

5<sup>th</sup> Management Plans  
Municipal Subgroup Meeting  
February 10, 2021



# Google Form Questionnaire

- Additional opportunity to provide input and feedback on items discussed in the meeting
- Questions are optional so you can choose what you'd like to provide input on
- Responses will be posted anonymously on our 5MP Concepts Webpage
- Please respond by 2/24/2021

Link to Google Form Questionnaire: <https://forms.gle/VxqMzHjMuFKtQu4Y8>



# Agenda

- I. Welcome
- II. Previous Meeting Recap
- III. 5MP Non-Per Capita Conservation Program (NPCCP) Revisions Update
- IV. Guest Presentation - *Integrated Conservation Program Proposal* by Claire Madden, Research Associate at WestWaterResearch
- V. Discussion of 5MP Gallons Per Capita Per Day (GPCD) Program Revisions
- VI. Closing Remarks



# Previous Meeting Recap

# Municipal Subgroup

## Previous Meeting Recap

- \* Introduced potential options for 5MP Total GPCD Program
- \* Requested feedback and input for the Total GPCD Program revisions

## Next Meeting Items

- \* Continue discussing NPCCP and Total GPCD Program revisions
- \* Discussion of Alternative Conservation Program (ACP) revisions

Next Meeting:



March 31, 2021 at 10am

# Status and Timeline of 4<sup>th</sup> and 5<sup>th</sup> Management Plans

# Status and Timeline of 4<sup>th</sup> & 5<sup>th</sup> Management Plans

**4MP**

Phoenix  
AMA  
Adoption  
2020

Pinal AMA  
Adoption  
2020

Santa Cruz  
AMA  
Adoption  
2020

MPWG  
2019-2021

Drafting Plans  
2021-2022

Adopting  
Plans  
2022

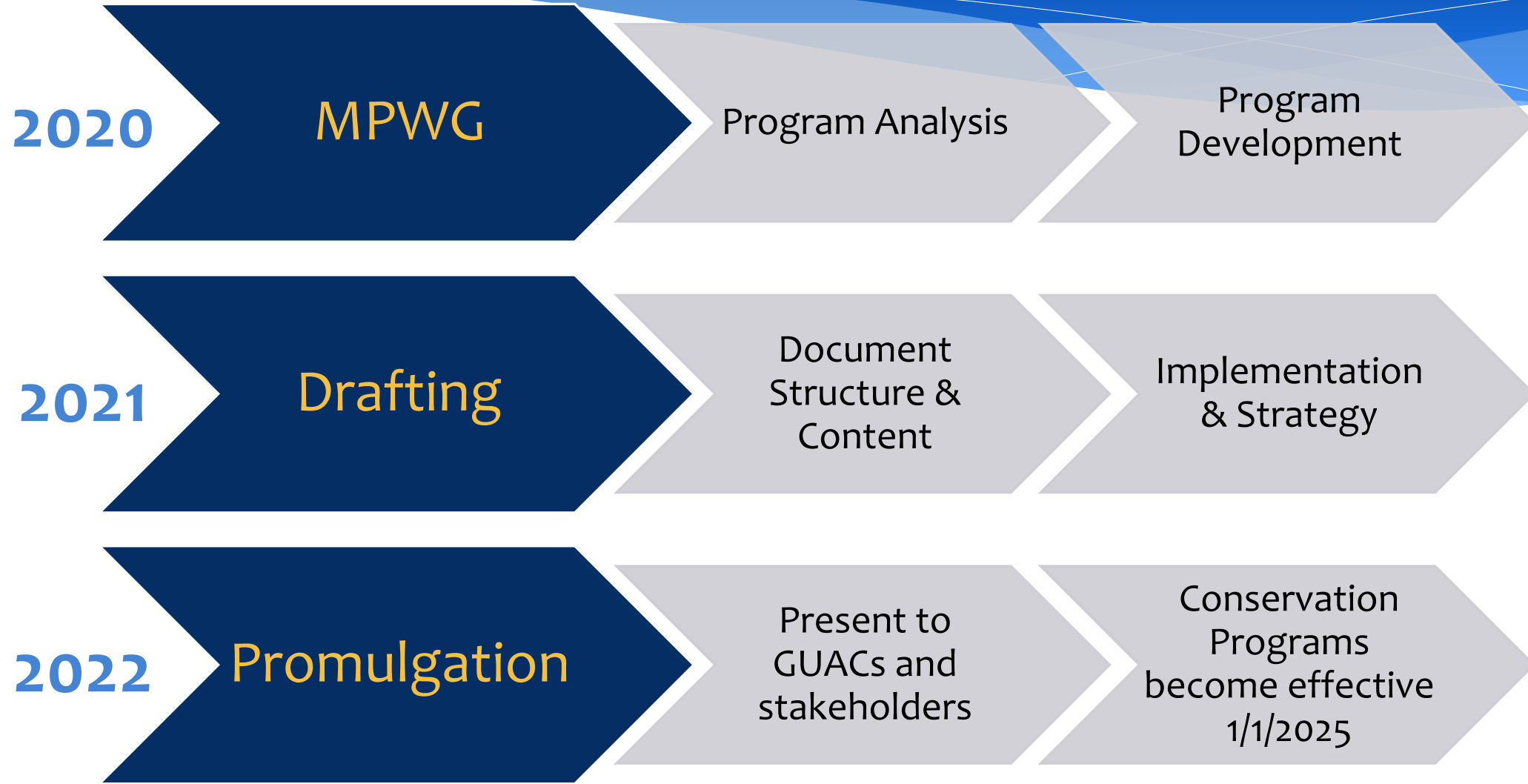
Plans Effective  
2025

**5MP**



# Estimated 5MP Timeline

[new.azwater.gov/5MP](http://new.azwater.gov/5MP)





# 5MP Municipal Subgroup: Potential Work Plan/Timeline

Topic (5MP Municipal Subgroup)	Meetings
Discussion of Non-Per Capita Conservation Program	February 2021
Discussion of GPCD Program <ul style="list-style-type: none"><li>• Method for Establishing Targets</li><li>• Flexibility Provisions</li><li>• Types of Water Included</li></ul>	February 2021 March 2021
Discussion of Alternative Conservation Program	March 2021

# Drafting Logistics

- \* All 5 Fifth Management Plans will be drafted simultaneously
  - \* Structure will largely match across AMAs
  - \* Time for AMA Customization
- \* Subgroups will reconvene as needed to review draft regulatory language
  - Goal: Publication of Initial Drafts in early 2022



# 5MP Non-Per Capita Conservation Program (NPCCP) Revisions Update

# 5MP NPCCP Appendix 5C

- \* We incorporated a lot of stakeholder input into the [5MP NPCCP BMP List \(Appendix 5C\)](#)
  - \* There is an updated version of the document on our website (linked above)
  - \* Please review the 5MP Appendix 5C and reach out to us if you have any additional comments and/or questions
  - \* There is also an [overview of proposed changes](#) which outlines what has changed in Appendix 5C from the 4MP to the 5MP, and from the first draft to the current draft

# *Integrated Conservation Program Proposal* by Claire Madden

---

# **Integrated Conservation Program Proposal**

**For Inclusion in the 5<sup>th</sup> Management Plan Municipal  
Non-Per Capita Conservation Program**

**ADWR Municipal Subgroup Meeting  
February 10, 2021**



# Outline

- Introduction
- Issue Statement
- BMP Categories
- Case Study Examples
- Proposal
- Summary
- Questions/Comments

# Introduction

- Private water companies represent an important component of municipal water supply
  - Not all municipalities have the capacity to act as a water service provider.
- 38 private water systems within Arizona's Active Management Areas are regulated as large municipal providers
  - Large municipal providers deliver more than 250 AF of non-irrigation water per year.
  - The majority of these water systems are regulated under the Municipal Non-Per Capita Conservation Program during the Fourth Management Plan implementation period.
  - Private water companies are regulated by the Arizona Corporation Commission in addition to ADWR.



# Issue Statement

There are differences in the ability of private water companies and public water utilities to implement conservation programs and best management practices outlined in the AMA Fourth Management Plans.

Municipal water providers can implement water conservation programs as a function of government, allowing for continuity between water conservation measures and other aspects of municipal management.

Not all BMPs approved by ADWR are measures that are well suited to implementation by a private water company.

Private water companies have a limited ability to operate in cohesion with other aspects of City governance to implement BMPs that align well with other City policies.

Currently, there is limited opportunity for private water companies to receive regulatory recognition for conservation measures implemented by a municipal government.

There is no formalized recognition of collaborative partnerships between city governments and private water providers to implement integrated conservation programs.

BMP Category and Examples	City's Strengths	Private Company's Strengths
<p><b>Category 1: Public Awareness / Public Relations</b></p> <ul style="list-style-type: none"> <li>• Water conservation campaign</li> <li>• Special events and community presentations</li> <li>• Market surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Community relations and trust</li> <li>• Integration into City branding, advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Technical support</li> <li>• Materials</li> </ul>
<p><b>Category 2: Conservation Education and Training</b></p> <ul style="list-style-type: none"> <li>• Adult education or training</li> <li>• Youth education program</li> <li>• New homeowner information</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and infrastructure</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education content and materials</li> <li>• Technical support</li> </ul>
<p><b>Category 3: Outreach Services</b></p> <ul style="list-style-type: none"> <li>• Residential water audits</li> <li>• Landscape consultations</li> <li>• Water use and waste investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Integration into City branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking customer water use</li> <li>• Providing notice and resolution</li> </ul>
<p><b>Category 4: Physical System Evaluations and Improvement</b></p> <ul style="list-style-type: none"> <li>• Leak detection program</li> <li>• Meter repair and replacement</li> <li>• Water system audit</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring system</li> <li>• Infrastructure replacement planning</li> </ul>
<p><b>Category 5: Ordinances / Conditions of Service / Tariffs</b></p> <ul style="list-style-type: none"> <li>• Landscape requirements</li> <li>• Plumbing requirements</li> <li>• Water efficiency requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Zoning code</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Technical support</li> <li>• Customer outreach</li> </ul>
<p><b>Category 6: Rebates / Incentives</b></p> <ul style="list-style-type: none"> <li>• Rebates for water efficient appliances</li> <li>• Rebates for efficient irrigation systems</li> <li>• Low interest loans for commercial efficiency improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Program management</li> <li>• Data collection</li> </ul>
<p><b>Category 7: Research / Innovation</b></p> <ul style="list-style-type: none"> <li>• Research a new technology</li> <li>• Pilot a new technology or technique</li> <li>• Evaluate a new technology or technique</li> </ul>	<ul style="list-style-type: none"> <li>• Regional partnerships</li> <li>• Test case for pilot study</li> </ul>	<ul style="list-style-type: none"> <li>• Research and data collection</li> <li>• Regional partnerships</li> </ul>

BMP Category and Examples	City's Strengths	Private Company's Strengths
<p><b>Category 1: Public Awareness / Public Relations</b></p> <ul style="list-style-type: none"> <li>• Water conservation campaign</li> <li>• Special events and community presentations</li> <li>• Market surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Community relations and trust</li> <li>• Integration into City branding, advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Technical support</li> <li>• Materials</li> </ul>
<p><b>Category 2: Conservation Education and Training</b></p> <ul style="list-style-type: none"> <li>• Adult education or training</li> <li>• Youth education program</li> <li>• New homeowner information</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and infrastructure</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education content and materials</li> <li>• Technical support</li> </ul>
<p><b>Category 3: Outreach Services</b></p> <ul style="list-style-type: none"> <li>• Residential water audits</li> <li>• Landscape consultations</li> <li>• Water use and waste investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Integration into City branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking customer water use</li> <li>• Providing notice and resolution</li> </ul>
<p><b>Category 4: Physical System Evaluations and Improvement</b></p> <ul style="list-style-type: none"> <li>• Leak detection program</li> <li>• Meter repair and replacement</li> <li>• Water system audit</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring system</li> <li>• Infrastructure replacement planning</li> </ul>
<p><b>Category 5: Ordinances / Conditions of Service / Tariffs</b></p> <ul style="list-style-type: none"> <li>• Landscape requirements</li> <li>• Plumbing requirements</li> <li>• Water efficiency requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Zoning code</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Technical support</li> <li>• Customer outreach</li> </ul>
<p><b>Category 6: Rebates / Incentives</b></p> <ul style="list-style-type: none"> <li>• Rebates for water efficient appliances</li> <li>• Rebates for efficient irrigation systems</li> <li>• Low interest loans for commercial efficiency improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Program management</li> <li>• Data collection</li> </ul>
<p><b>Category 7: Research / Innovation</b></p> <ul style="list-style-type: none"> <li>• Research a new technology</li> <li>• Pilot a new technology or technique</li> <li>• Evaluate a new technology or technique</li> </ul>	<ul style="list-style-type: none"> <li>• Regional partnerships</li> <li>• Test case for pilot study</li> </ul>	<ul style="list-style-type: none"> <li>• Research and data collection</li> <li>• Regional partnerships</li> </ul>

BMP Category and Examples	City's Strengths	Private Company's Strengths
<p><b>Category 1: Public Awareness / Public Relations</b></p> <ul style="list-style-type: none"> <li>• Water conservation campaign</li> <li>• Special events and community presentations</li> <li>• Market surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Community relations and trust</li> <li>• Integration into City branding, advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Technical support</li> <li>• Materials</li> </ul>
<p><b>Category 2: Conservation Education and Training</b></p> <ul style="list-style-type: none"> <li>• Adult education or training</li> <li>• Youth education program</li> <li>• New homeowner information</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and infrastructure</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education content and materials</li> <li>• Technical support</li> </ul>
<p><b>Category 3: Outreach Services</b></p> <ul style="list-style-type: none"> <li>• Residential water audits</li> <li>• Landscape consultations</li> <li>• Water use and waste investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Integration into City branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking customer water use</li> <li>• Providing notice and resolution</li> </ul>
<p><b>Category 4: Physical System Evaluations and Improvement</b></p> <ul style="list-style-type: none"> <li>• Leak detection program</li> <li>• Meter repair and replacement</li> <li>• Water system audit</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring system</li> <li>• Infrastructure replacement planning</li> </ul>
<p><b>Category 5: Ordinances / Conditions of Service / Tariffs</b></p> <ul style="list-style-type: none"> <li>• Landscape requirements</li> <li>• Plumbing requirements</li> <li>• Water efficiency requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Zoning code</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Technical support</li> <li>• Customer outreach</li> </ul>
<p><b>Category 6: Rebates / Incentives</b></p> <ul style="list-style-type: none"> <li>• Rebates for water efficient appliances</li> <li>• Rebates for efficient irrigation systems</li> <li>• Low interest loans for commercial efficiency improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Program management</li> <li>• Data collection</li> </ul>
<p><b>Category 7: Research / Innovation</b></p> <ul style="list-style-type: none"> <li>• Research a new technology</li> <li>• Pilot a new technology or technique</li> <li>• Evaluate a new technology or technique</li> </ul>	<ul style="list-style-type: none"> <li>• Regional partnerships</li> <li>• Test case for pilot study</li> </ul>	<ul style="list-style-type: none"> <li>• Research and data collection</li> <li>• Regional partnerships</li> </ul>

BMP Category and Examples	City's Strengths	Private Company's Strengths
<p><b>Category 1: Public Awareness / Public Relations</b></p> <ul style="list-style-type: none"> <li>• Water conservation campaign</li> <li>• Special events and community presentations</li> <li>• Market surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Community relations and trust</li> <li>• Integration into City branding, advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Technical support</li> <li>• Materials</li> </ul>
<p><b>Category 2: Conservation Education and Training</b></p> <ul style="list-style-type: none"> <li>• Adult education or training</li> <li>• Youth education program</li> <li>• New homeowner information</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and infrastructure</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education content and materials</li> <li>• Technical support</li> </ul>
<p><b>Category 3: Outreach Services</b></p> <ul style="list-style-type: none"> <li>• Residential water audits</li> <li>• Landscape consultations</li> <li>• Water use and waste investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Integration into City branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking customer water use</li> <li>• Providing notice and resolution</li> </ul>
<p><b>Category 4: Physical System Evaluations and Improvement</b></p> <ul style="list-style-type: none"> <li>• Leak detection program</li> <li>• Meter repair and replacement</li> <li>• Water system audit</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring system</li> <li>• Infrastructure replacement planning</li> </ul>
<p><b>Category 5: Ordinances / Conditions of Service / Tariffs</b></p> <ul style="list-style-type: none"> <li>• Landscape requirements</li> <li>• Plumbing requirements</li> <li>• Water efficiency requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Zoning code</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Technical support</li> <li>• Customer outreach</li> </ul>
<p><b>Category 6: Rebates / Incentives</b></p> <ul style="list-style-type: none"> <li>• Rebates for water efficient appliances</li> <li>• Rebates for efficient irrigation systems</li> <li>• Low interest loans for commercial efficiency improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Program management</li> <li>• Data collection</li> </ul>
<p><b>Category 7: Research / Innovation</b></p> <ul style="list-style-type: none"> <li>• Research a new technology</li> <li>• Pilot a new technology or technique</li> <li>• Evaluate a new technology or technique</li> </ul>	<ul style="list-style-type: none"> <li>• Regional partnerships</li> <li>• Test case for pilot study</li> </ul>	<ul style="list-style-type: none"> <li>• Research and data collection</li> <li>• Regional partnerships</li> </ul>

BMP Category and Examples	City's Strengths	Private Company's Strengths
<p><b>Category 1: Public Awareness / Public Relations</b></p> <ul style="list-style-type: none"> <li>• Water conservation campaign</li> <li>• Special events and community presentations</li> <li>• Market surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Community relations and trust</li> <li>• Integration into City branding, advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Technical support</li> <li>• Materials</li> </ul>
<p><b>Category 2: Conservation Education and Training</b></p> <ul style="list-style-type: none"> <li>• Adult education or training</li> <li>• Youth education program</li> <li>• New homeowner information</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and infrastructure</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education content and materials</li> <li>• Technical support</li> </ul>
<p><b>Category 3: Outreach Services</b></p> <ul style="list-style-type: none"> <li>• Residential water audits</li> <li>• Landscape consultations</li> <li>• Water use and waste investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Integration into City branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking customer water use</li> <li>• Providing notice and resolution</li> </ul>
<p><b>Category 4: Physical System Evaluations and Improvement</b></p> <ul style="list-style-type: none"> <li>• Leak detection program</li> <li>• Meter repair and replacement</li> <li>• Water system audit</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring system</li> <li>• Infrastructure replacement planning</li> </ul>
<p><b>Category 5: Ordinances / Conditions of Service / Tariffs</b></p> <ul style="list-style-type: none"> <li>• Landscape requirements</li> <li>• Plumbing requirements</li> <li>• Water efficiency requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Zoning code</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Technical support</li> <li>• Customer outreach</li> </ul>
<p><b>Category 6: Rebates / Incentives</b></p> <ul style="list-style-type: none"> <li>• Rebates for water efficient appliances</li> <li>• Rebates for efficient irrigation systems</li> <li>• Low interest loans for commercial efficiency improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Program management</li> <li>• Data collection</li> </ul>
<p><b>Category 7: Research / Innovation</b></p> <ul style="list-style-type: none"> <li>• Research a new technology</li> <li>• Pilot a new technology or technique</li> <li>• Evaluate a new technology or technique</li> </ul>	<ul style="list-style-type: none"> <li>• Regional partnerships</li> <li>• Test case for pilot study</li> </ul>	<ul style="list-style-type: none"> <li>• Research and data collection</li> <li>• Regional partnerships</li> </ul>

BMP Category and Examples	City's Strengths	Private Company's Strengths
<p><b>Category 1: Public Awareness / Public Relations</b></p> <ul style="list-style-type: none"> <li>• Water conservation campaign</li> <li>• Special events and community presentations</li> <li>• Market surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Community relations and trust</li> <li>• Integration into City branding, advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Technical support</li> <li>• Materials</li> </ul>
<p><b>Category 2: Conservation Education and Training</b></p> <ul style="list-style-type: none"> <li>• Adult education or training</li> <li>• Youth education program</li> <li>• New homeowner information</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and infrastructure</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education content and materials</li> <li>• Technical support</li> </ul>
<p><b>Category 3: Outreach Services</b></p> <ul style="list-style-type: none"> <li>• Residential water audits</li> <li>• Landscape consultations</li> <li>• Water use and waste investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Integration into City branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking customer water use</li> <li>• Providing notice and resolution</li> </ul>
<p><b>Category 4: Physical System Evaluations and Improvement</b></p> <ul style="list-style-type: none"> <li>• Leak detection program</li> <li>• Meter repair and replacement</li> <li>• Water system audit</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring system</li> <li>• Infrastructure replacement planning</li> </ul>
<p><b>Category 5: Ordinances / Conditions of Service / Tariffs</b></p> <ul style="list-style-type: none"> <li>• Landscape requirements</li> <li>• Plumbing requirements</li> <li>• Water efficiency requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Zoning code</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Technical support</li> <li>• Customer outreach</li> </ul>
<p><b>Category 6: Rebates / Incentives</b></p> <ul style="list-style-type: none"> <li>• Rebates for water efficient appliances</li> <li>• Rebates for efficient irrigation systems</li> <li>• Low interest loans for commercial efficiency improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Program management</li> <li>• Data collection</li> </ul>
<p><b>Category 7: Research / Innovation</b></p> <ul style="list-style-type: none"> <li>• Research a new technology</li> <li>• Pilot a new technology or technique</li> <li>• Evaluate a new technology or technique</li> </ul>	<ul style="list-style-type: none"> <li>• Regional partnerships</li> <li>• Test case for pilot study</li> </ul>	<ul style="list-style-type: none"> <li>• Research and data collection</li> <li>• Regional partnerships</li> </ul>

BMP Category and Examples	City's Strengths	Private Company's Strengths
<p><b>Category 1: Public Awareness / Public Relations</b></p> <ul style="list-style-type: none"> <li>• Water conservation campaign</li> <li>• Special events and community presentations</li> <li>• Market surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Community relations and trust</li> <li>• Integration into City branding, advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Technical support</li> <li>• Materials</li> </ul>
<p><b>Category 2: Conservation Education and Training</b></p> <ul style="list-style-type: none"> <li>• Adult education or training</li> <li>• Youth education program</li> <li>• New homeowner information</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and infrastructure</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education content and materials</li> <li>• Technical support</li> </ul>
<p><b>Category 3: Outreach Services</b></p> <ul style="list-style-type: none"> <li>• Residential water audits</li> <li>• Landscape consultations</li> <li>• Water use and waste investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Integration into City branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking customer water use</li> <li>• Providing notice and resolution</li> </ul>
<p><b>Category 4: Physical System Evaluations and Improvement</b></p> <ul style="list-style-type: none"> <li>• Leak detection program</li> <li>• Meter repair and replacement</li> <li>• Water system audit</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring system</li> <li>• Infrastructure replacement planning</li> </ul>
<p><b>Category 5: Ordinances / Conditions of Service / Tariffs</b></p> <ul style="list-style-type: none"> <li>• Landscape requirements</li> <li>• Plumbing requirements</li> <li>• Water efficiency requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Zoning code</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Technical support</li> <li>• Customer outreach</li> </ul>
<p><b>Category 6: Rebates / Incentives</b></p> <ul style="list-style-type: none"> <li>• Rebates for water efficient appliances</li> <li>• Rebates for efficient irrigation systems</li> <li>• Low interest loans for commercial efficiency improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Program management</li> <li>• Data collection</li> </ul>
<p><b>Category 7: Research / Innovation</b></p> <ul style="list-style-type: none"> <li>• Research a new technology</li> <li>• Pilot a new technology or technique</li> <li>• Evaluate a new technology or technique</li> </ul>	<ul style="list-style-type: none"> <li>• Regional partnerships</li> <li>• Test case for pilot study</li> </ul>	<ul style="list-style-type: none"> <li>• Research and data collection</li> <li>• Regional partnerships</li> </ul>



BMP Category and Examples	City's Strengths	Private Company's Strengths
<p><b>Category 1: Public Awareness / Public Relations</b></p> <ul style="list-style-type: none"> <li>• Water conservation campaign</li> <li>• Special events and community presentations</li> <li>• Market surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Community relations and trust</li> <li>• Integration into City branding, advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Technical support</li> <li>• Materials</li> </ul>
<p><b>Category 2: Conservation Education and Training</b></p> <ul style="list-style-type: none"> <li>• Adult education or training</li> <li>• Youth education program</li> <li>• New homeowner information</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and infrastructure</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education content and materials</li> <li>• Technical support</li> </ul>
<p><b>Category 3: Outreach Services</b></p> <ul style="list-style-type: none"> <li>• Residential water audits</li> <li>• Landscape consultations</li> <li>• Water use and waste investigations</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Integration into City branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking customer water use</li> <li>• Providing notice and resolution</li> </ul>
<p><b>Category 4: Physical System Evaluations and Improvement</b></p> <ul style="list-style-type: none"> <li>• Leak detection program</li> <li>• Meter repair and replacement</li> <li>• Water system audit</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring system</li> <li>• Infrastructure replacement planning</li> </ul>
<p><b>Category 5: Ordinances / Conditions of Service / Tariffs</b></p> <ul style="list-style-type: none"> <li>• Landscape requirements</li> <li>• Plumbing requirements</li> <li>• Water efficiency requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Zoning code</li> <li>• Enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Technical support</li> <li>• Customer outreach</li> </ul>
<p><b>Category 6: Rebates / Incentives</b></p> <ul style="list-style-type: none"> <li>• Rebates for water efficient appliances</li> <li>• Rebates for efficient irrigation systems</li> <li>• Low interest loans for commercial efficiency improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement and public awareness</li> <li>• Funding support</li> </ul>	<ul style="list-style-type: none"> <li>• Program management</li> <li>• Data collection</li> </ul>
<p><b>Category 7: Research / Innovation</b></p> <ul style="list-style-type: none"> <li>• Research a new technology</li> <li>• Pilot a new technology or technique</li> <li>• Evaluate a new technology or technique</li> </ul>	<ul style="list-style-type: none"> <li>• Regional partnerships</li> <li>• Test case for pilot study</li> </ul>	<ul style="list-style-type: none"> <li>• Research and data collection</li> <li>• Regional partnerships</li> </ul>

# Case Study: Casa Grande and Arizona Water Company

- Arizona Water Company is the primary water service provider within the City of Casa Grande and has been working collaboratively with the City government to implement a number of water conservation measures
  - SAVE IT! Casa Grande
    - One component of a City-wide marketing campaign, focused on making water conservation an integral part of the community ethic and lifestyle
  - Water Wise Outside
    - A conservation program specifically designed to address high water use for outdoor irrigation. Arizona Water Company will be implementing a pilot of this program in collaboration with Casa Grande to identify conservation opportunities at City parks.
  - General Plan
    - Casa Grande's General Plan 2030 includes several goals for City management that focus on water conservation and responsible growth. These goals were informed in part by the City's collaboration with Arizona Water Company

# Integrated Conservation Program Proposal

## New provisions

included as a subset and optional addition to the existing Municipal Non-Per Capita Conservation Program for the Fifth Management Plans

- Formalized recognition of public-private partnerships working towards water conservation in municipalities served by a private water company
- Enable a private water company to work more fluidly with the municipality it serves to provide broad and comprehensive water conservation programming that addresses several specific water conservation measures

## Additional requirements

for complying with the Integrated Conservation Program and receiving BMP credit

- Details on program eligibility and requirements for enrolling
- Updates to the BMP requirements for enrolled providers
- Changes to existing reporting requirements, including additional reporting on partnership

# Integrated Conservation Program Proposal - Details

- Formalization of Partnership
- BMP Requirements
- Reporting Requirements
- Coordination with ACC

# Integrated Conservation Program Proposal - Details

- **Formalization of Partnership**

- Require the entities in the partnership to sign a Memorandum of Understanding that formalizes the relationship, outlines the specific roles and responsibilities of each entity, and provides a term upon which the agreement must be reviewed and renewed, updated, or abandoned.
- Allow for private water companies to indicate municipal partnership in the required Provider Profile, including documentation of the agreement (MOU).
- Establish system of verification to ensure that partnership is a two-way collaboration.
- Identify a staff member from the private water company and/or the municipal government that is responsible for coordinating and liaising to ensure an effective and functional partnership.

- BMP Requirements
- Reporting Requirements
- Coordination with ACC

# Integrated Conservation Program Proposal - Details

- Formalization of Partnership
- **BMP Requirements**
  - BMP requirements remain unchanged and tier system for points requirements applies.
  - BMP requirements are updated to provide points to providers that are engaging in the Integrated Conservation Program.
  - BMP list is different for participants of the Integrated Conservation Program.
  - Allow municipalities that are not water providers to accrue BMP points and transfer those points to the private water company operating in the service area where the BMPs are implemented.
  - Allow private water companies to transfer BMP points from one service area to another within the same AMA satisfy regulatory requirements if they are otherwise unable to implement the necessary BMPs in a service area.
- Reporting Requirements
- Coordination with ACC

# Integrated Conservation Program Proposal - Details

- Formalization of Partnership
- BMP Requirements
- **Reporting Requirements**
  - Provider is required to report all conservation programs initiated/funded/led by the company.
  - Provider is required to report funding received by the city to support BMP implementation.
  - Provider is required to report all city actions that qualify for BMP points in the required Conservation Efforts Report (CER).
  - City officials must sign off on CER prepared by private water company before it is submitted.
  - CER must specify conservation measures instituted/initiated by city, by company and in collaboration.
  - Additional requirements for tracking and reporting program effectiveness.
- Coordination with ACC

# Integrated Conservation Program Proposal - Details

- Formalization of Partnership
- BMP Requirements
- Reporting Requirements
- **Coordination with ACC**
  - Interagency policy between ADWR and ACC to place the regulatory responsibility with ADWR and increase communication efficacy between regulators.
  - Continued interagency coordination between ADWR, ACC, ADEQ and others to streamline and harmonize reporting requirements.
  - Formalized system of record keeping and compliance verification for regulated entities.



# Summary

Private water companies and public water utilities have different ability and authority to implement BMPs

Proposing an optional program within the Municipal NPCCP for private water companies to collaborate with municipal gov't to implement conservation measures

Many options for how to write specific requirements and stipulations of the program  
Specifics to be determined by ADWR with input from Municipal Subgroup

This program presents an opportunity to increase the efficacy of the Municipal NPCCP and expand conservation outcomes in the AMAs during the Fifth Management Plan implementation period.

---

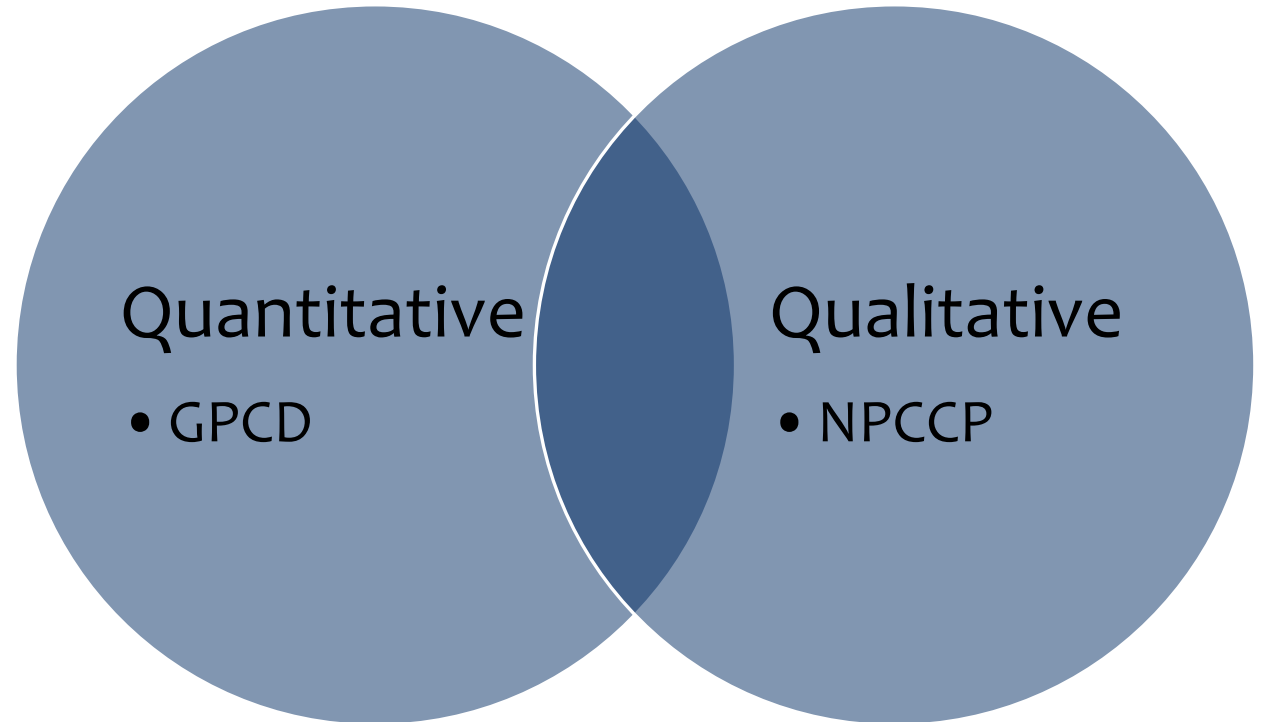
**Questions / Comments?**

# Discussion of 5MP Gallons Per Capita Per Day (GPCD) Program Revisions

# 5MP GPCD Program

## Goals for 5MP GPCD Proposal

- \* Quantitative
- \* Realistic
- \* Responsive
- \* “Reductions in withdrawals of groundwater”



# 4MP GPCD Requirements

**GPCD Requirement will be the default unless:**

**Default < Minimum → Minimum**

**Default > Maximum → Maximum**

- \* Default = Median of total GPCD from 2000-2009
- \* Minimum = 132 gal/HU + 40 gal/person + 3MP Non-Residential component
- \* Maximum = 3MP Final GPCD requirement

**See Appendix 5A for all details and values**

# Potential 5MP GPCD Requirement Calculations

**GPCD Requirement will be the default unless:**

**Default < Minimum → Minimum**

**Default > Maximum → Maximum**

Minimum	Default	Maximum
<ul style="list-style-type: none"> <li>• X year rolling average minus X</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>• 5 year rolling average minus 1 GPCD</li> <li>• 10 year rolling average minus 5 GPCD</li> <li>• 5 year rolling average minus 2.5%</li> </ul>	<ul style="list-style-type: none"> <li>• X year rolling average minus X</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>• 10 year rolling average minus 2 GPCD</li> <li>• 10 year rolling average minus 5%</li> <li>• 5 year rolling average minus 0.5 GPCD</li> </ul>	<ul style="list-style-type: none"> <li>• X year rolling average</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>• 3 year rolling average</li> <li>• 5 year rolling average</li> <li>• 10 year rolling average</li> </ul>

# 5MP GPCD Scenarios Dashboard

<https://new.azwater.gov/5MP/plans-concepts>



# Questions & Discussion

## Feedback on:

- \* General Structure
- \* Reasonability
- \* How to set variables

## Additional Discussion Needed:

- \* Flexibility Provisions
- \* Water Types Included





# Closing Remarks



# Municipal Subgroup

## Previous Meeting Recap

- \* Introduced potential options for 5MP Total GPCD Program
- \* Requested feedback and input for the Total GPCD Program revisions

## Next Meeting Items

- \* Continue discussing NPCCP and Total GPCD Program revisions
- \* Discussion of Alternative Conservation Program (ACP) revisions

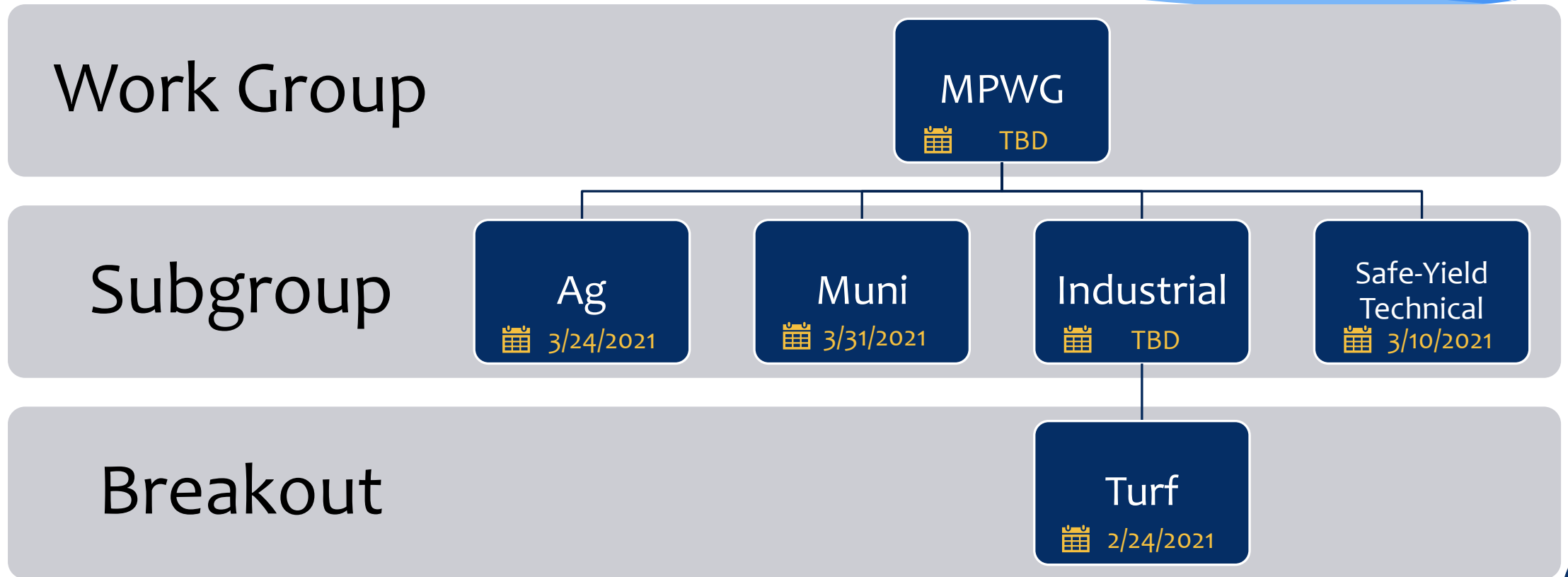
Next Meeting:



March 31, 2021 at 10am

# MPWG Subgroups

{All meeting info is available at [new.azwater.gov/5MP/meetings](http://new.azwater.gov/5MP/meetings)}



# Questions?

[managementplans@azwater.gov](mailto:managementplans@azwater.gov)

Management Plans Work Group:  
[new.azwater.gov/5MP](http://new.azwater.gov/5MP)

Full Text of Management Plans:  
[new.azwater.gov/ama/management-plans](http://new.azwater.gov/ama/management-plans)

