



City Council Report

Date: November 4, 2019
To: City Council
Through: John Pombier, Assistant City Manager
From: Scott Bouchie, Environmental Management and Sustainability Director
Laura Hyneman, Deputy Director – Environmental and Sustainability
Donna DiFrancesco, Conservation Coordinator
Subject: Water – Use It Wisely™ Media Campaign Intergovernmental Agreement with Arizona Department of Water Resources (Citywide)

Purpose and Recommendation

Request to authorize the City Manager or his designee to enter into an Intergovernmental Agreement (IGA) with the Arizona Department of Water Resources (ADWR) for the purpose of administering the activities of the Water – Use It Wisely™ campaign, a regional water conservation messaging effort. In accordance with the IGA, ADWR will provide Mesa with funds annually to be applied toward the regional advertising campaign for a two-year period.

Background

The City of Mesa is required by the 1980 Groundwater Management Act to maintain a specific per-capita water use level in its water service area. Mesa encourages water conservation through ordinances, water-wise education programs, tiered water rates, technical assistance, and incentives. One of the most important aspects of encouraging voluntary conservation programs is continued reinforcement and reminders of the importance and methods of using water efficiently.

In 1999, the City of Mesa's Water Conservation Office hired an advertising and marketing firm to develop a water conservation messaging campaign and the Water – Use It Wisely (WUIW) campaign was born. Phoenix and Scottsdale soon joined the effort and a regional campaign was started. The goal was to have municipalities, water authorities, utilities, and corporations throughout Arizona speaking in a unified conservation voice with a single message: "Water – Use It Wisely."

Twenty years later, WUIW has 20 regional partners who drive the Arizona coalition by working together and combining funds for better buying power and to maximize media exposure. Benefits include reduced administrative costs through consolidated billing, increased leverage with media providers, improved efficiency, and increased outreach of the campaign. Campaign creative is owned by Mesa and the campaign contract with the marketing and advertising agency is administered by Mesa.

Discussion

Because each partner in the regional campaign has distinct procurement standards, administration of invoices can become complex and time consuming. This is why IGAs have been in place with the City of Phoenix and the City of Tempe since 2008 - to improve efficiency allowing more dollars to go toward regional media purchases instead of administration of invoices. Under this arrangement, partner organizations send a check to Mesa at the beginning of the fiscal year. The marketing agency can then consolidate invoices and bill Mesa for the portion of the work that would otherwise have been divided up to the partner organizations.

The ADWR IGA (**Attachment 1**) is designed to effectuate this type of arrangement for a two-year period. The IGA directs ADWR to annually provide \$50,000 to Mesa to be allocated and administered to the regional WIUW campaign media purchases for the period from FY 19/20 to FY 20/21.

Besides Mesa and ADWR, 18 additional partners (Arizona Municipal Water Users Association, Avondale, Buckeye, Central Arizona Project, Chandler, El Mirage, EPCOR Water, Flagstaff, Fountain Hills, Glendale, Global Water, Goodyear, Peoria, Queen Creek, Scottsdale, Surprise, Salt River Project, Tempe) will contribute \$276,500 towards the campaign and Mesa will contribute \$40,000. Adding those amounts to the ADWR contribution of \$50,000 (described in the IGA) will total \$366,500 for the Water – Use It Wisely™ campaign for this fiscal year.

Alternatives

ADWR is only able to provide this financial support through an intergovernmental agreement.

Fiscal Impact

The IGA will require the City of Mesa to invoice ADWR once a year to receive a full reimbursement of the budgeted funds. Additionally, Mesa will oversee payments to the advertising agency. These tasks will cause little significant increase in City administrative costs.

Coordinated With

This project will involve the City Attorney's Office for assistance with the IGA amendments and the Business Services Department to assist with annual invoicing.