

REGIONAL 1% WATER CONSERVATION PROGRAM
Of the Saving Water Partnership
2009 Annual Report Highlights & Goals/Strategies for 2010

2009 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 0.61 MGD are estimated to have been achieved in 2009.

Table 1: 1% Regional Conservation Scorecard

	2000-01 "Ramp-Up" 2-Year Total	2002	2003	2004	2005	2006	2007	2008	2009	2010
Estimated Savings Cumulative in MGD¹	2.15	3.08	3.78	4.48	5.42	6.35	7.63	8.38	8.99	
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 ²

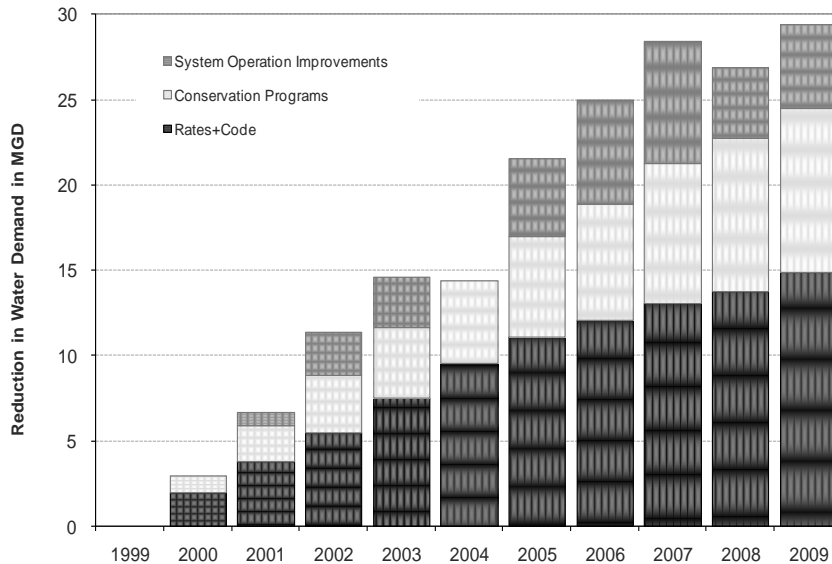
¹ Using the traditional 'bottom-up' estimation method.

² Note: Original 1% Program goal was 18 mgd peak season cumulative through year 2010. This was adjusted to 14.5 mgd peak savings following the departure of Cascade Water 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 Savings¹ 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.

2009 Program Highlights:

- The SWP supported a major regional **multifamily showerhead and aerator distribution program** targeted to apartments and condominiums. Nearly 9,000 showerheads were distributed to multifamily buildings that participated. The cooperative program will continue in 2010 with Seattle City Light and Puget Sound Energy.
- The **Multifamily Toilet Retrofit program** had a successful year, replacing nearly 3,000 fixtures. Two large complexes in Highline WD piloted WaterSense toilets, helping the program upgrade the free toilet to a WaterSense model.
- The **WashWise program** had another successful year, processing nearly 6,000 rebates for efficient clothes washers. The program rebated only the highest tier machines (those machines that save the most water).
- The SWP introduced a limited **\$30 Single Family Toilet Instant Discount** program for WaterSense toilets, given at seven participating retailers during September and October. Thanks go to SWP member efforts to market the offer via their utility bill or newsletter.
- The SWP, the Washington Irrigation Contractors Association, and Cascade Water Alliance co-sponsored two **trainings for irrigation professionals**, including well-attended sessions in Spanish. In addition, 70 public sector employees attended two days of training co-sponsored by SWP, CWA, Seattle Public Schools, and Bellevue School District.
- The irrigation program reached out to landscape designers to explore opportunities for improving **irrigation efficiency in new developments**. The SWP met with individual firms, and co-hosted an irrigation training for landscape architects in May. These interactions will help us develop program elements focused on new construction.
- The SWP hosted the largest number of **Savvy Gardener** classes (15) to date and attracted nearly 500 participants. The “Fall is for Planting” campaign resulted in 16 print, radio and blog postings, along with 63 TV ad spots and the highest praise so far from our area’s three largest nurseries.
- The SWP helped form a **new Commercial Kitchen Group** partnership with local water and energy utilities to consolidate rebate processes into a shared program.
- The **commercial program upgraded to high-efficiency WaterSense fixtures**, rebating 3,000 toilets and 700 urinals. Customer feedback on the fixtures has been positive.
- 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.

Focus for 2010 Programs

Residential Indoor:

- Continue WashWise Program marketing and link customers to State of Washington Cash for Appliances Program
- Continue offering Multifamily Toilet Rebate program
- Continue supporting Showerhead program for multifamily residents and condominiums
- Implement a limited single-family WaterSense toilet discount program
- Develop leak awareness educational messaging

Residential and Commercial Landscape:

- Expand partnership efforts to new nurseries and non-profit organizations
- Research feasibility of new elements for Savvy Gardener e-newsletter and web site
- Add drip irrigation series to Savvy Gardener classes
- Sponsor Spring Garden Fair at new location
- Focus Water Efficient Irrigation program on commercial and multifamily customers
- Encourage proper design and efficiency of new irrigation systems

Commercial, Industrial and Institutional:

- Develop a retrofit program for high-efficiency showerheads in partnership with CWA, PSE, SCL, Snohomish PUD, Tacoma Power and Cascade Natural Gas
- Greening Ethnic Businesses program – focus on Mexican restaurants
- Conduct educational workshops on efficient technologies

General Customer Outreach and Messaging:

- Add a fix leaks section on savingwater.org – new 'how-to' videos and information
- Complete a major upgrade to savingwater.org – upgraded site to launch January, 2011
- Utilize new tabletop displays available for educational events

Youth Education:

- Participation in the Partnership for Water Conservation
- Distribute bookmarks and Shared Waters activity books