



AGENDA

WATER CONSERVATION
COMMITTEE
DECEMBER 08, 2020
4:00 PM
ATTEND VIRTUALLY

SPECIAL PROCEDURES FOR WATER CONSERVATION COMMITTEE MEETING

Attendance: In response to the State's declaration of a Public Health Emergency, the Mayor's Proclamation of Emergency, and the ban on public gatherings of more than five (5) people, the Water Conservation Committee meeting will be conducted virtually.

Viewing: Members of the public may join the Zoom meeting by internet or phone, as follows:

Internet: To join the Zoom meeting on the internet using a computer, laptop, smartphone, or tablet, use the following link: <https://santafenm-gov.zoom.us/j/95233705425?pwd=eDBjb0dEWG53ZzNjMXRpb2JPU2pHZz09>

Passcode: 218604

Attendees should use the "Raise Hand" function to be recognized by the Chair to speak at the appropriate time.

Phone: To join the Zoom meeting using a phone, use the following phone numbers and Webinar ID: **US: 1 (346) 248-7799 - Webinar ID: 952 3370 5425 - Passcode: 218604**

Phone attendees should press *9 to use the "Raise Hand" function to be recognized by the Chair to speak at the appropriate time.

The agenda and packet for the meeting will be posted at <https://santafe.primegov.com/public/portal>.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. Regular Meeting – October 13, 2020
5. **INFORMATIONAL ITEMS**



AGENDA

WATER CONSERVATION
COMMITTEE
DECEMBER 08, 2020
4:00 PM
ATTEND VIRTUALLY

- a. Update on New Billing System (Nancy Jimenez, Utility Billing Division Director, nljimenez@santafenm.gov, 955-4364)
- b. Discussion on 2021 Scorecard (Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)
- c. Committee Discussion on GPCD Goals for the Water Division Scorecard (Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)

6. ACTION ITEMS

- a. APPROVAL OF 2021 MEETING CALENDAR (Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)
- b. APPROVAL OF 2020 SCORECARD (Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)

7. SUBCOMMITTEE COMMUNICATIONS

- a. Water Conservation Scorecard Subcommittee – (Beth Kirby, Stephen Schmelling, Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)

8. MATTERS FROM THE PUBLIC

9. MATTERS FROM STAFF

10. MATTERS FROM THE COMMITTEE

11. NEXT MEETING: Tuesday, January 12, 2021

12. ADJOURN

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6521, five (5) working days prior to meeting date.



MINUTES

WATER CONSERVATION
COMMITTEE
OCTOBER 13, 2020
4:00 PM
VIRTUAL MEETING

1. **CALL TO ORDER**

2. **ROLL CALL**

Members Present:

Councilor Carol Romero-Wirth
Member Bob Coombe
Member Beth Kirby
Member Jerry Jacobi
Member Ken Kirk
Member Matthew O'Reilly
Member Peggy Wright
Member Scott Bunton
Member Stephen Schmelling

Members Excused:

Member DeAnda Hay
Member Reese Baker

Others Attending:

Christine Chavez, Water Conservation Manager
Jesse Guillen, Legislative Liaison
Andrew Erdmann, Attendee
Jesse Roach, Attendee
Mario Torres, Attendee
Robert Wood, Attendee
Ramon Coriz, Attendee

3. **APPROVAL OF AGENDA**

MOTION: Member O'Reilly moved, seconded by Member Coombe, to approve the agenda as presented.



MINUTES

WATER CONSERVATION
COMMITTEE
OCTOBER 13, 2020
4:00 PM
VIRTUAL MEETING

VOTE: The motion was approved on the following Roll Call vote:

For: Councilor Romero-Wirth, Member Coombe, Member Kirby, Member Jacobi, Member Kirk, Member O'Reilly, Member Wright, Member Bunton, Member Schmelling

Against: None

4. APPROVAL OF MINUTES

- a. Regular Meeting – March 10, 2020

MOTION: Member O'Reilly moved, seconded by Member Coombe, to approve the minutes as presented.

VOTE: The motion was approved on the following Roll Call vote:

For: Councilor Romero-Wirth, Member Coombe, Member Kirby, Member Jacobi, Member Kirk, Member O'Reilly, Member Wright, Member Bunton, Member Schmelling

Against: None

5. INFORMATIONAL ITEMS

- a. Annual Water Report (Andres Erdmann, Water Conservation Specialist Senior, paerdmann@santafenm.gov, 955-4223)
- b. 5-Year Water Resources Planning Effort (Jesse Roach, Water Division Director, jdroach@santafenm.gov, 955-4309)
- c. Discussion on Water Conservation Committee Work for the Remainder of the Year (Councilor Carol Romero Wirth)



MINUTES

WATER CONSERVATION
COMMITTEE
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VIRTUAL MEETING

Committee will decide on subcommittee ideas and send to Christine.
Peggy offered to look at native plant selection in winter.

6. SUBCOMMITTEE COMMUNICATIONS

- a. Spatial Analysis Subcommittee – Use of GIS Mapping to Evaluate Water Conservation Programs and Survey 123. (Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4209)

Andrew will look into billing data/ badger relationships with Survey 123 and bring back an update in December.

- b. Scorecard Subcommittee – July Public Input Process and Development of 2021 Scorecard (Christine Chavez)

7. MATTERS FROM THE PUBLIC

8. MATTERS FROM STAFF

Staff will work with City Clerk to resolve term limit issues.

9. MATTERS FROM THE COMMITTEE

November meeting canceled. Committee will meet again on 12/8. Staff will discuss opportunities to work with the County and bring back for discussion in December.

10. NEXT MEETING:

11. ADJOURN

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6521, five (5) working days prior to meeting date.



MINUTES

WATER CONSERVATION
COMMITTEE
OCTOBER 13, 2020
4:00 PM
VIRTUAL MEETING

Christine Y. Chavez

Christine Y. Chavez (Dec 2, 2020 15:27 MST)

Liaison

Carol Romero-Wirth

Carol Romero-Wirth (Dec 3, 2020 11:19 MST)

Chair

citi2021 Water Conservation Scorecard							
Program	Performance Indicators	Public input alignment / 5 year plan targets	Q1 targets	Progress			
				None	Some	Significant	Complete
Goal 1: Education, Outreach, & Communication							
Passport Program	<ul style="list-style-type: none"> • Build out virtual formats for each Passport section; BDD, Water Fiesta, Recycling, Water Energy Nexus, WWTP • Survey past passport teachers on recommendations • Work with other City departments to distribute passport education material 						
Passport Program Expansion	<ul style="list-style-type: none"> • Virtual 5th grade component in alignment with the “My Water My Watershed” Program • Pilot 6th grade virtual component with small group of classes • Evaluate opportunities for virtual Middle School/High School Expansion 						

<p>Adult Outreach</p>	<ul style="list-style-type: none"> • Identify groups such as HOA's, community clubs, community events that will provide education to more diverse groups • Align with Next Generation Water Summit to provide a community education event • Use of demonstration gardens for training/community engagement • Administer QWEL program 						
<p>Strategic Marketing Plan</p>	<ul style="list-style-type: none"> • Create quarterly plans to support objectives of the water conservation program related to marketing strategies • Quarterly reports on progress on all strategic briefs, including budget allocations, will be created • Marketing will be coordinated with other city PR strategies for better alignment • Develop staff capacity for website 						

	<p>maintenance and social media management.</p> <ul style="list-style-type: none"> • Work with social media partners to cross-promote conservation oriented materials. • Work on two bilingual translation projects with utility partners 						
Goal 2: Customer Service							
Social Equity	<ul style="list-style-type: none"> • Work with environmental services on social equity tool to research opportunities for low-income customer base • Utilize mapping tools to evaluate trends in recent rebate issuance • Seek partnerships and models for low-income plumbing and fixture assistance programs • Evaluate potential for large-scale city purchase of high efficiency appliances for distribution and installation at low income homes • Incorporate Triple Bottom Line (3BL) 						

	<p>accounting and reporting in presenting items to governing body</p> <ul style="list-style-type: none"> • Evaluate models for equity oriented pricing structures 						
<p>EyeOnWater Optimization</p>	<ul style="list-style-type: none"> • Market increased participation with EyeOnWater App with emphasis on threshold setting and alerts • Work with Beacon to develop incorporate Spanish language access and alerts into EyeOnWater • Utilize EyeOnWater as an educational tool for kids to track water use and understand complex data • Geographic analysis of customer data including water usage by tier, area / neighborhood, rebate utilization, lot size, irrigation practices, etc. • Work with legal to determine appropriate levels of aggregation of data to protect privacy 						

	<p>and allow for detailed evaluation of water use trends</p> <ul style="list-style-type: none"> • Build a citizen science program demonstrating use of EyeOnWater data in a household/business • Collect and document EyeOnWater success stories for website / social media • Outreach to all City staff living in Santa Fe re: EyeOnWater • Reach out to State Agencies and other large local employers to offer materials / training / meeting participation to promote EyeOnWater • Align EyeOnWater with current leak adjustment requirements • Utilize Beacon technology to support leak detection program and spatial analysis • Pursue training materials and courses from Beacon 						
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	<ul style="list-style-type: none"> • EyeOnWater workshops for internal and external users 						
Rebate Program	<ul style="list-style-type: none"> • Track program using Survey 123 • Spatial analysis of rebate distribution • Align opportunities with rebates given by PNM and NM Gas Co • Continue to examine Commercial Rebate Opportunities by sector • Align rebates with federal standards and industry changes • Evaluate potential additional value from infiltration and catchment systems re: stormwater management, tree planting potential, etc. • Evaluate water deposits into the waterbank from conservation potential or rebated appliances 						
Leak Detection	<ul style="list-style-type: none"> • Use Beacon training to work with customer service and T&D on updated leak detection program 						

	<ul style="list-style-type: none"> • Track EyeOnWater adoption rates for recipients of continuous flow letters • Spatial tracking of leak detection program and data tracking for amount of water saved • Use the leak detection process to identify continuous flow accounts and track in Beacon. • Evaluate continuous flow customer list and identify potential for water savings programming. 						
New Outdoor program	<ul style="list-style-type: none"> • Build out website component supporting new outdoor initiative • Showcase outdoor landscapes in line with program initiatives • Meet with stakeholder groups to assist with administrative procedures and fine schedule • Use spatial analysis tools for decision making related to enforcement and outdoor program 						

<p>Work with internal City departments on joint projects</p>	<ul style="list-style-type: none"> • Water Conservation messaging alignment with other city departments • Work with tourism on messaging for hotels/ restaurants. • Canopy Project • Bee's City, USA 						
<p>Goal 3: Partnerships & Pilot Projects</p>							
<p>Neighborhood Pilot Project</p>	<ul style="list-style-type: none"> • LID Pilot Project with Public Works • Review of rainwater harvesting rebate opportunities • Align the rebate structure with stormwater fees • Development of neighborhood education program with HOA of pilot neighborhood • Work on neighborhood Pilot Raingarden Project 						
<p>Organizational Collaborations</p>	<ul style="list-style-type: none"> • NM Water Conservation Alliance (NMWCA) • NM Gas • PNM • Santa Fe County • Santa Fe Green Chamber of Commerce 						

	<ul style="list-style-type: none"> • Santa Fe Watershed Association • Alliance for Water Efficiency • Santa Fe Public Schools • Lane Community College • WaterNow Alliance • KuelWater • Green Building Coalition 						
Cooling Tower Pilot	<ul style="list-style-type: none"> • Continue work with AWE to look at water savings potential with cooling towers and to look at potential rebate opportunities 						
Hotel Pilot	<ul style="list-style-type: none"> • Pursue grant opportunities to fund program • Form partnerships to support program • Develop training program at SFCC • Develop administrative procedures for commercial hotel rebates 						
Restaurant Pilot Project	<ul style="list-style-type: none"> • Continue Pilot with Uponor/Phyn • Continue to work with SFCC to train workforce to do restaurant audits 						

	<ul style="list-style-type: none"> • Continue with SFCC to develop online training in coordination with Lane Community College and the National Science Foundation grant • Work with Green Chamber of Commerce to coordinate work with restaurants • Work on a partner webinar for the website on the pilot • Develop administrative procedures for restaurant rebates 						
Goal 4: Program Management							
Human Resources	<ul style="list-style-type: none"> • Align with City protocols to hire a qualified diverse staff that includes different advertisement opportunities • Analyze staffing need for any vacancy and request to fill position within 1 month of vacancy. • Section Supervisor to develop and initiate annual PADPs for all 						

	<p>staff with a mid-year review.</p> <ul style="list-style-type: none"> • Develop annual survey of direct report staff's assessment of Section Supervisor. • Section Supervisor to participate in NM Edge Certified Public Manager Program and obtain 4+ credit hours/year. • PADP assessments with improved feedback from staff on program management • Training as defined on PADP • Work load alignment with individual programs • Increase capacity and efficiencies of employees working from home 						
Financial Resources & Budget	<ul style="list-style-type: none"> • Submit conservation budget by February 2021 • Track budget for each project/program for FY20/21 • Apply for grants to support pilot projects 						

	<ul style="list-style-type: none"> • Process invoices within 1.5 week of receipt. 						
Organizational Development	<ul style="list-style-type: none"> • License/certifications to be maintained: • Certified Landscape Irrigation Auditor (<i>e.g. 20 CEU's every 2 years</i>) • Qualified Water Efficient Landscaper (<i>e.g. 10 CEUs/year or 30 CEU/3-year renewal cycle</i>). • Home Energy Auditor (<i>e.g. 24 CEUs/year</i>). • Graywater • Restaurant Auditor Certification • WERS Professional • Hotel Auditor Certification • Draft formal onboarding process. • Review with staff and recommend approval from Division Director, job related training identified in staff PADP. • Develop Section-wide annual general training plan based on programs utilized by the Section (<i>e.g. GIS,</i> 						

	<p>MS Office – Outlook, Word, Excel, Adobe Acrobat, PowerPoint, AutoCAD, InfoWater, Power BI, etc.).</p> <ul style="list-style-type: none"> • Develop individual trainings to support functions of the Section (e.g. Project Manager, SCADA, etc.) and incorporated into individual PADP’s. • Staff cross-trained on all programs • Staff certified as relevant to program (QWEL, WERS, CLIA, ARCSA, Backflow, etc.) • <i>Develop, implement and transition 100% of Water Conservation Section electronic files to new Water Division electronic file structure.</i> • Create a SOP document for all programming – rebate analysis, enforcement, leak detection, demonstration garden plant identification and 						
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	<p>irrigation system layout</p> <ul style="list-style-type: none"> • Ongoing training in Spanish language esp in regard to rebates, water treatment, etc. 						
Facility Management	<ul style="list-style-type: none"> • Maintenance of demonstration gardens at WCO and San Mateo including weeding, irrigation system repair, pruning, and plant care • Building maintenance and security • Installation of security barrier for water conservation office 						
Water Conservation Committee	<ul style="list-style-type: none"> • Water Conservation Manager to be liaison to Water Conservation Committee • Coordinate committee and subcommittee work with WCO • Assist with joint city/county work as it relates to water conservation • Develop recommendations for a drought emergency response plan 						

	<p>including triggers and measures</p> <ul style="list-style-type: none"> • Develop recommendations for pricing structures • Evaluate utilization of WCC as oversight committee for CSFW proposals 						
Reporting & Accountability	<ul style="list-style-type: none"> • Quarterly update to PWPUC against section scorecard • End of FY reports to Stormwater division as it relates to MS4 permit • End of FY reports to Sustainability department as it relates to goals in the sustainability plan • Public input gathered in July of 2021 with public meetings and website to develop 2022 scorecard • Review and update Water Conservation Section on City website on a quarterly basis to verify accuracy of presented information. 						

	<ul style="list-style-type: none"> • Align Save Water Santa Fe website with Water Division Updates • Section Supervisor to encourage and support staff to present at conferences and community events. • Respond to emails and phone calls within 24-hours. • Utilize Outlook "Out of Office" tool when not working during the work week. 						
Integration with Water Resources	<ul style="list-style-type: none"> • Annual Water report • AWWA non-revenue water audit • GPCD analysis • Attend expanded Water Division monthly meeting and April "What's Up at Water" update webinar to community. • Section Supervisor to attend weekly Water Division Staff Meeting and weekly Water Operations Meeting. • Attend weekly Water Conservation Section Staff Meeting where 						

	<p>the weekly Water Division Staff Meeting notes and weekly Water Operations Meeting notes will be shared by the Section Supervisor.</p> <ul style="list-style-type: none"> • Contribute to monthly water division update newsletter with section updates 						
Safety	<ul style="list-style-type: none"> • Develop and implement an annual safety plan and perform 12 monthly safety trainings on relevant topics for the Section per year. • Provide a safe workplace with zero (0) lost work hours/year due to on the job injuries. • Maintain compliance with COVID safety regulations from state and city 						

2021 US Weekly Calendar.

Calendar starts with Monday.

Calendar	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Dec 2020	28 <small>Week No 53</small> Caption	29	30 Packet	31	1 <small>New Year's Day</small>	2	3
	4 <small>Week No 2</small>	5	6	7	8	9	10
Jan 2021	11 <small>Week No 3</small>	12 WCC Meeting	13	14	15	16	17
	18 <small>Martin Luther King</small>	19	20 <small>Inauguration Day</small>	21	22	23	24
	25 <small>Week No 5</small> Caption	26	27 Packet	28	29	30	31
Feb 2021	1 <small>Week No 6</small>	2 <small>Groundhog Day</small>	3	4	5	6	7 <small>Super Bowl</small>
	8 <small>Week No 7</small>	9 WCC Meeting	10	11	12	13	14 <small>Valentine's</small>
	15 <small>Presidents Day</small>	16	17 <small>Ash Wednesday</small>	18	19	20	21
	22 <small>Week No 9</small> Caption	23	24 Packet	25	26	27	28
Mar 2021	1 <small>Week No 10</small>	2	3	4	5	6	7
	8 <small>Int'l. Women's Day</small>	9 WCC Meeting	10	11	12	13	14 <small>Daylight Savings</small>
	15 <small>Week No 12</small>	16	17 <small>Saint Patrick's</small>	18	19	20 <small>Start Spring</small>	21
	22 <small>Week No 13</small>	23	24	25	26	27 <small>Earth Hour</small>	28
	29 <small>Week No 14</small> Caption	30	31 Packet	1 <small>Holy Thursday</small>	2 <small>Good Friday</small>	3	4 <small>Easter</small>

Calendar	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Apr 2021	5 Week No 15	6	7	8	9	10	11
	12 Week No 16	13 WCC Meeting	14	15 Tax Day	16	17	18
	19 Week No 17	20	21 Admin Prof. day	22 Earth Day	23	24	25
	26 Week No 18 Caption	27	28 Packet	29	30 Arbor Day	1	2
May 2021	3 Week No 19	4	5 Cinco De Mayo	6	7	8	9 Mother's Day
	10 Week No 20	11 WCC Meeting	12	13	14	15 Armed Forces Day	16
	17 Week No 21	18	19	20	21	22	23
	24 Caption	25	26 Packet	27	28	29	30
	31 Memorial Day	1	2	3	4	5	6
Jun 2021	7 Week No 24	8 WCC Meeting	9	10	11	12	13
	14 Flag Day	15	16	17	18	19	20 Start of Summer
	21 Week No 26	22	23	24	25	26	27
	28 Week No 27 Caption	29	30 Packet	1	2	3	4 Indep. Day
Jul 2021	5 Week No 28	6	7	8	9	10	11
	12 Week No 29	13 WCC Meeting	14	15	16	17	18
	19 Week No 30	20	21	22	23	24	25

Calendar	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	26 Week No 31 Caption	27	28 Packet	29	30	31	1
Aug 2021	2 Week No 32	3	4	5	6	7	8
	9 Week No 33	10 WCC Meeting	11	12	13	14	15
	16 Week No 34	17	18	19	20	21	22
	23 Week No 35	24	25	26	27	28	29
	30 Week No 36 Caption	31	1 Packet	2	3	4	5
Sep 2021	6 Labor Day	7	8	9	10	11 Patriot Day	12
	13 Week No 38	14 WCC Meeting	15	16	17	18	19
	20 Week No 39	21	22 Start of Fall	23	24	25	26
	27 Week No 40 Caption	28	29 Packet	30	1	2	3
Oct 2021	4 Week No 41	5	6	7	8	9	10
	11 Indegenious People's	12 WCC Meeting	13	14	15	16	17
	18 Week No 43	19	20	21	22	23	24
	25 Week No 44 Caption	26	27 Packet	28	29	30	31 Halloween
	1 Week No 45	2 Election Day	3	4	5	6	7 Daylight Saving
	8 Week No 46	9	10	11 Veterans Day	12	13	14

Calendar	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Nov 2021		WCC Meeting					
	15 Week No 47	16	17	18	19	20	21
	22 Week No 48	23	24	25 Thanksgiving Day	26	27	28
	29 Week No 49 Caption	30	1 Packet	2	3	4	5
Dec 2021	6 Week No 50	7	8	9	10	11	12
	13 Week No 51	14 WCC Meeting	15	16	17	18	19
	20 Week No 52	21 Start of Winter	22	23	24	25 Christmas	26
	27 Week No 53	28	29	30	31	1 New Year's Day	2

More Calendars from WinCalendar: [Word Calendar](#) [Excel Calendar](#) [Online Calendar](#)

2020 Scorecard									
Program	Performance Indicators	Q1	Q2	Q3	Q4	Performance Indicators			
						None	Some	Significant	Complete
Goal:: Education, Outreach & Communication									
Passport Program	<ul style="list-style-type: none"> Improved Feedback Mechanism Incorporate 2019-2020 Lessons Learned into Revisions for 2020-2021 Correlate Materials with Next Generation Science Standards & Common Core Virtual Tour of passport program on website 	<ul style="list-style-type: none"> Trained Sustainability Staff in educational modules for recycling and water-energy nexus Assisted in the completion of recycling, water-energy nexus & watershed tours Collected feedback from teachers at each event 	<ul style="list-style-type: none"> Recorded presentations typically given during watershed tours-not completed Began working on developing website-based presentations to continue educational component Last component of passport program – WWTP tour was not completed, no assessments collected 	<ul style="list-style-type: none"> Attended EcoEd meetings to look for partnerships and alignment with other virtual program developments 	<ul style="list-style-type: none"> Worked with BDD on virtual program ideas 			x	
Passport Program Expansion	<ul style="list-style-type: none"> 5th grade component in alignment with the “My Water My Watershed” Program Pilot 6th grade component with small group of classes Evaluate opportunities for Middle School/High School Expansion 	<ul style="list-style-type: none"> Conducted Meetings with Santa Fe High to evaluate expansion 	<ul style="list-style-type: none"> April tours for SFHS staff not completed due to COVID SFWA deliverable for 6th graders 	<ul style="list-style-type: none"> Assisted Santa Fe Watershed Association on education components filmed in watershed 		x			
Children’s Water Fiesta	<ul style="list-style-type: none"> Increase emphasis on the interconnection of the water issues presented Develop detailed presentations with High School student presenters Develop an explicit goal and vision for the 18th annual event Enhanced utilization and data collection for the value of peer to peer work 	<ul style="list-style-type: none"> Scheduled the Children’s Water Fiesta, including booking the Convention Center Space 	<ul style="list-style-type: none"> Water Fiesta will be cancelled for fall 		<ul style="list-style-type: none"> Have decided to cancel water fiesta for fall 2021 	x			
Expand Adult Outreach Programs	<ul style="list-style-type: none"> Education and tours for City staff to increase awareness of water and conservation issues 		<ul style="list-style-type: none"> Developing new website-based outreach and input components 	<ul style="list-style-type: none"> Water Conservation Presentation for the Rotary Club Compiled data from the mid-year survey issue to 	<ul style="list-style-type: none"> Monthly themes were aligned with website tool-kits, radio show guests, monthly column 			x	

	<ul style="list-style-type: none"> • Create passport program for adults with facility tours/presentations • Seek out opportunities to partner with art related events to expand the reach of the conservation message • Work to partner with planned events/workshops already planned for 2020 • Identify groups such as HOA's, community clubs, community events that will provide education to more diverse groups • Align with Next Generation Water Summit to provide a community education event • Use of demonstration gardens for training/community engagement 		<ul style="list-style-type: none"> • City water departments connectivity and model presentation by staff • NGWS cancelled • Demonstration garden event scheduled for June 27, 2020 	City customers on feedback on mid-year progress	<p>in the Real Estate Guide and social media posts.</p> <ul style="list-style-type: none"> • Zoom allowed for collaboration with radio show guests previously limited by in-person interviews. • Discussion with Santa Fe Community College, Audubon, Botanical Gardens and Environmental Services on City of Santa Fe becoming a Bee's City, USA – WCO alignment with native plants recommendation and bee habitats • Meetings for 2021 Next Generation Water summit are taking place weekly – Summit will be held virtually for 2021 				
Strategic Marketing Plan	<ul style="list-style-type: none"> • Create quarterly plans to support objectives of the water conservation program related to marketing strategies • Quarterly reports on progress on all strategic briefs, including budget allocations, will be created • Marketing will be coordinated with other city PR strategies for better alignment 	<ul style="list-style-type: none"> • Developed quarterly plans with monthly themes to organize marketing strategies 	<ul style="list-style-type: none"> • Rolled out first few months of the monthly themes including an Urban Forest initiative that came directly from public input collected for the 5-year plan • Developed RFP to extend PR work thru next 5 years • Increasing utilization of online platforms to accommodate social distancing 	<ul style="list-style-type: none"> • PO for strategic marketing has lapsed and work is being done under a temporary PO. RFP was stalled due to new procurement training/ process. • Participating in weekly Public Relations meeting coordinated by Constituent Services for joint marketing opportunities 	<ul style="list-style-type: none"> • Completed RFP for public relations/public outreach to continue website, social media and other outreach for next 4 years 			x	
Goal 2: Customer Service									
EyeOnWater Optimization	<ul style="list-style-type: none"> • Market increased participation with EyeOnWater App with emphasis on threshold setting and alerts • Geographic analysis of customer data including water usage by tier, area / neighborhood, rebate 	<ul style="list-style-type: none"> • Continuing promotion of EyeOnWater through in person, telephonic, radio, and email interactions with customers 	<ul style="list-style-type: none"> • Working with Utility Billing department to optimize the use of leak data collected through AMI metering and the EyeOnWater App • Met with Beacon representatives to collect more information to refine our processes 		<ul style="list-style-type: none"> • Monthly meeting with customer service on EyeOnWater marketing and improvements to leak detection program and other messaging opportunities 			x	

	<ul style="list-style-type: none"> utilization, lot size, irrigation practices, etc. Work with legal to determine appropriate levels of aggregation of data to protect privacy and allow for detailed evaluation of water use trends Build a science citizen program demonstrating use of EyeOnWater data in a household/business Build EyeOnWater success stories for website / social media Align EyeOnWater with current leak adjustment requirements 		<ul style="list-style-type: none"> EyeOnWater requirements have been built into leak adjustment credit but hasn't been approved by Council yet 						
Rebate Program	<ul style="list-style-type: none"> Spatial analysis of rebate distribution Align opportunities with rebates given by PNM and NM Gas Co Maintain alignment with City and Water Division goals Continue to examine Commercial Rebate Opportunities by sector Streamline rebate application and processing Align rebates with federal standards and industry changes 	<ul style="list-style-type: none"> Developed a GIS layer to track rebates and tracked all 2020 rebates to date Attended meetings with PNM staff to learn about PNM conservation programs Created a subcommittee of Water Conservation Committee Members to evaluate commercial rebate opportunities 	<ul style="list-style-type: none"> Continued tracking and issuance of rebate program while losing critical staff and transitioning to working from home Issued 127 rebates to customers 	<ul style="list-style-type: none"> Working with Parks, Environmental Services and public works to discuss new tree program kicked off my donation – water conservation would like focus to be on baseline data that would inform the planting of trees in raingardens 	<ul style="list-style-type: none"> Processed 224 rebates for 2020 in amount of \$XX Implemented WCC recommendations for water catchment processing which replaced tiered rebates on size to \$0.25 per gallon of capacity Discussion on using social equity measurement tool to look at current rebate program 			x	
Leak Detection	<ul style="list-style-type: none"> Continue to identify continuous flow and send out letters and calls and work in collaboration with customer service Track EyeOnWater adoption rates for recipients of continuous flow letters Spatial tracking of continuous flow program 	<ul style="list-style-type: none"> Sent out 250 continuous flow letters to customers with leaks Developed GIS layer for tracking continuous flow Identified leaks over 65 gph and worked with T&D staff to address large leaks 	<ul style="list-style-type: none"> Sent out 457 continuous flow letters to customers with leaks Working with billing and T&D to coordinate efforts and measure effectiveness Working with staff and WCC subcommittee members to measure effectiveness of the program – quantify savings 	<ul style="list-style-type: none"> Working with customer service on identifying issues with the current leak detection pilot 	<ul style="list-style-type: none"> Met with Beacon staff to improve leak alert process Working to train new staff and develop improved SOP 			x	

	and data tracking for amount of water saved								
Enforcement Program	<ul style="list-style-type: none"> • Build new outdoor water conservation program including using programs like ABCWUA as a model • Spatial tracking analysis of enforcement activities • Incorporate new technology into enforcement program such as EyeOnWater • Align time of day messaging with the County for joint messaging opportunities 		<ul style="list-style-type: none"> • Met with ABCWUA on their enforcement program • Research on other utilities (Mario) • Enforcement complaints are being researched using EyeOnWater and log kept with follow-up to business/homeowner 	<ul style="list-style-type: none"> • Working with ABCWUA on learning more about their program – met with landscaping professional staff to discuss their methods of developing water budgets 	<ul style="list-style-type: none"> • White paper was written on outdoor program with research done on existing programs and efforts of ABCWUA and discussed with 2021 goals identified. 		x		
Goal 3: Partnerships & Pilot Projects									
Neighborhood Pilot Project	<ul style="list-style-type: none"> • LID Pilot Project with Public Works • Spatial analysis of rooftop disconnection potential • Review of rainwater harvesting rebate opportunities • Align the rebate structure with stormwater fees • Development of neighborhood education program with HOA of pilot neighborhood 	<ul style="list-style-type: none"> • Coordinated with Public Works staff to identify an opportunity to work with Nava Ade as a pilot neighborhood • Evaluating opportunities for enhanced rebate values based on stormwater reductions 	<ul style="list-style-type: none"> • Neighborhood pilot continues to move forward (thanks Public Works) • Spatial analysis by consultant of rooftop disconnection potential • Piloting re-structured rebate values for cisterns and catchment systems per WCC subcommittee 	<ul style="list-style-type: none"> • Participated in a webinar with HOA board and other residents of Nave Ade to talk about City's water conservation program. 	<ul style="list-style-type: none"> • Wrote water conservation article for the HOA newsletter with an EyeOnWater ad. • Discussion with Reese Baker on rain garden pilot for 2021 that collects baseline data to inform rebate incentive 		x		
Organizational Collaborations	<ul style="list-style-type: none"> • NM Water Conservation Alliance (NMWCA) • NM Gas • PNM • Santa Fe County • Santa Fe Green Chamber of Commerce • Santa Fe Watershed Association • Alliance for Water Efficiency • Santa Fe Public Schools 	<ul style="list-style-type: none"> • Held preliminary meetings with the Santa Fe Botanical Garden to explore partnership opportunities • Continued coordination with SFCC to offer & promote water conservation training • Watershed tours held in collaboration with SFWA • Co-Sponsored, and attended, the NM Land and Water Summit 	<ul style="list-style-type: none"> • Worked with SFGCC and local partners to apply for BOR Waterwise grant • Restaurant Pilot with all partners • Met with AWE and ABCWUA • Webinar opportunity with AWE • LEED Gold certification for City of Santa Fe from USGBC – 2nd City to have certification 	<ul style="list-style-type: none"> • Helped public works promote the CoCoRAS program 	<ul style="list-style-type: none"> • Provided information for inclusion in a Babbit Center water study • Supported work of an UCLA student in water conservation in restaurants • Assisting the WaterNow Alliance in identifying policy priorities for 2021 • Working on helping the NMWCA becoming a partner organization with the AWE • Met with NM Gas on commercial kitchens rebate 				x

					<ul style="list-style-type: none"> Worked with the Interstate stream Commission on video promoting the state water plan 				
Cooling Tower Pilot	<ul style="list-style-type: none"> Continue work with AWE to look at water savings potential with cooling towers and to look at potential rebate opportunities 	<ul style="list-style-type: none"> Project on hold by AWE for lack of funding 			<ul style="list-style-type: none"> Cooling Tower Estimating Model developed and the Best Practices Guide for Identifying Cooling Towers completed in draft form. City of Santa Fe is a pilot partner on project. 		x		
Hotel Pilot	<ul style="list-style-type: none"> Continue to train staff on auditing hotel facilities Research opportunities to develop a hotel pilot 		<ul style="list-style-type: none"> Hotel auditing class being developed – to be completed by December 2020 Badging process being created by SFCC 		<ul style="list-style-type: none"> Applying for a WaterWise grant to fund the hotel pilot 		x		
Restaurant Pilot Project	<ul style="list-style-type: none"> Continue Pilot with Uponor/Phyn Continue to work with SFCC to train workforce to do restaurant audits Continue with SFCC to develop online training in coordination with Lane Community College and the National Science Foundation grant Work with Green Chamber of Commerce to coordinate work with restaurants Develop administrative procedures for restaurant rebates 	<ul style="list-style-type: none"> Developed process for data requests from Green Chamber of Commerce Expanded restaurant participation 	<ul style="list-style-type: none"> 26 Phyn units have been installed Prepared and submitted grant application for BOR funding of 75K to assist with restaurant pilot City staff began training on dashboard and smartphone applications for Phyn units Restaurant Audit online class completed and being offered nationally 	<ul style="list-style-type: none"> Presented pilot to a webinar hosted by the Alliance for Water Efficiency – 131 participants Applied for a BOR grant to help fund technology for restaurant pilot Water Budgets pulled for Terra Cotta and Santa Cafe 	<ul style="list-style-type: none"> Water Budgets pulled for Pantry Rio Met with FLUME technologies as potential partner for the restaurant pilot 			x	
Goal 4: Effective Program Management									
Human Resources	<ul style="list-style-type: none"> PADP assessments with improved feedback from staff on program management Training Work load alignment with individual programs 	<ul style="list-style-type: none"> PADP goals identified with each employee based on 5-year conservation goals 	<ul style="list-style-type: none"> Transitioned the office into working from home per Covid-19 Prepared, advertised, received applications, and then withdrew position as education coordinator per budget crisis. SFCC training on COVID safety 	<ul style="list-style-type: none"> Two employees were transferred from parking to the water conservation section as part of the City's COVID closures 	<ul style="list-style-type: none"> PADP's completed for all staff Anonymous supervisor feedback survey administered 				x

Financial Resources & Budget	<ul style="list-style-type: none"> • Submit conservation budget by February 2020 • Track budget for each project/program for FY19/20-FY20/21 • Track deposits from rebates into waterbank 	<ul style="list-style-type: none"> • Conservation Budget submitted on time • Water Bank deposits tracked for conservation programs 	<ul style="list-style-type: none"> • Fiscal crisis – staff levels reduced from 5 to 3 • Furloughs (10%) for all staff • 		<ul style="list-style-type: none"> • Worked on FY 22 Budget templates 	x		
Organizational Development	<ul style="list-style-type: none"> • Staff cross-trained on all programs • Staff certified as relevant to program (QWEL, WERS, CLIA, ARCSA, Backflow, etc.) 		<ul style="list-style-type: none"> • Staff cross training • Vacancies and absence of specific focus on programming et al education 	<ul style="list-style-type: none"> • New staff training on all current programming • Monthly safety meetings based off water division topics • Andrew Erdmann participated in the City's pilot Social Equity training program • Assisting with the water division scorecard and related section scorecards 	<ul style="list-style-type: none"> • Development of new staff work load assignments • Monthly safety meetings based off water division topics • Time allocated for staff professional development in ArcGIS Survey 123, a GIS tool that will be used to track WCO programs • QWEL dashboard training for work done as Partner Certifying Organization • Alignment with the water division scorecard for 2021 • All staff attended WaterSmart Training and other related webinars as assigned my supervisor • Attended weekly water operations and water division meetings and monthly expanded water division meetings were attended by all staff 			x
Facility Management	<ul style="list-style-type: none"> • Maintenance of 2 demonstration gardens including weeding, irrigation system repair, pruning, and plant care • Building maintenance • Installation of charging station for electric vehicle 	<ul style="list-style-type: none"> • Purchasing process initiated for electric vehicle and charging station 	<ul style="list-style-type: none"> • Purchase of electric vehicle cancelled • Maintenance of gardens ongoing with regular watering, pruning, etc. • Maintenance of rooftop irrigation system on hold pending purchases of new materials 		<ul style="list-style-type: none"> • Safety assessment after break-in • Additional security measures established and extra security added to windows 			x

	<ul style="list-style-type: none"> • Installation of security barrier for water conservation office 								
Water Conservation Committee	<ul style="list-style-type: none"> • Water Conservation Manager to be liaison to Water Conservation Committee • Coordinate committee and subcommittee work with WCO • Assist with joint city/county work as it relates to water conservation • Develop better succession plan for vacancies 	<ul style="list-style-type: none"> • Succession plan under development with WCC input • Subcommittee work coordinated with WCO efforts 	<ul style="list-style-type: none"> • Succession plan being approved by governing body • Committee meetings postponed • 2 subcommittees formed and meeting 	<ul style="list-style-type: none"> • Term limits for members were reinstated in alignment with recently passed WCC resolution 	<ul style="list-style-type: none"> • Subcommittee work in place to assist with 2020 scorecard review and 2021 scorecard goals • Work with Jesse Roach and Councilor Romero-Wirth to discuss expanded scope of work for the committee • Committee began meeting again in October and again in December 			x	
Reporting & Accountability	<ul style="list-style-type: none"> • Report quarterly work against the scorecard to governing body and to the WCC • End of FY reports to Stormwater division as it relates to MS4 permit • End of FY reports to Sustainability department as it relates to goals in the sustainability plan • Public input gathered in July of 2020 with public meetings and website to develop 2021 scorecard 	<ul style="list-style-type: none"> • Developed Q1 scorecard 	<ul style="list-style-type: none"> • Completed Q2 Scorecard • Reports to groups 		<ul style="list-style-type: none"> • No reports given to governing Body • End of year reports given to Stormwater division for MS4 permit • End of year reports completed against the sustainability plan for WCO and water division 			x	
Integration with Water Resources	<ul style="list-style-type: none"> • Annual Water report • AWWA non-revenue water audit • GPCD analysis • Assist with Domestic Wells 	<ul style="list-style-type: none"> • Coordinated with water resources to assist with transition of new water resources analyst 	<ul style="list-style-type: none"> • Completed annual water report • Completed and released and awarded AWWA audit rfp-pending • Completed GPCD calculations 		<ul style="list-style-type: none"> • Assisted with Water Division strategic planning process – moderated sessions and entered over 1500 survey cards into database for further analysis 			x	