



# Staff Report

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**Agenda Item:** WORKSESSION - Discussion and consideration of a proposal by Staff for the development of a Conservation Code; Conservation Program and Printed Products

**Staff Contact:** Sherry L. Bailey, Community Development Director

**Meeting Date:** November 27, 2007

**Background:**

The development of the Water Conservation Code and program should be much more personalized to the Town of Clarkdale. There are numerous programs in existence but staff felt that what would work with Clarkdale's existing codes and community values requires significant staff involvement. A result of that concern was the proposal to the Town Manager that the creation of a Conservation Code for the Town of Clarkdale; a Conservation Program; and associated printed products ready for distribution be developed in house by staff. The committee would be comprised of:

Coordinator: Community Development Director Sherry Bailey

Technical: Public Works Director Steve Burroughs

Technical: Building Official Mike Baker

Technical: Utilities Director Ron Doba

Administration/Reviewer: Assistant Town Manager Janet Perry

Graphics: Planner/GIS Guss Espolt

**Recommendation:**

Staff recommends that Council approve the proposal and the Scope of Work for the development of a Conservation Code; Conservation Program and printed products associated with the program.

## **SCOPE OF WORK**

### **PROJECT DESCRIPTION:**

Creation of a Conservation Code for the Town of Clarkdale; a Conservation Program; and associated printed products ready for distribution.

### **EMPLOYEE TEAM:**

Coordinator: Community Development Director Sherry Bailey  
Technical: Public Works Director Steve Burroughs  
Technical: Building Official Mike Baker  
Technical: Utilities Director Ron Doba  
Administration/Reviewer: Assistant Town Manager Janet Perry  
Graphics: Planner/GIS Guss Espolt

### **PROJECT SUMMARY:**

The Town of Clarkdale is in the process of developing a comprehensive water program as a result of the recent purchase of the water company by the Town of Clarkdale and the City of Cottonwood. Phase I was the development of a Drought and Water Shortage Preparedness Plan. Phase II was the development and adoption of a Water Code setting the day to day parameters of providing water to the town's customers. Phase III is the reason for this Scope of Work covering the development of a Water Conservation Code and Plan along with the program to implement that plan. The products that will result from this effort are a code ready for council adoption; a brochure for public distribution explaining the program; and a large format suggested/example sheet for public distribution.

### **PROJECT TASKS:**

#### **TASK I**

Review existing codes and programs evaluating elements in each that may be appropriate for use in Clarkdale. Compiling those results into a Table of Contents for the Conservation Code and developing the framework for a water conservation program.

It is anticipated that this task will take approximately one month and require 40 hours of staff time.

#### **TASK II**

The creation of work groups within the organization, within the existing Board and Commissions, working with the City of Cottonwood and drawing in public participation in the review of the results of Task I. The purpose of this task is to narrow the focus of the Clarkdale project and to ensure it meets the needs of the community in that process. Included in this

process is one work session with council towards the end of the focus process where the results can be shared with council. The intent at this point is to have narrowed the focus enough that the council will have policy issues that must be decided before the final product can be distributed for review.

This process should take about two months. It is the most time intensive portion of the project and will result in 80 hours of staff time.

### **TASK III**

The development of the written code and the conservation program plan for distribution to the reviewing groups for comments. Multiple meetings may be necessary to obtain all comments and incorporate those comments into the final document.

This is anticipated to take one month and 30 hours of staff time.

### **TASK IV**

Conduct a work session with the council on the water conservation code and water conservation program. Obtain final direction from council, incorporate any changes and bring to council the final documents for approval.

This should take one month and 10 hours of staff time.

### **TASK V**

Development of the graphic documents for printing and public distribution.

This should take about one month and 80 hours of staff time.

### **PROJECT COSTS:**

#### **Direct costs:**

Travel	\$1,000
Supplies	\$500
Publication costs	\$4,500

#### **Indirect costs:**

Staff Time	\$5,760
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**Total town costs: \$11,760**