

Citizens' Water Conservation Committee

Regular Meeting

Minutes

Monday, October 8, 2007
625 E 10th Street, Room 104

Jennifer Walker called the meeting to order at 5:37 pm. Members in attendance: Gene Reagan, Norman Johns, Susan Roth, Rusty Osborne, and Nora Mullarkey.

- I. Approval of minutes
 - a. Norman Johns made a motion to approve the minutes.
 - b. Susan Roth seconded the motion.
 - c. The committee unanimously approved the minutes.

- II. Member communications
 - a. The committee discussed the new watering restrictions that took effect October 1st for commercial irrigation systems, the process of enforcement and the impact it will have on customers throughout the City.
 - b. Water Conservation Acting Manager, Dan Strub, talked about the variance process for new landscapes and other situations—although he stated that there will be no variances for commercial or multi-family properties over-seeding with rye grass.

- III. Update and discussion of the upcoming advertising campaign to inform customers of the Water Conservation Task Force recommendations
 - a. The new advertising contract, which is expected to be out for bid in late October, is for creative guidance and will provide the overall message, content, as well as the radio and television spots. There is a desire to have a consistent look and feel to the information and the City is hoping this contract will help create that. Conservation staff will do the actual message placement since there is a significant mark-up and staff has experience with that and can do it in-house.
 - b. There was discussion about whether the new City of Austin conservation message will conflict or compliment the ongoing message of Water IQ. City staff reported that the City of Austin will continue to fund Water IQ, but will use this new campaign to really drive customers to the specific programs and information the City has to offer, rather than just giving an overall conservation message.

- IV. Review of the AWU Water Conservation Division budget for FY07/08
 - a. Water conservation staff reported that a number of open positions are being reassigned to the conservation division. There will initially be 2 positions for enforcement and 1 in the One Stop Shop Permitting area of the Watershed Protection Department. The One Stop Shop position will be the first of three in that area and will be part of the permitting/inspection group to work

on the new residential and commercial irrigation design requirements. For the year, conservation will be looking to add 9 of the additional 17 FTEs that were proposed during the Task Force process. 3 positions will be devoted to water waste enforcement, 3 new irrigation auditors will be added, and 3 inspectors will be added to the One Stop Shop.

- b. Copies of the FY08 budget were distributed to Committee members. Dan Strub explained that the only significant changes to the budget include changes to the rebate amounts and the addition of the \$850,000 advertising campaign contract.

V. Discussion on Committee procedural rules and by-laws

- a. Dan Strub reported that the foundation for the Citizens' Conservation Committee is in a grey area at the moment. Conservation staff will be working to try to better define what the committee will be, as well as clarify some issues such as term limits, appointment process, etc. before the item goes before City Council.

VI. Discussion and possible action concerning the revisions to the Uniform Plumbing Code

- a. The revisions to the 2006 Uniform Plumbing Code will go before City Council on October 18th. Conservation items include: urinal flushometers, PRVs, cooling tower requirements, submetering requirements, irrigation design standards for residential and commercial properties, garbage grinders, car wash standards, and dental vacuum equipment requirements.
- b. The Committee decided to reconvene on Monday October 15 at 5:30 pm to further discuss the revisions to the Uniform Plumbing Code and provide their recommendations to Council.

Jennifer Walker adjourned the meeting at 7:44 pm.