



Technical Customer Advisory Committee

ACTION SUMMARY

September 5, 2019

Members Present:

Amy Miller
Andrew Bernard
Dave Hill
Erwin Melis
Janie Chermak
Melissa Armijo
Robert Fowlie
Ron Schwarzwaldner
Scott Verhines

Members Excused:

Water Authority Staff Present:

Carlos Bustos, Water Conservation Program Manager
Denise Rumley, Water Conservation Supervisor
Elizabeth Anderson, Chief Innovation and Performance Manager
Frank Roth

Item 1 – Call to Order - Note presence of quorum

The meeting was called to order at 4:05 pm by Chair Janie Chermak.

Item 2 – Approval of Agenda

Ron Schwarzwaldner made a motion to approve the agenda. Erwin Melis seconded the motion. The motion passed on a 6-0 vote.

For: 6	Chermak, Fowlie, Melis, Schwarzwaldner, Bernard, Verhines
Against: 0	
Excused: 3	Armijo, Hill, Miller

Item 3 – Approval of August 8, 2019 Action Summary

Erwin Melis requested that the August 8, 2019 Action Summary be edited to move his vote from “For” to “Abstain”. Consequently, the last sentence of the paragraph was also updated to state “The motion passed on a 3-0 vote.” This edit has been made and the revised action summary has been posted.

Erwin Melis made a motion to approve the action summary, as amended. Robert Fowlie seconded the motion. The motion passed on a 5-0 vote.

For: 5	Chermak, Fowlie, Melis, Schwarzwald, Bernard
Against: 0	
Abstain: 1	Verhines
Excused: 3	Armijo, Hill, Miller

Amy Miller, Dave Hill, and Melissa Armijo joined the meeting at this time.

Item 4 – Presentation on Water Conservation Update & Proposed Awards Program

Carlos Bustos provided an update on water conservation and discussed a proposed awards program that would recognize Water Authority customers for excellence in water conservation. He provided a background on the success of the water conservation program, updates to the rebate program, and goals moving forward. He discussed the new website www.505Outside.com, water conservation program highlights and recent successes. He requested feedback from the TCAC on the proposed customer recognition program and facilitated a group brainstorming session using a feedback capture grid. A summary of feedback received from the TCAC during this brainstorming session is provided in the feedback capture grid in **Table 1**.

Item 5 – Public Comment

None.

Item 6 – Adjournment

The meeting concluded at 5:28 pm.

Table 1: Feedback capture grid containing a summary of feedback received from the TCAC on the proposed customer recognition program

<p><u>Nomination Process...</u></p> <ul style="list-style-type: none"> • Keep the program simple/easy, especially at the beginning and let it evolve gradually • Office of the State Engineer (OSE) Water Use & Conservation Program • Public at Large – individuals nominate themselves or others • Landscape Architects • Landscapers • Property Managers • Professional Associations / Groups <ul style="list-style-type: none"> ○ American Water Works Association (AWWA) ○ New Mexico Rural Water Association (NMRWA) ○ Commercial Real Estate Development Association (NAIOP) ○ Home Owners Associations (HOA's) ○ Neighborhood Associations 	<p><u>Scoring System...</u></p> <ul style="list-style-type: none"> • Matrix approach to application scoring • Measurement Parameters: <ul style="list-style-type: none"> ○ Beautification ○ Before & After Comparison ○ Education ○ Impact ○ Innovation ○ Scale ○ Sustainability ○ Technology ○ Water Savings
<p><u>Types of Awards...</u></p> <ul style="list-style-type: none"> • Stickers / digital award emblem for marketing • Recognition - celebrate recipients • Trophy • Monetary awards / rebates • Potential Awards: <ul style="list-style-type: none"> ○ Median awards ○ Healthy neighborhood awards ○ Residential Champions ○ Best / Most Efficient Park ○ Irrigation awards 	<p><u>How to promote the program...</u></p> <ul style="list-style-type: none"> • Branding • Water innovation – get kids involved • Parade of Homes Type event • Media / Press Release • Social Media • Professional Associations • Developers / Home builders