

# Water Conservation: Future Direction

CDWAC/WSAC

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# Purpose and Overview

- Input to be considered as region sets 2019-2028 water conservation goals and program priorities
- Water Conservation Basics and Background
- Discussion around conservation questions

# Water Conservation Basics and Background



# Conservation Definition

- Conservation
  - Eliminates waste
  - Maximizes efficient use of water
  - No loss of service or satisfaction by customer
  - Long-term
- Not Curtailment
  - Short-term shortage/emergency response
    - System disruption
    - Drought
  - Voluntary or mandatory
  - Impact to customers



# conservation vs Conservation

- conservation = everything that reduces water use
  - “Programmatic conservation” – utility-sponsored programs
  - Plumbing codes/standards
  - Rates / price impacts
  - System operation improvements
- Conservation = just programmatic
  - Primary focus of today (although history will cover “c”)

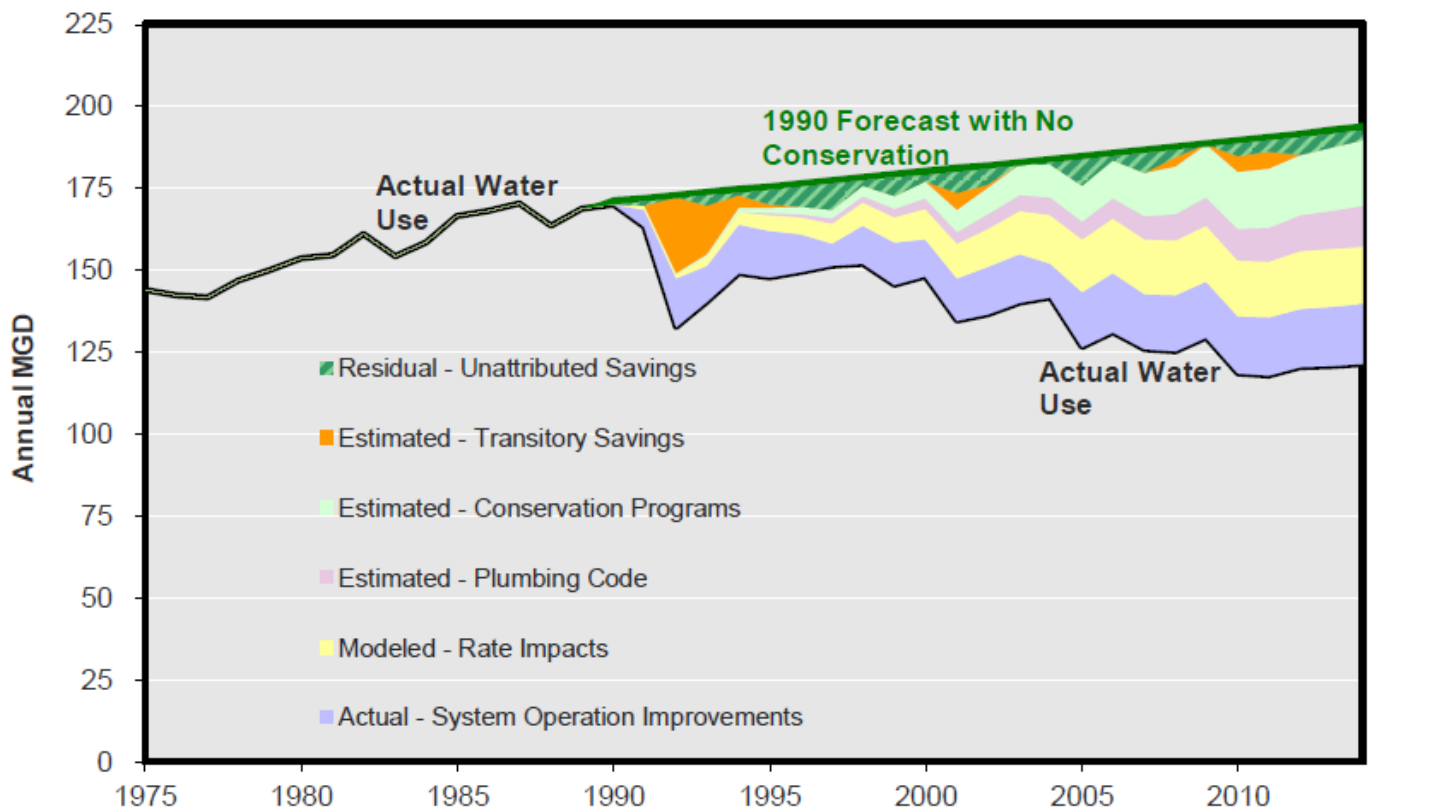


# conservation Categories

Measure		Incentive		
<i>Saves water</i>		<i>Motivation to save water</i>		
Hardware	Behavior	Educational	Financial	Regulatory
More efficient equipment.	More efficient behaviors.	Explain why and how to save water.	Make saving water financially attractive.	Require actions.
<i>Example:</i> Install low flow toilets.	<i>Example:</i> Take shorter showers.	<i>Example:</i> Conservation tips brochure.	<i>Example:</i> Inverted block rate structure.	<i>Example:</i> Retrofit buildings to code upon resale.

# Savings Attributed to Multiple “conservation” Sources

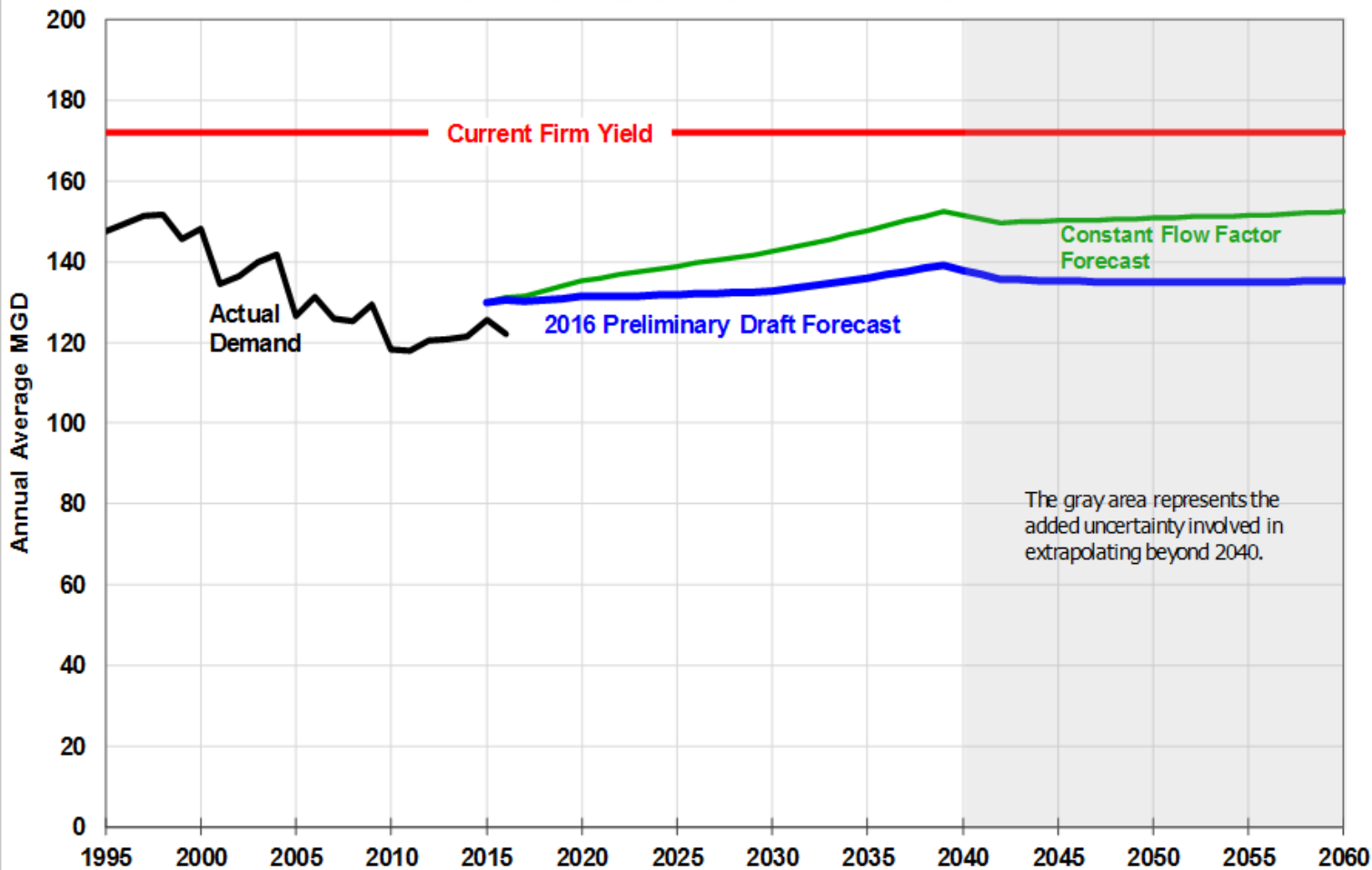
**Impact of Conservation on Historical Water Use**  
**Components of Conservation Savings Since 1990**



Seattle Public Utilities 1/21/15

Note: Unattributed conservation savings are those that have occurred but are beyond what has been specifically estimated for conservation programs, the plumbing code, and the impact of higher rates on water demand. Transitory savings refers to temporary declines in demand due to short duration events such as drought curtailments or economic downturns.

## 2016 Draft Forecast Compared to Forecasts with Constant Flow Factors



**DRAFT** DRAFT

**December 1, 2016**

**DRAFT** DRAFT



# Regional Conservation Program



*Saving Water Partnership*  
Seattle and Participating Local Water Utilities  
[www.savingwater.org](http://www.savingwater.org)

- Seattle and 18 wholesale customers
- Excludes Cascade Water Alliance, North Bend, Lake Forest Park, Edmonds.

# Regional Program Focus Areas 2013-2018

1. Communications
2. Youth Education & Community Outreach
3. Residential Indoor Efficient Equipment
4. Non-Residential Indoor Efficient Equipment
5. Landscape Education
6. Landscape Irrigation Efficient Equipment



**YOU COULD BE SITTING ON A GOLD MINE**

Old, leaky toilets can use over 5 gallons per flush—that's a lot of water (and money) down the drain! By replacing them with new water-efficient fixtures, you'll save money on your utility bills and conserve water for the Puget Sound region. Saving Water Partnership customers who replace their old toilets with new Premium 1.06 gpf (or less) models are eligible for a \$100 rebate.

**\$100 Rebate**  
for Premium 1.06 gpf (or less) toilets  
Nov. 20, 2015–March 31, 2016

**NEW, HIGHER REBATE!**

 Saving Water Partnership  
Seattle and Participating Local Water Utilities

Go to [www.savingwater.org](http://www.savingwater.org)  
or call 206-615-1282

The advertisement features a white toilet with stacks of money inside the bowl, set against a blue background with white wavy lines at the bottom.

# Customer Expectations

## Annual Survey: Online survey of customer attitudes

95% of respondents agree or strongly agree that using water wisely is important

Reasons for using water wisely in their homes:

- Protect the environment (49%)
- Save money (27%)
- Waste less (19%)



## Program Participants:

Most customers are very satisfied with their new fixtures and SWP programs.

# Retail Customer Feedback

Seattle Retail Customers Focus Groups for 2018–2023 Strategic Business Plan Update:

Customers:

- Are generally satisfied with SPU services.
- See SPU services as essential for their quality of life and generally see as a good value for the money they spend.
- Are proud that SPU is a national leader in environmental stewardship: recycling, green infrastructure, **water conservation** and other efforts
- However, express concerns about **affordability** and cost-of-living in Seattle.

# Questions

- What are your expectations of SPU regarding our utility-sponsored water conservation programs for customers?
- What types of water conservation services would you like to see from SPU? Why?
- Should SPU be increasing, decreasing, or keeping the same its efforts in utility-sponsored water conservation programs? Why?

# Questions and Discussion