

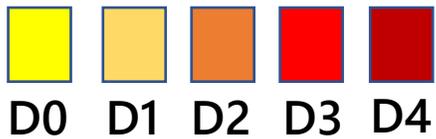
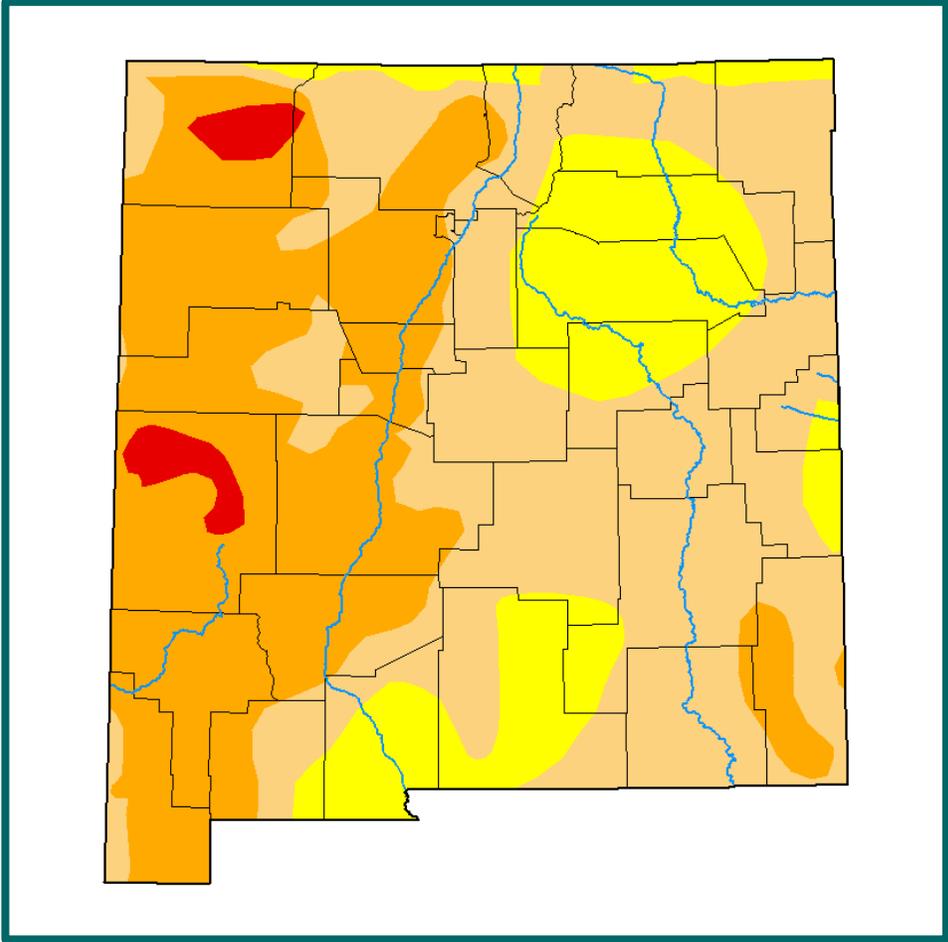
# Water Resources Division

- **Water Report**
- **Conservation Outreach**

**Mark Kelly, PE**  
**Water Resources Manager**

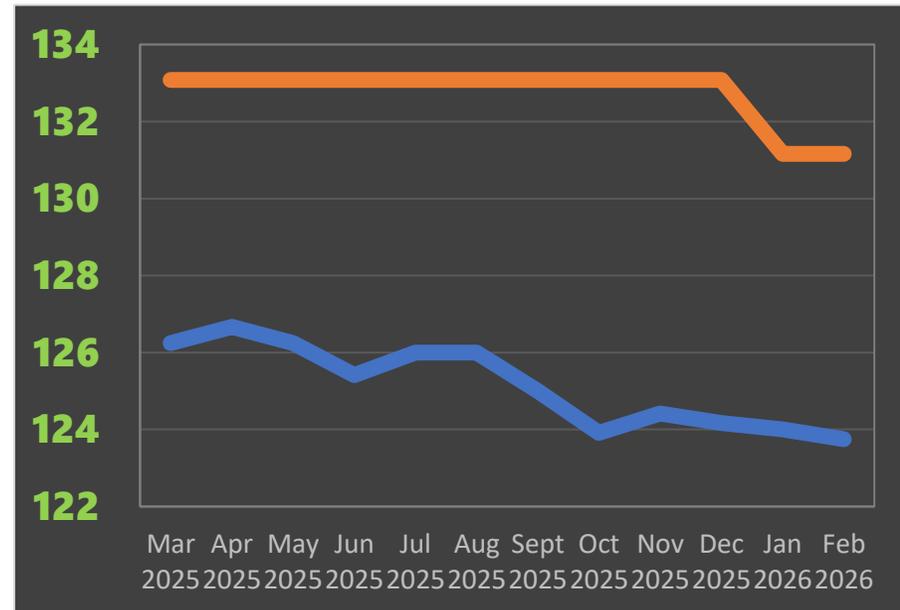
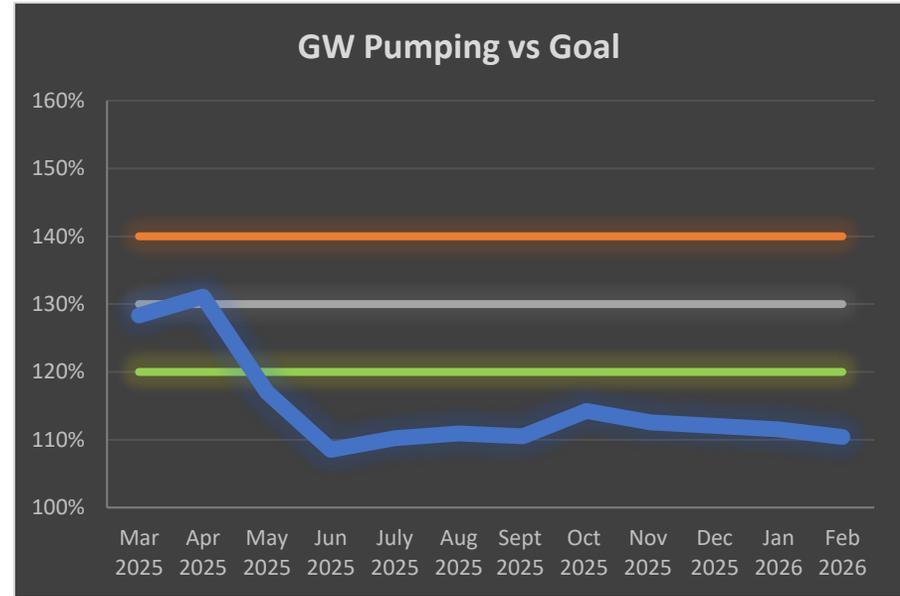
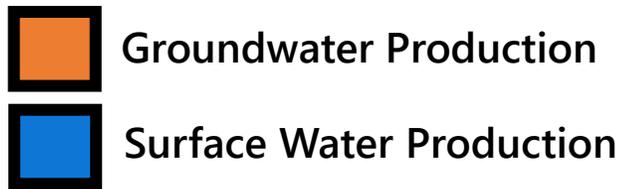
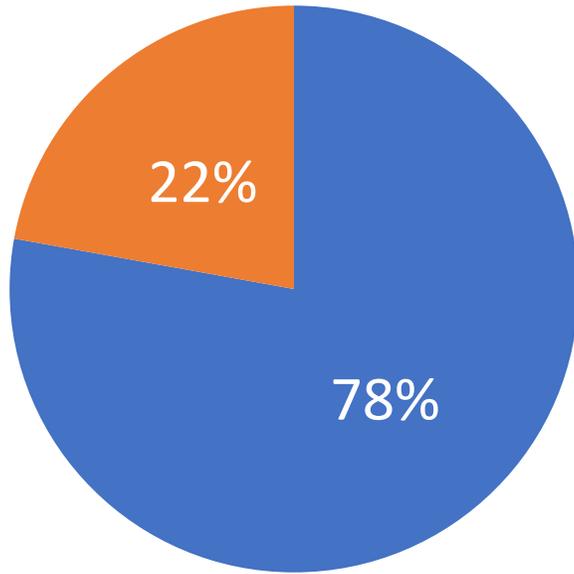
**Amos Arber**  
**Conservation Program Manager**

# SUPPLY METRICS SNAPSHOT



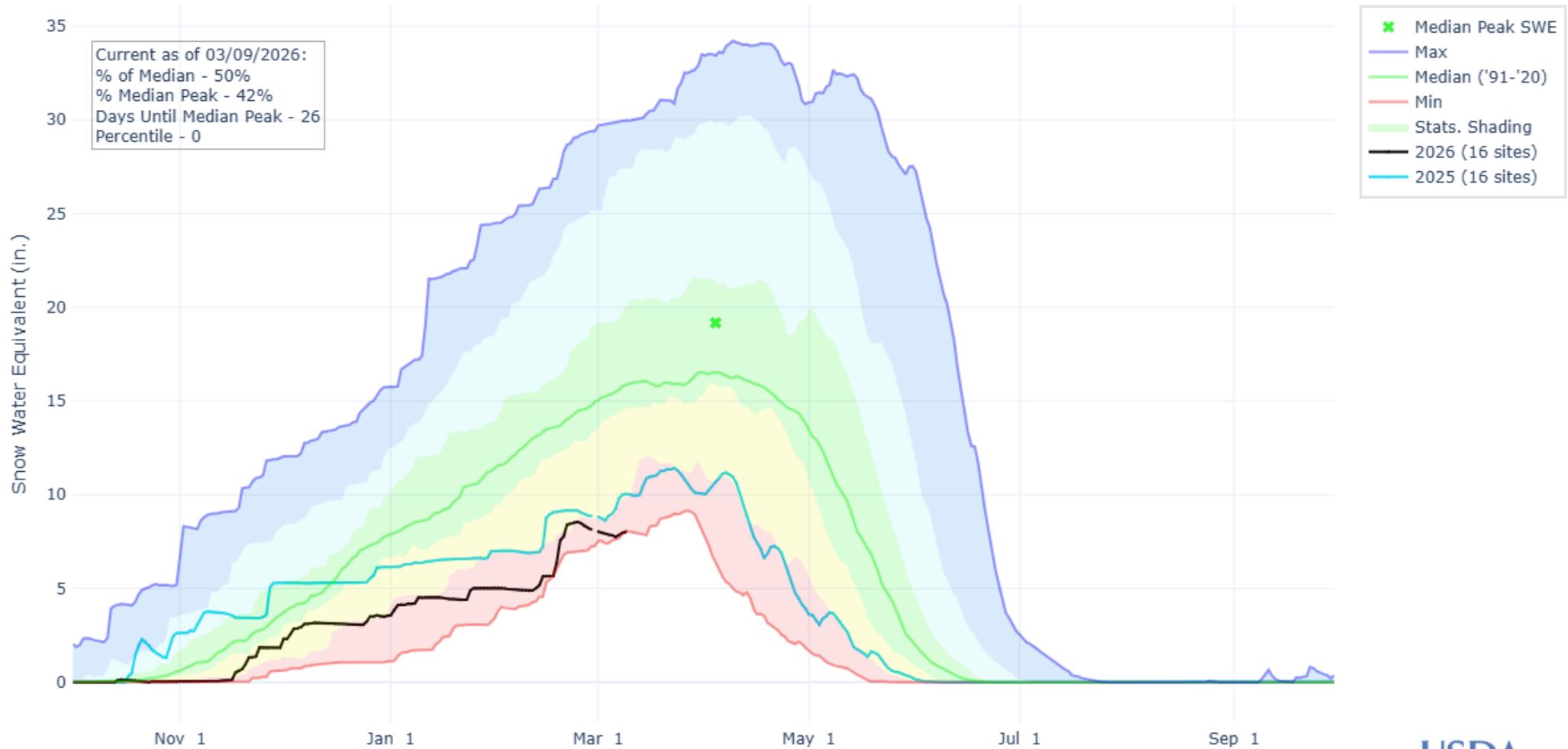
Water Authority  
Drought Stage:  
None

**March 2026**  
(February Supply Data)



# SJC Snowpack

## SNOW WATER EQUIVALENT IN UPPER SAN JUAN



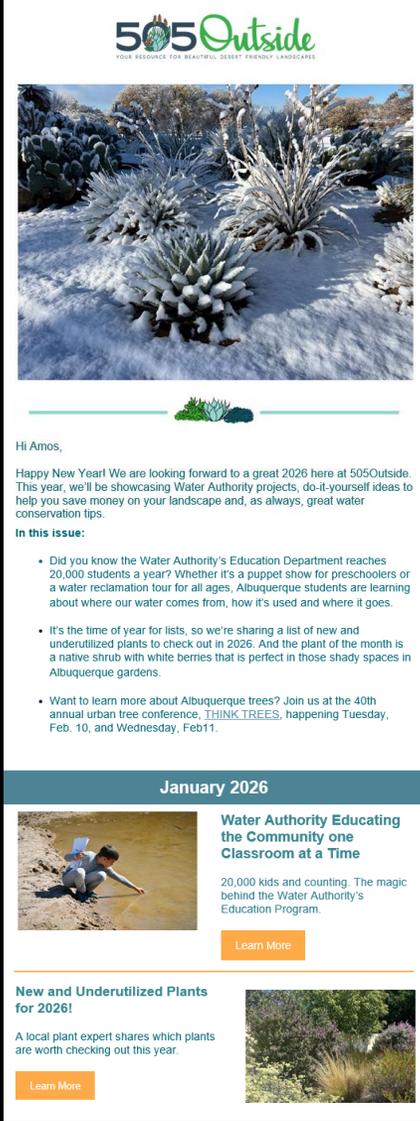
# Spring 2026 - Water Conservation Program Outreach



# How We Reach Customers: A Portfolio Approach

Our outreach strategy is designed to educate customers, enable action, and reinforce efficient water use

- We use a mix of digital tools, targeted outreach, in-person engagement, partnerships, and policy signals to reach different audiences
- Education and awareness (tools, resources, training)
- Incentives and support (rebates, consultations, technical assistance)
- Reinforcement (data-driven targeting, pricing/policy signals)



**505Outside**  
YOUR RESOURCE FOR BEAUTIFUL, DESERT FRIENDLY LANDSCAPES

Hi Amos,

Happy New Year! We are looking forward to a great 2026 here at 505Outside. This year, we'll be showcasing Water Authority projects, do-it-yourself ideas to help you save money on your landscape and, as always, great water conservation tips.

**In this issue:**

- Did you know the Water Authority's Education Department reaches 20,000 students a year? Whether it's a puppet show for preschoolers or a water reclamation tour for all ages, Albuquerque students are learning about where our water comes from, how it's used and where it goes.
- It's the time of year for lists, so we're sharing a list of new and underutilized plants to check out in 2026. And the plant of the month is a native shrub with white berries that is perfect in those shady spaces in Albuquerque gardens.
- Want to learn more about Albuquerque trees? Join us at the 40th annual urban tree conference, **THINK TREES**, happening Tuesday, Feb. 10, and Wednesday, Feb 11.

**January 2026**

**Water Authority Educating the Community one Classroom at a Time**

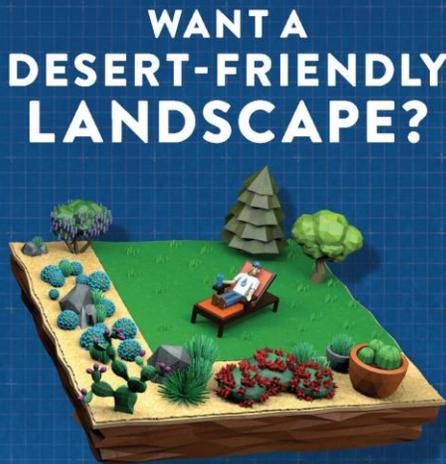
20,000 kids and counting. The magic behind the Water Authority's Education Program.

[Learn More](#)

**New and Underutilized Plants for 2026!**

A local plant expert shares which plants are worth checking out this year.

[Learn More](#)



**WANT A DESERT-FRIENDLY LANDSCAPE?**

**SCHEDULE AN IRRIGATION CONSULTATION**

Learn how to set and service your irrigation system with a **FREE**, in-person efficiency consultation from a Water Authority irrigation specialist. To schedule an appointment, **CALL 505-289-3003**

**APPLY FOR REBATES**

The Water Authority offers generous rebates for the purchase of certain water-saving technologies, trees and tree care, and conversion to desert-friendly landscaping.

For information, visit [abcwua.org](http://abcwua.org) or [505Outside.com](http://505Outside.com)

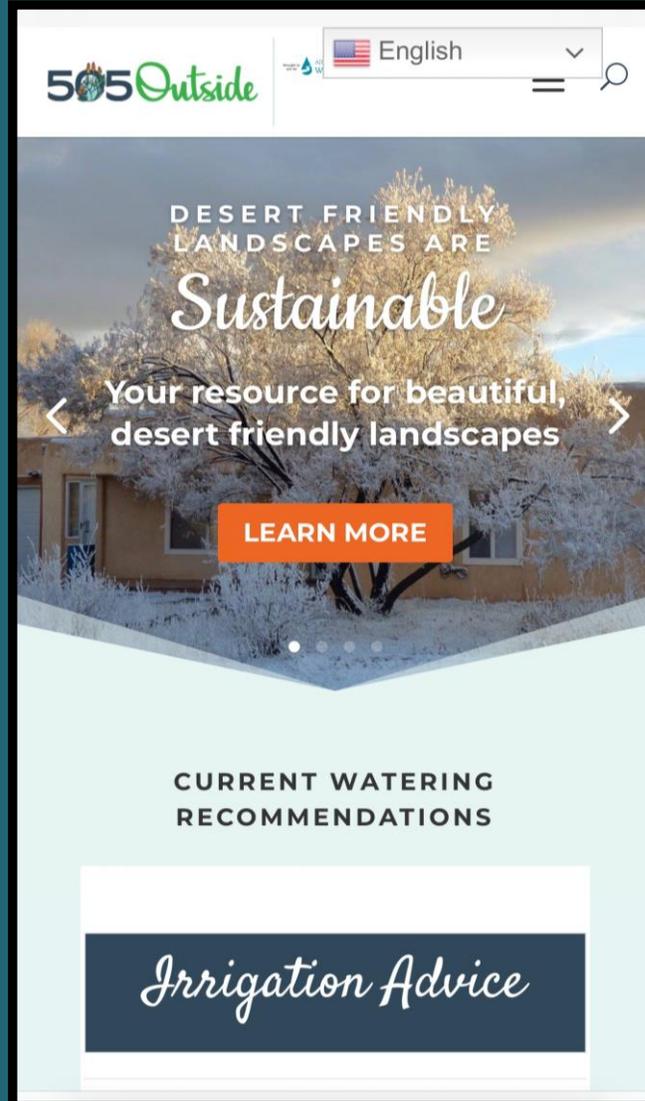
**505Outside**  
YOUR RESOURCE FOR BEAUTIFUL, DESERT FRIENDLY LANDSCAPES

**WATER AUTHORITY**

**LEARN THE THREE STEPS TO LANDSCAPE SUCCESS!**

# Core Education Platform: Always-On

- 505Outside.com website and monthly newsletter, our primary public-facing education engine
- Major website refresh underway



## 505Outside.com website refresh

- Website Launched in fall of 2018
- Extremely popular with customers
- Awarded American Society of Landscape Architect's Communication Award in 2021
- Site now contains a massive amount of content such as landscape expert articles, Irrigation resources, and plant profiles
- Website Refresh will improve navigation, ability to search for content, add pages, new features, update the look and images



# Core Education Platform - Smart controller educational materials

**PRO TIP 1:** CHOOSING A CONTROLLER THAT LETS YOU SELECT THE WEATHER STATION YOU CONNECT TO IS REALLY IMPORTANT BECAUSE THE ALBUQUERQUE METRO AREA CAN EXPERIENCE WILDLY DIFFERNT WEATHER WITHIN A QUARTER MILE AREA. IF YOUR POWER GOES OUT YOU MAY NEED TO RESET YOUR WEATHER STATION SETTING.

## BESTSELLING SMART IRRIGATION CONTOLLERS, ABQ METRO AREA (2025)

		Lets You Choose the Nearest Weather Station for Live Data	Adjustable Soil Type Settings	Adjustable Plant Type Settings	Adjustable Sprinkler Type Settings	Adjustable Slope Settings	Adjustable Sun/ Exposure Settings
	RACHIO 3	✓	✓	✓	✓	✓	✓
	ORBIT B-HYVE 57995	✓	✓	✓	✓	✓	✓
	ORBIT B-HYVE 57950	✓	✓	✓	✓	✓	✓
	HUNTER X2 WITH WAND	Paid Subscription	✓	✓	No*	✓	✓
	HUNTER HPC400	Paid Subscription	✓	✓	No*	✓	✓

\* Hunter does not have "Sprinkler Type" settings; they require you to choose an efficiency percentage (%) which functions similarly.

**PRO TIP 2:** MAKE SURE THE SMART CONTROLLER YOU CHOOSE WILL CONNECT TO YOUR WI-FI. MANY SMART CONTROLLERS CAN'T CONNECT TO 5.0 GHZ WI-FI. THE RACHIO 3 AND ORBIT B-HYVE 57995 ARE TWO SMART CONTROLLERS THAT CONNECT TO 5.0 GHZ. THE RACHIO 3 IS THE ONLY SMART CONTROLLER THAT CONNECTS TO BOTH 2.4 GHZ AND 5.0 GHZ WI-FI.

Find out more detailed information on irrigation by visiting [www.505Outside.com](http://www.505Outside.com) or send an email question to [askanexpert@abcwua.org](mailto:askanexpert@abcwua.org).

## Smart controller study results

Pilot program and rebate customers showed significant benefits *particularly with the highest water users:*

- Average annual savings of over 50,000 Gallons
- 80% studied showed improvements in fall irrigation ramp-down
- The top 100 highest users in the rebate study group saved an average of \$630 annually on their water bill

# Data-Driven Targeted Outreach: Right Message, Right Customer

- Top 5% residential water-use letters
- New targeted outreach letters based on water-use patterns and landscape type
- Water Use Efficiency Specialist outreach, guided by dashboard data

	Site Name	Acct	Address	Gallon Increase (dbl) <small>click for contact info</small>
<b>CHANGE IN OVERALL USE</b>	ARROYO DEL OSO GC	1845579560	7001 OSUNA RD NE	2,434,909
	PARADISE HILLS GOLF COURSE	5247542118	10035 COUNTRY CLUB LN NW	1,902,296
	ALAMOSA PARK	9394579560	6540 SUNSET GARDENS RD SW	1,781,111
	TANOAN GOLF COURSE	1164579560	2 LOWELL ST NE	1,503,584
	PUERTO DEL SOL GOLF COURSE	1016579560	1700 GIRARD BLVD SE	1,323,304
	METROPOLITAN DETENTION CENTER	1805579560	5800 SHELLY RD SW	1,172,945
	DIAMOND MESA APARTMENTS	3772661566	2300 DIAMOND MESA TRL SW	936,561
	CHAMPION XPRESS CAR WASH - JUAN TABO	7966569560	1520 JUAN TABO BLVD NE	903,646
	LA VIDA LLENA RETIREMENT COMMUNITY	1336579560	10501 LAGRIMA DE ORO RD NE	884,945
	SHAMROCK FOODS	5657014447	12907 COMFORT WAY NW	774,982
<b>CHANGE IN INDOOR USE</b>	METROPOLITAN DETENTION CENTER	1805579560	5800 SHELLY RD SW	1,172,945
	CHAMPION XPRESS CAR WASH - JUAN TABO	7966569560	1520 JUAN TABO BLVD NE	903,646
	SHAMROCK FOODS	5657014447	12907 COMFORT WAY NW	774,982
	MANZANO VISTA APARTMENTS	9335579560	300 DORADO PL SE	726,359
	JABIL, INC.	1826579560	3801 UNIVERSITY BLVD SE	724,115
	FOUR HILLS MHP VICTOR RIOS	7185579560	12300 HORSESHOE TRL SE	708,405
	RECLAMATION PLT,PWD	9836579560	300 NORTH ST SW	699,428
	LAS MANANITAS APARTMENTS	8380804910	6200 MONTANO PLAZA DR NW	683,720
	VILLAS ESPERANZA	5245579560	3901 LAFAYETTE DR NE	671,751
	ENCORE	7994579560	10420 RESEARCH RD SE	634,348
<b>CHANGE IN OUTDOOR USE</b>	PUERTO DEL SOL GOLF COURSE	1016579560	1700 GIRARD BLVD SE	1,323,304
	TANOAN GOLF COURSE	1164579560	2 LOWELL ST NE	1,503,584
	LA VIDA LLENA RETIREMENT COMMUNITY	1336579560	10501 LAGRIMA DE ORO RD NE	889,433
	HOLY ROSARY PARISH	1641869560	5525 FORTUNA RD NW	668,758
	OVERLOOK APARTMENTS	3064579560	6200 EUBANK BLVD NE	754,784
	DIAMOND MESA APARTMENTS	3772661566	2300 DIAMOND MESA TRL SW	1,541,735
	MESA DEL SOL SOCCER FIELDS - METERED	6332428328	5607 UNIVERSITY BLVD SE	720,374
	PARADISE HILLS GOLF COURSE	5247542118	10035 COUNTRY CLUB LN NW	1,902,296
	ARROYO DEL OSO GC	1845579560	7001 OSUNA RD NE	2,434,909
	ALAMOSA PARK	9394579560	6540 SUNSET GARDENS RD SW	1,781,111

**Lookback**  

Last 12 months

Last 3 months

Last 6 months

Last month

**RateType**  

COM

IND

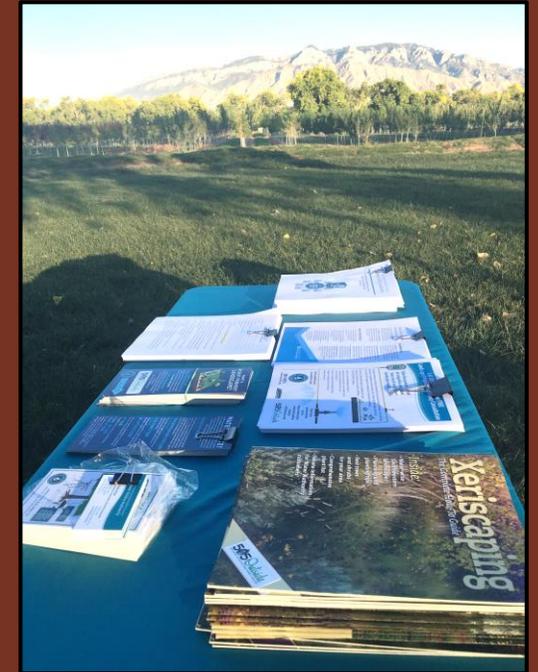
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# Trade Allies & Multipliers: Scaling Impact Through Professionals

*Contractors, suppliers, and property managers influence many landscapes and customers. Training and consistent materials help normalize efficient irrigation and landscape practices*

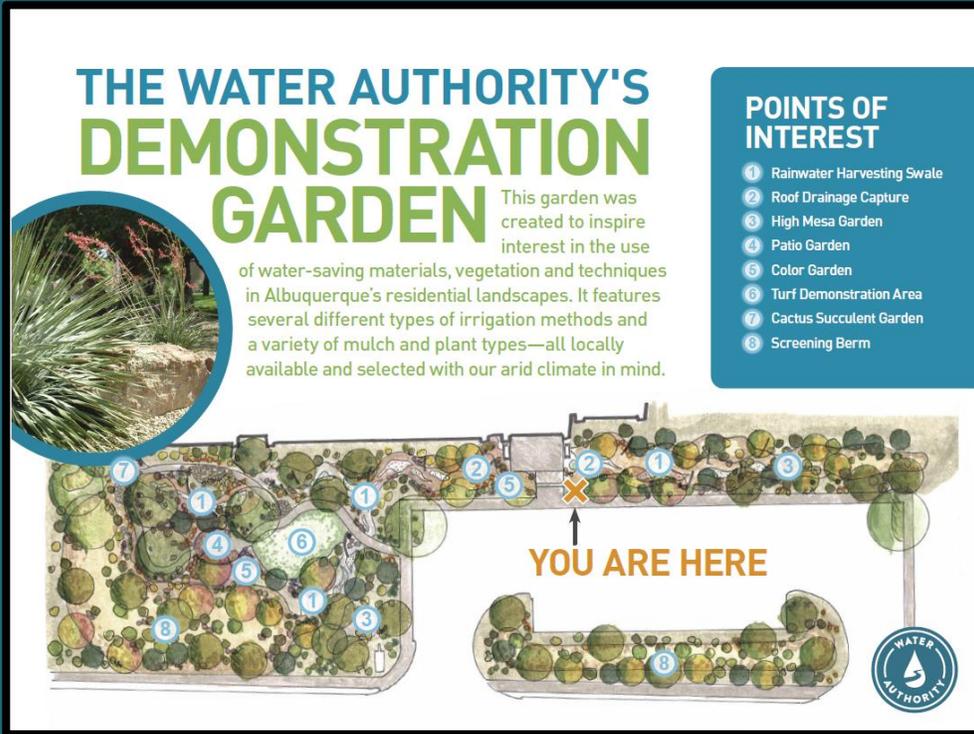


- Water Smart Contractor Training program
- Landscape company educational sessions
- Property management company training

- Landscape Supply Outreach

- Reinforcing consistent messaging through printed and digital materials

# In-Person & Demonstration Outreach: Making Conservation Visible



- Demonstration Garden signage (self-guided educational tour)
- Seeing real examples reduces uncertainty and builds confidence
- In-person engagement helps reach customers who may not seek online resources
- Targeting tabling events with high community visibility

# Working With Partners to Expand Reach

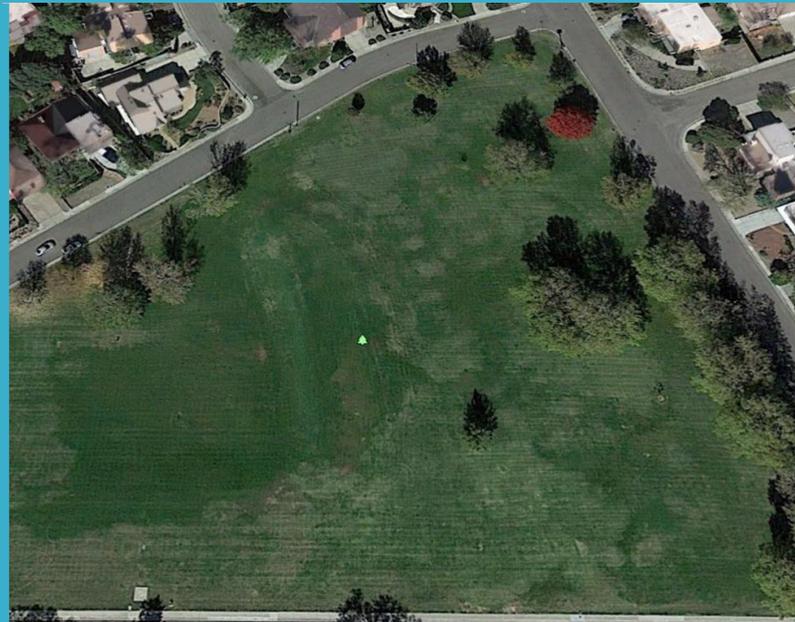
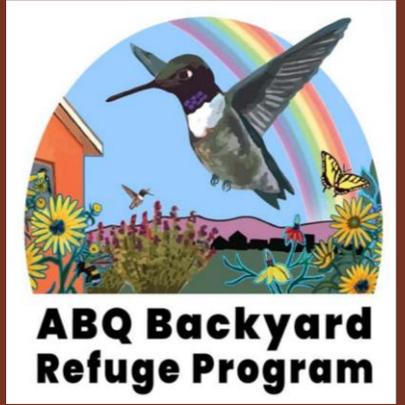


## Benefits Summary of Trees by Species

Location: Albuquerque, Bernalillo, New Mexico, United States of America  
 Project: ABCWUA City Park Tree Plantings, Series: 2020 - 2022, Year: 2022  
 Generated: 9/20/2022



Species	Trees Number	Carbon Storage		Gross Carbon Sequestration		Avoided Runoff		Pollution Removal		Replacement Value (\$)
		(ton)	(\$)	(ton/yr)	(\$/yr)	(ft <sup>3</sup> /yr)	(\$/yr)	(ton/yr)	(\$/yr)	
Bur oak	4	0.02	3.54	0.01	0.88	3.05	0.20	0.00	0.66	656.90
false spiraea spp	7	0.07	12.38	0.03	4.90	3.64	0.24	0.00	0.79	925.73
Montezuma cypress	5	0.07	11.85	0.02	3.50	2.10	0.14	0.00	0.45	765.92
Silver linden	1	0.00	0.35	0.00	0.18	0.69	0.05	0.00	0.15	91.08
American elm	32	0.13	21.91	0.07	11.92	18.76	1.25	0.00	4.06	3,703.16
The David Elm	3	0.02	3.75	0.01	1.17	2.93	0.20	0.00	0.63	550.29
Japanese elm	2	0.01	1.79	0.01	0.97	0.91	0.06	0.00	0.20	151.80
Chinese elm	5	0.05	7.78	0.02	3.77	3.83	0.26	0.00	0.83	828.02
Siberian elm	1	0.01	1.28	0.00	0.59	0.79	0.05	0.00	0.17	149.04
elm spp	22	0.24	41.22	0.09	15.34	15.50	1.04	0.00	3.36	3,036.08
Chaste tree	1	0.00	0.15	0.00	0.21	0.11	0.01	0.00	0.02	54.71
Japanese zelkova	3	0.01	1.28	0.00	0.59	1.70	0.11	0.00	0.37	231.43
<b>Total</b>	<b>268</b>	<b>1.91</b>	<b>326.34</b>	<b>0.67</b>	<b>114.80</b>	<b>161.14</b>	<b>10.77</b>	<b>0.01</b>	<b>34.91</b>	<b>33,202.38</b>



# Reinforcing Conservation Behaviors

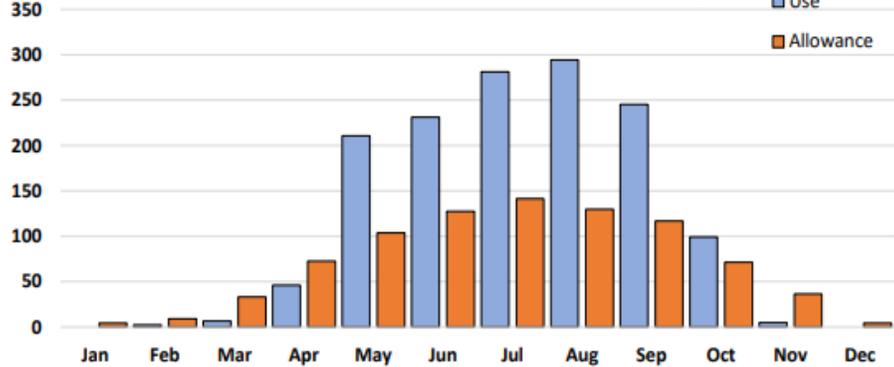
Total Square Footage of Irrigated Areas	29,165	
	Units *	Gallons
Water Allowance for 2023	851	636,592
Water Use in 2023**	1,422	1,063,730
Use in excess of Allowance	571	<b>427,138</b>
<b>Percentage of Allowance Being Used **</b>	<b>167.1%</b>	
<b>Projected Surcharge (billed in March)</b>	<b>\$748.69</b>	

\* 1 Unit = 100 cubic feet = approx 748 gallons

\*\* Obtained from Water Utility records

For peak efficiency the annual allowance should be distributed as shown below in orange.

Gallons used in 2023 (blue) vs 2023 allowance (orange)



## Seasonal Advice

It is time to tuck in your plants, winterize your irrigation system by shutting it down, and hand water your trees once a month. A basic watering rule during winter months: Trees should be given a deep watering once a month by hand when temperatures are at or above 40° F. (5° C.) preferably earlier in the day, low and slow. If it has rained more than ½ inch (or snowed more than 6 inches) in the last 4 weeks, then there is no need to water. Worried it's too cold to water, use a soil probe—if it won't penetrate because the soil is frozen then don't water!



Grab Our Guides



## WATER BY THE SEASONS: WINTER

DECEMBER - FEBRUARY



**DRIP IRRIGATION - TREES & SHRUBS**  
minutes per cycle ⌚ 80-100  
times a month 📅 1



**HOSE WATERING - TREES & SHRUBS**  
minutes per cycle ⌚ 55  
times a month 📅 1



**SPRAY - LAWN**  
minutes per cycle ⌚ 7-10  
times a month 📅 2



**HIGH EFFICIENCY MICRO ROTORS - LAWN**  
minutes per cycle ⌚ 40-50  
times a month 📅 2

Make sure daytime temperatures are in the 40's and nighttime temperatures are not expected to be below 37°F



## Call 289-3003 for Your FREE Landscape Irrigation Efficiency Consultation

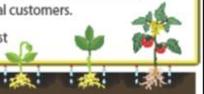
Take the guesswork out of irrigation, and learn how much water your landscape really needs!



Irrigation systems can waste a tremendous amount of water if they're not working properly, but problems can be hard to spot. That's why the Water Authority now offers FREE irrigation evaluations to residential customers.

The Water Authority's Irrigation Efficiency Specialist will work with you to improve your irrigation practices. Our FREE services include:

- Irrigation system & landscape evaluation
- Identification of irrigation system maintenance issues that could be costing you water and money
- Review of your irrigation controller settings
- Irrigation scheduling recommendations
- Water Authority rebate information



Call to schedule your consultation today!



289-3003  
www.abcwua.org

Find yard care tips at the Water Authority's landscaping website, 505Outside.com





Questions and Feedback