



Providing a Sustainable Water Supply in the Chihuahuan Desert

AMWA 2012 Annual Meeting

October 22, 2012

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Colorado

Colorado

New Mexico

Texas

Rio Grande

Taos

Santa Fe

Albuquerque

Socorro

New Mexico

United States

Las Cruces

Juarez

El Paso

Texas

Mexico

Ft. Quitman

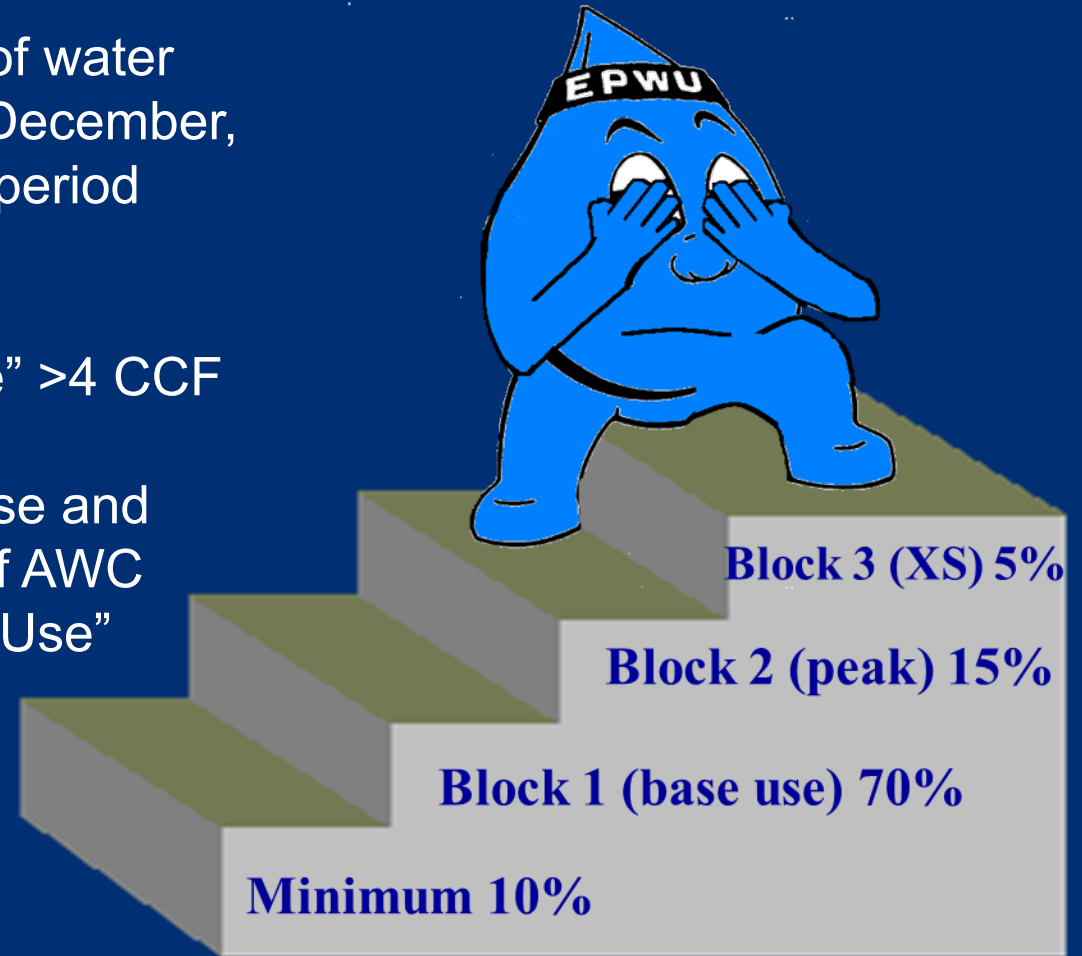
Diversified Resources

50-Year Water Resource Management Plan adopted in 1991

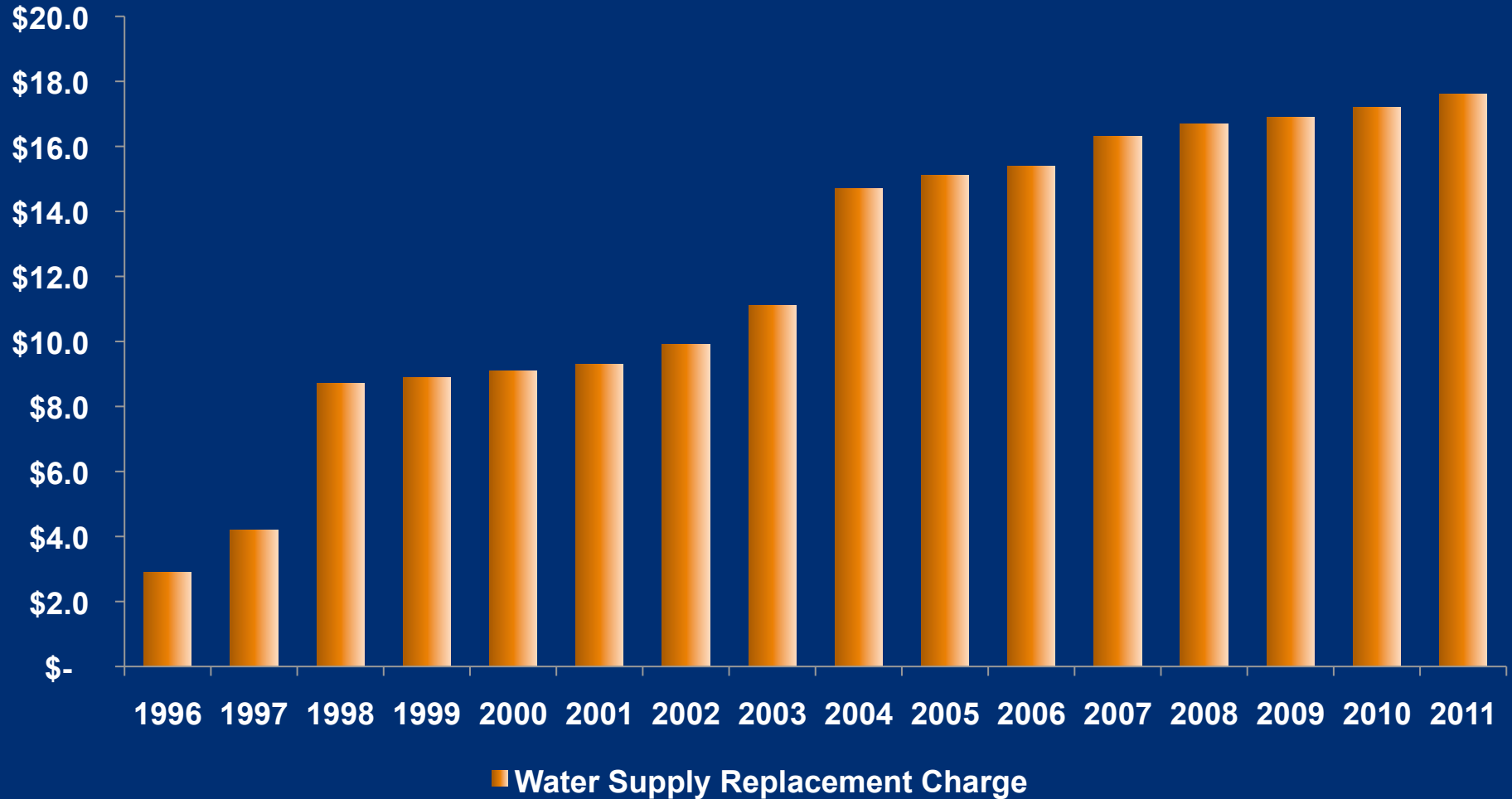


Conservation Rate Structure

- AWC is the average amount of water used during the most recent December, January and February billing period
- Inverted Block Structure
 - Minimum Charge \$4.93
 - Block 1 \$1.49 “Indoor Use” >4 CCF to 150% of AWC
 - Block 2 \$3.50 “Outdoor Use and Cooling” 151% to 250% of AWC
 - Block 3 \$5.02 “Excessive Use” Over 250% of AWC

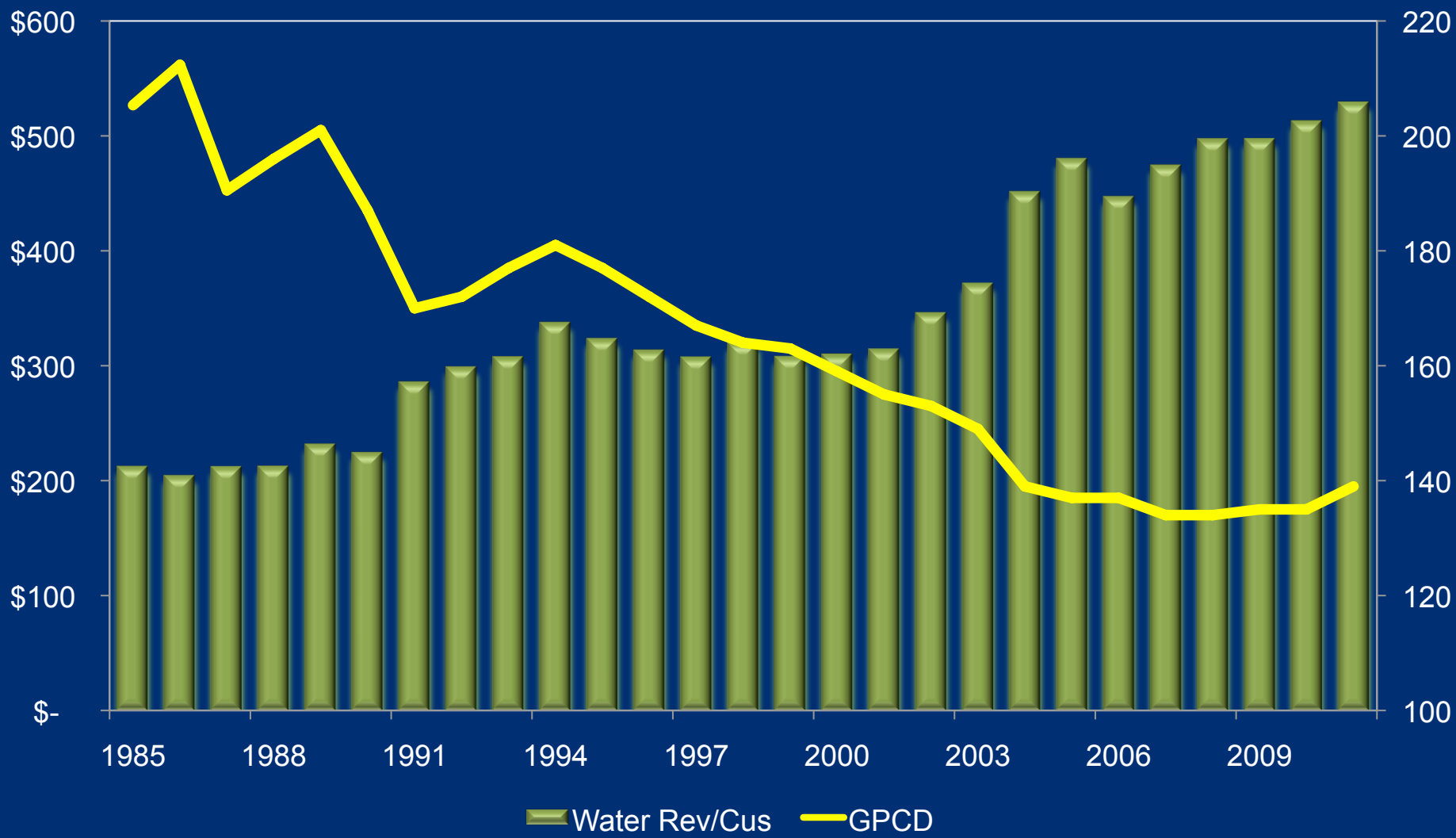


Water Supply Replacement Charge (in millions)



WSRC = \$6.09 per $\frac{3}{4}$ inch meter

Water Revenue Per Customer and Per Capita Demand



**Increased
Conservation &
Desalination**

**Emergency
Management
Rule**

**Surface Water
Strategies**

**Managing
Drought**

**Groundwater
Strategies**

**Reclaimed
Water**



Stakeholder and Customer Outreach

Proactive partnerships

- Working agreements with stakeholders
 - Chambers of Commerce
 - Environmental and advocacy groups
 - Universities and institutions of higher learning



Stakeholder and Customer Outreach

Proactive communication

- Solid media relationships
 - Aggressive story pitching
- Regular outreach on key issues
 - Electronic newsletter
 - Regular updates to elected officials
- Significant investment in education programs
- Embraced social media platforms



EPWU Organizational Chart

