

**SOUTHERN NEVADA WATER AUTHORITY
BOARD OF DIRECTORS
REGULAR MEETING
JULY 16, 2015
MINUTES**

CALL TO ORDER 9:05 a.m., Colorado River Conference Rooms, Southern Nevada Water Authority, 100 City Parkway, Seventh Floor, Las Vegas, Nevada

BOARD MEMBERS PRESENT Mary Beth Scow, Chair
Sam Bateman, Vice Chair (Present for items 1-14)
Susan Brager
Bob Coffin
Duncan McCoy
Steve Sisolak
Anita Wood

BOARD MEMBERS ABSENT None

STAFF PRESENT John Entsminger, Greg Walch, Julie Wilcox, Dave Johnson, Marc Jensen, Scott Krantz

OTHERS PRESENT None

Unless otherwise indicated, all members present voted in the affirmative.

COMMENTS BY THE GENERAL PUBLIC

For complete comments, audio is available online at snwa.com

Stelma Abril with Entravision stated that she has enjoyed working alongside HCI, and hopes to continue working with them in the future.

Ramiro Lopez with Telemundo thanked HCI for their hard work and outreach toward the Hispanic community.

Chris Jordan with Azteka TV thanked HCI for their involvement within the Hispanic community, and hopes to work with them again.

Emilia Guanachea with R.E.A.C.H: Research Education and Access in Community Health has worked with HCI for the past seven years and was pleased with their competency of the Hispanic Community.

1. For Possible Action: Approval of Agenda & Minutes

FINAL ACTION: A motion was made by Director Brager to approve the meeting's agenda and the meeting minutes of May 21, 2015.

2. For Possible Action: Appoint a chairman and vice chairman to preside over the Board of Directors for fiscal year 2015/2016, and appoint three directors to serve as commissioners of the Colorado River Commission for one-year terms.

Director Brager made a motion to nominate Mary Beth Scow as chairwoman, Sam Bateman as vice chair, and directors Steve Sisolak, Duncan McCoy, and Sam Bateman to serve as commissioners of the Colorado River Commission (CRC). Director Coffin expressed concern with the motion, and asked if nominations were still open. General Counsel Greg Walch noted that the Board must vote on the motion on the floor. If that vote failed, another motion could be made.

ACTION: Director Bateman moved to call for the question. The call for the question was approved, with Director Coffin voting no.

FINAL ACTION: The motion was approved, with Director Coffin voting no.

CONSENT AGENDA Items 3 - 8 are routine and can be taken in one motion unless a Director requests that an item be taken separately.

3. ***For Possible Action:*** Approve and authorize the General Manager to sign three amendments to existing agreements between the Moapa Valley Water District and the Authority: 1) First Amendment to Moapa Transmission System Design, Construction, Operation and Maintenance Agreement; 2) First Amendment to Cooperative Agreement; and 3) First Amendment to Memorandum of Understanding Regarding the Development of Coyote Spring Groundwater Resources.
4. ***For Possible Action:*** Approve and authorize the General Manager to sign Change Order No. 24 to Contract No. 070F 01 C1, Lake Mead Intake No. 3 Shafts and Tunnel, and extend the final completion date by 77 calendar days.
5. ***For Possible Action:*** Approve and authorize the Chair to sign an amendment to the existing agreement between Montgomery Watson/CH2M Hill and the Authority for lead design engineering services for the Authority's capital improvement program.
6. ***For Possible Action:*** Approve a subgrant agreement between the Nevada Division of Environmental Protection and the Authority to accept grant funding for regional water quality activities and related public outreach initiatives.
7. ***For Possible Action:*** Approve an interlocal agreement between the Nevada Department of Wildlife and the Authority to accept grant funding for ecological restoration of streams on the Warm Springs Natural Area that are habitat for the endangered Moapa dace.
8. ***For Possible Action:*** Approve a resolution authorizing the submission of a grant proposal to the Bureau of Reclamation WaterSMART: Drought Resiliency Project Grants for Fiscal Year 2015.

FINAL ACTION: A motion was made by Director Brager to follow staff's recommendations. The motion was approved.

BUSINESS AGENDA

9. ***For Possible Action:*** Adopt the 2015 Las Vegas Wash Capital Improvements Plan.

Chairwoman Scow stated that she hoped that the Authority will continue working alongside the federal government to improve some of the issues present in the lower wash. Mr. Entsminger confirmed they will do so.

FINAL ACTION: A motion was made by Director Brager to follow staff's recommendation. The motion was approved.

10. ***For Possible Action:*** Approve and authorize the General Manager to sign the Consent and Agreement among River Mountains Solar, LLC, Deutsche Bank Trust Company Americas, and the Authority; and the Acknowledgement and Confirmation and First Amendment to the Solar Project Power Purchase Agreement between River Mountains Solar, LLC, and the Authority; and authorize the General Manager to execute ministerial documents and other agreements necessary to effectuate the transaction and/or other terms of the Solar Project Power Purchase Agreement on the same substantive terms already approved by the Board.

FINAL ACTION: A motion was made by Director McCoy to follow staff's recommendations. The motion was approved.

11. ***For Possible Action:*** Approve and authorize the General Manager to sign a Water Service Agreement between the City of North Las Vegas and the Authority regarding water service to Garnet Valley and the Apex area.

FINAL ACTION: A motion was made by Director Brager to follow staff's recommendation. The motion was approved.

12. ***For Possible Action: Authorize the General Counsel to intervene in Public Utility Commission Docket 15-07004, Nevada Power Company's Triennial Integrated Resource Plan.***

FINAL ACTION: A motion was made by Director Wood to follow staff's recommendation. The motion was approved.

13. ***For Possible Action: Authorize the General Manager to negotiate and execute: 1) an amendment(s) to the Agreement for a Pilot Program for Funding the Creation of Colorado River System Water through Voluntary Water Conservation and Reductions in Use; and 2) miscellaneous agreements to effectuate the Colorado River System Conservation Pilot Program and to secure additional federal grants.***

Director Coffin noted California's perceived lack of conservation strategies and felt that he wasn't sure about allocating Authority resources to benefit California. Mr. Entsminger replied that Nevada has developed advanced conservation strategies over the years and that helping California was beneficial for all seven states that rely on the Colorado. He continued by stating that the actions taken have helped maintain Lake Powell's power generation stations and have help maintain Lake Mead's water elevation. Director Coffin felt the Authority should not contribute its resources to benefit other states. Director McCoy respectfully disagreed and noted that as one of the seven states dependent upon resources from the Colorado, all states must work together to find compromise. Director Sisolak echoed Director McCoy's remarks, and noted that other items can be gained, such as technical expertise.

FINAL ACTION: A motion was made by Director McCoy to follow staff's recommendation. The motion was approved with Director Coffin voting no.

14. ***For Possible Action: Receive an update on conservation efforts and authorize the General Manager, or his designee, to temporarily increase incentive rates to an amount not to exceed \$2.00 per square foot for the Authority's Water Smart Landscapes Program to strengthen program participation.***

Mr. Entsminger gave a presentation, which is attached to these minutes. Following his presentation, Director Brager asked how the Authority would work with a resident who had previously taken advantage of the turf conversion rebate program, but wants to revert to turf. Mr. Entsminger noted that the Authority would work a homeowner who wants to refund their rebate fee to install grass, should their needs change.

Director Wood asked if the turf conversion program extended to the backyard as well. Mr. Entsminger confirmed it does.

Director Coffin reported that he participated in the program, which has saved him money over the long-term, but noted that his bill has increased due to increases to rates and charges. Director Coffin asked how the rebate amount was determined. Mr. Entsminger reported that the Authority maintains data, which influences how the rebate is established.

FINAL ACTION: A motion was made by Director Wood to follow staff's recommendation with Director Coffin voting no. The motion was approved.

15. ***For Possible Action: Approve a professional services agreement between R&R Partners, Inc., and the Authority to provide integrated marketing, communications and public outreach services for the Authority's water efficiency public education campaign and comprehensive water conservation initiatives, with the option to renew the agreement for five additional one-year periods and authorize an increase not to exceed 10 percent for each renewal term.***

Randy Snow from R&R Partners gave a presentation about his firm's work with the Authority; a copy of which is attached to these minutes. Mr. Snow indicated that R&R would partner with HCI to facilitate public outreach to the Hispanic community.

Some of the Board members expressed concern that the advertisements were a bit racy and could potentially lead to discomfort among certain members of the community. Other directors noted the feedback and effectiveness of the advertisements.

Director Sisolak asked if there were alternatives to irrigation clocks, such as rain-sensing clocks or humidity-sensors that turn off clocks in wet weather. Mr. Entsminger reported that such clocks are on the market, but at a higher price than typical irrigation clocks.

Director Sisolak asked Mr. Snow if focus groups are used before moving forward advertisements. Mr. Snow confirmed that focus groups are used before any advertisement is rolled out, but the proposed campaign has not been concept tested.

Director Wood recognized the importance of Hispanic outreach in these types of efforts, and recognized HCI's work in the community.

Director Sisolak offered the idea of utilizing the existing contract to promote rain-sensing clocks.

Director McCoy recognized the effectiveness of the campaigns, and recognized the significance of reaching out to the community's growing Hispanic population.

FINAL ACTION: A motion was made by Director Brager to follow staff's recommendation. The motion was approved.

16. ***For Information Only: Receive an update from staff on water resources including, but not limited to, drought conditions in the Colorado River Basin, the results of the implementation of the Authority's Water Resource and Conservation Plans, activities on the Colorado River, the development of in-state water resources, and the status of construction activities near Lake Mead.***

Mr. Entsminger reported that the Colorado River has experienced one of the most variable years in terms of hydrology with a very wet May in the Colorado Rockies.

NO ACTION TAKEN.

Public Comment

There were no persons wishing to speak.

Adjournment

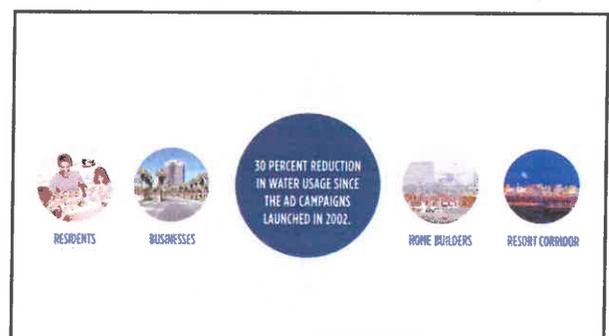
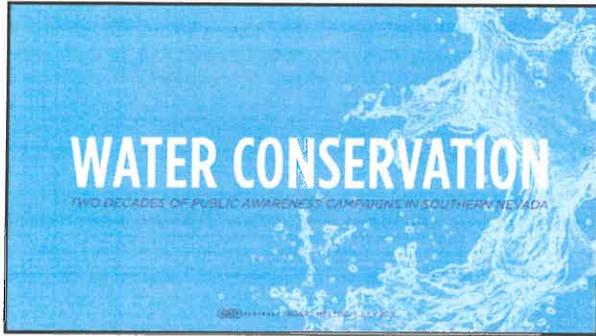
There being no further business to come before the board, the meeting adjourned at 10:32 a.m.

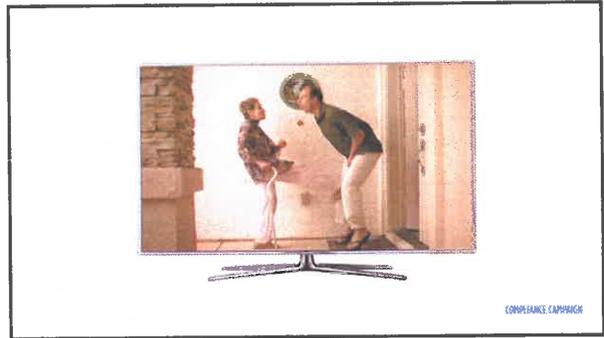
APPROVED:

Mary Beth Scow, Chair

John J. Entsminger, General Manager

Copies of all original agenda items and minutes, including all attachments, are on file in the General Manager's office at the Las Vegas Valley Water District, 1001 South Valley View Boulevard, Las Vegas, Nevada.

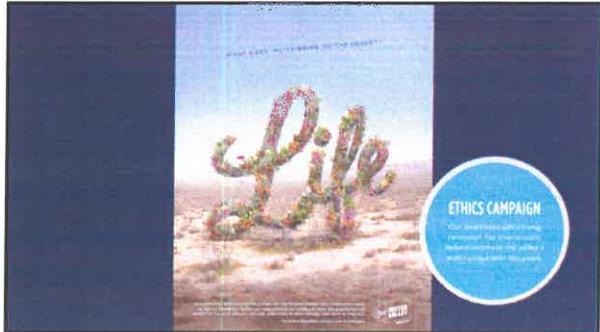
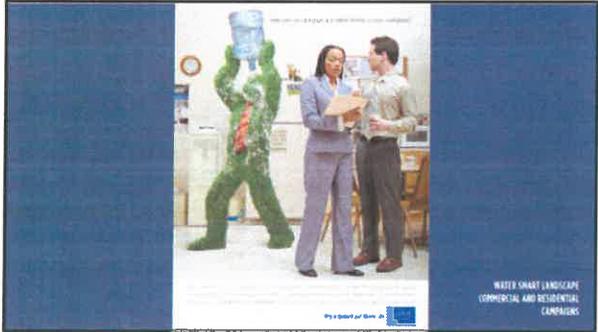


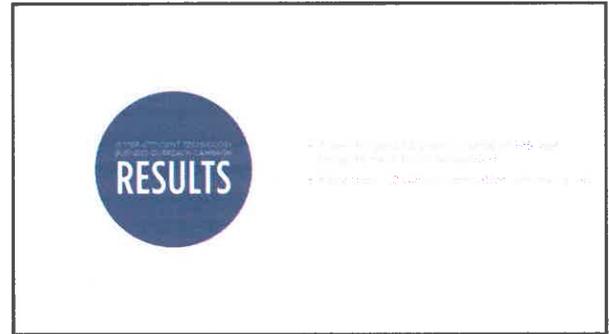
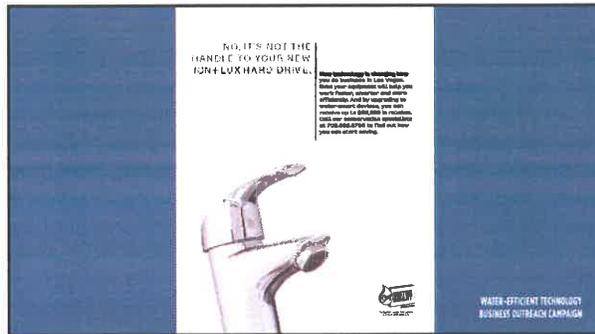
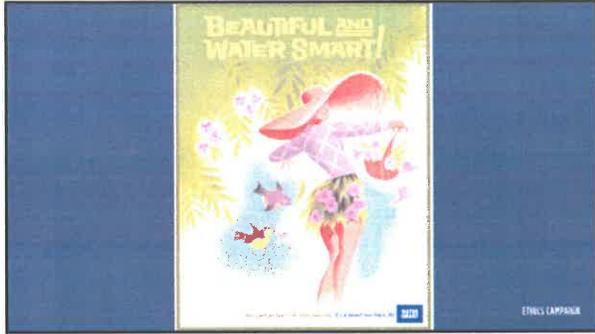


COMPLIANCE CAMPAIGN

RESULTS

- Water conservation programs implemented in 100% of all new construction projects
- 1st floor water conservation saved 100,000 gallons
- 100% water conservation
- 100% water conservation
- 100% water conservation
- 100% water conservation





- 2014+ Water Innovations
- Water Smart Home
- Water Smart Property Solutions
- Water Smart
- Water Smart
- Water Smart

ADDITIONAL BUSINESS OUTREACH PROGRAMS

How does your typical WATER BILL COMPARE?

SEATTLE \$84	SANTA CRUZ \$74	SANTA FE \$110
LAS VEGAS \$37		

KEEP CONSERVING.

COMPARE CAMPAIGN

WELCOME TO Water Smart LAS VEGAS NEVADA

Water Smart Innovations 2015

WATERSMART INNOVATIONS CAMPAIGN

NEW LANDSCAPE. NEW PLAN.

The diagram shows a central circle labeled "SNWA BRAND PLANNING" surrounded by three other circles representing stages of the process:

- Several collaborative sessions**
 - Developed a single brand idea
- Several months of analyzing the research collected and their goals**
 - New campaigns and strategies more successful

HERE'S WHAT WE LEARNED
Securing the future through stewardship of our most precious resource

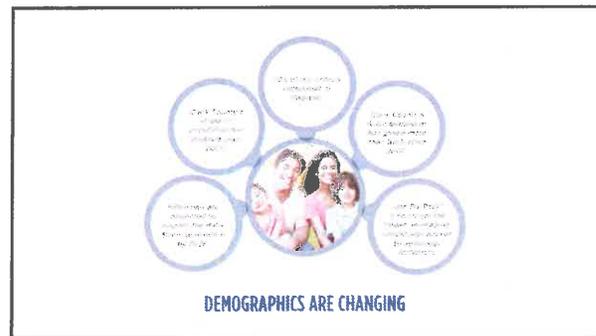
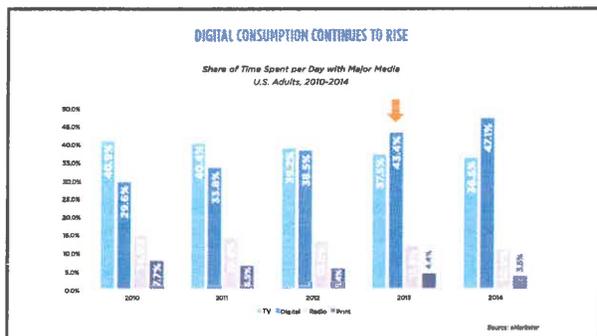
- Conservation/sustainability
- Promotes/increases economic stability of the community
- Proactive/visionary – forward looking
- Resiliency of the system, the delivery, the quality and the supply
- Resilient/innovative
- Responsive service
- Value

THERE IS A CHANGE IN THE COMMUNITY

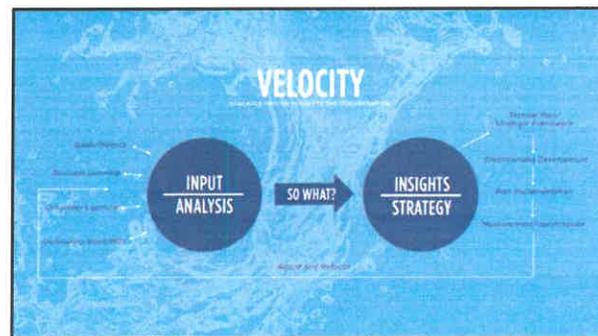
RESEARCH & FOCUS GROUP IMPLICATIONS

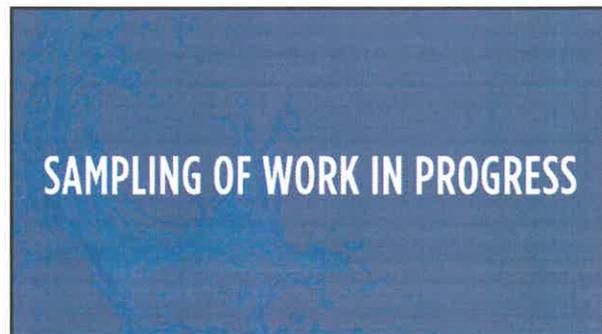
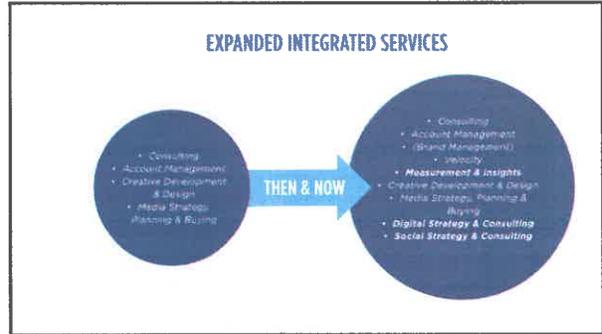
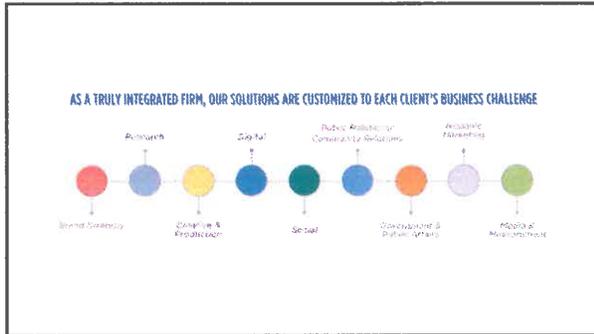
- Growing recognition of the value of water in our community
- High level interest for the brand/ID efforts to assist their water bills
- Strong interest in long-term water conservation and sustainability
- Strong support for water conservation (water efficiency)

A computer monitor displays a statistic: **73%** of the population is interested in water conservation. The monitor is an Apple iMac.



**R&R PROCESS IN A NUTSHELL
SCOPE OF SERVICES**







CONCEPTS

OBJECTIVE

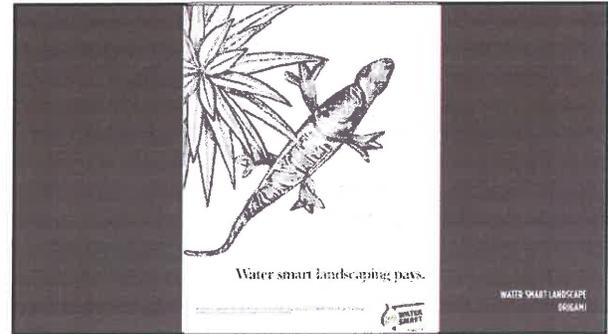
- Increase awareness of water smart landscaping practices
- Increase water conservation efforts

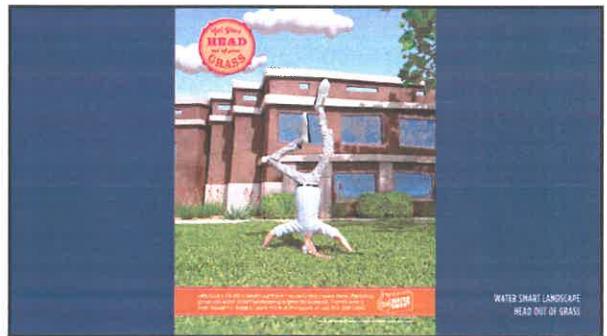
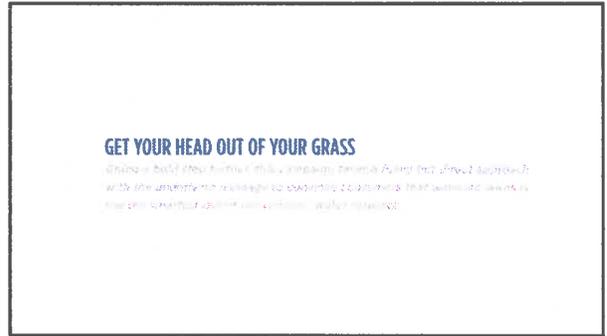
EXECUTIONS

- Signage
- Social
- Events
- Digital content
- Outreach and education
- Origami

ORIGAMI

Water smart landscaping is an exciting and interactive message. Origami is a traditional Japanese art form that has been used to create a variety of objects. Through the art of origami, we will be able to create a variety of water smart landscaping items that will be able to be used in a variety of ways.







COMPLIANCE CONCEPTS

OBJECTIVE

- Create and provide a consistent look and message
- Provide a consistent look and message across all of the materials
- Create a consistent look and message across all of the materials

EXECUTIONS

- Signage
- Graphics
- Merchandise
- Social Media
- Training
- Other Marketing Materials

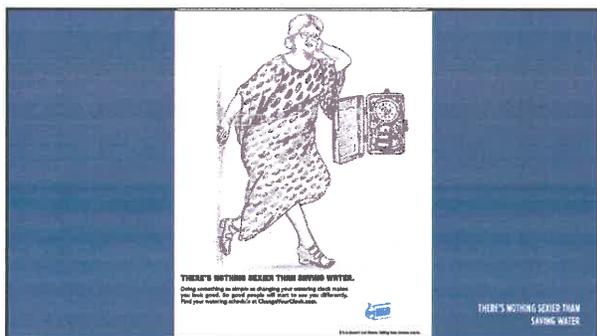
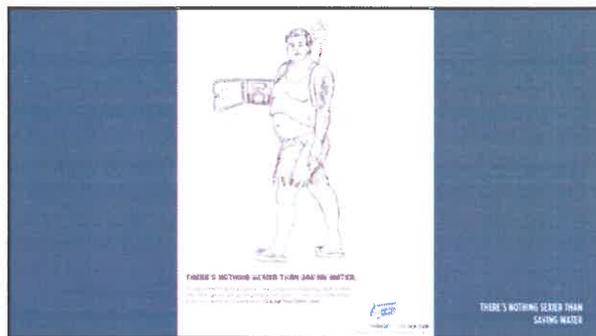
THERE'S NOTHING SEXIER THAN SAVING WATER

It's a simple fact: the most attractive people save the most water. This is because they know that saving water is the most attractive thing you can do for the world.

THERE'S NOTHING SEXIER THAN SAVING WATER

WATER SMART

THERE'S NOTHING SEXIER THAN SAVING WATER





BACKGROUND

In 1999, the Colorado River Basin began experiencing drought conditions.

By 2002, inflows into Lake Powell were among the lowest in recorded history.

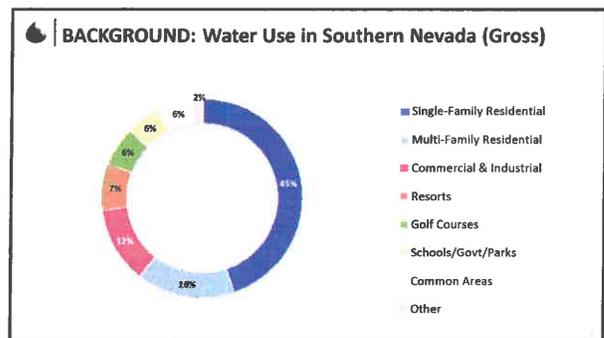
Las Vegas Bay

BACKGROUND: Drought Response

When the Colorado River Basin began to experience drought conditions in 2000, the SNWA took immediate action.



- Beginning in 2002, the SNWA led the community through a comprehensive drought planning process.
- The SNWA Drought Plan identified drought response measures to reduce water demands, including new county and municipal codes restricting the amount of grass that could be installed at all properties
- Adopted and implemented by SNWA and all seven of its member agencies – ensured consistency across the valley.



BACKGROUND: Resort Use



Most resort water is used indoors and intercepted for treatment and reuse.

Southern Nevada's resorts net consumption is less than 3 percent of the region's water resources.

BACKGROUND: Resort Use

PERCEPTION



BACKGROUND: Resort Use

REALITY:

Water features account for 1.5% of average resort land use.

Landscape accounts for less than 4% of land use.



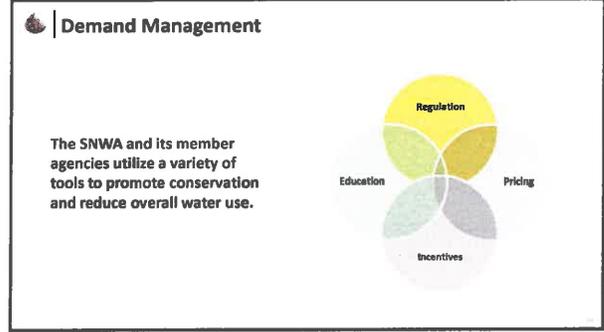
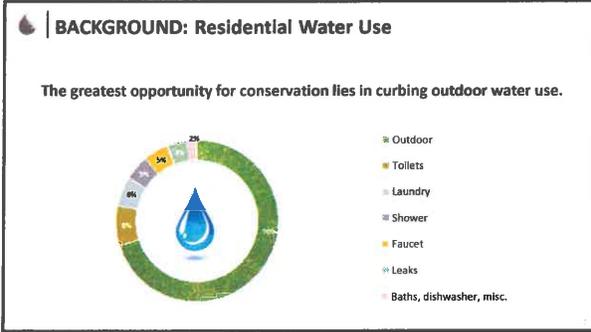
BACKGROUND: Casino Myths

The Las Vegas Strip has removed a significant amount of turf in 25 years.

Las Vegas' resorts have also transformed 1.7 million square feet of non-functional turf into water smart landscape saving 75 million gallons each year.

2014





Regulation

Jurisdictions have adopted a variety of land use codes and water use ordinances to promote more effective use of water resources. These include:

- Landscape development codes
- Golf course water budgets
- Mandatory watering restrictions
- Water-waste prohibition

Regulation: Golf Courses

Golf courses are subject to water budgets based on irrigated acreage, with surcharges applied for overuse.

Golf courses have converted more than 42 million square feet of grass to water-smart landscaping to stay within their water budgets.

Incentive Programs

SNWA's "Water Smart" incentive programs encourage residents and businesses to participate in the conservation effort:

- Water Smart Landscape (WSL) program
- Smart Irrigation equipment rebates
- Vouchers for pool covers and smart controls
- Water Efficient Technologies (W.E.T.) for industrial/institutional clients
- Indoor Retrofit program for older homes apartments



Industry Partnerships

SNWA partners with key industries to leverage water savings.

- Water Smart Homes (development)
- Water Smart Contractors (landscapers)
- Water Upon Request (restaurants)
- Linen Exchange program (hospitality)
- Water Conservation Coalition (general business)



Education

Education is an integral element of the SNWA conservation strategy.

- Community outreach
- How-to collateral (finding leaks, landscaping planning, and spa maintenance)
- H2O University teacher training
- Youth Advisory Council
- Desert demonstration gardens and plant sales
- Water Smart Innovations Conference
- Springs Preserve
- Mass media and marketing

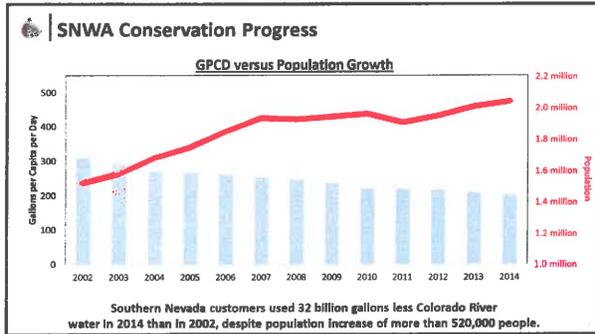


Conservation Investments

The SNWA has invested more than \$250 million in conservation measures.

- Direct customer incentives
- Administrative support of conservation programs
- Community education and outreach





Measuring Progress

Gallons Per Capita Per Day (GPCD) is the most common method of tracking water efficiency. However, it has limitations:

- No industry standard formula among cities*
- Doesn't account for non-resident population (470K daily visitors)
- Doesn't reflect beneficial water reuse

Measuring Progress

SNWA Conservation Goal: 199 Gallons Per Capita Per Day (GPCD) by 2035

Current Gross GPCD: 205

Current Net GPCD: 118

Residential Net Use: 73

Net GPCD is a more accurate measure of Southern Nevada's water footprint.

- Accounts for recovered indoor water
- Emphasizes initiatives that extend the community's water supply

SNWA Conservation Recognition



- 1999 Regional Director's Conservation Award**
Bureau of Reclamation, Lower Colorado River Region
- 2001 Regional Director's Conservation Award**
Bureau of Reclamation, Lower Colorado River Region
- 2006 EPA Water Efficiency Leadership Award**
- 2008 Effie Award**
Compliance Campaign
- 2013 Alliance For Water Efficiency Water Star Award**
Doug Bennett, Conservation Manager
- 2014 National Water and Energy Conservation Award**
Irrigation Association

 **SNWA Conservation Progress**

Although Southern Nevada is approaching its goal, several factors challenge the rate of progress:

- Fewer and more resistant WSL program candidates
- Increased economic activity
- Climate change
- Current incentives diminished by inflation

The four pillars (education, pricing, incentives and regulation) of SNWA's conservation program will continue to work together to achieve additional reductions.

 **Opportunities**

The SNWA is evaluating opportunities for further water use efficiency:

- Revising watering restrictions
- New messaging and communication initiatives
- Stimulating participation in popular rebate programs

 **Opportunities**

This fall, the SNWA and its member agencies will launch a process to evaluate existing conservation programs and ordinances.

PROCESS GOALS:

- Maximize water savings
- Implement consistent ordinances/codes among member agencies

TIMELINE

FALL 2015: Member agency coordination meetings
JAN. 2016: SNWA Board consideration of new/revised ordinances and policies
FEB. 2016: Member agency board/council approvals
SPRING 2016: Public outreach

 **Opportunities: Messaging and Communication**

SNWA's existing conservation advertisement is dated (7 years). The SNWA began evaluating existing conservation messaging in fall 2014 and found that a refresh is needed to remain effective.

- Messaging needs to be consistent with current conditions (drought, etc.)
- Messaging needs to span outside the typical platforms of TV, print and radio to include Social Media
- Messaging needs to be updated to resonate with specific target audiences

SNWA Water Smart Landscapes Program

The nation's most successful turf conversion rebate program.

BY THE NUMBERS:

- 173 million square feet converted
- \$196 million rebated
- More than 9.6 billion gallons of water saved each year
- More than 78 billion gallons of water saved since inception



SNWA Water Smart Landscapes Program



Southern Nevada has removed enough grass for a roll of sod to extend 90 percent of earth's circumference. (Approximately 25,000 miles)

SNWA Water Smart Landscapes Program

SNWA estimates about half of the community's convertible turf has been upgraded to water-efficient landscapes.



SNWA Water Smart Landscapes Program

Staff recommends authorizing the General Manager, or his designee, to have the ability to conduct period promotions up to \$2 per square foot.

- Will not exceed approved budgets
- Allows optimization of staff labor by encouraging more participation during traditionally low seasons
- Incentivizes program participation with larger incentives and sense of urgency

SNWA Water Smart Landscapes Program

In 2007, a similar increase yielded a 117% increase in program applications.

The surge promotions are intended to:

- Create urgency to act
- Revitalize program participation

