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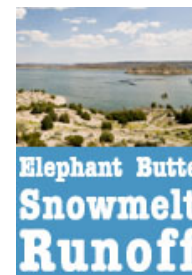
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AWE Never Waste Consumer Media Campaign Launches March 2013

Are you a current [Alliance for Water Efficiency](#) (AWE) member? If so, you have free access to AWE's brand new consumer information campaign and you can customize the campaign with your logo (at minimal cost). Based on the concept "never waste," the campaign raises awareness of how much water consumers typically waste. The basic message is "We can't sustain our way of life if we don't use water more wisely."

Do you know how much water you use?"

The campaign symbol is a water bottle that quantifies the amount of water typically wasted, in a very engaging way! Our hope is that this campaign will make consumers think about how much water they waste and how much they can save by incorporating water-saving measures into their daily lives.

Campaign goodies include:

- Bill stuffers
- Event banners
- Online advertising
- Print ads*
- Billboard ads*
- Bottle customization*



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Water Customization:

* Additional costs apply.

March 1, 2013 is the official launch date, but AWE members need to sign up by January 1, 2013 in order to participate. If you want to order water bottles (customized or not) in time for the launch, you'll need to send your order to AWE by December 15, 2012. Of course you can order water bottles all throughout 2013.

Sign up with AWE now and join the campaign!

To learn more, go to <http://www.allianceforwaterefficiency.org/mcampaign.aspx>.

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Congratulations to NMOSE for the EPA Excellence Award!

The New Mexico Office of the State Engineer (NMOSE) Water Use and Conservation Bureau received an Excellence Award from the Environmental Protection Agency (EPA) for their 2011 Fix A Leak Week campaign activities as an EPA WaterSense partner. Award winners were announced at the WaterSmart Innovations Conference and Exposition awards luncheon in Las Vegas, Nevada last October. The awards recognize EPA WaterSense partners who help advance the overall mission of WaterSense, increase awareness of the WaterSense brand in a measurable way, and demonstrate overall excellence in the water-efficiency arena.



NMOSE was recognized for creating a unique, statewide campaign that included consumer and member outreach activities, a media campaign, and several Fix a Leak Week events. NMOSE notified all 635 public water suppliers in New Mexico about the WaterSense mission and about simple ways to use less water, such as promoting and enhancing water-efficient products and services.

NMOSE's campaign had a traveling exhibit and a media day made possible with support from WaterSense Partners and communities around our state. Their booth had a recirculating water meter to show how much water can be lost through leaks, and consumers got to test and replace a leaky toilet flapper, which was a fun way to show them how they can save household water and money.

"Our Water Use and Conservation team's effort in the Fix A Leak Week campaign was remarkable," said State Engineer Scott Verhines. "I am proud of the work they have done promoting wise water use and water conservation. Our staff educated New Mexican's on simple water-saving steps in a fun and creative manner. Spending five minutes and five dollars

to save water can make a difference for our state."

The NMOSE thanks all the collaborators who worked with the agency: WaterSense partners, non-partners, and stakeholders such as the Albuquerque Bernalillo County Water Utility Authority, City of Gallup, City of Las Cruces, City of Rio Rancho, City of Santa Fe, Los Alamos County, New Mexico Rural Water Association, New Mexico Water Conservation Alliance, Bureau of Reclamation, Intel Corp, and the Xeriscape Council of New Mexico.

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18th Annual New Mexico Xeriscape Conference Coming Up in February 2013

The 18th Water Conservation and Xeriscape Conference will be Thursday and Friday February 28 and March 1, 2013 at the Marriot Pyramid Hotel in Albuquerque New Mexico. "Our Water, Our Future" is the theme, and this event is a collaboration between the Xeriscape Council of New Mexico and Arid LID. The conference will explore the interrelated fields of landscape, engineering, architecture, agriculture and ecology and how they are impacted by increasingly erratic rainfall and new climate extremes. We will explore the engineering challenges and landscape opportunities of managing storm water as an on-site source. Agenda, speaker and registration information is posted at www.xeriscapenm.com.

As usual, the Xeriscape Expo follows on Saturday and Sunday, March 2 and 3, in the Creative Arts Building at NM Expo/State Fairgrounds in Albuquerque. The Expo is a great opportunity for homeowners to learn about xeriscaping and to attend two days of talks and demonstrations on growing beautiful gardens in more sustainable ways. Exhibitors showcase

*Our Water,
Our Future*

...the days of rain and demonstrations on growing seasonal gardens in more sustainable ways. Exhibitors showcase the latest in water conservation information and products, local food, plants, and know-how. Event admission is free; on-site parking is \$5.00 (save by carpooling or riding your bike). Find more information at www.xeriscapenm.com.

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Marian Wrage and Andrew Hall Honored for their Work with the City of Rio Rancho!

Marian Wrage, environmental programs manager for the city of Rio Rancho, and Andrew Hall, lead operator for the city water and wastewater treatment department, have been recognized by the Rocky Mountain Section of the American Water Works Association (AWWA). The Rocky Mountain Section includes New Mexico, Colorado, and Wyoming.

Wrage is the recipient of the Alice Darilek Water

Conservation Award for 2012, which is given annually to an outstanding contributor to the field of conservation. Hall has been recognized as water distribution operator of the year.

In nominating Wrage for the award, Ruben Archuleta, water conservation specialist with the city of Rio Rancho, detailed her "unflinching devotion, enthusiasm, leadership and commitment to the cause of water conservation." He said that since 2006 when Wrage joined the city as environmental programs manager, the city's public education and outreach activities have increased dramatically, from five events to more than 102, reaching an estimated 15,000 people in the prior fiscal year.

Archuleta credited Wrage with planning, obtaining funding for, and implementing the Rio Rancho Children's Water Festival, which annually provides hands-on activities and education to more than 600 4th-grade students on topics such as water conservation, watersheds, the water cycle, and water quality. Archuleta also said Wrage was involved in very successful community promotions around "Fix A Leak" week during March 2011 and 2012, including coordinating information booths at a local hardware store where residents could get questions answered and schedule free water-conservation audits for their homes.

Wrage has been responsible for substantially increasing free water conservation audits to local residents. She assisted the New Mexico Office of the State Engineer (NMOSE) in developing a new commercial water auditing program and has also conducted ongoing irrigation audits for the city's schools and parks. Wrage also worked with NMOSE to include Rio Rancho's participation in a water-accounting pilot program that has helped document the city's water use, which has declined from 188 gallons per person per day in 2000 to 141 gallons per person per day in 2011 – a 25 percent reduction.

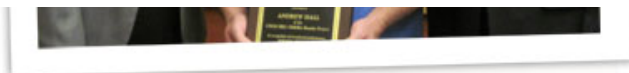
Hall, an employee of CH2M Hill OMI, which is the city's operator for water and wastewater utilities, has been with the Rio Rancho water utility since 1996. He is currently responsible for all meter installations, replacements, and repairs for the city. Hall also serves as a heavy equipment operator for repair operations



Marian Wrage posing with her award



equipment operator for repair operations related to both water production and wastewater. He has helped install utilities in the older parts of Rio Rancho, and his knowledge of their locations has proved invaluable for main breaks and other emergencies that require location of potential problems.



Andy Hall with officials

In receiving this award, Hall was acknowledged and honored for his reputation as a problem-solver demonstrated through his work with many different city departments and contractors.

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City of Rio Rancho Wins Sustainable Community Award

The City of Rio Rancho has been honored with a New Mexico Sustainable Community Award in recognition of efforts to create a sustainable water system. The award is given to New Mexico communities that work toward water sustainability, apply good business water practices, and collaborate regionally. The award is sponsored by the Española Basin Regional Issues Forum, the New Mexico Environment Department, the Rural Community Assistance Corporation, the Infrastructure Finance Conference Committee, and the Rural Central New Mexico Economic Development District.



The city networks and participates in regional efforts that “allow Rio Rancho to keep abreast of the new technologies and also learn about what works and what does not,” explained Marian Wrage, environmental programs manager for the city. Wrage said Rio Rancho is involved in regional partnerships with the Mid Rio Grande Council of Governments Water Board, the Middle Rio Grande Water Quality Work Group, the Middle Rio Grande Water Assembly, the New Mexico Water Conservation Alliance, and the New Mexico Municipal League Environment Quality Association.

Rio Rancho has various plans in place to guide infrastructure projects, manage water resources, and maintain sustainability. Wrage said the city’s Sustainability Plan “includes not only water and wastewater, but also all areas of sustainability throughout the city. The water and wastewater services reduce electric needs when the Public Service Company of New Mexico experiences a high demand.”

A letter from F. David Martin, New Mexico Environment Department Cabinet Secretary, congratulated Rio Rancho on a job well done and commended the community “for your continuing efforts to manage and operate your water system in a sustainable manner and as a critical component of a sustainable community.”

Congratulations to the “City of Vision”!

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Two Local Water Professionals Speak at National Conferences

Lynn Kronowit of CH2M Hill OMI, which is the City of Rio Rancho’s contract water and wastewater operators, went to New Orleans, LA in October to present at the Water Environment Federation Technical Conference (WEFTEC). Kronowit presented to an audience of about 75 attendees who wanted to learn the ins and outs of children’s water festivals, particularly the Rio Rancho Children’s Water Festival, which is a highly successful program for school



children. WEF IEC featured a world-class program of 148 technical sessions with over 1,000 presentations, 24 workshops, and seven local facility tours.

Lonnie Burke, city contract water auditor, went the opposite direction to Las Vegas, Nevada. Burke presented at the WaterSmart Innovations Conference held yearly in October in Las Vegas. More than 900 participants from 33 states, the District of Columbia, and seven foreign nations participated in the fifth annual conference. Burke presented to about 40 water professionals on the proactive approach that Rio Rancho takes to suspected water leaks at customers' homes and businesses. Sixty percent of the city's meters have been changed out to meters that automatically send a report to the utilities department if the meter has water running through it over a 24-hour period. When this happens, letters are sent to customers explaining they may have a water leak (usually the toilet) and offering the opportunity to have the city conduct a water audit.

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Lynn Kronowit with Rio Rancho's Water Wizard at the Children's Water Festival



Lonnie Burke, city contract water auditor



Interstate Stream Commission Works to Get Snowmelt Runoff Into Elephant Butte Reservoir

The New Mexico Interstate Stream Commission (NMISC) is collaborating with the U.S. Bureau of Reclamation to maintain the 20+ mile long Elephant Butte Reservoir pilot channel.

The channel is constructed within the upper dry portion of the reservoir that has become exposed because of drought. The length of exposed area varies each year, requiring work to be conducted annually to maintain connection with the reservoir and keep the channel clear of vegetation. The pilot channel extends south along the Rio Grande valley near Fort Craig to South Monticello Point at the top of Elephant Butte Reservoir.



"The Interstate Stream Commission maintains the river channel to direct as much water as possible into Elephant Butte Reservoir this winter and during the snowmelt runoff next spring," said NMISC Director Estevan López. "This effort is one of the tasks the NMISC performs to help get water to New Mexico farmers. The pilot channel has been estimated to save between 10,000 to 20,000 acre-feet of water per year. This is roughly equivalent to the amount of water consumed by 4,500

to 9,500 acres of middle valley farmland, annually. That's a lot of water for our irrigators and other users."

The native Rio Grande water storage reservoirs for farmers in the middle and lower Rio Grande valley are low in part because of drought, and each additional acre-foot of water that makes it into Elephant Butte Reservoir will help New Mexico next year. The channel keeps the Rio Grande river hydrologically connected with the reservoir to capture as much water as possible.

Winter maintenance started this past November and will continue through January 2013. The New Mexico based crew, Wilco Marsh Buggies, is doing the work using amphibious excavators suitable for the harsh working conditions.

The pilot channel is about 150 to 300 feet wide and 3 to 5 feet deep with berms roughly 5 to 10 feet high and is designed to convey river flows ranging from 1,500 to 2,000 cubic feet per second. The upper seven miles of channel were constructed by the Bureau of Reclamation under a Cooperative agreement with the NMISC, and the lower 13 miles were constructed by Wilco Marsh Buggies. The project is being funded through a State of New Mexico appropriation from the Improvement of the Rio Grande Income Fund. Between \$750,000 and about \$2 million annually has been spent to maintain the channel, and about \$750,000 will be spent for Wilco Marsh Buggies' work this winter.

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A Newsletter Published by the New Mexico Water Conservation Alliance

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