



INFORMATION UPDATE FOR WHOLESAL CUSTOMERS

http://www.seattle.gov/util/About_SPU/News/Newsletters/index.asp

**Seattle
Water Supply
Indicators**

Water Storage	
Reservoir Inflows	
Snowpack	
Customer Use	
Overall	
Good Fair Poor	
For more information on Water Supply: www.seattle.gov/util/About_SPU/Water_System/Water_Supply	

The percent of samples that were low for March for purveyors was 0.8 percent (lower than historical average). The average water temperature in the distribution system in March was 9.1 degrees Celsius, with a range of 5.8 to 12.2.

Taste and Odor

The taste and odor panel is meeting bi-weekly. Samples are rated on a scale from 1 to 9, with 1 representing the best and 9 representing the worst. The taste and odor flavor rating assessment (FRA) for the latest Cedar supply (Lake Youngs treated) sample was 1.7 with a slight chlorine and plastic taste. The Tolt supply result was 2.6 (chlorine taste).

**Water Quality
Technical Forum
Report**

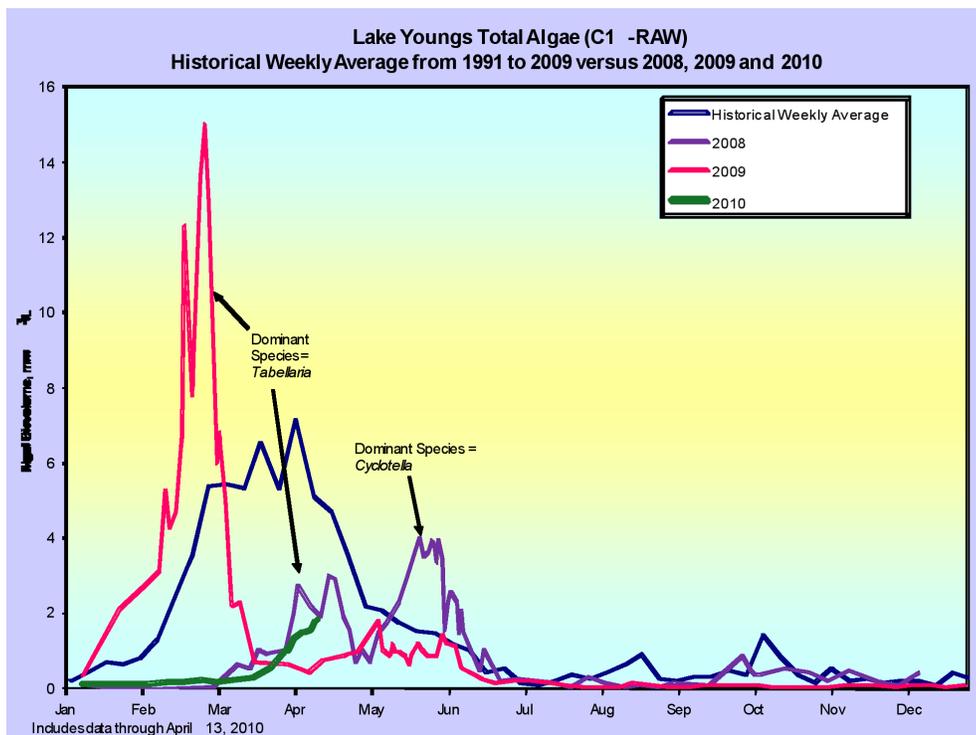
Chlorine Residual and Coliform Data

There were no positive coliform samples from the purveyor or Seattle service areas during March 2010. All systems remain in compliance. Average chlorine residual concentrations in the purveyor distribution systems ranged from 0.70 to 1.25 mg/L, with an overall average of 0.98 mg/L. The chlorine residual target for the Tolt Treatment Facilities is 1.5 mg/L, while the Cedar Treatment Facilities target is still 1.4 mg/L. The number of samples with chlorine less than 0.2 mg/L was 12 in February (out of 859 samples). Five of the low chlorine samples were from purveyor areas.



Lake Youngs Status

The total Lake Youngs algal biovolume has steadily increased in March and early April. The treatment plant is seeing significant impacts to their operations from the algae, which is almost entirely *Cyclotella*. Several Cedar purveyors are reporting clogging issues as well. As a result, SPU began bypassing Lake Youngs on April 13. The total coliform counts are still very low in Lake Youngs. The average Lake Youngs raw water total coliform count for March was 7.1 cfu/100mL, with a range of 0 to 22 cfu/100mL.



SPU Contact: Wylie Harper, 206-684-7880 or Lynn Kirby, 206-684-0216.

Conservation Technical Forum

On the web at <http://www.savingwater.org>

OVERALL MARKETING

Customer Feedback Gathered to Prepare for Web site Upgrade

Nearly 760 people responded to the online survey that was promoted in March. About 250 of them had visited the site before. These 250 respondents provided direct feedback regarding the savingwater.org site. The 500 who had not visited the site before were asked: “What would you like to see on a water conservation site?” Beyond questions about the Web site, the survey also gathered demographic info. The strongest showing came from residential gardeners, with most respondents coming to the site seeking gardening-related info and being able to find it. This customer segment would overwhelmingly

recommend www.savingwater.org to a friend. When asked what they dislike about the site, answers were spread across all conservation topics, with most (27 percent) saying that “the information was too basic.” A report of the findings is forthcoming. The next step in the upgrade of the site is to provide a Content Inventory to the web designer, who will use it to develop a new proposed structure of the site. Once the structure is approved, initial user testing will take place in May.

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RESIDENTIAL INDOOR

Federal Cash for Appliances Program Launched

The “soft” launch for this program occurred on March 15, with public service announcements, retailer trainings, and retailer advertising. The “official” launch took place April 1, with a televised interview with the State Dept of

Commerce program manager and Albert Lee Jr. on Channel 13. In addition, TV and print ads, and point of purchase materials were made available to retailers for their use. The Web site is live now, at <http://cashforapplianceswa.com>. A link to the site will be posted on the Saving-water.org home page. For wholesale partners who want to post information at customer service counters, program promotional materials are available for downloading at <http://cashforapplianceswa.com>.

This program will continue until the \$5.6M allocated to Washington State has been spent. The amount of money spent to date and the amount of money remaining are posted on <http://cashforapplianceswa.com>. This program came about as part of the American Recovery and Reinvestment Act of 2009 (ARRA). Each of the 56 states and territories has developed their own Energy Star Appliance Rebate Program. Due to strong advocacy from the Saving Water Partnership (SWP), the highest tier efficient clothes washers currently rebated through WashWise are the major focus of rebates in Washington and will be eligible for an additional rebate of \$100.

CONTACT: Billie Fisher 206-615-1282



Quarterly Rebate Update for WashWise and Multi-Family Toilets

WashWise rebates for the first quarter totaled 1,000. There does not seem to be a heightened level of activity at this time from the Cash for Appliances promotion, but that program has just begun.

During the first quarter of 2010, the Multi-Family Toilet Program upgraded 518 toilets, which reflects an increased interest from condominium associations throughout the Saving Water

Partnership service area. The program upgraded 2,848 toilets during January-December of 2009.

CONTACT: Billie Fisher (206) 615-1282

Single Family Toilet Rebates Planned to Begin in May 2010

The SWP will offer \$30 rebates on WaterSense toilets to single family homeowners this year. The program has a very limited budget, and a modest goal of rebating 400 toilets, so limited promotion is planned. Specifics about the program will be on www.savingwater.org. Customers will need to download an application and mail it in.

CONTACT: Arece Hampton 206-733-9137

RESIDENTIAL AND COMMERCIAL LANDSCAPE Free Irrigation Training for Landscape Professionals Held March 31 & April 1

Four classes, one offered in Spanish, were attended by nearly 100 landscaping professionals on March 31 and April 1. This irrigation training was co-sponsored by SWP, Washington Irrigation Contractors Association and Cascade Water Alliance.

CONTACT: Allegra Abramo, (206) 233-5132



Spring Classes Off to a Great Start!

Our first landscape class this year – at Molbak’s Nursery on April 3 – had over 80 attendees, an excellent showing for even our popular classes. Presenter Peggy Campbell discussed how to work with native plants in her class: Combining Beauty with Water Conservation. She will present this

same class at Swansons Nursery April 10, and again at Sky Nursery on April 17. We also have Lorene Edwards Forkner presenting “Ornamental Edibles – Pretty Tasty” at Swansons April 10. All of these classes are free and require no pre-registration. A free follow-up class by Forkner at her own garden is by registration only and is already full.

CONTACT: Nota Lucas, (206) 684-5855

COMMERCIAL WATER CONSERVATION Commercial Program Outreach Underway

This April, Saving Water Partnership Commercial Water Conservation Programs will be represented at two events: the Go Green Conference and the Northwest Food Service Show, both in Seattle. The Go Green Conference, to be held on April 21 at the Olive 8 Hotel, is intended to showcase opportunities for businesses to learn how to “green” their business. It is expected that

attendance will reach upwards of 500 businesses. SWP will provide information on water conservation opportunities for businesses. The Northwest Food Service show, taking place at the Washington State Convention & Trade Center, brings together all businesses involved in food service including food suppliers, equipment vendors, and restaurants. SWP will be part of a utility Commercial Kitchen Equipment Rebate Program booth display.

In addition to providing water conservation information at these events, the Greening Ethnic Businesses program is directly promoting free toilet upgrades to Mexican restaurants. A post card in Spanish will be mailed to restaurants throughout the SWP area in April. Program staff will be contacting Mexican restaurants in person in the south end of our service area.

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