



IDAHO WATER USERS ASSOCIATION Quarterly Newsletter

December 2014



IWUA Fall Seminar Program Proves Very Successful



The recent IWUA water law and resource issues two-day seminar proved to be very successful with more than 200 participants attending. The photo was taken at the start of the first presentation of the two-day event held Nov. 6 & 7.

IWUA Annual Convention and General Meeting Set For Jan. 20-22 in Boise

The 78th annual convention and general meeting of Idaho's largest water use group is set for January 20-22 at the Riverside Hotel in Boise.

Pre-registration for the convention is now open and will remain open until Jan. 9. A convention registration form, including by-mail hotel registration, is included at the end of this news letter or by visiting the IWUA website at www.idwr.org. You can also make on-line reservations for rooms at the Riverside Hotel via a link on the IWUA website.

More information including the convention agenda is available at the Association website.

2015 WaterSmart Grant Application Deadline Nears

The deadline for submitting WaterSMART grant applications to the Bureau of Reclamation is 4 p.m., Mountain Standard Time, Jan. 14, 2015, Bureau officials have stressed.

The agency is accepting grant applications for organizations to apply for a funding opportunity to cost-share on projects that conserve and use water more efficiently, increase the use of renewable energy and improve energy efficiency. The projects should support water sustainability in the west.

Three Idaho projects were awarded a total of \$895,761 in Federal Funding in 2014 out of a nationwide total of 36 water and energy efficiency grants totaling \$17.8 million.

The 2015 funding opportunity announcement is available at www.grants.gov using funding opportunity number R15AS00002.

Applications may be submitted to one of two funding groups:

- Funding Group I: Up to \$300,000 will be available for smaller projects that may take up to two years to complete.
- Funding Group II: Up to \$1,000,000 will be available for larger, phased projects that will take up to three years to complete. No more than \$500,000 in federal funds will be provided within a given fiscal year to complete each phase.

Proposals must seek to conserve and use water more efficiently, increase the use of renewable energy, improve energy efficiency, benefit endangered and threatened species, facilitate water markets, carry out activities to address climate-related impacts on water or prevent any water-related crisis or conflict. To view examples of previous successful applications, including projects with a wide-range of eligible activities, please visit www.usbr.gov/watersmart/weeg.

To learn more about WaterSMART please visit www.usbr.gov/WaterSMART or in Idaho contact Brian Sauer at the Bureau of Reclamation in Boise, (208) 383-2282 or bsauer@usbr.gov.

IWUA Represented at Key Water Related Events



IWUA Photos By Norm Semanko

IWUA participated in two recent water related events around the state including the Minidoka Project Stakeholders Meeting in Burley and the Henrys Fork Watershed Conference in Rexburg. IWUA Norm Semanko, Executive Director and General Counsel, represented the Association at both meetings. In the photos above, (left) Bureau of Reclamation officials present material to water users in Burley while in Rexburg (right) IDWR Director Gary Spackman speaks on Idaho water management in the post-Adjudication environment.

Estevan López Confirmed as 22nd Commissioner of Bureau of Reclamation

The United States Senate has confirmed Estevan López as Commissioner of the Bureau of Reclamation. He had served as Principal Deputy Commissioner since October 8, 2014.

"I am deeply honored to be a part of the proud tradition of Reclamation and all of its accomplishments as we move into the future of the West," said Commissioner López. "I am grateful to President Obama and Secretary Jewell for asking me to join this administration and I am very proud to lead this professional, knowledgeable and extraordinary team."



López has 25 years of experience in the public sector including Director of the New Mexico Interstate Stream Commission since 2003. As Director of the ISC, López oversaw water management within New Mexico and negotiations with other states over interstate water matters.

He represented New Mexico as the Governor's Representative on Colorado River Compact matters and as Commissioner to the Upper Colorado River Compact and Canadian River Compact Commissions. While at the ISC, he also served as the Deputy State Engineer.

Previous public sector positions included serving as County Manager and Land Use and Utility Department Director for Santa Fe County, and Public Utility Engineer for the New Mexico Public Utilities Commission. López also worked for several years in the private sector as an Engineer for ARCO Alaska, Inc.

A native New Mexican, he earned two Bachelor of Science degrees from New Mexico Institute of Mining and Technology; one in chemistry and one in petroleum engineering. López is a registered Professional Engineer in New Mexico.

2014 Water Safety Campaign Review

The 2014 water safety campaign was conducted from May 26 through August 31 across the southern half of the state and featured a pair of new radio commercials that were broadcast throughout the summer on radio stations in the Treasure and Magic Valleys and in Eastern Idaho.

An analysis of the coverage in the three regions shows the campaign improved its reach in our target audience of women ages 25-49 in both Eastern Idaho and the Magic Valley and improved very slightly in the Treasure Valley compared to 2013.

A total of \$19,260 was spent airing the two commercials a combined total of 1,458 times in the campaign. Additionally, it cost \$300 to create the two commercials and a small amount was left to keep the outreach checking account open.

Here is a comparison of 2014 and the previous year in important areas of the campaign:

Reach: The percentage of the target audience that heard the commercial:

<u>Southwest Idaho</u>	<u>2014</u>	<u>2013</u>	<u>Change</u>
	50.3%	50.1%	+0.2%
<u>Magic Valley</u>	<u>2014</u>	<u>2013</u>	<u>Change</u>
	84.1%	56%	+28.1%
<u>Eastern Idaho</u>	<u>2014</u>	<u>2013</u>	<u>Change</u>
	80.7%	62%	+18.7%

Frequency: The number of times each person heard the commercial:

<u>Southwest Idaho</u>	<u>2014</u>	<u>2013</u>	<u>Change</u>
	9.7	8.5	+1.2 times
<u>Magic Valley</u>	<u>2014</u>	<u>2013</u>	<u>Change</u>
	22.2	23.8	-1.6 times
<u>Eastern Idaho</u>	<u>2014</u>	<u>2013</u>	<u>Change</u>
	12.6	18.4	-5.8 times

When the results are put together, the overall conclusion is that we reached a significantly higher percentage of the target audience but they generally each heard the commercial slightly fewer times. But those results should be viewed in the proper context.

For example in the Magic Valley, the target woman heard the commercial 22 times compared to 23 times the year before. Or in Eastern Idaho, she heard the commercial 12 times compared to 18 times in 2013. While frequency helps drive the message home, the numbers still reflect a significant water safety message impact on the target woman.

The first priority is to get the message to the target audience. The second priority then becomes one of how many times they hear the message. The 2014 results show the water safety message reached significantly higher numbers of woman that the year before and that they heard the message nearly as many times.

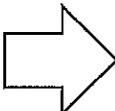
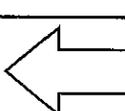
In 2014 the goal was to increase the percentage of reach achieved in the campaign. That has been achieved. The frequency can also be increased but only by increasing the budget for each broadcast area. We will be looking for ways to do that.

**CONVENTION REGISTRATION FORM
IDAHO WATER USERS ASSOCIATION
78TH ANNUAL CONVENTION
JANUARY 20, 21 & 22, 2015
THE RIVERSIDE HOTEL - BOISE**

NAME: _____ SPOUSE FIRST NAME: _____
(if attending)

ADDRESS: _____ PHONE: _____

BUSINESS AFFILIATION: _____


PRE-REGISTRATION DEADLINE - POSTMARKED BY JANUARY 9, 2015


QTY.	DESCRIPTION	MEMBER COST	NON-MEMBER COST	TOTAL
	* Pre-Registration <i>(no meals included)</i>	\$155.00	\$180.00	
	* Late Registration (after 1/9)	\$165.00	\$190.00	
	Awards Luncheon (Wed.)	\$30.00/ea.	\$40.00/ea.	
	Legislative Banquet (Thur.)	\$50.00/ea.	\$60.00/ea.	

** NO REGISTRATION FEE FOR SPOUSE*

TOTAL ENCLOSED \$ _____

MAIL TO: Idaho Water Users Association, 1010 W. Jefferson St., #101, Boise, ID 83702

(cut here and mail each form to the appropriate entity)

HOTEL REGISTRATION FORM

IDAHO WATER USERS ASSOCIATION - JANUARY 20-22, 2015

MAIL TO: The Riverside Hotel, 2900 Chinden Blvd., Boise, ID 83714
(Phone Reservations: 208-343-1871; On-Line Reservations: www.iwua.org)

Room Type	1 King Bed []	2 Queen Beds []	Suites available, please call
Special Rates:	Single - \$109.00	Double - \$109.00	
Special Request:	Smoking []	Non-Smoking []	Wheelchair Access []

Date of Arrival: _____ Time: _____ Number of Nights: _____

Room types subject to availability. Rooms held until 6:00 p.m. unless guaranteed by major credit card* or advance deposit. If delayed, a phone call will hold reservations for a reasonable time. Guaranteed reservations not cancelled before 6:00 p.m. or arrival date will be billed one night's charge. Special rates are available only for reservations made prior to: **JANUARY 5, 2015**

Name: _____ Address: _____

City: _____ State: _____ Zip Code: _____ Phone No. _____

Representing: _____

Credit Card No.: _____ Exp. Date: _____

Check out time is 12:00 noon. Check in time after 3:00 p.m. (*VISA, MasterCard, American Express, Diners, Discover)