

Observations on Effective Water Efficiency Programs

Mary Ann Dickinson
President and CEO
Alliance for Water Efficiency
May 26, 2015



A VOICE AND
A PLATFORM
PROMOTING THE
EFFICIENT AND
SUSTAINABLE
USE OF WATER

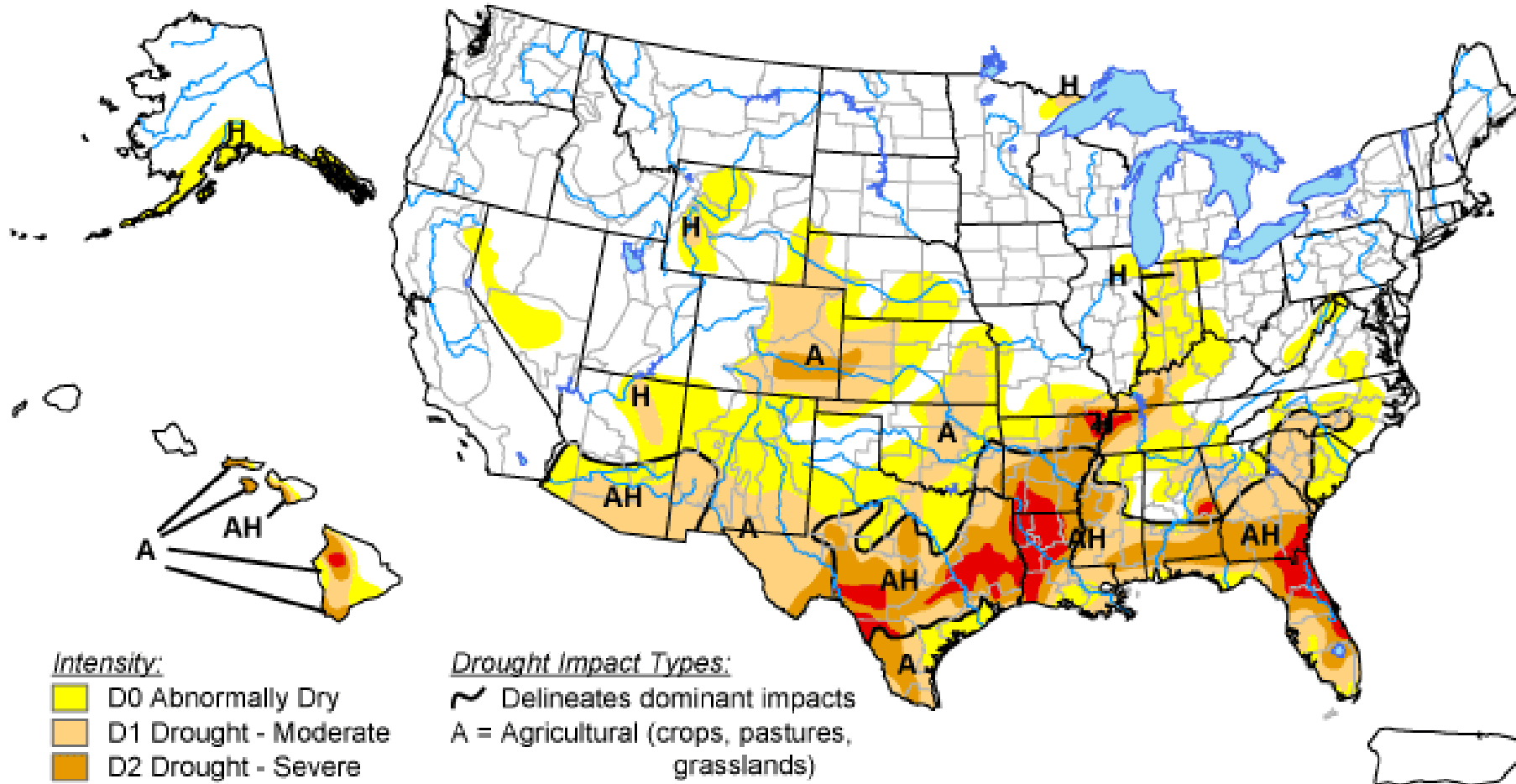


Alliance *for* Water Efficiency






U.S. Drought Monitor

December 28, 2010


Valid 7 a.m. EST



Intensity:

-  D0 Abnormally Dry
-  D1 Drought - Moderate
-  D2 Drought - Severe
-  D3 Drought - Extreme
-  D4 Drought - Exceptional

Drought Impact Types:

-  Delineates dominant impacts
- A = Agricultural (crops, pastures, grasslands)
- H = Hydrological (water)

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

<http://drought.unl.edu/dm>



Released Thursday, December 30, 2010

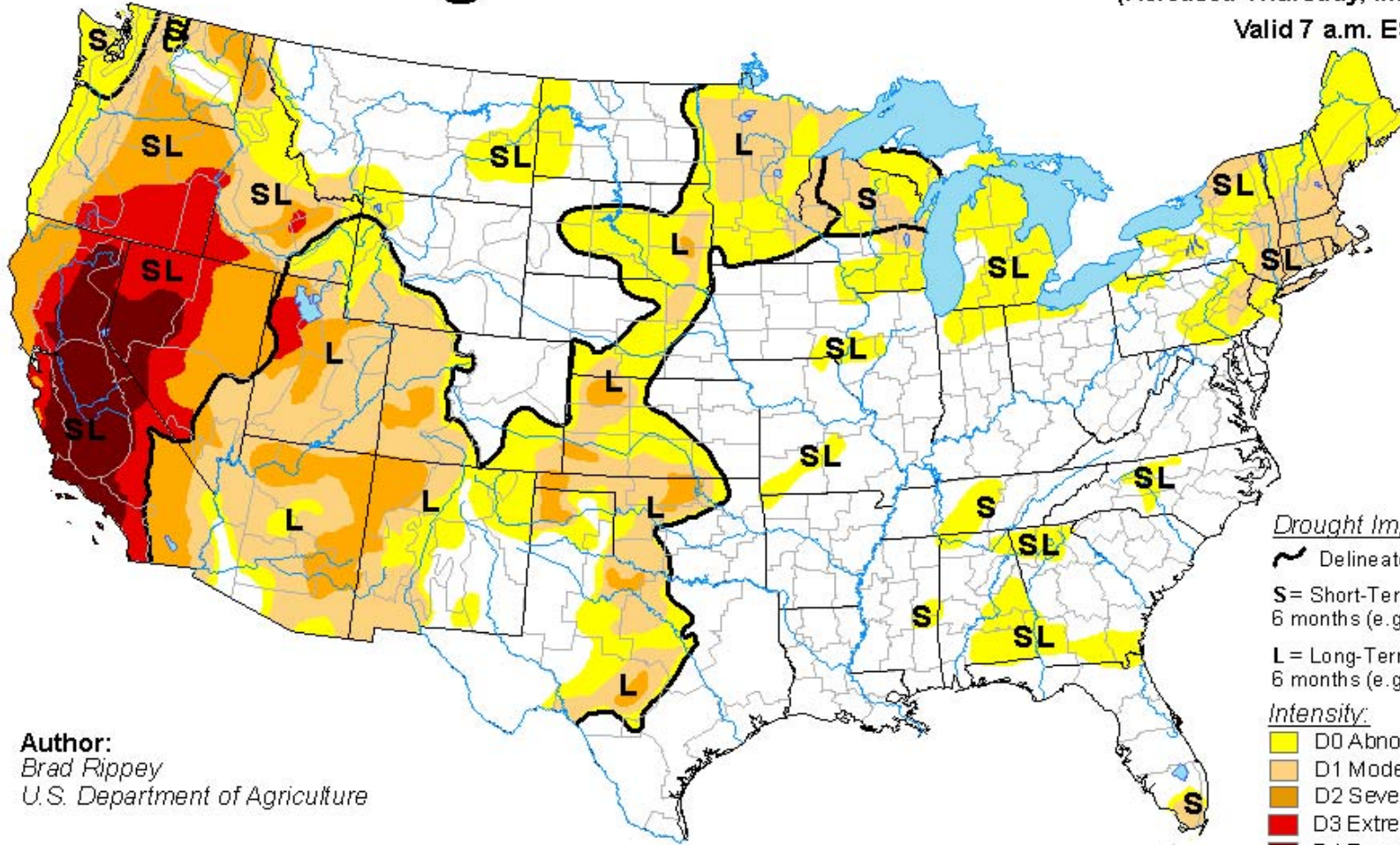
Author: David Miskus, NOAA/NWS/NCEP/CPC

U.S. Drought Monitor

May 19, 2015

(Released Thursday, May 21, 2015)

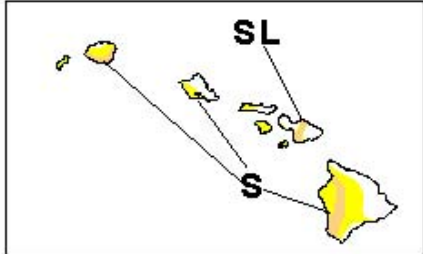
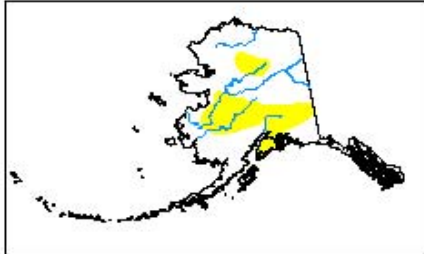
Valid 7 a.m. EST



Author:
Brad Rippey
U.S. Department of Agriculture

- Drought Impact Types:
- ~ Delineates dominant impacts
 - S = Short-Term, typically less than 6 months (e.g. agriculture, grasslands)
 - L = Long-Term, typically greater than 6 months (e.g. hydrology, ecology)
- Intensity:
- Yellow: D0 Abnormally Dry
 - Light Orange: D1 Moderate Drought
 - Orange: D2 Severe Drought
 - Red: D3 Extreme Drought
 - Dark Red: D4 Exceptional Drought

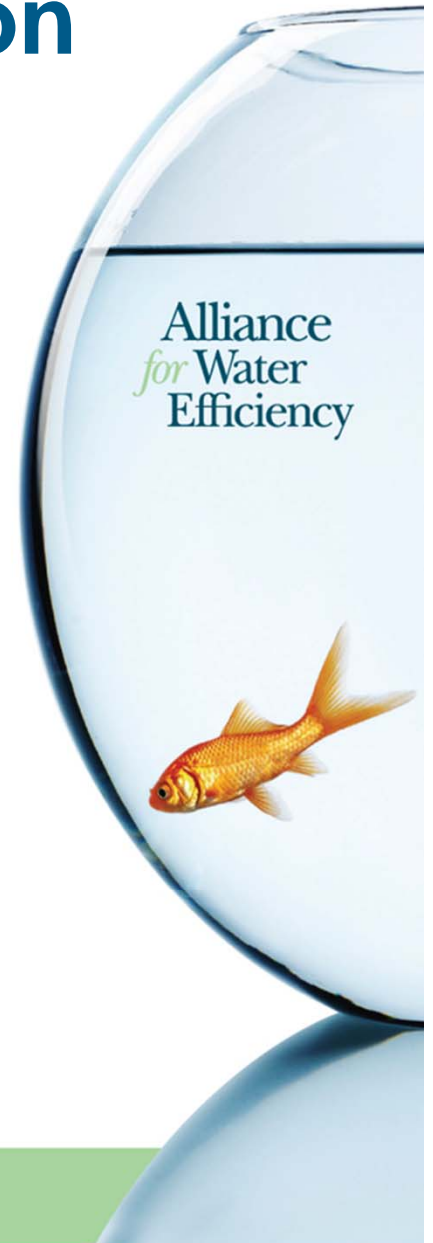
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<http://droughtmonitor.unl.edu/>

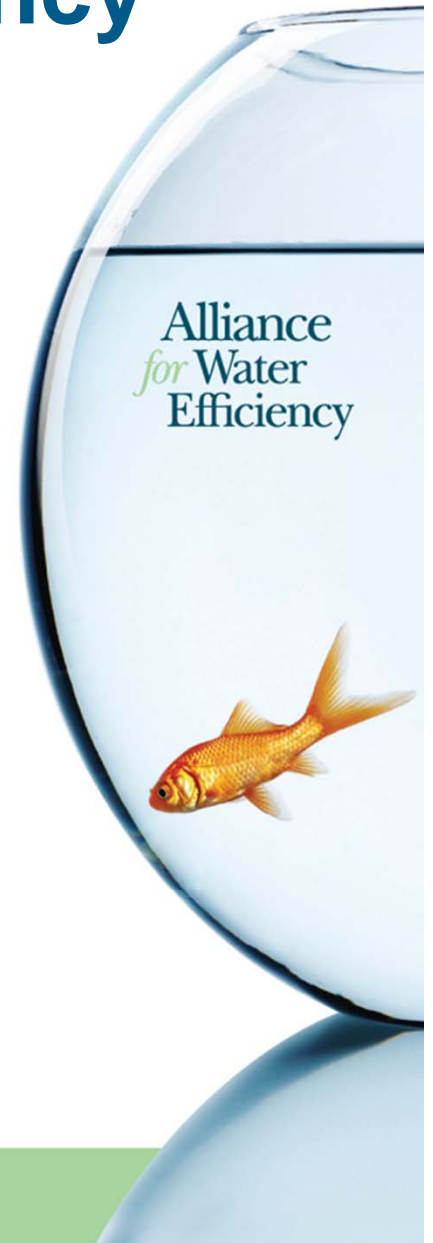
MWD's History in Conservation

- National leader in regional water conservation programs for over 3 decades (Conservation Credits, ICP etc.)
- First funder of seminal research in the field (e.g. ULFT field studies, PRSVs)
- Support for retail member agency programs an early model for the nation
- Regionalizing programs bring economies of scale, higher savings, and real-time management systems
- So.... what else is out there to do?



Observations on Water Efficiency

- Indoor plumbing and appliance codes, standards, and labeling are saving water
- Outdoor water use remains a frontier for improvement
- Water loss reduction programs are rarely incentivized, despite significant benefits
- Explore the value of ordinances
- Motivate the consumer
- Provide appropriate levels of funding



Plumbing Product Trends

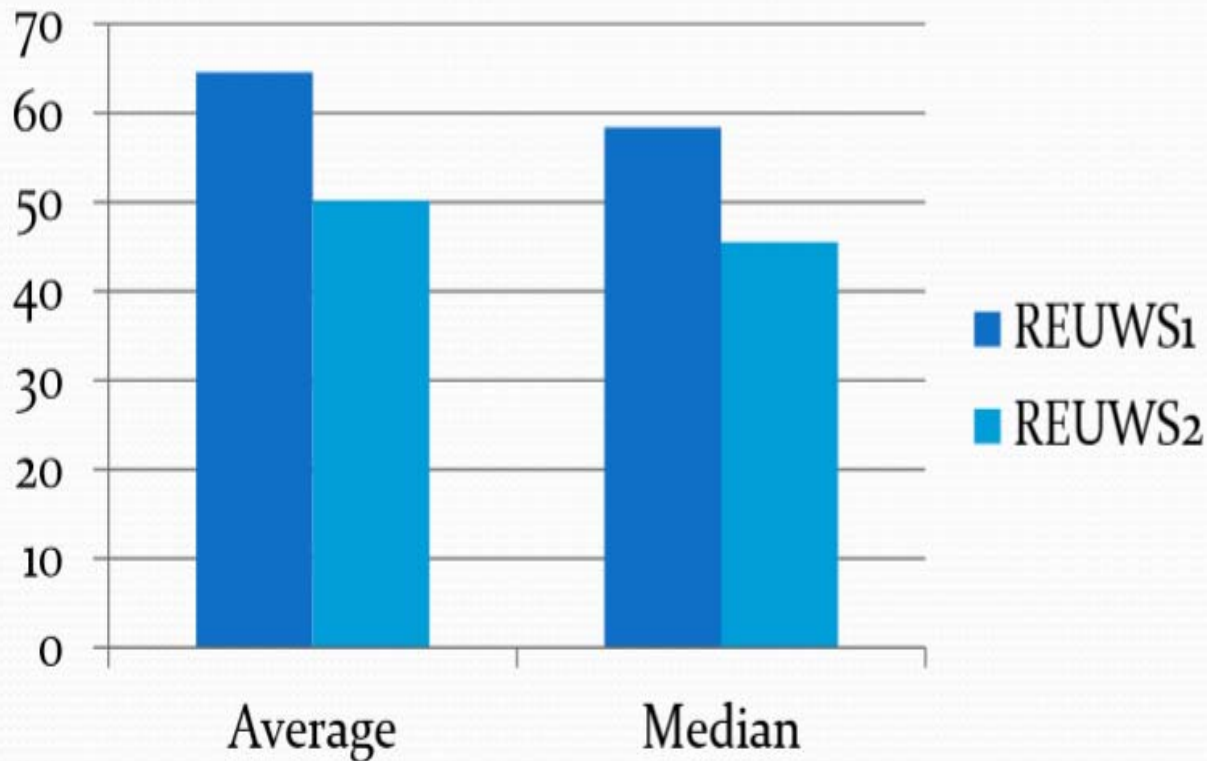
Water Consumption by Water-Using Plumbing Products and Appliances - 1980 to 2012

Water-using Fixture or Appliance	1980s Water Use	1990 Requirement	EPA Act 1992 Requirement	2009 Baseline Plumbing Code	2012 'Green Code' Requirement	% Reduction in avg water use since 1980s
Residential Bathroom Lavatory Faucet	3.5+ gpm	2.5 gpm	2.2 gpm	2.2 gpm	1.5 gpm	57%
Showerhead	3.5+ gpm	3.5 gpm	2.5 gpm	2.5 gpm	2.0 gpm	43%
Toilet - Residential	5.0+ gpf	3.5 gpf	1.6 gpf	1.6 gpf	1.28 gpf	74%
Toilet - Commercial	5.0+ gpf	3.5 gpf	1.6 gpf	1.6 gpf	1.6 gpf ¹	68%
Urinal	1.5 to 3.0+ gpf	1.5 to 3.0 gpf	1.0 gpf	1.0 gpf	0.5 gpf	67%
Commercial Lavatory Faucet	3.5+ gpm	2.5 gpm	2.2 gpm	0.5 gpm	0.5 gpm	86%
Food Service Pre-rinse Spray Valve	5.0+ gpm	No requirement	1.6 gpm (EPA Act 2005)	No requirement	1.3 gpm	74%
Residential Clothes Washer	51 gallons/load	No requirement	26 gallons/load (2012 standard)	No requirement	16 gallons/load	67%
Residential Dishwasher	14 gallons/cycle	No requirement	6.5 gallons/cycle (2012 standard)	No requirement	5.0 gallons/cycle (ASHRAE S191P)	64%

gpm: gallons per minute

gpf: gallons per flush

Annual Indoor Use	REUWS ₁	REUWS ₂ (N=763)
Average (kgal/hh)	64.6	50.2 (22% decrease)
Median (kgal/hh)	58.4	45.5



This decrease is due to factors that are similar in all sites (e.g. # residents and types of fixtures). It does represent a trend.

THE POWER OF PLUMBING + POLICY

CELEBRATING 20 YEARS OF WATER EFFICIENT TOILETS

54% LESS
WATER USED BY
EVERY TOILET
INSTALLED
AFTER 1994



BEFORE
&
AFTER



SAVED FROM MORE EFFICIENT
TOILETS MANDATED BY THE
ENERGY POLICY ACT OF 1992

ENOUGH WATER SAVED TO SUPPLY



NEW YORK CITY + CHICAGO + LOS ANGELES
FOR **20 YEARS***



Alliance for Water Efficiency
300 W. Adams Street, Suite 601
Chicago, Illinois 60606
www.allianceforwaterrecovery.org

*BASED ON CURRENT WATER USE

Year forecasted peak season demand equals existing peak season delivery capacity		Deferred Expansion (Years)	Deferred Capacity (MGD)	Benefit of Deferred Expansion (\$)	Avoided Capacity (MGD)	Benefit of Avoided Expansion (\$)
Baseline Demands	2014	N/A	N/A	N/A	N/A	N/A
Baseline - Code Savings	2025	11	5.8	\$9,764,491	0.0	\$0
Baseline - Code Savings - Program Savings	2027	13	5.8	\$11,231,717	0.0	\$0

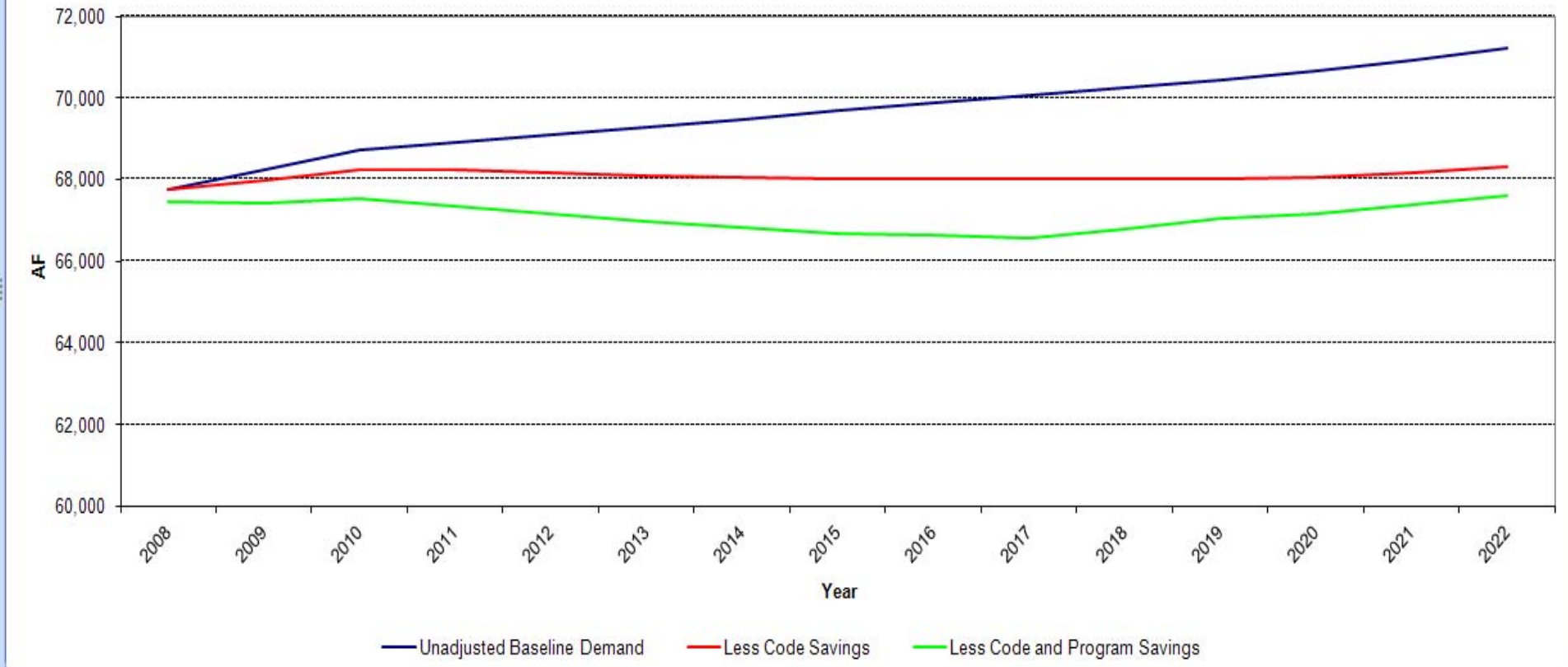
Select Chart to View

Service Area Demands

No. of Years to Display 15 yrs

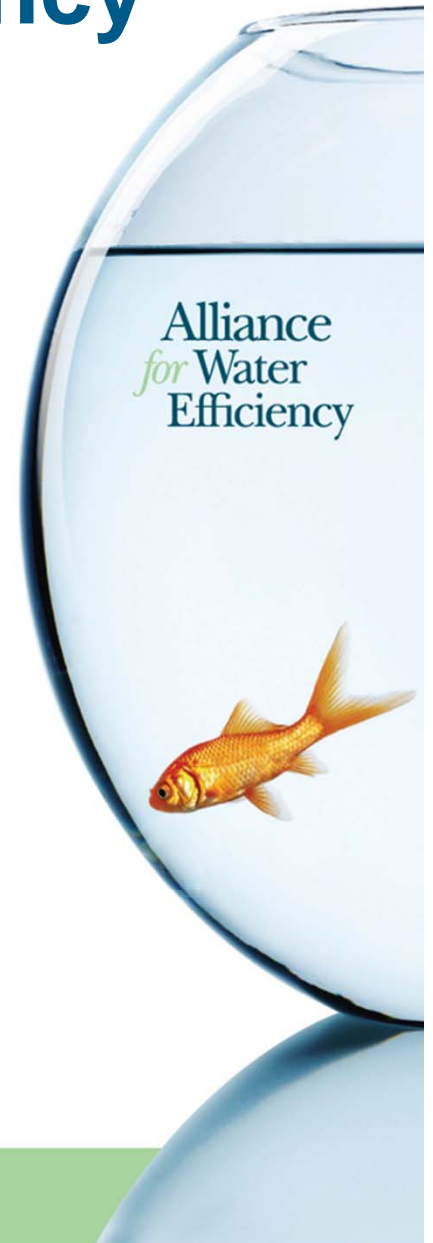
Chart Explanations

Service Area Demands



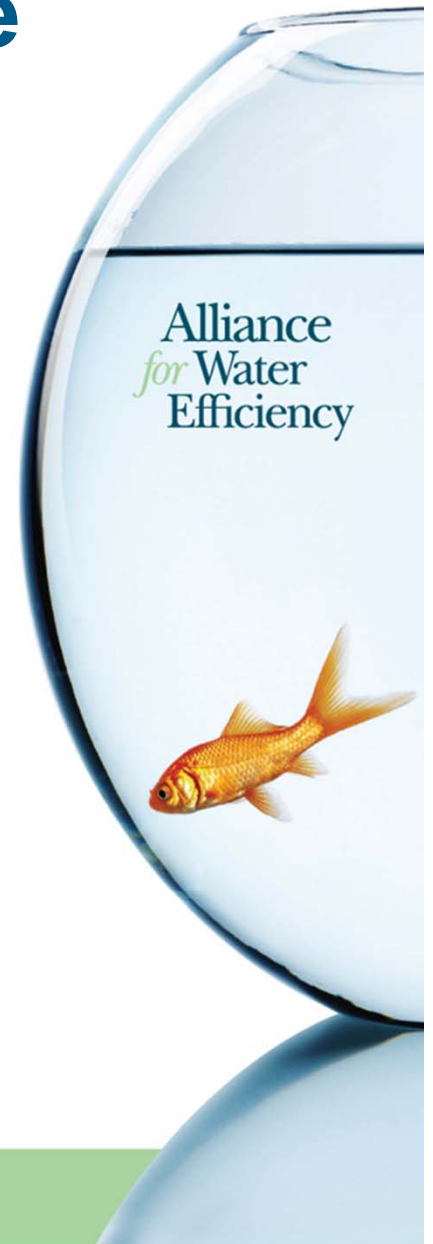
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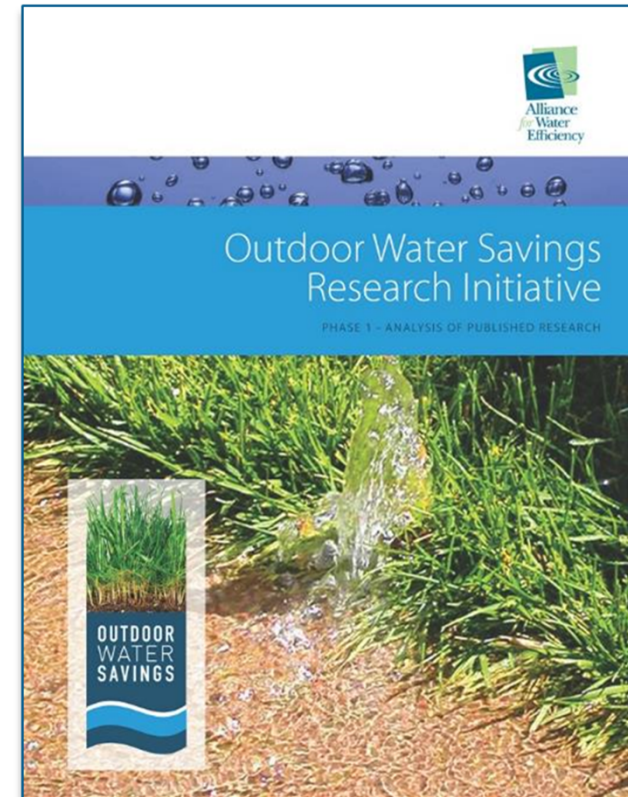
Curbing Outdoor Water Waste

- Over 50% of residential water use is outdoor landscape watering, with most outdoor irrigation highly inefficient and largely wasted
- Adopting and aggressively enforcing local outdoor watering restriction and water waste ordinances are key to achieving needed reductions
- Important to minimize outdoor water waste both in irrigation systems AND landscape plant material choices
- Turf replacement programs becoming common across the country



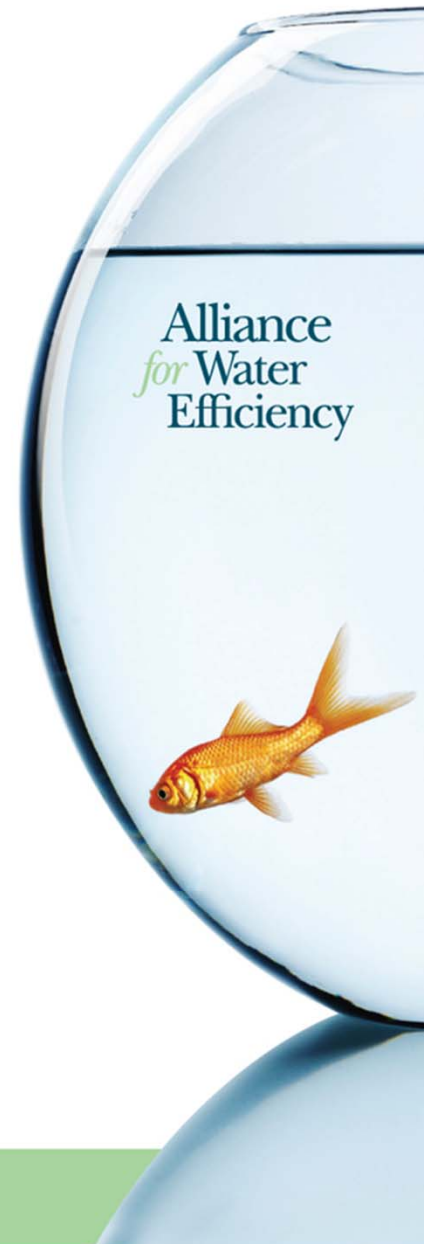
Turf Replacement

- AWE published in January a literature search on available outdoor water savings research
- Preliminary results show that significant water savings can be achieved through removal of traditional high water use landscape
 - ✓ "Florida-Friendly" landscape reduced outdoor use 50 - 75%
 - ✓ Turf removal in Las Vegas saved ~50% or more



Savings of Turf Replacement

- Compared with other measures examined in the Phase 1 report, the water savings from landscape transformation appeared significantly larger than other outdoor programs
- AWE will likely study these programs in more detail in Phase 2
- Studies can be underway while the replacement programs are running
- To further guarantee water savings, ensure that the irrigation system is "transformed" at the same time as the landscape





Restriction Details | Report Water Waste



- Who We Are
- Your Water
- Conservation
- Service
- Infrastructure
- Education
- Environment
- Jobs
- Business Center



HOME > CONSERVATION > OUTDOOR PROGRAMS & REBATES > IRRIGATION REBATE > MAIN



CONSERVATION

Main

Drought Restrictions

Residential Outdoor Programs & Rebates

WaterSaver Landscape Coupon

Irrigation Design Rebate

WaterSaver Irrigation Consultation

7 Steps to Xeriscaping

Dressed for Success

Pool Filter Rebate

Rain Harvesting

Watering Efficiently

WaterSaver Lane

WaterSaver Landscape Care Guide

Drought-Tolerant Grass Varieties

Residential Indoor Programs & Rebates

Commercial Programs & Rebates

Your Role in Conservation

Ordinance

Conservation Case Studies

Calendar of Events

Residential Irrigation Design Rebate

Cash in when you kick the irrigation habit with our bigger and better rebates!

GardenStyleSA-friendly landscapes come in all shapes and sizes for every taste and budget. They can be neat and subdued, dominated by orderly evergreen shrubs lined up in a row, or wild and woolly with colors exploding from various corners of the yard. They may have a knockout patio, an herb garden, a focus on butterflies, or colorful pots and wacky yard art throughout. But the one thing they do have in common is the ability to live primarily on rainfall and maybe an extra shot of water on occasion.

SAWS has assembled all the programs and information you need to have the landscape you want without the high water bill. Between our personalized Irrigation Consultation, Garden Tips found on GardenStyleSA.com, landscape and patio coupons and numerous workshops and events throughout the year with our partners, we can help you achieve your landscape goals without relying on an irrigation system.

That's why SAWS wants to pay you cash to kick the irrigation habit! But it all starts with an Irrigation Consultation with one of our Conservation consultants. So whether you're ready to get rid of your system completely or make target changes like capping a spray zone you no longer need, schedule your Irrigation Consultation today to find out what rebates are available to you.

Maximize the Rebate

The rebate is available to San Antonio Water System (SAWS) water customers ready to make permanent structural changes to their irrigation systems that result in permanent water savings. Ditch the entire system and receive more of a rebate. Here's why SAWS is doing this:

In San Antonio, customers that have irrigation systems on average use 70 percent more water in the summer and 50 percent more on an annual basis than those customers that do not have irrigation systems. Most of this irrigation is unnecessary for the plants and results in higher water bills for customers and higher infrastructure costs for SAWS to meet higher peak water demands.

Let's Get Started

You can kick the irrigation habit completely by permanently disabling your irrigation system

QUICK LINKS

Watering Efficiently





Restriction Details | Report Water Waste



- Who We Are
- Your Water
- Conservation
- Service
- Infrastructure
- Education
- Environment
- Jobs
- Business Center



HOME > CONSERVATION > OUTDOOR PROGRAMS & REBATES > MAIN



CONSERVATION

Main

Drought Restrictions

Residential Outdoor Programs & Rebates

WaterSaver Patioscape Coupon

WaterSaver Landscape Coupon

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Garden Style San Antonio

Residential Indoor Programs & Rebates

Commercial Programs & Rebates

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Calendar of Events

Residential Outdoor Programs & Rebates

Through outdoor conservation programs such as our WaterSaver Landscape coupon and educational programs that reach out to all San Antonians, we want to encourage residents to conserve, saving you money on your water bill while preserving our precious water supplies.



WaterSaver Patioscape Coupon

The Patioscape Coupon provides residential water customers another way to replace parts of their traditional lawns with a more permanent water-saving solution - a new patio.

[READ MORE](#)



WaterSaver Landscape Coupon

This seasonal program encourages residential water customers to transform portions of their traditional lawns by removing grass and creating garden beds made up of hardy, drought-tolerant plants.

[READ MORE](#)



Irrigation Design Rebate

Through our Residential Irrigation Design Rebate you can identify design flaws that can result in healthier landscapes.

[READ MORE](#)



WaterSaver Irrigation Consultation

Did you know your irrigation system can use more water in a week than your family uses for all its other needs in a month? Together, let's find out how much water and money you can save!

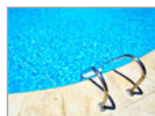
[READ MORE](#)



7 Steps to Xeriscaping

Xeriscaping. What in the world does that word mean and how on Earth do you pronounce it?

[READ MORE](#)



Swimming Pool Filter Rebate

Replacing your sand or D.E. filter with a high-efficiency cartridge filter system can reduce your water consumption by as much as 20,000 gallons per year.

[READ MORE](#)

QUICK LINKS

[Indoor Programs & Rebates](#)

[Commercial Programs & Rebates](#)

[Ordinance](#)

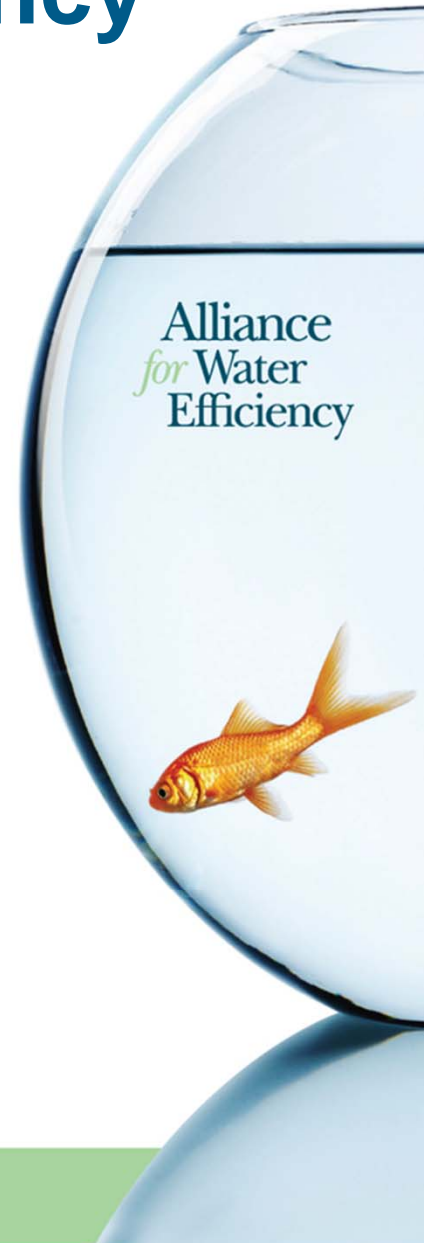
GARDEN STYLE
SAN ANTONIO

Stocked with tools, tips and techniques to take the guesswork out of landscaping.

GardenStyleSA.com

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Welcome to *California*



DWR Home
Water Plan Home

** Products:*

[Update 2013](#)

[Update 2009](#)

[Previous Reports](#)

** Participation:*

[Calendar and Materials](#)

[Steering Committee](#)

[Public Advisory Cmte](#)

[Topic-Based Caucuses](#)

[Tribal Advisory Cmte](#)

[Federal Agency Network](#)

[Regional Outreach](#)

[SWAN](#)

[Tribal Engagement](#)



Search box with 'Search' button and radio buttons for 'DWR' and 'My CA'.

California Water Plan

[Home](#) > [Update 2013](#) > [Final California Water Plan Update 2013](#)

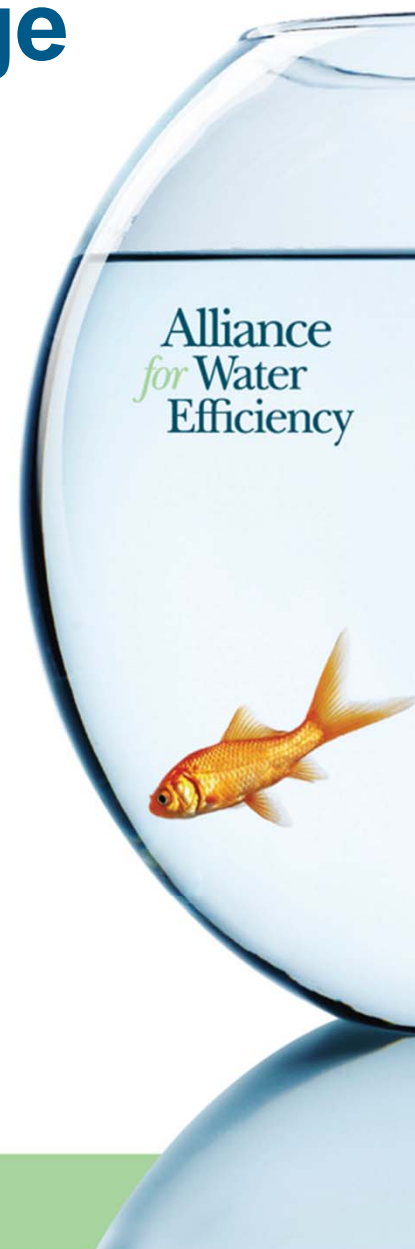


Water Loss

The amount of water lost due to leakage in the distribution system of the State's water suppliers is not well known. This is largely due to the fact that not all water suppliers perform regular water loss audits. If water audits are not conducted, it is difficult for a water agency to know the extent of its losses and unlikely that the agency will implement practices to reduce these losses.

Reduce Water Agency Leakage

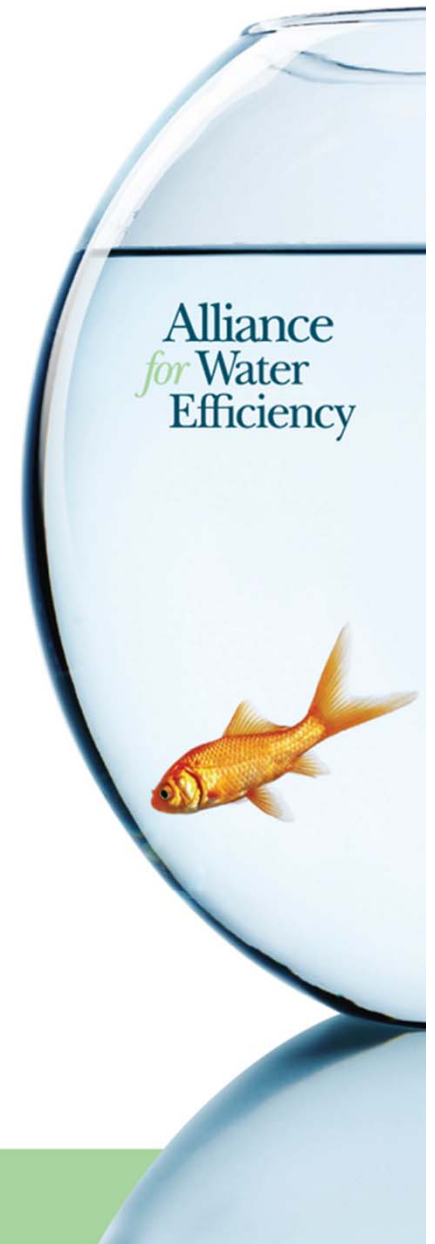
- It is difficult to ask consumers to conserve when water agency distribution systems are leaking 15% or more water
- Recovering leaks is cost-effective
- Checking for meter errors improves the accuracy of revenue collection from customers, thus helping with agency revenue loss issues
- Leakage recovery usually not incentivized because it is perceived as the necessary “cost of doing business” and good management, not conservation



Benchmark Examples (in AF)

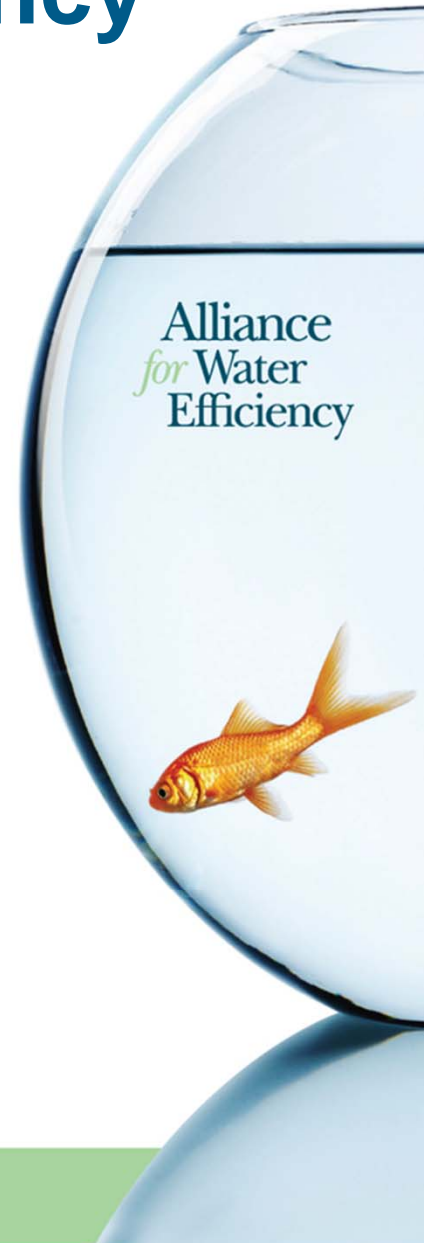
San Francisco PUC	\$439
Nashville Water Works	\$318
Los Angeles DWP	\$347
California Grant Program	\$658
Las Vegas WD	\$464
Large Western US Utility	\$318
Orange County Utilities, FL	\$463
Average	\$430
Maximum	\$658
Minimum	\$318

Source: Julian Thornton and Reinhard Sturm



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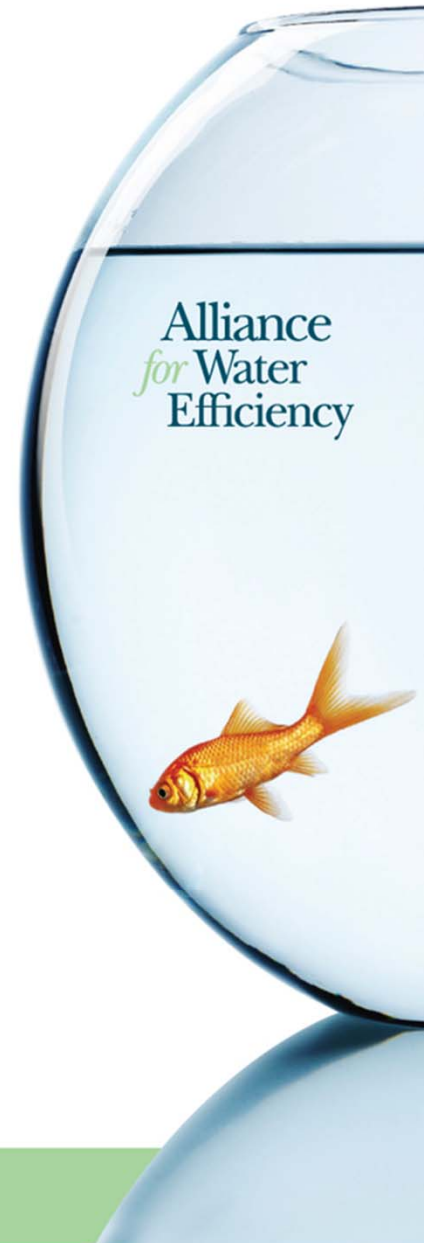


Ordinances Are Useful Tools

- Can shape customer behavior (e.g. outdoor watering restrictions)
- Can shape new development (e.g. AWE's Net Blue Water Offset Ordinance)
- Can transform the market (e.g. local green codes)

BUT

- Ordinances **MUST** be enforced to be effective, which costs significant resources
- Without steady budgetary support for enforcement, ordinances are useless



Water-Neutral Growth Ordinance

- Net Blue: A 3-year project to promote sustainable communities
- Model ordinance communities can tailor to create a water demand offset approach
- Partners: Environmental Law Institute and River Network
- Challenge grant to support pilot opportunity

Water Offset Policies for Water-Neutral Community Growth: A LITERATURE REVIEW & CASE STUDY COMPILATION

NATIONAL GEOGRAPHIC Inspiring people to care about the planet since 1888 | Learn More »

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BioBlitz Ocean Views Voice for Elephants Cat Watch Polar Bear Watch Water Currents Explorers Journal Rising Star Expedition Fulbright National Geographic Stories

No Water, No Growth: Are Water-Neutral Growth Policies the key to Building Sustainable Communities?

Posted by Alliance for Water Efficiency of allianceforwaterefficiency.org on February 2, 2015

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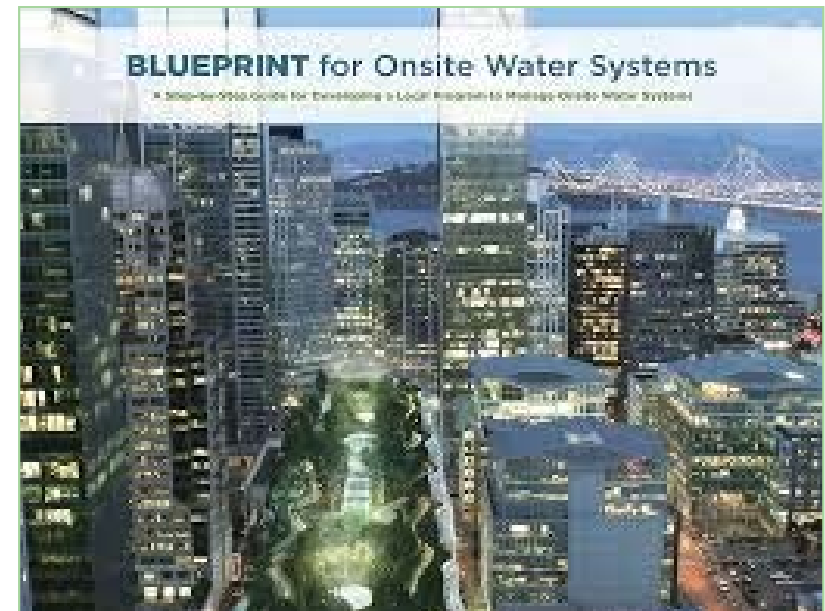
By Mary Ann Dickinson

We're accustomed to waiting in lines for a football game, to buy movie tickets or perhaps to get a seat in the most coveted professor's class. But what if we had to wait in line to move? What if we had to be granted access to a city where we found a great new job or the family dream home we always wanted?

NET BLUE
WATER NEUTRAL GROWTH

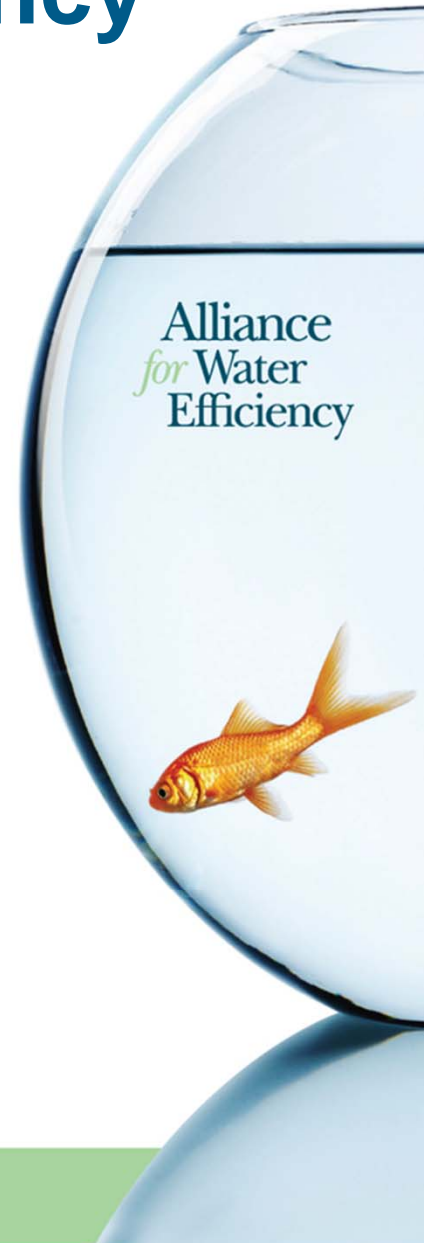
Non-Potable Water Ordinance

- San Francisco Dept. of Public Health adopted regulations on operating alternate water source systems
- SFPUC's headquarters is a "Living Machine"
- Santa Monica, New York City, and San Francisco all provide financial incentives for buildings with onsite water systems that reduce potable water demand



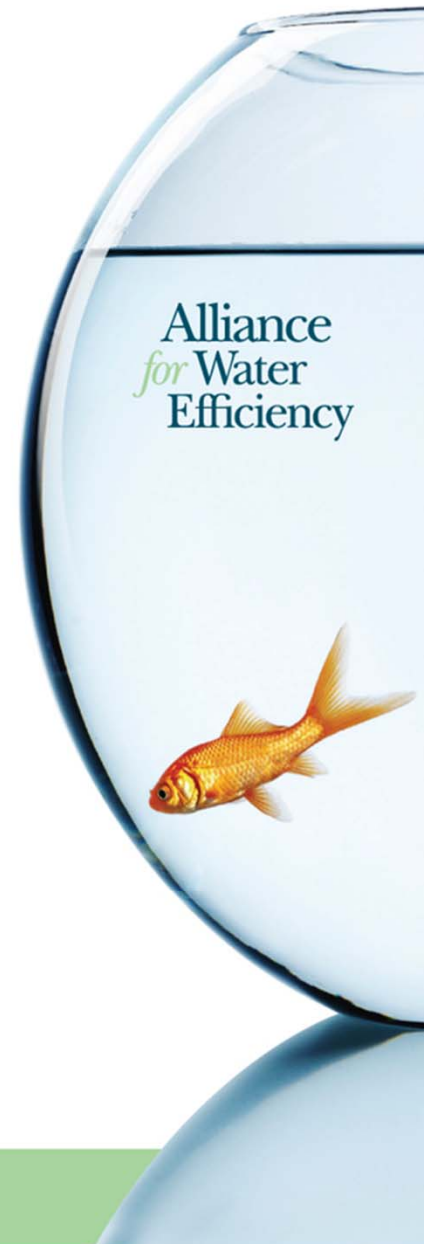
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Customer Still Clueless

- All surveys and interviews show that the average customer thinks they use about 25 gallons per day per household – including outdoor water use
- They have no idea where the water is actually consumed, and assume that the largest water use is the shower
- A significant investment in an extensive media campaign is money well spent to educate them on needed actions
- Denver Water's campaign is one of the most effective in the nation





USE ONLY WHAT YOU NEED.

 DENVER WATER

NO WATER 10AM-6PM

USE ONLY WHAT YOU NEED. DENVER WATER





HOW MUCH WATER DO
YOU REALLY USE?

FIND MY WATER USAGE ▶



Explore Water Conservation With Our Water Use Calculator

Want to conserve water? Not sure where to start? Our Water Calculator quickly estimates how much water your household uses and compares it to a similar average and a highly efficient home.

The Water Calculator also shows you where to begin your home water conservation efforts. Throughout Home Water Works, you'll find useful tips and resources for saving water and money without sacrificing comfort or convenience.

How much
water do you use?



Get the bottle that will
CHANGE THE WAY
you think about
WATER.

Join our Never Waste
Campaign. [Click Here](#) ▶

Does Your Landscape Have a Drinking Problem?

Read about [outdoor water conservation](#) for helpful information on how to keep your landscape looking beautiful while staying water efficient.

Quick & Easy Tips For Saving Water at Home and Work

Looking for quick and easy ways to save water? Read our [water conservation and saving tips](#) to see how easy it can be to conserve water at home and in the workplace!

How much water do you use?



Let's Get Started!

Click an area on the home to input how much water you use, and learn how you can conserve water there. Answer for yourself only, and assume you are in your home for a 24-hour cycle.



My Daily Usage

Roll over for results



Carbon Footprint:

(lbs. CO2 /year)

Percent Complete



Areas to Complete

Roll over for number of questions



How much water do you use?

Choose another area

Click an area on the home to input how much water you use, and learn how you can conserve water there.

My Results Where I Use Water Energy In My Water **How Do I Compare?** My Answers My Water Efficiency Plan

Category	My House	Average House	Water-Wise House
Toilet use	14590	21170	12210
Clothes washer use	8860	18350	8860
Shower use	8810	14450	8810
Faucet use	10500	12540	10500
Leaks	8240	10300	8240
Other/Miscellaneous use	3490	3490	1000
Bathtub use	5980	1490	5400
Dishwasher use	1330	1250	1330
INDOOR WATER USE	61790	83040	45340
HOT WATER USE	18410	24750	13510



Facebook



Twitter

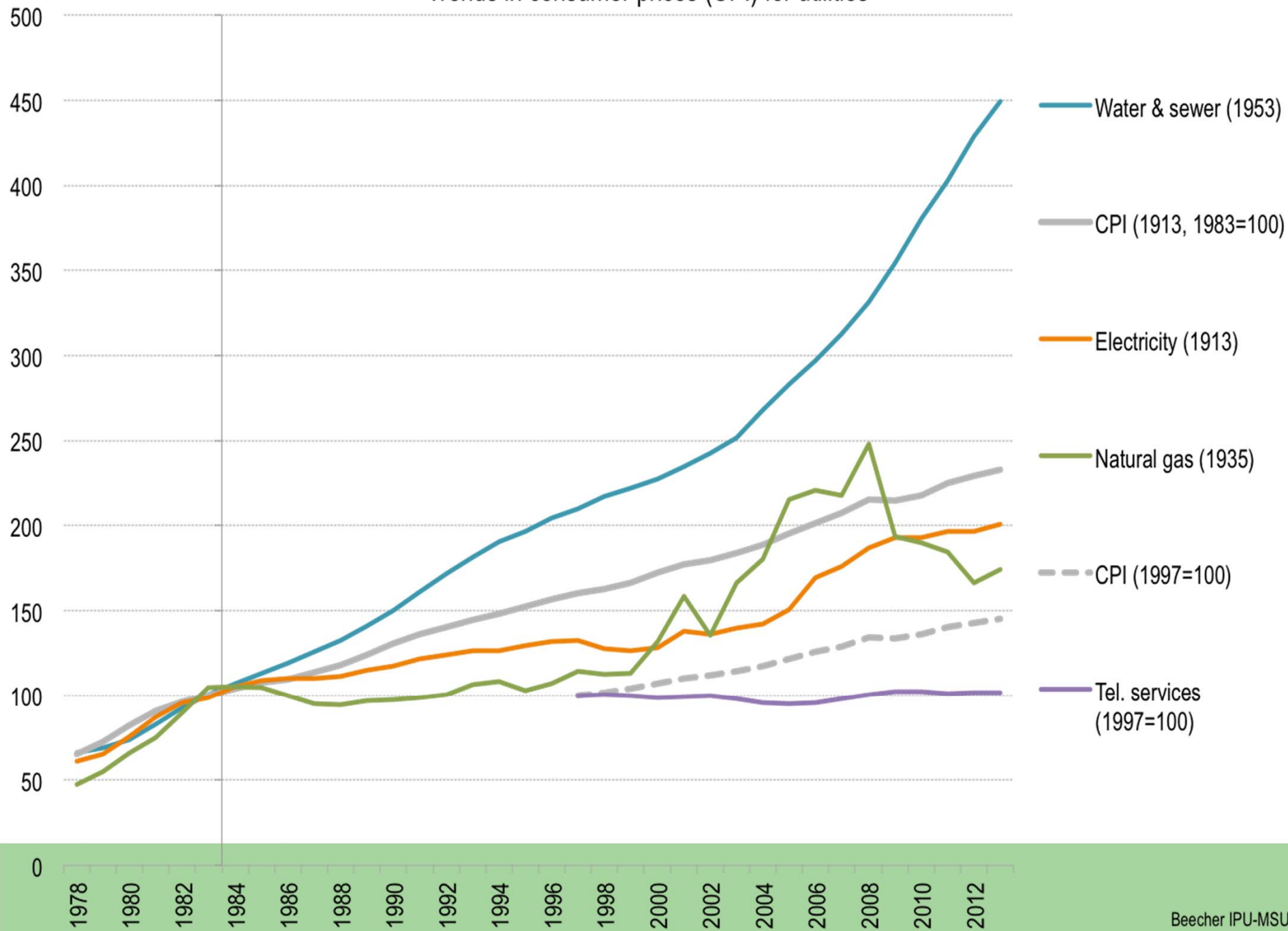
Learn about how the Water Calculator works [here](#).

Carbon Footprint:

(lbs. CO₂ /year)

Show Results

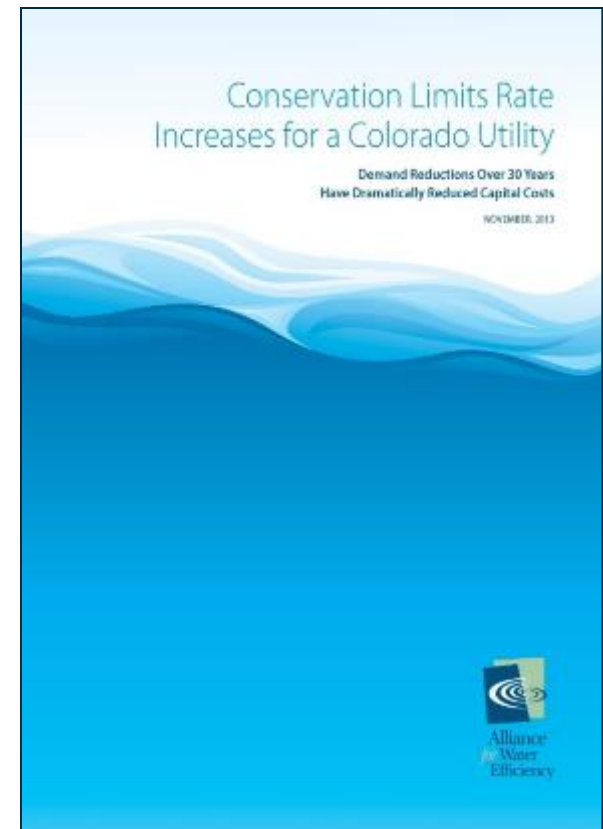
Trends in consumer prices (CPI) for utilities



Westminster's Story

- Citizen complaints on being asked to conserve when rates just go up anyway
- Westminster reviewed marginal costs for future infrastructure if conservation had not been done
- Since 1980 conservation has saved residents and businesses 80% in tap fees and 91% in rates compared to what they would have been without conservation
- Report posted at

www.financingsustainablewater.org



Financial Instruments to Manage Revenue Risk

A new white paper explores opportunities for utilities to use financial instruments - such as derivatives, insurance and bonds - to manage weather-related revenue risk in an increasingly volatile climate.



Rates. Revenue. Resources.

Financing Sustainable Water is an initiative of the Alliance for Water Efficiency that was created to provide practical information to guide utilities from development through implementation of rate structures that balance revenue management, resource efficiency and fiscal sustainability. Headquartered in Chicago, the Alliance serves as a North American advocate for water efficient products and programs, and provides information and assistance on water conservation efforts. [Learn More](#)



WATER MANAGERS

Sustainable financial management guidance



ELECTED OFFICIALS

Set your water utility up for success



CONCERNED CITIZENS

Learn how you can help create a sustainable water future



MEDIA

Get key facts on today's water challenges

 **RATES HANDBOOK**
Building Better Rates for an Uncertain World

 **RATE MODEL**
Sales Forecasting and Rate Model

RECENT NEWS

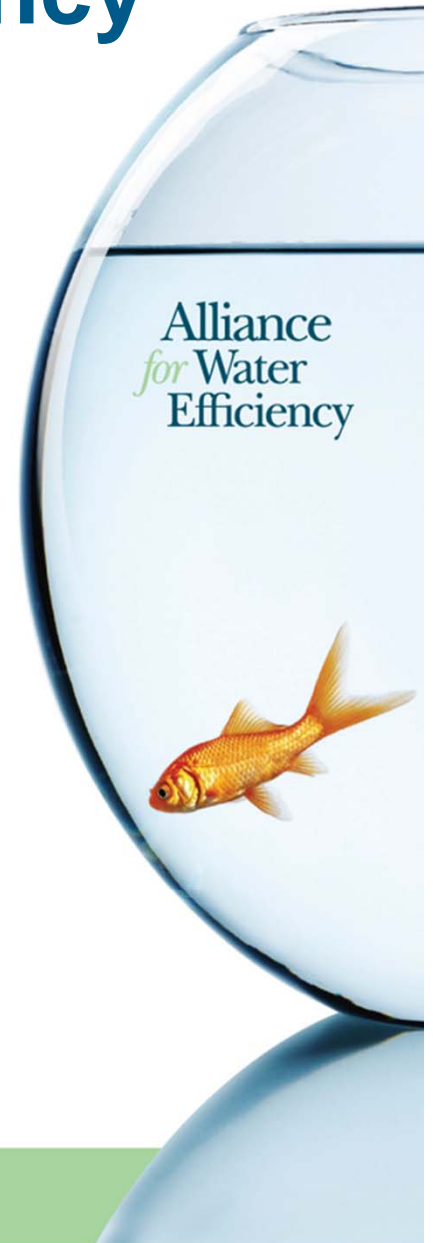
- [Water or Water Service?](#) »
- [Demand Forecasting 101](#) »

FEATURED RESOURCES

- [Case Study](#)
Budget-based Rates
- [Case Study Hover Example](#)
New case study title here

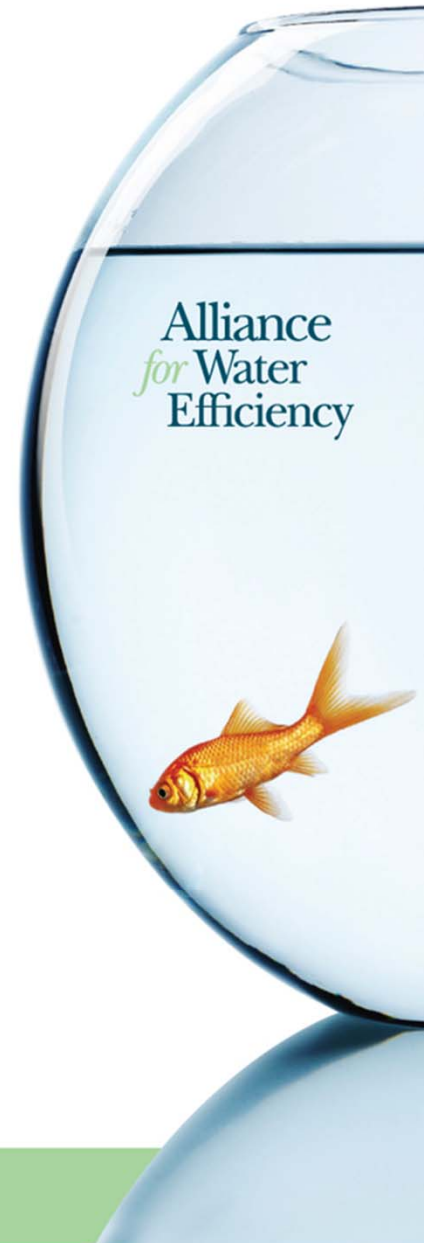
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Funding is Key to Success

- Consider conservation an investment; without adequate \$, there will be no significant savings
- Increase funding for the Innovative Conservation Program (ICP); it is a transformative program
- Link Water and Energy incentives; partner with the CEC (e.g. Water and Energy Technology Program) and CPUC (e.g. energy portfolio funding)
- Texas has allocated \$400 million of state funds for conservation and recycling; its water utilities are leaders in retail agency funding



<u>Agency</u>	<u>Budget Year</u>	<u>Total Budget</u>	<u>Conservation Budget</u>	<u>Population served</u>	<u>Conservation \$ per Capita</u>
City of Austin, Texas	2014-2015	\$260,350,403	\$3,401,203	946,587	\$14.45
San Antonio Water System, Texas	2015	\$572,900,000	\$66,873,000	1,600,000	\$41.80
Denver Water, Colorado	2015	\$344,018,621	\$2,557,766	1,300,000	\$1.97
Southern Nevada Water Authority, Nevada	2015	\$428,400,000	\$8,800,000	1,945,277	\$5.71
Seattle Public Utilities, Washington	2014	\$258,563,931	\$8,212,072	1,300,000	\$6.32
City of Tucson, Arizona	2015	\$218,085,060	\$3,050,000	712,700	\$4.28
City of San Diego, California	2011	\$537,331,327	\$5,343,063	1,320,000	\$4.05
San Diego County Water Authority, California	2014-2015	\$1,494,595,000	\$7,707,144	3,200,000	\$2.41
East Bay Municipal Utility District, California	2014	\$713,567,000	\$2,615,000	1,300,000	\$2.01
Metropolitan Water District of Southern California	2014-2015	\$1,890,000,000	\$40,000,000	18,400,000	\$2.17

AWE Exemplary Programs Webinar on Innovative CII Water Efficiency Programs

The second webinar in the series showcasing exemplary programs of AWE's members will feature the internationally recognized commercial programs of City West Water in Melbourne, Australia. The webinar will offer practical advice on how to set up these innovative programs in your service area. [Learn more here.](#)

Webinar

Web-based educational programs allow viewers to submit questions, see slides while the speaker discusses interactive elements - the a

AWE Wins 2014 U.S. Water Prize

The Alliance for Water Efficiency has won the 2014 U.S. Water Prize in the non-profit category. The prestigious award is given annually by the U.S. Water Alliance to organizations that engage in sustainable solutions and advance holistic, watershed-based approaches to water quality and quantity challenges. The prize was presented to AWE on April 7 at the National Geographic Society Headquarters in Washington, D.C. [Learn more here.](#)



AWE in Time Square!

AWE's Never Waste ad is now running on the CBS "Super Screen" strategically positioned at 42nd St. between 7th and 8th Ave. in the heart of the Times Square Plaza. Our 10 second ad can be seen below.



Calendar of Events

4/23/2014	International Emerging Technology Symposium
5/6/2014	2nd Annual Smart Water Leadership Summit
5/6/2014	AWE Webinar - Exemplary Programs Series: Innovative CII Water Efficiency Programs
5/20/2014	2014 Energy Efficiency Global Forum
5/30/2014	River Rally 2014

How Much Water Do You Use?



[Click Here to Learn More](#)

Important Information

-  [Water Efficiency Watch Newsletter - March 2014](#)
-  [AWE Webinar Page](#)
-  [ANSI/AWWA G480-13 Standard](#)
-  [Colorado River Basin Water Supply & Demand Study Released](#)
-  [JOBS, INTERNSHIPS, AND RFP/RFQ BOARD](#)
-  [AWE Water Conservation Tracking Tool](#)
-  [Water Conservation Program Operations Standard](#)
-  [AWE-ACEEE Water and Energy Research Work Group](#)
-  [ISAWWA Water Utility Survey Report March 2012](#)
-  [FedCenter.gov Announces New Water Efficiency Program Area](#)



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