



City Council Report

Date: June 23, 2022

To: City Council

Through: Christopher J. Brady, City Manager, or
John Pombier/Deputy 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 IGA with City of Tempe
Citywide

Purpose and Recommendation

Request to authorize the City Manager or his designee to enter into an Intergovernmental Agreement (IGA) with the City of Tempe 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, Tempe will provide Mesa with funds (up to \$20K) annually to be applied toward the regional advertising campaign for a period of five years with an option to extend the IGA on written consent for two additional five-year terms.

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-three years later, 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. Campaign creative is owned by Mesa and the campaign contract with a 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. Mesa currently has IGAs with the City of Phoenix and the Arizona Department of Water Resources 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.

Alternatives

The City of Tempe is only able to provide this financial support through an intergovernmental agreement because the City of Mesa owns the creative rights to the campaign.

Fiscal Impact

The IGA requires the City of Mesa to invoice Tempe just once a year to receive a full reimbursement of the agreed upon IGA contributions. Additionally, Mesa will oversee payments to the advertising agency. These tasks will cause little significant increase in City administrative costs. Discussions with Financial Services indicates that the City can also potentially gain interest on the IGA monies that accrue between the time the City of Mesa receives the money until expenditures occur.

Coordinated With

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