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City of Deming
Final Technical Report to the
New Mexico Interstate Stream Commission
for the
New Mexico Interstate Stream Commission/ City of Deming
Water Conservation Improvements Pilot Project

In April, 2013, the City of Deming was approved and received grant funding from the New Mexico Interstate Stream Commission (ISC). The project was part of a pilot implementation program of municipal conservation in the four-county region of southwest New Mexico. Deming planned to achieve municipal water conservation by funding projects that include, but were not limited to, replacement of outside landscaping (turf grasses) with xeriscaping, rebates for replacement of evaporative coolers by refrigerated air units as set forth in the grant agreement.

Goals

The goals of the grant were to:

1. Create a voluntary recognition program for the local government sector;
2. Promote water conservation implementation at the local level;
3. Offer valuable rewards in proportion to projects implemented;
4. Improve overall water conservation performance for Deming citizens;

Outreach Program

In order to achieve the goals; the City had the following advertisement outreach program for the rebate programs:

- A front page article was published in the Deming Headlight before mid-November 2013 to include information on both rebate programs and their benefits.
- In November 2013, City Staff met collectively with local HVAC and landscape contractors to discuss the project benefits and disseminate brochures, flyers, and applications.
- The projects were posted at City Offices, DMV, and City Library and information sheets were available in the lobby of the City Offices. Applications were available during regular business hours.
- HVAC contractors, landscape contractors, nurseries, and local landscape retailers had been notified of the rebate program and their benefits and received informational brochures.
- Red bricks (for toilet tanks) were available during regular business hours at no cost.
- An additional article was published as the weather turned warmer in early spring 2014. Additional advertisements were published in the Deming Headlight (following the early spring front page article) in March, April, and May of 2014.

Lessons Learned from Project Implementation

The Water Conservation project was initially developed to replace evaporative coolers with refrigerated air units with a Seasonal Energy Efficiency Ratio (SEER) rating of 16 but due to the cost of the units the SEER rating was lowered to a 13 rating based on contractor input.

The radio and newspaper blitz in April and May 2014 was successful in that PNM and City of Deming combined resources to promote water conservation. The net effect was minimal in that participation totaled six conversions for the \$4,258.00 spent on the media campaign.

Recommendations for Water Conservation Projects

Upon completion of the Water Conservation pilot project, the City of Deming has the following recommendations for other counties in the state interested in developing a voluntary municipal recognition program like the City of Deming Water Conservation Project:

1. Meet with and receive feedback and comments from prospective program participants. Collecting this information is critical in developing a program that suits the needs of the area and accounts for variations across state.
2. Keep the program simple.
3. Focus program advertisement and marketing on water conservation.
4. Allow the program to reflect the individual community economy.
5. Provide meaningful benefits to encourage residents to participate and reward them for their efforts.
6. Partner with other program areas and agencies to provide benefits, which also establish open lines of communication with other program areas that work with local governments.

Project Summary

To date there have been eight HVAC conversions from evaporative coolers to refrigerated air units. There have been two landscape conversions to xeriscaping and four red bricks installed in toilet tanks. With the grant agreement deadline completed, there have been negligible changes in water usage attributed to the rebate programs. Because there was little interest from the community, a current water usage comparison would show little to no change compared to the preceding three year period.