



City of Goodyear

See meeting location
below

Meeting Minutes

Water Conservation Committee

Tuesday, November 21, 2017

6:00 PM

Goodyear City Hall, Room 117
190 N. Litchfield Rd.
Goodyear, AZ 85338

1. CALL TO ORDER

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

2. ROLL CALL

Present: 8 - Chairman Columbia, Committee Member Booth, Committee Member Faiello, Committee Member Gilmore, Committee Member Kaino, Committee Member Moll, Committee Member Smith and Committee Member Teiche

Excused: 3 - Vice Chairman Barber, Committee Member Kagan and Committee Member Minarik

Staff Present: Water Demand Advisor Ray Diaz, Water Resources Planning Advisor Gretchen Erwin and Water Resource Manager Mark Holmes

Others Present: Facilitator Teresa Makinen and her assistant Anne Morton

MOTION BY Committee Member Teiche, SECONDED BY Committee Member Faiello, to EXCUSE Vice Chairman Barber and Committee Members Kagan and Minarik from the meeting. The motion carried by the following vote:

Ayes: 7 - Chairman Columbia, Committee Member Faiello, Committee Member Gilmore, Committee Member Kaino, Committee Member Moll, Committee Member Smith and Committee Member Teiche

Excused: 3 - Vice Chairman Barber, Committee Member Kagan and Committee Member Minarik

Absent: 1 - Committee Member Booth

3. APPROVE MINUTES

- 3.1 [MINUTES](#) [90-2017](#) Approve draft minutes of the Water Conservation Committee meeting held on October 17, 2017.

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

Ayes: 7 - Chairman Columbia, Committee Member Faiello, Committee Member Gilmore, Committee Member Kaino, Committee Member Moll, Committee Member Smith and Committee Member Teiche

Excused: 3 - Vice Chairman Barber, Committee Member Kagan and Committee Member Minarik

Absent: 1 - Committee Member Booth

4. CITIZENS COMMENTS/ APPEARANCES FROM THE FLOOR

There were no questions or comments to share with the Committee.

5. OLD BUSINESS

5.1 Meeting Schedule and Administration

Facilitator Makinen reminded the Committee that the next meeting is currently scheduled for December 19th and she wanted to confirm the date still works for everyone so close to the holiday. The Mayor plans on attending. All confirmed there is no issue with the current date.

Next, Ms. Makinen provided a recap of the recommendations noted to date and said that staff added some information to them.

Committee Member Booth arrived at 6:05 pm.

She asked the committee members if they'd had a chance to review the drafts from staff and if they had any feedback. Most had read them and thought they covered the information correctly. There were a couple of comments as follows:

- Committee Member Moll said for the second recommendation, letter "e", the city might consider, in lieu of hiring a landscape architect, creating a self-certification program like the city of Phoenix has.
- Committee Member Faiello said for the first recommendation, letter "a", clarification is needed on the types of filters because as it is currently worded, it implies sand filters are preferred for water savings; however, that is not accurate.
- Committee Member Smith said for the first recommendation, letter "b", he didn't recall the goal of 50% reduction in previous discussions. Ms. Makinen said that after much back and forth in previous meetings, Water Resource Manager Holmes referenced 5% year over year, which over 10 years would be 50% reduction from today's usage.

Mr. Holmes said their next step is that staff will work hard to put the information in to their format by the December meeting for the Committee's review.

6. NEW BUSINESS

6.1 Committee Discussion on Council Recommendation Topics and Concepts

Facilitator Makinen said tonight's focus is on education and awareness. Ms. Makinen reviewed the list of "education/awareness" noted items from the compiled list. Mr. Holmes reviewed current city programs and marketing efforts. Ms. Makinen asked, based on the information just reviewed, what a goal or success measure could be for education and awareness. Committee Member Teiche said that they've discussed that education can be one of the least effective programs and potentially, one issue is that people are hesitant to give out their email addresses or they just delete them. He suggested partnering with HOAs to have them send the information out through their channels and also presenting at their meetings rather than expecting residents to come to City Hall.

Many agreed that targeting school children, ideally fourth graders, can be of a bigger impact since they can influence their parents and grow up with different habits. Partnering with different agencies that hold events could be beneficial. Mr. Holmes suggested meeting with the school board to incorporate water conservation into the curriculum. An overall marketing strategy for education and awareness should be developed.

The participants discussed several ways to reach more people, potentially every person in Goodyear, and how increasing the percentage of residents by 10% could be their goal. Ms. Makinen suggested that instead of an increase in people they reach, perhaps they should start by tracking their outreach and evaluating its impact. One component of further outreach could result in a greater number of attendees in the classes the city holds.

Committee Member Smith suggested that the Home Irrigation Check-Ups be recorded and made available to others who'd like to conduct their own check-up since Holmes said they are fairly standardized.

Another suggestion was for there to be a Water Conservation Champion at each HOA who could "train the trainer" and be the contact person for water conservation programs and concerns.

Mr. Teiche asked if the city would entertain a discount off the bill if a resident allowed the city to send someone to their home to check efficiencies. Mr. Holmes said they could do a pilot program and track it.

Mr. Faiello said in Texas, HOAs that conserve water receive a sign saying they conserve water to post at their entrance and it may be a way to compel HOAs to participate. Ms. Makinen said the Town of Gilbert has a similar program. Mr. Holmes said similar signs in residential yards may be appreciated and if in the yards of model homes, could help educate new home buyers on being "water smart". Showing home buyers the variance in their potential water bill could help them make different decisions.

Next, Ms. Makinen suggested they break down the items by topic. The topics they discussed and components that fell under each topic are below:

Education for HOAs

- A Water Conservation Champion for each HOA
- Coordination with HOAs to reach residents through their channels
- Bring HOA Boards together at a summit
- City staff to attend HOA meetings
- Train the Trainer for Home Irrigation Check-ups
- Create collateral and a contact sheet
- Partner with Liberty and EPCOR
- Incentives such as recognition through signage or discounts, a tracking mechanism would be necessary to ensure it is effective long term
- Coordination with Community Management companies

Overall Education/Awareness

- Partner with other communities, i.e. through West Valley Water Association
- Partner with Liberty
- Partner with School Leadership
- Broadcast/market phone number and app for water waste reporting
- Home Irrigation Check-up and other education videos available on the city website
- Target marketing to the highest water users - 10% of the customers use 60% of the water

Residential Outdoor

- Partner with high-traffic organizations as places, i.e. churches, grocery check-out lanes, etc. to have signage or collateral
- Increase community event exposure
- Provide information in new resident packages given to new residents by CSRs when signing up for service.
- Give awards at City Council meetings for being water conscious

Municipal Use

- Have a goal of being the most efficient city in the Valley
- Internal staff training on water conservation followed by each department writing a water conservation plan for their department; conduct a city water use audit to create a baseline to work from
- Include water conservation in the Director's performance management plan
- Lead by example
- Give awards for water conservation
- Work with the Public Information Officer (PIO) so there is a regular presence about water information on social media and consider bringing on a PIO specifically for water
- Consider reevaluating the rate sheet with an emphasis on water conservation

Committee Member Moll mentioned some builders are working on a measure of water efficiency for new homes similar to HERS for energy. He'll look into and provide information to the Committee.

City staff will put this information into templates and provide it at the next meeting for the Committee's review.

7. QUESTIONS FROM THE PUBLIC

None.

8. INFORMATION ITEMS

Committee Member Faiello said he had additional questions on the draft recommendations discussed at the beginning of the meeting. These questions were as follows:

- 1.) On the first item, letter "b", what is the 50% reduction based off of? We need to establish that.
- 2.) Mr. Faiello wanted to confirm that the subject of "previous pavement" was addressed. Ms. Makinen confirmed that it is included under item four.
- 3.) Item five, letter "c", is the "water manager" staff? Ms. Makinen clarified that each department would assign one.
- 4.) Item one, letter "a" should include other types of filters as well, not limit it to sand filters.
- 5.) Second page, fourth item, letter "c", define "specific period of time". Ms. Makinen said the Committee could discuss that when they have time to review the recommendations.

9. ADJOURNMENT

There being no further business to discuss, Chairman Columbia adjourned the meeting at 7:47 p.m.

Respectfully Submitted by:

Mario Columbia, Chairman

Date: _____