



# City Council Report

**Date:** November 20, 2023  
**To:** City Council  
**Through:** Marc Heirshberg, Deputy City Manager  
**From:** Scott Bouchie, Environmental and Sustainability Director  
Laura Hyneman, Environmental and Sustainability Deputy Director  
**Subject:** Water – Use It Wisely IGA with City of Peoria  
Citywide

## Purpose and Recommendation

The City of Mesa Environmental and Sustainability Department is requesting the Mesa City Council approve and authorize the City Manager or his designee to enter into an Intergovernmental Agreement (IGA) with City of Peoria for the purpose of receiving and administering funds that support the Water – Use It Wisely™ (WUIW) campaign, a regional water conservation messaging effort.

## 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. City of 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 WUIW was born. The Cities of 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."

Today, WUIW has 19 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. The WUIW campaign creative is owned by the City of Mesa and the campaign contract with a marketing and advertising agency is administered by the City of Mesa. Mesa receives and administers funds from several of these regional partners for use in the WUIW campaign through IGAs which increases the efficiency of the program by preventing the duplication of administrative work among the participating entities.

## **Discussion**

Like the other participating entities, the City of Peoria has requested to enter into an IGA with the City of Mesa to contribute funds to the WUIW campaign to be administered by the City of Mesa. In accordance with the IGA, City of Peoria will provide City of Mesa with funds of up to \$40,000.00 annually to be applied toward to the regional campaign for a period of five (5) years with an option to extend the IGA on written consent for one (1) additional five-year term. The IGA has already been approved by City of Peoria.

## **Alternatives**

The City of Peoria is only able to provide this financial support through an intergovernmental agreement because the City of Mesa owns the creative rights to the campaign. If the resolution is not approved, City of Peoria will not be able to contribute to the regional campaign without adding complexity to administration of the campaign.

## **Fiscal Impact**

WUIW IGAs have no direct cost to the City of Mesa. The IGAs require the City of Mesa to invoice partnering entities just once a year to receive a full reimbursement of the agreed upon IGA contributions.

## **Coordinated With**

City Attorney's Office supports the recommendation to authorize this resolution.