

# *Preserving the Customer Conservation Ethic 2013-18 Strategies and Actions Summary*

Operating Board Briefing



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# 2013-2018 Program Components

## CIP Funded Actions

- Operating Board direction to continue residential toilet rebates and commercial sector rebates at 2012 levels
- Further reduce irrigation rebates by 50%
- Eliminate new construction rebates
- Actions and strategies otherwise unchanged from 2012

# 2013-2018 Program Components

## O&M Funded Actions – CTF Focus

- Preserve the Customer Conservation Ethic
- Update actions and strategies for 2013 - 2018 to achieve Operation Board's program direction for greater education focus

# CTF Process for O&M Funded Activities

- Conservation Technical Forum (CTF) reviewed the Operating Board's October 28, 2011 guidance and established three working groups related to O&M strategies and actions:
  - Communications
  - Landscape
  - Youth and Community Education
- Strategies and Actions discussed and developed by the CTF working groups
- Strategies and Actions to be implemented in January 2013

# Strategies and Actions

1. Maintain the regional conservations ethic in a fair and cost effective manner using education, training, and partnerships.
2. Increase youth and community group participation in water conservation education by assessing what's working well in school districts and expanding it throughout the region.
3. Conduct outreach to community groups to provide materials and information on leak identification and repair, including multi-language "how-to" videos.



# Strategies and Actions Cont.

4. Provide information and low cost giveaway items for community events, festivals, and customer service counters.
5. Explore other options to improve conservation communications, particularly with non-English speaking customers.
6. Create a seasonal on-line conservation message repository for utility newsletters and other communications.

# Strategies and Actions Cont.

7. Promote changes in behavior that will achieve Operating Board objectives.
8. Monitor long-term customer conservation ethic.
9. Comply with State *Water Use Efficiency Rule* Requirements.
10. Support the water conservation portion of Water System Plan development throughout the SWP.