



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

Wednesday, March 12, 2014, 3:30 p.m.
Director's Conference Room
Tucson Water, 3rd Floor
310 W. Alameda Street, Tucson, Arizona

Legal Action Report and Summary Minutes

1. Call to Order/Roll Call

The meeting was called to order by Member Shipek, at 3:37 p.m. Those present and absent were:

Present:

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

Absent:

None

Staff Members Present:

Fernando Molina	Tucson Water, Public Information Officer
Daniel Ransom	Tucson Water, Water Conservation Program Manager
Tom Arnold	Tucson Water, Director's Office
Kris LaFleur	Tucson Water, Staff Assistant
Johanna Hernandez	Tucson Water, Staff Assistant

Others Present:

Mark Day	Citizen
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- 2. Announcements** – Member Shipek informs the Subcommittee of a conference he and Member Murphy attended, the Xeriscape Conference. He found the information from other utilities provided at the conference very insightful and proposes that Tucson Water staff look into facilitating this type of information sharing between utilities with CWAC. Brief discussion held. Chairperson McCoy arrives at 3:42 p.m. and resumes direction of the meeting.
- 3. Call to Audience** – No action taken.
- 4. Review of November 13, 2013, Legal Action Report and Meeting Minutes** – Committee Member Murphy motions to approve Legal Action Report and Meeting Minutes of November 13, 2013. Member McLain seconded. Motion passed unanimously, by voice vote of 4-0.
- 5. Review of December 11, 2013, Legal Action Report and Meeting Minutes** – Committee Member Murphy motions to approve Legal Action Report and Meeting Minutes of December 11, 2013. Member McLain seconded. Motion passed unanimously, by voice vote of 4-0.
- 6. Review of February 12, 2014, Legal Action Report and Meeting** – Subcommittee Member Murphy motions to approve Legal Action Report and Meeting Minutes of February 12, 2013. Member McLain seconded. Motion passed unanimously, by voice vote of 4-0.

Citizen's Water Advisory Committee, Conservation & Education Subcommittee

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- 7. Review of FY14 Mid-Year Report (Daniel Ransom)** – Tucson Water staff Daniel Ransom informs the Subcommittee that this mid-year report only reflects six (6) months of data and reviews the data in the report. Chairperson McCoy requests that the percent of goal reached for FY14 be added as an additional column to Table 1, Mr. Ransom indicates that that information will be included in the final report. Typographical error, extra comma, found in Table 1 on page 6, column 7, row 2; error will be fixed. Approved report will be sent to Mayor and Council in a Memorandum by Tucson Water. Subcommittee Member McLain motions to approve the report, with amendments previously indicated. Member Shipek seconds. Motion passed unanimously, by a voice vote of 4-0.

- 9. Monthly Report (Daniel Ransom, item taken out of order)** – Tucson Water staff Daniel Ransom reviews changes in format and rebate information in the report and how that affects the budget for the programs. Brief discussion on the budget held. Mr. Ransom reviews the data and information in the report. Discussion regarding the wording of the program budget information in the Mayor and Council Memorandum held. Brief discussion on the accuracy of the AMA goals data that is included in the report.

- 8. Strategic Planning Discussion (Amy McCoy)** – Extensive discussion regarding the Subcommittee's process for identifying program goals, objectives and evaluation metrics. Discussion resulted in the following outline of objectives, general steps for achieving objectives and evaluation options. Tucson Water will use this outline to report specific methods and means of achieving objectives to Subcommittee.
 - a. Education Program Focus**
 - i.** Develop and reinforce a conservation ethic
 - ii.** Achieve equitable distribution of education opportunities
 - iii.** Build knowledge of local/regional water resources
 - iv.** Motivate people to reduce potable water use
 - b. Efficiency Program Review**
 - i.** Identify cost effective conservation potential
 - ii.** Maintain professional development and continuing education for staff
 - iii.** Equitable distribution of efficiency practices
 - c. Program Planning and Evaluation**
 - i.** Develop and maintain community partnerships
 - ii.** Coordinate and align with internal agency objectives
 - iii.** Integrate with community goals for water conservation

Some options for evaluation metrics are:

 - a.** Number of people reached
 - b.** Pre and post testing
 - c.** Pre and post surveys

- 10. Future Meeting Agenda Items (Amy McCoy)** – Develop strategic plan objectives into measurable units with metrics. Next meeting scheduled for April 9, 2014 at 3:30 p.m.

- 11. Call to Audience** – Citizen Mark Day addresses Subcommittee about Tucson Water rate structures.

- 12. Adjournment** – Meeting was adjourned at 5:10 p.m.