



SCORECARD

Water Conservation Plan

Mid-year Progress Report

SUMMARY

The first half of 2020 has been unprecedented and water conservation is working to adapt, just like everyone else. Ongoing programs that have been essential components of the office, such as the Children's Passport Program, have been impacted and city budgets have impacted staffing levels and hours. The Water Conservation Office (WCO) is continuing critical programs including tracking water usage efficiency, issuing rebates to water customers, and sending out continuous flow letters to warn customers of likely leaks.

The WCO uses this scorecard to track progress against identified goals. The Water Conservation Committee (WCC) scores the WCO on the progress made mid-year – none, some, significant, or complete. This document contains a graphic snapshot for each goal, followed by detailed metrics on the complete mid-2020 WCO scorecard table.



GOAL 1

Education, Outreach, & Communication

| | None | Some | Significant | Complete |
|----------------------------|----------------------------------|----------------------------------|----------------------------------|-----------------------|
| Passport Program | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Passport Program Expansion | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Children's Water Fiesta | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Expand Adult Outreach | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Strategic Marketing Plan | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |

Classroom work was cancelled before students were able to complete the passport program and the school year ended before the WCO developed strategies to replace the watershed field trip, wastewater plant field trip, and in-class presentations. Opportunities for outreach and education have changed and the WCO is adapting.

- ◆ Began working on developing website-based presentations to continue educational component
- ◆ Developing new website-based outreach and input components
- ◆ Rolled out first few months of the monthly themes including an Urban Forest initiative that came directly from public input collected for the 5-year plan
- ◆ Increasing utilization of online platforms to accommodate social distancing

GOAL 2

Customer Service

| | None | Some | Significant | Complete |
|-------------------------|-----------------------|----------------------------------|----------------------------------|-----------------------|
| EyeOnWater Optimization | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Rebate Program | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Leak Detection | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Enforcement Program | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |

The Customer Service program includes EyeOnWater, the Rebate Program, Leak Detection Letters, and the Enforcement Program. Customers have continued to utilize rebates and EyeOnWater Participation continues to climb. Hundreds of letters are sent out monthly to warn customers of likely leaks detected through the new metering system and the WCO is working to track and improve the impact of the program.

- ◆ 5,136 Eye on Water accounts as of 6/22/20
- ◆ Continued tracking and issuance of rebate program while losing critical staff and transitioning to working from home
- ◆ 127 rebate applications processed
- ◆ Sent out 457 continuous flow letters to customers with leaks

GOAL 3

Partnerships & Pilot Projects

| | None | Some | Significant | Complete |
|-------------------------------|----------------------------------|----------------------------------|----------------------------------|-----------------------|
| Neighborhood Pilot Project | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Organizational Collaborations | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Cooling Tower Pilot | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hotel Pilot | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Restaurant Pilot Project | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |

Partnerships and Pilot Projects are a critical component of the WCO's strategy. The restaurant pilot project continues to expand participation and SFCC is developing a hotel auditing course. The WCO has been included in a Public Works project that will incorporate some Low Impact Development and Water Conservation strategies into a redesign of the stormwater infrastructure for Nava Ade.

- ◆ Neighborhood pilot continues to move forward
- ◆ Worked with Santa Fe Green Chamber and local partners to apply for BOR Waterwise grant
- ◆ 26 Phyn units have been installed
- ◆ City staff began training on dashboard and smartphone applications for Phyn units

GOAL 4

Effective Program Management

| | None | Some | Significant | Complete |
|--------------------------------|-----------------------|----------------------------------|----------------------------------|-----------------------|
| Human Resources | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Financial Resources & Budget | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Organizational Development | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Water Conservation Committee | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Facility Management | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reporting & Accountability | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Integration w/ Water Resources | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |

Covid-19 required rapid adaptation from City Mgt to continue providing services while protecting citizens/employees and coping with budget shortfalls. The hiring of an education coordinator and water resource specialist have been postponed, and current staff are working 90% of regular hours as part of citywide budget measure. WCC meetings have been postponed, however two subcommittees have been formed to continue working on the program's spatial analysis program and our public input process in July.

- ◆ Transitioned the office into working from home per Covid-19
- ◆ Maintenance of gardens ongoing with regular watering, pruning, etc.
- ◆ Succession plan for WCC membership being approved by governing body
- ◆ Completed GPCD calculations

| 2020 Water Conservation Scorecard | | | | | | | |
|---|--|---|--|----------|------|-------------|----------|
| Program | Performance Indicators | Q1 | Q2 | Progress | | | |
| | | | | None | Some | Significant | Complete |
| Goal 1: Education, Outreach, & Communication | | | | | | | |
| Passport Program | <ul style="list-style-type: none"> Improved Feedback Mechanism Incorporate 2019-2020 Lessons Learned into Revisions for 2020-2021 Correlate Materials with Next Generation Science Standards & Common Core Virtual Tour of passport program on website | <ul style="list-style-type: none"> Trained Sustainability Staff in educational modules for recycling and water-energy nexus Assisted in the completion of recycling, water-energy nexus & watershed tours Collected feedback from teachers at each event | <ul style="list-style-type: none"> Recorded presentations typically given during watershed tours-not completed Began working on developing website-based presentations to continue educational component Last component of passport program – WWTP tour was not completed, no assessments collected | | | x | |
| Passport Program Expansion | <ul style="list-style-type: none"> 5th grade component in alignment with the “My Water My Watershed” Program Pilot 6th grade component with small group of classes Evaluate opportunities for Middle School/High School Expansion | <ul style="list-style-type: none"> Conducted Meetings with Santa Fe High to evaluate expansion | <ul style="list-style-type: none"> April tours for SFHS staff not completed due to COVID SFWA deliverable for 6th graders | | x | | |
| Children’s Water Fiesta | <ul style="list-style-type: none"> Increase emphasis on the inter-connection of the water issues presented Develop detailed presentations with High School student presenters Develop an explicit goal and vision for the 18th annual event Enhanced utilization and data collection for the value of peer to peer work | <ul style="list-style-type: none"> Scheduled the Children’s Water Fiesta, including booking the Convention Center Space | <ul style="list-style-type: none"> Water Fiesta will be cancelled for fall | x | | | |

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|--------------------------------|---|--|---|--|--|---|--|
| Expand Adult Outreach Programs | <ul style="list-style-type: none"> • Education and tours for City staff to increase awareness of water and conservation issues • Create passport program for adults with facility tours/presentations • Seek out opportunities to partner with art related events to expand the reach of the conservation message • Work to partner with planned events/workshops already planned for 2020 • Identify groups such as HOA's, community clubs, community events that will provide education to more diverse groups • Align with Next Generation Water Summit to provide a community education event • Use of demonstration gardens for training/community engagement | | <ul style="list-style-type: none"> • Developing new website-based outreach and input components • City water departments connectivity and model presentation by staff • NGWS cancelled • Demonstration garden event scheduled for June 27, 2020 | | | x | |
| Strategic Marketing Plan | <ul style="list-style-type: none"> • Create quarterly plans to support objectives of the water conservation program related to marketing strategies • Quarterly reports on progress on all strategic briefs, including budget allocations, will be created • Marketing will be coordinated with other city PR strategies for better alignment | <ul style="list-style-type: none"> • Developed quarterly plans with monthly themes to organize marketing strategies | <ul style="list-style-type: none"> • Rolled out first few months of the monthly themes including an Urban Forest initiative that came directly from public input collected for the 5-year plan • Developed RFP to extend PR work thru next 5 years • Increasing utilization of online platforms to accommodate social distancing | | | x | |

Goal 2: Customer Service

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|--------------------------------|---|--|---|--|---|---|--|
| <p>EyeOnWater Optimization</p> | <ul style="list-style-type: none"> • Market increased participation with EyeOnWater App with emphasis on threshold setting and alerts • Geographic analysis of customer data including water usage by tier, area / neighborhood, rebate utilization, lot size, irrigation practices, etc. • Work with legal to determine appropriate levels of aggregation of data to protect privacy and allow for detailed evaluation of water use trends • Build a science citizen program demonstrating use of EyeOnWater data in a household/business • Build EyeOnWater success stories for website / social media • Align EyeOnWater with current leak adjustment requirements | <ul style="list-style-type: none"> • Continuing promotion of EyeOnWater through in person, telephonic, radio, and email interactions with customers | <ul style="list-style-type: none"> • Working with Utility Billing department to optimize the use of leak data collected through AMI metering and the EyeOnWater App • Met with Beacon representatives to collect more information to refine our processes • EyeOnWater requirements have been built into leak adjustment credit but hasn't been approved by Council yet • 5,136 EyeOnWater accounts as of 6/22/20 | | | x | |
| <p>Rebate Program</p> | <ul style="list-style-type: none"> • Spatial analysis of rebate distribution • Align opportunities with rebates given by PNM and NM Gas Co • Maintain alignment with City and Water Division goals • Continue to examine Commercial Rebate Opportunities by sector • Streamline rebate application and processing • Align rebates with federal standards and industry changes | <ul style="list-style-type: none"> • Developed a GIS layer to track rebates and tracked all 2020 rebates to date • Attended meetings with PNM staff to learn about PNM conservation programs • Created a subcommittee of Water Conservation Committee Members to evaluate commercial rebate opportunities | <ul style="list-style-type: none"> • Continued tracking and issuance of rebate program while losing critical staff and transitioning to working from home • 127 rebate applications processed | | x | | |

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| Leak Detection | <ul style="list-style-type: none"> Continue to identify continuous flow and send out letters and calls and work in collaboration with customer service Track EyeOnWater adoption rates for recipients of continuous flow letters Spatial tracking of continuous flow program and data tracking for amount of water saved | <ul style="list-style-type: none"> Sent out 250 continuous flow letters to customers with leaks Developed GIS layer for tracking continuous flow Identified leaks over 65 gph and worked with T&D staff to address large leaks | <ul style="list-style-type: none"> Sent out 457 continuous flow letters to customers with leaks Working with billing and T&D to coordinate efforts and measure effectiveness Working with staff and WCC subcommittee members to measure effectiveness of the program – quantify savings | | | x | |
| Enforcement Program | <ul style="list-style-type: none"> Build new outdoor water conservation program including using programs like ABCWUA as a model Spatial tracking analysis of enforcement activities Incorporate new technology into enforcement program such as EyeOnWater Align time of day messaging with the County for joint messaging opportunities | | <ul style="list-style-type: none"> Met with ABCWUA on their enforcement program Research on other utilities (Mario) Enforcement complaints are being researched using EyeOnWater and log kept with follow-up to business/homeowner | | x | | |
| Goal 3: Partnerships & Pilot Projects | | | | | | | |
| Neighborhood Pilot Project | <ul style="list-style-type: none"> LID Pilot Project with Public Works Spatial analysis of rooftop disconnection potential Review of rainwater harvesting rebate opportunities Align the rebate structure with stormwater fees Development of neighborhood education program with HOA of pilot neighborhood | <ul style="list-style-type: none"> Coordinated with Public Works staff to identify an opportunity to work with Nava Ade as a pilot neighborhood Evaluating opportunities for enhanced rebate values based on stormwater reductions | <ul style="list-style-type: none"> Neighborhood pilot continues to move forward Spatial analysis by consultant of rooftop disconnection potential Piloting re-structured rebate values for cisterns and catchment systems per WCC subcommittee | | x | | |

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| Organizational Collaborations | <ul style="list-style-type: none"> NM Water Conservation Alliance (NMWCA) NM Gas PNM Santa Fe County Santa Fe Green Chamber of Commerce Santa Fe Watershed Association Alliance for Water Efficiency Santa Fe Public Schools | <ul style="list-style-type: none"> Held preliminary meetings with the Santa Fe Botanical Garden to explore partnership opportunities Continued coordination with SFCC to offer & promote water conservation training Watershed tours held in collaboration with SFWA Co-Sponsored, and attended, the NM Land and Water Summit | <ul style="list-style-type: none"> Worked with SFGCC and local partners to apply for BOR Waterwise grant Restaurant Pilot with all partners Met with AWE and ABCWUA Webinar opportunity with AWE LEED Gold certification for City of Santa Fe from USGBC – 2nd City to have certification | | | x | |
| Cooling Tower Pilot | <ul style="list-style-type: none"> Continue work with AWE to look at water savings potential with cooling towers and to look at potential rebate opportunities | <ul style="list-style-type: none"> Project on hold by AWE for lack of funding | | x | | | |
| Hotel Pilot | <ul style="list-style-type: none"> Continue to train staff on auditing hotel facilities Research opportunities to develop a hotel pilot | | <ul style="list-style-type: none"> Hotel auditing class being developed – to be completed by December 2020 Badging process being created by SFCC | | x | | |
| Restaurant Pilot Project | <ul style="list-style-type: none"> Continue Pilot with Uponsor/ Phyn Continue to work with SFCC to train workforce to do restaurant audits Continue with SFCC to develop online training in coordination with Lane Community College and the National Science Foundation grant Work with Green Chamber of Commerce to coordinate work with restaurants Develop administrative procedures for restaurant rebates | <ul style="list-style-type: none"> Developed process for data requests from Green Chamber of Commerce Expanded restaurant participation | <ul style="list-style-type: none"> 26 Phyn units have been installed Prepared and submitted grant application for BOR funding of 75K to assist with restaurant pilot City staff began training on dashboard and smartphone applications for Phyn units Restaurant Audit online class completed and being offered nationally | | | x | |

| Goal 4: Effective Program Management | | | | | | | |
|--------------------------------------|--|--|---|--|---|--|--|
| Human Resources | <ul style="list-style-type: none"> PADP assessments with improved feedback from staff on program management Training Work load alignment with individual programs | <ul style="list-style-type: none"> PADP goals identified with each employee based on 5-year conservation goals | <ul style="list-style-type: none"> Transitioned the office into working from home per Covid-19 Prepared, advertised, received applications, and then withdrew position as education coordinator per budget crisis. SFCC training on COVID safety | | x | | |
| Financial Resources & Budget | <ul style="list-style-type: none"> Submit conservation budget by February 2020 Track budget for each project/program for FY19/20-FY20/21 Track deposits from rebates into waterbank | <ul style="list-style-type: none"> Conservation Budget submitted on time Water Bank deposits tracked for conservation programs | <ul style="list-style-type: none"> Fiscal crisis – staff levels reduced from 5 to 3 Furloughs (10%) for all staff | | x | | |
| Organizational Development | <ul style="list-style-type: none"> Staff cross-trained on all programs Staff certified as relevant to program (QWEL, WERS, CLIA, ARCSA, Backflow, etc.) | | <ul style="list-style-type: none"> Staff cross training Vacancies and absence of specific focus on programming et al education | | x | | |
| Facility Management | <ul style="list-style-type: none"> Maintenance of 2 demonstration gardens including weeding, irrigation system repair, pruning, and plant care Building maintenance Installation of charging station for electric vehicle Installation of security barrier for water conservation office | <ul style="list-style-type: none"> Purchasing process initiated for electric vehicle and charging station | <ul style="list-style-type: none"> Purchase of electric vehicle cancelled Maintenance of gardens ongoing with regular watering, pruning, etc. Maintenance of rooftop irrigation system on hold pending purchases of new materials | | x | | |

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|----------------------------------|--|--|---|--|--|---|--|
| Water Conservation Committee | <ul style="list-style-type: none"> Water Conservation Manager to be liaison to Water Conservation Committee Coordinate committee and subcommittee work with WCO Assist with joint city/county work as it relates to water conservation Develop better succession plan for vacancies | <ul style="list-style-type: none"> Succession plan under development with WCC input Subcommittee work coordinated with WCO efforts | <ul style="list-style-type: none"> Succession plan being approved by governing body Committee meetings postponed 2 subcommittees formed and meeting | | | x | |
| Reporting & Accountability | <ul style="list-style-type: none"> Report quarterly work against the scorecard to governing body and to the WCC End of FY reports to Stormwater division as it relates to MS4 permit End of FY reports to Sustainability department as it relates to goals in the sustainability plan Public input gathered in July of 2020 with public meetings and website to develop 2021 scorecard | <ul style="list-style-type: none"> Developed Q1 scorecard | <ul style="list-style-type: none"> Completed Q2 Scorecard Reports to groups Developing process | | | x | |
| Integration with Water Resources | <ul style="list-style-type: none"> Annual Water report AWWA non-revenue water audit GPCD analysis Assist with Domestic Wells | <ul style="list-style-type: none"> Coordinated with water resources to assist with transition of new water resources analyst | <ul style="list-style-type: none"> Completed annual water report Completed and released and awarded AWWA audit rfp-pending Completed GPCD calculations | | | x | |
| | | | | | | | |