



# Water **Reliability**

*Water and Economic Opportunity*

## **Supporting Tucson's Economy through Water**

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# Committed to Supporting a Thriving Economy


- **Ensuring a resilient water supply**
  - 1) Supply diversification and augmentation
  - 2) Effective conservation
  - 3) Priority, firming, and banking
  - 4) Partnering for mutual gain
  - 5) Remediation and preservation
- **Improving business customer service**
  - 1) Tucson Economic Advancement Center
  - 2) Portal(s) into the utility
  - 3) Meeting metrics and timeframes
- **Leveraging water as an asset\***
- **Incentivizing a sustainable economy\***



# Water – Money – Environment: The Santa Cruz River

## Feds want to pull Santa Cruz River effluent to pay O'dham debt

By Tony Davis, Arizona Daily Star | Mar 4, 2017



Diverted effluent passes underneath Marana rancher Brad DeFazio, who uses the water to irrigate his pastures.

**PLAY HOT ARTISTS**  
MAYO MATARONA  
COURTESY

**Woman balthin**

**LOVE WHAT YOU WEAR NOW, PAY LATER**  
With your Women Water-Proof Credit Card

**Santa Cruz River by the numbers**

- Between 2012 and 2015, 787 volunteers made more than 80,000 observations along the river as part of a citizen-science project managed by

The federal government may divert to wastewater flowing down the Santa Cruz severely damaging some of the Tucson habitat.

## Endangered topminnow's return to Santa Cruz River in Tucson is a big step to recovery

By Tony Davis, Arizona Daily Star | Dec 23, 2017




Three Gila topminnows were found during the November 2017 fish survey by the Sonoran Institute on the Santa Cruz River in Tucson.

**RECOMMENDED**

- WATCHDOG: FBI could have tried harder to track iPhone**
- EGYPT TRIES TO BOOST VOTER TURNOUT WITH INCENTIVES, THREATS**
- THE LATEST: EU, ...**
- INTERVIEW: Stormy Daniels, ...**

## Tucson's original lifeline Santa Cruz river could flow again through downtown Tucson

By Tony Davis, Arizona Daily Star | Nov 11, 2016



**FIND THE RIGHT RELIEF FAST**  
See in-store Walgreens Children's Multi-Symptom Care

**Walgreens** trusted since 1901

A gift from the Santa Cruz became a lake in 1954, a development captured in the Historical Society's Western Ways photo collection.

Arizona Historical Society 1913

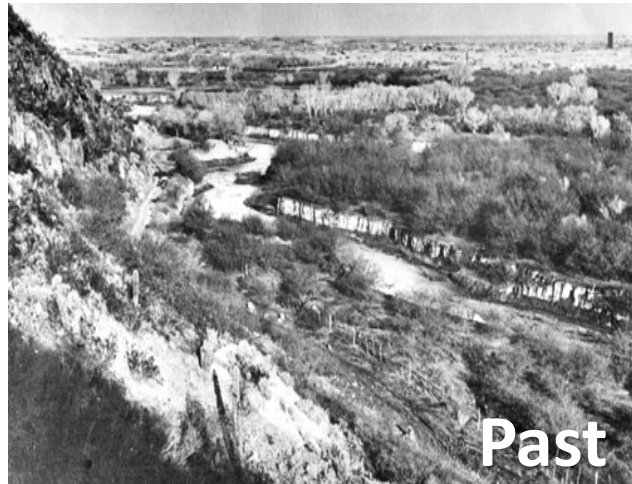


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# THE SANTA CRUZ RIVER

## HERITAGE PROJECT



Past



Present



Future?

- Introduce reclaimed water near downtown.
- Cultivate native riparian vegetation.
- Preserve flood protection.
- Embrace cultural and historical setting.
- Spark economic development

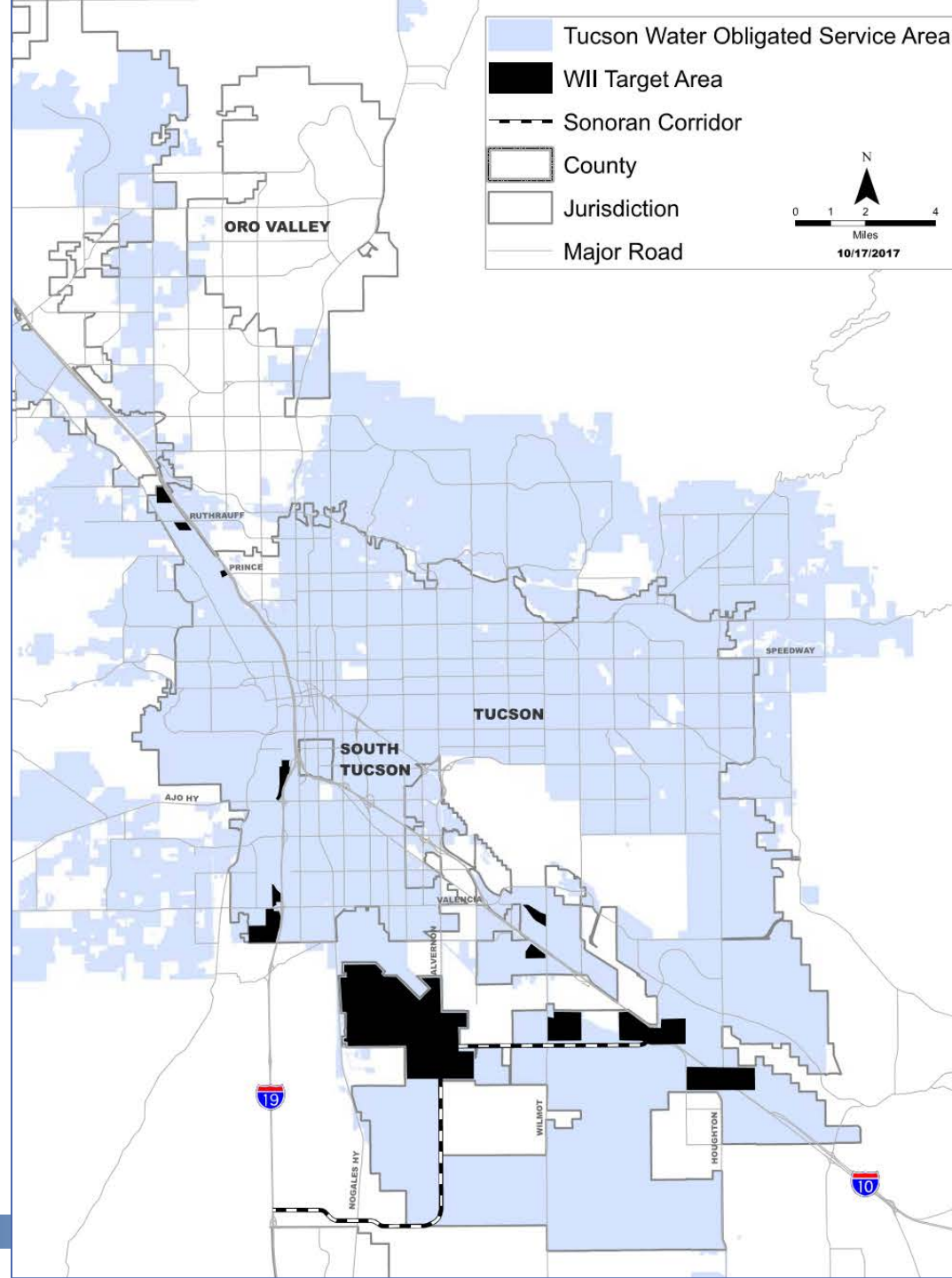


# The Water Infrastructure Incentive (WII)

- Attract high-paying jobs to Tucson
- Support development in targeted areas of the community that currently lack water infrastructure
- Condition incentive payments on meeting sustainability criteria



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# Qualifying for the WII

## Criteria:

- Number of qualifying-wage jobs (minimum 51)
- Average wage of the qualifying jobs (increasing points)
- Average wage of the non-qualifying jobs
- Capital expenditures invested (minimum \$10M)

**Up to \$2M available per project**

**Net R.O.I. to the City for all incentives**

**Pay for performance (C.O.O. and Year 3)**

**Must enroll in Tucson Audit Program**

**Must meet 3 of 6 sustainability measures**



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# Sustainable Building Practices

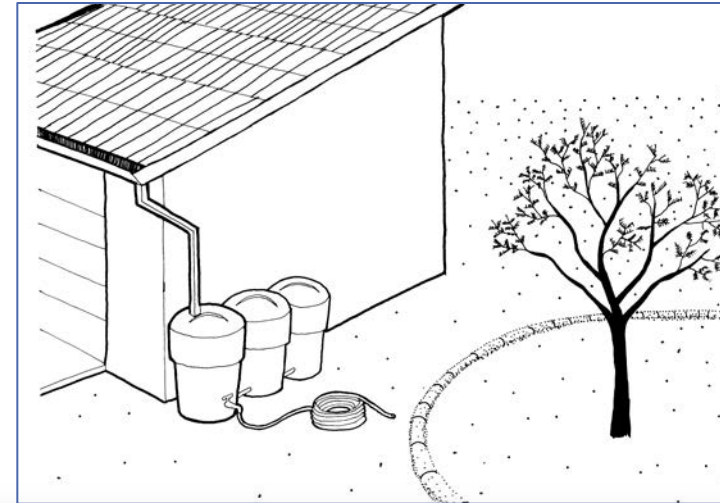
- LEED Silver or higher (or)
- Two Green Globes or higher (or)
- Tucson 2030 District Challenge:
  - 70%+ reduction of fossil fuels
  - 50% reduction of CO<sub>2</sub> emissions and water use



# Minimize Potable Outdoor Water Use

After three-year establishment:

- 100% harvested rainwater (or)
- 100% reclaimed water (or)
- 100% on-site reuse





# Minimize Potable Indoor Water Use

- 20% reduction from typical water use for industrial processes (or)
- 25% of indoor water use met by rainwater or recycled water



# Increase Urban Tree Canopy

- Design and install to achieve 25% of non-roof area
- Native and/or desert-adapted
- 10-year establishment period



# Provide Alternative Transportation Incentives

- Available to 100% of employees
- Must exceed typical standards





# Support a Sustainable Workforce

50% or more of workforce:

- Green jobs
- Military veterans
- Re-entry after incarceration



Growing the  
Economy with  
Green Jobs



HIRING  
OUR  
HEROES



Better Days  
Just Ahead



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# WII Desired Outcomes

- Build the economy with socially and environmentally responsible businesses
- Build the right infrastructure, at the right location, at the right time
- Build partnerships with the private sector to meet our common goals



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