



City of Goodyear

See meeting location
below

Meeting Minutes

Water Conservation Committee

Tuesday, February 21, 2017

6:00 PM

Goodyear City Hall
190 N. Litchfield Rd.
Goodyear, AZ 85338

1. CALL TO ORDER

Chairman Columbia called the meeting to order at 6:00 p.m.

2. ROLL CALL

Present: 10 - Chairman Columbia, Vice Chairman Barber, Committee Member Faiello, Committee Member Gilmore, Committee Member Kagan, Committee Member Kaino, Committee Member Minarik, Committee Member Moll, Committee Member Smith and Committee Member Teiche

Excused: 2 - Committee Member Booth and Alternate Neith

Others Present: Facilitator Teresa Makinen and her assistant Ben Makinen, Assistant Director of Arizona Municipal Water Users Association (AMWUA) Carol Ward-Morris, and Jenny Cross with Liberty Utilities.

Facilitator Teresa Makinen informed Chairman Columbia that she had received an email from Alternate Committee Member Kristy Lagunas resigning from the committee due to schedule conflicts.

MOTION BY Committee Member Teiche, SECONDED BY Committee Member Gilmore, to EXCUSE Committee Member Booth and Alternate Neith from the meeting. The motion carried by the following vote:

Ayes: 10 - Chairman Columbia, Vice Chairman Barber, Committee Member Faiello, Committee Member Gilmore, Committee Member Kagan, Committee Member Kaino, Committee Member Minarik, Committee Member Moll, Committee Member Smith and Committee Member Teiche

Excused: 1 - Committee Member Booth and Alternate Neith

3. APPROVE MINUTES

- 3.1 [MINUTES](#) [14-2017](#) Approve draft minutes of the Water Conservation Committee meeting held on January 17, 2017.

MOTION BY Committee Member Kaino, SECONDED BY Committee Member Minarik, to APPROVE draft minutes of the Water Conservation Committee meeting held on January 17, 2017. The motion carried by the following vote:

Ayes: 10 - Chairman Columbia, Vice Chairman Barber, Committee Member Faiello, Committee Member Gilmore, Committee Member Kagan, Committee Member Kaino, Committee Member Minarik, Committee Member Moll, Committee Member Smith and Committee Member Teiche

Excused: 1 - Committee Member Booth and Alternate Neith

4. CITIZENS COMMENTS/ APPEARANCES FROM THE FLOOR

None.

5. OLD BUSINESS

5.1 Meeting Schedule and Administration

Facilitator Teresa Makinen thanked the committee members for submitting their RSVPs for the tour of the Palo Verde Nuclear Generating (PVNGS). There was a slight miscommunication related to the information needed for security, so we'll need to acquire information from whomever will be attending the tour. Makinen said she would send dates by email for everyone to check their calendars.

5.2 Council Progress Update Information

Water Resources Manager Holmes reminded the committee that the next Council Progress Meeting Update would be held on February 27th, 2017. This communication item should be ten minutes or less, with the chairman and vice-chairman each giving a progress update lasting about four minutes. There are about two to three items they'll cover. Holmes added that the Council meeting begins at 6:00 p.m. Chairman Columbia encouraged all the committee members to attend if their schedule allows.

6. NEW BUSINESS

6.1 Presentations and Discussion

Facilitator Makinen reminded the committee of the list of priority topics compiled in last month's meeting, and that education was the first priority topic the committee wanted to address and discuss, so we have presenters and information on tonight's agenda for that purpose.

6.1.1 Presentation by AMWUA (Arizona Municipal Water Users Association) on Regional Water Conservation Education and Outreach Program Utilized by the city of Goodyear

Facilitator Makinen then introduced Ray Diaz, who provided a presentation on the CantaMia AMI (Advanced Metering Infrastructure) Pilot Program.

The following represents the question and answer segment of the presentation. Committee Member Minarik asked if there was any way to implement a program, similar to other utilities where there are two rates, one for on-peak and one for off-peak; so that water on off-peak hours reduces the cost of the water used, so that it may inspire more mindful water usage. Diaz responded that the city could also watch trends and change their pumping habits accordingly.

Committee Member Smith asked if Neptune also handles the Cloud service and back-office. Diaz said that through that service, the city can download the information to their system where they can pull up the address of the customer, and through the address, can gather data and determine trends from a customer's water usage, and even get alerts for when a customer's water has been on for over 24 hours, which could be indicative of a leak.

Diaz added that they're seeing a good range and can pick up about 700 meters. They can see the most current usage, hourly and monthly. Committee Member Kagan asked if the city takes the meter readers off-line and check to see that the usage matches? Diaz responded that they did up to about the first three months, but don't anymore. However, they can use both methods, the drive-by meter reading or the AMI.

Committee Member Gilmore asked if he was a resident of the area with Neptune as the collector, could he get access to his data? Diaz stated, as of now, no, but there is software for a customer portal to get alerts, etc. that can be used, and it's something the city wants to pursue.

Holmes asked, if technology was available where if he was a seasonal visitor and customer, that could notify him there happened to be usage happening when I was not in town. Diaz replied, yes.

Kagan asked if all meters needed to be replaced before switching over. Diaz replied by saying that they've already begun other places. Chairman Columbia asked if meters would have to be replaced city-wide if they wanted a program like this, to which Diaz responded, in CanteMia they did not need to replace the meters, but in other places they might have to.

Holmes asked if all new meters are AMI compatible and Diaz said that all the new meters in the area in the graphic, south of the Gila River, are AMI compatible. Holmes then asked if other cities have connected entire systems to AMI, and if so, have they done studies on their effectiveness? Diaz said that there were, and directed him to studies that Global Water has done. Columbia asked if the savings were passed down to the customer or absorbed, but Diaz was not entirely sure.

Committee Member Teiche asked if Diaz has seen any benefit with the program in regards to water conservation. Diaz said yes, with all the data that the program provides they can constantly monitor trends, and intake. It is more of an educational tool to give people a glance at their habits.

Gilmore said that it seems if enough people are interested, I wonder if we could differentiate how much is used for just outdoor irrigation and tie it into the system. This way it could tie into

the meter and send the information of your irrigation usage back to you. Diaz said that individuals do not know about that kind of data unless they are asked to provide them with the data.

Teiche asked if this was just as much money as a conventional meter or if it more costly, and Diaz said it is about the same as a conventional meter.

Smith asked what criteria they were looking for to consider the AMI Pilot Program a success. Diaz said that the drive alone is a huge reason for why they believe this program to be a success. Usually, it would be a four-hour drive to check meters, and would even have to return to the location if high usage was recorded. Another component of their criteria was how much it would cost to implement; what is the customer getting, and how we get water conservation out of it. Facilitator Makinen asked if it lowers personnel cost, and Diaz said that it does.

Vice Chairman Barber added that she liked Gilmore's question about the portal (Fathom) idea, and Kagan was right. It makes sense to roll this out in new communities. Is there going to be a time when we must make a change? Would we just do this all at once, or just with new builds? With all technology, there is always the next "better" thing, Diaz replied. AMI is the next step forward as we implement it, it makes sense to start with new builds. Put up antennas and start moving. Everything south of West Star is new. It wouldn't take much to install new antennas. Barber also made a comment to the committee that it might behoove the committee to plug specific items from these presentations and discussions into their rightful categories on the matrix throughout these committee meetings.

Kagan asked how tall the antennas were because the implementation in older communities with HOA's might be a bit more difficult. Diaz informed her that they stood about six feet tall, and with all the benefits the program has to offer, with irrigation and usage tracking, they may be a bit more receptive to the possibility.

Committee Member Moll asked Diaz if you'd be locking yourself into Neptune forever with this. Diaz said, yes you would.

Columbia asked Diaz what it would take to cover all of Goodyear, in regards to cost and time, did HOA's accept these, and are there competitors that we could switch to should we get locked in. Diaz did not have a definite answer in regards to cost and time to cover the entire city, but said the transition is generally a wash, money-wise. Holmes suggested that possibly hiring a firm to come and produce an analysis on the program. It may provide insight on the savings in water resources and money based on rates of water. He believed understanding something like this would require further analysis to put it all together. Columbia added that it would be nice to provide the public something that shows the savings. Diaz also brought to light the fact that it took about two months to connect to 12,000 homes, and also said that if you are locked in, you are pretty much locked into using their system alone. Columbia thanked Ray Diaz for his presentation.

6.1.2 Presentation by Staff on Automated Metering Instrumentation (AMI) Pilot Program and Purpose and Objectives

Facilitator Makinen introduced Carol Ward-Morris with AMWUA, Arizona Municipal Water Users Association, who provided a presentation regarding outreach and education at the regional and national levels. The following represents the question and answer segment of the presentation.

Committee Member Teiche asked why the federal government isn't really accepting a program that inspires water conservation. Ward-Morris said that it is partially a budget concern, even though it is voluntary. The federal government has a lot to work on but she ensured that she and her colleagues would continue pushing and putting forth the effort to make sure water conservation stays in the conversation.

Committee Member Kagan was surprised that all municipalities weren't members of AMWUA, but Ward-Morris clarified in saying that AMWUA is an advocacy organization, and a consensus must be reached for things to get done. The more people you get in a room the more difficult it is to reach a consensus. AMWUA currently has ten cities, and as of now, share enough to commonalities to reach a consensus. AMWUA also requires cities to be a member of SRP before joining, which is a part of their bi-laws, with the only exception to this rule being Goodyear, who was brought into the fold prior to this rule, so we're really as big as we're going to get.

Committee Member Minarik stated that during the presentation, Ward-Morris stated their research indicated that people know that they should conserve water, but do not know how. He asked what was the basis for that statement and if she agrees with it. Ward-Morris said that in the mid-90's they did extensive surveying and research on the matter, and that generally, people understand that they should conserve water due to the fact they live in a desert, and that in her experience, people tell you they know they should, but not how. Water conservation was never at the center. It was very supply-side orientated, but now we realize we have limits to our water supply, and as we stretch supplies, we can reduce cost to customers. We just have to be more efficient, and this can be integrated in with proper outreach.

Minarik also asked why the work the Water Conservation Committee is doing isn't just redundant to the work AMWUA has already done. Ward-Morris said that AMWUA's program is regional and broad. Considering individual communities, you can manage water conservation based on your community's special characteristics. The work is not redundant and she encourages the city to recognize the things that are already happening, but to also do something that is more tailored to the city's community. For instance, AMWUA doesn't do audits on individual water usage, but the city does; this one-on-one customer outreach is something the city has. The city can apply the broader fundamental tools that we all share to a lower level.

Committee Member Kagan asked if AMWUA has any influence on private water companies. Ward-Morris said that AMWUA does partner and share information with private water companies, and provides promotional tools to them. Jenny Cross, with Liberty Utilities, added that her company works with them and has promotions where they promote water conservation to young children. As a matter of fact, they just had a promotion at Litchfield Park, where they handed out books to children, she said that working with AMWUA is great.

Committee Member Smith asked Ward-Morris if AMWUA has studies on the effectiveness of language and messaging. Ward-Morris believes that outreach is under-researched, and said that outreach and education are considered soft programs. She was challenged to implement a study that showed Water Use It Wisely and its connection to savings; however, they could not, though they tried, but what they did find was that those who were familiar with the program were very responsive to the messaging. It's difficult to attach education to the savings because it's harder to tie that in to the metrics. Smith agreed, and said it was tough, because it seems like education is the final channel to pursue.

Ward-Morris replied in saying that they shouldn't overlook education and outreach. Phoenix did research to see the change in landscape since the 1970s and 1980s. Back then, 70%-90% had turf landscape, but today, the percentage of private residences in Phoenix that have a turf landscape have been reduced to 15%. The city of Phoenix hasn't offered any type of rebate for this, but has a lot of education and outreach to thank for this very positive change, not to mention the landscape and nursery industry. There has been a tremendous change in the past twenty years.

Vice Chairman Barber commented that she felt the Water Conservation Committee was very fortunate, and there was a lot of good news for the city of Goodyear, because a lot of the work is already done, and AMWUA provides so many tools to help. Barber asked if the city of Goodyear had links to this content on their website. Holmes said that he'd check. Barber added that if not, they should add it to the website.

Columbia noticed that what stands out is the message of education, and asked what was wrong with the national message. Ward-Morris said that they were getting there, and that conservation is a field that is starting to come into its own, for example, there was a water conservation ad for the Super Bowl a few years ago, which was huge. We're trying to work on national messaging. Columbia agreed, and said he felt there needed to be a sense of urgency, and people felt this was just another "fluff" committee. With the talent they have in the room, they can get a real message together, and that 20 to 30 years from now, it'll be too late to address it. He asked how the committee could get them to understand. Ward-Morris replied and said that a large over-arching campaign could be possible. Water Use It Wisely came the closest. She said that she had been trying to shore up support, but AMWUA had backed away from messaging for awhile, but ultimately it is good to have a message.

Columbia asked Ward-Morris what her ultimate message would be for the Water Conservation Committee. She said what the Water Conservation Committee is doing is very important work. This will influence how the programs and future develops for water management. Trust and believe it is coming, because the information that is being gathered is improving. The talent and professionals she sees coming out of universities are also improving, the younger generation participates in conservation more and more, and she is very excited about the future of how we use water efficiently. The technology is only improving. I am confident.

The Water Conservation Committee thanked Ward-Morris for her presentation.

6.1.3 Presentation by Staff on Current Water Education and Incentive Programs for Other Valley Cities

Water Resources Manager Mark Holmes greeted the committee and began his presentation on a comparison of water conservation programs throughout Arizona. The following represents the question and answer segment of the presentation.

Committee Member Teiche asked why younger students aren't involved in more water conservation programs. Holmes said that school curriculum is time consuming. It takes four hours per home to water audit, and businesses are even more intensive. There would be a growing list of audits, where we prioritize audits over educating the youth. But, we do see folks we educated 20 years ago, exerting a real effort to help and be a part of the effort to conserve and if we think education is important, Goodyear could implement some programs.

Committee Member Kaino said that as someone that is served by Liberty Utilities, she conserves water based on finances, and doesn't know of all the available technology. Our message must serve the whole city.

Vice Chairman Barber added that a solution to reducing staff time is to make everyone an instructor in water conservation, perhaps each one doing one full day class a year. Responding to that, Jenny Cross with Liberty Water said that it sounded similar to how Project WET works, where we could get the community involved and trained to be volunteers.

The committee thanked Holmes for his presentation.

6.1.4 Committee Discussion on Recommendation Topics and Concepts

Facilitator Makinen addressed the committee, asking for final thoughts, informing them that dates for Palo Verde Nuclear Generating had to be specified for May and September, and recommended that the committee use the next meeting date to discuss the content gathered from all the presentations they've seen. Chairman Columbia agreed and said he'd like to see a discussion on what we have so far and liked the idea of education. Vice Chairman Barber concurred, and added that technology would also be a good topic along with education.

Committee Member Teiche said landscape architecture, in particular, can be designed in a manner where they do not cause as much overgrowth that ultimately ends up in a customer overwatering.

Committee Member Kaino would like to hear from Liberty Utilities.

Committee Member Faiello said he would like to find out analysis for water rebate programs, and why the city of Goodyear doesn't use them. We start talking about education but trying to measure it is not easy to do. At some point, some administration must be managed where we find if there is any benefit to it.

Committee Member Gilmore said he believes asking contractors or irrigation specialists to give their input may be helpful and informative, and has connections to some if the committee is

interested.

Committee Member Minarik said that ultimately our goal is to recommend changes to people. We need to find out where we fall under and how we do so, by either; compelling, incentivizing, or educating. Where do we fall?

Committee Member Smith would like to present a conceptual map next meeting that he has been working on this week, which brings some of the information together that has been discussed, in a more understandable way. There is a lot of helpful data.

Barber added that we should target a date for round table with Home Owners Association's to see where they are at on conservation, and find out the type of discussions that should take place.

Columbia stated that what he was hearing was that the committee wants to have a discussion for the next meeting, and it was decided that, except for Smith's presentation, the committee would focus next month's meeting primarily on discussions.

7. QUESTIONS FROM THE PUBLIC

None.

8. INFORMATION ITEMS

None.

9. ADJOURNMENT

There being no further business to discuss, Chairman Columbia adjourned the meeting at 8:36 p.m.

Respectfully Submitted by:

Mario Columbia, Chairman

Date: _____