Water Smart Customer Portal

Town of Prescott Valley

Prescott AMA
Cover Page
## WMAP Groundwater Conservation Grant Application Cover Page

**Program/Project Title AND Brief Description:** Water Smart Customer Portal

### Type of Program or Project:
- [x] Water Innovation & Technology
- [x] Infrastructure Water Efficiency
- [ ] Ecological Enhancement
- [x] Public Outreach & Engagement

**Your level of commitment to maintenance of project benefits and capital improvements:**
- [ ] < 5 years
- [x] 5-10 years
- [ ] 11-15 years
- [x] 16-20 years

### Applicant Information:
- **Name/Organization:** Town of Prescott Valley
- **Address:** 7501 E Skoog Blvd
- **City:** Prescott Valley
- **State:** AZ
- **ZIP Code:** 86305
- **Phone:** 928-759-3105
- **Tax ID No.:** [Redacted]

### Contact Person:
- **Name:** John Munderloh
- **Title:** Water Resources Manager
- **Phone:** 928-759-3105
- **e-mail:** jmunderloh@pvaz.net

**AMA:**
- [ ] Phoenix
- [ ] Tucson
- [x] Prescott
- [ ] Pinal
- [ ] Santa Cruz

If the project is located outside of an AMA, it is not eligible for funding.

### Water Management Assistance

**Program Grant Amount Requested:**

$77,313

### Additional Contribution Obtained and Secured:

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<th>Applicant/Agency/Organization</th>
<th>Amount ($)</th>
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Signature of the undersigned certifies understanding and compliance with all terms, conditions and specifications in the application. Additionally, signature certifies that all information provided by the applicant is true and accurate. The undersigned acknowledges that intentional presentation of any false or fraudulent information, or knowingly concealing a material fact regarding this application is subject to criminal penalties as provided in A.R.S. Title 13. The ADWR Director may approve Grant Awards with modifications to scope items, methodology, schedule, final products and/or budget.

**John Munderloh**

**Name of Applicant / Authorized Representative:** Water Resources Manager

**Telephone Number:** 928-759-3105

**Signature:** [Signature]

**Date Signed:** 2/7/2020
Project Map
Executive Summary
The Town of Prescott Valley (Town) seeks to purchase “Water Smart” computer software to provide real-time leak alerts and connect water customers to their current and historic water use record and save an estimated 48 million gallons of water per year.

Over the past decade the Town has invested heavily to upgrade its 21,500 customer network with Advanced Metering Infrastructure (AMI), including replacing approximately 14,800 traditional meters with FlexNet “smart meters” and the supporting infrastructure. The Town’s AMI metering system records and reports hourly water use to a central databank. However, the Town does not have the computer software to take advantage of the detailed information and currently tabulates the data into a monthly total water use for billing purposes. The Town wishes to incorporate a “Water Smart Customer Portal” to take advantage of this detailed water use data to provide real-time water leak notifications, on-line water customer water budgeting, tiered rates management, conservation outreach, and direct outreach to customers who do not participate in the on-line portal.

The Town currently contracts with Sensus Analytics (Sensus) to connect the water use data from the AMI system along with the remaining 6,700 radio-read meters which are queried once-per month by a vehicle-mounted radio receiver and data added to the central database. Sensus’ Water Smart Customer Portal will integrate seamlessly with the existing AMI system and provide proprietary algorithms to detect and report water leaks occurring downstream of the water meter. In addition to the leak detection functions, Water Smart provides a convenient on-line site for customer billing data with a link to the customer billing site and also doubles as a water usage and conservation tool. Customers that log in to their account have access to tools such as water saving challenges, water budgeting information to help avoid higher billing tiers, allow for text message alerts for usage and payment thresholds, billing information, and other water use flags.
Project Overview
Project Overview
The Town of Prescott Valley (Town) provides drinking water to over 21,500 customers representing approximately 51,000 people in the Prescott Active Management Area (AMA). After several years of effort, the Town’s water system has been fully converted to radio-read water meters that greatly increase operational efficiency and meter reading accuracy. Using these water meters, water use information is directly uploaded to a database for monthly billing. Approximately sixty-nine percent (69%) of these meters are AMI meters that report hourly water use information to that database.

This accurate and detailed water use information is currently being tabulated into a monthly billing cycle and occasionally queried for customer-specific resolutions. The data could be used for providing leak alerts to customers in real-time rather than at the end of a billing cycle, saving water and money. To develop this capacity, the Town would need to purchase computer software and IT services. Town staff has identified a “Water Smart” customer portal that would provide leak notices and allow the customer to pay bills on-line, track, score and manage their water use relative to previous months, billing tiers and generic Town averages. Along with these customer benefits, the Water Smart portal would provide the Town with several benefits including:

- Reducing postage costs with on-line billing. The Town currently spends approximately $115,000 per year on postage for utility bills.
- Ability to notify individual customers or groups of customers through text or email for activities such as neighborhood water outages, line maintenance, and payment delinquencies.
- Reduced customer calls, walk-ins and customer resolution issues for billings, etc.

Cost estimates for developing a full-service customer portal are approximately $77,313 for initiation plus one-year of operation. Annual fees would total around $50,000-$60,000 per year, depending on the number of water utility customers.

Water Smart Program Elements
The primary components of the engagement and conservation program consist of the following:

Utility Analytics Dashboard
The Utility Analytics Dashboard gives utility staff actionable insights on customer engagement and water use efficiency, both on an aggregate level and for individual customer accounts. The Dashboard allows utility staff to track, measure, and report on customer engagement, water use patterns by usage tier and customer segment, and view a record of all previous and pending communication. The Dashboard also identifies and notifies Utility staff about suspected leaks in both AMI and non-AMI environments, and allows Utility staff to monitor compliance requirements. The Dashboard delivers information on all customer classes whose data are provided to WaterSmart and integrates external data sources like property records and maps. The Utility Analytics Dashboard is available to all Utility staff, each with their own unique login (see example Figure 1)
Customer Portal

The WaterSmart Customer Portal, available to customers through a mobile application and web interface, allows the Utility to engage with its customers, deliver targeted, personalized messages about their water use, alert them about potential leaks, inform them about rebate programs they might be interested in, educate them on the value of water, and more. The Portal has an integrated customer survey to gather important customer details related to occupancy, appliance age, water use behavior, and other important metrics. The Customer Portal also provides access for individual account owners, or can also provide access to multiple account owners such as a Home Owners Association or a business with multiple sites or multiple meters (see example Figures 2-4).

Figure 1: Utility Analytics Dashboard
Figure 2: Customer Portal Home Page
Figure 3: Example of Conservation Outreach on Customer Portal

Figure 4: Customer Portal Water Conservation Challenge
Alerts and Notifications

WaterSmart can provide alerts to customers to notify of a potential high volume or continuous use leak, or to notify a customer that they have reached a self-selected consumption threshold. These alerts are further enabled by AMI, though they are also available for non-AMI customers. Leak alerts are currently targeted at single-family residential accounts and irrigation-only accounts. Alerts can be sent through multiple channels -- email, SMS text message, or automated voice call, and also help users to resolve the leak on their own, and gathers information on leak resolution. This is the only closed-loop leak-alerting and resolution system in the market (see example Figures 5 & 6).

![Figure 5: Leak Notification Page](image)

Surveys

WaterSmart prompts end-customers to respond to two surveys on behalf of the Utility. The first is the Customer Profile available to customers through the Customer Portal and linked to in the Customer Letter. WaterSmart will also send a digital invitation to complete a post-launch Satisfaction Survey on behalf of the Utility to all accounts for which an email address is available. WaterSmart shares all survey results with the Utility.
Purpose and need:
Town of Prescott Valley water customers have demonstrated that they are highly responsive to voluntary water conservation efforts that are incentive focused rather than through regulations. In 2005, the Town implemented a tiered rate incentive program to focus on water conservation. The Town’s water customers showed a tremendous response to this program (Figure 7) and dropped average water use by 20% or more in just three years. Customers employed the tools provided by the regional Water Smart educational program employed in the Prescott AMA. The Town is an active participant in the Water Smart water conservation outreach program administered through the Upper Verde River Watershed Protection Program.

As a full-service community, providing jobs, recreation, and education with year-round residency, the Town’s average per-capita water use of 100 GPCD is one of the lowest in the State. It is also well below the target level for Prescott Valley set in the Fourth Management Plan of 125 GPCD. This level of water conservation was obtained through the self-directed efforts of the water customers – demonstrating that water users in Prescott Valley actively seek tools to lower their water use and water bills. The Water Smart Customer Portal provides those additional tools now lacking in the service area.
Estimated Water Savings:

Water Leaks: The Town calculates that 3.27 million gallons of water per year, on average, are lost due to water leaks that are not recognized until the monthly billing cycle is completed. The Water Smart portal will recognize and report those leaks that occur on the AMI accounts in real-time (69% of current accounts) with an estimated annual savings of 2.25 million gallons. Once the system is fully converted to AMI accounts, all leaks can be recognized and addressed in real time. All water customers will be part of the leak detection and notification program.

Sensus will create a Water Smart account for all Town water customers regardless of the type of water meter. Customers who log into their account for bill payment will be provided with additional water use notifications and water use challenges. In addition, the Water Smart portal creates additional flag notifications and leak calculations for all customers. Sensus estimates a typical water savings from this program of 2,100 gallons per customer per year, or 45.1 million gallons per year for the service area.

When fully implemented, the total potential water saving within the Town service area is estimated around 48.42 million gallons per year, or 933 gallons per person (at 51,751 people in the service area). This results in a net reduction in Gallons Per-Capita Day (GPCD) of 2.5 gallons, or 2.5%.
**Fourth Management Plan:**
The Town is currently listed as a Large Municipal Provider under the Non Per-Capita Conservation Program (NPCCP) in the Fourth Management Plan for the Prescott AMA. The Town currently complies with the Tier 2 Best Management Practice (BMP) requirements (e.g. “5” BMPs) for the Town’s current number of service connections. Current discussions hosted by ADWR on the upcoming Fifth Management Plan indicate that the BMP requirements are likely to increase. In addition, the Town is trending toward Tier 3, regarding adoption of ten (10) BMPs regardless.

The Fourth Management Plan for the Prescott AMA specifies AMI meters as a Best Management Practice for the Municipal Non Per-Capita Water Conservation Program. The Town has spent well over $1.7 million on AMI infrastructure in the past decade and will commit to the full conversion of the remaining 6,685 AMR meters within system at an additional cost of over $1 million. The potential to realize cost-savings due to the technological improvements is unrealized if software need to manage the data and interact with the customer is not implemented.
Scope of Work
Scope of Work
The project will incorporate four major tasks:

Task 1 – Software Purchase, Installation and Subscription - WMAP Grant ($77,313)
The first task is to approve a contract purchase of the Water Smart software then engage in the
installation and testing of the Water Smart Software Portal. Task 1 will include a one-year
subscription for the software and hosting services. Sensus will install and integrate the software
across the Town’s systems and train staff.

Task 2 – Convert 6,700 Radio Read Meters to AMI Meters - Town Match ($1,109,168)
The Town will convert the remaining 6,700 radio-read meters into the AMI system meters. The
cost includes the conversion kits plus labor for installation and will occur over a three-year
period beginning July 1, 2020. The Town Council has expressed support for this program at its
budget retreat on January 17, 2020 and through support for this grant application as approved at
the January 23, 2020 Town Council meeting (Council Action form attached).

Task 3 – Outreach Recruitment for the Water Smart Portal – Town Match (In-kind, est. $10,000)
The full water conservation potential of the AMI system can only be realized if customers are
encouraged to create an account. Customers who sign into their account receive a convenient
bill pay tool along with several water savings tools, including real-time access to their water use
and water use history.

In the first year of the project, the Town will deploy an aggressive outreach and education
program to encourage customers to use the features of the customer portal for water conservation
and bill payment. The Town’s Community Relations Office will direct a comprehensive public
outreach and education effort during year one of implementation through traditional and social
media. This effort will provide water customers with the tools necessary to take advantage of the
features available through the customer portal for water conservation and bill payment.
Outreach tools available to staff include the full slate of social media applications, including
Next Door, Facebook, Instagram and Twitter; the monthly Town News; Town website; local
electronic, radio and print publications, such as SignalsAZ, Prescott Valley Tribune, and Magic
99.1. Staff will also take advantage of radio interviews through the Marnie Show, a local weekly
radio program. Information will also be available at the Town Water Department to ensure new
customers take advantage of the program. Ongoing customer service will be managed through
the Town Utility Billing Department.

Public education and outreach will occur concurrently with conversion of the remaining AMR
meters to the AMI platform.

Task 4 – Subscription Maintenance – Town Match ($249,380)
The Town will continue maintenance of the service through annual subscription fees for years 2 through 5 of the project. Costs are based on a unit fee for each active customer account and are expected to escalate each year. The Town is committed to the on-going support of the Customer Portal but may choose to contract with different vendors in the future to manage costs.
Budget Breakdown
## Budget Breakdown

**Town of Prescott Valley Water Conservation Portal**

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<th>Price</th>
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Budget Narrative
Budget Narrative:
The Town of Prescott Valley (Town) seeks to purchase “Water Smart” computer software for a total cost of $77,313 to provide real-time leak alerts and connect water customers to their current and historic water use record and save an estimated 48 million gallons of water per year. The Town is committing an additional $1,368,548 to the project for additional meters and on-going subscription costs for the software for four additional years.
Over the past decade the Town has invested heavily to upgrade its 21,500 customer network with Advanced Metering Infrastructure (AMI), including replacing approximately 14,800 traditional meters with FlexNet “smart meters” and the supporting infrastructure. The Town’s AMI metering system records and reports hourly water use to a central databank. However, the Town does not have the computer software to take advantage of the detailed information and currently uses the data as a monthly total water use for billing purposes. The Town wishes to incorporate a “Water Smart Customer Portal” to take advantage of this detailed water use data to provide real-time water leak notifications, on-line water customer water budgeting, tiered rates management, conservation outreach, and direct outreach to customers who do not participate in the on-line portal.

The Town currently contracts with Sensus Analytics (Sensus) to connect the water use data from the AMI system along with the remaining 6,700 radio-read meters which are queried once-per month by a vehicle-mounted radio receiver and data added to the central database. Sensus’ Water Smart Customer Portal will integrate seamlessly with the existing AMI system and provide proprietary algorithms to detect and report water leaks occurring downstream of the water meter. In addition to the leak detection functions, Water Smart provides a convenient on-line site for customer billing data with a link to the customer billing site and also doubles as a water usage and conservation tool. Customers that log in to their account have access to tools such as water saving challenges, water budgeting information to help avoid higher billing tiers, allow for text message alerts for usage and payment thresholds, billing information, and other water use flags.

The total award is proposed to be spent between the tasks as follows (Include brief description of task and total task cost in $):

1) **Task #1 - WMAP Grant - $77,313** - Professional Services Contract in an amount of $77,313 to purchase, install, setup accounts and 1-year of subscription fees for Sensus Water Smart software as follows:
   a. Setup Fee - $9,375
   b. Onsite Training - $6,250
   c. Single Sign-on - $6,250
   d. Premium Service Integration - $1,688
   e. Water Smart Subscription, year 1 - $53,750

2) **Task #2 - Town Match - $1,109,168** – Convert 6,685 Radio Read Meters to AMI Meters. The Town will convert the remaining 6,685 radio-read meters into the AMI system meters. The cost includes the conversion kits plus labor for installation and will occur over a three-year period beginning July 1, 2020.

3) **Task # 3 – Town Match - $10,000** - Outreach Recruitment for the Water Smart Portal – Town Match (In-kind, est. $10,000 The Town’s Community Relations Office will direct a comprehensive public outreach and education effort during year one of implementation through traditional and social media. This effort will provide water customers with the
tools necessary to take advantage of the features available through the customer portal for water conservation and bill payment.

4) **Task # 4 – Town Match - $249,380** - Subscription Maintenance - The Town will continue maintenance of the service through annual subscription fees for years 2 through 5 of the project. Costs are based on a unit fee for each active customer account and are expected to escalate each year. The Town is committed to the on-going support of the Customer Portal

Task #1: (Describe break down work that will be done by hours, cost per hour, etc.).

1) Task #1 will be completed through a Professional Services Contract with Sensus Analytics to purchase, install, setup accounts and 1-year of subscription fees for Water Smart software as follows:
   a. Setup Fee - $9,375
   b. Onsite Training - $6,250
   c. Single Sign-on - $6,250
   d. Premium Service Integration - $1,688
   e. Water Smart Subscription, year 1 - $53,750

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Additional Contribution Breakdown
Additional Contribution Breakdown (Match)

Total Town Prescott Valley cost for full integration water customers with the real-time water conservation portal is $1,368,548 over a five-year project period. Town council members unanimously approved application to the WMAP program at their regularly scheduled public meeting of January 23, 2020. A table itemizing the match contribution. Documentation of the town council approval of the project is also uploaded in the additional contribution section.

Additional Contribution Breakdown

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Supplemental Information:

Evidence of Physical and Legal Availability of Water
**Legal Availability of Water**

The Town is currently listed as a Large Municipal Provider under the Non Per-Capita Conservation Program (NPCCP) in the Fourth Management Plan for the Prescott AMA. The Town currently complies with the Tier 2 Best Management Practice (BMP) requirements (e.g. “5” BMPs) for the Town’s current number of service connections. Town of Prescott Valley Service Area Water Right Number is 58-003023.0000.
Evidence of Control and Tenure of Land
TERMINATION AND RELEASE OF DEED RESTRICTIONS
AND QUITCLAIM DEED

THIS TERMINATION AND RELEASE OF DEED RESTRICTIONS AND QUITCLAIM DEED (this "Termination") is made this 31st day of May, 1995, by The Fain Family Limited Partnership, an Arizona limited partnership, and Norman William Fain II, a married man dealing with his wife and separate property (collectively, "Grantor").

Recitals

A. Pursuant to that certain Gift Deed, dated December 27, 1991, and recorded December 30, 1991, at Book 2434, Page 552, as Instrument No. 9150459, and that certain Gift Deed, dated December 27, 1993, and recorded December 27, 1993 at Book 2751, Page 737, as Instrument No. 9366393, all in the Official Records of Yavapai County, Arizona, Grantor conveyed certain real property, including the real property more particularly described in Exhibit "A" attached hereto (the "Property"), to the Town of Prescott Valley ("Grantee"). The foregoing described deeds are collectively referred to herein as the "Deeds" and individually, a "Deed".

B. The Deeds contain restrictions with respect to the construction of certain improvements upon, and the transfer by Grantee of, the Property (the "Restrictions").

C. Grantor desires to forever terminate, release and remove the Restrictions with regard to the Property.

NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Grantor hereby agrees, declares and quit claims as follows:

1. Upon execution of this Termination and recordation of this Termination in the Official Records of Yavapai County, Arizona, Grantor terminates, releases and removes the Restrictions as an encumbrance upon the Property and forever waives any and all rights to enforce any of the Restrictions with regard to the Property.

2. Grantor hereby quitclaims to Grantee all of Grantor's right, title and interest in the Property.
3. This Termination shall be binding upon Grantor and Grantor's heirs, representatives, successors and assigns.

IN WITNESS WHEREOF, the undersigned have executed this Termination as of the
day, month and year set forth above.

THE FAIN FAMILY LIMITED PARTNERSHIP,
an Arizona limited partnership

By: Fain Enterprises, Inc. an Arizona
corporation, its General Partner

By: ________________________________
Norman W. Fain, President

NORMAN WILLIAM FAIN II

STATE OF ARIZONA )
) SS:
County of Yavapai )

The foregoing instrument was acknowledged before me this 5th day of May,
1995, by NORMAN W. FAIN, the President of Fain Enterprises, Inc., an Arizona
corporation, the General Partner of THE FAIN FAMILY LIMITED PARTNERSHIP, an Arizona
limited partnership, for and on behalf thereof.

CAROLYN Y. FRASER
Notary Public
My Commission Expires: 12.20.95

STATE OF ARIZONA )
) SS:
County of Yavapai )

The foregoing instrument was acknowledged before me this 5th day of May,
1995, by NORMAN WILLIAM FAIN II.

CAROLYN Y. FRASER
Notary Public
My Commission Expires: 12.20.95
POLICE DEPARTMENT PARCEL

The land herein described is in the Town of Prescott Valley, County of Yavapai, State of Arizona, being a portion of the land described in Book 2434 of Official Records, Pages 552-556, and a portion of the land described in Book 2751 of Official Records, Pages 737-743, both records in the office of the recorder of said County, more particularly described as follows:

Beginning at the southeasterly corner of the land described in Book 2212 of Official Records, Pages 300-311 in the office of said Recorder;

thence, North 89°56'20" East, a distance of 215.70 feet to the TRUE POINT OF BEGINNING;

thence, North 89°56'20" East, a distance of 272.96 feet;

thence, along a curve to the left, having a chord bearing North 41°45'28" East, a chord length of 37.28 feet, a radius of 25.00 feet, a central angle of 96°25'48", and an arc length of 42.08 feet;

thence, along a curve to the left, having a chord bearing North 27°18'58" West, a chord length of 558.31 feet, a radius of 784.01 feet, a central angle of 41°43'01", and an arc length of 570.84 feet;

thence, South 41°47'53" West, a distance of 299.01 feet;

thence, along a curve to the right, having a chord bearing South 27°38'46" East, a chord length of 339.89 feet, a radius of 485.00 feet, a central angle of 41°01'23", and an arc length of 347.26 feet to the TRUE POINT OF BEGINNING.

Containing 141,070 Square Feet or 3.243 Acres.

I certify that, I, Peter S. Jorgensen, a Registered Land Surveyor in the State of Arizona, that this description was prepared under my direction and contains true, accurate and adequate information to allow retracement thereof.

Peter S. Jorgensen, R.L.S. 16558

POLICE DEPARTMENT PARCEL.

27 APRIL 1995
State Historic Preservation Office (SHPO) Review Form
SHPO Exemption

The Town of Prescott Valley’s proposal is for the purchase of computer software to interface with their AMI metering system. No ground disturbing activity will occur.
Application Checklist
ARIZONA DEPARTMENT OF WATER RESOURCES
WMAP Groundwater Conservation Grant Application Checklist
Town of Prescott Valley WMAP Application for Water Smart Customer Portal

☑ Project Proposal
   ☑ Cover Letter
   ☑ Executive Summary
   ☑ Project Overview
   ☑ Scope of Work
   ☑ Budget Breakdown & Narrative
   ☑ Additional Contribution Breakdown (if applicable)
   ☑ Project Map

☑ Supplemental Information
   ☑ Evidence of physical and legal availability of water
   ☑ Evidence of Control and Tenure of Land
   ☑ State Historic Preservation Office Review Form