



**CITIZENS' WATER ADVISORY COMMITTEE
CONSERVATION & EDUCATION SUBCOMMITTEE**

Wednesday, March 11, 2015, 3:30 p.m.
Director's Conference Room
Tucson Water, 3rd Floor
310 W. Alameda Street, Tucson, Arizona

Summary Minutes
Approved 4/8/2015

1. Call to Order/Roll Call

The meeting was called to order by Chairperson Amy McCoy at 3:36 p.m. Those present were:

Members Present:

Amy McCoy	Chairperson, Representative, Ward 2
Mark Murphy *	Representative, Mayor
Jean McLain	Representative, City Manager
Catlow Shipek	Representative, City Manager
Mark Lewis	Representative, Ward 5

* Member Murphy arrived at @ 3:39 p.m.

Tucson Water Staff Members:

Fernando Molina	Public Information Supervisor
Melodee Loyer	Chief Planner
Andrew Greenhill	Management Coordinator
Daniel Ransom	Water Conservation Supervisor
Joaquim Delgado	Public Information Specialist
Candice Rupprecht	Public Information Specialist
Kris LaFleur	Staff Assistant
Brenda Venegas	Administrative Assistant

Others Present

Brian Wong	CWAC
Betsy Wilkening	AZ Project WET
Tim Steller	Arizona Daily Star
W. Mark Day	Value4H ₂ O

- 2. Announcements** – Mr. Molina announced that the Public Information & Conservation (PICO) office is now fully staffed with the addition of Brenda Venegas as administrative assistant. Ms. Venegas was introduced by Mr. Molina and welcomed by those in attendance.
- 3. Call to Audience** – There were no audience statements.
- 4. Review of February 11, 2015, Legal Action Report and Meeting Minutes** – Member Lewis moved to approve the Legal Action Report and Meeting Minutes of February 11, 2015. The motion was seconded by Member Shipek and carried by a vote of 5-0.

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- 5. Monthly Report** – Members and staff discussed Tucson Water's incentive program implementation for FY 2014-15, through the month of February. Mr. Ransom indicated that changes had been made to the format of the Monthly Report, which now includes figures for cumulative program savings as well as month-by-month figures. Graph layouts were also changed to more clearly show yearly trends in conservation programs. Members generally approved of the updated format, and suggested additional changes.
- 6. Water Conservation Program Mid-Year Report for FY2015** – Ms. Rupprecht presented Tucson Water's Conservation Program Mid-Year Report on behalf of PICO. The report was produced in a narrative format and includes information on PICO's education and outreach efforts, noteworthy event attendance and program participation numbers, details about the reach and scope of current educational programs, and program development information. Ms. Rupprecht, Mr. Ransom, and Mr. Molina fielded and answered members' questions.
- 7. Discussion of proposed new C&E Programs and changes to existing programs** – Mr. Ransom continued the discussion about Tucson Water's Conservation Program plans for FY16, briefly summarizing new programs and changes to existing rebate programs.

Member Lewis introduced a discussion about overall Conservation Program performance and efficiency. Member Lewis presented his analysis of Tucson Water's Conservation Programs, and suggested that the Department focus Conservation Program funds on the replacement of remaining high-flow toilets, specifically in low-income households.

Extensive discussion ensued between members and staff regarding the HET program budget, HET program effectiveness and potential, water resource needs and projections, and the overall effectiveness and reach of conservation programs in low-income communities.

Members and staff discussed the proposed reinstatement of the commercial and multi-family residential irrigation efficiency incentive program. Discussion included potable vs. reclaimed program participation, and inclusion of industrial users in the program.

Member McClain departed at 4:32 and returned at 4:34.

Member Lewis motioned to increase the budget planning for HET rebates from \$200,000 to \$400,000 for FY 2016, and to increase the budget planning for free low-income HET installations from \$300,000 to \$450,000 for the same period. The motion died for lack of a second.

Chairperson McCoy asked staff to review potential improvements to the HET program, particularly to boost participation in the rebate program for customers who are unable to participate in the low-income replacement program. Chairperson McCoy also asked staff to determine the conservation budget levels that would be needed to "deepen" existing programs. Staff's response was requested for presentation at the subcommittee's April meeting.

- 9. * Conservation & Education Strategic Plan Discussion** – Discussion shifted to the topic of a Conservation & Education Strategic Plan. Members asked staff for a status update on the PICO and Tucson Water Strategic Plans. Mr. Greenhill briefly discussed the Conservation component of Tucson Water's draft Strategic Plan, which is intended to

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address Tucson Water's department-wide priorities. Members and staff continued to discuss the need for a "forward looking," PICO division-level Strategic Plan. Members requested prioritization of the process; staff indicated that progress was being made on the development and implementation of a PICO Strategic Plan.

Member McClain departed at 4:52.

- 8. 3/3 M&C Rainwater Harvesting Expansion follow-up** – Mr. Ransom reviewed the action summary of item #6 of the March 3 Mayor & Council Study Session, "Progress Report on the Expansion of the Rainwater Harvesting Rebate Program."

Member Lewis asked staff to clarify whether M&C had directed staff and C&E to implement the programs discussed at Study Session, or whether the direction was to consider the programs only. Mr. Molina indicated that TW interpreted the direction as a mandate to implement the programs. Members Lewis, Murphy, and Shipek disagreed, interpreting the M&C mandate as a request to discuss funding for the programs.

Discussion ensued. Staff indicated that efforts would be made to clarify the intent of M&C direction, and to request Ward 1 representation at the April C&E meeting.

10. Future Meetings/Agenda Items –

- Analysis & discussion of HET low-income program expansion
- Ward 1 presentation: Clarification of March 3 M&C motion
- Summary of Amended UA RCS marketing study IGA
- Anne Marie Wolf / Sonoran Research Group: Working with low-income groups
- Drought Response and Preparedness presentation

- 11. Adjournment** – The meeting was adjourned at 5:12 p.m.

** Item taken out of turn*