



## CITIZENS' WATER ADVISORY COMMITTEE CONSERVATION & EDUCATION SUBCOMMITTEE

Wednesday, January 14, 2015, 3:00 p.m.  
Director's Conference Room  
Tucson Water, 3<sup>rd</sup> Floor  
310 W. Alameda Street, Tucson, Arizona

### Legal Action Report

#### 1. Call to Order/Roll Call

The meeting was called to order by Member Catlow Shipek at 3:20 p.m. Those present and absent were:

##### Members Present:

Mark Murphy	Representative, Mayor
Catlow Shipek	Representative, City Manager
Mark Lewis	Representative, Ward 5

##### Members Absent

Amy McCoy	Chairperson, Representative, Ward 2
Jean McLain	Representative, City Manager

##### Tucson Water Staff Members:

Jeff Biggs	Interim Deputy Director
Melodee Loyer	Water Administrator
Fernando Molina	Public Information Supervisor
Daniel Ransom	Water Conservation Supervisor
Joaquim Delgado	Public Information Specialist
Candice Rupprecht	Public Information Specialist
Valerie Herman	Public Information Specialist
Tom Arnold	Lead Management Analyst
Kris LaFleur	Staff Assistant

##### Others Present

Amy Stabler	City of Tucson, Ward 6
Brian Wong	CWAC
Laurie Richards	TBG / TNC
Christina McVie	Tucson Audubon Society / CWC

2. **Announcements** – Member Mark Lewis announced his recent opportunity to review AMR/AMI projects at Tucson Water and Oro Valley Water Utility, and to engage in discussion with staff about the conservation value of real-time water usage tracking. He indicated that he would ask for a future agenda item to discuss the topic, upon the return of Chairperson McCoy.

Member Lewis also announced that he was submitting a document request to staff in conjunction with the meeting. He indicated that, at the previous meeting of the full CWAC, he had made a series of requests regarding the Tucson Water Conservation Program FY 2013-14 Annual Report. Member Lewis indicated that his requests were not adopted by full CWAC, so his "Plan B" would be to request the documents himself. Member Lewis submitted a written request for information to staff for the public record.

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- \* Tucson Water Interim Deputy Director Jeff Biggs later asked for a point of clarification on Member Lewis' second announcement. Mr. Biggs asked Member Lewis if his request for information was on behalf of CWAC, or if it was on his own behalf. Member Lewis indicated that the request was related to the Tucson Water conservation charge, and was not something the Committee had asked him to do. Mr. Biggs thanked Member Lewis for his clarification.

**3. Call to Audience** – There were no comments from the Audience.

**4. Review of December 10, 2014, Legal Action Report and Meeting Minutes** – Member Lewis moved to approve the Legal Action Report and Meeting Minutes of December 10, 2014. The motion was seconded by Member Murphy and carried by a vote of 3-0.

**5. Update: Development of Rainwater Harvesting Rebate Program Expansion** – Tucson Water Conservation Supervisor Daniel Ransom presented an update on the expansion of the Rainwater Harvesting (RWH) Rebate program, in the form of a Memorandum to Mayor and Council from Tucson Water's Director. Mr. Ransom discussed elements of the Memo, which was divided into sections corresponding to the elements of the Mayor and Council directive from the November 14, 2014, Study Session. Mr. Ransom summarized progress made toward meeting each of the directive's goals.

Members asked and staff fielded several questions about the Update. Member Lewis asked if the SERI low-income pilot program would include active RWH systems. Mr. Ransom indicated that the program would include only passive RWH systems at this time, as these systems are well-suited for the free tree-planting element of the program, and are also more affordable.

Member Lewis asked why low-income program participants must acquire trees from an outlet specified by SERI, rather than from a source of their choosing. Tucson Water Public Information Supervisor Fernando Molina indicated that SERI's grant program requires the organization to partner with specific providers, including Trees for Tucson and a private vendor that receives free trees from other sources.

Member Lewis asked for clarification on the definition of "low-income" in relation to the SERI pilot program. He asked if this customer group would be the same as those who are eligible for High Efficiency Toilet rebates, or if they are the same group as those eligible for rate assistance. Mr. Molina indicated staff would follow up with a clarification.

Member Lewis requested confirmation that the Tucson Department of Transportation curb-cut policy allows stormwater harvested from a public right-of-way to be used only for landscape irrigation within the public right-of-way, and not on private property. Mr. Ransom confirmed that this is correct.

Members and staff then engaged in a discussion about Tucson Water's recommendation to extend the RWH Rebate Program evaluation period to the end of calendar year 2017. This discussion included consideration of the original RWH program criteria (reduction in potable water use, number of people attending RWH workshops, and number of customers applying

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for RWH rebates) and consideration of a timeframe for including additional evaluation criteria, such as effect on urban tree canopy and changes to customer behavior. Staff indicated that the recommendation to extend the evaluation period was intended to identify criteria and to develop projects for collecting and analyzing data related to those criteria.

Member Shipek commended staff on the Memo, and asked if there was a target date for the implementation of an expanded RWH program. Mr. Ransom indicated that the expanded program would take effect on July 1, 2015, and that this date would be included in the Memo.

Member Shipek asked other Members for a motion. Member Murphy moved to vote on the Update, and Member Lewis seconded the motion. Discussion ensued.

Member Lewis indicated that he did not intend to vote for approval. Member Lewis stated that, if he were Mayor and Council, he would want to know more about program evaluation criteria, or metrics. He stated his belief that measurements for success in the RWH program are unidentified, and that spending money on the program in the interim would be an awkward use of rebate funds.

Member Murphy indicated his intent to move forward with approval.

Member Shipek asked Ward 6 Council Aide Amy Stabler for a Ward Office perspective on the Update. Ms. Stabler indicated that Councilmember Kozachik was comfortable with the direction of progress on the program's expansion. The Ward 6 Office acknowledged the work still to be done on the program, and approved of Tucson Water's plans to develop metrics in conjunction with the Office of Integrated Planning.

Members engaged in further discussion about metrics for program evaluation, and whether to amend the motion to include a request that M&C consider inclusion of such metrics in the program. Member Murphy asked Member Lewis if such an amendment would address his concerns; Member Lewis indicated that it would not. Member Murphy retracted his amendment.

Member Shipek called for a vote on the original motion to approve and present the Memo to Mayor and Council. The motion was carried with a voice vote of 2-1, with Member Lewis voting against.

Member Shipek noted that Member Lewis' point regarding metrics was well-taken, and agreed that evaluation measurements are valuable. Member Murphy added his view that reliable evaluation metrics needed to be developed carefully, and that sufficient time should be allocated to do so.

- 6. Review of Conservation Program budget and Conservation Fee recommendation –** After brief discussion between members and staff, Member Shipek suggested tabling discussion on this item until the next subcommittee meeting. Member Lewis moved to continue the discussion to a future meeting; Member Murphy seconded the motion. The motion carried with a voice vote of 3-0.

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- 7. Staff feedback on draft Conservation & Education Strategic Plan** – Staff presented comments on the CWAC draft Conservation & Education Strategic Plan, as well as a draft of the proposed 2015-16 Water Conservation Planning Process, developed by Tucson Water's Public Information & Conservation Office (PICO). Staff indicated that PICO's Conservation Planning Process would incorporate recommendations from the CWAC draft C&E Strategic Plan, and would include elements of PICO's 2011 strategic plan, Tucson Water's Drought Response Plan, Tucson Water's Long Range Plan, and other departmental strategic planning documents.

Discussion between staff and subcommittee members ensued. Members Shipek and Murphy indicated that the subcommittee had requested staff feedback on the C&E Strategic Plan during several meetings. Members expressed frustration that the process had yielded no feedback and no further progress on the C&E plan. Mr. Molina and Mr. Ransom indicated that the C&E Strategic Plan was considered a recommendation, and pointed out that elements of the C&E plan would be included in PICO's Conservation Planning Process. Mr. Molina indicated that staff viewed PICO's Conservation Planning Process as a programmatic and resource planning document, while the C&E plan was considered a recommendation for operational planning. Staff opinion, as indicated by Mr. Ransom and Mr. Molina, is that a programming and resource plan should be developed prior to an operational plan.

After further deliberation, Members Shipek and Murphy indicated that the subcommittee would continue the Strategic Plan discussion at the next meeting with Chairperson McCoy present.

Mr. Biggs informed the subcommittee of Tucson Water's current progress on a Department-wide Strategic Plan. He indicated that the Tucson Water Strategic Plan would include goals, action steps, and measurements applicable to each of the Department's sections. Mr. Biggs suggested that the C&E Strategic Plan might dovetail into the Department's overall Strategic Plan, and proposed a discussion of the topic at the next C&E meeting. Member Murphy agreed, and asked Mr. Biggs to provide additional information at that meeting.

**8. Future Meetings/Agenda Items** –

- Discussion of proposed new C&E programs
- Decision on Conservation Fee increase
- Strategic Plan discussion
- Drought Response and Preparedness presentation

- 9. Adjournment** – The meeting was adjourned at 4:42 p.m.

## Request for Documents / Information

This request is being made by Mark Lewis, Tucson Water ratepayer, member of the Citizens Water Advisory Committee (CWAC) and member of the Conservation & Education Subcommittee of CWAC, (CED).

Purpose: It is my intention to gather the documentation and information necessary to ensure the following:

- 1) That the funds collected from Tucson Water customers under the Conservation Fee (CF) program has been properly accounted for, audited, and expensed.
- 2) The any monies expensed from the CF fund to third party contractor has been through contracts that were awarded through the proper COT bidding process, that these contracts were current at the time the expenditures were made, that the contractors have complied with the requirements of their respective contracts, and that the amounts paid to these contractors was based on GAAP invoicing and validation procedures.
- 3) The CED and CWAC have been provided accurate and complete financial information regarding the CF fund.
- 4) The CED and CWAC have been provided accurate and complete information regarding the data associated with the various reports, including but not limited to the number and type of rebates and the number of educational sessions and students.
- 5) That the CED and CWAC have been asked to participate and approve expenditures in excess of \$5,000.00 (not including COT staff costs, and previously approved rebate programs). This will include third party contractors and matching fund programs.
- 6) The ratepayers of Tucson Water, the CWAC members, Tucson Water Senior staff, the general public and Tucson's Elected Officials can rely upon the reports and financial information provided through the CWAC in regard to the CF program and that all related expenditures are being properly tracked, recorded, and audited.

### Specific Requests:

NOTE: The following list will be identified as "review" or "copy of". If "copy of", a copy is being requested. If "review" the opportunity to simply review the document is all that is being requested. In the event a copy of a page(s) was needed after a "review" that limited copy would be requested. I am available to review documents at whatever place of business is desired by COT and TW.

#### Group A: Accuracy of Financial Records

- A1) Review the last three TW audits, full audits, not summaries.
- A2) A Copy of the final 2013-2014 Tucson Water financial reports related to the CF funds. This includes reserves, roll over's, budget, and detailed GL report identifying each expenditure by vendor and amount. (At this time, no invoices are being requested unless specifically identified later in this document request).

A3) A Copy of the YTD reports for 2014-2015 for the same criteria as above.

Group B: Contracts/Vendor

B1) A Copy of all third party contracts in which any CF funds were spent in FY2013-2014 and 2014-2015. This request specifically includes any amendments and extensions of said contracts. It is understood that some of these contracts will be exclusive to the CF program, while others will be from contractors who have a blanket contract with the COT and/or TW. Both types of contracts are requested if there were any CF monies paid to the contractor in FY 2013-2014 and 2014-2015 ytd. (While there may be more, this list will include CHRPA, **SERI contract. (Sonora Environmental Research Institute, EEE, WET, Water Smart, PR Firm, etc.)**)

B2) A copy of all Benjamin Supply invoices which are reflected in the FY2013-2014 and 2014-2015 ytd CF financials. I was told that Benjamin Supply was the sole vendor associated with the materials aspect of the CF program (low income programs). If there are other vendors involved with (materials aspect) of the low income program(s), please provide those invoices as well for the same time periods.

B3) A Copy of any documentation related to the Contracts in B1 in which either TW or the Contractor has been in violation of such contracts.

B4) A Copy of ALL invoices processed (paid) to the contractors identified in B1 & B2 associated with the same FY years (2013-2014 & 2014-2015 YTD). It is understood that these may be dedicated invoices to CF program, or an invoice in which an "allocation" has been made for the CF program. Both are requested, with applicable designation as to the CF fund obligation percentage, if allocated. (Invoices should match financial report details in A2 of this document request).

Group C: Rebate Recipient Tracking

D1) A copy of the rebate lists, as reflected in the 2013-2014 and 2014-2015 ytd financial reports and Annual Conservation Report (these two reports would presumably be created from the exact same list of rebates, but to the degree they are not, please identify distinction). These reports list the type of rebate, the address of the rebate receiver, the number of fixtures per rebate, the amount of the rebate and the amount of the qualifying expenditure associated with the rebate. To the degree this reports includes information that is determined to be unavailable through the Freedom of Information Act, please redact that specific information.

Document Delivery / Timeline

I am ready to receive this information via hard copy, CD, email, whatever medium is desired by TW. I am happy to receive this information and documentation piecemeal, or in segments, with the request that the information provided include a reference to the specific request(s) above and as soon as practical under the FOIA guidelines. If any information requested in this communication is not going to be provided, please note same, as reason for information request denial.

End of FOIA Request



# MEMORANDUM

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**DATE:** January 6, 2015

**TO:** Honorable Mayor and Council Members

**FROM:** Alan D. Forrest, P.E.  
Director  
Tucson Water Department

**SUBJECT: Update on the Expansion of the Rainwater Harvesting Rebate Program**

As requested at the November 5<sup>th</sup>, 2014 Study Session, Tucson Water staff have prepared an update on efforts to expand the Rainwater Harvesting Rebate Program. As a result of discussions that have taken place on this topic, Tucson Water is recommending that a complete program evaluation be conducted at the end of calendar year 2017. This departure from the standard 3-year period, used to assess impact on water use, is designed to allow for a more complete evaluation of the additional benefits attributed to rainwater harvesting practices.

You will find details of each of the particular expansion points discussed in detail. If you have any questions about the findings or progress of these expansion options, please contact Fernando Molina, Public Information Officer, or Daniel Ransom, Conservation Program Manager, at 791-4331.

**1) Expand the water harvesting rebate to all customers with a ¾ inch or smaller meter which will include small commercial and multi-family customers**

*Need: Provide clarity to the applicants for what does and does not qualify while allowing for a simple process to apply for a rebate.*

Progress: Brochures, applications, workshop criteria, and website will be updated to define “small commercial and “multi-family” customers with a 5/8” or ¾” meter. Workshop attendance for small commercial and multi-housing owners will continue as a requirement for participation in the rebate program. Customers can identify their meter size by calling the Public Information Conservation Office (PICO) or by comparing the service charge on the second page of their water bill to this table: <http://water.tucsonaz.gov/water/potable-rates>. Itemized water volume charges are \$11.00 for 5/8” meters and \$14.64 for ¾” meters.

**2) Include curb-cuts into the rebate program**

*Need: Identify process for permitting curb-cuts to comply with jurisdictional regulations.*

Progress: Brochures, applications, workshop criteria, and website will be updated to include information for installing and permitting curb-cuts. Johanna Hernandez contacted Ellen Alster (Landscape Architect) with Pima County Department of Transportation (DOT) which does not allow curb-cuts and does not have a permitting policy for existing roadways. However, the

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County incorporates curb-cuts and storm water management into new development. The Tucson Water staff recommendation is to pilot curb-cuts in the City of Tucson jurisdiction where permitting, standard details, and specifications are already in place.

A meeting was held with Gary Wittwer, Tucson DOT Landscape Architect, on January 6<sup>th</sup> to discuss the permitting process for curb cuts and cores within the City of Tucson jurisdiction. In attendance: Fernando Molina (TW), Daniel Ransom (TW), Candice Rupprecht (TW), Andrew Greenhill (TW), Gary Wittwer (TDOT).

Discussion included:

- Providing materials and weblinks about curb cuts, curb cores and right-of-way (ROW) work from TDOT on Tucson Water's website
- Maintaining the same permit process established by TDOT; TW will direct questions to Gary Wittwer
- Issuing RWH rebates after final inspection on curb cut/curb core has been completed, thereby ensuring that more final inspections are actually completed and cleared from the TDOT log of open projects
- Maintaining TW policy that RWH rebates are issued to individual customers and therefore neighborhood associations planning ROW work must coordinate efforts

**3) Enhance and streamline the current rebate program incorporating the feedback provided by participants like standardizing the curriculum for the workshop**

Additional information was provided in a memo from Ward 1 sent to Amy McCoy, Chair of CWAC C&E Subcommittee on November 17<sup>th</sup>, 2014.

- 1) Create a uniform curriculum for all rebate workshops
- 2) Create a uniform web-site or link for all organizations that teach rebate workshops
- 3) Create uniform feedback and tracking for all rebate participants
- 4) Perform outreach with all permit reviewers dealing with curb-cuts
- 5) Work with organizations that have a proven track record of working with low-income communities to improve outreach and utilization of the program in those communities

*Need: Compile existing workshop feedback, review survey conducted by ward offices and gather input from stakeholders about perceived need(s) for workshop improvements.*

Progress: The first meeting to discuss improvements and standardizing water harvesting rebate workshops was held December 18<sup>th</sup>, 2014. In attendance: Katie Bolger (Ward 2), Steve Arnquist (Ward 1), Tamara Prime (Ward 3), Daniel Ransom (TW), Charlie Ware (SARG), Mark Lewis (CWAC C&E), Catlow Shipek (WVG), Lincoln Perino (SmartScape), Brad Lancaster (Consultant), and not in attendance Amy Stabler (Ward 6). The next meeting is scheduled January 28<sup>th</sup>, 2015, at Ward 1 Office.

Discussion included:

- Developing a power-point template baseline to standardize workshop presentations for all rebate workshops including Spanish translations
- Developing a tracking system for water saving, monetary savings, and additional benefits
- Set up semi-annual meetings to update instructors on evolving techniques
- Develop web videos (English and Spanish) for refreshers as part of uniform online curriculum
- Develop best management practices for all workshop presentations
- Create website uniformity between all workshop providers
- Uniform follow-up with participants such as surveys and data collection

**4) Work with entities that work with low-income communities to improve low-income outreach program**

*Need: Understand effectiveness of existing low-income services and identify opportunities for expansion of these services.*

Progress: Tucson Water has partnered with SERI (Sonora Environmental Research Institute) on a pilot project to provide training and install rain water harvesting systems at low-income homes. Requirements for the program are that participants must be low-income, have trees from Trees for Tucson or other authorized suppliers, and take both a tree care and rainwater harvesting workshop. Claudio Rodriguez from the Community Food Bank has been assisting with the workshops, which are offered in Spanish. Funding for the pilot program includes \$20,000 from a grant acquired by SERI and \$20,000 matching from Tucson Water.

SERI staff and volunteers attended a workshop with Ethos Rainwater Harvesting to learn how to install earthworks. Using SERI staff and volunteers to design and install passive rainwater harvesting systems at low-income households will reduce the cost by not having to hire contractors. Additionally, changes to designs and practices are being considered in an effort to reduce costs. The pilot project with SERI will be completed in Spring 2015, allowing for additional information to be reviewed to assist with program development.

Tucson Water is having discussions with the Community Food Bank to offer gray water and rainwater harvesting workshops in Spanish that would qualify for the rebate programs. Locations of the workshops would be offered in low-income neighborhoods.

Community Home Repair Projects of Arizona (CHRPA) works with low-income families installing HETs for Tucson Water's low-income program and is willing to help with outreach for rainwater harvesting.

**5) Discussion with the members of the flood control district**

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*Need: Understand impacts of the expanded rainwater harvesting program on agencies that manage storm water within the Tucson Water service area.*

Progress: Staff met with Pima County Flood Control on December 17<sup>th</sup>, 2014 to discuss coordination between the Regional Flood Control District (RFCD) and Tucson Water on efforts with the rainwater harvesting program. RFCD has undertaken some studies to analyze impacts on stormwater runoff resulting from urbanization, and they also expressed interest in establishing a network of sites to monitor rainfall and water use from RWH systems. In attendance: Fernando Molina (TW), Daniel Ransom (TW), Evan Canfield (County), Lynn Orchard (County), Eric Shepp (County Floodplain Administrator), and Irene Ogata (OIP).

Tucson Water will continue to evaluate the RWH program based on reduction in demand. However, staff met with the Office of Integrated Planning (OIP) December 1, to discuss the additional benefits of rainwater harvesting and OIP's potential role in analyzing their impacts. Tucson Water will develop projects to collect data to assess benefits of rainwater harvesting, including stormwater runoff and increased tree canopy. In attendance; Katie Bolger, (ward 2), Steve Arnquist (ward 2), Leslie Ethen (OIP), James MacAdam (OIP), Irene Ogata (OIP), Tamara Prime (ward 3), Fernando Molina (TW), and Daniel Ransom (TW).

# Tucson Water Conservation Strategic Planning Recommendations 2015-2020

Drafted by CWAC; Comments by Tucson Water PICO staff, December 2014.

**Purpose:** Tucson Water Conservation programming will use this strategic plan to report specific methods and means of achieving objectives to CWAC Conservation & Education subcommittee. This plan will be reviewed by subcommittee members and TW Conservation staff semi-annually with annual updates approved by the subcommittee.

## **Goal I: Foster a community-wide conservation ethic that is based on a connection and understanding of local water resources.**

*Overall comments: We would like some overall consensus on what a “conservation ethic” is. People recognizing the scarcity of water resources? People understanding the implications of long-term drought? People using water efficiently and appropriately? People minimizing water use to the extent possible? Water conservation as part of our lexicon & dialogue?*

<b>Objectives</b>	<b>Action Steps</b>	<b>Update on Progress</b>	<b>Timeline</b>	<b>Priority (Highest = 5 stars)</b>
A. Develop and reinforce a conservation ethic	<ol style="list-style-type: none"> <li>1) Establish a conservation culture</li> <li>2) Create and distribute new homeowner packets marketing conservation practices &amp; incentives</li> <li>3) Conduct survey to assess water-related ethics, why, and how users save water</li> <li>4) Integrate with City-wide efforts</li> </ol>	<ol style="list-style-type: none"> <li>1) 2015 planning process</li> <li>2) In 2015 work plan</li> <li>3) Ongoing: UA contract</li> <li>4) Ongoing; OIP &amp; Mayor’s Office</li> </ol>		
B. Achieve equitable distribution of educational opportunities	<ol style="list-style-type: none"> <li>1) Perform GIS analysis</li> <li>2) Identify underperforming sector</li> <li>3) Target and promote programming in underperforming sectors</li> </ol>	<ol style="list-style-type: none"> <li>1) Ongoing; maps in annual report</li> <li>2) 2015 planning process</li> <li>3) Need additional discussion of underperforming sectors &amp; equity</li> </ol>		
C. Build knowledge of local and regional water resources	<ol style="list-style-type: none"> <li>1) Relate science of built and natural water supplies to community</li> <li>2) Develop and promote water IQ tests</li> </ol>	<ol style="list-style-type: none"> <li>1) 2015 planning process</li> <li>2) 2015 planning process</li> </ol>		
D. Reduce residential potable water use	<ol style="list-style-type: none"> <li>1) Set short, medium, and long-term goals related to residential gpcc</li> <li>2) Evaluate potential linkage of property values and water conservation</li> </ol>	<ol style="list-style-type: none"> <li>1) 2015 planning process</li> <li>2) Already established; correlation between wealth and water use</li> </ol>		

## Tucson Water Conservation Strategic Planning Recommendations 2015-2020

Drafted by CWAC; Comments by Tucson Water PICO staff, December 2014.

<b>Goal II: Achieve optimum efficiency for use of water resources.</b>				
<i>Overall comments: This is an important goal, both from demand-side and supply-side water management. Objectives for demand-side water management are included here and we will be including supply-side management options as part of our conservation planning process.</i>				
<b>Objectives</b>	<b>Action Steps</b>	<b>Update on Progress</b>	<b>Timeline</b>	<b>Priority (Highest = 5 stars)</b>
A. Identify cost effective conservation potential	<ol style="list-style-type: none"> <li>1) Link AMR with incentive programs and education</li> <li>2) Redesign billing with usage comparisons, clear identification of block usage and rates, emoticons</li> <li>3) Define “cost-effective” and what are avoided costs</li> <li>4) Evaluate 1-3 innovative programs per 1-2 years</li> <li>5) Update older programs</li> </ol>	<ol style="list-style-type: none"> <li>1) Ongoing; AMR pilot underway, but not managed by PICO</li> <li>2) In 2015 work plan; Finance dept will lead bill redesign</li> <li>3) 2015 planning process</li> <li>4) Ongoing ; 2015 planning process</li> <li>5) Ongoing; 2015 planning process</li> </ol>		
B. Maintain professional development and continuing education for staff	<ol style="list-style-type: none"> <li>1) Foster innovative pilot programs; See goal III.A</li> <li>2) Conservation staff present at conferences to share lessons learned</li> <li>3) Conservation staff attend trainings to maintain credentials and/or increase breadth of conservation related knowledge</li> </ol>	<ol style="list-style-type: none"> <li>1) Ongoing (C2E, RWH rebate); 2015 planning process</li> <li>2) Ongoing</li> <li>3) Ongoing</li> </ol>		
C. Ensure equitable distribution of efficiency practices	<ol style="list-style-type: none"> <li>1) See goal I.B</li> </ol>	<ol style="list-style-type: none"> <li>1) Updating rebate programs for 2015 to increase equity</li> </ol>		

## Tucson Water Conservation Strategic Planning Recommendations 2015-2020

Drafted by CWAC; Comments by Tucson Water PICO staff, December 2014.

<b>Goal III: Integrate Tucson Water Conservation programs to achieve community identified benefits which depend on water resources.</b>				
<i>Overall comments: We would like to define "community identified benefits." Benefits to individuals? Neighborhoods? The environment? Benefits mentioned in existing documents?</i>				
<b>Objectives</b>	<b>Action Steps</b>	<b>Update on Progress</b>	<b>Timeline</b>	<b>Priority (Highest = 5 stars)</b>
A. Develop and maintain community partnerships	<ol style="list-style-type: none"> <li>1) Convene a workshop/forum to discuss long-range community conservation goals as specified in CWAC C&amp;E LAR June 11, 2014</li> <li>2) Engage current and potential conservation partners during monthly CWAC C&amp;E meetings</li> </ol>	<ol style="list-style-type: none"> <li>1) 2015 planning process</li> <li>2) Will work w/ CWAC</li> </ol>		
B. Coordinate and align with internal agency objectives	<ol style="list-style-type: none"> <li>1) Develop engagement with Mayor's Office and Ward Offices through CWAC C&amp;E</li> <li>2) Develop communication between C&amp;E and Finance subcommittees, with the goal of relating conservation efforts to the conservation rate structure</li> </ol>	<ol style="list-style-type: none"> <li>1) Ongoing; will maintain effort to continue engagement</li> <li>2) Ongoing; 2015 planning process</li> </ol>		
C. Integrate with community goals for water conservation and related environmental issues	<ol style="list-style-type: none"> <li>1) Related to III.A.1 - Conduct workshops to reach late conservation adopters</li> <li>2) Related to III.A.1 - Hold meetings to determine community goals related to water conservation</li> </ol>	<ol style="list-style-type: none"> <li>1) Ongoing; 2015 planning process</li> <li>2) 2015 planning process</li> </ol>		

Tucson Water – Public Information & Conservation Office  
2015-2016 Water Conservation Planning Process  
Draft: December 31, 2014

In 2015, Tucson Water will lead a planning process to develop a new water conservation plan for the City of Tucson and the Tucson Water service area. This process is estimated to take the duration of the 2015 fiscal year, will include significant stakeholder engagement and technical analysis and will follow best practice guidelines for water conservation program planning established for the water conservation field. There is a need for a new water conservation plan because the Community Conservation Task Force Report published in 2006, which has been the basis of conservation planning decisions over the last decade, is based on outdated planning assumptions related to growth and water use patterns.

The resulting planning document will be a water conservation plan with a five-year planning horizon that restates conservation goals, evaluates conservation activities and identifies priority conservation measures that will help meet conservation goals into the short and intermediate future. The plan will also help to better manage staffing resources and facilitate the annual budget process. This plan will be consistent with the Tucson Water Long Range Water Plan that was published in 2000 and updated in 2012, and will support the Integrated Resource Planning process that Tucson Water efforts are based upon.

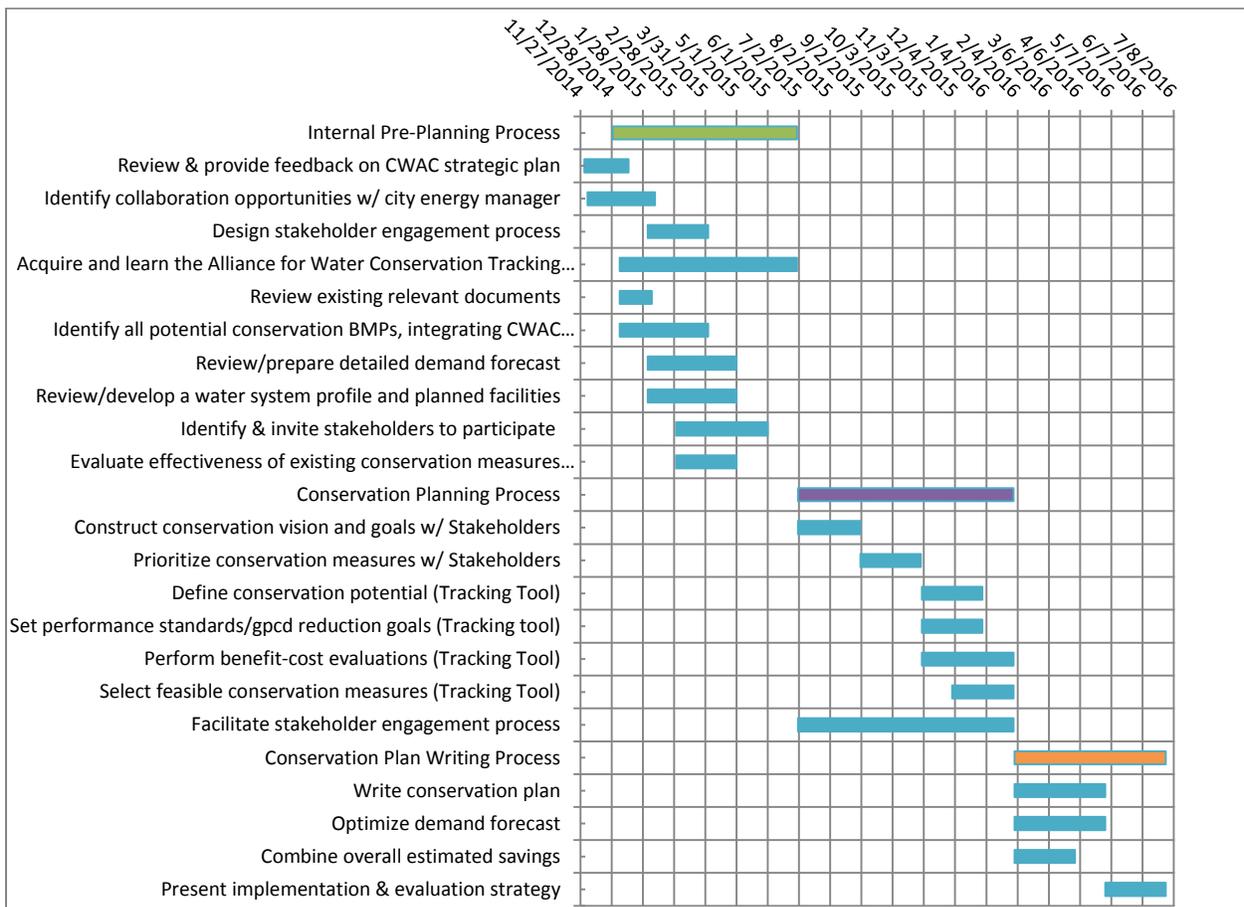
Recognizing that Tucson has a long history of valuing water resources and conservation, many existing documents will be reviewed as part of this planning process. Resource documents include:

1. Community Conservation Task Force Report (2006)
2. CWAC Strategic Planning Recommendations (2014)
3. PICO Internal Strategic Plan (2011)
4. Plan Tucson (2013)
5. Tucson Pima Water Study (2012)
6. Tucson Water Department Goals & Objectives
7. Tucson Water Drought Response Plan (2012)
8. Tucson Water Long Range Plan Update (2012)

The draft planning process and timeline is presented in the chart below, illustrating the major components of a comprehensive planning process, as well as the estimated time and duration of each major planning task. This planning process will be led by utility staff and will include invited members of the public that represent specific stakeholder groups and possible consultant support.

Tucson Water is a member of the Alliance for Water Efficiency, which promotes the efficient and sustainable use of water. As Alliance members, Tucson Water will utilize their Water Conservation Tracking Tool, which is an Excel-based model that evaluates water savings, costs and benefits of various conservation programs. Based on Tucson-specific information, the model provides a standardized methodology for water savings and benefit-cost accounting. This tool can be used to:

- Develop long-range conservation plans.
- Compare alternative conservation measures in terms of water savings potential, impact on system costs and potential benefits to utility customers.
- Track the implementation, water savings, costs and benefits of actual conservation activities over time.
- Evaluate a utility’s changing revenue requirement with conservation.
- Estimate the reduction in greenhouse gas emissions resulting from plumbing/energy codes and conservation program activity.





**Citizens' Water Advisory Committee  
Conservation & Education Subcommittee  
2014 Projected Agenda**



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**February 11, 2015**

- Review and discussion of proposed new FY16 C&E programs
- Review and finalization of draft Conservation Programming Strategic Plan
- Drought Response & Preparedness Plan, and the Impact of Likely Shortages on the Colorado

**March 11, 2015**

*No items scheduled at this time*

**Future Agenda Items without a Date:**

- Discussion of opportunities for incorporating AMI / AMR technology into conservation & education programs
- Discussion of utility bill changes, including representation of conservation savings
- Discussion of C&E goals with Mayor's Office representative(s)
- Development of C&E objectives: Engaging with City departments, outside agencies & community organizations