

**CITIZENS' WATER ADVISORY COMMITTEE
(CWAC) Conservation & Education Subcommittee**

Wednesday, February 26, 2025, 2:00 p.m.

Virtual Meeting – Microsoft Teams

Legal Action Report and Meeting Minutes

1) Call to Order / Opening Statement:

The meeting was called to order at 2:00 p.m.

2) Roll Call:

Those present and absent were:

Present:

Lisa Shipek (Chair)	Representative, Ward 3
Val Little	Representative, City Manager
Raul Ramirez	Representative, Ward 1

Absent:

Andrea Gerlak	Representative, City Manager
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3. **Announcements** – Chair Shipek received comments from Member Ramirez regarding the Conservation Annual Report Memorandum for updates. Mrs. Rupprecht shared Cody Wooden’s hire as the Commercial Conservation Program Manager for Tucson Water
4. **Call to the Audience** – None.
5. ****Review and approval of December 9, 2024, Legal Action Report and Meeting Minutes** - Member Little moved to approve the Legal Action Report & Minutes. Member Ramirez duly seconded the motion. The motion passed on a voice vote of 3 – 0.
6. ****Reconsideration of the 2025 Meeting schedule**—staff proposed options that did not work for the subcommittee members. The subcommittee members discussed the best time available. The conclusion was for the fourth Wednesday of the month from 9 a.m. to 11 a.m. No action was taken on this item.
7. **Conservation Budget** - James MacAdam, Tucson Water Administrator, provided an overview of the budget process, explaining the submitted budget aligns with the city's overall financial structure, and the internal tracking is more detailed. The totals remain consistent, but the way expenditures are categorized differs from the city's broader tracking system. The formal budget request for the upcoming year has already been submitted, adjustments continue to be made to the working budget based on ongoing contract approvals and management

decisions. During the discussion, he highlighted key financial areas, particularly payroll, where past misallocations have been corrected.

8. ***Drought Response approach for high water users** - Candice Rupprecht, Water Program Superintendent, discussed the ongoing water conservation initiative, emphasizing a 20% reduction in water usage among participants who received services. This statistic is the key highlight in a letter encouraging more residents to take similar conservation actions.

Letter & Outreach Strategy

- The letter is in its final draft and awaiting approval from the Director's Office this week.
- Jamie has compiled all the necessary data, which is being organized by geographic location (ZIP codes) to ensure efficient scheduling and minimize travel time for field teams.
- Letters will be sent in batches over a period of about five to six weeks, beginning around March 10th and continuing into mid-to-late April to accommodate 2,000 more customers than the previous year.

Primary Call to Action: Water Audits

- While the letter mentions rebates and self-help resources, the main focus is on encouraging recipients to schedule a water audit.
- Previous data indicates a spike in scheduled audits immediately after emails are sent, which helps inform timing for subsequent batches.

Tracking & Follow-Up Strategy

- The team is monitoring who opens the emails and whether they engage with the content.
- If audit scheduling rates decline, follow-up emails may be sent sooner than planned.
- A new effort is being developed to target those who do not open the emails, exploring staggered follow-up approaches to improve engagement.

9. **Call to the Audience** – Mark Day commented on his previous budget analysis from the county and additional suggestions from Phoenix water and their conservation efforts.

10. **Adjournment** at 3:21 p.m.