



CITIZENS' WATER ADVISORY COMMITTEE CONSERVATION & EDUCATION SUBCOMMITTEE

3:30 p.m., Wednesday, March 9, 2016
Director's Conference Room
Tucson Water, 3rd Floor
310 W. Alameda Street, Tucson, Arizona

Legal Action Report

1. Call to Order/Roll Call

The meeting was called to order by Chairperson Catlow Shipek at 3:30 p.m. Those present and absent were:

Members Present:

| | |
|-----------------------|------------------------------|
| Catlow Shipek (Chair) | Representative, City Manager |
| Jean McLain | Representative, City Manager |
| Placido dos Santos * | Representative, City Manager |
| Mark Murphy * | Representative, Mayor |
| Michelle Crow | Representative, Ward 2 |
| Ryan Lee * | Representative, Ward 3 |
| Mark Lewis | Representative, Ward 5 |

* Members Dos Santos and Murphy arrived at 3:32 p.m.; Member Lee arrived at 3:46 p.m.

Tucson Water Staff Members:

| | |
|-------------------|-------------------------------|
| Tim Thomure | Director |
| Scott Clark | Deputy Director |
| Fernando Molina | Public Information Supervisor |
| Daniel Ransom | Water Conservation Supervisor |
| Candice Rupprecht | Public Information Specialist |
| Joaquim Delgado | Public Information Specialist |
| Valerie Herman | Public Information Specialist |
| Kris LaFleur | Staff Assistant |

Others Present

| | |
|----------------|----------------------|
| Amy McCoy | Former CWAC member |
| Steve Arnquist | Council Aide, Ward 1 |
| Kerry Schwartz | Arizona Project WET |
| Brian Wong | CWAC |

2. **Announcements** – There were no announcements.

3. **Call to Audience** – There were no audience statements.

4. **Review of February 10, 2016, Legal Action Report and Meeting Minutes** – Member Lewis moved to approve the Legal Action Report and Meeting Minutes of February 10, 2016. The motion was seconded by Member McLain and carried by a vote of 4-0.

5. **Bi-Monthly Report & Workplan** – Daniel Ransom presented the Conservation Program bi-monthly report and workplan. He indicated that staff labor hours had been included in the data being tracked by the report. Staff fielded and answered questions from members regarding the tracking of staff time, and about processing time for customer rebates.

Citizen's Water Advisory Committee, Conservation & Education Subcommittee

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- 6. Presentation: Conservation Office interagency collaboration** – Candice Rupprecht delivered a presentation that described the partner agencies with which the Conservation Office engages on a regular basis. She indicated that Tucson Water's role in these agencies' is currently to provide outreach and in-kind support, rather than financial assistance. Ms. Rupprecht's presentation focused on the Conserve to Enhance (C2E) program, and included an overview of the program's evolution, operations, structure, and participants, and briefly covered the program's impacts and the projects it has supported. Staff fielded and answered questions about the equitability of C2E project distribution and the level of in-kind contributions, among other topics.
- 7. Discussion of changes to FY16-17 Conservation Program budget** – Mr. Ransom led an update on the Conservation Fund financial planning process. He indicated that, at the City Manager's direction, Tucson Water would keep the Conservation Fund budget flat at \$3.54 million for FY17, with the Conservation Fee remaining at \$0.08/ccf. He indicated that the budget amount would provide funding to continue current conservation programming, as well as the addition of a low-income loan program and neighborhood stormwater program requested by Mayor & Council, and a proportion of the administrative services fee paid by Tucson Water to the City. Mr. Ransom explained that specific use of funds within the overall budget would be flexible, and that funds could be moved within the budget as needed for individual programs. Members and staff discussed allocation of funds for Conservation Programs, the process for determining the Conservation Fund's portion of the City's administrative services fee, and the high proportion of the budget allocated to the new neighborhood stormwater program.

Member dos Santos departed at 4:32 p.m.

- 8. C&E Subcommittee mission & policy discussion** – Former CWAC member and C&E Chair Amy McCoy joined the group to discuss the direction, vision and values of the subcommittee. Chair Shipek observed that the subcommittee has repeatedly discussed issues about its direction and scope of work in recent years. He suggested that members should individually meet with their appointing officials to determine M&C directive and goals for Tucson Water's Conservation Programs. He expressed a need for staff, members, and officials to unify their purpose in relation to conservation, in order to make progress.

Ms. McCoy presented to the subcommittee a proposed framework for discussing the goals and process, based on discussions the subcommittee had in late 2015. Chair Shipek suggested that this framework take place in light of the Water Resources policies adopted under the "Natural Environment" focus area of the voter-approved *Plan Tucson*.

Members engaged in discussion about the meaning of conservation in light of previous M&C directives, current Conservation Program policies, and evolving criteria.

Ms. McCoy recommended creation of a matrix, containing:

- Conservation goals and policies set forth in *Plan Tucson*
- Proposed Conservation Program goals
 - o Holistic use of alternative water supplies (rainwater, greywater, stormwater) to reduce stress on potable supplies

Citizen's Water Advisory Committee, Conservation & Education Subcommittee

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- Demand reduction to increase life of infrastructure and increase long-range water security
- Education to develop stewardship and community connection to water supplies/resources
- Proposed C&E funding & policy language
- Conservation Program (staff) rules for budgeting and spending within the program

This matrix would be used to evaluate individual conservation programs for conservation targets, expected and ongoing expenditures, etc.

Chair Shipek directed members to make appointments with their appointing officials to discuss conservation program goals and policies, and to return for further discussion during the April C&E meeting.

9. FY17-18 new program ideas & research – This item was tabled until a future meeting.

10. Future meetings and agenda items – The next C&E subcommittee meeting will be held on April 13, 2016. Items proposed for discussion at future meetings included:

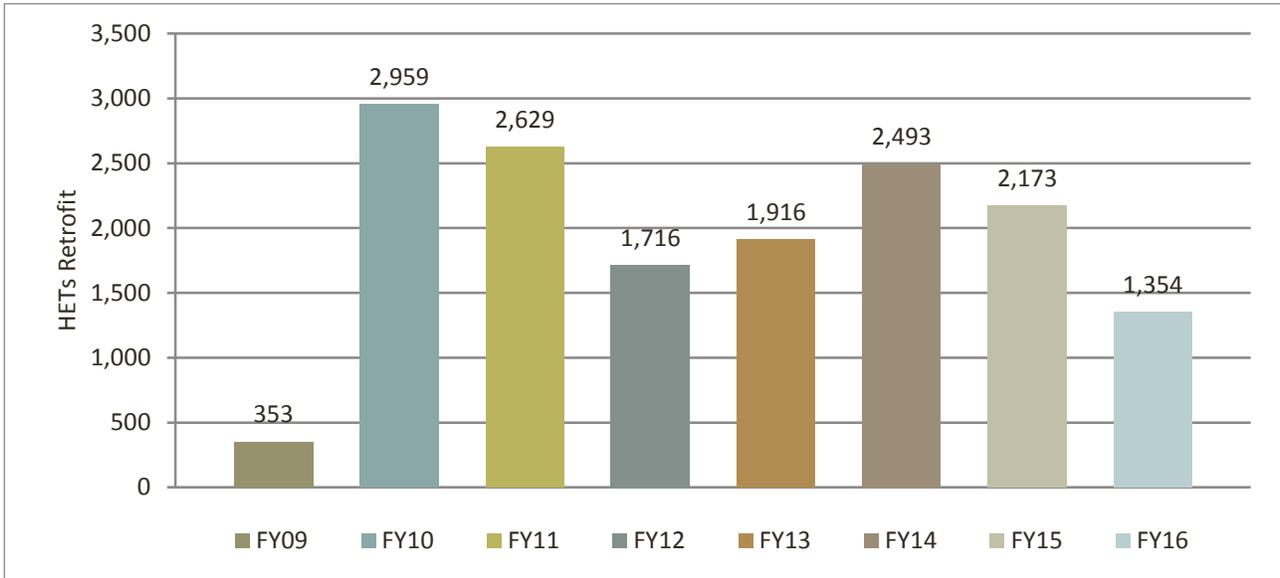
- Further discussion on C&E Subcommittee vision and values, to include feedback from members and their elected officials

11. Adjournment – The meeting was adjourned at 5:04 p.m.

Tucson Water
Incentive Program Implementation
FY 2015-16 Through February

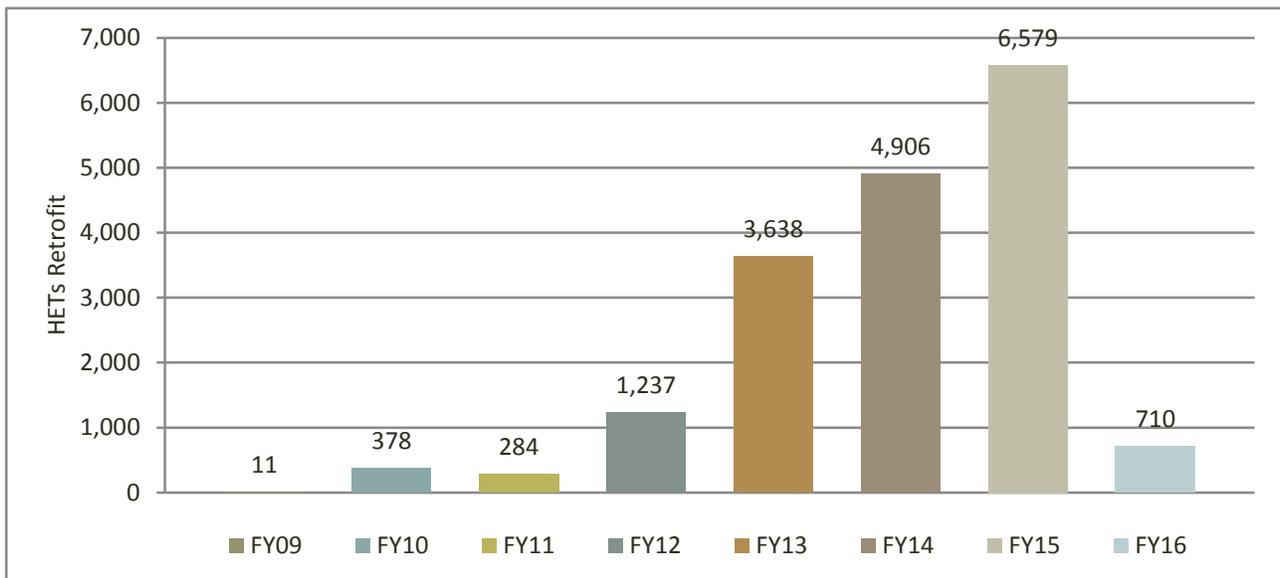
Single-Family HET Rebate

| | FY 15/16 | Cumulative | | Start Date: Jul-08 |
|----------------------------|------------|--------------|--------------------|--------------------|
| HETs Retrofit: | 1,354 | 15,593 | Staff Labor Hours: | 1,446 |
| Expenditure: ¹ | \$ 100,032 | \$ 1,274,841 | Budget: | \$ 200,000 |
| Estimated Gallons Saved: | 10,131,305 | 397,627,533 | Percent of Budget: | 50% |
| Estimated Acre-Feet Saved: | 31 | 1,220 | | |



Multi-Family HET Rebate

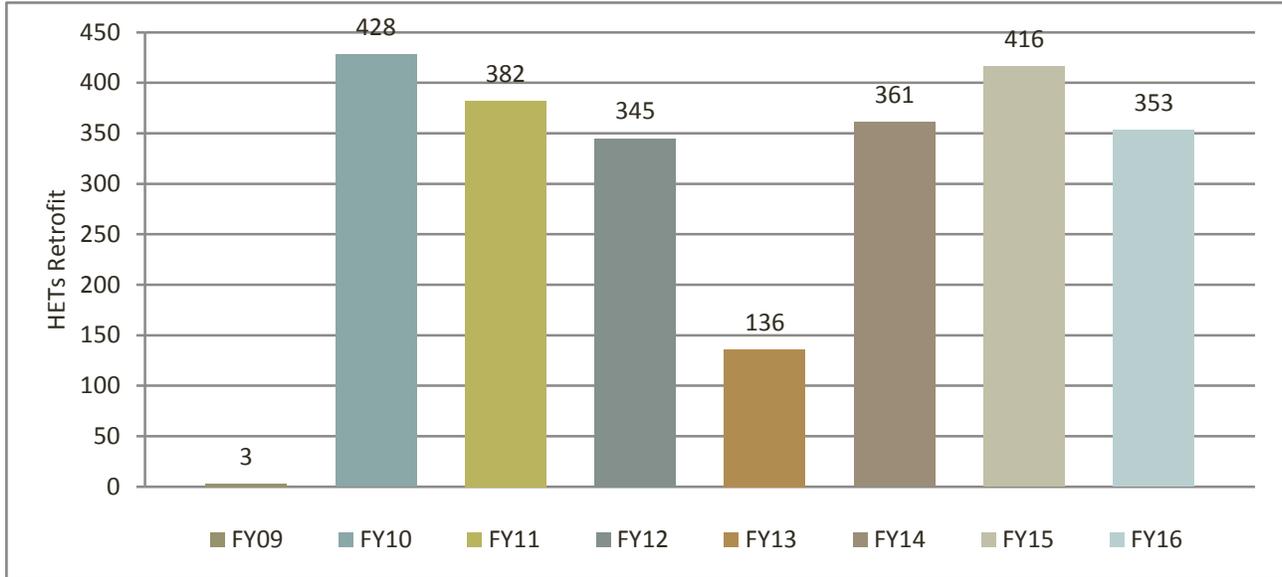
| | FY 15/16 | Cumulative | | Start Date: Jul-08 |
|----------------------------|-----------|--------------|--------------------|--------------------|
| HETs Retrofit: | 710 | 17,743 | Staff Labor Hours: | 112 |
| Expenditure: ¹ | \$ 53,400 | \$ 1,718,495 | Budget: | \$ 365,000 |
| Estimated Gallons Saved: | 5,312,575 | 269,504,685 | Percent of Budget: | 15% |
| Estimated Acre-Feet Saved: | 16 | 827 | | |



Tucson Water
Incentive Program Implementation
FY 2015-16 Through February

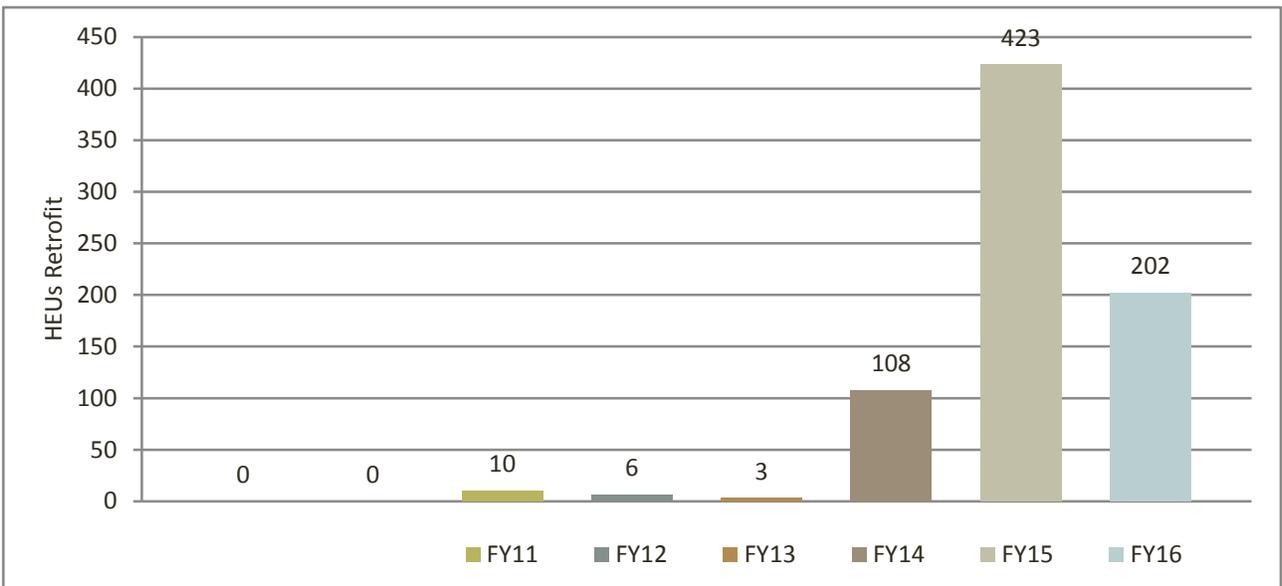
Commercial HET Rebate

| | FY 15/16 | Cumulative | Start Date: Jul-08 |
|----------------------------|-----------|------------|------------------------|
| HETs Retrofit: | 476 | 2,547 | Staff Labor Hours: 110 |
| Expenditure: ¹ | \$ 45,150 | \$ 220,596 | Budget: \$ 60,000 |
| Estimated Gallons Saved: | 2,963,435 | 75,883,500 | Percent of Budget: 75% |
| Estimated Acre-Feet Saved: | 9 | 233 | |



High-Efficiency Urinal Rebate

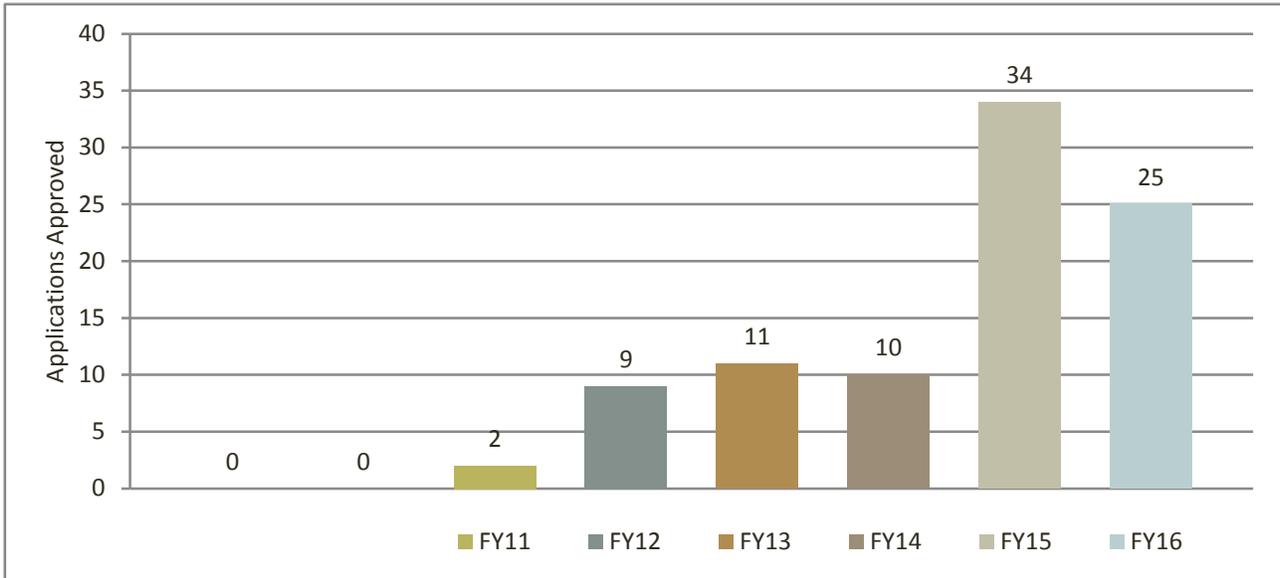
| | FY 15/16 | Cumulative | Start Date: Jan-11 |
|----------------------------|-----------|------------|------------------------|
| HEUs Retrofit: | 202 | 752 | Staff Labor Hours: 53 |
| Expenditure: ¹ | \$ 40,400 | \$ 253,200 | Budget: \$ 62,500 |
| Estimated Gallons Saved: | 1,253,612 | 4,480,732 | Percent of Budget: 65% |
| Estimated Acre-Feet Saved: | 4 | 14 | |



Tucson Water
Incentive Program Implementation
FY 2015-16 Through February

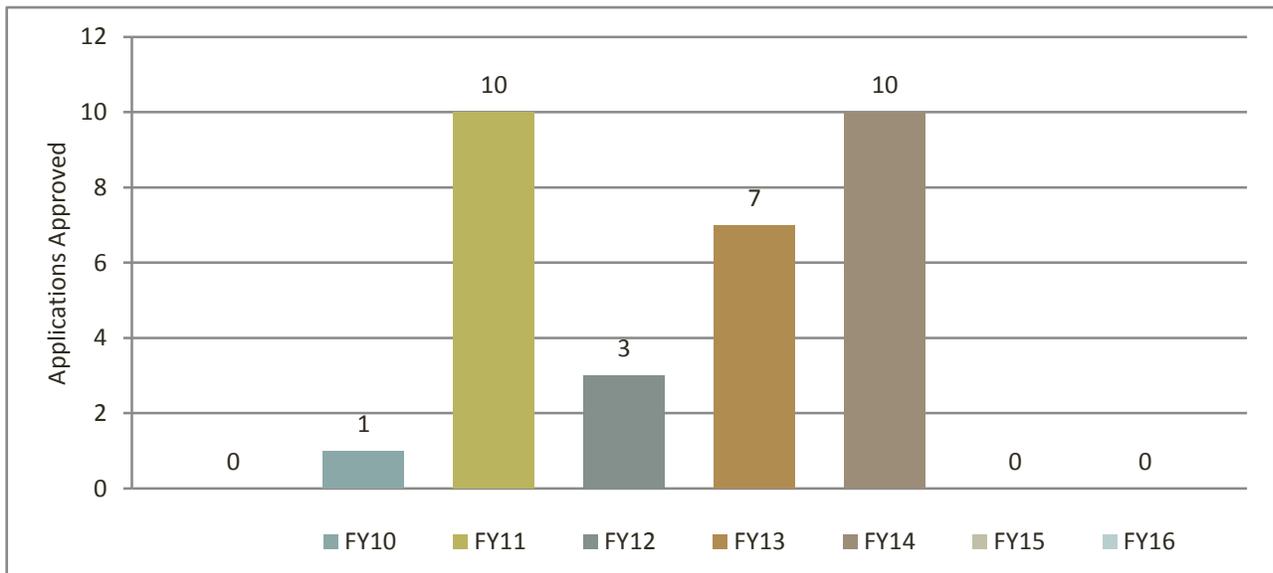
Gray Water Rebate

| | FY 15/16 | Cumulative | Start Date: Jan-11 |
|----------------------------|-----------|--------------|------------------------|
| Applications Approved: | 25 | 91 | Staff Labor Hours: 44 |
| Expenditure: ¹ | \$ 10,799 | \$ 35,678.02 | Budget: \$ 20,000 |
| Estimated Gallons Saved: | 340,375 | 1,810,795 | Percent of Budget: 54% |
| Estimated Acre-Feet Saved: | 1 | 6 | |



Irrigation Efficiency Rebate

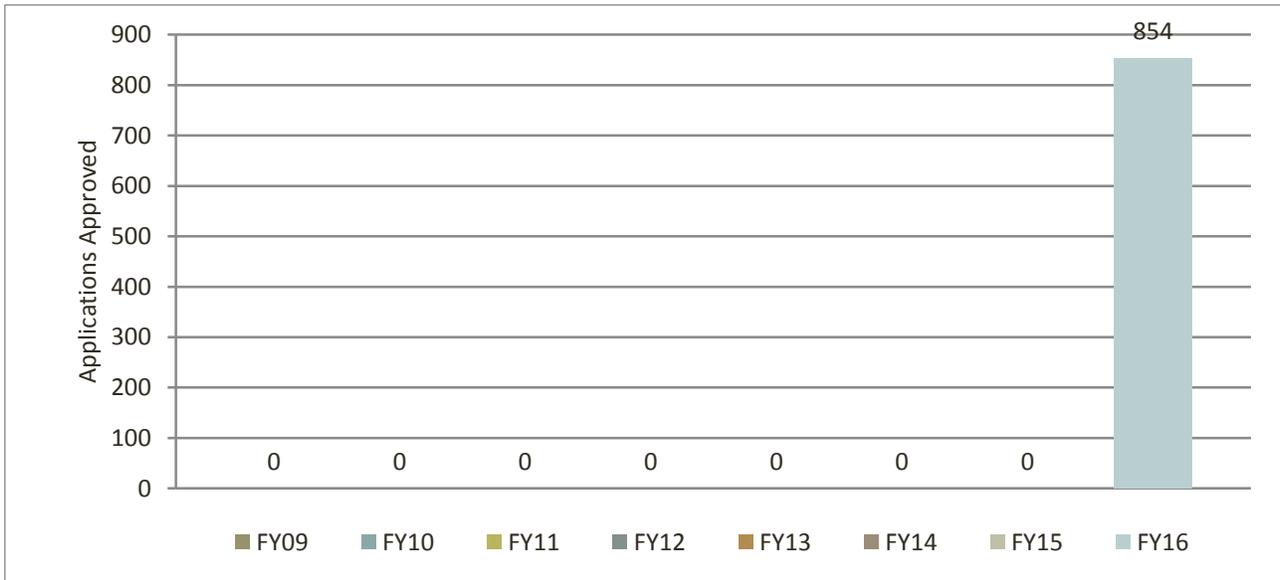
| | FY 15/16 | Cumulative | Start Date: Jul-08 |
|----------------------------|----------|------------|-----------------------|
| Applications Approved: | 0 | 31 | Staff Labor Hours: 30 |
| Expenditure: ¹ | \$ - | \$ 246,890 | Budget: \$ 35,000 |
| Estimated Gallons Saved: | 0 | 25,064,550 | Percent of Budget: |
| Estimated Acre-Feet Saved: | 0 | 77 | |



Tucson Water
Incentive Program Implementation
FY 2015-16 Through February

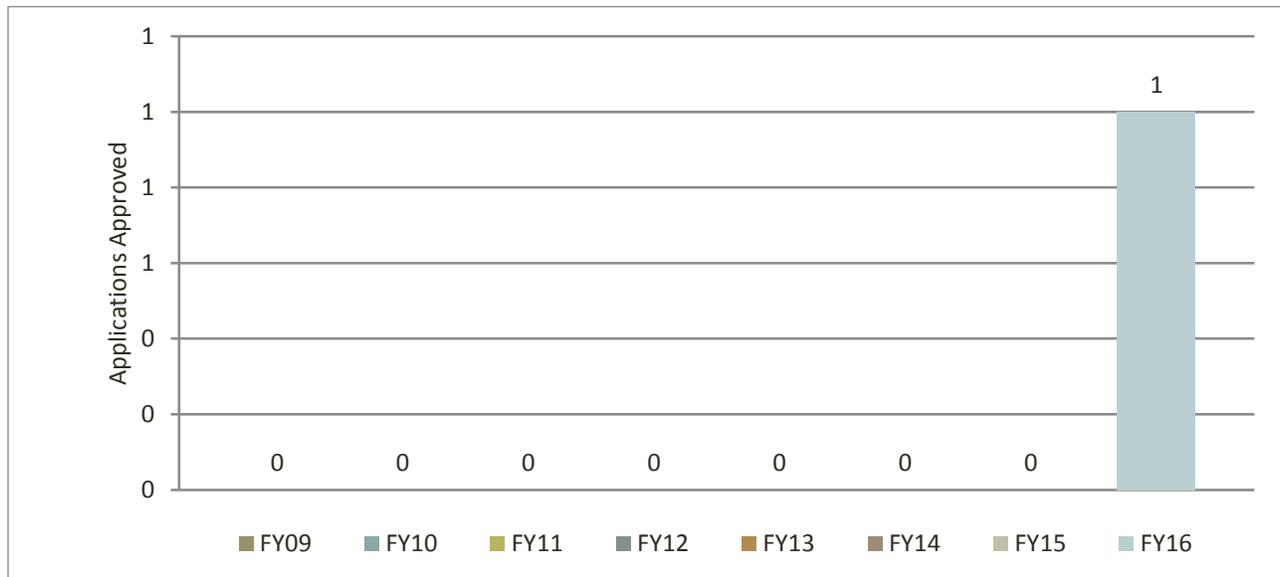
High-Efficiency Clothes Washer Rebate

| | FY 15/16 | Cumulative | | Start Date: Aug-15 |
|----------------------------|------------|------------|--------------------|--------------------|
| Applications Approved: | 854 | 854 | Staff Labor Hours: | 711 |
| Expenditure: ¹ | \$ 170,800 | \$ 170,800 | Budget: | \$ 250,000 |
| Estimated Gallons Saved: | 6,014,722 | 6,014,722 | Percent of Budget: | 68% |
| Estimated Acre-Feet Saved: | 18 | 11 | | |



Commercial Efficiency Upgrade Rebate

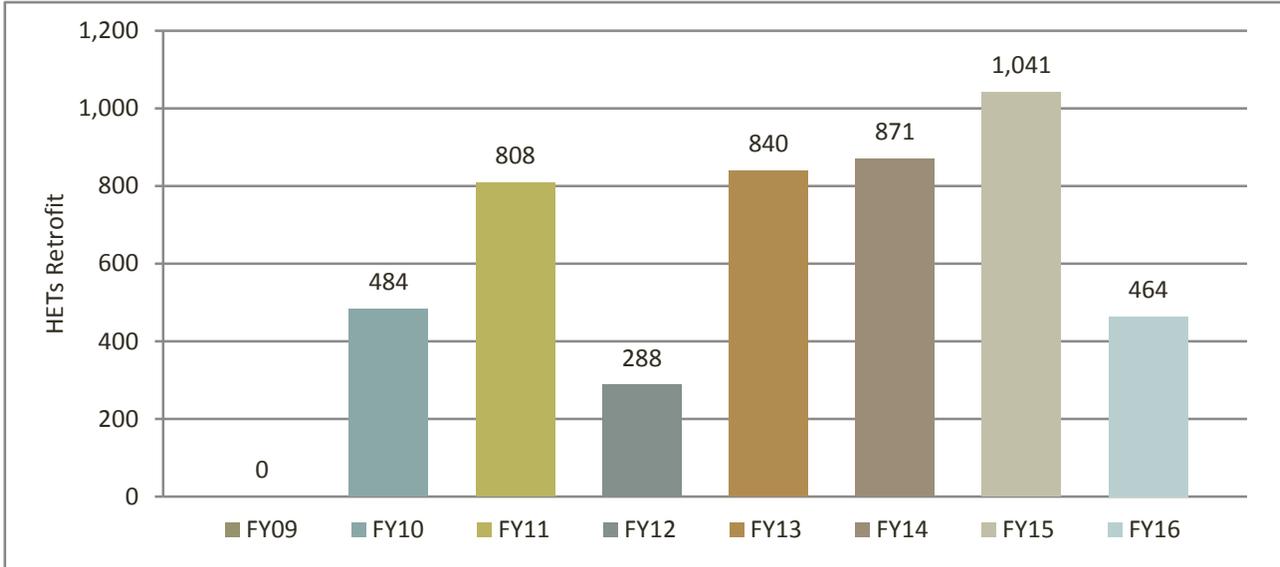
| | FY 15/16 | Cumulative | | Start Date: TBD |
|----------------------------|----------|------------|--------------------|-----------------|
| Applications Approved: | 1 | 1 | Staff Labor Hours: | 4 |
| Expenditure: ¹ | \$ 1,834 | \$ 1,834 | Budget: | \$ 75,000 |
| Estimated Gallons Saved: | 0 | 0 | Percent of Budget: | 2% |
| Estimated Acre-Feet Saved: | 0 | 0 | | |



Tucson Water
Incentive Program Implementation
FY 2015-16 Through February

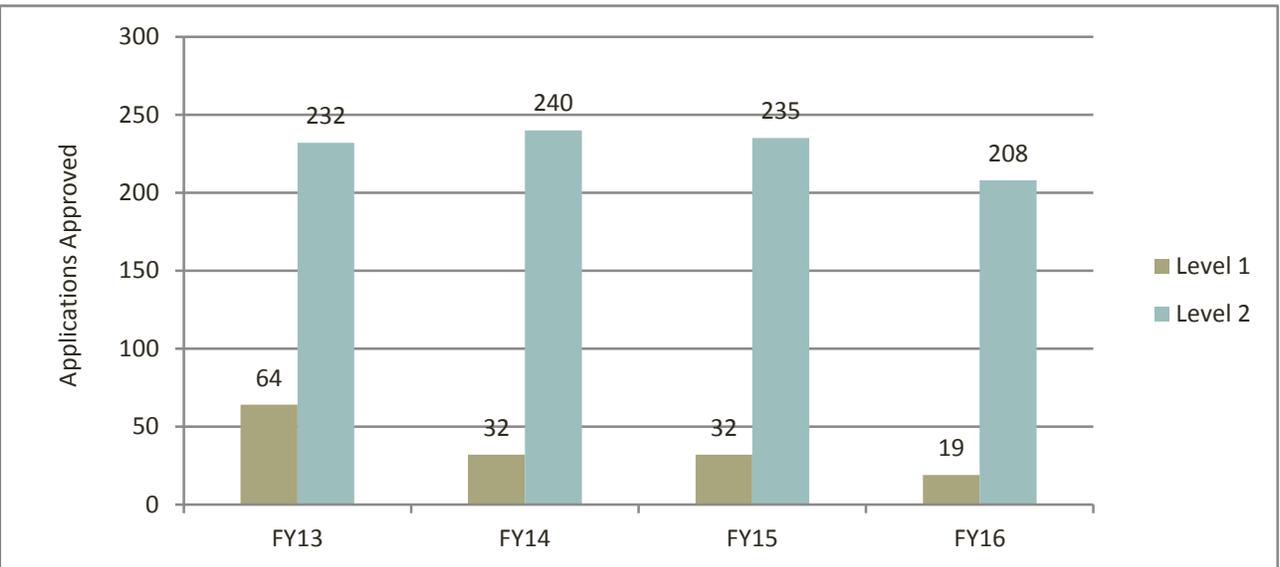
Low-Income HET Direct Install

| | FY 15/16 | Cumulative | Start Date: Oct-09 |
|----------------------------|------------|--------------|---------------------------------|
| HETs Retrofit: | 464 | 4,796 | Staff Labor Hours: 46 |
| Expenditure: ¹ | \$ 158,102 | \$ 1,734,045 | Budget: ² \$ 337,000 |
| Estimated Gallons Saved: | 3,979,960 | 114,929,923 | Percent of Budget: 47% |
| Estimated Acre-Feet Saved: | 12 | 353 | |



Rainwater Harvesting Rebate

| | FY 15/16 | Cumulative | Start Date: Jun-12 |
|----------------------------|------------|--------------|------------------------|
| Applications Approved: | 227 | 1,062 | Staff Labor Hours: 215 |
| Expenditure: ¹ | \$ 305,420 | \$ 1,333,804 | Budget: \$ 400,000 |
| Estimated Gallons Saved: | 0 | 0 | Percent of Budget: 76% |
| Estimated Acre-Feet Saved: | 0 | 0 | |

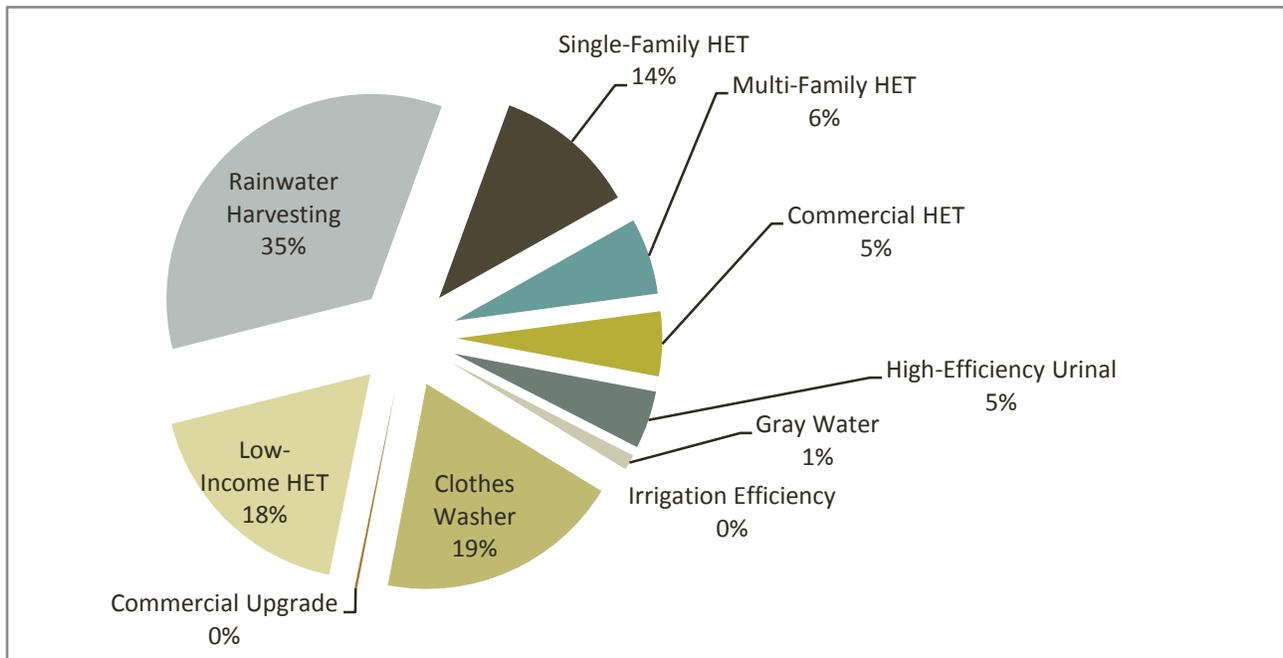


Tucson Water
Incentive Program Implementation
FY 2015-16 Through February

Program Totals

| | FY 15/16 | Cumulative | | |
|----------------------------|------------|--------------|--------------------|--------------|
| HETs/HEUs Installed: | 3,206 | 41,431 | Staff Labor Hours: | 2,771 |
| Expenditure: ¹ | \$ 885,937 | \$ 6,990,182 | Budget: | \$ 1,804,500 |
| Estimated Gallons Saved: | 29,995,984 | 895,316,439 | Percent of Budget: | 49% |
| Estimated Acre-Feet Saved: | 92 | 2,740 | | |

Expenditures by Program for FY 2015-16



The numbers and expenditures in this report reflect when the rebate or expenditure is approved and not when paid. This report is an operational report and not intended to reconcile with financial reports.

¹The expenditure does not include the cost of staff time

²The budget for the low-income HET direct install program is combined from two object codes. Toilet installation is categorized in professional services and the cost of the toilet and misc. materials is categorized in materials. All other rebate program expenditures are in the object code for efficiency programs.

**CWAC Conservation and Education Subcommittee
Three-Year Work Plan, FY16-18**

FISCAL YEAR 2015-16

| Month | Items for Subcommittee Review | Completion/Approval by CWAC | Program Updates & Presentations (<i>tentative</i>) |
|-----------------------|---|------------------------------------|---|
| September 2015 | - FY14-15 Annual Report - FY16-17 Budget Proposal | | |
| October 2015 | - Conservation Planning Process | - FY16-17 Budget Proposal | |
| November 2015 | | - FY14-15 Annual Report | - SERI Pilot Program update |
| December 2015 | | | - SmartScape Program Update |
| January 2016 | | | - Project WET Program Update - EEExchange Program Update |
| February 2016 | - FY 15-16 Mid-Year Report - New Program Ideas & Research* | | - Low-Income Toilet Program (CHSPA) |
| March 2016 | - New Program Ideas & Research - C&E mission statement/policy review | | - Inter-agency Collaboration (Internal presentation) |
| April 2016 | - New Program Ideas & Research - FY16-17 Program Plan | | - Zanjero Program Update (Internal presentation) |
| May 2016 | - Five-year Conservation Plan | - FY16-17 Program Plan | - Conserve2Enhance Program Update |
| June 2016 | - FY17-18 Budget Proposal | - Five-year Conservation Plan | - Commercial/WaterSmart Business Program Update (Internal presentation) |

*New Program Ideas & Research is a designated 3-month period for CWAC Members & Staff to present new program ideas to be considered for evaluation and development in the next fiscal year to start the following July. All ideas should be presented with baseline research completed on resource needs, savings potential and existing case studies and example programs. All ideas will be analyzed using the AWE Conservation Tracking Tool and final determination of programs will be weighed with Conservation Plan goals. Depending on the number and complexity of new program ideas, additional meetings may be scheduled during this time.

Inter-agency Collaboration Update

CWAC C&E Meeting
March 9, 2016

WaterReliability



Active Partner Agencies

- City of Tucson (OIP, TDOT, Ward Offices)
- TEP
- AMWUA
- Low Impact Development Working Group
- Local Drought Impact Group (LDIG)
- Conserve2Enhance





“C2E links water conservation efforts to watershed restoration and enhancement, ensuring that your water savings benefit our community.”

Save Water,
Save Rivers,
Build
Community

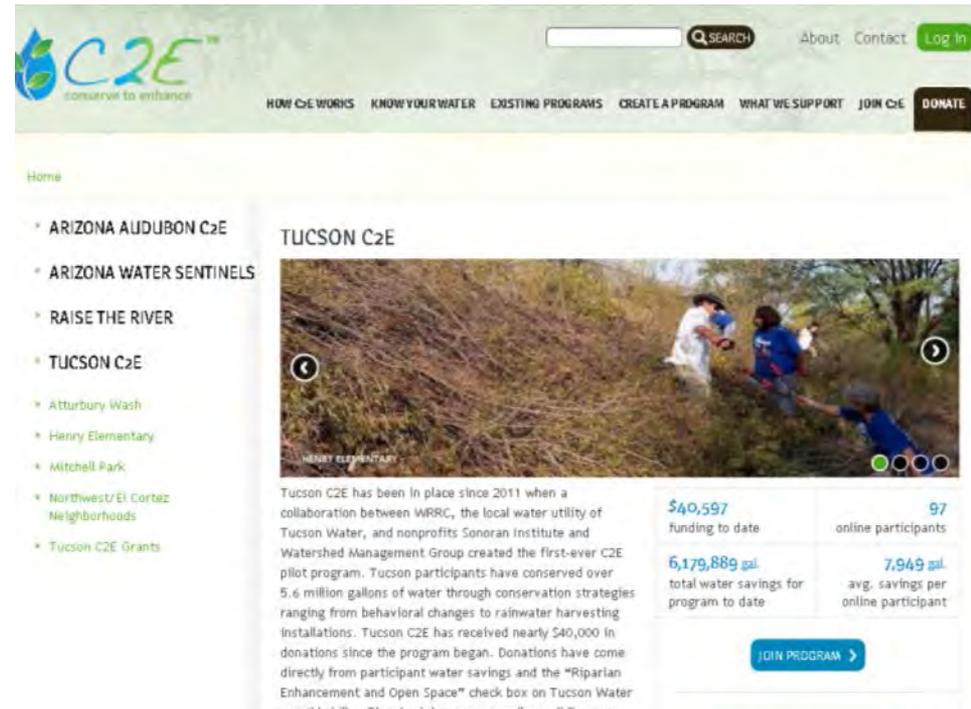




C2E™ History

conserve to enhance

- Founded in 2011
- A partnership...
 - Sonoran Institute
 - Tucson Water
 - UA Water Resources Research Center
 - Watershed Management Group



Home

- ARIZONA AUDUBON C2E
- ARIZONA WATER SENTINELS
- RAISE THE RIVER
- TUCSON C2E
- Atturbury Wash
- Henry Elementary
- Mitchell Park
- Northwest/El Cortez Neighborhoods
- Tucson C2E Grants

TUCSON C2E



Tucson C2E has been in place since 2011 when a collaboration between WRRC, the local water utility of Tucson Water, and nonprofits Sonoran Institute and Watershed Management Group created the first-ever C2E pilot program. Tucson participants have conserved over 5.6 million gallons of water through conservation strategies ranging from behavioral changes to rainwater harvesting installations. Tucson C2E has received nearly \$40,000 in donations since the program began. Donations have come directly from participant water savings and the "Riparian Enhancement and Open Space" check box on Tucson Water

| | |
|---|---|
| \$40,597 funding to date | 97 online participants |
| 6,179,889 gal. total water savings for program to date | 7,949 gal. avg. savings per online participant |

[JOIN PROGRAM](#)



COLLEGE OF
AGRICULTURE
& LIFE SCIENCES



C2E Structure

- An independently governed committee under the Center for Pima Basin Sustainability (CPBS) fiscal umbrella
- C2E Advisory Council
 - Run by a steering committee of four officers
 - 8 to 16 members
 - 2-year terms, max 3 consecutive



Who can be a C2E™ participant?

conserve to enhance



Homes



Businesses

How is C2E™ data tracked?

conserve to enhance



C2E
conserve to enhance

HOW C2E WORKS KNOW YOUR WATER EXISTING PROGRAMS CREATE A PROGRAM WHAT WE SUPPORT JOIN C2E DONATE

C2E FEATURED IN BUREAU OF RECLAMATION COLORADO RIVER BASIN REPORT

C2E is one of Reclamation's case studies showcasing water conservation and reuse programs in Moving Forward: Phase 1 Report

[READ MORE HERE](#)

ABOUT C2E

Conserve2Enhance is a simple program that helps you put your water conservation efforts to work for the environment. Using your Water Use Dashboard, you can track your water use over time, learn about where you have the most potential to save, and put your water savings to work supporting enhancement projects in your community!

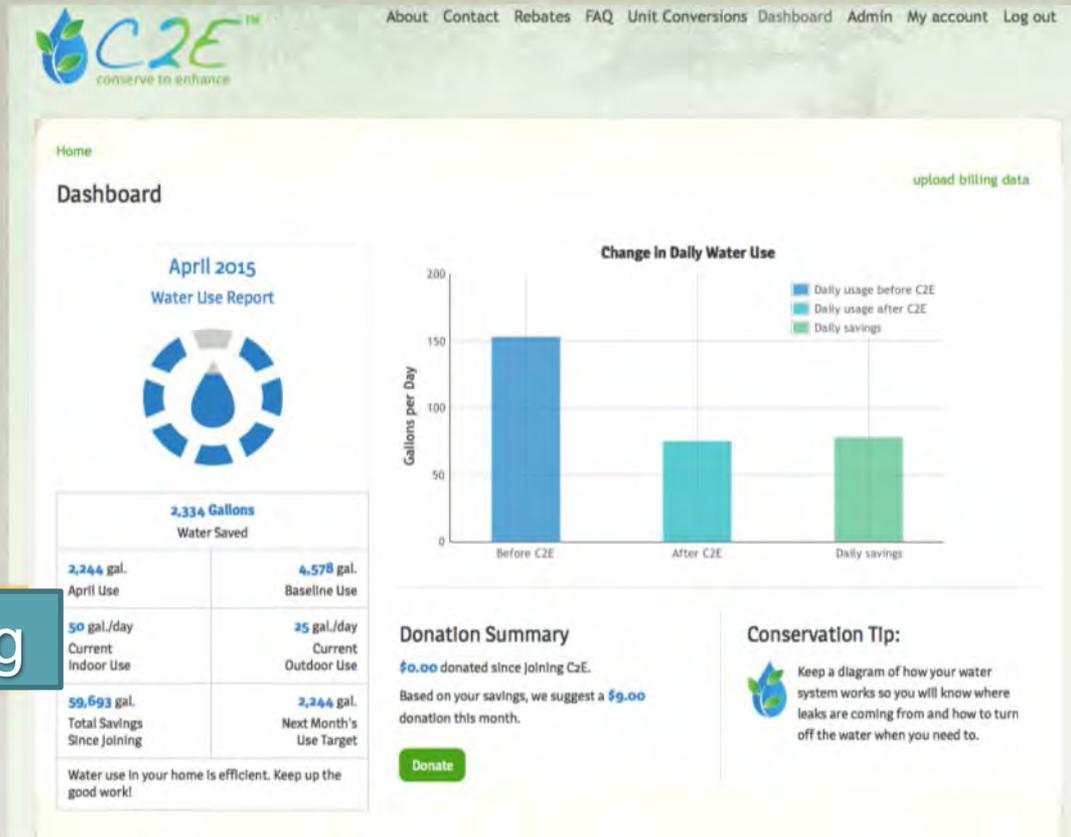
WATER USE & THE ENVIRONMENT

Do you know where your water comes from? Every community has a different mix of water sources. Some rely on water from lakes, reservoirs, rivers, or streams. Others rely on groundwater captured from springs or pumped from wells. Regardless of the source, all drinking water starts in the natural environment and human water

C2E IN YOUR COMMUNITY

C2E is a versatile program that can be implemented in virtually any community. C2E can increase the performance of traditional utility-based water conservation programs and help utilities meet local restoration goals. Program development support and the tools on this website are provided for free by the University of Arizona Water

The C2E Water Use Dashboard™



C2E
conserve to enhance

About Contact Rebates FAQ Unit Conversions Dashboard Admin My account Log out

Home [upload billing data](#)

Dashboard

**April 2015
Water Use Report**

**2,334 Gallons
Water Saved**

| | |
|---|--|
| 2,244 gal. April Use | 4,578 gal. Baseline Use |
| 50 gal./day Current Indoor Use | 25 gal./day Current Outdoor Use |
| 59,693 gal. Total Savings Since Joining | 2,244 gal. Next Month's Use Target |

Water use in your home is efficient. Keep up the good work!

Change in Daily Water Use

Gallons per Day

Legend: Daily usage before C2E (blue), Daily usage after C2E (teal), Daily savings (green)

Before C2E: 150 gal/day
After C2E: 75 gal/day
Daily savings: 75 gal/day

Donation Summary

\$0.00 donated since joining C2E.
Based on your savings, we suggest a **\$9.00** donation this month.

[Donate](#)

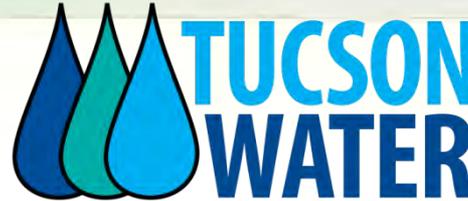
Conservation Tip:

 Keep a diagram of how your water system works so you will know where leaks are coming from and how to turn off the water when you need to.

www.Conserve2Enhance.org

Home

Dashboard



[upload billing data](#)

June 2015 Water Use Report



1,496 Gallons
Water Saved

2,244 gal.
June Use

3,740 gal.
Baseline Use

50 gal./day
Current
Indoor Use

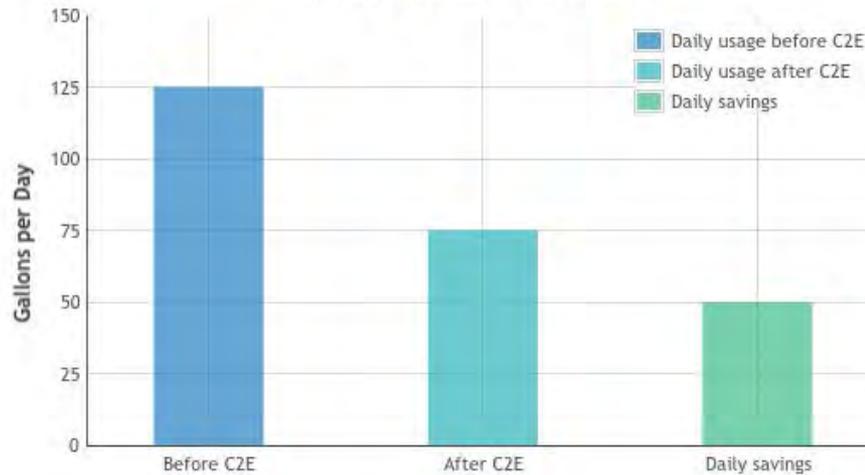
25 gal./day
Current
Outdoor Use

8,385 gal.
Total Savings
Since Joining

1,496 gal.
Next Month's
Use Target

You can save more water indoors. Check for leaks! Visit [How to Conserve: Indoors](#) for efficiency tips.

Change in Daily Water Use



Donation Summary

\$0.00 donated since joining C2E.

Based on your savings, we suggest a **\$8.00** donation this month.

[Donate](#)

Conservation Tip:



If you water plants in the midday sun, up to 30% of the water will be lost through evapotranspiration. Water in the morning or evening instead to maximize efficiency.

[Home](#)

Dashboard

[upload billing data](#)

July 2015 Water Use Report

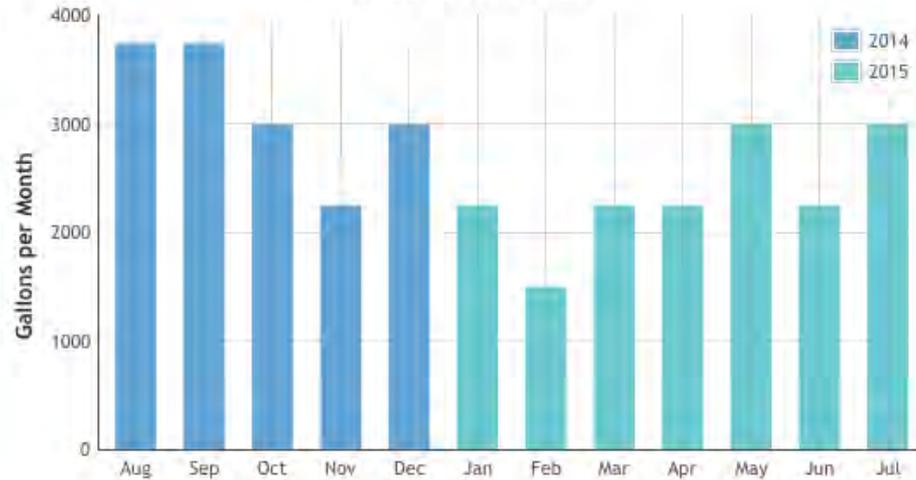


1,496 Gallons
Water Saved

| | |
|--|--|
| 2,992 gal. July Use | 4,488 gal. Baseline Use |
| 50 gal./day Current Indoor Use | 50 gal./day Current Outdoor Use |
| 8,772 gal. Total Savings Since Joining | 1,496 gal. Next Month's Use Target |

You can save more water indoors. Check for leaks! Visit [How to Conserve: Indoors](#) for efficiency tips.

Historic Water Use



Donation Summary

\$0.00 donated since joining C2E.

Based on your savings, we suggest a **\$8.00** donation this month.

[Donate](#)

Conservation Tip:



Try and choose plants that are suited to the soil and climate of your garden; they will thrive and need less water. Visit a local nursery to talk with a knowledgeable landscape professional. Local plant guides may also be available online depending on your area.

Home

Dashboard

[upload billing data](#)

July 2015 Water Use Report



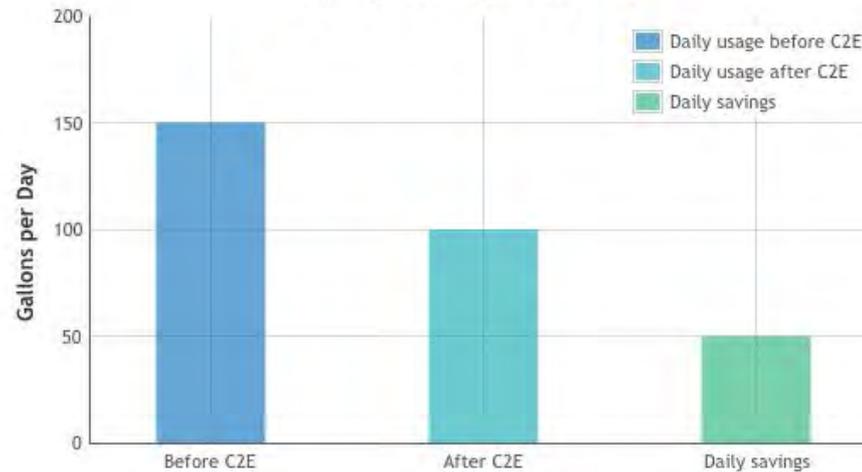
1,496 Gallons
Water Saved



| | |
|--|--|
| 2,992 gal. July Use | 4,488 gal. Baseline Use |
| 50 gal./day Current Indoor Use | 50 gal./day Current Outdoor Use |
| 8,772 gal. Total Savings Since Joining | 1,496 gal. Next Month's Use Target |

You can save more water indoors. Check for leaks! Visit [How to Conserve: Indoors](#) for efficiency tips.

Change in Daily Water Use



- % reduction in water use from baseline
- Total monthly indoor water use
- Total monthly outdoor water use

$$\text{Water Use Score} = \frac{2a + b + c}{4}$$

4

[Home](#)

Dashboard

[upload billing data](#)

July 2015 Water Use Report



1,496 Gallons
Water Saved

2,992 gal.
July Use

4,488 gal.
Baseline Use

50 gal./day
Current
Indoor Use

50 gal./day
Current
Outdoor Use

8,772 gal.
Total Savings
Since Joining

1,496 gal.
Next Month's
Use Target

You can save more water indoors. Check for leaks! Visit [How to Conserve: Indoors](#) for efficiency tips.

Suggested Donation Calculation:

| Water Use Score | Water Icon Appearance | Recommended Donation |
|-----------------|--------------------------------|----------------------|
| 9 | Full color bars and water drop | \$10 |
| 8 | 7 bars and 80% of water drop | \$9 |
| 7 | 6 bars and 70% of water drop | \$8 |
| 6 | 5 bars and 60% of water drop | \$7 |
| 5 | 4 bars and 50% of water drop | \$6 |
| 4 | 3 bars and 40% of water drop | \$5 |
| 3 | 2 bars and 30% of water drop | \$4 |
| 2 | 1 bar and 20% of water drop | \$3 |
| 1 | No bars and 10% of water drop | \$2 |
| 0 | Outline only. No fill | \$1 |

Donation Summary

\$0.00 donated since joining C2E.

Based on your savings, we suggest a **\$8.00** donation this month.

[Donate](#)

Conservation Tip:



Putting a trigger nozzle on a hose means it has an automatic shut-off and it gives you settings for different types of spray, which means less waste and more effective watering.

Who donates to C2E?

- C2E Participants that base \$ by gallons saved
 - 175 online participants
- Utility Bill customers that write in “check box” donations
 - 817 individuals donated \$10,716 in 2015
 - 1,166 donors in 2014 & 2015



UTILITY SERVICES STATEMENT

BANK DRAFT - PLEASE DO NOT PAY

Tucson Water Customer Service Office
Phone: 520-791-3242
Outside Tucson: 800-598-9449
www.tucsonaz.gov/water

Account Name:
Account Number:
Service Address:
Bill Date: 08/03/2011
Service Period: 07/05/2011 to 08/02/2011
Hours: 8:00 am - 5:00 pm MST (Mon-Fri)



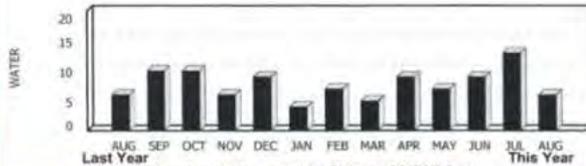
Pima County Regional Wastewater
Reclamation Department
Phone: 520-740-6609
www.pima.gov/wrm

City of Tucson Environmental Services:
Phone: 520-791-3171
www.tucsonaz.gov/esd

| Last Bill | Payments (Credits) | Deposits Applied | Adjustments | Balance Forward | New Charges | ACCOUNT BALANCE |
|-----------|--------------------|------------------|-------------|-----------------|-------------|-----------------|
| \$74.83 | -\$74.83 | \$0.00 | \$0.00 | \$0.00 | \$65.33 | \$65.33 |

| METER INFORMATION | | | | | | |
|-------------------|--------------|------------|----------|--------------|---------------|--------------------|
| Meter number | Service Type | Start Date | End Date | Current Read | Previous Read | Consumption (Ccfs) |
| | WA | 07/05/11 | 08/02/11 | 2141 | 2135 | 6 |

| ACCOUNT ACTIVITY | |
|----------------------------|---------------|
| LAST BILL | \$74.83 |
| TOTAL PAID SINCE LAST BILL | -\$74.83 |
| ADJUSTMENTS | \$0.00 |
| BALANCE FORWARD | \$0.00 |
| NEW CHARGES | |
| ENVIRONMENTAL SVCS FEES | \$17.24 |
| SEWER VOLUME | \$28.61 |
| WATER VOLUME | \$17.85 |
| MISCELLANEOUS | \$1.63 |



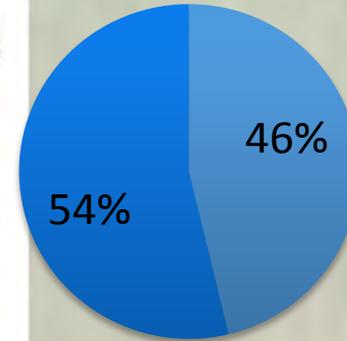
Your meter was read in Ccfs on 08/02/2011

IMPORTANT MESSAGE

On July 5, 2011 Water rate changes approved by Mayor & Council became effective. Questions? Please call 791-3242; outside Tucson, 1-800-598-9449. * On July 1, 2011 an increase in sewer rates became effective as approved by the Pima County Board of Supervisors. Questions on the sewer charge portion of your bill, call (520) 740-6609. *Environmental Services charges reflect a fuel surcharge and an increase in the groundwater protection fee.

Your tax-deductible contribution to "Open Space or Riparian Enhancement" will support the preservation of biologically-rich open space and the Conserve to Enhance program, an effort that links local river and wash enhancement with individual water conservation efforts. Visit www.tucsonaz.gov/water/checkbox to learn more. Your contribution will not affect service fees.

Breakdown of Donation Type



- Round-up Donations (e.g. \$0.25, \$0.73)
- Whole-dollar Donations (e.g. \$1, \$3)

Due date applies to current charge.
Any balance forward is due.
Please allow 7 days for payments to clear your account.
A \$28.00 fee will be charged for late check.

DRAFT DATE:

08/23/2011

DRAFT AMOUNT:

\$65.33

Open Space / Riparian Contribution (optional)

AMOUNT PAID:

BANK DRAFT - DO NOT PAY

BANK DRAFT - PLEASE DO NOT PAY



UTILITY SERVICES
PO Box 28804
Tucson, AZ 85726-8804

Please fold on perforation before tearing and return bottom portion with your payment.

Account Number:
Service Address:
Cycle-Route #: 04-52

DRAFT DATE:

DRAFT AMOUNT:

\$65.33

Open Space / Riparian Contribution (optional)

AMOUNT PAID:

BANK DRAFT - DO NOT PAY

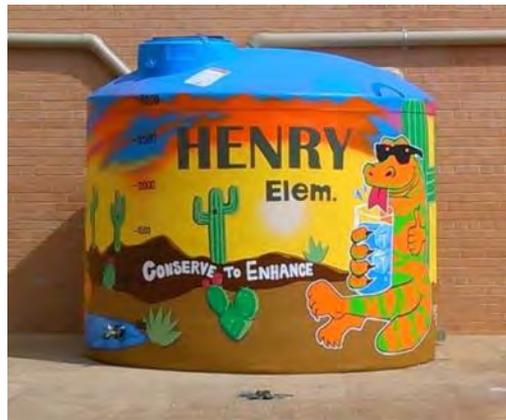
Your tax-deductible contribution to "Open Space or Riparian Enhancement" will support the preservation of biologically-rich open space and the Conserve to Enhance program, an effort that links local river and wash enhancement with individual water conservation efforts. Visit www.tucsonaz.gov/water/checkbox to learn more. Your contribution will not affect service fees.

What can C2E™ conserve to enhance donations be used for?

- Urban waterway & wash improvements
- Habitat restoration & preservation
- Green Infrastructure



Mitchell Park



Henry Elementary



Atturbury Wash

Tucson C2E Impacts

- Since 2011:
 - 29 rainwater harvesting projects implemented at participating households
 - **8.3 million gallons** of water conserved by participants
 - **\$89,000** in donations (avg. participant donation is ~\$4/month)
 - **\$60,000** awarded to 9 project sites, with more grant recipients announced each year

2012 Atturbury Wash Project

- 1 acre restoration & demonstration site
 - 50+ native trees & shrubs planted to connect habitat w/ wash
 - 5 basins dug & raised path created to capture



Atturbury Wash before (left) and after (right) Tucson C2E enhancement efforts.

Photo Credit: Kendall Kroesen, Tucson Audubon Society

2013 C2E Projects

- 1. Henry Elementary WINS!** – Wash Improvement and Neighborhood Sustainability submitted by Henry Elementary
- 2. 1st Ave./Seneca Greening and Beautification Project** submitted by the Northwest and El Cortez Neighborhoods
- 3. Mitchell Park Wildlife Habitat & Green Infrastructure Project** submitted by the Mountain/1st Ave Neighborhood



2014 C2E Projects

1. **Silverlake Park Urban Habitat Restoration** submitted Tucson Audubon Society



2. **Vine Ave. Green Corridor Project** submitted by the Jefferson Park Neighborhood Association



3. **Palo Verde Neighborhood B-54 Wellsite Beautification Project** submitted by the Palo Verde Neighborhood



2015 C2E Projects

1. Feldman's Neighborhood

First Ave Green Street Wash
with UA Hydrocats and
Trees for Tucson



2. Sky Island High School

Earthworks with the Arid Lands
Management Class Watershed
Restoration Project



| | Actual FY16 | FY16 (0.08) | FY17 (0.08) |
|---|-------------------|---------------------|---------------------|
| Operating (100) | | | |
| Water Conservation Staff (5 FTEs) | \$ 175,286 | \$ 596,000 | \$ 375,000 |
| Total (100) | \$ 175,286 | \$ 596,000 | \$ 375,000 |
| Efficiency Programs - Incentive/Rebate (262) | | | |
| High-Efficiency Toilet Single-Family (A0300) | \$ 100,032 | \$ 200,000 | \$ 150,000 |
| High-Efficiency Toilet Multi-Family (A0400) | \$ 53,400 | \$ 365,000 | \$ 90,000 |
| High-Efficiency Toilet Commercial (A0500) | \$ 45,150 | \$ 60,000 | \$ 50,000 |
| High-Efficiency Urinal (A0510) | \$ 40,400 | \$ 62,500 | \$ 50,000 |
| High-Efficiency Clothes Washer (A0800) | \$ 170,800 | \$ 250,000 | \$ 225,000 |
| Gray Water (A0310) | \$ 10,799 | \$ 20,000 | \$ 20,000 |
| Irrigation Efficiency (A0520) | \$ - | \$ 35,000 | \$ 25,000 |
| Commercial Efficiency Upgrade (A0700) | \$ 1,834 | \$ 75,000 | \$ 50,000 |
| Subtotal (262) | \$ 422,416 | \$ 1,067,500 | \$ 660,000 |
| Rainwater/Stormwater and Other (262) | | | |
| Program Evaluation | \$ - | \$ 100,000 | \$ - |
| Rainwater Harvesting (A0320) | \$ 305,420 | \$ 400,000 | \$ 350,000 |
| RWH Demonstration Sites (A0600) | \$ - | \$ 2,500 | \$ - |
| Stormwater Neighborhood Projects (new) | \$ - | \$ - | \$ 350,000 |
| Subtotal (262) | \$ 305,420 | \$ 502,500 | \$ 700,000 |
| Total (262) | \$ 727,835 | \$ 1,570,000 | \$ 1,360,000 |
| Professional Services (219) | | | |
| Low-Income HET Replacement (A0200) | \$ 78,900 | \$ 175,000 | \$ 120,000 |
| Irrigation Efficiency Audits (A0520) | \$ - | \$ 25,000 | \$ 25,000 |
| WaterSmart Business Audits (CP0710) | \$ 48,685 | \$ 160,000 | \$ 125,000 |
| Low-Interest Loan Program (new) | \$ - | \$ - | \$ 300,000 |
| Subtotal (219) | \$ 127,585 | \$ 360,000 | \$ 570,000 |
| Education (219) | | | |
| SmartScape (CP0510) | \$ 95,087 | \$ 200,000 | \$ 239,400 |
| EEExchange (CP0800, 10, 20, 35) | \$ 113,460 | \$ 228,187 | \$ 205,400 |
| Project WET (CP0850) | \$ 87,918 | \$ 221,813 | \$ 252,000 |
| Subtotal (219) | \$ 296,465 | \$ 650,000 | \$ 696,800 |
| Total (219) | \$ 424,050 | \$ 1,010,000 | \$ 1,266,800 |
| Community Outreach (263, 266) | | | |
| Public Relations (263) | \$ 40,324 | \$ 50,000 | \$ 50,000 |
| Advertising (266) | \$ - | \$ 50,000 | \$ 23,000 |
| Total (263, 266) | \$ 40,324 | \$ 100,000 | \$ 73,000 |

| | Actual FY16 | FY16 (0.08) | FY17 (0.08) |
|---|---------------------|---------------------|---------------------|
| Non-Office Supplies (359) | | | |
| Low-Income HET Materials (A0200) | \$ 79,202 | \$ 162,000 | \$ 150,000 |
| Food (CP0160) | \$ 657 | \$ 2,000 | \$ 2,000 |
| Promotional Materials (CP0200) | \$ 3,163 | \$ 15,000 | \$ 10,000 |
| Store Displays (CP0430) | \$ 1,266 | \$ 4,000 | \$ 2,000 |
| Irrigation Training Materials (CP0550) | \$ 4,349 | \$ 10,000 | \$ 10,000 |
| Conservation Devices (CP0710, ZANJCS) | \$ 1,382 | \$ 2,500 | \$ 2,500 |
| Water Waste (CP0730) | \$ 82 | \$ - | \$ - |
| EEExchange Materials (CP0800, 10, 20, 35) | \$ - | \$ 9,500 | \$ - |
| Total (359) | \$ 90,101 | \$ 205,000 | \$ 176,500 |
| Misc. | | | |
| Travel (202) | \$ 3,464 | \$ 5,000 | \$ 5,000 |
| Training (204) | \$ 968 | \$ 2,000 | \$ 2,450 |
| Insur-Public Liability (221) | \$ 3,448 | \$ - | \$ - |
| Cell Phone (240) | \$ 1,418 | \$ 2,500 | \$ 2,500 |
| Rent (251) | \$ - | \$ 4,000 | \$ 2,500 |
| Wireless Modem (253) | \$ 251 | \$ - | \$ - |
| Memberships (284) | \$ 4,234 | \$ 2,500 | \$ 4,500 |
| Printing & Reproduction (312) | \$ 12,882 | \$ 40,000 | \$ 20,000 |
| Uniforms & Safety Shoes (331) | \$ 684 | \$ 750 | \$ 1,000 |
| Equipment & Tools (345) | \$ - | \$ 1,000 | \$ 1,000 |
| Computer Equipment (346) | \$ - | \$ 1,500 | \$ - |
| Subtotal | \$ 27,349 | \$ 59,250 | \$ 38,950 |
| Administrative Fee | | | |
| Administrative Fee | \$ - | \$ - | \$ 250,000 |
| Program Total | | | |
| Total | \$ 1,484,945 | \$ 3,540,250 | \$ 3,540,250 |

TUCSON WATER

CONSERVATION PROGRAM Preliminary FY 2016 - FY 2021 CCTF

Includes FY 2016 rate increases recommended by the CWAC Conservation and Education Sub-Committee

Revised 3/3/2016

| | | | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|------------|-------------|------------|-------------------|------------|------------|------------|------------|
| PROJECTED CONSUMPTION* | | | | | | | | |
| Potable Water Consumption Projection (Ccf) | | | 37,205,943 | 36,532,402 | 36,102,962 | 35,873,593 | 35,790,824 | 35,724,453 |
| REVENUES | | | | | | | | |
| Beginning Balance | | | \$ 2,459 | \$ 1,895 | \$ 1,278 | \$ 987 | \$ 676 | \$ 716 |
| | Inc | Rate | | | | | | |
| Water Sales (7/05/15 Rates) | 0.08 | | \$ 2,976 | \$ 2,923 | \$ 2,888 | \$ 2,870 | \$ 2,863 | \$ 2,858 |
| Water Sales Increases from Rate Adjustments: | | | | | | | | |
| FY 2017 Rate Adjustment | 0.00 | 0.08 | | \$ - | \$ - | \$ - | \$ - | \$ - |
| FY 2018 Rate Adjustment | 0.01 | 0.09 | | | \$ 361 | \$ 359 | \$ 358 | \$ 357 |
| FY 2019 Rate Adjustment | 0.00 | 0.09 | | | | \$ - | \$ - | \$ - |
| FY 2020 Rate Adjustment | 0.01 | 0.10 | | | | \$ 359 | \$ 359 | \$ 358 |
| FY 2021 Rate Adjustment | 0.00 | 0.10 | | | | | \$ - | \$ - |
| Total from Rate Adjustments | | | \$ - | \$ - | \$ 361 | \$ 359 | \$ 717 | \$ 715 |
| Water Sales (including Rate Adjustments) | | | \$ 2,976 | \$ 2,923 | \$ 3,249 | \$ 3,229 | \$ 3,580 | \$ 3,573 |
| Total Revenues Available | | | \$ 5,435 | \$ 4,818 | \$ 4,527 | \$ 4,216 | \$ 4,256 | \$ 4,289 |
| PROJECTED REQUIREMENTS | | | | | | | | |
| Total Conservation Requirements | | | \$3,540 | \$3,540 | \$3,540 | \$3,540 | \$3,540 | \$3,540 |
| | | | | <i>(proposed)</i> | | | | |
| Projected Balance | | | \$ 1,895 | \$ 1,278 | \$ 987 | \$ 676 | \$ 716 | \$ 749 |

* Ties to Potable Consumption Forecast



Plan Tucson Focus Area: THE SOCIAL ENVIRONMENT

GOALS

1. A mix of well-maintained, energy-efficient housing options with multi-modal access to basic goods and services, recognizing the important role of homeownership to neighborhood stability.
2. A stabilized local economy with opportunities for diversified economic growth supported by high-level, high-quality public infrastructure, facilities, and services.
3. A safe community and secure neighborhoods.
4. A community whose economic stability and sense of place reflects its commitment to arts and culture and its care for the natural environment.
5. A community that is healthy physically, mentally, economically, and environmentally.
6. A sustainable urban food system.
7. An educated citizenry.
8. Timely, accessible, and inclusive processes to actively engage a diverse community in City policy, program, and project planning.

POLICIES

HOUSING

- H1 Evaluate the social, physical, and spatial needs related to housing program design and location, including neighborhood conditions and access to basic goods and services.
- H2 Focus public and private investment on documented housing needs and priorities considering long-term housing supply and demand.
- H3 Improve housing conditions in aging neighborhoods.
- H4 Improve housing conditions in historic neighborhoods.
- H5 Include historic properties in the City's programs and partnerships to develop affordable housing.
- H6 Take multiple approaches to reduce housing costs and increase affordability.
- H7 Increase access to safe, healthy, and affordable housing choices, including mitigating the impacts of foreclosure.
- H8 Address the housing needs of the most vulnerable populations in the community, including those at risk of homelessness.
- H9 Promote safe, decent, and affordable housing and neighborhoods that support aging in place.
- H10 Provide housing, human services, public facilities, and economic development programs to end homelessness.
- H11 Encourage residential development including both market rate and affordable housing projects in Tucson.

PUBLIC SAFETY

- PS1 Identify, implement, and maintain standards for high quality, efficient, and cost-effect law enforcement services.
- PS2 Maintain high quality, efficient, and cost effective fire and hazardous material response and emergency medical services.
- PS3 Reduce potential harm to life and property in natural hazard areas and from hazards resulting from human activities and development through preventive measures.
- PS4 Prioritize property maintenance and order as a preventive measure against crime and disorder.
- PS5 Recognize and strengthen the role of social networks in public safety through increasing lawful activity in public spaces and through information sharing.
- PS6 Direct resources to education and prevention programs, such as Neighborhood Watch, that encourage residents to be proactive regarding personal property and traffic safety.
- PS7 Ensure coordinated communication among City agencies and between City and other governmental agencies and nongovernmental service providers in the event of an emergency.
- PS8 Prioritize funding prevention and support programs that reduce the work and expense of public safety agencies.
- PS9 Ensure that all residents have access to food, water, shelter, and medical services in the event of an emergency.
- PS10 Pursue design for public spaces and encourage design for private spaces that incorporates principles of defensible space.

PARKS & RECREATION

- PR1 Maintain and implement the Commission for Accreditation of Park and Recreation Agencies standards addressing such characteristics as park size, service area radius, and operations.
- PR2 Prioritize repairing, maintaining, and upgrading existing recreational facilities.
- PR3 Ensure equitable distribution of recreational resources to reach all populations throughout the City and make them affordable to all.
- PR4 Ensure a range of recreational opportunities from passive to active.
- PR5 Provide lifelong recreational opportunities for people of all ages and abilities.
- PR6 Foster the integration of different generations and abilities through shared activities and facilities.
- PR7 Emphasize the role of public recreation programs in public safety (preventive) and public health (physical and mental).
- PR8 Support the integration of environmentally and historically sensitive building materials and methods in public recreational facility development and operation.
- PR9 Develop an urban multipurpose path system that provides mobility options, with recreational and health benefits, to access parks, residential areas, places of employment, shopping, schools, recreational facilities, transportation hubs, natural resources, and watercourses for people of all abilities.
- PR10 Collaborate with neighborhoods, local businesses, not-for-profit organizations and agencies, school districts, institutions of higher education, museums, Davis-Monthan Air Force Base, private partnerships and foundations, and other jurisdictions in developing approaches to meeting recreational needs, including the provision of shared use facilities.
- PR11 Encourage community and neighborhood events and ensure their safety through accessible City permitting and coordination.
- PR12 Expand outreach and partnerships with neighborhoods to facilitate the adoption and care of existing neighborhood parks.

ARTS & CULTURE

- AC1 Improve the quality of life and livability of the community through the arts by supporting avenues for expression and creativity that strengthen and enhance the social, civic, and cultural participation of citizens.
- AC2 Promote heritage destinations and annual heritage events regionally, nationally, and internationally.
- AC3 Implement site specific and neighborhood-scaled development strategies that incorporate cultural heritage and the arts.
- AC4 Increase the capacity of and access to buildings and open spaces to expand arts-related activities and public programming throughout the community.
- AC5 Support the installation and maintenance of public art throughout the community.
- AC6 Target public investment to leverage additional capital for heritage, arts, and cultural activities.
- AC7 Recognize and celebrate Tucson's cultural diversity through the arts.
- AC8 Increase access and participation in arts and cultural activities for all.
- AC9 Connect arts with science and technology as a catalyst for innovation

PUBLIC HEALTH

- PH1 Pursue land use patterns; alternate mode transportation systems, including multipurpose paths; and public open space development and programming that encourage physical activity, promote healthy living, and reduce chronic illness.
- PH2 Improve access to healthy, affordable food particularly in underserved areas of the city.
- PH3 Coordinate with nongovernmental health and preventive service providers to make healthcare accessible to the most vulnerable and in-need populations, including finding new ways to provide access to healthcare at home.
- PH4 Increase access to healthcare services through provision of reliable, affordable transportation options.
- PH5 Support educational programs that promote healthy living.
- PH6 Collaborate with the Pima County Health Department on emergency service preparedness and to improve knowledge about and service to the many mental and physical health services offered through the Pima County Health Department.
- PH7 Continue to provide and support workforce wellness programs.
- PH8 Support streetscape and roadway design that incorporates features that provide healthy, attractive environments to encourage more physical activity.

URBAN AGRICULTURE

- AG1 Reduce barriers to food production and to food distribution, including home and community gardens, and facilitate access to new markets for small-scale farmers and gardeners.
- AG2 Adopt zoning and land use regulations that promote and facilitate the safe, equitable growth and distribution of locally produced food.
- AG3 Facilitate community food security by fostering an equitable, healthy local and regional food system that is environmentally and economically sustainable and accessible to all.
- AG4 Collaborate with key partners to facilitate new opportunities for urban-scale gardens, farms, gleaning, and distribution systems.

EDUCATION

- E1 Support lifelong learning, including early childhood education, community education, literacy, and after-school and continuing education programs.
- E2 Improve cross-cultural understanding through public programs and events.
- E3 Provide well-maintained public facilities and infrastructure that serve educational activities.
- E4 Build and maintain partnerships among neighborhood, community, business, and regional institutions and programs to increase educational opportunities.
- E5 Maximize educational opportunities as a recognized foundation for personal and economic advancement and leadership.
- E6 Work collaboratively with schools regarding planning and community development in the built environment to address community needs.
- E7 Initiate a comprehensive approach to civic education that provides and promotes regular opportunities for members of the public to learn about the functions of the City and to take advantage of programs provided by the City. Suggested subjects should include, but not be limited to:
 - Boards, commissions, and committees
 - City government organization and functions
 - Climate readiness
 - Code enforcement
 - Community energy conservation
 - Historic preservation initiatives
 - Housing information and housing choice
 - Landscape and vegetation
 - Life skills training and household management
 - Neighborhood association designation and organization
 - Permits and licenses
 - Public health opportunities
 - Public safety prevention programs
 - Safe Routes to School
 - Traffic calming
 - Urban heat island mitigation
 - Waste reduction
 - Water conservation programs
 - Volunteer opportunities

GOVERNANCE & PARTICIPATION

- G1 Provide the public with regular communication and sufficient information regarding policy, program, and project planning and decision-making via multiple methods.
- G2 Offer opportunities for productive public engagement in City policy, program, and project initiatives from the beginning of and throughout the planning and decision-making process.
- G3 Emphasize interactive participation methods that solicit input from the public and provide feedback to the public on input received and how it was used.
- G4 Increase participation of the traditionally underrepresented populations in policy, program, and project planning and decision-making.
- G5 Address location, transportation, schedule, language, childcare, and other potential barriers to inclusive public participation.
- G6 Coordinate and collaborate with nongovernmental organizations to increase public participation
- G7 Develop and maintain strong partnerships with regional and local nongovernmental organizations, including educational institutions, non-profit organizations, and neighborhood and citizen groups.
- G8 Support a representative and balanced multi-jurisdictional, regional approach to short-term and long-term planning
- G9 Coordinate consistent and integrated policy, program, and project planning across City departments.
- G10 Establish a repository of City planning documents and policies that can be accessed easily by the public.
- G11 Facilitate opportunities for neighborhood representatives, business organizations, not-for-profit organizations and agencies, and other stakeholders to meet regularly with and obtain information from City staff on City initiatives and activities.
- G12 Provide orientation and ongoing training for members of City boards, commissions, and committees to enable them to better serve the public.



Plan Tucson Focus Area: THE ECONOMIC ENVIRONMENT

GOALS

9. An economy that supports existing businesses and attracts new businesses to increase employment opportunities, raise income levels, expand the tax base, and generate public and private investment leading to a high quality of life for the community.
10. A local job market that provides opportunities for all Tucsonans to meet their basic needs and pursue career advancement, matched with a well-educated, well-qualified workforce that is able to meet the dynamic needs of businesses and employers.
11. A sustained increase in household income and wages, and a sustained reduction in the poverty rate, especially for Tucson's children, seniors, and disabled residents.
12. A sustainable and diversified economy that maximizes Tucson's strategic location and balances traditional import and export of resources with locally supplied goods and services to meet local demand.
13. A community whose vibrant economy and quality of life benefits residents and attracts visitors.

POLICIES

JOBS & WORKFORCE DEVELOPMENT

- JW1 Recognize and enhance the three interrelated building blocks of a strong economy: a high quality of life and vibrant urban environment, a skilled and talented workforce, and a diversified, high-wage job market.
- JW2 Recruit, retain, and expand businesses and industries within Tucson's key economic sectors, including but not limited to aerospace and defense, bio-sciences, renewable energy, astronomy, and optics to increase high-quality, high-paying job opportunities.
- JW3 **Increase and promote environmentally sensitive businesses, industries, and technologies, including desert adapted technologies and goods and services tailored to the special needs of Tucson as a desert community.**
- JW4 Support and expand entrepreneurship through partnerships, technical assistance, and incentives.
- JW5 Expand opportunities to fulfill local needs with locally produced goods and services to help Tucson capture a greater market share and advance a sustainable economy.
- JW6 Collaborate with local institutions, including but not limited to the University of Arizona, Pima Community College, Pima County, and public and private training and technical organizations to support a well-educated, well-trained workforce with skills matched to local job opportunities and employer needs.
- JW7 Contribute to workforce stability and advancement through support of ancillary services, such as transportation, childcare, nutrition, and healthcare.

REGIONAL & GLOBAL POSITIONING

- RG1 Increase international partnerships and trade opportunities, with particular focus on Tucson's strong economic, cultural, and geographic ties to Mexico.
- RG2 Capitalize on Tucson's strategic location by maintaining and enhancing Tucson as an international port and center for commerce and logistics.
- RG3 Support the expansion of passenger and freight multi-modal transportation services to better connect Tucson to regional and international markets and destinations.
- RG4 Support existing and potential commercial, industrial, and other land use activity in and around Davis-Monthan Air Force Base (DMAFB) and Tucson International Airport (TIA) that: is compatible with military and aviation operations; contributes to the long-term viability of DMAFB and TIA; is enhanced by proximity to air service; produces a public benefit in regard to employment and revenues generated; and does not diminish existing neighborhood viability or negatively impact the health, safety, and welfare of existing residents, their homes, and their neighborhoods
- RG5 Encourage the development of research, high tech, and other operations and facilities at Davis-Monthan Air Force Base and Tucson International Airport that contribute to the expansion of Tucson's economic base while preserving the health, safety, and welfare of residents, their homes, and their neighborhoods.
- RG6 Promote Tucson as an internationally recognized center for innovation and creativity in the areas of science, technology, and the arts.



BUSINESS CLIMATE

- BC1 Recognize that government plays an instrumental role in creating a business supportive climate through investment in public infrastructure and services, through its regulations and policies, and in building public-private partnerships.
- BC2 Continue to develop and implement local strategies, services, and incentives to enhance Tucson's business climate.
- BC3 Promote and support local, minority-owned, independent, and small businesses involved in the sale and purchase of locally produced goods and services.
- BC4 Provide assistance and incentives to encourage entrepreneurial efforts and technological innovations that lead to local business development and expansion.
- BC5 Foster the success of commercial areas, including downtown; major corridors; and arts, entertainment, and business districts through targeted investment, incentives, and other revitalization strategies.
- BC6 Enhance the community attributes that are mutually beneficial to the business climate and quality of life for residents, including a safe environment, recreational opportunities, multi-modal transportation, a vibrant downtown, distinctive neighborhoods, excellent education, primary and secondary employment opportunities, and arts and entertainment venues.
- BC7 Brand and market Tucson's business climate by promoting local assets such as the downtown and University of Arizona, the modern streetcar line, Tucson's cultural heritage, diversity, and events; and the outdoor life style and scenic beauty of the Sonoran Desert.
- BC8 Support a safe, distinctive, well-maintained, and attractive community with neighborhoods made up of residences and businesses that contribute to Tucson's quality of life and economic success.

TOURISM & QUALITY OF LIFE

- TQ1 Support and promote tourism in Southern Arizona as a major economic driver that benefits a variety of business sectors throughout the community.
- TQ2 Preserve and celebrate the beauty of Tucson's natural landscape and the wonder of the Sonoran Desert.
- TQ3 Recognize the importance of well-maintained and attractive roadways and gateways in establishing an initial impression for visitors and generating pride among residents.
- TQ4 Promote and preserve Tucson's cultural heritage and historic resources, including archaeology, architecture, performance, art, landmarks, and events.
- TQ5 Promote Tucson as a premier healthy lifestyle, outdoor, and recreational destination for cycling, hiking, bird watching, astronomy, nature, desert ecology, golf, spas, wellness, and healthcare.
- TQ6 Invest in the maintenance and expansion of sports and recreational facilities, venues, and events to serve local demand and promote sports tourism.
- TQ7 Promote Tucson as a destination for epicurean adventure capitalizing on the diversity of locally-owned restaurants, authentic Mexican food, local wineries and breweries, farmers markets, and culinary expertise and events.
- TQ8 Retain, enhance and expand the annual Gem, Mineral, and Fossil Show and make Tucson a year-round gem and mineral destination.
- TQ9 Enhance civic and convention facilities, outdoor spaces, and venues making them reflective of Tucson's cultural heritage and desert environment, in order to draw visitors to the area and serve the local community with year-round indoor and outdoor arts, culture, and sports programming.
- TQ10 Support and strengthen the emerging independent music and performing arts community.



Plan Tucson Focus Area: THE NATURAL ENVIRONMENT

GOALS

14. A reputation as a national leader in the development and use of locally renewable energy technologies, water conservation, waste diversion and recovery, and other emerging environmentally-sensitive industries.
15. A reduction in the community's carbon footprint, and greater energy independence.
16. A community that is resilient and adaptive to climate change.
17. Abundant and appropriate use of native plants and trees.
18. A network of healthy, natural open space managed for multiple benefits.
19. A secure, high quality, reliable, long-term supply of water for humans and the natural environment.
20. A comfortable, attractive, and pollution-free environment.
21. Sound, efficient, ecological policies and practices in government and in the private sector.

POLICIES

ENERGY & CLIMATE READINESS

- EC1 Encourage new and existing City infrastructure, facilities, and operations to use best energy efficiency technologies and energy conservation practices and strive for net zero energy facilities.
- EC2 Encourage increased energy efficiency in new private building construction and facilitate the transition of new private construction toward net-zero buildings.
- EC3 Reduce the urban heat island effect by minimizing heat generation and retention from the built environment using a range of strategies.
- EC4 Increase the use of low carbon and renewable energy sources, high fuel efficiency vehicles, and non-motorized transportation.
- EC5 Develop community energy conservation education and energy efficiency retrofit programs and identify appropriate new financing opportunities for energy efficiency and solar energy installations.
- EC6 Increase the use of solar power and other renewable energy sources for City infrastructure, facilities, and operations.
- EC7 Facilitate community use of solar power and other renewable energy sources.
- EC8 Assess and prepare for the effects of climate change on City infrastructure, facilities, and operations.
- EC9 Assess and address the vulnerability of the community's health and safety, economy, and natural resources to climate change, and develop assurances that vulnerable and disadvantaged populations are not disproportionately impacted by climate change.



WATER RESOURCES

- WR1 Continue to plan and manage the City's water supplies, quality, and infrastructure for long-term reliability and efficiency.
- WR2 Expand the use of alternative sources of water for potable and non-potable uses, including rainwater, gray water, reclaimed water, effluent, and stormwater.
- WR3 Expand effective water efficiency and conservation programs for City operations and for the residential, commercial, and industrial sectors.
- WR4 Ensure an adequate amount of water to meet the needs of riparian ecosystems.
- WR5 Protect groundwater, surface water, and stormwater from contamination.
- WR6 Integrate land use and water resources planning.
- WR7 Collaborate on multi-jurisdictional and regional water planning and conservation efforts.
- WR8 Integrate the use of green infrastructure and low impact development for stormwater management in public and private development and redevelopment projects.
- WR9 Provide opportunities to supply alternative water sources for sewer system flush.
- WR10 Continue to manage the City's Water Service Area, considering service area expansion only when it furthers the long-term social, economic, and environmental interest of City residents.
- WR11 Conduct ongoing drought and climate variability planning.



GREEN INFRASTRUCTURE

- GI1 Encourage green infrastructure and low impact development techniques for stormwater management in public and private new development and redevelopment, and in roadway projects.
- GI2 Rehabilitate and enhance natural drainage systems, water detention and retention basins, and other infiltration areas for multiple benefits, such as recreation, wildlife habitat, and stormwater management.
- GI3 Create and maintain a connected urban greenway system for non-motorized mobility and to provide human and environmental health benefits.
- GI4 Expand and maintain a healthy, drought-tolerant, low-water use tree canopy and urban forest to provide ecosystem services, mitigate the urban heat island, and improve the attractiveness of neighborhoods and the city as a whole.
- GI5 Create, preserve, and manage biologically rich, connected open space; wildlife and plant habitat; and wildlife corridors, including natural washes and pockets of native vegetation, while working to eradicate invasive species.
- GI6 Protect, restore, enhance, and manage trees for their long-term health, including providing guidance on proper planting, care, and maintenance.



ENVIRONMENTAL QUALITY

- EQ1 Strive for a "zero waste" model for solid and hazardous waste through integrated waste management and waste reduction.
- EQ2 Implement a comprehensive strategy and program for brownfield assessment, mitigation, and redevelopment.
- EQ3 Assess and address the impact of governmental operations and actions on air quality.
- EQ4 Reduce and mitigate noise in neighborhoods, along roadways, and near industrial and airport zones through enforcement of existing codes, use of noise reducing and mitigating materials and designs, and deliberative decisions regarding compatible land uses and related zoning.
- EQ5 Protect night skies from light pollution through building codes and design standards.
- EQ6 Promote recycling as well as the responsible disposal of electronics and hazardous waste, and reduce other environmentally-damaging forms of waste.
- EQ7 Develop practices to reduce utility, fuel, and procurement costs and to improve environmental performance through process, technological, and behavioral changes to demonstrate City leadership in sustainable practices and improve operational efficiencies.





Plan Tucson Focus Area: THE BUILT ENVIRONMENT

GOALS

- 22. Well-maintained public facilities and infrastructure that support coordinated cost-effective service delivery for current and future residents.
- 23. A community that respects and integrates historic resources into the built environment and uses them for the advancement of multiple community goals.
- 24. Strategic public and private investments for long-term economic, social, and environmental sustainability.
- 25. An urban form that conserves natural resources, improves and builds on existing public infrastructure and facilities, and provides an interconnected multi-modal transportation system to enhance the mobility of people and goods.

POLICIES

HISTORIC PRESERVATION

- HP1 Implement incentives for private property owners to maintain, retrofit, rehabilitate, and adaptively reuse historic buildings.
- HP2 Provide technical assistance to commercial districts and low- to moderate-income neighborhoods to obtain historic designation.
- HP3 Maintain, retrofit, rehabilitate, and adaptively reuse City-owned historic buildings.
- HP4 Identify historic streetscapes and preserve their most significant character-defining features.
- HP5 Follow national and local historic preservation standards when rehabilitating or adding facilities and landscaping in historic urban parks.
- HP6 Mitigate impacts on historic, cultural, and archaeological resources caused by construction or excavation in City rights-of-way.
- HP7 Evaluate the benefits of new development relative to historic preservation in land use decisions.
- HP8 Integrate historic, archaeological, and cultural resources in project planning, and design when development occurs in historic districts.

PUBLIC INFRASTRUCTURE, FACILITIES, & COST OF DEVELOPMENT

- PI1 Invest in highest priority needs to manage and maintain public infrastructure and facilities that are fundamental to economic development and to sustaining and enhancing living conditions in the community.
- PI2 Prioritize major public infrastructure investments in developed areas and for improvements of the existing infrastructure.
- PI3 Expand the use of state-of-the-art, cost-effective technologies and services for public infrastructure and facilities.
- PI4 Identify potential reclaimed water users, such as schools, golf courses, and sports facilities, that will support the expansion of the reclaimed water system.
- PI5 Continue to expand and diversify funding mechanisms for the repair, upgrade, maintenance, and service expansion of public infrastructure and facilities.
- PI6 Pursue all feasible and allowable funding mechanisms to ensure new development pays its fair share of the cost of growth, and that this funding results in a beneficial use to the development.
- PI7 Coordinate with utility companies and other public service providers for the planning of infrastructure, facilities, and services, making sure infrastructure and facility construction is sensitive in design and location to environmental and historic resources.

REDEVELOPMENT & REVITALIZATION

- RR1 Redevelop and revitalize in areas with the greatest potential for long-term economic development by focusing public resources, tools, and incentives to catalyze private investment.
- RR2 Focus private and public investments in Plan Tucson Building Blocks (see Exhibits L T-7, pg. 3.144 and LT-8, pg. 3.145).
- RR3 Evaluate brownfield sites, closed public facilities, and underutilized land as opportunities for redevelopment and revitalization, using a multidisciplinary approach to attract new assets and strengthen existing surrounding assets, including neighborhoods, businesses, and historic and cultural resources.
- RR4 Build from existing assets of areas identified for redevelopment and revitalization.
- RR5 Pursue interim uses and/or green infrastructure on vacant and financially distressed properties.
- RR6 Prioritize neighborhood revitalization efforts to focus on those geographic areas with the greatest need.
- RR7 Undertake an inclusive community participation process in redevelopment and revitalization efforts.

LAND USE, TRANSPORTATION, & URBAN DESIGN

- LT1 Integrate land use, transportation, and urban design to achieve an urban form that supports more effective use of resources, mobility options, more aesthetically-pleasing and active public spaces, and sensitivity to historic and natural resources and neighborhood character.
- LT2 Develop City departmental resources and facilitate regular interdepartmental communication for the integration of land use, transportation, and urban design related planning and decisions.
- LT3 Support development opportunities where:
 - a. residential, commercial, employment, and recreational uses are located or could be located and integrated
 - b. there is close proximity to transit
 - c. multi-modal transportation choices exist or can be accommodated
 - d. there is potential to develop moderate to higher density development
 - e. existing or upgraded public facilities and infrastructure provide required levels of service
 - f. parking management and pricing can encourage the use of transit, bicycling, and walking
- LT4 Ensure urban design that:
 - a. is sensitive to the surrounding scale and intensities of existing development
 - b. integrates alternative transportation choices, creates safe gathering places, and fosters social interaction
 - c. provides multi-modal connections between and within building blocks
 - d. includes ample, usable public space and green infrastructure
 - e. takes into account prominent viewsheds
- LT5 Undertake a comprehensive review of current City urban design guidance.
- LT6 Promote the development of dog friendly facilities within the urban environment.

- LT7 Use the Future Growth Scenario Map:
 - a. as a general guide for determining the general location of development opportunities, development patterns, and land use and transportation concepts, while also considering area and site-specific issues
 - b. in conjunction with the Guidelines for Development Review for discretionary rezonings, variances, special exceptions, and other land use decisions
- LT8 Undertake more detailed planning and related community participation for the Future Growth Scenario Map building blocks, including boundaries for specific development areas, types and mixes of uses, needed public infrastructure and facilities, and design features.
- LT9 Locate housing, employment, retail, and services in proximity to each other to allow easy access between uses and reduce dependence on the car.
- LT10 Support urban agriculture and green infrastructure opportunities in new development or redevelopment when appropriate.
- LT11 Adjust future right-of-way widths of major roadways considering their expected function for all modes of transportation and foreseen improvements.
- LT12 Design and retrofit streets and other rights-of-way to include green infrastructure and water harvesting, complement the surrounding context, and offer multi-modal transportation choices that are convenient, attractive, safe, and healthy.
- LT13 Continue to explore and monitor opportunities to increase the use of transit, walking, and bicycles as choices for transportation on a regular basis.
- LT14 Create pedestrian and bicycle networks that are continuous and provide safe and convenient alternatives within neighborhoods and for getting to school, work, parks, shopping, services, and other destinations on a regular basis.
- LT15 Support the provision of secure storage and of showers and lockers for bicyclists and pedestrians.
- LT16 Reduce required motor-vehicle parking areas with increased bike facilities for development providing direct access to shared use paths for pedestrians and bicycles.
- LT17 Implement transportation demand management strategies, such as flexible work hours, vanpools, and other strategies.
- LT18 Consider new development or the extension of major infrastructure in the Houghton Area only after additional, more refined planning efforts are completed.
- LT19 Pursue annexation of vacant, underdeveloped, and developed land that is within both the adopted Water Service Area and the Municipal Planning Area, taking into consideration the development/growth potential, projected revenues to be received, and projected costs and capability to serve the area, and the strategic importance of the location.
- LT20 Apply Pima County Conservation Land System map and associated guidelines to future annexations.
- LT21 Consider the application of the Conservation Land System designation and requirements in rezoning reviews.
- LT22 Participate in efforts to develop a coordinated regional, multi-modal transportation system that improves the efficiency, safety, and reliability of transporting people and goods within the region and to destinations outside of the region.
- LT23 Ensure that proposed land uses comply with all applicable Arizona Revised Statutes with respect to military and airport operations, coordinating with all stakeholders in planning for such uses by amending the Airport Environs Overlay Zone regulations in the event of future changes in mission and/or flight operations.
- LT24 Coordinate a comprehensive revision of the Airport Environs Plan including areas beyond the current Airport Environs Overlay Zone, taking into account noise and the public health, safety, and welfare of Tucson residents.
- LT25 Promote compatibility of military operations and existing and potential adjacent development by coordinating with all stakeholders in planning for operational changes so that they will not impair existing residential uses in affected areas.
- LT26 Ensure that proposed land uses within the city are compatible with sources of currently identified aggregates as mapped by State of Arizona agencies when such maps are made available and that any identified aggregates within City limits are considered for future development needs.
- LT27 Using existing neighborhood, area, and other specific plans as the starting point, undertake an inclusive public process to explore the concept of developing and implementing planning and service areas to coordinate and enhance land use planning, infrastructure improvements, and public service delivery.
- LT28 Apply Guidelines for Development Review (Exhibit LT-11) to the appropriate Building Blocks in the Future Growth Scenario Map to evaluate and provide direction for annexations, plan amendments, rezoning requests and special exception applications, Board of Adjustment appeals and variance requests, and other development review applications that require plan compliance. The Guidelines referenced in this policy and presented in Exhibit LT-11 are integral to this policy and are the tools used to meet policy objectives. Apply specific plan and functional plan policies to these types of development applications. Refer to the Design Guidelines Manual for additional guidance.



Proposed Changes to CWAC C&E Mission Statement and Policies
per input at the December 1, 2015 C&E Meeting
as recorded by Amy McCoy

Overarching Mission and Strategy of C&E

Tucson Water's Citizens Water Advisory Committee (CWAC) Conservation and Education Subcommittee (C&E) promotes, funds, and develops strategies

for:

- a) holistic use of alternative water supplies (rainwater, greywater, stormwater) to reduce stress on potable supplies,
- b) demand reduction to increase life of infrastructure and increase long-range water security,
- c) education to develop stewardship and community connection to water supplies/resources,

through:

- design of conservation targets to inform long-range planning,
- investment of water to improve community health by meeting unmet community needs (social, economic, and environmental), and
- policy to incentivize conservation and promote groundwater security.

