

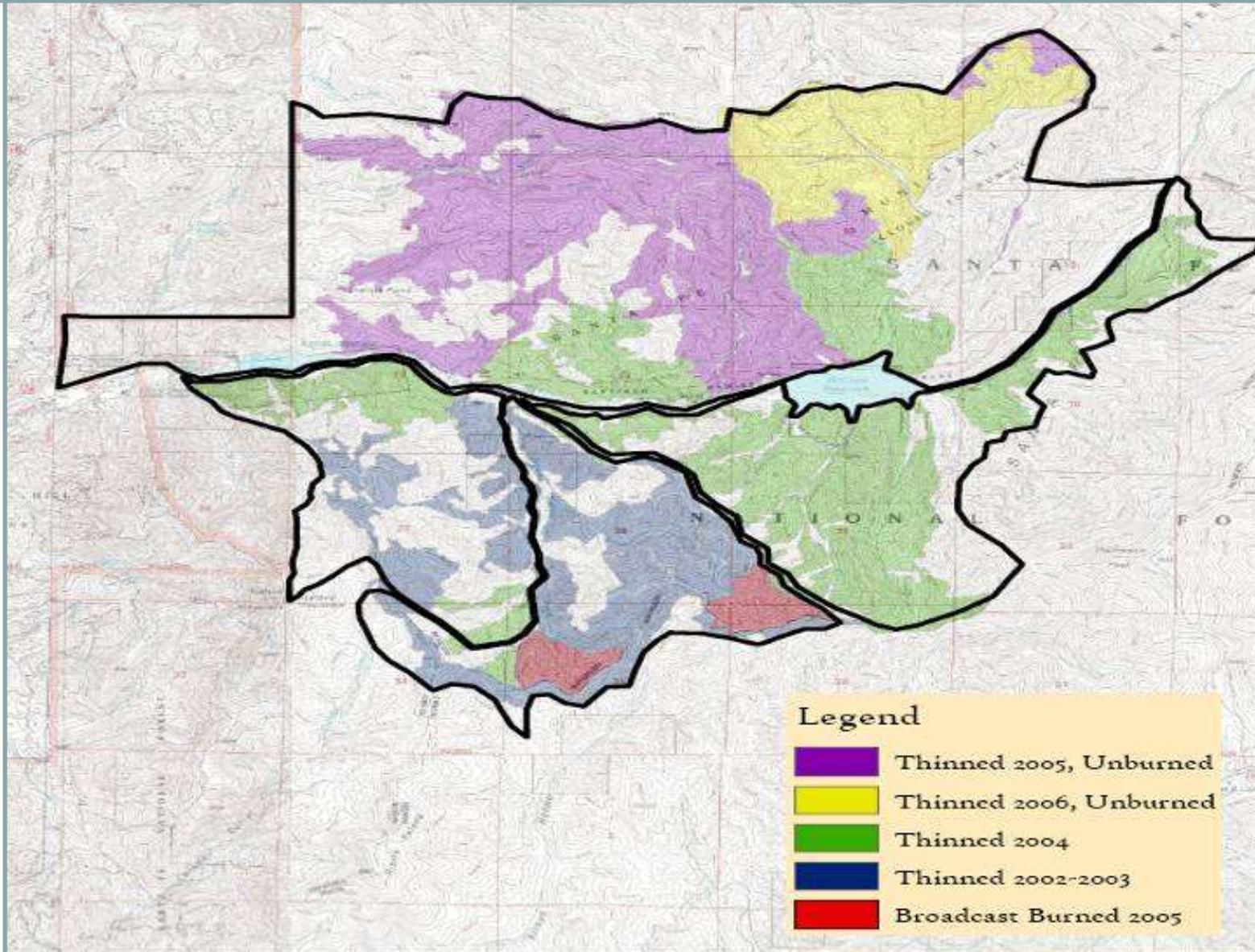


## Cerro Grande Fire: too close for comfort





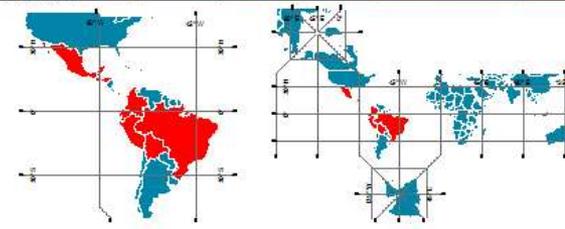
# How to Maintain the Investment?



# Water Funds In Latin America



## Water Funds across Latin America



# Watershed Management Plan



# Identified Nature's Benefits

PROVISIONING	
Fresh Water	30% of Santa Fe water supply
REGULATING	
Timing of water release	Surface water year-round
Water purification	Natural filtration
 Sediment regulation	No sediment in the reservoir
 Fire protection	Insurance against large wildfire
Invasive species regulation	Few ways for invasives to enter
Climate regulation	Carbon sequestration

# Water Source Protection Fund



# Results From A Survey of Santa Fe Voters

Interviews conducted:

March 14-16, 2011

220-3148

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*

*Public Opinion Research & Strategy*

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

# Methodology

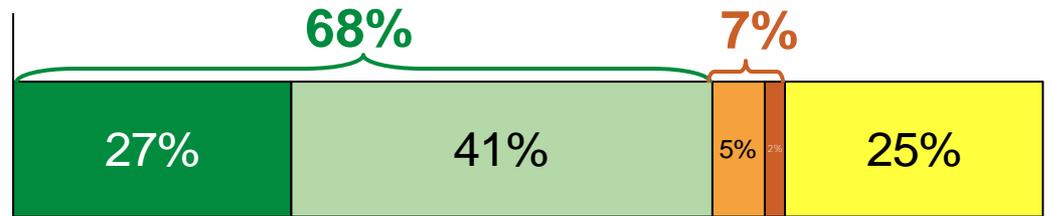
- FM3 completed 402 telephone interviews with registered voters in the City of Santa Fe.
- Interviews conducted between March 14 - 16, 2011
- Margin of sampling error of +/- 4.9 percent

# General Attitudes on Water Issues in Santa Fe

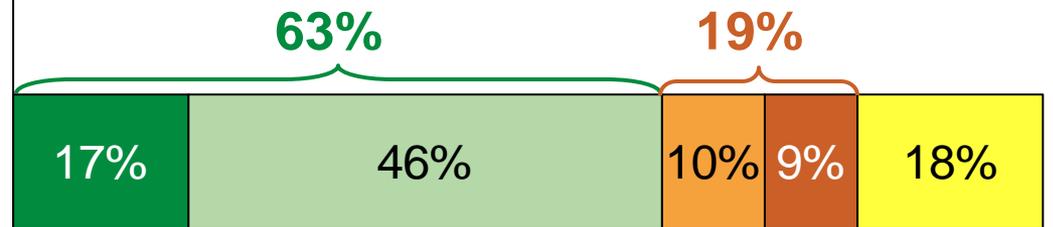
# A majority of voters approve of the job being done by key decision makers, including the City's Water Division.

■ Strng. App. ■ S.W. App. ■ S.W. Disapp. ■ Strng. Disapp. ■ DK/NA

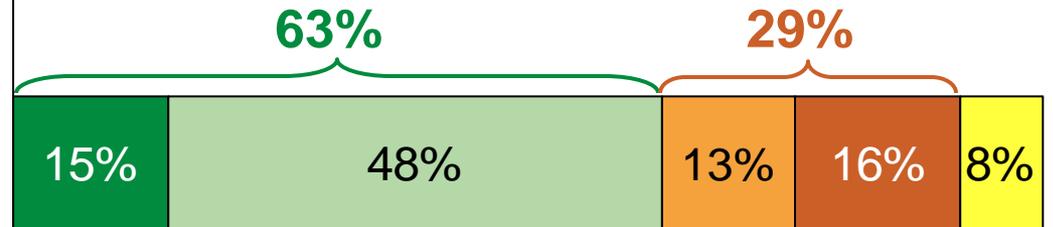
The United States Forest Service



The City of Santa Fe Water Division



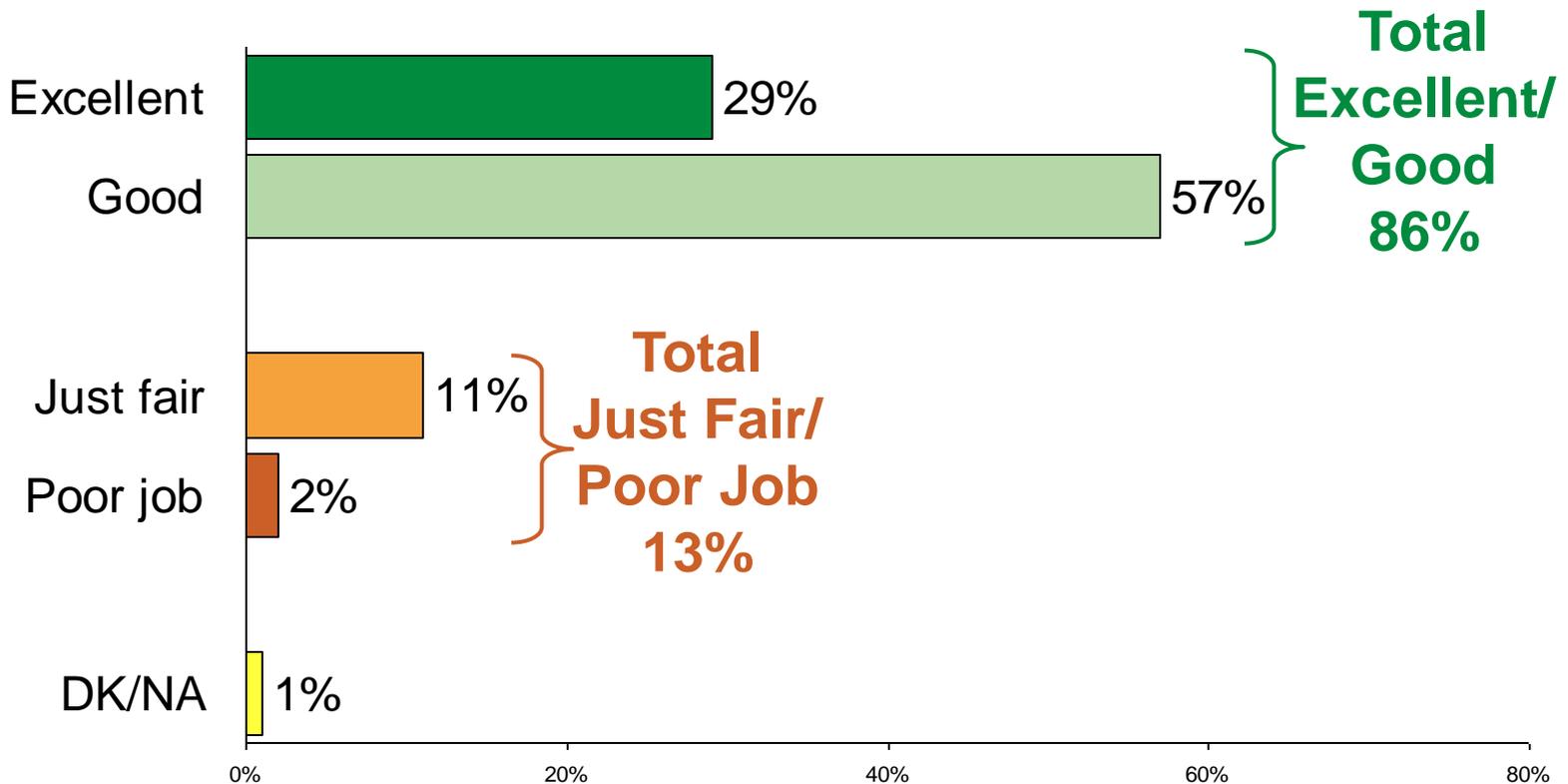
The City of Santa Fe governing Body



0% 20% 40% 60% 80% 100%

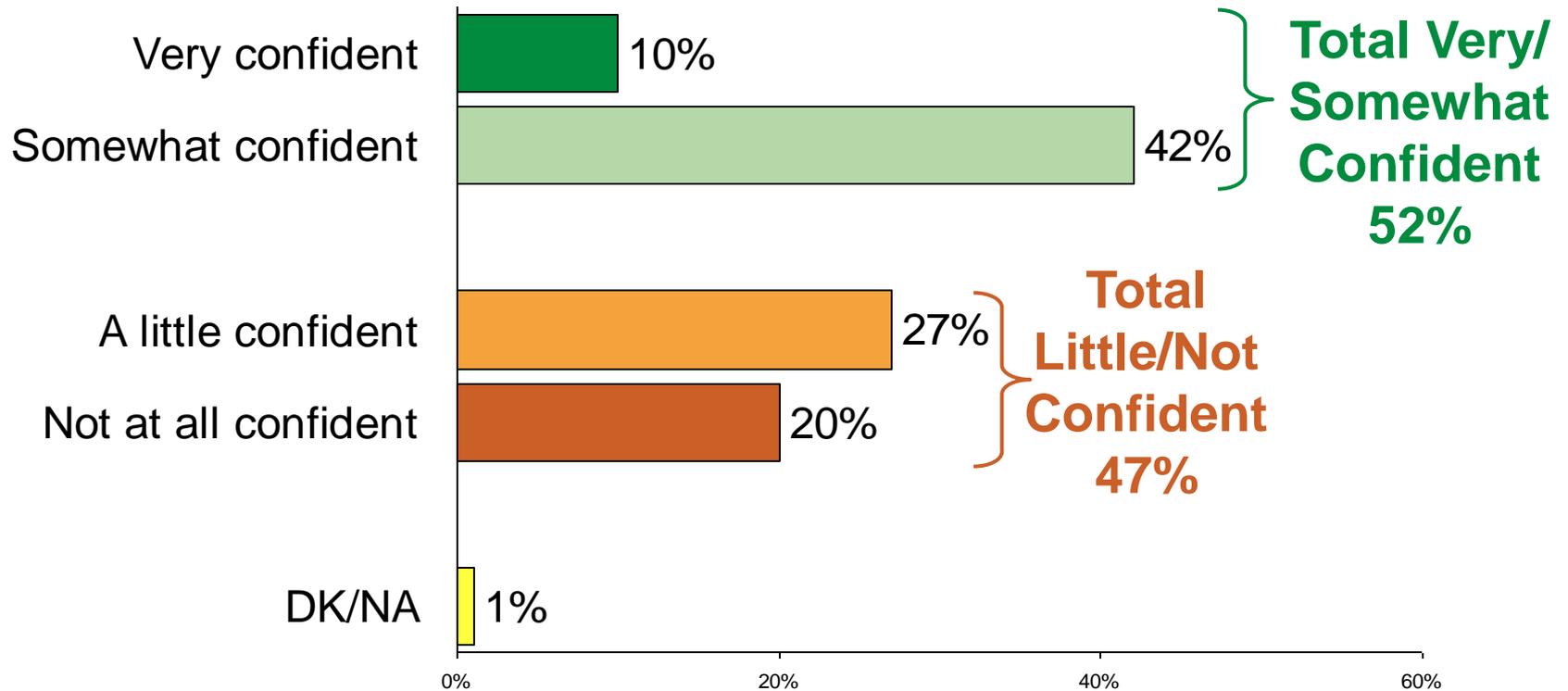
# They also approve of how the Water Division handles the city's water supply.

*Overall, how would you rate the job being done by the City of Santa Fe Water Division in providing residents in your area with a reliable supply of water? Would you say that the Water Division is doing an...?*



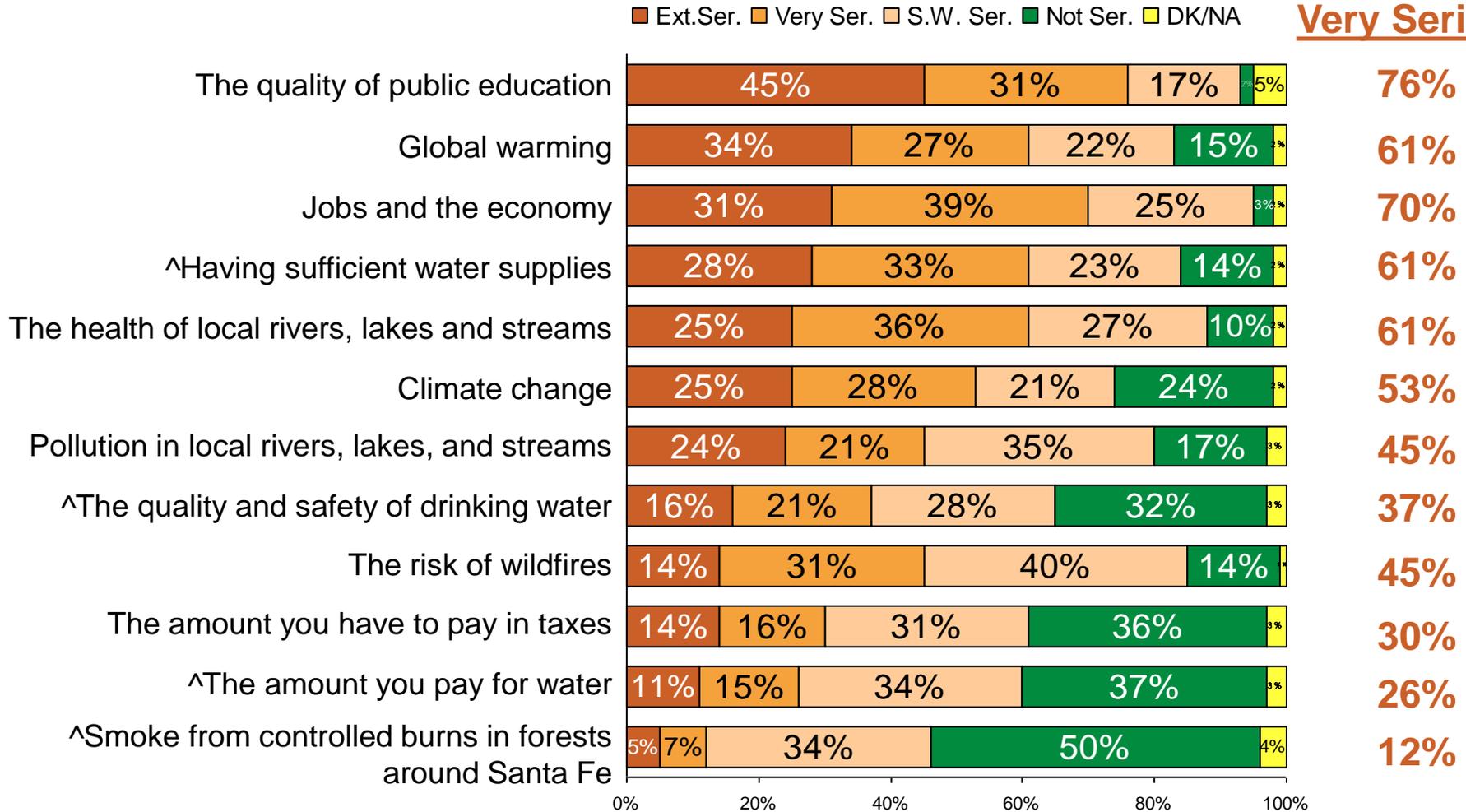
# However, only a slim majority of voters are confident that the city has enough water to meet future demands.

*And how confident are you that the city of Santa Fe has an adequate supply of clean water to meet the area's future needs: very confident, somewhat confident, a little confident, or not at all confident?*



# Education and jobs are top concerns, but water issues and global warming are also very much on voters' minds.

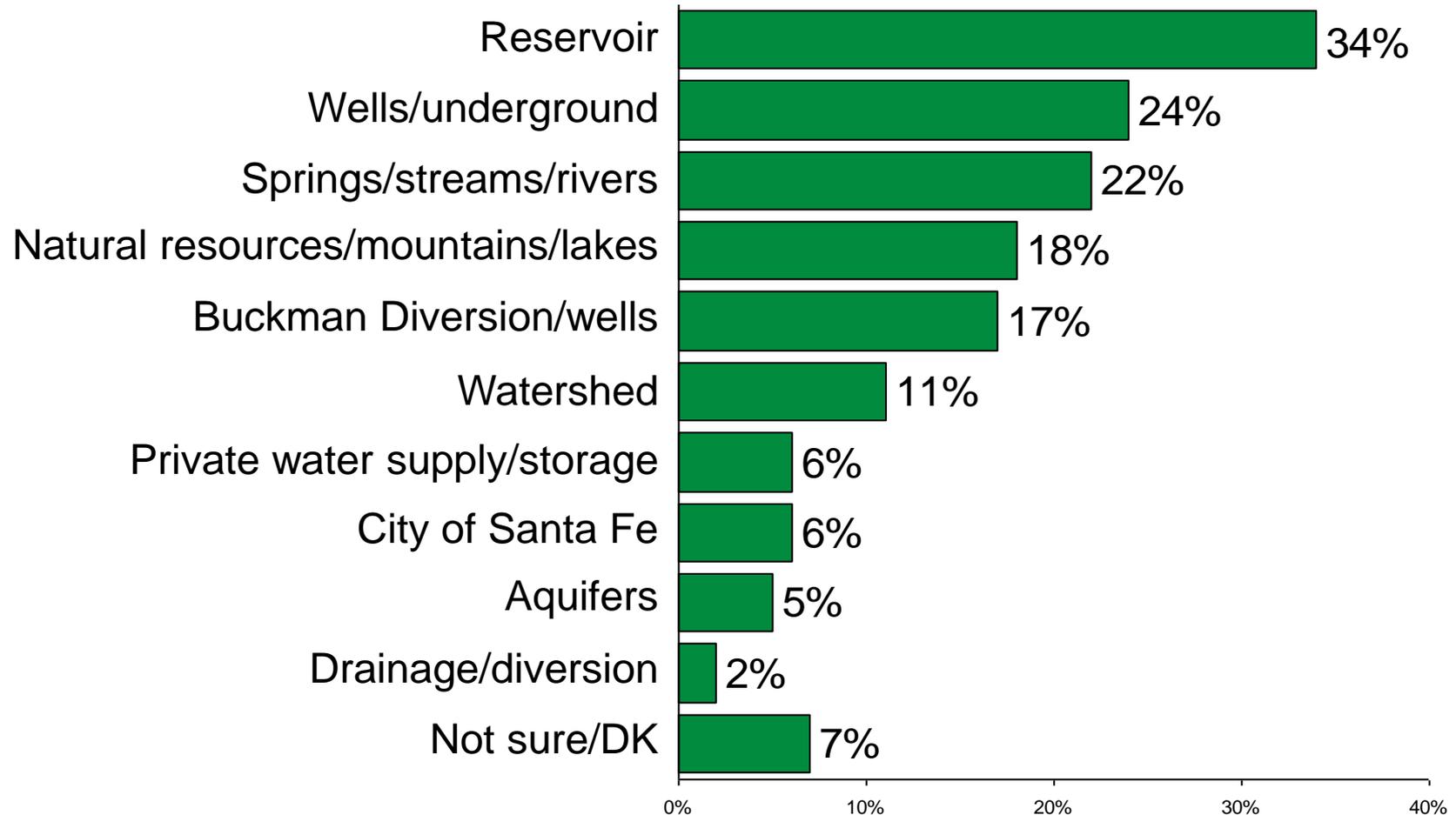
**% Total  
Extremely/  
Very Serious**



4. I'm going to read you a list of issues that some people say are problems in Santa Fe. Please tell me if you think it is an extremely serious problem, very serious problem, a somewhat serious problem, or not a serious problem at all. ^Not part of Split Sample

# There seems to be confusion among voters about the source of their water supply.

(Open-ended)

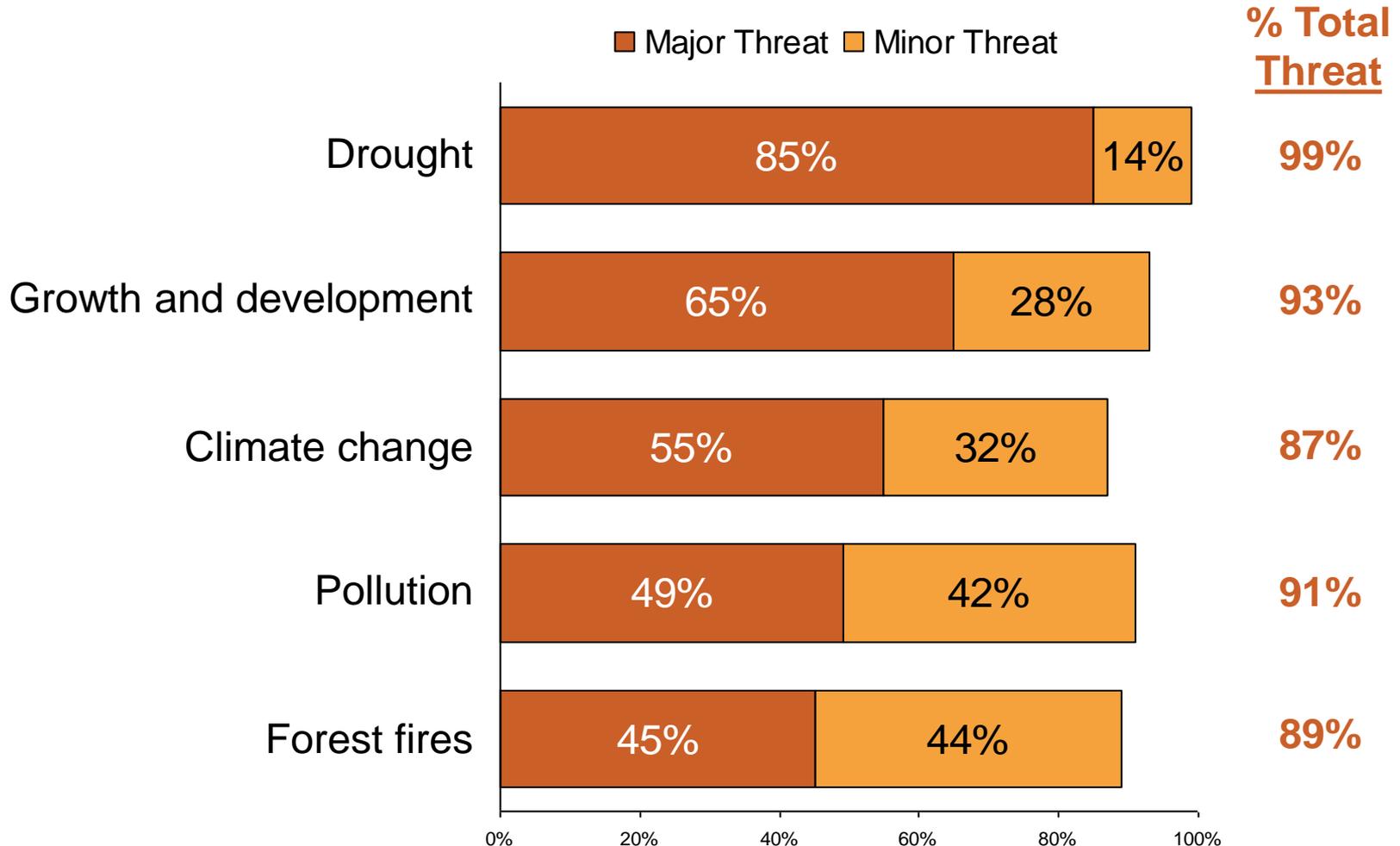


## Selected Verbatim Responses:

In your own words, where do you think your water comes from?

- *Water comes from a variety of places such as the watershed and Buckman wells. I don't know if there is one answer for that.*
- *I honestly don't even know. It probably comes from some giant reservoir in Santa Fe.*
- *It's a combination of surface water and ground water.*
- *It comes from snow mostly, I think, and underground wells fed by the reservoirs.*
- *I have no idea. My husband just said recycled sewage; I have no idea really.*

# Voters are more alarmed about the threat of a drought than forest fires.



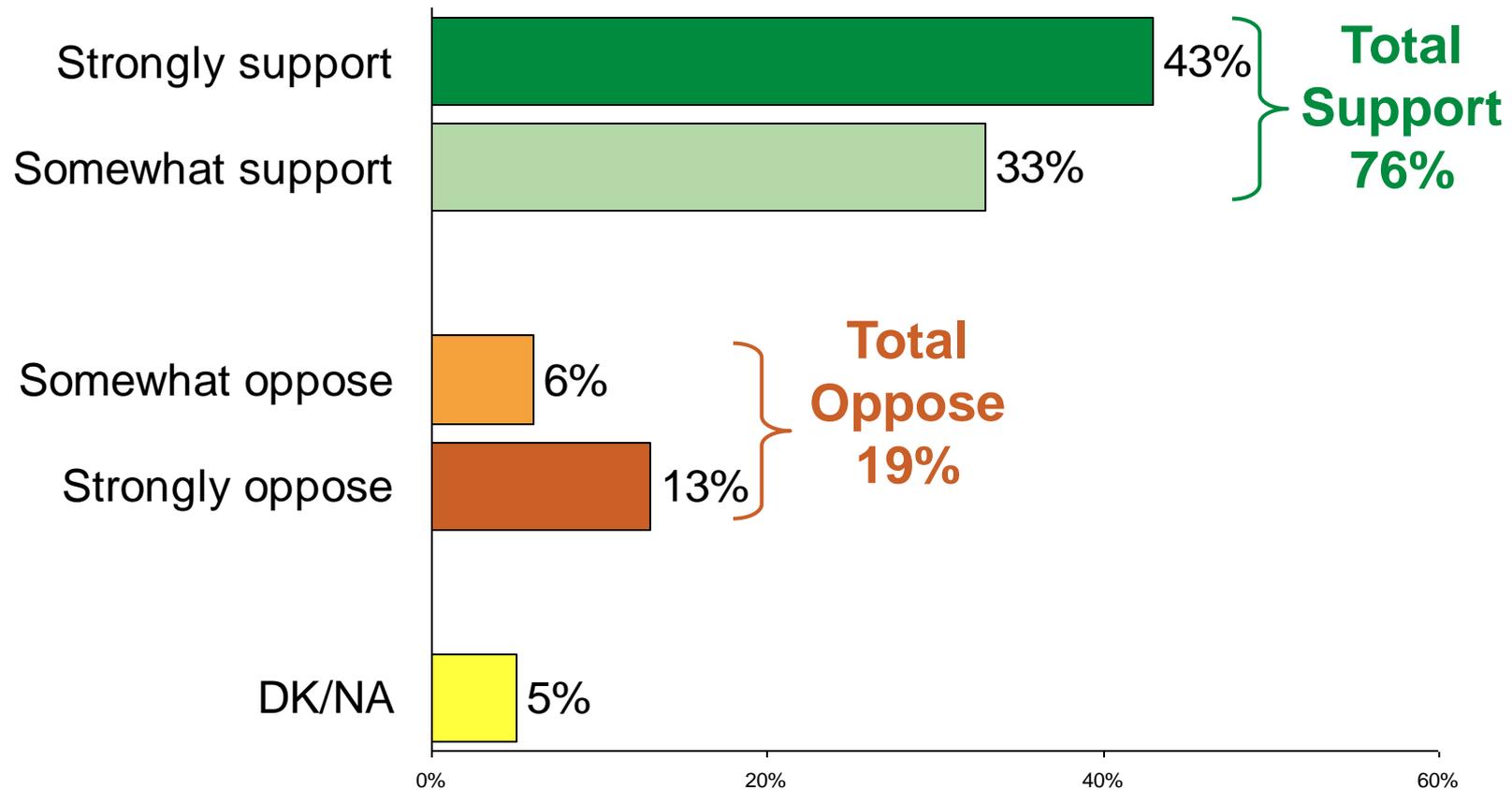
# The Santa Fe Water Source Protection Fund

# Language Tested

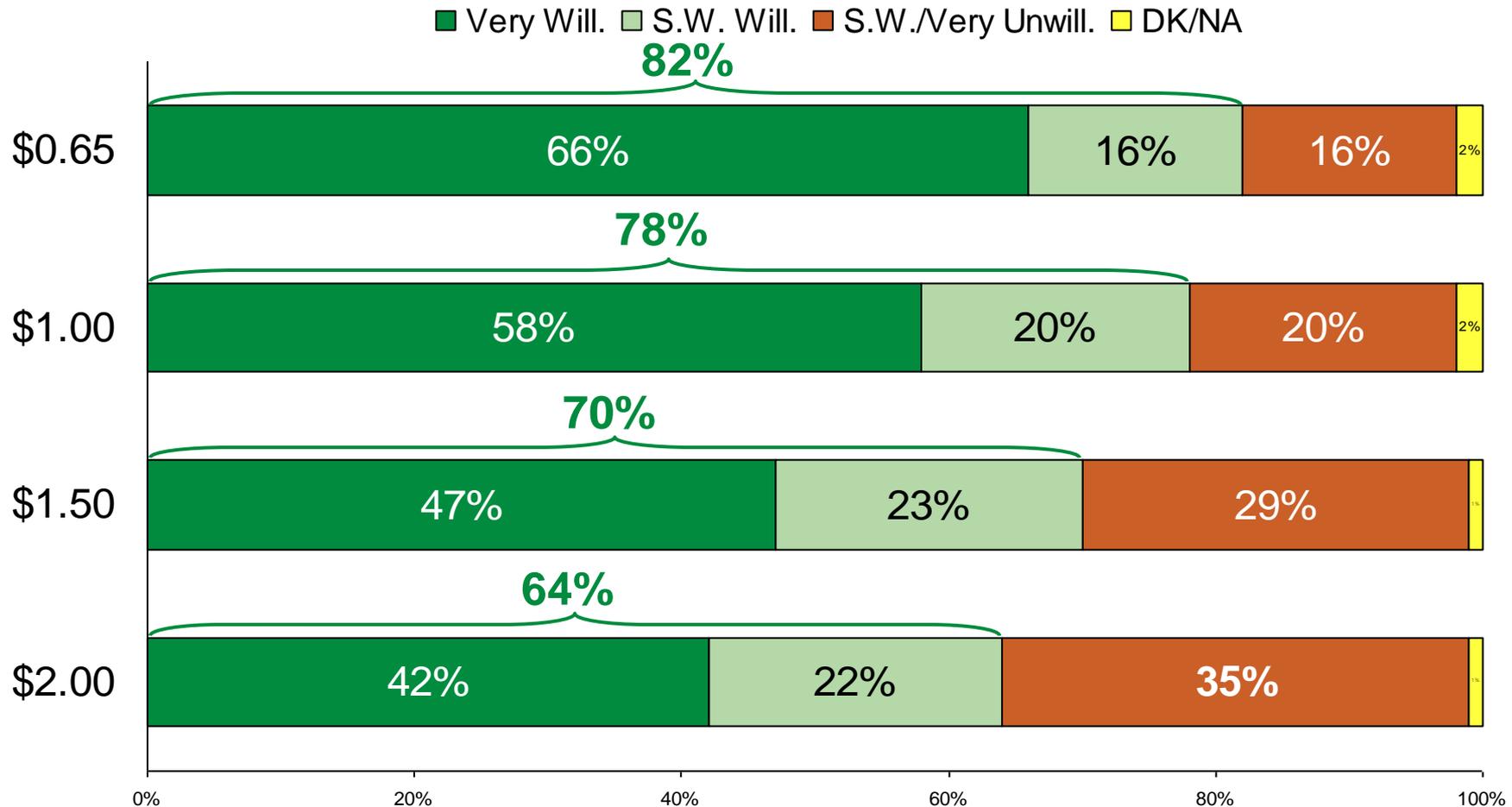
Major forest fires pose a significant risk to Santa Fe's water supply. Much of the City's water supply comes from rivers and streams that flow through the Santa Fe National Forest and end up in two major reservoirs. After a major fire in the forest, soil and ash would run off mountain slopes, clogging streams and rivers and leaving the City's two main reservoirs useless. City and forest officials developed a four-year project to avoid this worst-case scenario by thinning the forest near the reservoirs using controlled burns.

The US Forest Service paid some initial costs, and will continue to fund some efforts to prevent fires. To provide ongoing funding, the City of Santa Fe has worked in partnership with local non-profits to put together a proposed "water fund" that will come from a small monthly fee that will appear on customers' water bills – based on the amount of water they use – to pay for continuing fire prevention efforts around the City's sources of water. This proposal would also include several accountability measures, including making all information about revenue and spending from the fund available on the internet, and making the funds subject to independent, annual audits.

# Voters overwhelmingly support the water fund.



# Two-thirds are “very” willing to pay 65 cents/month for the fund, and a majority is willing to pay up to \$2.00.



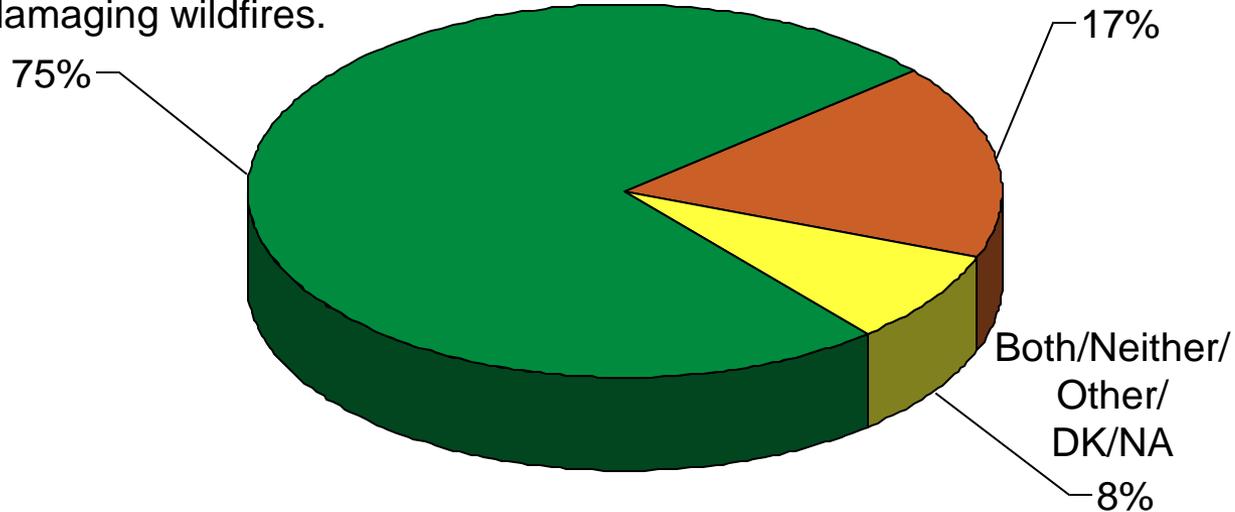
10. This program would be funded through a small charge on City water bills, based on the amount of water a household uses, that would average about \_\_\_\_\_ per month. Would you be willing to pay that amount to fund this program?

# Communications and Messaging

# Voters appear to be comfortable with controlled burns being conducted near Santa Fe.

Controlled burns use well established forestry practices that scientists, firefighters, foresters and environmentalists agree have proven to be the safest and most effective way to manage the forest and prevent damaging wildfires.

Whenever a fire is set in a forest, whether it is supposedly controlled or not, there is always the potential that it can get out of hand. We should not support any policy that allows more fires to be set in our forests.



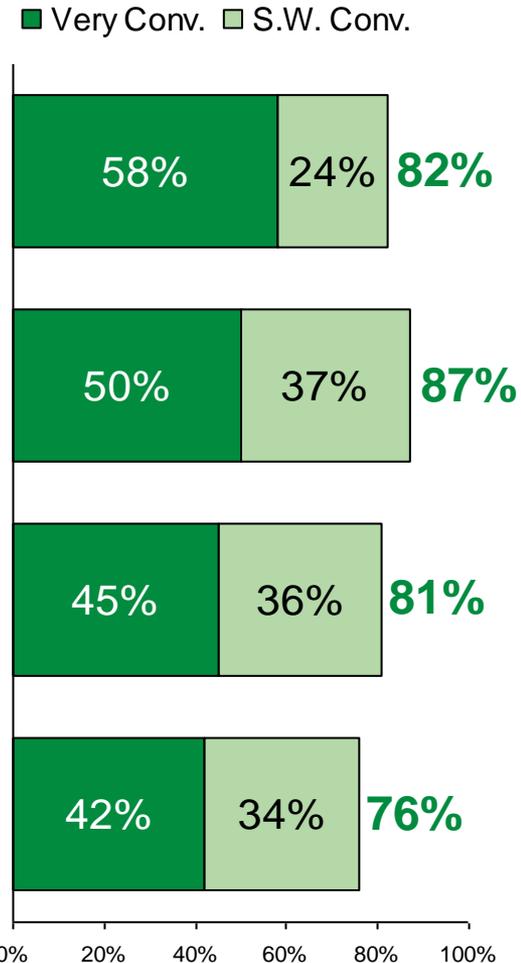
# Reminding voters of the Cerro Grande fire provokes a strong reaction relative to a set of messages that are already well-received.

**(CERRO GRANDE)** A decade ago, the Cerro Grande Fire near Los Alamos burned for two weeks - leaving behind a wasteland of destroyed homes, dead trees and ash. Debris and ash clogged streams, rivers and lakes— causing over nine million dollars in damage to the Los Alamos water supply. We cannot let that happen in Santa Fe.

**(PUBLIC HEALTH)** The trees in our forests filter our air and water to keep them clean and healthy. The forests around Santa Fe are critical to our public health, and the Santa Fe Water Fund will protect the forest and our water.

**(FIRE SAFETY)** Massive wildfires in the Santa Fe National Forest could pose a serious risk to lives and property in and around Santa Fe. The Santa Fe Water Fund will not only protect our water supply, but will also make our community safer by reducing the risk of a catastrophic fire.

**(WATER SUPPLY)** If the Santa Fe National Forest were to experience a mega-fire, it would be a disaster for the city's water supply. It would dump dirt and ash into the City's water system, contaminating our water supply and completely cutting off the supply of water from the city's two main reservoirs.



13. Here are some statements from people who support the program we have been discussing. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the program. ^Not part of Split Sample

# Continued

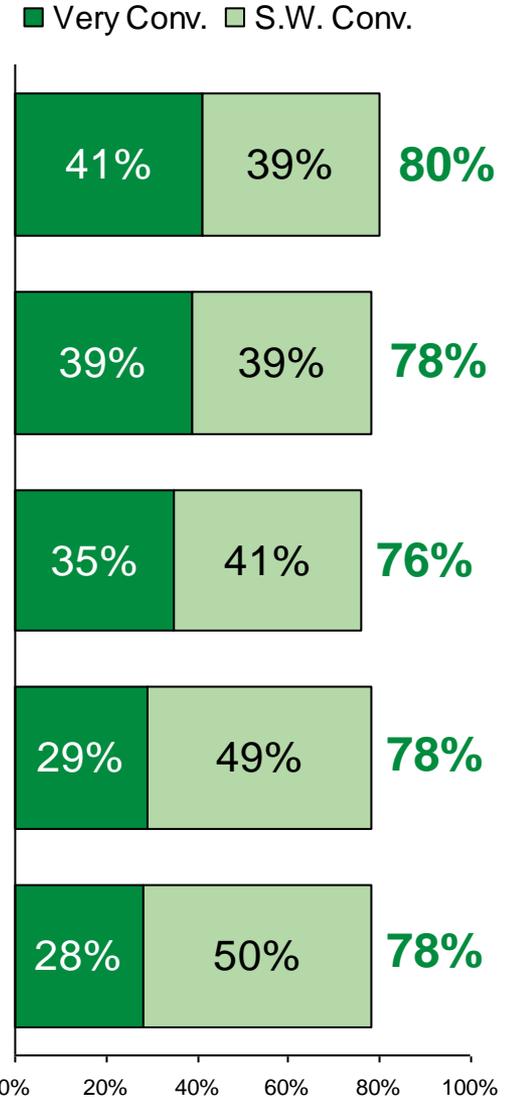
**^(LOW PRICE)** The Santa Fe Water Fund would cost the average water bill payer only 65 cents per month. That small investment in protecting the lands around our water sources will help ensure a reliable supply of clean water for Santa Fe.

**(STEWARDSHIP)** We have a responsibility to take care of our land, water, and wildlife for future generations. The Santa Fe Water Fund will provide a legacy of healthy forests and clean water for our children and grandchildren.

**(ACCOUNTABILITY)** This fund would have accountability provisions to make sure all funds are spent efficiently and effectively. All revenue and spending information would be available to the public on the internet and all funds would be subject to annual, independent audits.

**(COST SHARING)** The Santa Fe Water Fund is a good deal for local residents. The US Forest Service has paid the full cost of starting the program, and will continue to financially support it for years to come. The City will ask Santa Fe residents to pay only a small portion of the cost of protecting our water supply.

**(CONTROLLED BURN SAFETY)** The experienced foresters in charge of controlled burns will be using the most advanced methods and technology available to ensure that these controlled burns are safe for Santa Fe residents and the environment.

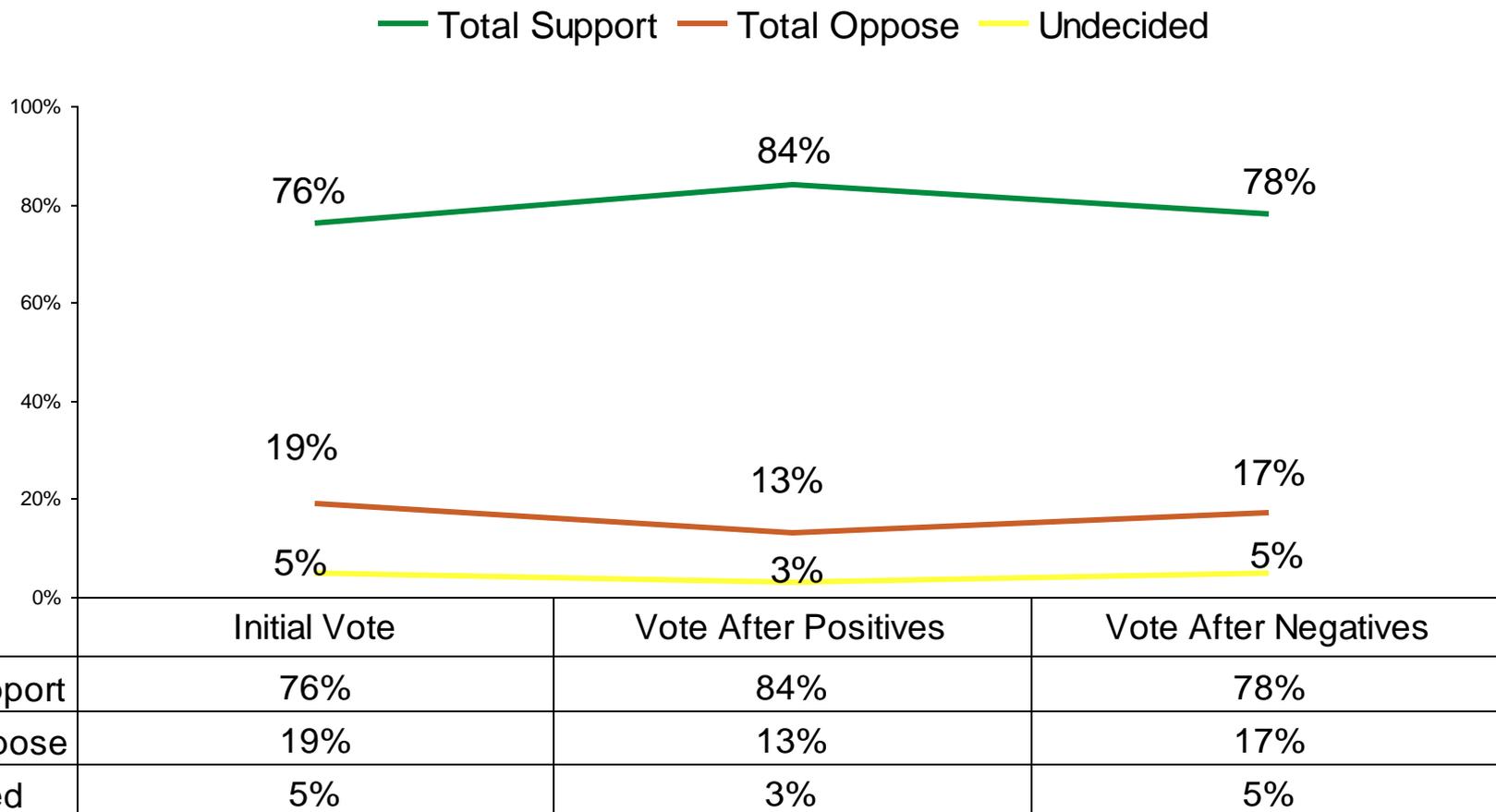


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# Opposition Statement

**Opponents** say this plan is expensive and unnecessary. Our water supply has never been harmed by forest fires before. And the solution that has been proposed, which involves intentionally setting small fires in nearby forests, is the wrong approach. Smoke from the fires will be a nuisance and a health risk, and in a worst-case scenario one of these intentional fires could get out of control and turn into a wildfire, as has happened elsewhere. Water rates in Santa Fe are already too high, and in this economy Santa Fe families can't afford another fee increase.

# Support for proposal remains high over the course of the survey.



# How do you want your fire--small or large?

