

# 2025 Scorecard

City of Santa Fe Water Conservation Office



## Summary

The mission of the Santa Fe Water Division is to provide a safe, reliable, and resilient water supply to meet Santa Fe's needs. The City's 2025 water conservation program activities will **help to ensure water supply resiliency by continuing to build upon the City's existing water conservation program**. The City is using science and technology based tools, as well as education and outreach, to support our mission and goals.

The Water Conservation Office's **2025 efforts will focus on education and outreach, customer service, partnerships and pilot projects, and program management**. City water conservation staff are working to **align their efforts with Water 2100, Santa Fe's current long-range water supply planning effort**, and are expanding the **outdoor water conservation efforts to reduce consumptive use**.

The following outlines the water conservation program activities planned for 2025. The City's water conservation plan will be updated in 2026.



## GOAL 1: Education, Outreach, & Communication

- Provide K-12 educational programming using Project WET approved hands-on, science-based water education resources in partnership with the Santa Fe Watershed Association.
- Sponsor and participate in the planning and execution of the Next Generation Water Summit (NGWS) to provide adult education around water issues, provide resources and training.
- Develop a series of WaterSmart mini-training sessions that customers may take for rebate credit. Topics may include leak identification with EyeOnWater, tree planting and maintenance, planting recommendations, and efficient irrigation.
- Participate in and support local events such as Earth Day, Arbor Day, and other City sponsored and community events.
- Conduct public input sessions on the City's Water Resources Indicator and public policy responses.
- Conduct a customer survey to obtain baseline data on water conservation approaches as they relate to the Santa Fe Water 2100 long-range water supply plan, and support the plan's public input sessions.

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## GOAL 2: Customer Service

- Implement changes to the existing rebate program to emphasize rebates for outdoor conservation.
- Develop conservation targets for and in collaboration with top commercial customers.
- Implement the ConserveTrack water conservation platform to automate the rebate program and customer leak detection program, increase enforcement, and track water conservation programming.
- Increase water conservation measure enforcement.

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## GOAL 3: Partnerships & Pilot Projects

- Implement direct install programs in collaboration with two multi-family housing affordable housing properties.
- Continue work on neighborhood pilot programs that will focus on outdoor irrigation efficiency and public education approaches.
- Work on the accounting of water efficiency rating score (WERS) and Green Building code connections.
- Continue working with the Parks and Open Space Division on efficient irrigation improvements.
- Continue working with the River and Watershed section of the Parks and Open Space Division on the West Alameda Corridor project utilizing rainwater capture rebates and property assessments.
- Continue working to align the water conservation office's programs with Water 2100, the City's long-range water supply planning effort.
- Continue with the partnership with Tourism Santa Fe on marketing focused on tourists.
- Work to align the water conservation office's programs with the Sustainable Santa Fe 25-Year Plan which commits to carbon neutrality and sustainability planning.

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## GOAL 4: Program Management

- Maintain the Water Conservation and Water Division building demonstration gardens.
- Build enforcement officer responsibilities into the current education position.
- Utilize technical tools to inform conservation targets (e.g., EyeOnWater, Water Resources Indicator, dashboards, and STEWaRDS model).
- Implement a \$ spent/gallon saved metric for programs in the scorecard, where possible.
- Fill vacancies on the Water Conservation Committee in a timely manner and perform other administrative liaison responsibilities.
- Provide supervisor feedback surveys to staff, and issue annual professional development forms with each mid-year review.

# Water Conservation Committee Activities 2025

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- Review and approve the 2025 water conservation scorecard.
- Assist in finalizing the public policy response for the Water Resources Indicator.
- Provide feedback on new water conservation program enforcement materials.
- Provide feedback on new outdoor water conservation programming and rebates.
- Provide feedback on new WaterSmart mini-training sessions to be developed for customers.
- Provide feedback on new commercial customer outreach methods.
- Engage in the Water 2100 public input sessions.
- Assist in recruiting and interviewing new Water Conservation Committee members.