



## City of Glendale Council Sustainability Committee Minutes

January 19, 2010  
10:30 a.m. to 11:30 a.m.  
Council Chambers Conference Room B-2

### **Meeting Attendees**

#### Council Sustainability Committee Members

Present were Councilmember/Chairperson David Goulet (Ocotillo District), Councilmember Steve Frate (Sahuaro District), and Councilmember Yvonne Knaack (Barrel District).

#### City Staff Members

Ken Reedy, Deborah Mazoyer, Roger Bailey, Rebecca Benna, Larry Broyles, Doug Kukino, Paul Li, Jo Miller, Karen Flores, Bob Manginell, and Marilyn Clark.

### **I. Approval of Minutes**

Chairperson Goulet Called for Approval of the December 15, 2009 minutes. Councilmember Knaack Made a Motion to Approve the minutes as written. Councilmember Frate Seconded the Motion, and the minutes were unanimously approved.

### **II. Comprehensive Water Conservation Planning Process**

Jo Miller from Environmental Resources presented this item. Covering the results since the last Council update, the committee received a five page progress report listing the accomplishments the Water Conservation Division achieved from July 2005 to December 2009. The information contained in this report consisted of various Regional and National Recognitions and Awards received by the City of Glendale. The report also included the City's involvement in Rebate Programs, Water Budgeting Programs for HOA's and Businesses, Adult and Youth Education and Outreach Programs, Water Waste Investigations, Sustainability/Green Programs and Activities, Water Conservation Volunteer Programs, and Regional and National Partnerships and Promotions.

Ms. Miller's presentation on Water Conservation Planning evaluated regional long term trends and identified challenges and opportunities for the City. She discussed various studies regarding customer behavior and motivations, which included an Arizona Municipal Water Users Association Study and a 2009 Salt River Project Survey. One study revealed

that Customer behavior change was not necessarily linked to “saving money” and as such, public motivation for this was linked to rebate appetite.

Other research showed that a portion of identified community based/community specific behaviors were tied to family and community. Those trends can be measured by individual choices, based on a pattern of personal values. Other motivations examined were social norms where behavior was demonstrated by the trends of others.

Ms. Miller also examined the trends in water use in new construction from 1990 to 2008 where water conservation measures have affected water use. New development has been progressively more water efficient. More efficient appliance and plumbing fixtures are available now, homeowners are moving toward desert landscaping with smaller lots, and fewer swimming pools are being built. The response to water and wastewater rate increases, and more environmental awareness have also contributed to the reduction of per capita use.

Ms. Miller stated that water conservation efforts are a mandated state requirement and discussed the differences between the Gallons Per Capita per Day Program (GPCD), Non-Per Capita Conservation Program (NPCCP), and the Modified Non-Per Capita Conservation Program for municipal providers, which included categories of Best Management Practices (BMP). The City of Glendale is currently in the GPCD Program and is on target to move into the Modified NPCCP Program. Going forward, the City may be required to enter into the Modified NPCCP Program.

Future challenges identified include, keeping pace with new technologies as public awareness has increased, and processing more complex information requests. The xeriscape garden which is over 17 years old is the City’s biggest program asset, but it has some challenges with the amount of changes in landscape techniques and plant availability that has taken place over the years. Looking into the sustainable future, keeping a gauge on the increasing levels of public awareness and knowledge of important environmental issues, and monitoring the current trends will be helpful in strengthening the impact of the public’s expectations and interests.

Ms. Miller concluded the presentation by reviewing some of the opportunities in terms of cost, time, and effort, such as utilizing grants, continuing internal training programs, strengthening partnerships, and expanding public outreach through the use of the City website to name a few.

The committee was engaged throughout the presentation with questions and comments to staff. Council Member Goulet thanked Ms. Miller for her time, and as this was an informational item, no motion or vote was called for by the committee.

**III. Urban Irrigation Water Service Study**

Roger Bailey from Utilities presented this item to the committee. Mr. Bailey's presentation provided historical information and a current assessment of the urban irrigation service that the City of Glendale provides.

As a part of an ongoing effort to implement better business practices, the Utilities Department completed an assessment of the operational and financial status of its urban irrigation water delivery system and service. Issues researched were the physical condition of the infrastructure, operation and maintenance costs, replacement and rehabilitation costs, benefits to the community, and revenues.

While this study warrants an update to determine the current system condition, any significant improvements will have an associated capital cost that may impact irrigation rates, depending on how those costs will be absorbed. The presentation provided the committee several alternatives that were identified to address rate issues and viability of the irrigation system.

Through the presentation of this information to the committee, Staff is seeking policy direction on certain operational and financial concerns related to the urban irrigation service and are recommending that this item be brought forward to a future Council Workshop.

**IV. Staff Updates**

Council Member Goulet asked Staff for an update on the Community Garden, to which Deputy City Manager Ken Reedy and Ms. Miller responded.

**V. Adjournment**

The meeting adjourned at approximately 12:00 noon.

**NEXT MEETING:** February 16, 2010  
10:30 a.m. to 11:30 a.m.  
Council Chambers Conference Room B-2

**TOPIC:** Glendale General Plan

Respectfully Submitted,



Marilyn Clark, Recording Secretary