

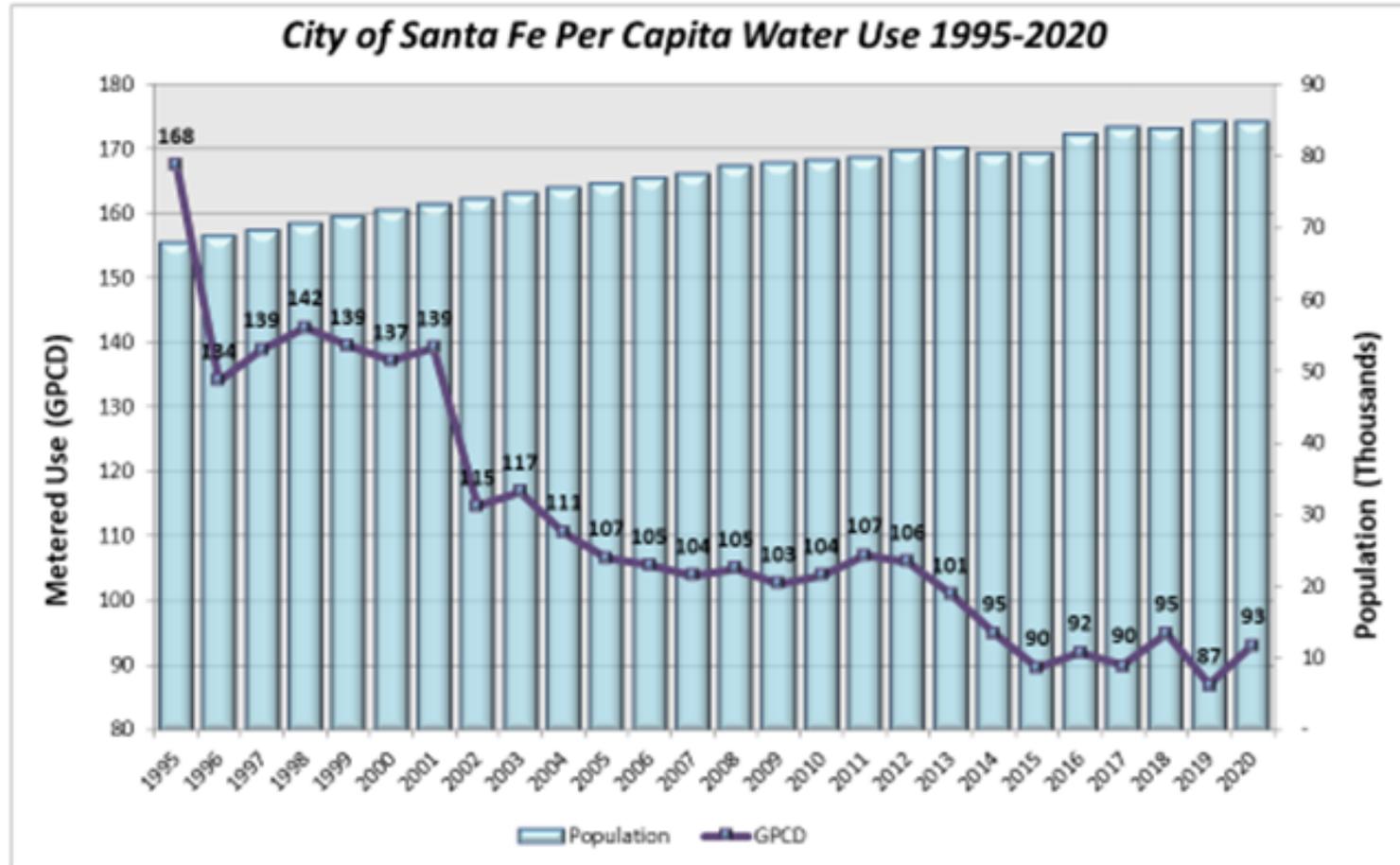


Presentation to
Governing Body on
Commercial Pilot
Program

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Water Conservation



Public Input Driven Program



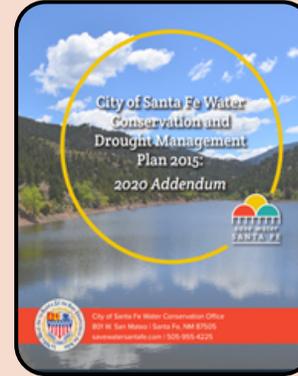
Public input process before plan was written

Item #	Item Description	Item Status	Item Location	Item Date	Item Contact
1	Water conservation program	Approved	City of Santa Fe	2019	Water Conservation Office
2	Water conservation program	Approved	City of Santa Fe	2019	Water Conservation Office
3	Water conservation program	Approved	City of Santa Fe	2019	Water Conservation Office
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2100 pieces of public input collected on different parts of the plan and prioritized in a matrix

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Public input was prioritized and aligned with City planning documents that had been approved by Council



5-year plan was written and adopted in 2020 with a 5-year scorecard

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Annual scorecards are developed with public input collected every July and approved by WCC with progress against scorecard reported

Rebate
Program

Public
Outreach
(Marketing)

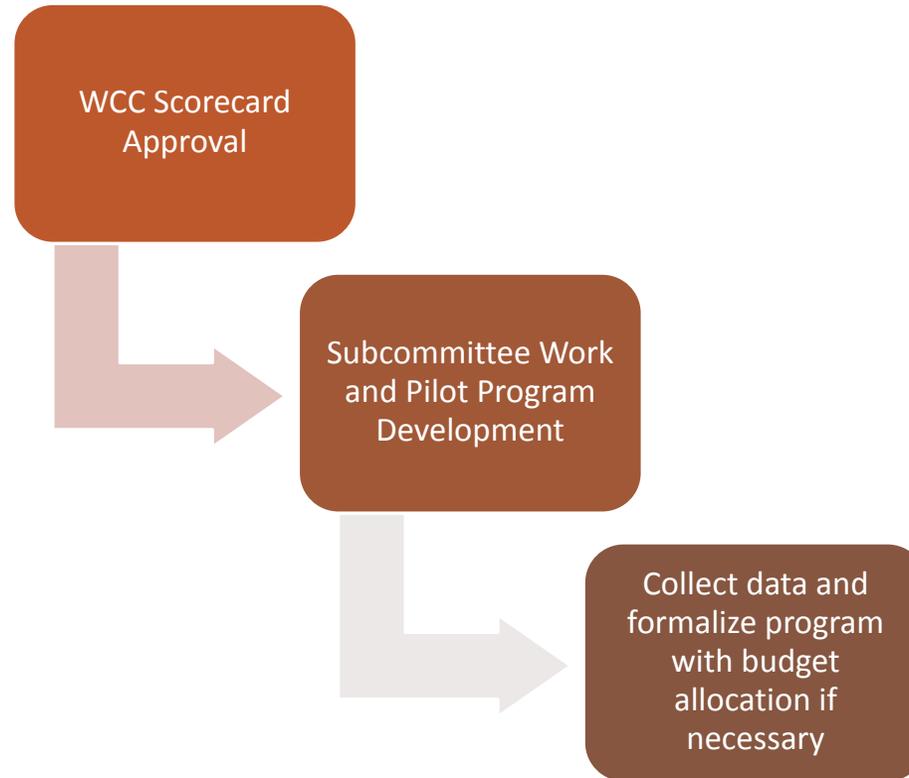
K-12
Education
programming

Pilot Programs

Water
Conservation
Committee



Pilot Program Process



Current Pilot Projects

STOP leak program

Nave Ade Neighborhood Pilot

TreeSmart Santa Fe Tree Giveaway Pilot – 3
neighborhoods

Neighborhood Raingarden Pilot

Next Generation Water Summit *

WaterWise Business Program *

* in process of being formalized as a permanent program

What does an audit consist of?



- “Reservations” are made on www.savewatersantafe.com website
- Santa Fe Green Chamber of Commerce makes initial contact and establishes preliminary visit, audit date and sets up auditor through the SFCC.
- Preliminary visit is made by the Green Chamber, audit conducted, and a report is issued for review.
- SFCC and City Staff reviews report and final visit is made to establishment with certification decal, signage and final report.
- Water savings for that establishment is tracked.
- Participants are integrated into social marketing promotion on WaterWise program.

What did we learn from the pilot?

- WCC targeted commercial sector in 2018
- 30 restaurants were audited
- 5 staff – 30 days (70% staff time) to complete
- Identified the submetering challenge
- Piloted marketing approach recruited new businesses
- Santa Fe has over 300 restaurants = 635 million gallons per year (California Energy commission estimates restaurants use about 2 million gallons per year)

Pilot program resulted in direct savings of 450,000 gallons per year with aerators alone.

WaterWise Business Program



- Formed Water Efficiency Partnership (WEP)
- Established Water Efficiency training through the SFCC resulting in a badged certification- now include micro credentials
- Established a business partner in the Santa Fe Green Chamber of Commerce
- Found technology partner to look at metering issues
- Looked for national endorsements
- Branded the program as WaterWise with an accompanying marketing campaign

Water Efficiency Partnership (WEP)

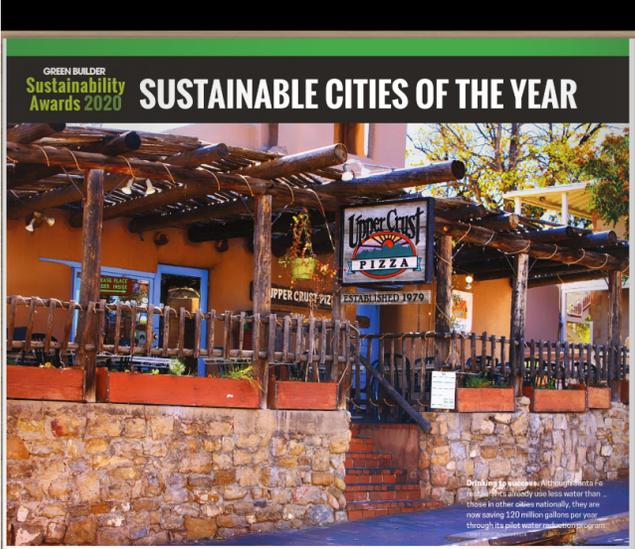


Commercial Program Results To date

WON 2020 MOST SUSTAINABLE MID-SIZE CITY IN THE US AWARD FROM THE GREEN BUILDER COALITION

ENDORSEMENT FROM THE EPA WATERSENSE PROGRAM

- Trained 18 auditors and 12 have been certified
- Audited 73 Restaurants that have been certified WaterWise
- Audited 5 Hotels that are certified WaterWise
- 2 Shopping Centers (41 businesses) and one museum
- Recent WaterWise marketing campaign reached 21 restaurants and 8 hotels wanting to participate
- Vacation Rental Assessment underway
- Water Savings from direct actions taken – 2.1 million gallons of water per to date (fixing leaks, pre-rinse sprayers, aerators)
- City of Santa Fe is leading the way with this type of work!



GREEN BUILDER Sustainability Awards 2020 SUSTAINABLE CITIES OF THE YEAR

Mid-Sized Municipality: Santa Fe, New Mexico POPULATION: 84,612

Perhaps no city in the U.S. has a greater stake in water conservation than Santa Fe, and public officials have shown exceptional leadership on that front.

IT BEGAN WITH a California Energy Commission study. Researchers found that a restaurant will use, on average, 5,800 gallons a day or 2 million gallons a year. In an effort to change this, the City of Santa Fe conducted 30 restaurant audits in fall 2018.

The method was simple. Partnering with leak-detecting technology manufacturer Phyn, city officials were able to gather accurate and detailed information about the volume and frequency of water use from every appliance in each building.

The results were eye popping. Although Santa Fe restaurants use less water than the national average, at an average coffee shop the toilet is flushed 100 times a day, using more than 27,000 gallons of water per year. A busy restaurant sees up to 500 flushes per day, using more than 285,000 gallons of water each year. A single leak can waste 3,400 gallons of water annually if left undetected.

Restaurants were recruited by the Santa Fe Green Chamber of Commerce to make changes—and fast. The first pilot alone identified more than 1.5 million gallons of potential water savings, and directly resulted in annual usage reduction of 450,000 gallons, simply by

Measures to reduce: Although Santa Fe is a dry city, a city that uses less water than... Those in other cities nationally, they are now saving 120 million gallons per year through its pilot water reduction program.



60K Breakdown for SFCC Contract

- Funding in this sole source allows for the SFCC to facilitate training of water professionals and certify them and compensate them to conduct water conservation audits on the City's behalf.
- Program Design and curriculum development
- Program facilitation through EnergySmart Academy at the SFCC
- Payment to Auditors
- Auditor equipment and program supplies
- New addition of outdoor pilot in coordination with YouthWorks – no additional funding required



Scorecard Goals

- Focus on Outdoor sector on landscape irrigation with YouthWorks partnership
 - Helps us meet our Social Equity Goal
- Rebate program changes that might include landscape irrigation meters
- Training the “next generation” of water professionals
- Helps us meet a partnership goal
- Formalizes our commercial WaterWise business goal by taking it out of pilot stage and implementing it as a permanent program.



SANTA FE
GREEN CHAMBER
OF COMMERCE



iYouthWorks!