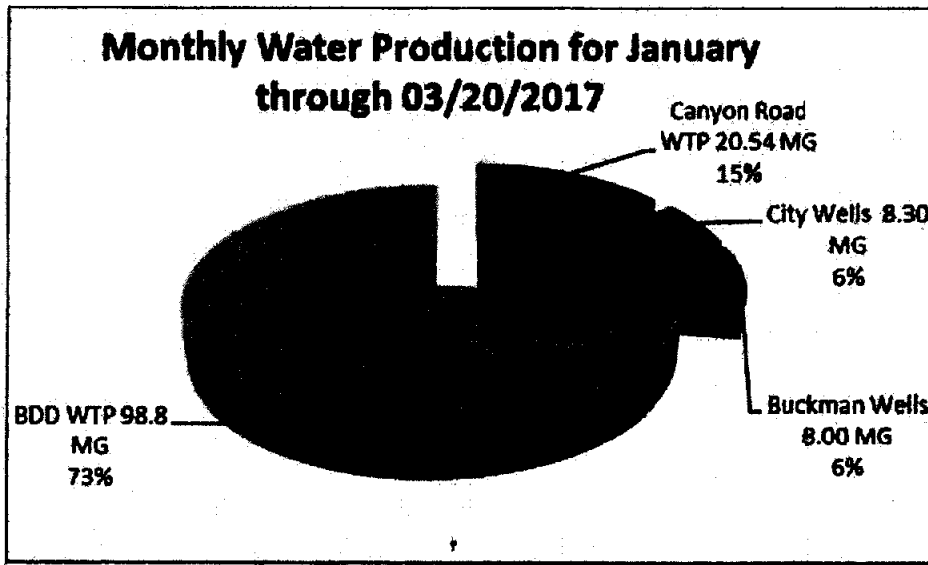
  
\_\_\_\_\_  
Councilor Peter Ives, Chair  
\_\_\_\_\_  
Linda Vigil for Fran Lucero, Stenographer

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

**Old Filter Plant Site**

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

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



**Total Production of System**

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

**Reservoir Storage Levels**

**McClure:** March - 285.2 MG  
February - 212.92 MG or 17.8%  
**Nichols:** March - 117.52  
February - 112.8 MG or 52%  
**Combined:** March - 402.72 MG  
February - 325.61 MG or 24.93 of total storage

**Santa Fe River Flow**

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

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

*Exhibit A*



### **Baca Street Well**

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

### **Source Water Protection Plan**

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

### **Drought/Monsoon, Storage, and ESA Update**

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

**Most Current City of Santa Fe SJCP Reservoir Storage:**

**Heron:**

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

**El Vado:**

1,239 AF.

**Abiquiu:**

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

**TOTAL:**

16,083 AF



# Water Conservation Office

## Monthly Overview of Scorecard Progress – March 2017



### Education Outreach:

#### Education Initiative:

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

#### General Outreach:

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

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



### Communication and Customer Service:

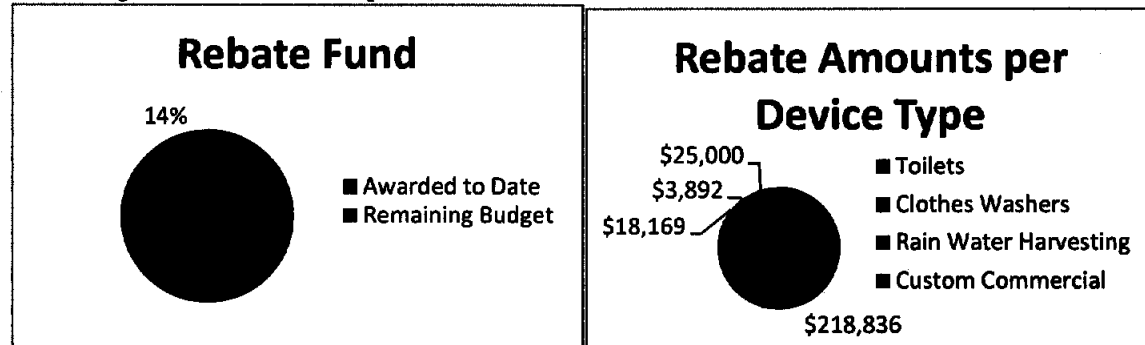
#### Eye On Water Rollout:

1,844 total signups

#### Indoor Water Audits: -2

#### Residential and Commercial Rebates:

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



#### Rebates awarded FY-to-date:

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

**Strategic Marketing Plan:**

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

**Effective Program Management****Organizational Development:**

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

**Water Conservation Committee:**

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

**Integration with Water Resources:**

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

**Stewardship and Conservation:****Regional Collaborations:**

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

# City of Santa Fe, New Mexico

# memo

**Date:** 4/6/2017

**To:** Santa Fe Water Conservation Committee

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

**Item:** Selection of new committee members

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## **Background and Summary:**

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

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

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

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

*Exhibit C*

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

Difference

SFR used 90,003,000 gallons more than 2015

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	28,253	28,518	29,983	28,692	28,702	29,000	27,969	27,272	31,454	26,604	27,014	28,584	28,537
2016	29,101	29,194	29,345	29,498	29,493	29,607	29,600	29,685	29,666	29,705	29,660	29,706	29,522
													(985)

Difference

SFR had 985 more accounts than in 2015

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

Difference

MFR used 293,000 gallons less than in 2015

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

Difference

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

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	186,000	1,203,600	271,300	2,389,700	16,466,000	17,807,200	24,583,000	21,438,900	22,179,600	42,951,500	3,081,200	1,941,600	154,505,600
2016	399,700	176,600	556,400	5,684,700	20,404,800	25,193,100	41,163,400	25,948,900	20,189,200	16,841,900	7,331,800	706,100	164,596,600
													(10,091,000)

Difference

Fire+Irrigation used 10,091,000 gallons more than in 2015

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

Difference

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

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

Difference

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

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	34,262,072	42,640,421	8,378,349										34,262,072
2016													42,640,421
													(8,378,349)

Difference

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

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2015	28,537	29,522	(985)										28,537
2016													29,522
													(985)

Difference

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

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

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

Fire+Irrigation used 10,091,000 gallons more than in 2015

SFR used 90,003,000 gallons more than 2015

SFR had 985 more accounts than in 2015

MFR used 293,000 gallons less than in 2015

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

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

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

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

28,537

29,522

(985)

28,537

29,522

(985)

28,537

29,522

(985)

Exhibit D

2015	28,537	29,522	(985)	28,537	29,522	(985)
2016						

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

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

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

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

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

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

---

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

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

Exhibit E

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

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

**Resources:**

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

<https://greywateraction.org/>

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

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

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

[http://www.santafenm.gov/reclaimed wastewater reuse](http://www.santafenm.gov/reclaimed_wastewater_reuse)



# City of Santa Fe, New Mexico

# memo

**Date:** 4/4/2017

**To:** Public Utilities Committee

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

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

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

---

## BACKGROUND

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

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

## First Year Accomplishments

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

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

## **2nd Year**

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

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

**Reclaimed waste water** potable reuse.

**Watershed management**/forest fuel management.

**CIP programs**, progress milestones and completion.

### **Marketing Outreach Strategic Plan and Water Conservation Committee Scorecard**

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

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

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

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

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

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

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

## **Education Outreach**

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

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

## **SCOPE OF SERVICES**

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

### **Section 1**

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

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

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

## **2.) Communications and Coordination.**

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

## **3.) Messaging and Public Outreach**

### **a) Water Conservation Messaging:**

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

### **b) Water Resources Management Messaging**

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

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

#### **4.) Advertising and Social Media**

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

#### **5.) Reporting and Documentation**

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

**FUNDING**

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

**RECOMMENDATION**

Recommend approval of the contract as outlined above.

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



# Strategic Marketing Plan Update

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

## 1. Mobile Compatible Re-branding



New Logo Design

## 3. New Responsive Website



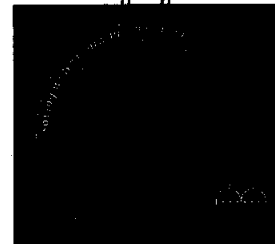
Mobile Friendly Website

## 2) Business Signage for Water Conservation Requirements

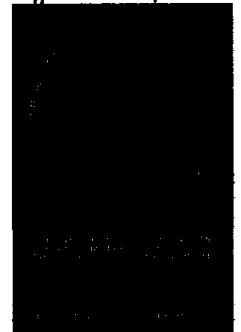
Signage available in English and Spanish



General Businesses

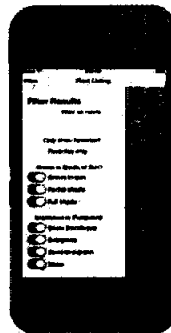
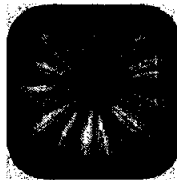


Food & Beverage



Hotels & Lodging

## 4. Southwest Plant Selector Mobile App



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

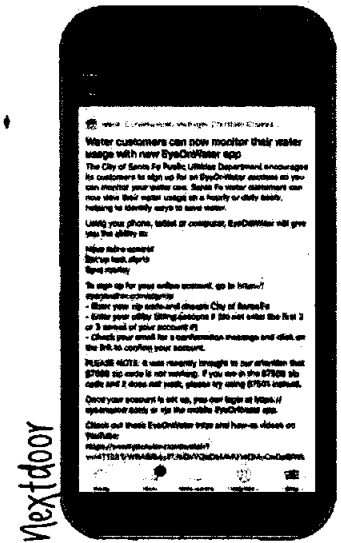
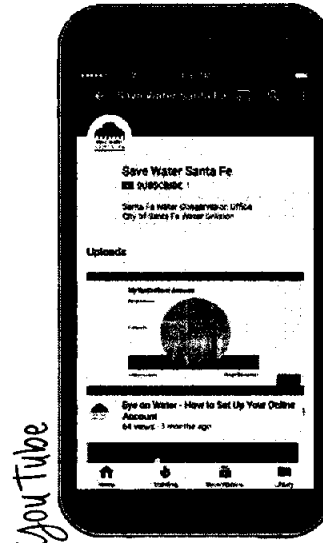
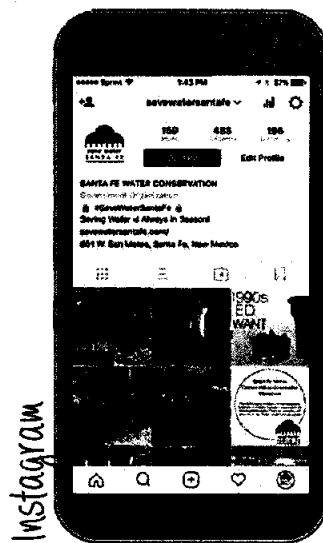
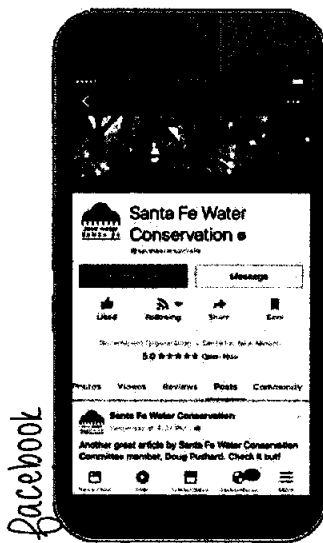
Exhibit F

## 4. Integrate Social Media

# Analytic Overview by Social Media Platform

July 1, 2016 - March 1, 2017

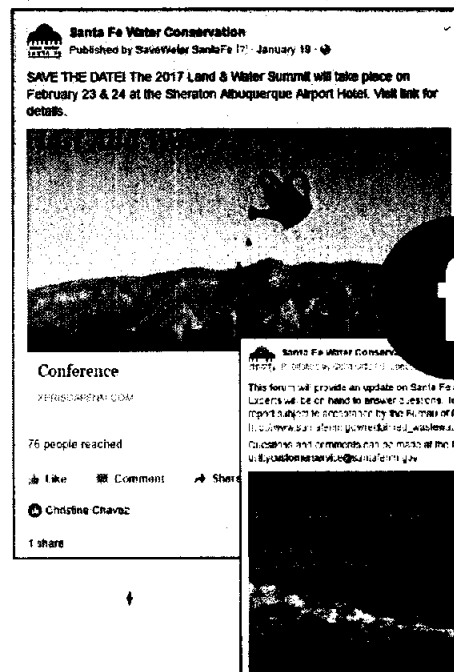
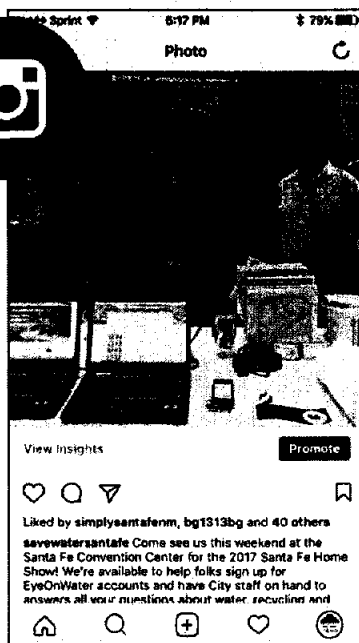
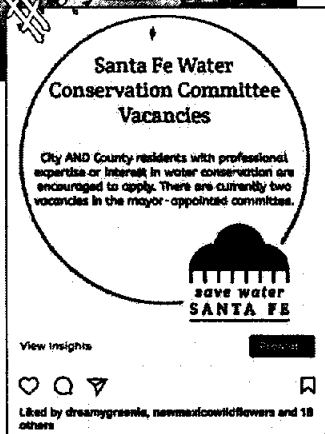
f	📷	▶	🏠
<b>Reach:</b> 74,213  <b>Engagement:</b> 72,450  <b>Impressions:</b> 25,691  <b>Page Likes:</b> 655	<b>Reach:</b> 9,026  <b>Engagement:</b> 3,038  <b>Impressions:</b> 26,881  <b>Followers:</b> 480	<b>Videos:</b> 3  <b>Views:</b> 289	<b>Reach:</b> 5,029  <b>Engagement:</b> 138  <b>Posts:</b> 5



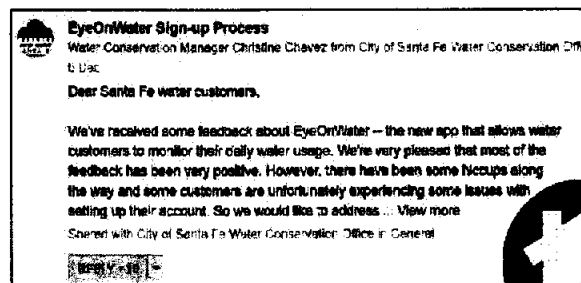
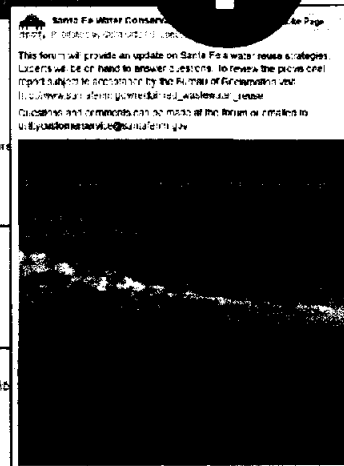


# Integrate Social Media Cont'd...

Instagram



Facebook



Nextdoor



# Overview of Major Integrated Campaigns

## CAPTURE WATER CONSERVATION Instagram Photo Contest

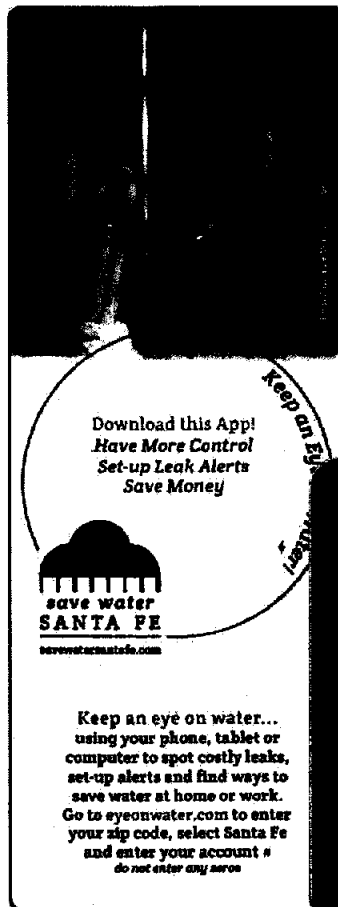


**Communication Channels:**  
Social Media · Print Advertisement  
Radio · Website

**NUMBER OF ENTRIES:**  
**143**

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

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



Keep an eye on water...  
using your phone, tablet or  
computer to spot costly leaks,  
set-up alerts and find ways to  
save water at home or work.  
Go to [eyeonwater.com](http://eyeonwater.com) to enter  
your zip code, select Santa Fe  
and enter your account #  
do not enter any aaron

## EYEONWATER

Customer Roll-out

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

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

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



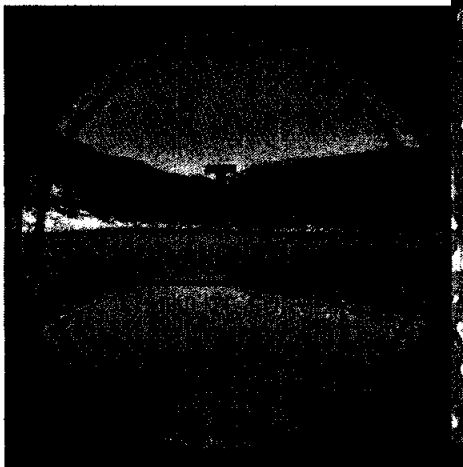
## Overview of Major Integrated Campaigns Cont'd

### WATER CONSERVATION BEHAVIOR Utility Customer Survey

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

**NUMBER OF RESPONSES: 552**

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



### WATER REUSE FEASIBILITY Public Forum

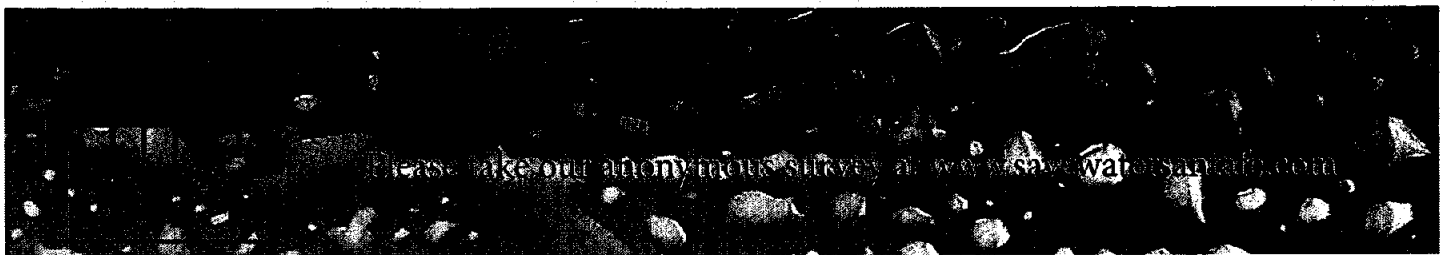


**Communication Channels:**  
Social Media • Print Advertisement • Radio  
Website • Earned Media

**NUMBER OF ATTENDEES:  
63**

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

## 5. Collect Customer Data

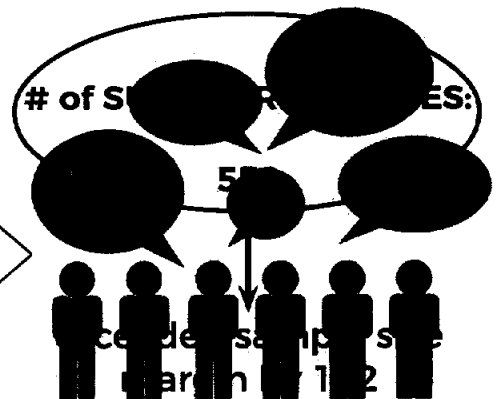


www.savewatersantafe.com

Page views: 1,241

### Communication Channels:

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



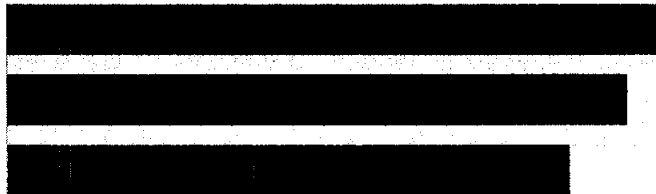
## Water Conservation Behavior - Customer Survey Highlights

### General Environmental Concerns

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

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

### Behavior Motivation



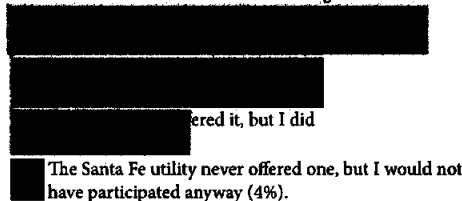
Reasons customers support the conservation steps they are already taking.



purchase and install water saving fixtures (17%).

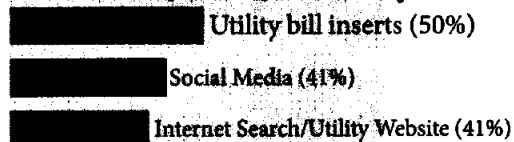
Reasons customers support decision to rarely or never take conservation steps.

### Rebate Participation Among Water Customers



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

### Customer Preference for Receiving Communication



### CUSTOMER SUGGESTIONS:

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

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

"Rebates for gray water systems should be offered."

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


## A dark, grainy, black and white photograph of a textured surface, possibly a wall or fabric. A faint, light-colored circular mark or hole is visible near the top center. The image is heavily degraded with noise and vertical streaks.

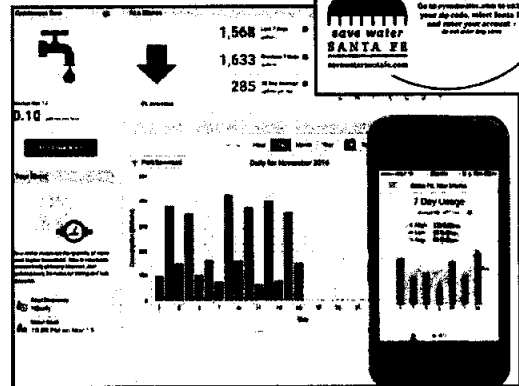
**SIGN UP GOAL:**  
10% of residential  
customers by end of year.

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

Keep an eye on leaks!

Keep an eye on leaks...  
using your phone, build an  
emergency to alert nearby leak-  
age alerts and find ways to  
save water at home or work.  
Our commitment is to water-  
your life costs, protect yours &  
lower your demand.

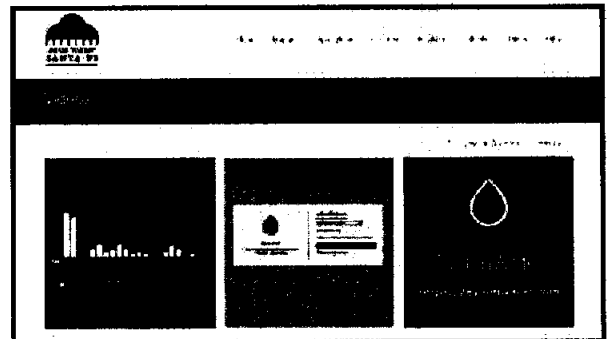
  
save water  
**SANTA FE**  
www.santafe.watercic.com



Price (€) Price (US\$) 195 195

EyeOnWater is the opportunity for customers to interact with the Water Division in a more positive manner, giving customers more information and control about how they use water. To download the app, visit [eyewater.com/signin](http://eyewater.com/signin), or follow the link on [www.ci.paloalto.ca.gov](http://www.ci.paloalto.ca.gov) (search eye on water and the page comes up). The instructional videos there are helpful. For questions, call 202-955-4330.

Upstarts from the City of Santa Fe, N.M. is catching up with some technology.



## 6. Value Added & Integrated Advertising



GOAL: Increase Partnership Opportunities (Cohesive Approach to Water Issues)

KSWV Que Suave Radio - AM 810 & FM 99.9

Potential Weekly Reach: 30,000 | Potential Weekly Impressions: 100,000

- **Save Water Santa Fe WEEKLY Talk Radio Show**
- **30-second audio ads on the following topics:**
  - EyeOnWater
  - Winterizing Irrigation System
  - Water Conservation Customer Survey
  - Time of Day Water Restrictions

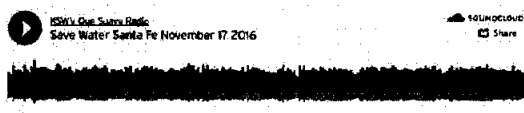
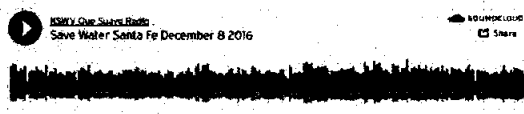
### Save Water Santa Fe Weekly Podcasts

#### Save Water Santa Fe Radio Show

Tune in or stream live to our weekly radio show, Save Water Santa Fe, where conversations about conservation and all things water take place!

Show airs Thursday mornings at 8:00am on AM 810 Que Suave Radio. Podcasts of our show are also available (below).

Hosted by Christine Chavez, Water Conservation Manager, City of Santa Fe Water Division.



#### Like Us On Facebook



#### Follow Us on Instagram



#### Recent News

Mobile-Friendly Save Water Santa Fe



Save Water Santa Fe

The weekly talk radio show where "*Conversations about conservation*" take place!

### Guest & Topic

Santa Fe Watershed Association

Alex Puglisi - Water Quality

City of Santa Fe Tourism

**New Mexico Home Builders Association**

Sustainable Santa Fe

**Agua Fria Nurseries - Waterwise Landscaping**

Sustainability Awards

Rain Gardens

**Sage Inn - Green Lodging Initiative**

Ewing Irrigation - Irrigation Shutdown/Winterization

**Office of Solar Power and Energy Efficiency**

Joe's Diner - Green Lodging Initiative

John Fleck, Author, "Water is for fighting over and other myths about water in the west"

**Keep Santa Fe Beautiful - Recycle Cart Rollout**

Mind Over Markets - Green Marketing

Santa Fe Mountain Kids - Watershed Education

**St. Michael's High School - Youth For a Safe Water & Climate Future**

Santa Fe Mountain Kids - Watershed Education

2017 Annual Children's Poster Contest/Calendar

**2017 Land and Water Summit**

Melissa McDonald, River and Watershed Coordinator

Love Your River Clean Up Day

Riversource - Santa Fe River Restoration Project

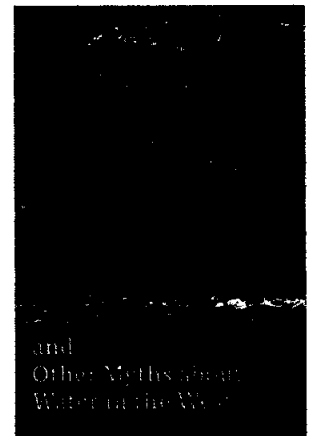
Utility Customer Service & Billing

women of green

Turn Up the Volume



*Santa Fe*  
**WATERSHED**  
**ASSOCIATION**





## Value Added & Integrated Advertising Cont'd

### HUTTON BROADCASTING

**www.santafe.com | Monthly Reach: 5,500**

**Features:**

- Featured business listing w/contact info
- 500 word description
- Links to website and social media accounts
- Unlimited calendar event listings

**6 Station Radio Campaign | Weekly Reach: 40,000**

2,160 30-second commercials on following topics:

- EyeOnWater
- Winterizing Irrigation System
- Water Conservation Customer Survey
- Rebate Program



**Hutton Broadcasting**  
LLC



# Value Added & Integrated Advertising Cont'd

## SANTA FE NEW MEXICAN

Potential Reach: 225,000 | Potential Impressions: 800,000

**Santa Fe Water Conservation Committee Vacancies**

**APPLY TODAY!**



Do you have interest or professional expertise in water conservation? The mayor-appointed Santa Fe Water Conservation Committee has two vacancies. The committee members serve a two-year term advising elected officials on relevant topics and providing input on various water conservation programs.

Please email resume and cover letter to [cychavez@santafenm.gov](mailto:cychavez@santafenm.gov)

**City AND County residents are encouraged to apply.**

[savewatersantafe.com](http://savewatersantafe.com)

Water Conservation Committee Vacancy




**Public Forum**

**Date:**  
Tuesday, January 17th

**Time:**  
4:30 PM - 6:30 PM

**Location:**  
Genevieve Chavez Community Center  
(3221 Rodeo Road)

**Refreshments will be served**

Building on Santa Fe's commitment to reduce future water supply gaps.

*Public Forum to discuss the Santa Fe Water Reuse Feasibility Study, an engineering evaluation of water reuse alternatives conducted by City of Santa Fe, Santa Fe County, and Bureau of Reclamation*

Please email resume and cover letter to [cychavez@santafenm.gov](mailto:cychavez@santafenm.gov)

Wastewater Reuse Feasibility Public Forum

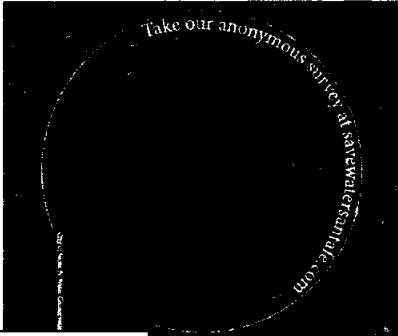


Water Conservation Behavior Customer Survey

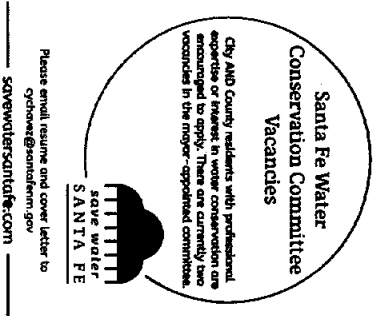
## THE REPORTER

Potential Reach: 30,000 | Potential Impressions: 200,000

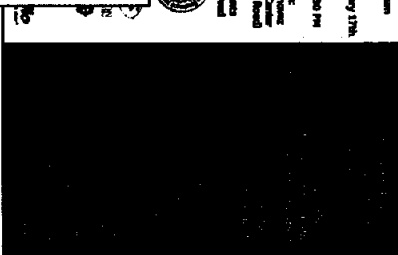
Water Conservation Behavior Customer Survey



Water Conservation Committee Vacancy



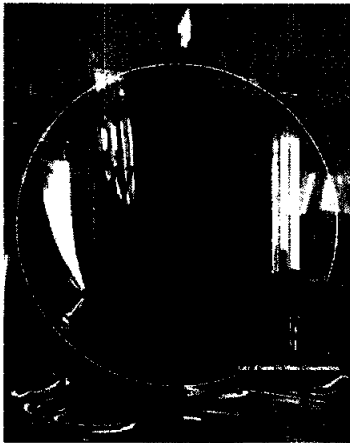
Wastewater Reuse Feasibility Public Forum



## Value Added & Integrated Advertising Cont'd

### GREEN FIRE TIMES

Potential Reach: 30,000 | Potential Impressions: 90,000



Water Conservation Behavior  
Customer Survey


### EDIBLE SANTA FE

Potential Reach: 70,000

**Keep an Eye on Water**

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

Keep an eye on water...  
using your phone, tablet or  
computer to spot costly leaks,  
set-up alerts and find ways to  
save water at home or work.  
Go to [eyeonwater.com](http://eyeonwater.com) to enter  
your zip code, select Santa Fe  
and enter your account #  
do not enter any zeros



**save water**  
**SANTA FE**  
[savewater.santafe.com](http://savewater.santafe.com)

Eyeonwater




**Public Forum**

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Tuesday, January 17th

**Time:**  
4:30 PM - 6:30 PM

**Location:**  
Genoveva Chavez  
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(3221 Rodeo Road)

**Refreshments**  
will be served

**Wastewater Reuse  
Feasibility Public Forum**

According to Santa Fe's  
commitment to reduce future  
water supply gaps.

*Public Forum to discuss the  
Santa Fe Wastewater Feasibility  
Study, an engineering evaluation  
of water reuse alternatives  
conducted by City of Santa Fe,  
Santa Fe County, and Bureau of  
Reclamation.*

The public forum will provide an update on  
the project's status, including and  
highlighting the current status and  
the water reuse alternatives.

Experts will be on hand to answer  
questions.

To receive the presentation, subject to  
approval by the Bureau of Reclamation,  
visit  
<http://www.santafe.org/water-reuse>  
or contact the  
wastewater reuse

Questions and comments can be made at  
the public forum or by email to  
[publicforum@santafe.org](mailto:publicforum@santafe.org)

### TUMBLEWEEDS NEWSPAPER

Potential Reach: 10,000 | Potential Impressions: 30,000

**Reducing Water Wastage**

**Rainwater Conservation**

**System**

Outdoor watering in summer accounts for approximately  
40 percent of Santa Fe's total use, nearly half of which is  
wasted due to irrigation system inefficiencies and overwatering.

The Santa Fe Water Conservation  
Office offers rebates for the  
purchase of a rain barrel or cistern.  
For details call 505.955.4225 or visit  
[www.savewater.santafe.com](http://www.savewater.santafe.com)



**Saving Water is Always in Season**  
Santa Fe Water Conservation Office  
(505) 955-4225 • [www.savewater.santafe.com](http://www.savewater.santafe.com)

Rebates

## Value Added & Integrated Advertising Cont'd

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### COMCAST DIGITAL VIDEO ADVERTISING

Total number of TV Commercials: **1,600**

Total Number of Digital Impressions 100,000

Reaching 96% of Women (decision makers) 35-64 an average of 8x



EyeOnWater Video Commercial

# Value Added & Integrated Advertising Cont'd

## BUSINESS OUTREACH

Mailed to 5,500 Santa Fe Businesses



### City of Santa Fe Water Conservation Requirements

APPLIES TO ALL SANTA FE WATER UTILITY CUSTOMERS

#### TRAIN YOUR EMPLOYEES

TO AVOID COSTLY VIOLATION FEES, PLEASE ADVISE YOUR STAFF ON THESE KEY REQUIREMENTS

#### INDOOR

**Food & Beverage,  
Hotels & Lodging and Spas**  
Serve customers water only  
upon request.

Change the sheets and towels once every  
4 days for guests staying more than 1  
night

##### Display Signage

Be sure to display water conservation  
signage on a menu or by use of a "table  
tent" and in the restroom(s) of your  
establishment.

Photo by Kate Lindley



Order our NEW signage  
at no charge! Visit  
savewatersantafe.com  
or call 505.955.4225

#### COMMERCIAL SAVINGS

Industrial, commercial and  
institutional customers can take  
advantage of rebates savings up  
to \$25,000 or half the cost of  
the equipment, whichever is less.  
To save water and money call  
the Water Conservation Office to  
schedule a consultation.

##### Rebate Program

**High Efficiency Toilet**  
\$25 for 1.28 gpf Hotel/Motel  
\$50 for 1.0 gpf or less Hotel/Motel  
\$200 for Commercial tank type  
\$400 for Flushometer Valve

**Urinal Installation**  
\$550 for 0.125 gallon (pint) per  
flush urinal  
\$630 for water-free urinal

#### OUTDOOR

##### Landscape & Irrigation

Outdoor irrigation is prohibited  
between 10 am and 6 pm from  
May 1 through Oct 31.

Do not let irrigation water escape  
onto hard surfaces, and be sure  
to use shut-off-nozzles when  
hand watering with a hose.

Installation of turf grass/  
seed must contain 25% or less  
Kentucky bluegrass.

**Car Lots & Hard Surfaces**  
Commercial car sale lots and  
other lots with on-site vehicle  
washing facilities are limited to  
washing each vehicle 1 time per  
month.

Using water to clean hard  
surfaces with a hose or power  
washer is prohibited (e.g.  
driveways, sidewalks, parking  
lots, outdoor eating areas).

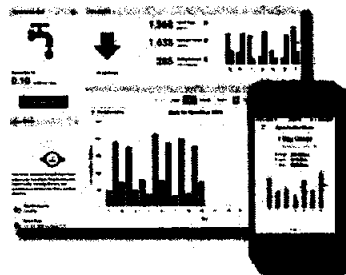
Download the Southwest Plant Selector app (see backside for details)



## Take Advantage of Water Saving Tools

You pay for every drop that flows through your meter. Saving water will save you  
money on your water bill. Make every drop count by using these available tools.

### EyeOnWater Monitor your water usage



You now have online access to your hourly  
water usage information. You can download  
the app on your phone or login using your  
computer to keep tabs on how much water  
you use on a daily, weekly, monthly or yearly  
basis.

See water use data in near real time  
Set up leaks alerts so you don't waste water  
Save water and money on your bill

SIGN UP FOR YOUR ONLINE ACCOUNT AND  
DOWNLOAD THE APP TODAY!

[eyeonwater.com](http://eyeonwater.com)

### WATER EFFICIENCY AUDIT

The Santa Fe Water Conservation Office offers free  
leak detections and water efficiency audits, as well  
as consultations to help you determine which rebate  
program(s) is best for your business.

Please contact the Water Conservation Office to set  
up an appointment at 505.955.4225

[www.savewatersantafe.com](http://www.savewatersantafe.com)

City of Santa Fe Water Conservation Office  
505-955-4225 | [wcoffice@santafemn.gov](mailto:wcoffice@santafemn.gov)



**Southwest  
Plant  
Selector**

Download the App Today!  
and start saving water Santa Fe

New Mexico State Office of Reclamation  
Center for Landscape Water Conservation  
New Mexico State University Board of Regents

Southwest Plant Selector is an app  
of expert-recommended xeric plants  
specifically for New Mexico. Reduce  
the water use in your landscape by  
downloading the app today.

[www.savewatersantafe.com](http://www.savewatersantafe.com)

## 7. Rebate Program

### Rebate Fund Balance as of March 6, 2017

**\$41,222**

HET: \$218,404.00 - 1,468 toilets

CW: \$13,489.00 - 47 clothes washers

RB: \$2,617.00 - 29 rain barrels

**Commercial: \$25,000 - 1 commercial rebate**

\*NOTE: The HET total includes four large replacement projects listed below:

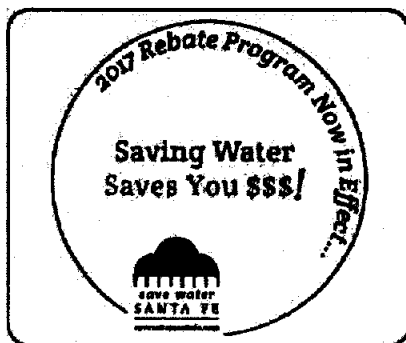
Tuscany @ St. Francis, 2218 Miguel Chavez Road: \$33,792.00 (264 toilets)

Las Palomas Apartments, 2001 Hopewell Street: \$35,840.00 (280 toilets)

Rancho 91 LLP, 4000 La Carrera: \$58,450.00 (334 toilets)

Talavera, 4129 S Meadows Road: \$79,275.00 (453 toilets)

*Commercial Retrofits have resulted in approximately  
2,647,120 million gallons (8 acre feet) of water savings.*



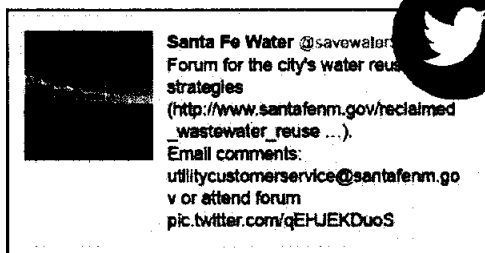
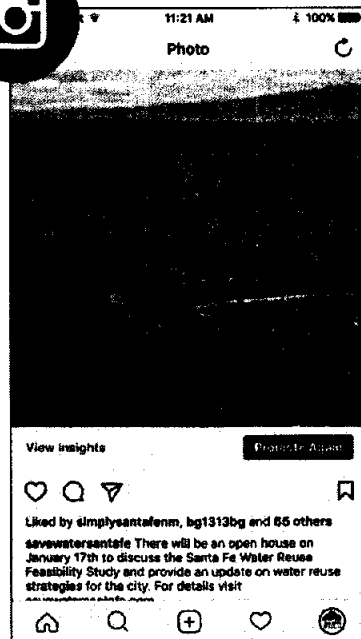
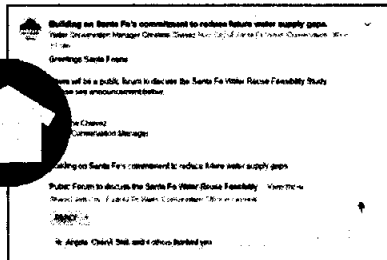
The Santa Fe Water Conservation Office offers rebates for the purchase of a rain barrel or cistern. For details call 505.955.4225 or visit [www.savewatersantafe.com](http://www.savewatersantafe.com)



**Saving Water is Always in Season**  
Santa Fe Water Conservation Office  
(505) 955-4225 • [www.savewatersantafe.com](http://www.savewatersantafe.com)



## 8. Water Reuse Feasibility Study - Public Forum






**Public Forum**

**Date:**  
Tuesday, January 17th

**Time:**  
4:30 PM - 6:30 PM

**Location:**  
Genoviva Chavez Community Center (3221 Rodeo Road)

**Refreshments will be served**

Building on Santa Fe's commitment to reduce future water supply gaps, the City of Santa Fe, Santa Fe County, and the Bureau of Reclamation are conducting a public forum to discuss the Santa Fe Water Reuse Feasibility Study. The public forum will be held on Tuesday, January 17th, 2017, at 4:30 PM - 6:30 PM at the Genoviva Chavez Community Center (3221 Rodeo Road). Refreshments will be served. For more information, visit [www.santafefm.gov](http://www.santafefm.gov) or call 505.833.1234.

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

**NUMBER OF ATTENDEES:**  
63

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

## 9. Website Revision

www.savewatersantafe.com

### Rebates

You pay for every drop of water that flows through your meter so take advantage of our rebates that help you save both water AND money.

Download the Customer Rebate Application and start saving today!

#### Residential Customer Application

Residential customers are encouraged to replace old models with new efficient ones to receive a rebate. Qualifying items include:

- Clothes washers (see EnergyStar certified and Consortium for Energy Efficiency Tiers 2 and 3 machines for qualifying models)
- Toilets which are WaterSense labeled: 1.28 gallon per flush (gpf) and 0.88 gpf models
- Rain barrels

#### Commercial Rebates Application

Commercial water customers can also take advantage of our rebate program after replacing the following qualifying items:

- Toilets, including WaterSense labeled or MaP tested 1.28 gpf and 1.0 gpf models.
- Point flush (0.125 gpf) and water free urinals.
- Custom Retrofit Projects. Please note that custom retrofit projects require pre-approval before installation to qualify for the rebate. Contact our office at 955-4225 to schedule a meeting.

#### HOA & Condo Residents

If you receive City water but don't have an account in your name because your Home Owners Association's or Condo Board's water is master metered, contact your HOA or Condo Board to find out if they have met requirements to participate in the rebate program.

#### Appliances

Appliances that are Energy Star certified and Consortium for Energy Efficiency Tiers 2 and 3 machines for qualifying models.

#### Toilets

High Efficiency Toilets (HET)

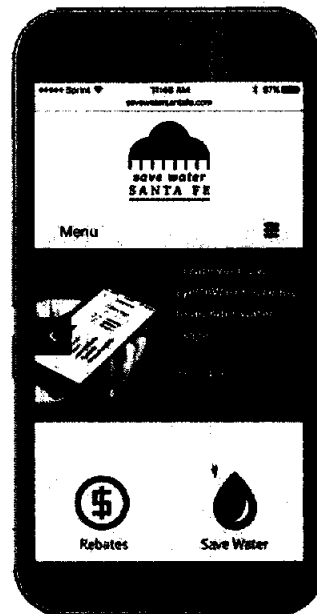
#### Washing Machines

Does your model qualify?

#### Energy & Water

PHM Rebate Program

Pageviews: 13,791



Social Media Integration

Mobile Friendly

Easy to Navigate

## Web Analytics

July 1, 2016 through March 1, 2017

### Traffic Sources:

- Direct - 2078 page views
- Organic Search - 1323 page views
- Referral - 500 pageviews

- santafenewmexican.com - 17%
- santafenm.gov - 16%
- Facebook - 10%

### Top Performing Pages and/or Posts:

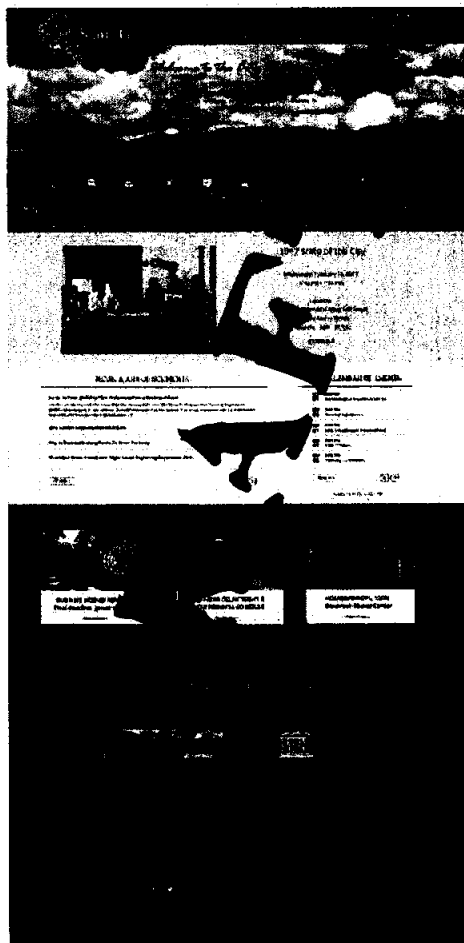
- Rebates
- Children's Poster Contest Winner
- EyeOnWater



## Website Revision Cont'd

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[www.santafenm.gov/public\\_utilities](http://www.santafenm.gov/public_utilities)



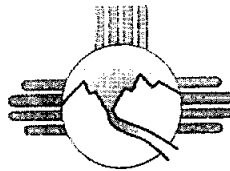
Sunday, June 4			
9:00 - 4:00		Attendee Registration/Expo Hall Opens	
9:00 - 9:15		Intro	
11:00 - 11:45	<u>"Food, Energy, Water Nexus"</u> Presenter: Amanda Hatherly	<u>"Passive Rainwater Systems"</u> Presenter: Jeremiah Kidd	<u>"Santa Fe Green Building Code Update"</u> Presenters: Katherine Mortimer & Kim Shanahan
12:15 - 1:00	<u>"Conserving Water Through Soils"</u> Presenter: Aaron Kaufman	<u>"Active Rainwater Systems"</u> Presenter: Reese Baker	<u>"WERS": What is it &amp; How Can it Drive Water Conservation?"</u> Presenter: Mike Collignon
1:30 - 2:15	<u>"Plants for a Changing Climate"</u> Presenter: Tracy Neal	<u>"Greywater System Basics"</u> Presenter: Bob Drew	<u>"Water Rights in Northern NM"</u> Presenter: Kyle Harwood
2:45 - 3:30	<u>"Drip Irrigation Basics"</u> Presenter: Kelley Nace		<u>"Aamodt Settlement Agreement"</u> Presenter: Sandra Elv
0			
4:00 - 5:00		Expo Hall Closes (Breakdown for 1-day exhibitors)	
5:30 - 6:30		Mayor's Reception at Drury	
Monday, June 5			
7:30 - 8:15		Registration/Check-In/Continental Breakfast	
8:15 - 8:30		Conference Welcome	
8:30 - 9:30		Opening Keynote Ed Mazria	
Tracks	Builders, Developers & Architects	Water Professionals	Policy
9:45-11:15	<u>Panel: "Why Water Conservation"</u> Presenters: Faren Dancer, Kathy Hollan, TBD	<u>Panel: Next Generation Water Professions</u> Presenters: Neal Shapiro, Christine Chavez, Regina Hirsch	<u>Panel: "Regulatory &amp; Technical Barriers to Adoption of Water Reuse"</u> Presenters: Peter Ives - Moderator (J.T. Baca or OSE), Katherine Mortimer, Bob Drew
11:25-12:15	<u>"WaterSense for New Homes: Why Certify?"</u> Presenter: Jonah Schein	<u>Incremental Water Efficiency</u> Presenter: Tom Hicks	<u>"Lessons Learned from the Aamodt Regional Settlement"</u> Panel: Sandra Elv and Kyle Harwood
12:30 - 1:30			
Networking Lunch			
1:45 - 2:35	<u>"Rainwater: Inside &amp; Out"</u> Presenter: Doug Pushard, Charlee Myers	<u>"Deep Dive into WERS"</u> Presenters: Laureen Blissard and David Dunlap (?)	<u>Land Use and Water Conservation: Kevin Reidy</u>
2:45 - 3:35	<u>Case Study: Sterling Ranch</u> Presenter:	<u>"WaterSense at 10: The Past, Present &amp; Future"</u> Presenter: Jonah Schein	<u>"Large Scale Water Conservation: Lessons Learned"</u> Presenter: Art Jensen
3:45 - 4:35	<u>"No Water, No Build"</u> Presenter: Doug Bennett	<u>Commercial Water Budgeting</u> Presenter: Justin Lyon	<u>Panel: "Stormwater as a Resource in Western States"</u> Presenters: Neal Shapiro, Melissa McDonald
4:35 - 4:40			
Logistical announcement about Reception & Film Screening after close of all tracks			
6:00 - 7:00			
Networking Event at TBD with Appetizers/Drinks			
7:00 - 8:00			
Film Screening - "Beyond the Mirage" at TBD			

Exhibit G

Tuesday, June 6

7:30 - 8:30	Registration/Check-In/Continental Breakfast
8:30 - 9:30	Keynote: Mary Ann Dickinson - Net Blue Ordinance

Tracks	Builders & Designers	Water Professionals	Influencers
9:45-11:00	Panel: "Integrated Design Process for Water" Presenters: David Dando, TBD	Panel: "Prescriptive vs. Performance-Based Water Conservation" Presenters: Mike Collignon, Doug Bennett	Panel: "Making Regional Water Groups Work" Presenters: Sen. Wirth - Moderator Liz Stefanics, Peter Ives, Anna Hamilton
11:15-12:05	"Case Study: Low Impact Development" Presenter: Regina and Trathen	"Basic Plant Identification - Tips & Tricks" Presenter: Dr. Rolston St. Hilaire	"Case Study: Santa Fe's Adoption of WERS" Presenters: Katherine Mortimer & David Dunlap
12:15 - 1:15	Networking Lunch		
1:30 - 2:20	Water Efficiency in a Single Family Residence	"Stormwater Analysis with WERS" Presenter: Doug Pushard	"Water Leak Detection without AMI" Presenter: Claudia Borchert
2:30 - 3:20	"Saving Water, One Acre Foot at a Time"	"WERS: Today & Tomorrow" Presenters: Laureen Blissard & Mike Collignon	
3:00	Expo Hall Closes (Breakdown for 3-day exhibitors)		
3:30 - 5:00		Closing Panel Panel: Mike Collignon, Lisa B. Kim, TBD	



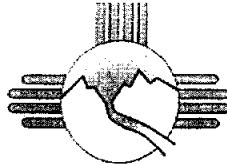
## Next Generation Water Summit

June 4-6, 2017

Santa Fe Community Convention Center

<b>Patron Sponsor \$7,500</b> Complimentary registration for 2 employees Corner booth 10% discount on 2 or more booths 1/4 page, 4-color ad in Summit program Logo included on all marketing materials Banner ad, logo & live link on Summit app & website Film screening tickets for all registered company attendees	<b>Major Sponsor \$5,000</b> Complimentary registration for 1 employee Inline booth 5% discount on 2 or more booths 1/8 page, 4-color ad in Summit program Logo included on all marketing materials Banner ad, logo & live link on Summit app & website Film screening tickets for all registered company attendees
<b>Sustaining Sponsor \$3,000</b> Inline booth Logo on Summit website, program & banner Promotional material included in attendee bag	<b>Supporting Sponsor \$1,500</b> Inline booth Business name included on Summit website, program Promotional material included in attendee bag
<b>Breakfast Sponsor \$1,000</b> Monday or Tuesday Company name listed in program Signage near the food tables Verbal recognition after meal concludes Promotional material included in attendee bag	<b>Lunch Sponsor \$2,500</b> Monday or Tuesday Company name listed in program Signage near the food tables Verbal recognition after meal concludes Promotional material included in attendee bag
<b>Keynote Sponsor \$2,000</b> Monday or Tuesday Verbal recognition before & after speaker Signage on stage Promotional material included in attendee bag	<b>Mayor's Reception Sponsor \$1,500</b> Sunday evening Verbal recognition before & after speaker Signage at entry to event Promotional material included in attendee bag
<b>Film Screening Sponsor \$2,000</b> Monday night Verbal recognition before & after film Signage inside entry to event Promotional material included in attendee bag	<b>Educational Track Sponsor \$1,500</b> Builders & Designers, Water Professionals or Influencers Signage in respective breakout room
<b>Networking Table Sponsor \$500</b> Monday & Tuesday lunch Logo displayed on table sign One reserved seat for company representative	<b>Pre-Summit Course Sponsor \$750</b> WERS Verifier, QWEL, ARCSA AP, or Greywater Signage outside of classroom
<b>Cloth Bag Sponsor \$1,500</b> Distributed to all attendees	





## Next Generation Water Summit

June 4-6, 2017

Santa Fe Community Convention Center

Program Back Cover \$1,500 Exclusive Sponsorship Full page, 4-color ad	Program Inside Front Cover \$1,000 Exclusive Sponsorship Full page, 4-color ad
Program Inside Back Cover \$1,000 Exclusive Sponsorship Full page, 4-color ad	Program Ad \$500 Quarter page, 4-color ad

### Next Generation Water Summit Sponsorship Terms & Conditions:

- Sponsorship logos must be submitted as a digital image (.jpg, .tif, etc.).
- Sponsorships must be paid in full at the time of commitment, and before May 1, 2017.
- Sponsorship requests received after May 1, 2017 will be accepted, but sponsors cannot be guaranteed space in printed materials.
- Acceptable forms of payment include check, money order, or credit card made payable to Santa Fe Green Chamber of Commerce (SFGCC).
- Sponsorship does not imply endorsement from other sponsors or Summit organizers.

If you are interested in sponsoring the 2017 Next Generation Water Summit, please contact Mike Collignon at [info@greenbuildercoalition.org](mailto:info@greenbuildercoalition.org) or Glenn Schiffbauer at [glenn@nmgreenchamber.com](mailto:glenn@nmgreenchamber.com).

Corner Booth \$599 10'x10' Option: Green Expo-only plus SFGCC membership OR 3-day booth	Inline Booth \$499 10'x10' Option: Green Expo-only plus SFGCC membership OR 3-day booth
All Booths Include: Exhibit-only registration, Pipe & drape, 6' table, 2 chairs, Meals for 1 (3-day exhibitors only), Wi-Fi access	
Electricity: \$50/booth	
Booth Specials: 3 or more booths - 10% off Full payment by March 31, 2017 - 10% off	