

**Wholesale Customer Conservation Conversations
Water Use Efficiency Goal 2013-2018**

In July 2011, Julie Burman and Terri Gregg met with 3 Individual utility managers from each category to get their perspective on conservation going forward. Below are some of the questions asked of each City or District we met with and their responses.

Q: What values should guide the regional water conservation effort as we set the next six year goal?

Q: What conservation services are desired by your district and/or your customers?

Q: Other thoughts about conservation payment structure or the goal metric?

LARGE CATEGORY

- Water should be saved for the future
- Need to talk more about what we've accomplished as a region
- Only reason to continue conservation is to meet legal requirements and public relations objectives
- Sewer bills are low so this is not a reason for conservation
- Conservation as the next new source of supply is still a relevant concept
- Focus should be on educating customers and adaptive change ("water going for good things like fish")
- Continue momentum of program, focus more on youth education and the value of water for the future
- Metric should be a baseline – demand not go up or down by more than about 3%
- Would be in favor of funding all conservation costs in Facility Charge
- Low water sales is the issue – not the cost of the program
- All conservation costs should be in rates
- Re-tool conservation program to reflect changes in how we communicate
- Messages need to be shifted to how we've helped all the species of fish
- Discontinue providing rebates to developers or for new appliances

MEDIUM CATEGORY

- Should not be short-sighted - Just because we're water rich now; things can change
- Customer behavior seems to have changed permanently – no longer see 3 day spike for lawn watering
- Tie program to fats-oils-grease program
- Prefers conservation as a way to help customers complaining of high bills
- We do have customers asking for WashWise

- Sees customers disconnecting irrigation systems
- We want to continue to cut summer peak
- Supports continuation of freebies for customers (showerheads, etc.)
- Education should focus on the wise use of water
- Yes, utilities have revenue concerns but, region's ability to ramp-up conservation should not be abandoned
- Will accept and take advantage of the regional program
- Conservation is a hit on revenue
- Wants to focus on educating customers especially residential and youth
- Likes irrigation classes, audits and rebates
- Education for youth should be incorporated on conservation as the region's future water source

SMALL CATEGORY

- Leak detection kits popular along with faucet aerators
- Education should focus on the value of water quality, the cost of the water system
- Tie program to fats-oil-grease education effort
- Would appreciate outreach materials in a variety of languages
- Sensitive to revenue bottom line and effect of declining demand
- Conservation has worked well - revenue is down
- Conservation should continue, but not with a mgd goal metric
- Conservation helps reduce wastewater discharge and pollution run-off
- Supports a lower goal, but not so low that there is not a viable, recognized program
- City Council not big on conservation
- Interested in multi-family toilet replacement and financial incentives for commercial/industrial base
- Conservation is a double-edged sword – water is a limited resource and needs to be used wisely, but revenues have been hit hard
- City Council likes growth paying for growth