



August 16, 2019

Natalie Mast
Arizona Department of Water Resources
1110 W Washington St., Suite #310
Phoenix, Arizona 85007

Hello Natalie,

The Town of Gilbert appreciates that the Department of Water Resources is moving forward with promulgating the Phoenix AMA's Fourth Management Plan ("Plan"). Additionally, we are grateful that you are seeking and incorporating feedback into the draft Plan dated July 11, 2019. The following comments are some of the main ideas that we thought were worth exploring further.

We believe that the point distribution of many of the proposed Best Management Practices ("BMP") in Appendix 5C should be reconsidered. As structured, the point system rewards utility programs that are public-facing while at the same time, disincentivizes BMPs that have proven to be quantifiable and effective, by offering less points. For example, BMP 6.1 is a toilet replacement incentive that does not even emphasize the more efficient ULF toilets but the program rewards 2 points. BMP 6.3 is a rebate for devices that have almost no proven conservation, but also rewards 2 points. Conversely, utilizing emerging technology (BMP 7.1) or actually evaluating the effectiveness of a program (BMP 7.3), using research for more effectiveness (BMP 7.2), and analyzing a BMP for actual water savings (BMP 7.4) are only valued at 1 point. This scoring methodology doesn't incentivize innovation or effectiveness but rather only programs that the public already associates with conservation, in a very narrow, anachronistic way. If the purpose of BMPs are to drive more effective programs we suggest changing these point categories; BMPs 6.1, 6.2, 6.3, 6.4, 6.5, 6.6 should all be decreased and BMPs 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8 should be increased. The latter could be accomplished by allowing for multiple points for multiple technology implementations, research projects, or programs under each BMP, as applicable.

Additionally, under the NPCCP program description, we recommend that the necessary BMPs are referred to as "total BMP points," or similar, as opposed to "additional BMPs." This would avoid any confusion about whether or not the mandated "additional BMPs" need to be additional to (i.e., exclusive of) pre-existing conservation programs.

Under Chapter 6, for turf related facilities, we believe that a calculation that focuses on the percentage of landscape area that may be water intensive would be more effective than having a strict limit of 90 acres on the acreage for turf related facilities. We are concerned that a strict 90 acre limit may be easy to evade from a development standpoint, either by utilizing phasing of the development or subdividing the land. Second, a large master planned community could conceivably have more than 90 acres of turf because of the community's size. Our experience is that the largest communities are actually the most efficient users of water because of their level of sophistication. The phasing or subdivision evasion of the hard cap would likely decrease the effectiveness of community management and thus, landscape water management. Third, at the 90 acre limit, as stated in the draft, this only affects a few turf-related facilities, so we question the true conservation impact that this will drive - while also understanding that this number may decrease in the fifth management plan. Utilizing a methodology similar to the "New Large Landscape User Program" (6.3.8) where a percentage of the landscaped area may be water intensive is more suitable. We'd like to explore this possibility in the stakeholder forums.

Lastly, it seems unnecessarily repetitive to have large municipal providers with a Designation of Assured Water Supply that have previously opted out of the Per capita conservation program ("GPCD"), in compliance with A.R.S. § 45-567.01 (I) 1 & 2, to be put back into the GPCD as a default in the Fourth Plan. Would a Designated Provider need to opt out again in a few years when the Fifth Management Plan is promulgated? Hopefully we can avoid repeating this process.

Thank you for the extensive work that has been put into developing the Fourth Management Plan. We are grateful that the Department is committed to furthering water management in Arizona, and we look forward to partnering with you to accomplish our mutual goals.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Braun", with a long horizontal flourish extending to the right.

Eric Braun
Water Resources Manager