



A joint regional project of the City of Santa Fe and Santa Fe County to build a reliable and sustainable water supply.

Memorandum

Date: June 2, 2016
To: BDD Board of Directors
From: Bernardine R. Padilla *[Signature]*
Subject: BDD Public Relations Update

ITEM AND ISSUE: Update on BDD public relations and marketing efforts and educational opportunities

BACKGROUND AND SUMMARY:

This public relations and outreach report shows events, tours, education and outreach from July 2015 to June 2016.

Key Events included:

- ◆ 400 students, industry professionals and/or community members toured BDD
- ◆ 9 School Tours - Elementary, Junior High and College level
- ◆ 17 Industry Professionals Tours
- ◆ 4 Community Member Tours
- ◆ 8 Community Outreach opportunities – Kid's Fiesta, Century Bike Ride, SWAAN, community events
- ◆ 7 Staff Educational growth opportunities
- ◆ BDD initiated Social Media outreach with Twitter, Face Book, and updated website, and more integrated partnership on social media with SF Water Conservation department.





BDD Public Relations Marketing Events & Educational Opportunities

FY 2015 - 2016

July 2015

Colorado College: BDD Plant Tour
SF Community College: Steve Hansen and SFCC Water Treatment class tour
SF Water Conservation: Tour for Water Conservation Interns and new staff by Rick Carpenter
BDD Site Tour: Chuck provided a tour to David Silver

August

Los Lunas WTP staff: Charles Owens, Los Lunas staff - BDD Best Practices insight tour
BDD Education/Tour: Biofiltration lecture to BDD staff by Chance Lauderdale from HDR + Tour

September

SF County Water Staff: SF County BDD plant tour & presentation
BDD Training Evals: BDD Staff individual training evaluations with Steve Hoffman, EMA-Inc.
Turkistan Group: Council on International Relations-Turkistan group BDD water treatment tour
Las Campanas: Las Campanas Board & Staff tour
SWAAN Park Event: BDD booth water activities, information & giveaways; large turn out
Carollo Tour: Carollo Engineers tour of BDD diversion & plant for Re-Use water assessment with SF Conservation group
SF Kids Water Fiesta: Two day kids' education & learning experiment through SF Conservation
Basic Excel Training: Chuck instructed Excel class for BDD operators and Santa Fe staff

October

Rocky Mountain AWWA: RMSAWWA Supervisory Leadership Program - BDD Host 2 day Conference
Rocky Mountain AWWA: Class Tour of BDDRWTP
Innovation Academy: Private School Student Tour and water treatment presentation at BDD
Bureau of Reclamation: Tour for Farmington, Denver area BOR engineers
Highlands Las Vegas CC: Students tour of BDD plant then Canyon Rd. Watershed tour Bill Schneider
The SF Reporter Tour: Tour for Elizabeth Miller of SF Reporter
Leadership Training: Chuck participated in the City's Leadership training Oct.-May

November

Auditor's tour: Liza Kerr & SF City Audit Committee tour
Paragon Electric: Alan Parker of Paragon to give electric usage assessment opportunity
Explore Media: Story boarding meeting on narrated and virtual tour updates
Canyon Road WTP: Canyon Road WTP and Watershed tour with Audit Committee
Lightening Wood Prod.: David Aubrey BDD scenes archive film footage selection of Espanola Basin video

December





- SF Community College:** Steve Hansen and SFCC Water Treatment class tour
The SF Reporter Tour: Elizabeth Miller SF Reporter Tour
Water Bottle Promo: BDD donated 60 water bottles for the Genoveva Chavez Basketball tourney

January

- SF Girls School Tour:** SF Girls School 8th gr. Tour, Chemistry lab with Danny Carter, Lab Specialist
Carollo Reuse Meeting: Carollo Engineers presentation on Reuse Water Basis for Screening
BDD Board Citizen: BDD Board Citizen Candidate interviews and selection
NM Water Association Annual School: Chuck attended school and taught Advance Water Treatment Course Jan 25-28

February

- PR Event:** BDD featured on KSWV 810 AM radio
SF Indian School Tour: Tour and experiment coordinated by RiverSource for RWLS, river
HOA Lecture: Chuck gave a presentation to his Loma Encantado HOA on BDD

March

- BDD Citizen Board Tour:** Tour and presentation on BDD Project history for new Citizen members
SF Indian School Tour: Tour and experiment with RiverSource at RWLS, diversion
Reuse Feasibility workshop: Reuse alternatives criteria discussion with Carollo Engineers
BDD Board Orientation: Presentation and orientation for City Board Members
SF High School Tour: Capital High School R. Burgess Environmental Science class, WWTP/BDD full day tours and lab activity
Utilities Calculations: Chuck instructed BDD, City, County staff Utilities Calculations course weekly in March

April

- SF City Customer Service Training:** Training refresher on good public relations training technique
BDD Staff Leadership: Two day Leadership Training for BDD staff

May

- CommUnity Days:** BDD staffed booth on plaza with water activities, water treatment information
NMWWA Northern School: BDD tour
Century Bike Ride: SF City and BDD provided 2- 500 gal. water trailer tanks at bike ride 100 mile ride for 3000 riders & volunteers.

June

- Erfan Hakimian of PNM:** Tour of BDD to assess facilities' electric usage
WESTCAS Conference: Western Conference on Arid States lecture presentation by Randy Sugrue. BDD will provide water at conference, as promo marketing opportunity. BDD Tour for participants: 50-60 attendees end of conference.
Chama Peak Alliance Tour: Full day tour of Canyon Road Treatment plant, Watershed and BDD diversion and plant.

