

SCORECARD

Water Conservation Plan

2020 Year-End Summary Report

City of Santa Fe Water Conservation Office | January 2021

SUMMARY

It was a challening year but the water conservation office did a great job meeting its goals due to the flexibility built into this scorecard. Ongoing programs like public outreach and the education program that have been essential components of the office endured the biggest impacts of 2020. The Water Conservation Office (WCO) is continuing critical programs including tracking water usage efficiency, issuing rebates to water customers, and sending out leak letters to warn customers of likely leaks.

Looking ahead to 2021, the following will be the water conservation office foci:

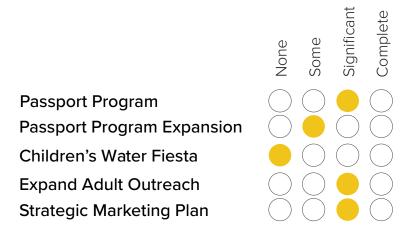
- City partnerships City's Canopy project, Bee's City USA, Neighborhood pilot in Nave Ade, Neighborhood raingarden pilot that includes building out places and demonstrations that the public can visit and still maintain social distancing
- Complete overhaul of education program build out of virtual hybrid passport model to launch in fall 2021 with help of a task force of previous passport teachers and city education outreach partners
- Work with other city departments such as the library, recreation and transportation to distribute outreach material to children and adults
- Incorporate messaging into the art community (art commission, tourism)
- Updates to rebate program that include passive rainwater capture such as rain gardens to encourage residents to utilize supplemental water sources for outdoor irrigation
- Focus on reducing outdoor water use beginning with public input sessions held with stakeholders to help inform the program foundation
- Continue to work closely with the Water Conservation Committee under the leadership of Councilor Romero-Wirth to continue to discuss water conservation opportunities for the City of Santa Fe.

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



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

Significant

Some

None

Complete

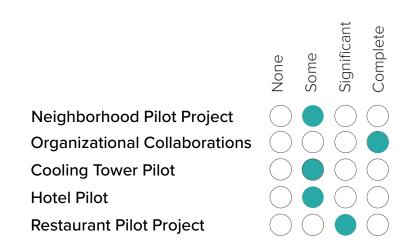
EyeOnWater Optimization Rebate Program Leak Detection Enforcement Program

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 leak letters to customers with leaks

GOAL 3

Partnerships & Pilot Projects



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

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Covid-19 required rapid adaptation from City Mgt to continue providing services while protecting citizens/employees and coping with budget shortfalls. Two parking employees from the City's Parking Division were transferred to water conservation on a permanent basis to avoid layoffs. WCC meetings were resumed in November after being on hold since March.

- 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 Co	nservation Scorecard								
Program	Performance Indicators	Q1	Q2	Q3	Q4	Prog	gress		
						None	Some	Significant	Complete
Goal 1: Educat	ion, Outreach, & Communication								
Passport Pro- gram	 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 	 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 	 Recorded presentations typically given during watershed tours-not completed Began working on developing website-based presentations to continue educational component Last component of passport pro- gram – WWTP tour was not com- pleted, no assessments collected 	 Attended EcoEd meetings to look for partnerships and alignment with other virtual program devel- opments 	 Worked with BDD on virtual pro- gram ideas 			x	
Passport Pro- gram Expan- sion	 Sth 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 	 Conducted Meetings with Santa Fe High to evaluate expansion 	 April tours for SFHS staff not completed due to COVID SFWA deliverable for 6th graders 	Assisted Santa Fe Watershed Association on education compo- nents filmed in watershed			x		
Children's Wa- ter Fiesta	 Increase emphasis on the inter- connection of the water issues presented Develop detailed presenta- tions 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 	 Scheduled the Children's Water Fiesta, including booking the Con- vention Center Space 	Water Fiesta will be cancelled for fall		Have decided to cancel water fiesta for 2021	X			

Expand Adult	Education and tours for City		Developing new website-based	Water Conservation Presentation
Outreach Pro- grams	staff to increase awareness of water and conservation issues		outreach and input components	for the Rotary Club
Signis	 Create passport program for adults with facility tours/pre- sentations 		 City water departments connectivity and model presentation by staff NGWS cancelled 	 Compiled data from the mid-year survey issue to City customers on feedback on mid-year progress
	 Seek out opportunities to partner with art related events to expand the reach of the con- servation message 		 Demonstration garden event scheduled for June 27, 2020 	
	 Work to partner with planned events/workshops already planned for 2020 			
	 Identify groups such as HOA's, community clubs, community events that will provide educa- tion to more diverse groups 			
	 Align with Next Generation Water Summit to provide a community education event 			
	 Use of demonstration gardens for training/community en- gagement 			
Strategic Mar- keting Plan	 Create quarterly plans to support objectives of the water conservation program related to marketing strategies 	 Developed quarterly plans with monthly themes to organize mar- keting strategies 	 Rolled out first few months of the monthly themes including an Urban Forest initiative that came directly from public input collect- ed for the 5-year plan 	 PO for strategic marketing has lapsed and work is being done under a temporary PO. RFP was stalled due to new procurement training/ process.
	 Quarterly reports on proves on all strategic briefs, includ- ing budget allocations, will be created 		 Developed RFP to extend PR work thru next 5 years Increasing utilization of online 	 Participating in weekly Public Relations meeting coordinated by Constituent Services for joint marketing opportunities
	 Marketing will be coordinated with other city PR strategies for better alignment 		platforms to accommodate social distancing	

•	Monthly themes were aligned with website tool-kits, radio show guests, monthly column in the Real Estate Guide and social me- dia posts.		x	
•	Zoom allowed for collaboration with radio show guests previously limited by in-person interviews.			
•	Discussion with Santa Fe Commu- nity College, Audubon, Botanical Gardens and Environmental Ser- vices on City of Santa Fe becoming a Bee's City, USA – WCO alignment with native plants recommenda- tion and bee habitats			
•	Meetings for 2021 Next Gener- ation Water summit are taking place weekly – Summit will be held virtually for 2021			
•	Completed RFP for public rela- tions/public outreach to continue website, social media and other outreach for next 4 years		x	

Goal 2: Custom	er Service			
EyeOnWater Optimization	 Market increased participation with EyeOnWater App with emphasis on threshold setting and alerts Geographic analysis of custom- er data including water usage by tier, area / neighborhood, rebate utilization, lot size, irri- gation practices, etc. Work with legal to determine appropriate levels of aggrega- tion of data to protect privacy and allow for detailed evalua- tion of water use trends Build a science citizen program demonstrating use of EyeO- nWater data in a household/ business Build EyeOnWater success sto- ries for website / social media Align EyeOnWater with current leak adjustment requirements 	 Continuing promotion of EyeOn- Water through in person, tele- phonic, radio, and email interac- tions with customers 	 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 	
Rebate Pro- gram	 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 	 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 	 Continued tracking and issuance of rebate program while losing critical staff and transitioning to working from home 127 rebate applications processed 	 Working with Parks, Environmen- tal Services and public works to discuss new tree program kicked off from anonymous donor – wa- ter conservation would like focus to be on baseline data that would inform the planting of trees in raingardens
Leak Detection	 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 	 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 	 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 	 Working with customer service on identifying issues with the current leak detection pilot

•	Monthly meeting with customer service on EyeOnWater marketing and improvements to leak detec- tion program and other messaging opportunities		x	
•	Processed 231 rebates for 2020 in amount of \$36,199.15 (includes pending). Total rebates issued \$23,251.15. Average turnaround for applications is 66 days.		х	
•	Implemented WCC recommen- dations for water catchment processing which replaced tiered rebates on size to \$0.25 per gallon of capacity			
•	Discussion on using social equity measurement tool to look at cur- rent rebate program			
•	Met with Beacon staff to improve leak alert process		x	
	Working to train new staff and develop improved SOP			

Enforcement Program	 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 		 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 	 Working with ABCWUA on learn- ing more about their program – met with landscaping professional staff to discuss their methods of developing water budgets 	•
Goal 3: Partners	ships & Pilot Projects				
Neighborhood Pilot Project	 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 	 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 	 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 	 Participated in a webinar with HOA board and other residents of Nave Ade to talk about City's water conservation program. 	•
Organizational Collaborations	 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 	 Held preliminary meetings with the Santa Fe Botanical Garden to explore partnership opportunities Continued coordination with SFCC to offer & promote water conser- vation training Watershed tours held in collabora- tion with SFWA Co-Sponsored, and attended, the NM Land and Water Summit 	 Worked with SFGCC and local partners to apply for BOR Water- wise 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 	 Helped public works promote the CoCoRAS program 	•
Cooling Tower Pilot	 Continue work with AWE to look at water savings potential with cooling towers and to look at potential rebate opportuni- ties 	 Project on hold by AWE for lack of funding 			•

•	White paper was written on out- door program with research done on existing programs and efforts of ABCWUA and discussed with 2021 goals identified.	x	
•	Wrote water conservation article for the HOA newsletter with an EyeOnWater ad.	х	
•	Discussion with Reese Baker on rain garden pilot for 2021 that collects baseline data to inform rebate incentive		
•	Provided information for inclusion in a Babbit Center water study		 х
•	Supported work of an UCLA student in water conservation in restaurants		
•	Assisting the WaterNow Alliance in identifying policy priorities for 2021		
•	Working on helping the NMWCA becoming a partner organization with the AWE		
•	Met with NM Gas on commercial kitchens rebate		
•	Worked with the Interstate stream Commission on video promoting the state water plan		
•	Cooling Tower Estimating Model developed and the Best Practic- es Guide for Identifying Cooling Towers completed in draft form. City of Santa Fe is a pilot partner on project.	х	

Hotel Pilot	 Continue to train staff on audit- ing hotel facilities Research opportunities to develop a hotel pilot 		 Hotel auditing class being de- veloped – to be completed by December 2020 Badging process being created by SFCC 		 Applying for a WaterWise grant to fund the hotel pilot 	х		
Restaurant Pilot Project	 Continue Pilot with Uponor/ Phyn Continue to work with SFCC to train workforce to do restau- rant audits Continue with SFCC to develop online training in coordination with Lane Community College and the National Science Foun- dation grant Work with Green Chamber of Commerce to coordinate work with restaurants Develop administrative proce- dures for restaurant rebates 	 Developed process for data requests from Green Chamber of Commerce Expanded restaurant participation 	 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 dash- board and smartphone applica- tions for Phyn units Restaurant Audit online class completed and being offered nationally 	 Presented pilot to a webinar hosted by the Alliance for Water Efficiency – 131 participants Applied for a BOR grant to help fund technology for restaurant pilot Water Budgets pulled for Terra Cotta and Santa Cafe 	 Water Budgets pulled for Pantry Rio Met with FLUME technologies as potential partner for the restau- rant pilot 		x	
Cool 4. Effective								_
Goal 4: Effectiv Human Re- sources	 PADP assessments with improved feedback from staff on program management Training Work load alignment with individual programs 	 PADP goals identified with each employee based on 5-year conser- vation goals 	 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 	 Two employees were transferred from parking to the water conser- vation section as part of the City's COVID closures 	 PADP's completed for all staff Anonymous supervisor feedback survey administered 			x
Financial Resources & Budget	 Submit conservation budget by February 2020 Track budget for each project/ program for FY19/20-FY20/21 Track deposits from rebates into waterbank 	 Conservation Budget submitted on time Water Bank deposits tracked for conservation programs 	 Fiscal crisis – staff levels reduced from 5 to 3 Furloughs (10%) for all staff 		 Worked on FY 22 Budget tem- plates 	x		

	•	Applying for a WaterWise grant to fund the hotel pilot	х		
r	•	Water Budgets pulled for Pantry Rio Met with FLUME technologies as potential partner for the restau- rant pilot		x	
d er- y's	•	PADP's completed for all staff Anonymous supervisor feedback survey administered			x
	•	Worked on FY 22 Budget templates	х		

Organizational Development	Staff cross-trained on all pro- grams		Staff cross trainingVacancies and absence of spe-	 New staff training on all current programming 	• D
	 Staff certified as relevant to program (QWEL, WERS, CLIA, ARCSA, Backflow, etc.) 		cific focus on programming et al education	 Monthly safety meetings based off water division topics Andrew Erdmann participated in the City's pilot Social Equity training program Assisting with the water division scorecard and related section scorecards 	 M T S U O d Z A S T T A a n n
Facility Man- agement	 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 	 Purchasing process initiated for electric vehicle and charging station 	 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 		• S
Water Conser- vation Com- mittee	 Water Conservation Manager to be liaison to Water Conser- vation 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 	 Succession plan under development with WCC input Subcommittee work coordinated with WCO efforts 	 Succession plan being approved by governing body Committee meetings postponed 2 subcommittees formed and meeting 	 Term limits for members were re- instated in alignment with recent- ly passed WCC resolution 	• S a a • V c • C • C

•	Development of new staff work load assignments			х
•	Monthly safety meetings based off water division topics			
•	Time allocated for staff profes- sional development in ArcGIS Survey 123, a GIS tool that will be used to track WCO programs			
•	QWEL dashboard training for work done as Partner Certifying Organi- zation			
•	Alignment with the water division scorecard for 2021			
•	All staff attended WaterSmart Training and other related webi- nars as assigned my supervisor			
•	Attended weekly water operations and water division meetings and monthly expanded water division meetings were attended by all staff			
•	Safety assessment after break-in		х	
•	Additional security measures es- tablished and extra security added to windows			
•	Subcommittee work in place to assist with 2020 scorecard review and 2021 scorecard goals		х	
•	Work with Jesse Roach and Coun- cilor Romero-Wirth to discuss expanded scope of work for the committee			
•	Committee began meeting again in October and again in December			

Reporting & Accountability	 Report quarterly work against the scorecard to governing body and to the WCC End of FY reports to Stormwa- ter division as it relates to MS4 permit End of FY reports to Sustain- ability 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 	Developed Q1 scorecard	 Completed Q2 Scorecard Reports to groups Developing process 	 No reports given to governing Body End of year reports given to Stormwater division for MS4 permit End of year reports completed against the sustainability plan for WCO and water division 	X
Integration with Water Resources	 Annual Water report AWWA non-revenue water audit GPCD analysis Assist with Domestic Wells 	 Coordinated with water resources to assist with transition of new water resources analyst 	 Completed annual water report Completed and released and awarded AWWA audit rfp-pending Completed GPCD calculations 	 Assisted with Water Division strategic planning process –mod- erated sessions and entered over 1500 survey cards into database for further analysis 	x