

**REGIONAL 1% WATER CONSERVATION PROGRAM  
Of the Saving Water Partnership  
2008 Annual Report Highlights & Goals/Strategies for 2009**

2008 Water Savings Performance

**1% Program:** Cumulative long-term water savings from the 1% Program are on pace to reach the long term goal stated in the *Ten Year Water Conservation Program Plan* (Seattle Public Utilities, 2002). 1% Program savings of 0.75 MGD are estimated to have been achieved in 2008, compared to the target of 1.1 MGD (see Table 1).

1% Regional Conservation Scorecard

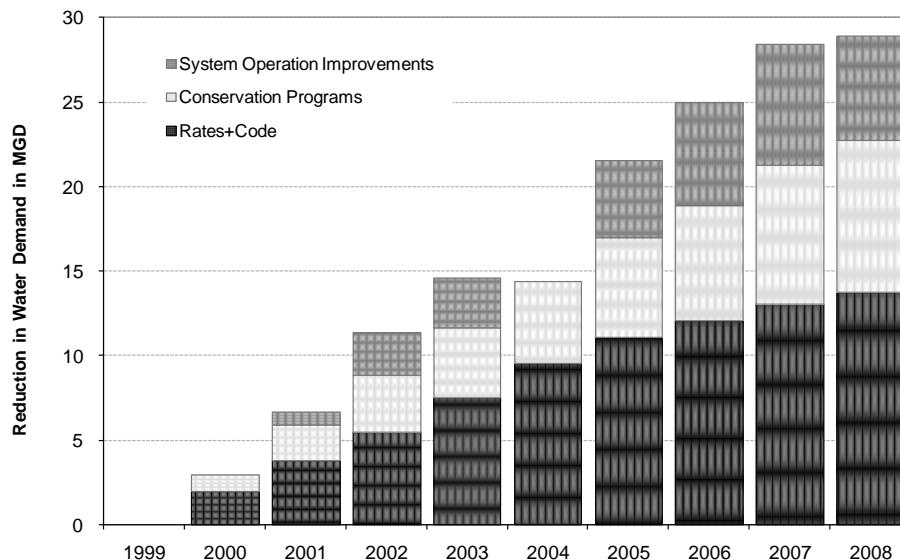
	2000-01 "Ramp-Up" 2-Year Total	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Actual Savings Cumulative in MGD</b>	<b>2.15</b>	<b>3.08</b>	<b>3.78</b>	<b>4.48</b>	<b>5.42</b>	<b>6.35</b>	<b>7.63</b>	<b>8.38</b>		
Target Savings Cumulative in MGD	1.6	2.5	3.6	4.5	5.4	6.5	7.7	8.8	9.9	11.0 <sup>1</sup>

<sup>1</sup> Note: Original 1% Program goal was 18 mgd peak season cumulative through year 2010, adjusted to 14.5 mgd peak savings for departure of Cascade utilities from the regional conservation program at the end of 2003. In 2005, to be consistent with reporting of code, price, and non-revenue water savings, an annual average savings goal for the 1% Program was adopted. The annual average savings goal is 11.0 mgd, equivalent to the original 14.5 mgd peak season goal.

Cumulative Water Savings Performance

Chart 1 below shows cumulative progress since 1999. Long-term customer savings from conservation programs, higher rates, and the plumbing code (the bottom and second bars) have grown steadily.

**Chart 1: Cumulative Water Savings<sup>1</sup> Since 1999**



1 The measure of cumulative savings over time merits more confidence than the estimates of annual savings in any one year. All program categories are shown as annual average savings.

#### 2008 Program Highlights:

- The SWP was awarded the **EPA WaterSense Promotional Partner of the Year** as a result of 2007 educational efforts to introduce 1.28 gallon per flush high-efficiency toilets (HET's) to residential and commercial customers, property managers, and plumbers.
- The SWP supported a major regional **multifamily showerhead and aerator distribution program** targeted to apartments and condominiums. Nearly 18,000 showerheads were distributed to 300 multifamily buildings that participated. The cooperative program will continue in 2009 with Seattle City Light and Puget Sound Energy.
- The **Multifamily Toilet Retrofit program** had a very successful year, increasing savings by more than 30% over 2007.
- The **WashWise program** had another successful year, processing more than 8,000 rebates for efficient clothes washers. Program materials are now available in Spanish.
- The SWP promoted "**smart**" **irrigation system controllers** to customers and irrigation professionals through targeted marketing, newsletter articles, and mailings to customers. (Smart controllers are weather or soil-moisture based controllers that have been shown to reduce water use by up to 30%.)
- The SWP, the Washington Irrigation Contractors Association, and for the first time Cascade Water Alliance co-sponsored a week-long series of **trainings for irrigation professionals**, including well-attended sessions in Spanish.
- The SWP expanded its **partnership with area garden centers** by offering Savvy Gardener classes during the winter for the first time, and through the 'Right Plant, Right Place' campaign.
- The SWP participated in a number of **criteria, codes, and standards development** actions intended to improve water efficiency at the state and national level. A number of these actions were successful, including new Energy Star water efficiency criteria for dishwashers, updated water efficiency criteria for LEED credits, and plumbing product standards.
- SWP members coordinated effectively to meet the requirements of the **State Department of Health Water Use Efficiency Rule**, which requires annual reporting of water conservation goals and progress.

#### Strategies for 2009

##### ***Residential Indoor:***

- Implementation of a limited single-family WaterSense toilet discount program
- Showerhead program for multifamily residents and condominiums
- WashWise Program marketing
- Energy Star residential dishwasher rebate program in 2010, in cooperation with the energy utilities
- Multifamily Toilet Rebate program
- Educational messaging for WaterSense labeled HET's (1.28 gallons per flush)

##### ***Residential and Commercial Landscape:***

- Partnership efforts with garden writers and nurseries
- Right Plant, Right Place nursery partners are Swanson's, Molbak's, and Sky
- Savvy Gardener e-newsletter, web site and classes
- Spring Garden Fair
- Water Efficient Irrigation program focus on commercial and multifamily customers
- Design and efficiency of new irrigation systems.

***Commercial, Industrial and Institutional:***

- In partnership with Puget Sound Energy and Seattle City Light, a retrofit program for new higher-efficiency food service sprayheads
- New Commercial Kitchen Group partnership with local water and energy utilities working together to consolidate rebates into a shared program
- Greening Ethnic Businesses program
- Incentives for water efficiency in new construction
- Several large commercial and industrial water savings projects

***General Customer Outreach and Messaging:***

- Ramp-up of partnerships with the energy utilities to save hot water is planned
- Climate change is being integrated into programmatic messaging where practical
- Fix leaks section on [savingwater.org](http://savingwater.org) – new ‘how-to’ video or information each month

***Youth Education:***

- Participation in the Partnership for Water Conservation
- Maintain the youth education pages on [savingwater.org](http://savingwater.org)
- Distribute bookmarks and Shared Waters activity books