



AGENDA

WATER CONSERVATION
COMMITTEE
APRIL 13, 2021
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 in excess of those permitted in the Public Health Order, 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/91269489088?pwd=WjZYcnZzbWNMeFcvK1RnWDFHanFyUT09>.

Passcode: 710395

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: 912 6948 9088 - Passcode: 710395**

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. Minutes from meeting on March 9, 2021.
5. **DISCUSSION AND ACTION ITEMS**



AGENDA

WATER CONSERVATION
COMMITTEE
APRIL 13, 2021
4:00 PM
ATTEND VIRTUALLY

- a. Request for Approval of a Professional Services Contract for PK Public Relations for the Water Conservation Public Relations and Public Outreach thorough FY 2024 in a total amount of \$254,791.27. (Andrew Erdmann, Water Conservation Specialist, paerdmann@santafenm.gov, 955-4223)
Committee Review:
Public Works and Utilities Committee: 04/12/2021
Water Conservation Committee: 04/13/2021
Finance Committee: 04/19/2021
Governing Body: 04/28/2021
- b. Water System Recommendations for 2021 (Jesse Roach, Water Division Director, jdroach@santafenm.gov, 955-4309)
- c. 2020 GPCD Report (Andrew Erdmann, paerdmann@santafenm.gov, 955-4223 and Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)

6. SUBCOMMITTEE COMMUNICATIONS

- a. Commercial Subcommittee (Matt O'Reilly, Water Conservation Committee member, Christine Chavez, cychavez@santafenm.gov, 955-4219)
- b. Outdoor Subcommittee (Bob Coombe, Water Conservation Committee member and Christine Chavez, cychavez@santafenm.gov, 955-4219)

7. MATTERS FROM THE PUBLIC

8. MATTERS FROM STAFF

9. MATTERS FROM THE COMMITTEE

10. MATTERS FROM THE CHAIR

11. NEXT MEETING: Tuesday, May 11, 2021

12. ADJOURN



City of Santa Fe

AGENDA

**WATER CONSERVATION
COMMITTEE
APRIL 13, 2021
4:00 PM
ATTEND VIRTUALLY**

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
MARCH 09, 2021
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 DeAnda Hay
Member Jerry Jacobi
Member Ken Kirk
Member Matthew O'Reilly
Member Peggy Wright
Member Reese Baker
Member Scott Bunton
Member Stephen Schmelling

Members Excused:

Others Attending:

Christine Chavez, Water Conservation Manager
Andrew Erdmann, Attendee
Mario Torres, Attendee
Robert Wood, Attendee

3. **APPROVAL OF AGENDA**

MOTION: Member Schmelling moved, seconded by Member Coombe, to approve the as presented.

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

For:



MINUTES

WATER CONSERVATION
COMMITTEE
MARCH 09, 2021
4:00 PM
VIRTUAL MEETING

Against:

4. APPROVAL OF MINUTES

- a. Approval of meeting minutes from February 9, 2021.

MOTION: moved, seconded by , to approve the minutes as presented.

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

For:

Against:

MOTION: Member Coombe moved, seconded by Member Kirk, to approve the as presented.

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

For:

Against:

5. DISCUSSION AND ACTION ITEMS

- a. Consideration of Resolution No. 2021-__ : A Resolution Designating the City of Santa Fe, New Mexico as a Bee City USA Affiliate. (Councilor Romero-Wirth, Councilor Jamie Cassutt-Sanchez, Councilor JoAnne Vigil Coppler, and Councilor Signe Lindell) (Christine Chavez, Water Conservation Manager; cychavez@santafenm.gov, 955-4219)

Committee Review:

Quality of Life Committee: 3/3/21

Public Works and Utilities Committee: 3/8/21

Water Conservation Committee: 3/9/21

Governing Body: 3/10/21



MINUTES

WATER CONSERVATION
COMMITTEE
MARCH 09, 2021
4:00 PM
VIRTUAL MEETING

MOTION: Member Kirby moved, seconded by Member Baker, to approve the resolution as presented.

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

For:

Against:

- b. Raingarden Presentation (Reese Baker and Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)
- c. Water Conservation Committee Work plan Discussion and Subcommittee Formation and Assignment (Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)

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

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

For:

Against:

- d. Water Conservation Value Campaign (Christine Chavez, Water Conservation Manager, cychavez@santafenm.gov, 955-4219)

- 6. **MATTERS FROM THE PUBLIC**
- 7. **MATTERS FROM STAFF**
- 8. **MATTERS FROM THE COMMITTEE**
- 9. **NEXT MEETING: Tuesday, April 13, 2021**



MINUTES

WATER CONSERVATION
COMMITTEE
MARCH 09, 2021
4:00 PM
VIRTUAL MEETING

10. 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.

Christine Chavez

Christine Chavez (Apr 6, 2021 20:55 MDT)

Liaison

Carol Romero-Wirth

Carol Romero-Wirth (Apr 5, 2021 10:00 MDT)

Chair










WCC Minutes from March 9, 2021

Final Audit Report

2021-04-07

Created:	2021-03-29
By:	Christine Chavez (cychavez@ci.santa-fe.nm.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAAAnAedpacwVufglgc4o9pfZo-cboGKJ9_M

"WCC Minutes from March 9, 2021" History

-  Document created by Christine Chavez (cychavez@ci.santa-fe.nm.us)
2021-03-29 - 11:18:32 PM GMT- IP address: 73.242.139.133
-  Document emailed to Carol Romero-Wirth (cromero-wirth@santafenm.gov) for signature
2021-03-29 - 11:20:34 PM GMT
-  Email viewed by Carol Romero-Wirth (cromero-wirth@santafenm.gov)
2021-03-30 - 2:28:34 AM GMT- IP address: 65.19.46.183
-  Email viewed by Carol Romero-Wirth (cromero-wirth@santafenm.gov)
2021-04-05 - 1:40:27 AM GMT- IP address: 65.19.46.183
-  Document e-signed by Carol Romero-Wirth (cromero-wirth@santafenm.gov)
Signature Date: 2021-04-05 - 4:00:10 PM GMT - Time Source: server- IP address: 65.19.46.183
-  Document emailed to Christine Chavez (cychavez@ci.santa-fe.nm.us) for signature
2021-04-05 - 4:00:12 PM GMT
-  Email viewed by Christine Chavez (cychavez@ci.santa-fe.nm.us)
2021-04-07 - 2:55:23 AM GMT- IP address: 104.47.65.254
-  Document e-signed by Christine Chavez (cychavez@ci.santa-fe.nm.us)
Signature Date: 2021-04-07 - 2:55:58 AM GMT - Time Source: server- IP address: 63.232.20.2
-  Agreement completed.
2021-04-07 - 2:55:58 AM GMT





City of Santa Fe, New Mexico



Memorandum



DATE: April 1, 2021

TO: Governing Body
Finance Committee
Public Works/ Public Utilities Committee

VIA: Jarel LaPan Hill, City Manager
Mary McCoy, Finance Department Director
Fran Dunaway, Chief Procurement Officer 
Shannon Jones, Public Utilities Director 

FROM: Andrew Erdmann, Water Conservation Specialist  

ITEM AND ISSUE:

Request for the Approval of a contract in the Total Amount of \$254,791.27 for the term of the contract, for Water Conservation Public Relations and Public Outreach Professional Services through FY 2024; PK Public Relations; Andrew Erdmann, paerdmann@santafenm.gov, 505.633.4928.

BACKGROUND AND SUMMARY:

The Water Conservation Office makes extensive use of public outreach venues including social media, the savewatersantafe.com website, print media, radio, and direct customer outreach to communicate with City of Santa Fe Water customers. The topics communicated are responsive to current events such as the current drought conditions or community events, and to opportunities such as the Bee’s City, USA initiative and the ongoing tree canopy project. The savewatersantafe.com website also serves as the primary means of collecting customer applications for water conservation rebates and for archiving water conservation planning information, like the recently updated 5-Year Water Conservation Plan, for customer reference.

The purpose of this contract is to provide technical, planning, content, and design expertise for the outreach efforts of the Water Conservation Office. The contractor shall lead and work with staff in the development and coordination of content across media platforms, provide support in annual public meetings held to report to the public as well as to collect feedback and input, and provide detailed and reflective reporting on the effectiveness of these efforts.

Funding for the amount allotted for FY 21 is available in current year budget in the amount of \$13,409.38. Funding for each new FY will be requested in the in each new FY Budget Submittal.

PROCUREMENT METHOD:

The procurement method is RFP # 20/21/P

CONTRACT NUMBER:

The FY20 Munis contract number is 3202620.

FUNDING SOURCE:

Fund Name/Number: Water Enterprise Fund/505
Munis Org Name/Number: Water Conservation/5050382
Munis Object Name/Number: Service Contracts/ 510310

ACTION REQUESTED:

The City of Santa Fe Water Conservation Office respectfully requests your review and approval.

CITY OF SANTA FE

PROFESSIONAL SERVICES CONTRACT

THIS AGREEMENT is made and entered into by and between the City of Santa Fe, New Mexico, hereinafter referred to as the “City,” and **PK Public Relations**, hereinafter referred to as the “Contractor,” and is effective as of the date set forth below upon which it is executed by the Parties.

IT IS AGREED BETWEEN THE PARTIES:

1. Scope of Work.

A. The Contractor shall perform the following work:

- 1) The Contractor will maintain and develop outreach efforts for the Water Conservation Office (WCO) and work with staff to develop strategies consistent with the goals and priorities of the office.

a) Outreach Strategies:

The Contractor will serve as the primary expert and lead in strategizing, designing, and implementing the following WCO’s outreach strategies:

- i. Media Strategy – the contractor will bring expertise in media strategies and will work with staff to develop and plan campaigns for various WCO priorities and projects and to roll them out across the outreach platforms available to the WCO.
- ii. Reporting – the Contractor will provide monthly and quarterly reports of ongoing outreach projects, including social media and <https://www.savewatersantfe.com> and their effectiveness in metrics appropriate to each media.

b) Website

The WCO website, <http://www.savewatersantafe.com> is independent of the City’s website and is used to disseminate information about ongoing water conservation priorities, to collect public input, and to manage the submission of rebate applications. The website is well established and the goal is to maintain and continue to improve the existing site as follows:

- i. Hosting – the contractor will manage the hosting of <https://www.savewatersantafe.com>
- ii. Design – the contractor will work with the existing website design and make additions and changes as needed to maintain alignment with evolving office priorities.

- iii. Content – development of content promoting with themes, projects, and priorities identified by the WCO including photos, text video, links, and other media support as needed.
- iv. Support – the contractor will provide support to address technical issues with the website as they arise.
- v. Planning – the contractor will provide support to address technical issues with the website as they arise.
- vi. Rebate Submittals – one of the core missions of the WCO is the rebate program which allows water customers to receive rebates for eligible appliance and irrigation equipment purchases. The contractor will support a rebate application portal so that customers can apply for rebates and upload documentation online.
- vii. Public Input Submittals – the website collects public input through general submissions and, at times, through specific questionnaires. The contractor will provide the technical support to collect public input and provide it to staff.

c) Social Media

The WCO uses social media to make information about conservation programs including rebates, educational opportunities, public meetings, notices restrictions (time of day or drought), and general water conservation related content. The goal is to maintain the visibility of the WCO through various platforms to reach as large and diverse a group of Santa Feans as possible.

- i. Facebook – develop content in coordination with current WCO themes and goals, post frequently and remain responsive to comments and questions.
- ii. Instagram – develop content in coordination with current WCO themes and goals, post frequently and remain responsive to comments and questions.
- iii. NextDoor – monitor the WCO NextDoor account and ongoing neighborhood discussions in Santa Fe to find opportunities for WCO to reach out to Home Owner Association’s (HOA’s) and neighborhood communities.
- iv. Social Media Expansion – the contractor shall maintain an understanding of the social media market and shall provide direction as new social media tools – either through existing outlets or new ones – provide opportunities for the WCO.

d) Other Outreach Outlets

The Contractor will lead in all aspects of media outreach including print, radio and television. The contractor will also provide support with the design, implementation, and assessment of public meetings or their socially distanced equivalent.

- i. Develop Content – The contractor, working with WCO staff, will develop print, radio, and television content consistent with other outreach efforts and in alignment with WCO priorities.
- ii. Media Planning and Research – the contractor will be responsible for planning, researching, and identifying suitable media outlets and determining appropriate levels of investment for the WCO.
- iii. Public Meetings – The WCO holds occasional public meetings, including at least two in July related to the Five-Year WCO plan. The contractor will assist in planning, adapting, conducting, and evaluating the effectiveness and input collected from these meetings.

2. Compensation.

A. The total amount payable to the Contractor under this Agreement, including gross receipts tax and expenses, shall not exceed two hundred fifty four thousand seven hundred ninety one dollars and twenty seven cents (\$254,791.27) as described in Exhibit A attached hereto, for the term of this Agreement.

1) The City shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of twelve thousand three hundred sixty six dollars (\$12,366) in (FY2021) through (FY2022) The New Mexico gross receipts tax levied on the amounts payable under this Agreement totaling one thousand hundred forty-three dollars and thirty-eight cents (\$1,043.38) shall be paid by the City to the Contractor.

2) The City shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of seventy four thousand two hundred dollars (\$74,200) in (FY2022) through (FY2023). The New Mexico gross receipts tax levied on the amounts payable under this Agreement totaling six thousand two hundred sixty dollars and sixty three cents (\$6,260.63) shall be paid by the City to the Contractor.

3) The City shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of seventy four thousand two hundred dollars (\$74,200) in (FY2023) through (FY2024). The New Mexico gross receipts tax levied on the amounts payable under this Agreement totaling six thousand two hundred sixty dollars and sixty three cents (\$6,260.63) shall be paid by the City to the Contractor.

4) The City shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of seventy four thousand two hundred dollars (\$74,200) in (FY2024) through (FY2025). The New Mexico gross receipts tax levied on the amounts payable under this Agreement totaling six thousand two hundred sixty dollars and sixty three cents (\$6,260.63) shall be paid by the City to the Contractor.

B. Payment in future fiscal years is subject to availability of funds pursuant to the Appropriations Paragraph set forth below and to any negotiations between the parties from year to year pursuant to Paragraph 1, Scope of Work, and to approval by the City. All invoices MUST BE received by the City no later than fifteen (15) days after the termination of the Fiscal Year in which the services were delivered. Invoices received after such date WILL NOT BE PAID.

C. Contractor must submit a detailed statement accounting for all services performed and expenses incurred. If the City finds that the services are not acceptable, within thirty days after the date of receipt of written notice from the Contractor that payment is requested, it shall provide the Contractor a letter of exception explaining the defect or objection to the services, and outlining steps the Contractor may take to provide remedial action. Upon certification by the City that the services have been received and accepted, payment shall be tendered to the Contractor within thirty days after the date of acceptance. If payment is made by mail, the payment shall be deemed tendered on the date it is postmarked. However, the City shall not incur late charges, interest, or penalties for failure to make payment within the time specified herein.

3. Term.

THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE CITY. This Agreement shall terminate on **6/30/24** unless terminated pursuant to paragraph 4 (Termination), or paragraph 5 (Appropriations). In accordance with Section 13-1-150 NMSA 1978, no contract term for a professional services contract, including extensions and renewals, shall exceed four years, except as set forth in Section 13-1-150 NMSA 1978.

4. Termination.

A. Termination. This Agreement may be terminated by either of the parties hereto upon written notice delivered to the other party at least thirty (30) days prior to the intended date of termination. Except as otherwise allowed or provided under this Agreement, the City's sole liability upon such termination shall be to pay for acceptable work performed prior to the Contractor's receipt of the notice of termination, if the City is the terminating party, or the Contractor's sending of the notice of termination, if the Contractor is the terminating party; provided, however, that a notice of termination shall not nullify or otherwise affect either party's liability for pre-termination defaults under or breaches of this Agreement. The Contractor shall submit an invoice for such work within thirty (30) days of receiving or sending the notice of termination. Notwithstanding the foregoing, this Agreement may be terminated immediately upon written notice to the Contractor if the Contractor becomes unable to perform the services contracted for, as determined by the City or if, during the term of this Agreement, the Contractor or any of its officers, employees or agents is indicted for fraud, embezzlement or other crime due to misuse of City funds or due to the Appropriations paragraph herein. ***THIS PROVISION IS NOT EXCLUSIVE AND DOES NOT WAIVE THE City's OTHER LEGAL RIGHTS AND REMEDIES CAUSED BY THE CONTRACTOR'S DEFAULT/BREACH OF THIS AGREEMENT.***

B. Termination Management. Immediately upon receipt by either the City or the Contractor of notice of termination of this Agreement, the Contractor shall: 1) not incur any further obligations for salaries, services or any other expenditure of funds under this Agreement without written approval of the City; 2) comply with all directives issued by the City in the notice of termination as to the performance of work under this Agreement; and 3) take such action as the City shall direct for the protection, preservation, retention or transfer of all property titled to the City and records generated under this Agreement. Any non-expendable personal property or equipment provided to or purchased by the Contractor with contract funds shall become property of the City upon termination and shall be submitted to the City as soon as practicable.

5. Appropriations.

The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the City Council for the performance of this Agreement. If sufficient appropriations and authorization are not made by the City Council, this Agreement shall terminate immediately upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final. If the City proposes an amendment to the Agreement to unilaterally reduce funding, the Contractor shall have the option to terminate the Agreement or to agree to the reduced funding, within thirty (30) days of receipt of the proposed amendment.

6. Status of Contractor.

The Contractor and its agents and employees are independent contractors performing professional services for the City and are not employees of the City. The Contractor and its agents and employees shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of this Agreement. The Contractor acknowledges that all sums received hereunder are reportable by the Contractor for tax purposes, including without limitation, self-employment and business income tax. The Contractor agrees not to purport to bind the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

7. Assignment.

The Contractor shall not assign or transfer any interest in this Agreement or assign any claims for money due or to become due under this Agreement without the prior written approval of the City.

8. Subcontracting.

The Contractor shall not subcontract any portion of the services to be performed under this Agreement without the prior written approval of the City. No such subcontract shall relieve the primary Contractor from its obligations and liabilities under this Agreement, nor shall any subcontract obligate direct payment from the City.

9. Release.

Final payment of the amounts due under this Agreement shall operate as a release of the City, its officers and employees from all liabilities, claims and obligations whatsoever arising from or under this Agreement.

10. Confidentiality.

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the City.

11. Product of Service -- Copyright.

All materials developed or acquired by the Contractor under this Agreement shall become the property of the City and shall be delivered to the City no later than the termination date of this Agreement. Nothing developed or produced, in whole or in part, by the Contractor under this

Agreement shall be the subject of an application for copyright or other claim of ownership by or on behalf of the Contractor.

12. Conflict of Interest; Governmental Conduct Act.

A. The Contractor represents and warrants that it presently has no interest and, during the term of this Agreement, shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance or services required under the Agreement.

B. The Contractor further represents and warrants that it has complied with, and, during the term of this Agreement, will continue to comply with, and that this Agreement complies with all applicable provisions of the Governmental Conduct Act, Chapter 10, Article 16 NMSA 1978.

C. Contractor's representations and warranties in Paragraphs A and B of this Article 12 are material representations of fact upon which the City relied when this Agreement was entered into by the parties. Contractor shall provide immediate written notice to the City if, at any time during the term of this Agreement, Contractor learns that Contractor's representations and warranties in Paragraphs A and B of this Article 12 were erroneous on the effective date of this Agreement or have become erroneous by reason of new or changed circumstances. If it is later determined that Contractor's representations and warranties in Paragraphs A and B of this Article 12 were erroneous on the effective date of this Agreement or have become erroneous by reason of new or changed circumstances, in addition to other remedies available to the City and notwithstanding anything in the Agreement to the contrary, the City may immediately terminate the Agreement.

D. All terms defined in the Governmental Conduct Act have the same meaning in this section.

13. Amendment.

A. This Agreement shall not be altered, changed or amended except by instrument in writing executed by the parties hereto and all other required signatories.

B. If the City proposes an amendment to the Agreement to unilaterally reduce funding due to budget or other considerations, the Contractor shall, within thirty (30) days of receipt of the proposed Amendment, have the option to terminate the Agreement, pursuant to the termination provisions as set forth in Article 4 herein, or to agree to the reduced funding.

14. Entire Agreement.

This Agreement, together with any other documents incorporated herein by reference and all related Exhibits and Schedules constitutes the sole and entire agreement of the Parties with respect to the subject matter of this Agreement, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to the subject matter. In the event of any inconsistency between the statements in the body of this Agreement, and the related Exhibits and Schedules, the statements in the body of this Agreement shall control.

15. Penalties for violation of law.

The Procurement Code, Sections 13-1-28 through 13-1-199, NMSA 1978, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and kickbacks.

16. Equal Opportunity Compliance.

The Contractor agrees to abide by all federal and state laws and rules and regulations, and Santa Fe City Code, pertaining to equal employment opportunity. In accordance with all such laws of the State of New Mexico, the Contractor assures that no person in the United States shall, on the grounds of race, religion, color, national origin, ancestry, sex, age, physical or mental handicap, or serious medical condition, spousal affiliation, sexual orientation or gender identity, be excluded from employment with or participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity performed under this Agreement. If Contractor is found not to be in compliance with these requirements during the life of this Agreement, Contractor agrees to take appropriate steps to correct these deficiencies.

17. Applicable Law.

The laws of the State of New Mexico shall govern this Agreement, without giving effect to its choice of law provisions. Venue shall be proper only in a New Mexico court of competent jurisdiction in accordance with Section 38-3-1 (G) NMSA 1978. By execution of this Agreement, Contractor acknowledges and agrees to the jurisdiction of the courts of the State of New Mexico over any and all lawsuits arising under or out of any term of this Agreement.

18. Workers Compensation.

The Contractor agrees to comply with state laws and rules applicable to workers compensation benefits for its employees. If the Contractor fails to comply with the Workers Compensation Act and applicable rules when required to do so, this Agreement may be terminated by the City.

19. Professional Liability Insurance.

Contractor shall maintain professional liability insurance throughout the term of this Agreement providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Agreement.

20. Other Insurance

If the services contemplated under this Agreement will be performed on or in City facilities or property, Contractor shall maintain in force during the entire term of this Agreement, the following insurance coverage(s), naming the City as additional insured.

A. Commercial General Liability insurance shall be written on an occurrence basis and be a broad as ISO Form CG 00 01 with limits not less than \$2,000,000 per occurrence and \$2,000,000 in the aggregate for claims against bodily injury, personal and advertising injury, and property damage. Said policy shall include broad form Contractual Liability coverage and be

endorsed to name the City of Santa Fe their officials, officers, employees, and agents as additional insureds.

B. Business Automobile Liability insurance for all owned, non-owned automobiles, with a combined single limit not less than \$1,000,000 per accident.

C. Broader Coverage and Limits. The insurance requirements under this Agreement shall be the greater of (1) the minimum coverage and limits specified in this Agreement, or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the Named Insured. It is agreed that these insurance requirements shall not in any way act to reduce coverage that is broader or that includes higher limits than the minimums required herein. No representation is made that the minimum insurance requirements of this Agreement are sufficient to cover the obligations of Contractor hereunder.

D. Contractor shall maintain the above insurance for the term of this Agreement and name the City as an additional insured and provide for 30 days cancellation notice on any Certificate of Insurance form furnished by Contractor. Such certificate shall also specifically state the coverage provided under the policy is primary over any other valid and collectible insurance and provide a waiver of subrogation.

21. Records and Financial Audit.

The Contractor shall maintain detailed time and expenditure records that indicate the date; time, nature and cost of services rendered during the Agreement's term and effect and retain them for a period of three (3) years from the date of final payment under this Agreement. The records shall be subject to inspection by the City. The City shall have the right to audit billings both before and after payment. Payment under this Agreement shall not foreclose the right of the City to recover excessive or illegal payments

22. Indemnification.

The Contractor shall defend, indemnify and hold harmless the City from all actions, proceeding, claims, demands, costs, damages, attorneys' fees and all other liabilities and expenses of any kind from any source which may arise out of the performance of this Agreement, caused by the negligent act or failure to act of the Contractor, its officers, employees, servants, subcontractors or agents, or if caused by the actions of any client of the Contractor resulting in injury or damage to persons or property during the time when the Contractor or any officer, agent, employee, servant or subcontractor thereof has or is performing services pursuant to this Agreement. In the event that any action, suit or proceeding related to the services performed by the Contractor or any officer, agent, employee, servant or subcontractor under this Agreement is brought against the Contractor, the Contractor shall, as soon as practicable but no later than two (2) days after it receives notice thereof, notify the legal counsel of the City.

23. New Mexico Tort Claims Act

Any liability incurred by the City of Santa Fe in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act, Section 41-4-1, et. seq. NMSA 1978, as amended. The City and its "public employees" as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive any defense and do not waive any

limitation of liability pursuant to law. No provision in this Agreement modifies or waives any provision of the New Mexico Tort Claims Act.

24. Invalid Term or Condition.

If any term or condition of this Agreement shall be held invalid or unenforceable, the remainder of this Agreement shall not be affected and shall be valid and enforceable.

25. Enforcement of Agreement.

A party's failure to require strict performance of any provision of this Agreement shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Agreement shall be effective unless express and in writing, and no effective waiver by a party of any of its rights shall be effective to waive any other rights.

26. Notices.

Any notice required to be given to either party by this Agreement shall be in writing and shall be delivered in person, by courier service or by U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

To the City:
Water Division Director
801 W. San Mateo
Santa Fe, NM 87505

To the Contractor:
PK Public Relations
Attn: Lynn Komer
112 Sol y Lomas
Santa Fe, NM 87505

27. Authority.

If Contractor is other than a natural person, the individual(s) signing this Agreement on behalf of Contractor represents and warrants that he or she has the power and authority to bind Contractor, and that no further action, resolution, or approval from Contractor is necessary to enter into a binding contract.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date of the signature by the required approval authorities below.

CITY OF SANTA FE:

CONTRACTOR:
PK Public Relations

ALAN M. WEBBER, MAYOR



NAME

DATE: _____

Principal, PK Public Relations
TITLE

DATE: April 1, 2021

CRS# 47-11194219

Registration # 226519

ATTEST:

KRISTINE BUSTOS MIHELICIC, CITY CLERK

CITY ATTORNEY'S OFFICE

Marcos Martinez
Marcos Martinez (Apr 1, 2021 14:41 MDT)

SENIOR ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

MARY MCCOY, FINANCE DIRECTOR

5050382.510310 AL
Org. Name/Org#. AL

CITY OF SANTA FE WATER CONSERVATION OFFICE RESPONSE



PUBLIC RELATIONS AND PUBLIC OUTREACH FOR
THE WATER CONSERVATION OFFICE

RFP # 21/20/P
PROPOSAL DUE DATE: FEBRUARY 19, 2021



COST PROPOSAL

APPENDIX C COST RESPONSE FORM



We are a collaborative consulting model that shares expert influence, resources, and marketing muscle to put our client's ambitions at the center of every action. Every step of the way, the client is supported by the best set of skills and expertise to meet their needs.

Unlike larger and traditional marketing firms, we are able to better harness the complementary skills and specific expertise that are unique to each client's objective and goals. This keeps overhead and costs down to best maximize any public or private budget while providing the client with an expert foundation designed for their personal needs.

APPENDIX C COST RESPONSE FORM

Description	Type	Quantity/Hours	Cost Per Item*
	Hourly	Monthly	Annual
Project Manager	\$140	15 hrs x 12= 180	\$25,200
Media Coordinator	\$90	5 hrs x 12 =60	\$ 5,400
Water Expert Coordinator	\$90	10 hrs x 12= 120	\$10,800
Graphic Design	\$75	10 hrs x 12= 120	\$15,000
Advertisement	\$90	10 hrs x 12= 120	\$10,800
Social Media Coordinator	\$75	10 hrs x 12= 120	\$9,000
TOTAL			\$74,200
Annual Cost			\$74,200

Option Year 1: (05/01/21 thru 06/30/21) Price: \$12,366.66
Option Year 2: (07/01/21 thru 06/30/22) Price: \$74,200.00
Option Year 3: (07/01/22 thru 06/30/23) Price: \$74,200.00
Option Year 4: (07/01/23 thru 06/30/24) Price: \$74,200.00

*"These estimates do not include New Mexico Gross Receipts Tax. All applicable gross receipts tax will be charged in addition to these cost estimates."





City of Santa Fe

Real Estate Summary of Contracts, Agreements, Amendments & Leases

Section to be completed by department

1. Munis Contract # 3202620

Contractor: PK Public Relations

Description: **Water Conservation Public Relations and Public Outreach. 4 year term
FY 21 \$13,409.38 inclusive of nmgrt
\$80,460.63 per FY after**

Contract Agreement Lease / Rent Amendment

Term Start Date: 5/1/21 Term End Date: 6/30/24

Approved by Council Date: Pending

Contract / Lease: Contract

Amendment # _____ to the Original Contract / Lease # _____

Increase/(Decrease) Amount \$ _____

Extend Termination Date to: _____

Approved by Council Date: Pending

Amendment is for:

2. **HISTORY of Contract, Amendments & Lease / Rent - Please Elaborate** (option: attach spreadsheet if multiple amendments)

3. **Procurement History: 20/21/P March 2021**

Fran D. Conway
Fran D. Conway (Apr 6, 2021 10:25 MDT)

Apr 6, 2021

Purchasing Officer Review: _____ Date: _____
Comment & Exceptions: RFP 20/21/P issued for award of contract - 4 years w/budget approval for additional 3.

4. **Funding Source: Water Enterprise Fund**

Org / Object: 5050382.510310

Alexis Lotero
Alexis Lotero (Apr 5, 2021 17:33 MDT)

Apr 5, 2021

Budget Officer Approval: _____ Date: _____
Comment & Exceptions: _____

Staff Contact who completed this form: Maya Martinez Phone # 4271

Email: mfmartinez@santafenm.gov

To be recorded by City Clerk:

Clerk # _____

Date of Execution: _____

CITY OF SANTA FE RFP PROCUREMENT CHECKLIST

Contractor Name: PK Public Relations

Procurement Title: PUBLIC RELATIONS AND PUBLIC OUTREACH FOR THE WATER CONSERVATION OFFICE

Solicitation RFP#: RFP # 21/20/P

Department Requesting/Staff Member: PUD/ Water Conservation Andrew Erdmann

Procurement Requirements:

A procurement file shall be maintained for all contracts, regardless of the method of procurement. The procurement file shall contain the basis on which the award is made, all submitted bids, all evaluation materials, score sheets, quotations and all other documentation related to or prepared in conjunction with evaluation, negotiation, and the award process. The procurement shall contain a written determination from the Requesting Department, signed by the purchasing officer, setting forth the reasoning for the contract award decision before submitting to the Committees..

REQUIRED DOCUMENTS FOR APPROVAL BY PURCHASING*

YES	N/A	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Approved Procurement Checklist (by Purchasing)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Departments Recommendation of Award Memo addressed to Finance
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Evaluation Committee Report
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BAR
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FIR
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Contract, Agreement or Amendment
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Current Business Registration and CRS numbers on contract or agreement
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Summary of Contract
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Certificate of Insurance
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Other: _____

Andrew Erdmann, Water Conservation Specialist

Department Rep Printed Name and Title


Parry Andrew Erdmann (Apr 1, 2021 14:23 MDT)

Department Rep Signature attesting that all information included


Fran Duraway (Apr 6, 2021 10:25 MDT)

Purchasing Officer attesting that all information is reviewed

REQUIRED DOCUMENTS FOR RFP FILE*

YES	N/A	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Final RFP Document
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Copy of legal solicitation published in the newspaper, website, etc. (purchasing)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	All addendums
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Plan holders list
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Copies of all RFP submittals
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Complete evaluation score sheets
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Non-Responsive/Non-Responsibility Form and correspondence or letters from Department to vendor regarding disqualifications
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Oral presentations (sign-in sheets, presentation materials, etc.)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Documentation sent to Proponents/Offerors and responses received regarding clarifications, decisions, negotiations, and/or best and final offers, etc.

*

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Reference Reviews/Reference Check Questionnaires |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Pricing evaluation |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Final overall evaluation matrix or summary of evaluator scores |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Other: _____ |

AWARD*

YES N/A

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fully executed Memo to Committees from the Department with recommendation of award |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Winning proposal (this is a copy that has all confidential/proprietary information excluded) |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Contract Award Notice |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Email or notification sent to all Proponent(s)/Offerors that award was made (pending approval of contract) |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Waiver or "No Action Taken" from Procurement Office |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | If IFB and not awarded to lowest responsive, responsible bidder; written explanation |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Other: _____ |

DISCLOSURES*

YES N/A

- | | | |
|---|-------------------------------------|--|
| Contractor Disclosures & Conflicts of Interest | | |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Disclosures & Conflicts of Interest Form(s) (winning proponent(s)/offeror(s)) |
| Contractor –Conflicts of Interest | | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Purchasing Office Letter or e-mail to designated individual regarding potential conflict |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Conflict of Interest Form signed by all parties |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Letter from Procurement Office regarding the potential conflict |
| Subcontractor Disclosures | | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Disclosures & Conflicts of Interest form of Subcontractor(s) |
| Subcontractor –Conflicts of Interest | | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Purchasing Officer Letter or email to designated individual regarding potential conflict |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Conflict of Interest form signed by all parties |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Letter from Legal Office regarding the potential conflict |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Other: _____ |

CONTRACT* pending approval

YES N/A

- | | | |
|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Copy of Executed Contract |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Copy of all documentation presented to the Committees |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Finalized Council Committee Minutes |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Other: _____ |

MISCELLANEOUS FILE*

YES N/A

- | | | |
|--------------------------|-------------------------------------|---------------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Local Preference Form |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | New Mexico Residence Form |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Veterans Exemption |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Other: _____ |

Include all other substantive documents and records of communication that pertain to the procurement and any resulting contract.

*

PROTEST (If applicable)*

YES N/A

- | | | |
|--------------------------|-------------------------------------|---|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Documentation from protester filed with the Purchasing Office |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Letter from Department to Purchasing Office Providing response to protest |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Letter from Purchasing Officer to protester and Department on final outcome |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Other: _____ |

Create a separate file folder which may contain any documents with trade secrets or other competitively sensitive, confidential or proprietary information.

YES N/A

- | | | |
|--------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Original proposal (s) with no redactions |
|--------------------------|-------------------------------------|--|

Andrew Erdmann, Water Conservation Specialist

Department Rep Printed Name and Title

Barry Andrew Erdmann
Barry Andrew Erdmann (Apr 1, 2011 14:23 EDT)

Department Rep Signature attesting that all information included

Signature: *Shannon Jones*

Email: swjones@santafenm.gov



THE HARTFORD
BUSINESS SERVICE CENTER
3600 WISEMAN BLVD
SAN ANTONIO TX 78251

December 3, 2020

City of Santa Fe
200 LINCOLN AVE
SANTA FE NM 87501

Account Information:

Policy Holder Details :	LYNN PITCHER KOMER, LLC
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Contact Us

Business Service Center

Business Hours: Monday - Friday
(7AM - 7PM Central Standard Time)

Phone: (888) 242-1430

Fax: (888) 443-6112

Email: agency.services@thehartford.com

Website: <https://business.thehartford.com>

Enclosed please find a Certificate Of Insurance for the above referenced Policyholder. Please contact us if you have any questions or concerns.

Sincerely,

Your Hartford Service Team



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
12/03/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER USAA INSURANCE AGENCY INC/PHS 65812846 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251	CONTACT NAME: PHONE (888) 242-1430 FAX (888) 443-6112 (A/C, No, Ext): (A/C, No):	
	E-MAIL ADDRESS: INSURER(S) AFFORDING COVERAGE NAIC#	
INSURED LYNN PITCHER KOMER, LLC 112 SOL Y LOMAS DR SANTA FE NM 87505-5749	INSURER A: Hartford Casualty Insurance Company 29424	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYY)	LIMITS	
A	COMMERCIAL GENERAL LIABILITY	X		65 SBM NN7818	01/01/2021	01/01/2022	EACH OCCURRENCE	\$1,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> General Liability						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$300,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:						MED EXP (Any one person)	\$10,000
							PERSONAL & ADV INJURY	\$1,000,000
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	
	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> AUTOS						BODILY INJURY (Per person)	
	<input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						BODILY INJURY (Per accident)	
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB						PROPERTY DAMAGE (Per accident)	
	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE						EACH OCCURRENCE	
	<input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						AGGREGATE	
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N					<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER	
		N/A					E.L. EACH ACCIDENT	
							E.L. DISEASE -EA EMPLOYEE	
							E.L. DISEASE - POLICY LIMIT	
A	EMPLOYMENT PRACTICES LIABILITY			65 SBM NN7818	01/01/2021	01/01/2022	Each Claim Limit	\$5,000
							Aggregate Limit	\$5,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations. City of Santa Fe is an additional insured per the Business Liability coverage form S0008 attached in this policy.

CERTIFICATE HOLDER

City of Santa Fe
 200 LINCOLN AVE
 SANTA FE NM 87501

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Susan S. Castaneda

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BUSINESS REGISTRATION



City of Santa Fe
Treasury Department
200 Lincoln Ave.
Santa Fe, New Mexico 87504-0909
505-955-6551

Business Name: P.K. PUBLIC RELATIONS
DBA: P.K. PUBLIC RELATIONS
Business Location: 112 SOL Y LOMAS DR
ANNX1
SANTA FE , NM 87505
Owner: PITCHER KOMER LYNN
License Number: 226519
Issued Date: March 30, 2021
Expiration Date: March 30, 2022
CRS Number: 02374602005
License Type: Business License - Renewable
Classification: Business Registration - Standard
Fees Paid: \$35.00

P.K. PUBLIC RELATIONS
112 SOL Y LOMAS
SANTA FE, NM 87505

THIS IS NOT A CONSTRUCTION PERMIT OR SIGN PERMIT.
APPROPRIATE PERMITS MUST BE OBTAINED FROM THE CITY
OF SANTA FE BUILDING PERMIT DIVISION PRIOR TO
COMMENCEMENT OF ANY CONSTRUCTION OR THE
INSTALLATION OF ANY EXTERIOR SIGN.

THIS REGISTRATION/LICENSE IS NOT TRANSFERRABLE TO
OTHER BUSINESSES OR PREMISES.

TO BE POSTED IN A CONSPICUOUS PLACE

DATE: April 2, 2021
TO: Fran Dunaway, Chief Procurement Officer
City of Santa Fe
FROM: Andrew Erdmann, Procurement Manager
City of Santa Fe Water
SUBJECT: Evaluation Committee Report, Public Relations and Public Outreach for the Water Conservation Office RFP # 21/20/P

In accordance with the Request for Proposals for Public Relations and Public Outreach for the Water Conservation Office issued January 22, 2021, two responses were submitted from the following Offerors: PK Public Relations and Tripepi Smith and Associates, Inc. and evaluated by the committee.

The combined scores assigned 1085.37 points to PK Public Relations and 818.67 points to Tripepi Smith and Associates.

Summary of Evaluation Committee Activity

The Evaluation Committee members are as follows:

Christine Chavez, Water Conservation Manager
Maya Martinez, Utility Fiscal Administrator
John Delmar, Engineer

This Evaluation Committee Report summarizes all criteria used in scoring the responses:

- March 2, 2021: Evaluation Committee met to review Evaluation Committee duties and RFP process, and to receive Offeror technical proposals.
- March 8, 2021: Evaluation Committee met to finalize scoring and review of the Offeror technical proposals.

Section IV.B, Technical Specifications

Section IV.B.1, Organizational Experience (350 Total Points)

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>Offeror Points</u>	340	306.67

Organizational Experience

Specifications:

- a) Provide a detailed description of relevant corporate experience with city or state government and private sector. The experience of all proposed subcontractors must be described. The narrative must thoroughly describe how the Offeror has supplied expertise for similar contracts and must include the extent of their experience, expertise and knowledge as a provider of Public Relations and Public Outreach. All Public Relations and Public Outreach provided to private sector will also be considered;
- b) Provide a detailed resume of a senior level media and public relations coordinator experienced in development and guidance of public communications, marketing, outreach and education activities. The resume should show years of experience planning and executing the full spectrum of strategic public relations and activities including budgeting, media, and governmental relations; At least 10 years' experience is desired, but all other applications with various years of experience will be accepted and considered with complete experience documentation.
- c) Provide a brief resume of all key personnel Offeror proposes to use in performance of the resulting contract, should Offeror be awarded. Key personnel is identified as personnel who would work directly with WCO staff. Offeror must include key personnel education, work experience, and relevant certifications/licenses.

Evaluation Factors:

Points will be awarded based on the thoroughness and clarity of Offeror's response in this Section. The Evaluation Committee will also weigh the relevancy and extent of Offeror's experience, expertise and knowledge; and of personnel education, experience and certifications/licenses

PK Public Relations

The Evaluation Committee awarded PK Public Relations 340 points based on the Offeror's response.

- Staff resumes show senior experience in excess of 10 years
- Relevant experience in water conservation in Santa Fe
- Small firm
- No licenses included

Tripepi Smith and Associates, Inc.

The Evaluation Committee awarded Tripepi Smith and Associates 306.67 points based on the Offeror's response.

- Staff resumes show senior experience in excess of 10 years
- Large staff
- Certifications included
- Unclear division of labor and leadership
- No local experience in Santa Fe

Section IV.B.2, Organizational References (0 Total Points)

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>Offeror Points</u>	n/a	n/a

Section IV.B.3, Oral Presentation (0 Total Points)

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>Offeror Points</u>	n/a	n/a

Section IV.B.4, MANDATORY SPECIFICATIONS (350 Total Points)

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>Offeror Points</u>	346.67	306.67

Mandatory Specifications

Specifications:

Outreach Strategies

- The contractor will have experience leading, strategizing, and designing outreach strategies. The Offeror shall provide two (2) examples of outreach material developed for clients showing technical expertise in numerous platforms.
- The contractor will have expertise in reporting on the effectiveness of outreach materials and strategies. The Offeror shall submit evaluations of two (2) previous outreach projects including metrics for measuring effectiveness of multiple outreach strategies.

Website

- The contractor will serve as the technical and design manager of the WCO's website including all aspects outlined in the Detailed Scope of Work (section IV A, Website). The Offeror shall submit written description, including links, of relevant website work demonstrating the abilities needed to fulfill the scope relative to savewatersantafe.com.

Social Media

- The contractor will serve as the social media manager for the WCO including Facebook, Instagram, NextDoor, and monitoring for new opportunities. The Offeror shall submit a Curriculum Vitae (CV) of social media experience with emphases on audience expansion and communicating complex information including links, images, and other material that conveys the Offeror's social media skill.

Other Outreach Outlets

- The contractor will serve as lead in planning and research for print, radio and television media. The Offeror shall submit a CV of traditional media (print, radio and television) experience with emphases on conservation messaging and program effectiveness.
- The contractor will serve as an integral team member in the planning, adaptation, implementation, and assessment of public meetings at least twice a year. The Offeror shall submit a summary of a public meeting at which s/he worked with a public entity to conduct a public meeting and/or online forum. The summary may include materials developed, outcomes, lessons learned, strategies employed, plans for socially distanced adaptations, and other material that demonstrates the Offeror's experience.

Evaluation Factors:

- The two (2) examples of outreach material developed for clients will be evaluated based on the technical expertise demonstrated, the breadth of technical approaches demonstrated, and the relevance of the examples to WCO subject matter.
- The evaluations of two (2) previous outreach projects will be based on the effectiveness of the materials and the clarity of the reporting.
- The suitability of the Offeror to support the website will be based on the presence and quality of any referenced website(s), the scope of involvement for the contractor in previous technical and design website work, and the quality of the reporting of the written description submitted.
- The social media Curriculum Vitae (CV) detailing the Offeror's social media experience will be evaluated for longevity of experience, relevance of experience, levels of success, and compatibility of the Offeror's approach to the CV and social media work with the goals of the WCO.
- The traditional media CV will be evaluated for relevance of past work to the needs of the WCO.
- The summary of a public meeting and/or online forum for which the Offeror worked with a public entity will be evaluated for the effectiveness of the event in terms of collecting relevant and detailed public input from a diverse and large audience.

PK Public Relations

The Evaluation Committee awarded PK Public Relations 346.67 points based on the Offeror’s response.

- Examples demonstrate water conservation experience
- Examples demonstrate local Santa Fe public outreach experience
- Marketing reports with metrics on effectiveness

Tripepi Smith and Associates, Inc.

The Evaluation Committee awarded Tripepi and Smith and Associates, Inc. 306.67 points based on the Offeror’s response.

- Relevant conservation experience
- No local Santa Fe experience
- Examples did not show outcomes
- Qualitative metrics not included

Section IV.B.5, Desirable Specifications (200 Total Points)

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>Offeror Points</u>	200	143.33

Specifications:

Outreach Strategies

- The contractor will have experience leading, strategizing, and designing outreach strategies. The Offeror may provide examples of outreach material developed for clients showing subject matter expertise in water conservation.

Social Media

- The contractor will serve as the social media manager for the WCO including Facebook, Instagram, NextDoor, and monitoring for new opportunities. The Offeror may submit a social media plan showcasing expertise in areas such as: subject matter, local trends and issues, or innovative and highly impactful programs. The plan may also include tie-ins to ongoing WCO initiatives such as the 5-Year Water Conservation Plan Addendum and the WCO scorecard.

Other Outreach Outlets

- The contractor will serve as lead in planning and research for print, radio and television media. The Offeror may submit samples of print, radio, and/or television work showcasing work with public agencies.

- The contractor will serve as an integral team member in the planning, adaptation, implementation, and assessment of public meetings at least twice a year. The Offeror may submit a proposal for adapting public meetings, including collection of input, for the needs of social distancing.

Evaluation Factors:

- Examples of outreach strategies showing subject matter expertise in water conservation, if submitted, will be evaluated for relevance of the materials and projects to those being considered or conducted by the WCO.
- The Social Media Plan showcasing expertise in subject matter, local trends and issues, or innovative and highly impactful programs will, if submitted, be evaluated with an eye to the Offeror's knowledge and experience with water conservation, understanding of relevant local and professional trends, and experience in innovative and impactful campaigns.
- Tie-ins to ongoing WCO programs such as the 5-Year Water Conservation Plan Addendum and the WCO scorecard will be evaluated for suitability and Offeror knowledge.
- Examples of print, radio, and/or television work showcasing work with public agencies, if submitted, will be evaluated based on the quality and relevance of the work.
- The proposal for adapting public meetings for the needs of social distancing, if submitted, will be evaluated for suitability, thoroughness, and innovation.

PK Public Relations

The Evaluation Committee awarded PK Public Relations 200 points based on the Offeror's response.

- Numerous examples of relevant outreach experience
- Examples include social media outlets, radio, ads/graphics, television/video, and white papers
- Social media plan presented addresses rfp requirements
- Tie-ins to ongoing water conservation work in Santa Fe
- Experience with public meetings in Santa Fe
- Strategies addressed local trends

Tripepi Smith and Associates, Inc.

The Evaluation Committee awarded Tripepi Smith and Associates, Inc. 143.33 points based on the Offeror's response.

- Numerous examples of relevant outreach experience
- Examples include social media outlets, radio, ads/graphics, and television/video.
- No ties to ongoing water conservation work in Santa Fe
- No public meeting experience demonstrated

Section IV. C, Business Specifications

Section IV.C.1, Letter of Transmittal (Pass/Fail)

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>Pass/Fail</u>	Pass	Pass

Specifications:

The Offeror’s proposal must be accompanied by the Letter of Transmittal Form located in APPENDIX D. The form must be completed and must be signed by the person authorized to obligate the company. Failure to respond to ALL items, as indicated in Section II.C.30 and APPENDIX D, and to return a signed, unaltered form will result in Offeror’s disqualification.

Evaluation Factors:

Pass/Fail only. No points Assigned.

Section IV.C.2, Signed Campaign Contribution Disclosure Form (Pass/Fail)

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>Pass/Fail</u>	Pass	Pass

Specifications:

The Offeror must complete an unaltered Campaign Contribution Disclosure Form and submit a signed copy with the Offeror’s proposal. This must be accomplished whether or not an applicable contribution has been made. (See APPENDIX B). Failure to complete and return the signed, unaltered form will result in Offeror’s disqualification.

Evaluation Factors:

Pass/Fail only. No points Assigned.

Section IV.C.3, Costs (100 Total Points)

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>Offeror Points</u>		

Specifications:

Offerors must complete the Cost Response Form in APPENDIX C.

Evaluation Factors:

Cost will be measured by formula:

$$\frac{\text{Lowest Responsive Offeror's Cost}}{\text{Each Offeror's Cost}} \times \text{Available Award Points}$$

PK Public Relations

The Evaluation Committee awarded PK Public Relations 100 points based on the Offeror's response.

- Annual Cost = \$74,200

Tripepi Smith and Associates, Inc.

The Evaluation Committee awarded Tripepi Smith and Associates, Inc. 62 points based on the Offeror's response.

- Annual Cost = \$119,440

Section IV.C.4, NM Preferences

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates, Inc.</u>
<u>NM Business Preference</u>	98.6	0
<u>NM Veterans Preference</u>	n/a	n/a

Specifications:

The City shall award additional 10% of the total weight of all the factors used in evaluating the proposal to a local resident business. The City shall award an additional 6% of the total weight of all the factors used in evaluating the proposal to a non-local resident business who has hired all local resident business subcontractors.

The maximum available local preference shall be 10%.

Evaluation Factors:

When the City makes a purchase using a formal request for proposal process and the contract is awarded based on a point-based system, the City shall award additional point's equivalent to 10% of the total possible points to a local resident business. The City shall award an additional 6% of the total possible points to a business who has hired all local resident business subcontractors.

PK Public Relations

Offeror submitted NM Resident Business Certificate. Offeror was awarded 98.7 Points.

Tripepi Smith and Associates, Inc.

Offeror did not submit NM Preference Certificate. Offeror awarded zero (0) points.

Public Relations and Public Outreach for the Water Conservation Office
RFP # 21/20/P
Evaluation Summary

	<u>PK Public Relations</u>	<u>Tripepi Smith and Associates</u>
Section IV.B 1. Technical Specifications Organizational Experience (350 Points)	340	306.67
Section IV.B 2. Technical Specifications Organizational References (0 Points)	n/a	n/a
Section IV.B 3. Technical Specifications Oral Presentation (0 Points)	n/a	n/a
Section IV.B 4. Technical Specifications Mandatory Specification (350 Points)	346.67	306.67
Section IV.B 5. Technical Specifications Desirable Specification (200 Points)	200	143.33
Section IV.C 1. Business Specifications Letter of Transmittal (Pass/Fail)	Pass	Pass
Section IV.C 2. Business Specifications Signed Campaign Disclosure Form (Pass/Fail)	Pass	Pass
Section IV.C 3. Business Specifications Cost (100 Points)	100	62
Section IV.C 4. Business Specifications New Mexico Resident Business Preference 10%	98.7	0
Section IV.C 4. Business Specifications New Mexico Resident Veteran Preference 10%	n/a	n/a
TOTAL POINTS AWARDED	1085.37	818.67

Evaluation Committee Recommendation

Based on the Evaluation Committee's evaluation of the proposals submitted, as detailed above, the committee respectfully recommends awarding a contract to perform the scope of work as outlined in the Public Relations and Public Outreach for the Water Conservation Office RFP #21/20/P to the proposal receiving the highest scores along the natural point-break; PK Public Relations; subject to agreement between the City of Santa Fe Water and the selected Offerors. Awarding a contract to the recommended Offeror(s) is in the best interest and is most advantageous to the State, the Agency, and Agency clients.

Committee Signature Approval [Only Evaluation Committee, Procurement Manager and the Chief Procurement Officer sign the report. Add signature lines as necessary for additional Evaluation Committee names.]

Christine Chavez

Christine Chavez
Evaluation Committee Member

Date

3/31/21

Maya Martinez

Maya Martinez (Apr 7, 2021 11:47 MDT)

Maya Martinez
Evaluation Committee Member

Date

John Del Mar

John Del Mar (Apr 7, 2021 12:22 MDT)

John Delmar
Evaluation Committee Member

Date

Parry Andrew Erdmann

Parry Andrew Erdmann (Apr 7, 2021 11:49 MDT)

Andrew Erdmann
Procurement Manager

Date

Chief Procurement Officer Signature Approval

Fran Dunaway

Fran Dunaway
Chief Procurement Officer
City of Santa Fe

Date

3/31/21






PK PR 2021 PSA packet

Final Audit Report

2021-04-07

Created:	2021-04-07
By:	Maya Martinez (mfmartinez@ci.santa-fe.nm.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAAtQw9HZYaYobXGai2q5zXQbGHeWteaUKW

"PK PR 2021 PSA packet" History

-  Document created by Maya Martinez (mfmartinez@ci.santa-fe.nm.us)
2021-04-07 - 5:19:49 PM GMT- IP address: 63.232.20.2
-  Document emailed to Fran Dunaway (fadunaway@ci.santa-fe.nm.us) for signature
2021-04-07 - 5:20:48 PM GMT
-  Email viewed by Fran Dunaway (fadunaway@ci.santa-fe.nm.us)
2021-04-07 - 5:21:42 PM GMT- IP address: 104.47.65.254
-  Document e-signed by Fran Dunaway (fadunaway@ci.santa-fe.nm.us)
Signature Date: 2021-04-07 - 5:22:40 PM GMT - Time Source: server- IP address: 63.232.20.2
-  Agreement completed.
2021-04-07 - 5:22:40 PM GMT



City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, N.M. 87504-0909
www.santafenm.gov

Alan Webber, Mayor

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1
Renee Villarreal, District 1
Michael J. Garcia, District 2
Carol Romero-Wirth, District 2
Roman "Tiger" Abeyta, District 3
Chris Rivera, District 3
Jamie Cassutt-Sanchez, District 4
JoAnne Vigil Coppler, District 4

MEMO

Date: April 8, 2021

To: Jarel Lapan Hill, City Manager
Public Works and Public Utilities Committee

Via: Shannon Jones, Public Utilities Department Director
Bill Schneider, Water Resources and Conservation Manager

From: Jesse Roach, Director, City of Santa Fe Water

ITEM

2021 Water Emergency Management Plan Recommendation

SUMMARY

City of Santa Fe Water recommends that no water emergency plan be issued for 2021. Operational supply for 2021 is estimated at **17,200 acre-feet (AF)**, sufficient to meet **potential demand of 10,600 AF**. Much of north-central New Mexico, including Santa Fe, is experiencing drought conditions. While there is a possibility that access to surface water resources will be reduced in late summer or early fall due to these conditions, the City has sufficient groundwater resources available to meet demand, and will shift to those reserves as needed.

City of Santa Fe Water's strategy of prioritizing surface water sources when available has allowed groundwater sources to recover and be available to us during periods of reduced surface water availability. City of Santa Fe Water will continue to track supply and demand and provide appropriate conservation programming and messaging throughout the year.

BACKGROUND

City Ordinance 25-5.7 requires the Water Division Director to provide a yearly assessment of water supply availability based on the operational water supply compared to the operational water system demand. This assessment is used to determine the appropriate water management plan for the given year and is to be completed in advance of the high water demand season. The purpose of this memo is to provide the assessment and make the appropriate recommendation on whether any emergency actions are warranted to ensure a safe and reliable water supply will be available for the coming year.

TOTAL WATER AVAILABILITY¹

2021 Total Water Availability: 9,000 (surface water) + 8,200 (groundwater) = **17,200 AF**

SURFACE WATER AVAILABILITY

2021 Surface Water Availability: 2,600 (CRWTP) + 6,400 (BDD) = 9,000 acre-feet (AF)

Canyon Road Water Treatment Plant (CRWTP) – Based on reservoir storage², snowpack based runoff projections³, Living River Target Flows⁴, and required acequia deliveries⁵, City of Santa Fe Water estimates that the CRWTP will produce up to 2,600 AF⁶ of drinking water in 2021. In order to repair aging infrastructure in Nichols Dam, Nichols Reservoir will be emptied and CRWTP taken offline by the end of August and CRWTP will not produce water again from August of 2021, until spring of 2022.

Buckman Direct Diversion (BDD) – As of March 1st, 2021, City of Santa Fe Water has 12,630 AF of San Juan Chama water stored in Heron, El Vado, and Abiquiu Reservoirs⁷. By permit, City of Santa Fe Water can divert up to 6407 AF per year. Depending on what happens with water quantity and quality on the Rio Grande this summer and fall (see “LATE SUMMER 100% GROUNDWATER SCENARIO discussion below), we are cautiously optimistic that the BDD is capable of producing up to 6,400 AF of drinking water in 2021.

GROUNDWATER AVAILABILITY

2021 Ground Water Availability: 3,000 (CWF) + 5,200 (BWF) = 8,200 AF

City Wellfield (CWF) – The City Wellfield is permitted to produce up to 4,865 AF in any given year but cannot exceed 35,070 AF over 10 years (3,507 AF/yr average). The CWF infrastructure is aged and the water supply wells are near several known groundwater contamination sites. Given

¹ Administrative procedures for calculating operational supply were written in 2006 (Resolution 2006-106). We use these procedures for estimating supply from the Buckman Wellfield and Buckman Direct Diversion, but use lower values for estimated supply from Canyon Road WTP and City Wells based on living river target flows and improved system understanding gained in the past 15 years. Standard procedures for calculating operational supply will be updated in a future code review and update.

² Nichols and McClure storage of 824 AF to start April.

³ April 1st snowpack suggests runoff of 29% of normal, 1240 AF of runoff from March through July.

⁴ 310 AF required from April 15th 2021 through April 14th 2022 based on April 1st 2021 snowpack.

⁵ Total acequia delivery requirements are 140 AF/yr.

⁶ Production estimate assumes no disruptions to operations by fire or other unforeseen conditions.

⁷ Storage on 3/1/2021 of 4790 AF Heron, 5144 AF El Vado, 2696 AF Abiquiu.

these limitations, City of Santa Fe Water estimates the CWF can produce up to 3,000 AF in 2021 with reliance on the Northwest Well to produce up to 900 AF of the 3,000 AF total.

Buckman Wellfield (BWF) – The Buckman Wellfield is permitted to produce up to 10,000 AF/yr however the BWF has restrictions on pumping effects and offset requirements. Because of these limitations and associated expenses, the BWF is typically used to meet peak demands and provide backup water supply source. Although we prefer a lower, more sustainable yield, City of Santa Fe Water estimates the BWF can produce up to 5,200 AF in 2021.

POTENTIAL DEMAND⁸

2021 Potential City of Santa Fe Water Demand: 9,000 AF (City) + 1,600 AF (County) = **10,600 AF**

In the past 5 years, the largest City of Santa Fe annual water demand year occurred in 2018 when we produced 8,940 AF of potable water from our four sources. Based on this number, we assume 9000 AF as the maximum potential City demand for 2021. City of Santa Fe Water also serves as the backup supply for the County should BDD be unavailable. Total County Utility production in 2020 was 1,470 AF. A maximum potential County demand of 1600 is assumed for 2021. Together, this puts potential annual demand at 10,600 AF.

LATE SUMMER 100% GROUNDWATER SCENARIO

As mentioned above, planned repairs at Nichols Dam this fall mean that CRWTP will be offline by the end of August. In the event water quality in the Rio Grande is sufficiently impacted by wildfires, or flows in the Rio Grande at the BDD go below 150 cubic feet per second (which has happened on only a single day since 1971), BDD may temporarily cease operations. In this case the City and County water utilities would be 100% reliant on City of Santa Fe groundwater resources. These resources have been resting for the past decade and in combination with system storage have sufficient capacity to meet the maximum daily and weekly demands of the City and County water utilities.

ACTION

City of Santa Fe Water has the ability to produce 60% more than the potential water system demand for 2021. There is a small chance that we could end up utilizing groundwater exclusively during high demand days in late summer or early fall. Groundwater resources are available to meet all demand should this occur. For this reason, it is recommended that no water emergency plan be issued for 2021. City of Santa Fe Water will continue to support conservation efforts as outlined in the City's recently updated Conservation and Drought Plan to further reduce demand.

⁸ Administrative procedures for calculating operational demand were written in 2006 (Resolution 2006-106), and specify per person demand more than 30% greater than current, and do not include County demand. We use rounded up maximum annual use from the City and County from the past 5 years. Standard procedures for calculation of operational demand will be updated in a future code review and update.



NMOSE GPCD CALCULATOR

Gallons per Capita - v2.05

Release Date: August 2015

This spreadsheet-based GPCD calculator is designed to help quantify and track water uses associated with water distribution systems. The spreadsheet contains several separate worksheets. Sheets can be accessed using the tabs towards the bottom of the screen, or by clicking the buttons on the left below. Descriptions of each sheet are also given below.

It should be noted that all the recorded data should be from actual metered results and should not include any estimates.

THE FOLLOWING KEY APPLIES THROUGHOUT:

- Value to be entered by user
- Dropdown box, pick from list
- Value calculated based on input data
- No longer available for input

Look for the following boxes that provide additional [Instructions](#)

Please begin by providing the following information, then proceed through each sheet:

NAME OF CITY OR UTILITY:

REPORTING YEARS: Enter the most recent reporting year: Data can be entered back to:

NAME OF CONTACT PERSON: E-MAIL: TELEPHONE: Ext.

SELECT THE REPORTING UNITS FOR VOLUME DATA: For unit converter click here:

<input type="button" value="Instructions &"/>	This sheet
<input type="button" value="Census Data"/>	Census data and the portal to get the data from the Census website
<input type="button" value="Single-Family"/>	Single-Family residential gallons and population
<input type="button" value="Multi-Family"/>	Multi-Family residential gallons and population
<input type="button" value="ICI & Other Metered"/>	Other data including Commercial, Industrial and Institutional [1.3] and Other metered [1.4] categories
<input type="button" value="Reuse"/>	Data related to water reuse projects
<input type="button" value="Total Diverted"/>	Total Production and Diverted Water
<input type="button" value="Reported Data"/>	The calculated data graphical review of most common performance indicators
<input type="button" value="Annual Performance"/>	The calculated data graphical review of annual performance indicators
<input type="button" value="Monthly Performance"/>	The calculated data graphical review of monthly performance indicators
<input type="button" value="Definitions"/>	Use this sheet to understand terms used in the audit process

All parties reserve the right to validate the data recorded in this document. This does not bind the OSE or the Utility to the results. It is a tool used for planning purposes.

Questions or comments regarding the software please contact us at: waternm@state.nm.us

Census Information Data Table 2.1

Info

[Click here to access the Census Web site](#)

OR

[Click here for instructions on how to find the data on the Census website](#)

2020	TO	2014
------	----	------

Use the most recent census data

[Return to Instructions](#)

DATA

US Census Table	Description		INPUT
DP-1	Profile of General Population and Housing Characteristics	Census Year	2020
Subject			
Relationship	In group quarters	Total	1,136
Housing Occupancy	Total housing units	Total	41,625
	Occupied housing units		35,327
	Vacant housing units		6,298
Households by Type	Average household size	Total	2.02

Formula: Household Size = Total Population / Total Number of Housing Units

Vacancy Rate %	15.1%
----------------	-------

COMMENTS:

The City of Santa Fe used 2011-2016 American Community Survey 5-year estimates for the housing occupancy, units in structure and housing tenure data. Average household size was calculated by taking the weighted average of the avg. household size of owner-occupied units with the avg. household size of renter occupied units. Table B26001 was used for the group quarters population.

DATA INPUT SHEET

3. SINGLE-FAMILY RESIDENTIAL (SFR)

[Return to Instructions](#)

City of Santa Fe Public Utilities Department
Instructions

MONTHLY DATA

TABLE 3.1 [Info](#) 2020 TO 2014

SFR BILLED WATER CONSUMPTION (Gallons (US))

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	84,388,000	85,507,100	85,409,000	103,225,700	144,122,100	159,095,000	185,174,200	180,715,600	174,023,600	158,127,200	106,366,400	92,379,200
2019												
2018												
2017												
2016												
2015												
2014												

TABLE 3.2 [Info](#) **Active Connections Only** You have chosen to enter Active Connections Only, enter the monthly values below, or enter annual values in table 3.8 Check message above Table 3.3 to see if additional data is required.

NUMBER OF SFR CONNECTIONS (Monthly)

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	29,861	29,876	29,923	29,987	30,012	30,031	30,137	30,163	30,177	30,192	30,227	30,219
2019												
2018												
2017												
2016												
2015												
2014												

TABLE 3.3 [Info](#) You have entered Active Connections Only in Table 3.2; leave the cells below blank

INACTIVE (ZERO USE) SFR CONNECTIONS (Monthly)

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020												
2019												
2018												
2017												
2016												
2015												
2014												

TABLE 3.4 [Info](#) Formula = (No. of Connections - No. of Zero Use Accounts) * Ave. Household Size

SFR POPULATION (Monthly)

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	60,319	60,350	60,444	60,574	60,624	60,663	60,877	60,929	60,958	60,988	61,059	61,042
2019	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2018	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2017	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2016	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2015	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2014	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data

TABLE 3.5 [Info](#) Formula = Billed Water Consumption (SFR only) / Calculated Population (SFR only)

SFR GPCD CALCULATION (Monthly)

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	45.13	50.60	45.58	56.80	76.69	87.42	98.12	95.68	95.16	83.64	58.07	48.82
2019	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2018	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2017	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2016	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2015	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
2014	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data

COMMENTS:
Single Family Residential Consumption and # of Accounts comes from the customer utility database queried by the ITT Dept.

ANNUAL DATA

TABLE 3.6 [Info](#) ANNUAL CONSUMPTION

1,558,533,100
N/A
N/A
N/A
N/A
N/A
N/A

TABLE 3.7 [Info](#) ANNUAL CALCULATION

1,558,533,100
N/A
N/A
N/A
N/A
N/A
N/A

TABLE 3.8 [Info](#) AVG. ANNUAL CONNECTIONS

30,067
N/A
N/A
N/A
N/A
N/A
N/A

TABLE 3.9 [Info](#) AVG CONN. CALCULATION

30,067
N/A
N/A
N/A
N/A
N/A
N/A

TABLE 3.10 [Info](#) CALCULATED GROWTH RATE

N/A
N/A
N/A
N/A
N/A
N/A

TABLE 3.11 [Info](#) No. VACANT SFR CONNECTIONS

Are you sure growth is zero?

TABLE 3.12 [Info](#) SIZE OF HOUSEHOLD

2.02
2.02
2.02
2.02
2.02
2.02

TABLE 3.13 [Info](#) SFR POPULATION

60,736
N/A
N/A
N/A
N/A
N/A

TABLE 3.14 [Info](#) ANNUAL SFR GPCD

70.30
N/A
N/A
N/A
N/A
N/A

DATA INPUT SHEET

5. INDUSTRIAL, COMMERCIAL & INSTITUTIONAL (ICI) AND OTHER METERED

Return to Instructions

Info Santa Fe Public Utilities Department

MONTHLY DATA

2020 TO 2014

Instructions

TABLE 5.1
ICI WATER CONSUMPTION (Gallons (US))

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	52,551,900	53,556,100	49,860,600	38,194,100	46,341,600	57,980,300	69,764,300	70,004,400	66,114,500	62,952,300	44,465,100	36,802,100
2019												
2018												
2017												
2016												
2015												
2014												

TABLE 5.2
OTHER METERED (Gallons (US))

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	245,500	212,400	357,100	6,728,200	35,169,200	43,748,900	50,910,600	48,770,300	45,594,600	46,345,600	8,487,000	832,500
2019												
2018												
2017												
2016												
2015												
2014												

COMMENTS:

The ICI Consumption Table is based upon the Water Division's active, commercial accounts consumption queried from the customer utility database. The other metered consumption is based upon active fire account usage and irrigation account usage queried from the customer utility database via an ITT data pull. DOES THIS INCLUDE HYDRANT USE?

ANNUAL DATA

<p>TABLE 5.3 ICI ANNUAL CONSUMPTION</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">ICI ANNUAL CONSUMPTION</td></tr> <tr><td style="background-color: #4CAF50; color: white;">21.17</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> </table>	ICI ANNUAL CONSUMPTION	21.17	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<p>TABLE 5.4 ICI GPCD</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">ICI GPCD</td></tr> <tr><td style="background-color: #4CAF50; color: white;">21.17</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> </table>	ICI GPCD	21.17	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<p>TABLE 5.5 ICI ANNUAL CALCULATED</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">ICI ANNUAL CALCULATED</td></tr> <tr><td style="background-color: #4CAF50; color: white;">648,587,300</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> </table>	ICI ANNUAL CALCULATED	648,587,300	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ICI ANNUAL CONSUMPTION																													
21.17																													
N/A																													
N/A																													
N/A																													
N/A																													
N/A																													
N/A																													
N/A																													
ICI GPCD																													
21.17																													
N/A																													
N/A																													
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N/A																													
N/A																													
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N/A																													
ICI ANNUAL CALCULATED																													
648,587,300																													
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N/A																													
N/A																													
<p>TABLE 5.6 OTHER ANNUAL CONSUMPTION</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">OTHER ANNUAL CONSUMPTION</td></tr> <tr><td style="background-color: #4CAF50; color: white;">9.38</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> </table>	OTHER ANNUAL CONSUMPTION	9.38	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<p>TABLE 5.7 OTHER METERED GPCD</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">OTHER METERED GPCD</td></tr> <tr><td style="background-color: #4CAF50; color: white;">9.38</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> </table>	OTHER METERED GPCD	9.38	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<p>TABLE 5.8 OTHER ANNUAL CALCULATED</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">OTHER ANNUAL CALCULATED</td></tr> <tr><td style="background-color: #4CAF50; color: white;">287,401,900</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> <tr><td style="background-color: #4CAF50; color: white;">N/A</td></tr> </table>	OTHER ANNUAL CALCULATED	287,401,900	N/A	N/A	N/A	N/A	N/A	N/A	N/A
OTHER ANNUAL CONSUMPTION																													
9.38																													
N/A																													
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287,401,900																													
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DATA INPUT SHEET

Info

6. REUSE

Return to Instructions

City of Santa Fe Public Utilities Department

Instructions

MONTHLY DATA

2020 TO 2014

TABLE 6.1
REUSE DIVERSIONS (Monthly) (Gallons (US))

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020												
2019												
2018												
2017												
2016												
2015												
2014												

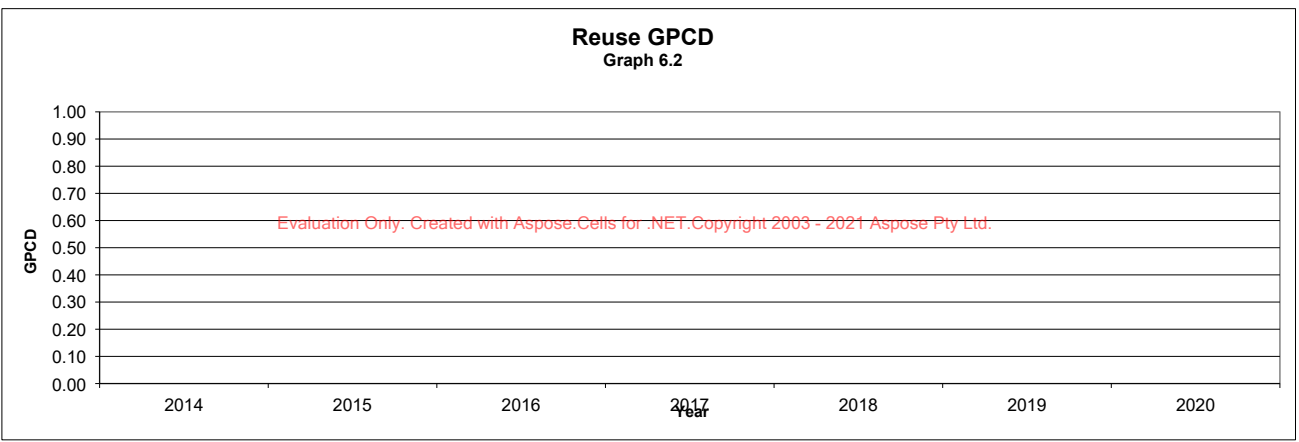
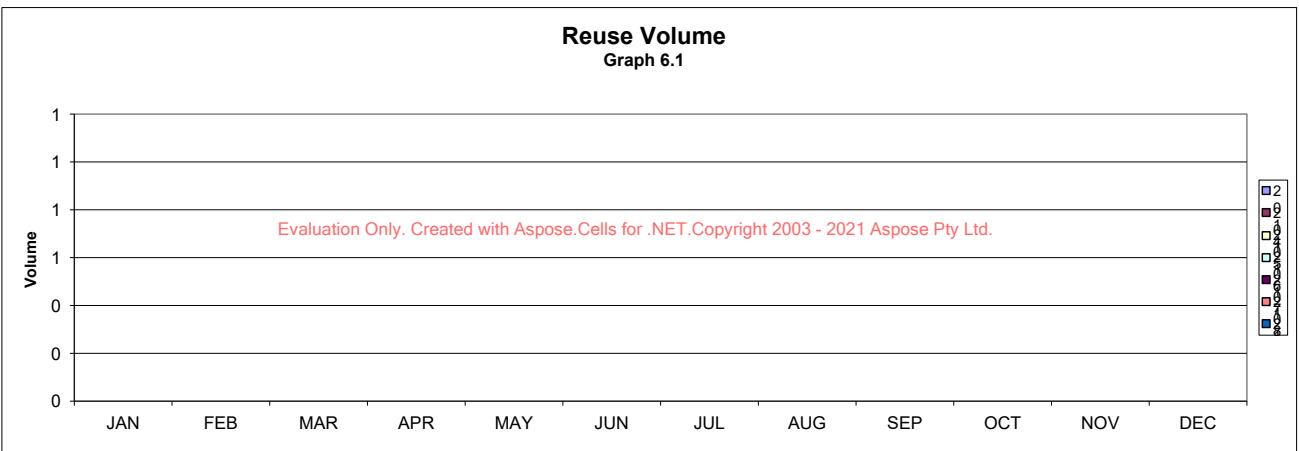
COMMENTS:

ANNUAL DATA

TABLE 6.2
REUSE ANNUAL DIVERSIONS

TABLE 6.3
REUSE GPCD

N/A
N/A
N/A
N/A
N/A
N/A
N/A



DATA INPUT SHEET

7. TOTAL WATER DIVERTED AND SUPPLIED

Return to
Instructions

City of Santa Fe Public Utilities Department

MONTHLY DATA

2020 TO 2014

TABLE 7.1
TOTAL WATER DIVERTED (Monthly) (Gallons (US))

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	53,465,000	52,414,000	80,514,000	133,026,000	187,317,000	210,789,000	178,385,000	152,427,000	133,903,000	129,087,000	68,950,000	66,367,000

TABLE 7.2
IMPORTED WATER (Monthly)(Gallons (US)) Info

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	111,530,000	102,340,000	84,530,000	71,390,000	110,430,000	108,630,000	153,680,000	194,550,000	157,540,000	129,210,000	91,580,000	97,600,000

TABLE 7.3
EXPORTED WATER (Monthly) (Gallons (US)) Info

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 7.4 Formula = Total Water Diverted + Imported water - Exported Water
TOTAL WATER SUPPLY (Monthly) (Gallons (US))

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	164,995,000	154,754,000	165,044,000	204,416,000	297,747,000	319,419,000	332,065,000	346,977,000	291,443,000	258,297,000	160,530,000	163,967,000

Table 7.5
SYSTEM TOTAL GPCD (Monthly)

Year	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2020	63	66	63	81	114	127	128	133	116	99	64	63
	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data

The Total Water Diverted values (Table 7.1) exclude water supplied from the Buckman Direct Diversion Project to the City of Santa Fe (City). The Imported Water values (Table 7.2) are the City's portion of water delivered from the Buckman Direct Diversion Project (BDD Project). The sources of total water diverted include: the City Wells, Canyon Rd Water Treatment Plant & St. Michael's Well, Buckman Wells, and other wells including: Osage Well, Wastewater Well, Marty Sanchez Links well, MRC Well South. *Note: With the exception of Osage Well, Other Wells were not included in previous years gpcd calculations. The Exported Water values (Table 7.3) represent non-BDD Project water delivered to Santa Fe County by the City under the Water Resources Agreement.

ANNUAL DATA

TABLE 7.6
ANNUAL TOTAL DIVERTED

TABLE 7.7
ANNUAL TOTAL DIVERTED CALC

1,446,644,000
N/A
N/A
N/A
N/A
N/A
N/A
N/A

TABLE 7.8
ANNUAL TOTAL IMPORTED

TABLE 7.9
ANNUAL TOTAL IMPORT CALC

1,413,010,000
N/A
N/A
N/A
N/A
N/A
N/A
N/A

TABLE 7.10
ANNUAL TOTAL EXPORTED

0

TABLE 7.11
ANNUAL TOTAL EXPORT CALC

N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A

TABLE 7.12
ANNUAL TOTAL WATER SUPPLY

2,859,654,000

TABLE 7.13
TOTAL POP. EST.

83,922
N/A
N/A
N/A
N/A
N/A
N/A
N/A

TABLE 7.14
SYSTEM TOTAL GPCD

2020	93.36
	NA
	NA
	NA
	NA
	NA
	NA
	NA

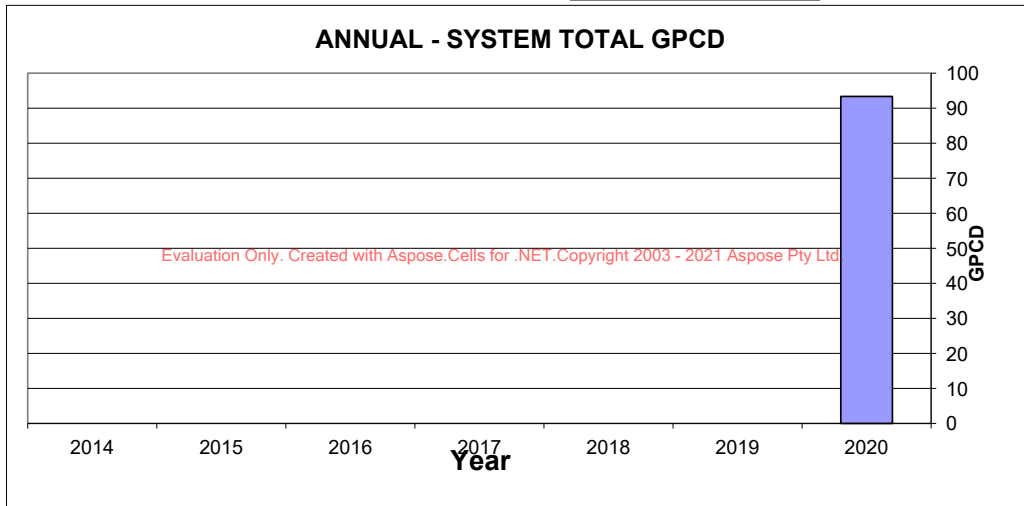
8. SUMMARY GPCD REPORTED DATA

Santa Fe Public Utilities Depa

2020 To: 2014

ANNUAL

Year	SYSTEM GPCD
2020	93.36
2019	NA
2018	NA
2017	NA
2016	NA
2015	NA
2014	NA

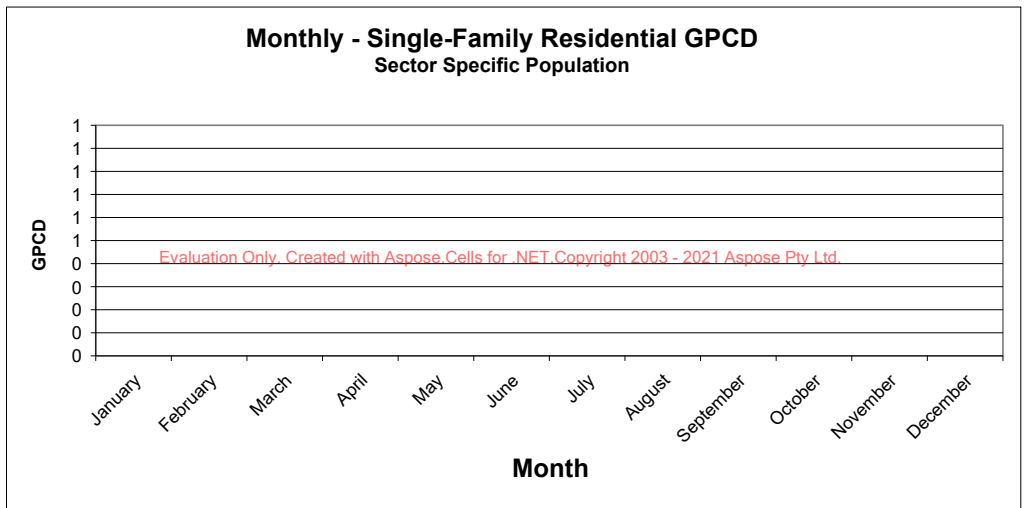


MONTHLY

Month	SFR GPCD
January	No Data
February	No Data
March	No Data
April	No Data
May	No Data
June	No Data
July	No Data
August	No Data
September	No Data
October	No Data
November	No Data
December	No Data

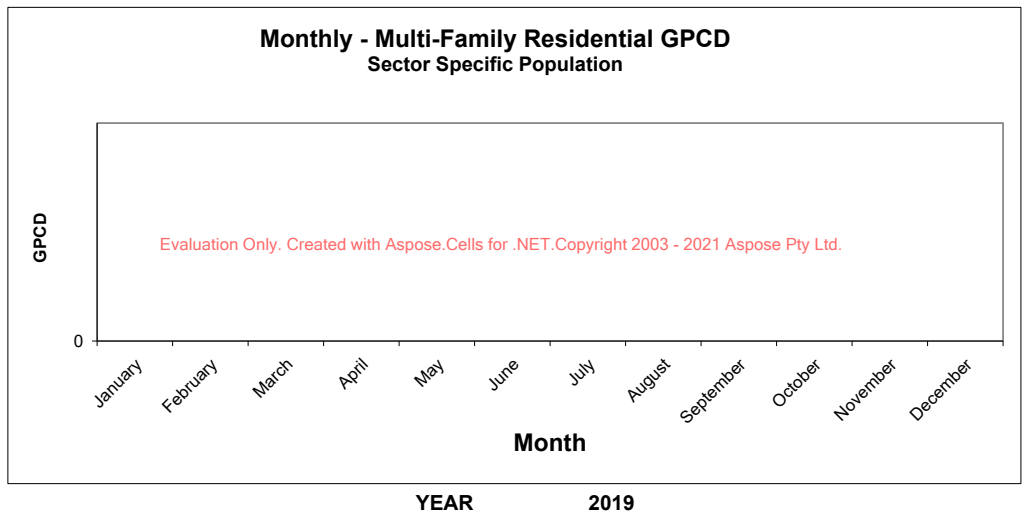
Year 2019

Peak/Ave #DIV/0!



Month	MFR GPCD
January	No Data
February	No Data
March	No Data
April	No Data
May	No Data
June	No Data
July	No Data
August	No Data
September	No Data
October	No Data
November	No Data
December	No Data

Peak/Ave #DIV/0!



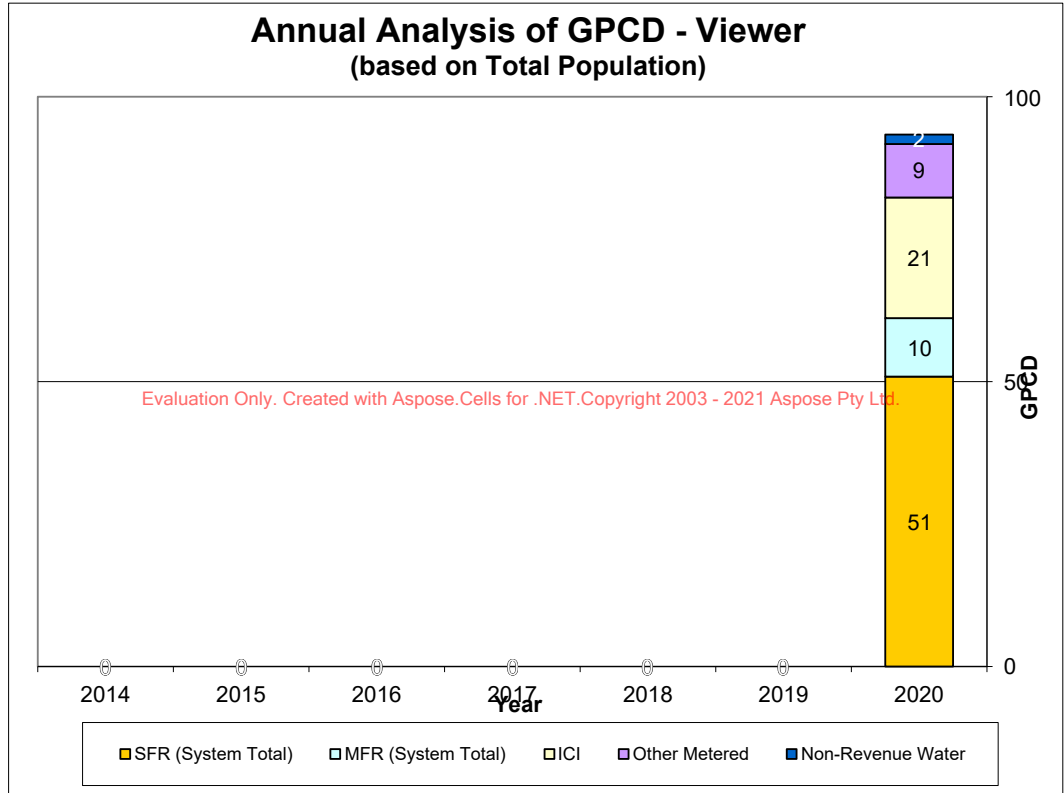
9. System Total Annual Reporting Performance

Overall Annual GPCD (based on Total Population)

	SFR (System Total)	MFR (System Total)	ICI	Other Metered	Non-Revenue Water	Total Supplied	Non-Revenue Volume Million Gallons (US)
Year							
On Graph?	Yes	Yes	Yes	Yes	Yes		
2020	50.88	10.26	21.17	9.38	1.66	93.36	50.87
2019	N/A	N/A	N/A	N/A	#####	#VALUE!	-
2018	N/A	N/A	N/A	N/A	#####	#VALUE!	-
2017	N/A	N/A	N/A	N/A	#####	#VALUE!	-
2016	N/A	N/A	N/A	N/A	#####	#VALUE!	-
2015	N/A	N/A	N/A	N/A	#####	#VALUE!	-
2014	N/A	N/A	N/A	N/A	#####	#VALUE!	-

City of Santa Fe Public Utilities Department
 2020 to 2014

Annual Analysis of GPCD - Viewer (based on Total Population)



10. Monthly Reporting Performance

Choose Year for Monthly Analysis **2019**

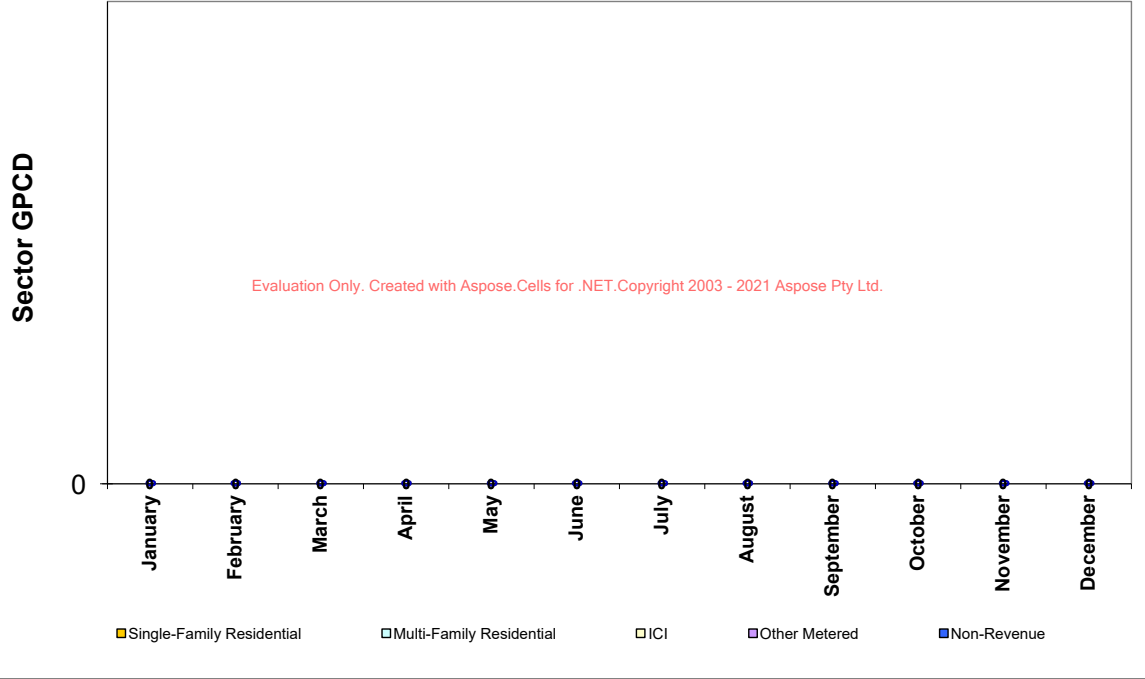
Choose Sector **Non-Revenue**

Monthly GPCD

	Single-Family Residential	Multi-Family Residential	ICI	Other Metered	Non-Revenue
Month	GPCD	GPCD	GPCD	GPCD	GPCD
JAN	No Data	No Data	#N/A	#N/A	#N/A
FEB	No Data	No Data	#N/A	#N/A	#N/A
MAR	No Data	No Data	#N/A	#N/A	#N/A
APR	No Data	No Data	#N/A	#N/A	#N/A
MAY	No Data	No Data	#N/A	#N/A	#N/A
JUN	No Data	No Data	#N/A	#N/A	#N/A
JUL	No Data	No Data	#N/A	#N/A	#N/A
AUG	No Data	No Data	#N/A	#N/A	#N/A
SEP	No Data	No Data	#N/A	#N/A	#N/A
OCT	No Data	No Data	#N/A	#N/A	#N/A
NOV	No Data	No Data	#N/A	#N/A	#N/A
DEC	No Data	No Data	#N/A	#N/A	#N/A

City of Santa Fe Public Utilities Department
 2020 to 2014

Monthly Analysis of GPCD - Viewer
 (based on sector-specific population)



NMOSE GPCD Software: Definitions

GPCD v2.0 ©

[Back to Instructions](#)

Item Name		Description					
Active Connections		All active Single Family Residential connections within the utility. Connections that are not occupied or show zero activity are not counted in this category.					
Annual Multi-Family Residential GPCD Calculation	Find	The MFR GPCD is Annual MF Calculation (4.6) divided by the annual MFR Population (4.9).					
Annual Single Family Residential GPCD Calculation	Find	The SFR GPCD is Annual SFR Calculation (3.7) divided by the annual SFR Population average (3.13).					
Billed Water Consumption (Multi-Family Residential)	Find	This is the total billed consumption for Multi-Family Residential uses only. Provide the amount of water used (gallons) for multi-family residential connections by month in Table 4.1, or by year in Table 4.5. If multi-family residential is not available as a separate category, provide an explanation in the Comments Box and include usage in the Industrial, Commercial and Institutional Table 5.1 or Other Metered Table 5.2 on Sheet					
Billed Water Consumption (Single-Family Residential)	Find	This is the total billed consumption for Single-Family residential uses only.					
Calculated Growth Rate	Find	The calculated growth rate is a calculation developed to normalize the data to the growth in the utility. The growth is determined by evaluating the percentage change in the number of connections within the utility on an annual basis, provided in Table 3.9 Average Connections Calculated. If there are no more than one years' data, then this will not be calculated. This Table is for the utilities use in checking the growth percentage calculated against their own estimates. It is also used in Table 4.8 Number of (Multi-Family) Units if only the current number of multi-family units can be					
Census Data	Find	The Census data is used to standardize the calculation of population by utilizing numbers of people per household. It also records information on the vacancy rate within each city which enables calculation of the number of households actually being used. There is a link to a pdf document in Definitions showing the user how to find and record the relevant data.					
Converter	Find	<p>The user may develop a GPCD Analysis based on one of two input unit selections:</p> <ol style="list-style-type: none"> 1) Gallons (US) 2) Cubic feet <p>Please select the units from the instructions worksheet. An interactive unit converter is also provided below. Input volume in first box below and select units to be converted.</p> <table border="1" data-bbox="621 1192 1429 1239"> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">Gallons (US)</td> <td style="text-align: center;">=</td> <td style="text-align: center;">0.134</td> <td style="text-align: center;">Cubic Feet</td> </tr> </table>	1	Gallons (US)	=	0.134	Cubic Feet
1	Gallons (US)	=	0.134	Cubic Feet			
Exported Water	Find	Enter all water exported from the system. This will include any pass-through arrangements or wholesale contracts to other drinking water suppliers, where the reporting utility is the water rights permit holder.					
GPCD		Gallons per capita per day (GPCD) is a method utilized internationally to measure water use by drinking water suppliers. It is most commonly used to describe historical and current water uses, providing a baseline of water use that is not as susceptible to changes in population. GPCD is also used for planning purposes, allowing estimates of future demand requirements based on localized population projections. More sophisticated planning efforts utilize GPCD to determine conservation potential, track the results of program implementation, and calculate projections based on conservation adjusted GPCD.					
General Information		The white boxes are data entry cells and are used for inputting data. All other cells except dropdown menus (purple boxes) are protected for the user's benefit to stop any overwriting of formulas and calculated cells. The green boxes are values that have been calculated based on inputs.					
Graphing Results	Find	Datasets will automatically be graphed when using the graphing data tools in both the Annual and Monthly Performance worksheets. For example, choosing the year and the use sector from the purple dropdown boxes will allow these variables to be graphed.					
Imported Water	Find	Enter all water imported from other systems. This will include any retail contracts with other drinking water suppliers where this utility purchases water from another utility and is not the permit holder.					
Inactive and Zero Connections	Find	The inactive and zero connections are recorded in Table 3.3 so that unused single family residential connections will be removed from the calculation of single family population when Total Units is chosen from the drop down list in Table 3.2.					

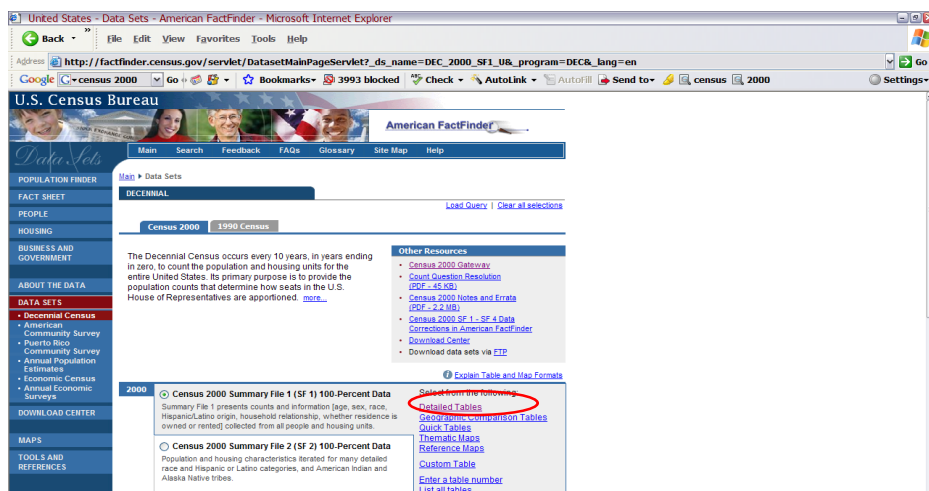
Industrial, Commercial and Institutional (ICI)	<input type="button" value="Find"/>	Includes industrial properties, such as manufacturing, commercial properties such as restaurants, shopping malls, and institutional customers such as schools, universities and prisons.
Multi-Family Residential Connections	<input type="button" value="Find"/>	A multifamily unit is living units in an apartment complex, duplexes, triplexes, trailer parks, and condo or town houses that have multiple units serviced by a single connection. They are not counted in the single-family residential category.
Multi-Family Residential Population	<input type="button" value="Find"/>	Multi-family population is calculated from number of MFR units in the Annual Unit Calculation (4.8) minus Vacant MFR Connections (4.10). That number is then multiplied by Average Size of Occupied Housing Units from the US Census (2.1).
Non-Revenue Water		Non-revenue water is all the water the utility diverts and/or produces, but does not get paid for. Non-revenue water includes apparent losses such as meter inaccuracies, theft, and database errors, real losses such as leaks. It also includes unbilled authorized uses such as fire-fighting, line flushing and disinfection. The Calculator does not provide data entry for unmetered billed water. This might include bulk sales or monthly fees not based on usage. The non-revenue water in the Calculator includes all water that is not metered.
Other Metered	<input type="button" value="Find"/>	All categories of billed metered use that is not otherwise classified in SFR, MFR or ICI. This provides the user the opportunity to track alternative categories. Examples included irrigation only, stand pipes, and fire hydrant/construction meters. Everything not included in SFR, MFR, ICI or Other will end up in non-revenue water.
Reuse	<input type="button" value="Find"/>	Reuse, or Recycled water is former wastewater (sewage) that has been treated to remove solids and certain impurities and reused by a water supplier. In most locations, it is only intended to be used for nonpotable uses, such as irrigation, and dust control. This data is not included in any other calculation. It is provided as a tracking tool for the user.
Single Family Residential Connections	<input type="button" value="Find"/>	SFR Connection is a stand alone or independently metered housing unit. The number used in the Calculator can be Total Connections or Active Connections only.
Single Family Residential Population	<input type="button" value="Find"/>	Single Family Population (3.13) is calculated from number of active connections times size of average household (3.12). It can be calculated monthly or annually depending on the data provided. If Total Connections is chosen (3.2), then inactive connections are subtracted prior to multiplying by size of average household (3.12). If Active Connections is chosen (3.2), then number of connections are multiplied by size of average household (3.12) without any subtractions.
Size of Average Household	<input type="button" value="Find"/>	This Table is determined from the US Census data in Table 2.1, Sheet 2. This data is used to determine a total single-family population and total multi-family population for both the monthly and annual data (Tables 3.4 and 3.13, Tables 4.3 and 4.9 respectively).
Total Connections		All active and inactive Single Family Residential connections within the utility.
System Total GPCD	<input type="button" value="Find"/>	The System Total GPCD is calculated by dividing the quantity of Total Water Diverted (plus imports minus exports) by the System Total Population
Total Population	<input type="button" value="Find"/>	The Total Population estimate is the sum of the single-family population + multi-family population + group quarters population.
Vacant Single-Family Residential Connections	<input type="button" value="Find"/>	This is a calculated field using either i) the average of the monthly vacant SFR connections, if monthly data are available or ii) an estimated value based on the Census data vacancy rate multiplied by the number of Total SFR connections. When Total Connections is chosen in Table 3.2, vacant single family residential connections are subtracted from Total Connections prior to calculating a population (based on household size) and a single family GPCD.

How to find the data required for Census section

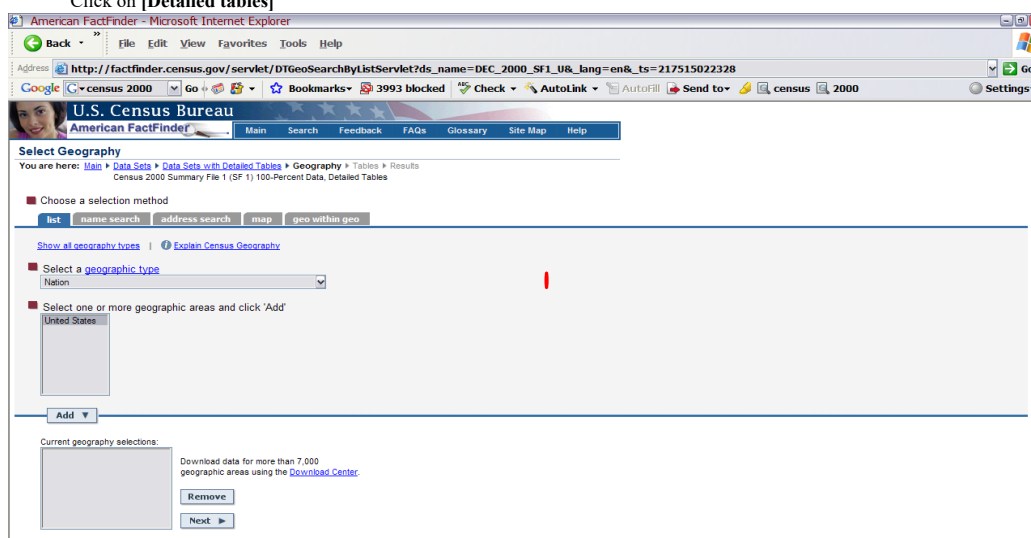
www.census.gov
click on [Census 2000]

Click on [Summary File 1]

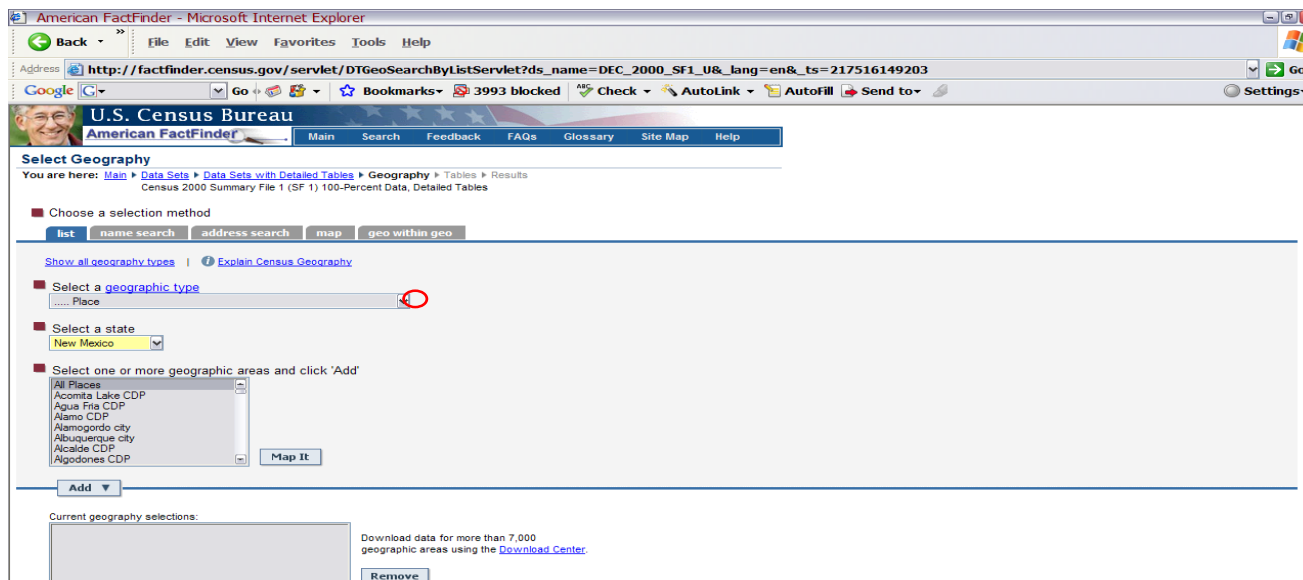
Click on [Access to all tables and maps in American FactFinder]



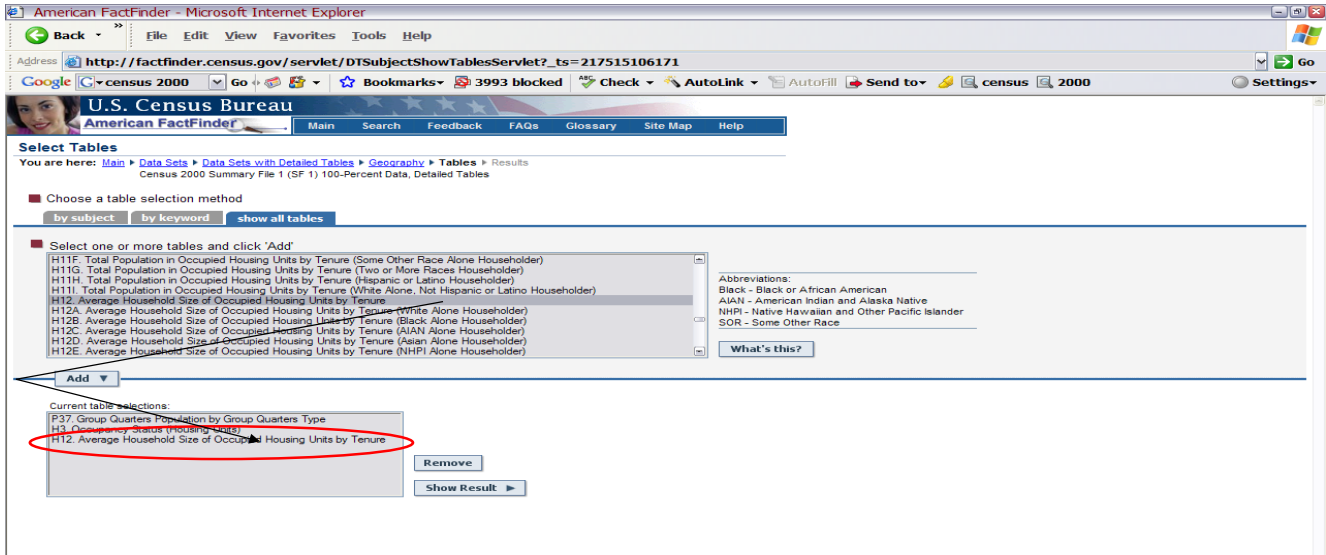
Click on [Detailed tables]



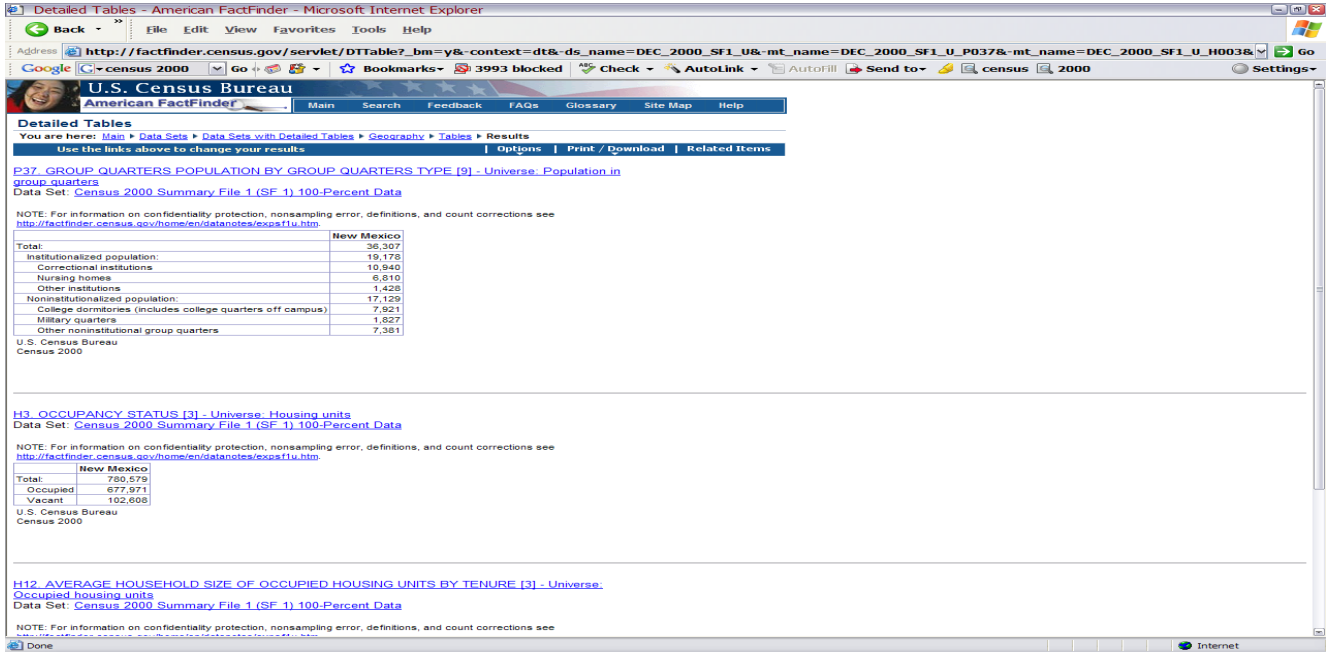
Click on the dropdown boxes and
Select [Place]
When "Select a State" box appears
Select [New Mexico]
Select Geographic area from drop down list that is the closest description of your service area
Add this to the base box as shown below



Click [Next]



Add boxes P37, H3, and H12 to the base box by highlighting them and then click [Add]
Once all the tables show in the base box click [Show Result]



Transfer results to spreadsheet

END

