



Seattle Water Supply System Regional 1% Water Conservation Program
Saving Water Partnership 2009 Annual Report

August 2010

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Table of Contents

Saving Water Partnership
 Regional 1% Water Conservation Program 2009 Annual Report



The 2009 Spring Garden Fair offered educational exhibits, classes, and fun for all ages.

2009 Program Results 1
 Detailed Program Accomplishments 12
 Residential Indoor Highlights 13
 Residential and Commercial Landscape Highlights 15
 Commercial, Industrial and Institutional Highlights 19
 General Customer Outreach and Messaging 20
 Youth Education 21
 Evaluation and Monitoring 21

Charts

Chart 1: Total Seattle Regional Water System Annual Demand 1930-2009 1
 Chart 2: Growth in Population and Water Consumption 2
 Chart 3: Water Consumption Per Person 3
 Chart 4: Cumulative Water Savings Since 1999. 10

Tables

Table 1: Regional 1% Program Cumulative Savings 4
 Table 2: 2009 Conservation Measures and Strategies 7
 Table 3: New Water Savings Achieved in 2009 and Program Cost. 8
 Table 4: 2009 Residential Hardware Savings 13
 Table 5: 2009 Landscape Customer Outreach 15
 Table 6: 2009 Landscape Rebates 15
 Table 7: 2009 Commercial Hardware Savings. 19
 Table 8: 2009 Youth Education Performance. 21

2009 PROGRAM RESULTS

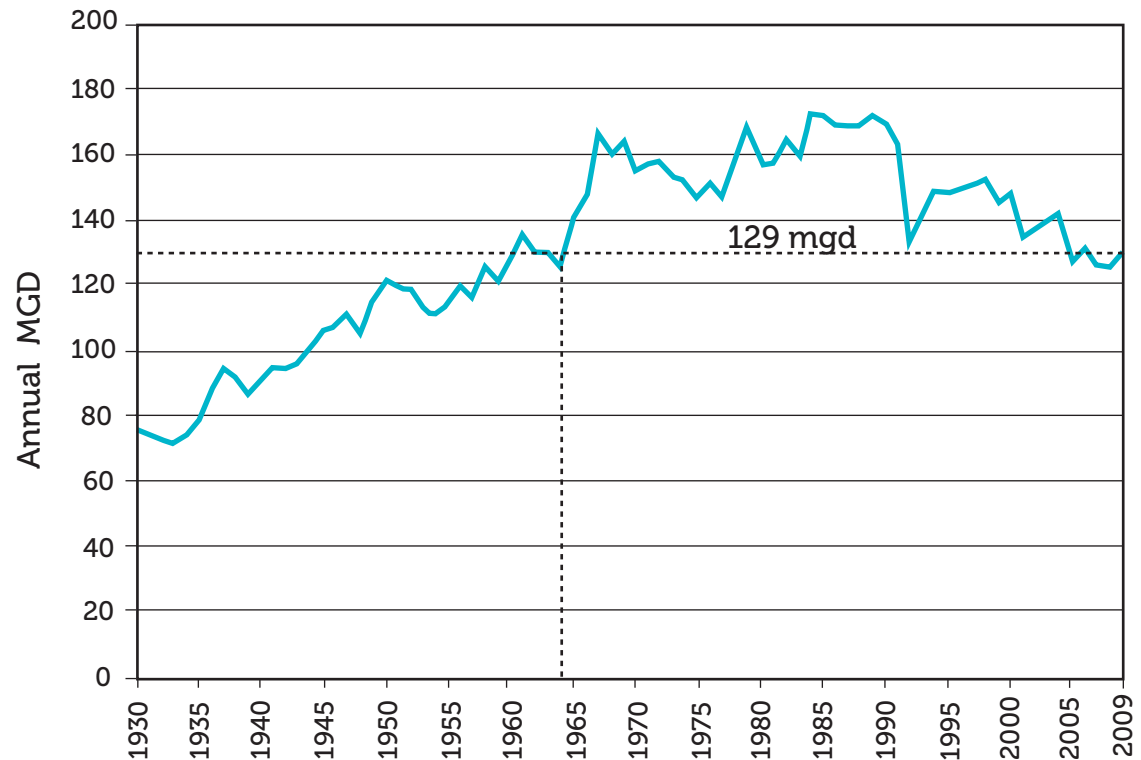
Year in Review

The Saving Water Partnership (SWP), with the support of residential, commercial and institutional customers, completed the ninth year of the 1% Program (2000-2010). Regional per capita use is continuing to decline when normalized for variation in weather conditions. In fact, as shown in Chart 1 below, the Seattle regional water system is using the same amount of water that it did in the early 1960's, despite significant population growth. In 2009 the 1% Program achieved 0.61 million gallons per day (mgd) of savings, for a cumulative total of 9.0 mgd. The Program has contributed to meeting the performance goal, set in 1999, of keeping total water demand at the end of 2010 no higher than it was in 2000, despite anticipated growth in population and economic activity. The Program continues to be close to meeting its prescriptive water savings target, which is based on annual targets that total 11.0 mgd of cumulative savings by the end of 2010. Table 1 showing 1% Program Cumulative Savings appears on page 4. Table 3 showing 2009 Water Savings appears on page 8.

The 1% Program gained ground in all major customer sectors:

- The **Multifamily Toilet Retrofit program** had a successful year, replacing nearly 3,000 fixtures. Two large complexes in Highline Water District piloted WaterSense toilets, helping the program upgrade the free toilet to a WaterSense model.
- The SWP introduced a limited **\$30 Single Family Toilet Instant Discount** program for

Chart 1¹: Total Seattle Regional Water System Annual Demand in Millions of Gallons per Day: 1930-2009



¹ In the years 1999 through 2003, the SWP service area included utilities in the Cascade Water Alliance. Due to difficulties in separating Cascade data from SWP, Chart 1, Chart 2 and Chart 3 include the Cascade service area for the years 1975 through 2009.

WaterSense toilets, given at seven participating retailers during September and October.

- 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 are helping the SWP develop program elements focused on new construction.
- The SWP hosted the largest number of **Savvy Gardener** classes (15) to date. The “Fall is for Planting” campaign received media attention and the highest praise yet 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 with a single point of contact for customers.

Total annual average water consumption in 2009 was 129.5 mgd, a 4 mgd increase from the previous year. However, this increase was due mostly to the impact of a warmer and dryer than average summer on peak season consumption. Winter base consumption in 2009 was actually slightly less than it was in 2008. Overall, the trend in regional water use continues to decline, as it has since 1990.

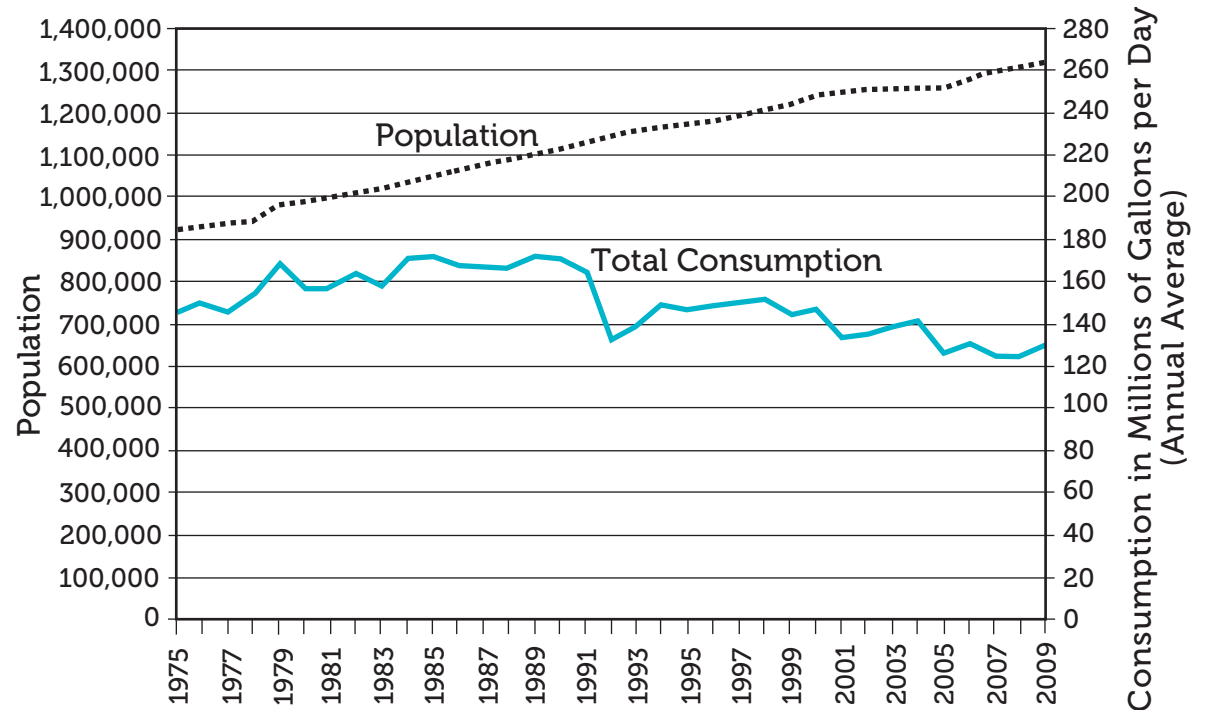
Chart 1 on page 1 and Charts 2 and 3 on the next two pages show how water consumption patterns have changed over time. For most of the region’s history, water consumption has increased along with its population. However, that link was broken around 1990 when annual consumption reached its highest levels of about 170 million gallons per day (mgd). Since then, water consumption has steadily declined due to the combined effects of conservation programs,

increases in water and sewer rates, the state plumbing code, and improved system operations, despite continued population growth. Annual consumption in 2009 was 129.5 mgd. The last time the Seattle regional system used that little water was in 1964.

Chart 1 shows the history of annual demand for water from the Seattle regional water system since 1930. Chart 2 provides a perspective of declining

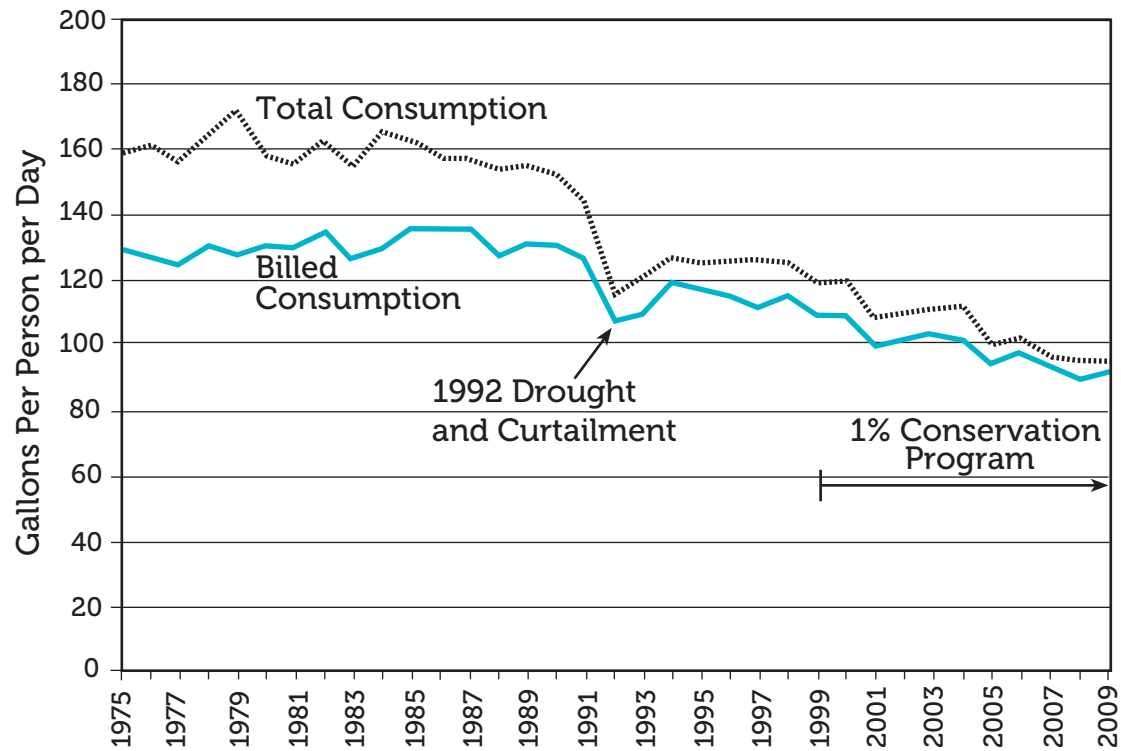
regional water consumption in the context of a continuing rise in population served. Water consumption has declined by 41 mgd or 24% since 1990, while population has increased 18% during those same years. Chart 3 illustrates the dramatic progress made in per capita demand reduction. On a per person basis, water consumption has shrunk by 36% from 152 to just 98 gallons per day.

**Chart 2¹: Growth in Population and Water Consumption
Seattle Regional Water System: 1975-2009**

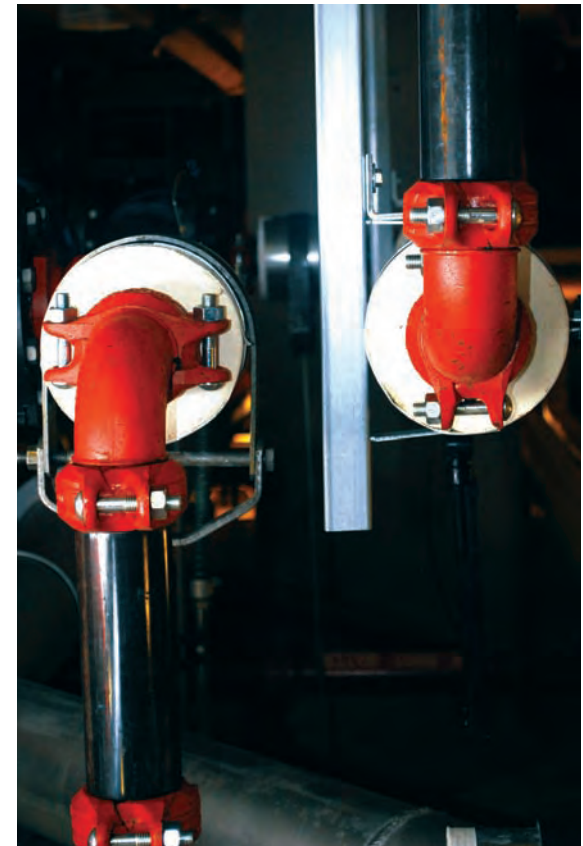


¹ In the years 1999 through 2003, the SWP service area included utilities in the Cascade Water Alliance. Due to difficulties in separating Cascade data from SWP, Chart 1, Chart 2 and Chart 3 include the Cascade service area for the years 1975 through 2009.

Chart 3¹: Water Consumption per Person: 1975 - 2009
Water Demand / Population Served



¹ In the years 1999 through 2003, the SWP service area included utilities in the Cascade Water Alliance. Due to difficulties in separating Cascade data from SWP, Chart 1, Chart 2 and Chart 3 include the Cascade service area for the years 1975 through 2009.



Swedish Medical Center installed an innovative heat exchanger that is saving 5,000 gallons of water per day.

Table 1: Regional 1% Program Cumulative Savings

	2000-01 "Ramp-Up" 2-Year Total	2002	2003	2004	2005	2006	2007	2008	2009	2010
Tally of 1% Savings Cumulative in MGD	2.15	3.08	3.78	4.48	5.42	6.35	7.63	8.38	8.99 ¹	
Target 1% 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 Savings from hardware programs, which comprise 75 percent of the total 2009 savings, are tallied by adding the gallons per day saved by each efficient device installed (such as washing machines, showerheads, aerators, toilets, irrigation equipment, and commercial process equipment). The behavioral component is an estimate.

² The original 1% Program target was 18 mgd peak season cumulative through year 2010, adjusted to 14.5 mgd peak savings for departure of Cascade Water Alliance 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 target for the 1% Program was adopted. The annual average savings target is 11.0 mgd, equivalent to the original 14.5 mgd peak season target.

Regional 1% Program Goal and Objectives

The main focus of this 2009 Annual Report are savings from the 1% Program. The regional 1% Water Conservation Program (1% Program) is sponsored by the Saving Water Partnership (SWP). This Partnership includes the City of Seattle retail service area (population 659,000) and a group of 17 utilities (population 437,000) purchasing water wholesale from the City of Seattle. Seattle Public Utilities administers the 1% Program in collaboration with participating wholesale utility customers, under terms of long-term water supply contracts.

Five Cascade Water Alliance utilities that were part of the 1% Program from 2000-2003 left the 1% Program in 2004 and are pursuing conservation on their own. Accordingly, the 1% Program savings targets have been reduced proportionately for the remaining population served.

The 1% Program began in 2000. The first two years were ramp-up years for program measures, staffing, and funding. A *Ten Year Water Conservation Program Plan* (Seattle Public Utilities, 2002) was completed in 2002 detailing program budgets, savings targets and implementation strategies through 2010.

The performance goal of the 1% Program, as stated in 1999 when the Program was adopted, is to keep water demand at the end of 2010 the same level or lower than it was in 2000, despite anticipated growth in population and economic activity. At that time achievement of the goal translated into a reduction in peak season per capita consumption of 1% per year from 2000 to 2010. Hence the origin of the 1% Program name. This goal has been met.

To achieve the performance goal based on the forecasted growth rates at the time of Program initiation, a specific prescriptive water savings target was established and continues to be used to track program achievements:

- Achieve annual programmatic conservation savings targets established in the *Ten Year Conservation Program Plan*, at a pace needed to cumulatively reach 11 mgd by the end of 2010. The annual target for year 2009 was 1.1 mgd.

In addition and subsequent to the above performance goal and prescriptive target, the regional partners have adopted six-year Water Use Efficiency

goals to comply with the State Water Use Efficiency Rule.

In 1999, the 1% Program performance goal, in combination with the other elements of water savings (water rates, plumbing code and system savings) was selected to achieve a number of policy objectives, including:

- **Keeping up with demand.** If each person and business in the region became 10% more water-efficient over the next ten years, the region will save approximately 11.0 million gallons of drinking water per day in annual average gallons (14.5 mgd in the peak season).
- **Resource stewardship and endangered species protection.** Leveling out the impact of growth on the region's water supplies means preserving water for salmon, other aquatic life, recreation, water quality, and other important purposes. The federal Endangered Species Act (ESA) listing of the Chinook salmon has added emphasis for withdrawals that may have impacts on the Chinook.
- **Cost-effective extension of existing supplies.** The measures identified in the 1% Program are less costly on a per unit basis than developing most traditional new sources of water supply. This benefits customers by keeping rates lower than they would be if a new source of supply were added to the system to meet demand in lieu of reducing it through conservation.
- **Customer service.** Conservation provides a direct benefit to participating customers by giving them more control over their individual water bills.

Participation in conservation measures has other benefits including lower wastewater, electric, and gas utility bills, convenience, labor savings, and in some cases like clothes washing, improved performance.

- **Reliability.** Developing traditional new water supply sources has lengthy regulatory approval processes. Conservation programs can be implemented quickly by utilities without permits, approvals, or revisions to comprehensive plans. Furthermore, because much of the programmatic savings are technology based, savings can be obtained reliably.

Conservation Measure Selection and Modification

Beginning in 1998, SPU has conducted conservation potential assessments periodically to analyze the cost, volume, and reliability of conservation savings available within Seattle's wholesale and direct service areas. The analysis helps direct customer demand reduction programs towards the most cost-effective conservation opportunities.

Accounting for Conservation Savings

In order to track progress toward the target objectives, annual water savings (mgd) as reported in this document are estimated based on programmatic conservation activity. These estimates attribute savings based on installation of various "hardware" measures – toilets, showerheads, washing machines, etc. This annual savings total is then augmented by adding an amount of water estimated to be saved

by changes in customers' behavior as influenced by program education and informational campaigns. Together, savings from hardware measures and behavioral changes equal the annual mgd savings amount reported – this tally is known as the "bottom-up" sum of individual measures approach to measuring savings as it relies on an annual summation of equipment installations.

An alternative method of calculating cumulative conservation savings over time is used as a double-check to increase confidence in the results of the "bottom-up" approach. This involves using the SPU water demand forecast model to "backcast" what demand would have been between 2000 and 2009 without the 1% Conservation Program. Referred to as the "top-down" approach, 2000-2009 forecasted demand absent conservation is compared to actual water use over the same period with the difference representing cumulative programmatic conservation savings.

Conservation After the 1% Program

SPU and its wholesale customers have selected a regional conservation target of 15 mgd of cumulative average annual savings from programmatic and price-induced conservation over the period 2011 through 2030. The 2011 through 2030 Regional Baseline Conservation Program will begin after the conclusion of the current Regional 1% Conservation Program. Portions of both efforts are included in SPU's adopted Six-Year Conservation Goal, 2007 through 2012, stated in SPU's 2007 Water System Plan.



Skyway Inn Hotel in Highline Water District upgraded to an efficient ice machine, saving 600 gallons of water per day.

As part of the process to set a six-year conservation goal for compliance with the Washington Department of Health Water Use Efficiency Rule, SPU conducted a risk assessment to update policy objectives for conservation. In consultation with wholesale customers and program partners, agreement was reached that conservation is important as:

- a low-cost insurance for meeting potential future challenges from climate change;

- an efficient management of water resources;
- assistance to customers for managing their bills; and
- valuable stewardship of our natural resources.

2009 Program Measures and Strategies

The 1% Program is implementing conservation programs to improve customer water use efficiency through strategies that integrate information, education, social marketing, incentives, codes and regulations. Conservation savings have resulted from improvements in water use efficiency in residential, commercial, industrial, institutional and landscape customer sectors. Table 1 provides details on the types of measures and the strategies used in 2009.

The 2009 1% Program fixture and equipment rebate programs for residential and commercial customers expanded upon 2008 efforts and customer contacts. Rebates were re-tooled in some instances, new incentives were introduced, and new utility partnerships were formed to leverage resources and increase services to customers. 1% Program outreach and technical assistance was expanded for large and small commercial customers, and for vendors and contractors.

Marketing strategies to increase rebates and long-term conservation behaviors focused on targeted recruitment of different types of customers for specific conservation programs. These strategies employed mass media, direct mailings, new program materials, web and hotline resources, seminars and workshops, agency and trade association partnerships and targeted promotions.

Table 2: 2009 Conservation Measures and Strategies

Types of Measures		Types of Strategies	
RESIDENTIAL INDOOR			
<ul style="list-style-type: none"> ■ Replace washing machines ■ Replace toilets, showerheads & faucets (multifamily) ■ Fix leaks (toilets) ■ Change behaviors (toilet flushes, faucet use, shower time, full loads) 	<ul style="list-style-type: none"> ■ WashWise rebates ■ Free showerhead distribution to multifamily properties ■ Multifamily and single family toilet rebates ■ Multifamily building owner and operator recruiting ■ Behavior messaging ■ Collaboration with energy utilities ■ Program recruiting through media, direct mailing, web, interactive photo contest ■ Promotion of WaterSense toilet performance 		
RESIDENTIAL LANDSCAPE			
<ul style="list-style-type: none"> ■ Reduce peak water use <ul style="list-style-type: none"> ● Irrigation system performance ● Landscape watering behaviors ● Practices that affect watering (e.g. mulch, soil prep and plant selection) 	<ul style="list-style-type: none"> ■ Irrigation system efficiency rebates ■ Right Plant/Right Place promotion via retailer partnerships (nurseries, home & garden centers) ■ <i>Savvy Gardener</i> e-newsletter and classes ■ <i>The Garden Hotline</i> ■ <i>Natural Lawn & Garden Guides</i> (how-to materials) ■ Trainings for irrigation professionals ■ Development of standards for irrigation component performance through Irrigation Association Smart Water Application Technologies Initiative ■ On-line weather data, watering index and irrigation scheduling tools 		
COMMERCIAL PROCESS/DOMESTIC			
<ul style="list-style-type: none"> ■ Upgrade toilets and other domestic water use fixtures ■ Upgrade equipment efficiency for cooling, process other industrial uses ■ Improve building cooling performance ■ Upgrade efficiency of specific water consuming medical and lab equipment ■ Outreach to ethnic businesses ■ New construction incentives 	<ul style="list-style-type: none"> ■ Small and large business targeting ■ Restaurant targeting – Commercial Kitchen Equipment Program Partnership with multiple energy and water utilities ■ Outreach to business groups through Resource Venture ■ Technical assistance, assessments, workshops ■ Financial incentives (custom projects & standard rebates) ■ Targeted promotion through vendors, trade groups, agencies – Focus on Mexican restaurants ■ End-use metering wherever possible to build cost-effective conservation recommendations 		
COMMERCIAL LANDSCAPE			
<ul style="list-style-type: none"> ■ Improve watering efficiency <ul style="list-style-type: none"> ● Upgrade irrigation equipment (controllers, rain sensors, drip) ● Improve scheduling & maintenance 	<ul style="list-style-type: none"> ■ Targeted outreach to large commercial customers ■ Provide site-specific recommendations and technical assistance ■ Financial incentives (custom projects and set rebates) ■ Targeted recruiting and promotion to large commercial customers ■ Market transformation by establishing and building vendor and contractor relationships ■ On-line weather data, watering index and irrigation scheduling tools ■ Trainings for irrigation professionals 		
Supporting Elements			
Types of Measures		Types of Strategies	
YOUTH EDUCATION (Supports savings in other sectors)			
<ul style="list-style-type: none"> ■ Build conservation awareness and residential measures 	<ul style="list-style-type: none"> ■ Support of water festivals and events ■ Educator resources on-line ■ Classroom and take-home materials and devices ■ Web-based interactive activities 		
OVERALL MESSAGING (Supports savings in other sectors)			
<ul style="list-style-type: none"> ■ Conservation awareness supporting recruitment of residential and commercial customers 	<ul style="list-style-type: none"> ■ Targeted marketing ■ Collaboration with Puget Sound-based Partnership for Water Conservation ■ Festivals, utility “open house” events 		
PROGRAM EVALUATION (Supports savings in other sectors)			
<ul style="list-style-type: none"> ■ Evaluate measure savings ■ Evaluate program effectiveness 	<ul style="list-style-type: none"> ■ Conservation Potential Assessment ■ Annual reports ■ Customer baseline surveys of attitudes and behaviors 		

2009 Program Performance

Total water consumption in 2009 was 129.5 mgd, up from 125.3 mgd in 2008. This increase was due mostly to warmer and dryer than average summer weather, which led to an increase in peak season consumption.

1% Program savings of an estimated 0.61 mgd was achieved in 2009. Table 3 shows the various components of the estimated long-term savings achieved in 2009, along with expenditures.

Expenditure levels for 2009 reflect the constrained financial climate for both capital and operating spending at SPU. Budgets in the out years will likely mirror the region's economic condition.

Hardware Incentive Savings include new fixtures and equipment upgrades that were supported with program incentives, as well as accelerated fixtures (beyond rates and code) that were upgraded without rebates. Based on program records, these savings are estimated to be 0.46 mgd annual average in 2009.

Price and Behavioral Savings include permanent conservation achieved from changes in customer water-using behaviors. Estimated to be 0.15 mgd annual average in 2009, behavior savings are difficult to separate from price savings since price has a strong influence in stimulating customers to change water using behaviors. The price savings estimate of 0.3 mgd is derived from the price elasticity and overlap parameters from SPU's water demand forecast model and actual changes in water and sewer prices.

Table 3: New Water Savings Achieved in 2009 and Program Cost

	Annual Average Million Gallons Per Day	Program Cost in Thousands of \$
Regional 1% Conservation Program		
Hardware Incentives		
Residential Indoor	0.20	\$ 1,090
Landscape	0.08	\$ 302
Commercial Non-Landscape	0.18	\$ 922
Total Hardware	0.46	\$ 2,314
Behavior	0.15	\$ 316
Total 2009 1% Conservation Program	0.61	\$2,630
Seattle-Only Conservation Program	0.04	\$ 618
Total 2009 Conservation Programs	0.65	\$3,247¹
Other Components of Savings		
Price Elasticity ²	0.30	
Plumbing Code ³	0.80	
System Operation Savings	0.72 ⁴	
Total Other Components	1.82	
TOTAL SAVINGS FOR 2009	2.47	

¹ Totals do not equal sum of individual lines due to rounding.

² Price effects and behavior change savings components are interrelated and can't be easily separated by SPU's analytical tools.

³ A considerable effort continues to be made to revise local, state, and national water efficiency codes and standards to obtain future savings.

⁴ The estimate of 2008 non-revenue water was revised upwards after the publication of the last 1% Water Conservation Annual Report. This decreases the estimate of System Operation Savings for 2008 and increases it for 2009.

Plumbing Code Savings include water saved by customers as they remodel plumbing fixtures to meet more stringent building code efficiency standards (1.6 gallons per flush for toilets, 1.0 gallons per flush for urinals, 2.5 gallons per minute for showerheads and aerators). The 0.8 mgd of code savings shown would have happened without a regional conservation program due to ongoing new construction and remodeling in the service area. Fixture changes that might have occurred as a result of price or education about more efficient plumbing fixtures are not part of this total, but instead are credited to price or 1% Program savings. In 2005, refinements in the method of calculating code savings during the process of updating the CPA resulted in a decrease in these cumulative savings compared to the figure reported in the 2004 Annual Report. The 2006 regional benchmark customer survey affirmed this revised method.

Seattle-Only Low Income and Seattle-Only Accelerated Savings are not tallied as part of the 1% regional Program. Rather, they are savings funded solely by Seattle and obtained within the Seattle

direct service area in addition to (on top of) the 1% savings. Seattle Ordinance #120532 (I-63 Settlement Ordinance) directs SPU to go beyond the regional program and accelerate savings for Seattle customers, with an emphasis on low income participants. SPU will continue to offer the “Everyone Can Conserve” low-income conservation assistance program through 2010 per the requirements of Ordinance #120532. Funding comes 100% from direct service ratepayers (no wholesale customer rate dollars are expended for this program), and the region benefits from these water savings.

System Operation Savings (i.e., a reduction in non-revenue water from the previous year) are obtained from reductions in water used for in-city reservoir cleaning and overflowing, water main and tank flushing, water main leaks, metering inaccuracies, and a variety of actions not related to specific customer demand reduction activities. This water is not being sold to customers, so it is not considered a component of the 1% Program. Non-revenue water fluctuates from year to year, in some years increasing and in others decreasing. Between 1992

and 2004, non-revenue water has shown no obvious trend, varying mostly between 10 and 13 mgd. This has been due primarily to different amounts of water used for reservoir cleaning and overflowing to optimize water quality. However several recent changes have contributed to non-revenue water falling to new lows since 2005. As more and more reservoirs are covered, the need for cleaning and overflowing is significantly reduced. In addition, the installation of meters at the outflows of some of the remaining open reservoirs has improved overflow monitoring. As a result, non-revenue water dropped to new lows, averaging about 6.5 mgd since 2006. Non-revenue water in 2009 was 7.5 mgd. Though a little higher than last year, this is still a very low level of non-revenue water and represents just 6% of total water produced by SPU.

Cumulative Savings

Chart 4 depicts cumulative water savings. Long-term customer savings, due to conservation programs, higher rates, and the plumbing code (the bottom and second bars) have grown steadily. Customer savings are derived from specific conservation measures and behavior actions. System savings (the third bar) are reductions in non-revenue water and come from a variety of sources such as reducing leaks and lining/covering reservoirs, improved meter accuracy, and modifications to water main and reservoir flushing for water quality.

The savings breakout in Chart 4 was estimated as follows:

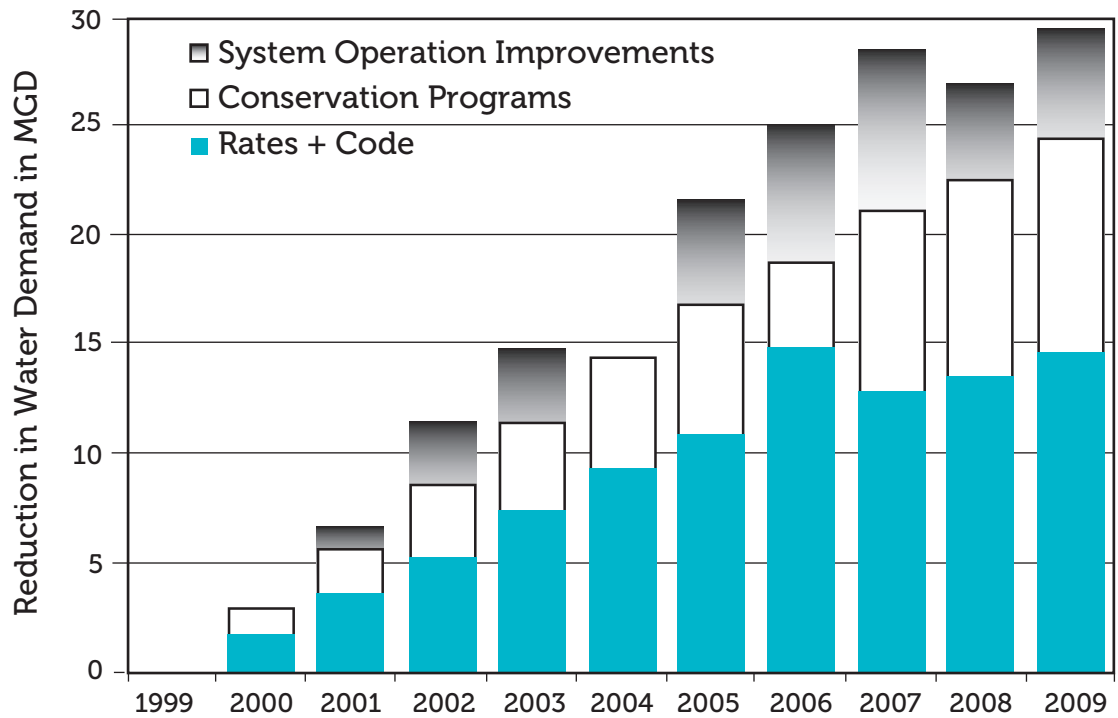
Rates – price elasticity parameters from SPU’s water demand forecast model.

Code – natural replacement of plumbing fixtures by customers as forecast in SPU’s Conservation Potential Assessment model.

Conservation Programs – includes 1% Program and Seattle-only I-63 Settlement Ordinance. See individual program estimates from this report.

System Operation – analysis of non-revenue water and system operation use.

Chart 4: 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.

Progress in Meeting the Regional 1% Target

Table 1 on page 4 shows the year-by-year savings targets and accomplishments of the regional 1% Program leading up to the prescriptive program target in 2010 established in the *Ten Year Conservation Program Plan*. Savings accomplishments were calculated using the “bottom-up” measurement approach described on page 5. Savings vary by year in relation to the annual target, and some of the savings attributed to price may in fact be behavior savings influenced by 1% customer messaging. Overall progress to date is tracking close to the 2010 target. Variations in the economy have an effect both on 1% Program financial resources and on the ability of customers to invest in conservation.

As mentioned earlier in this report, an alternative method of estimating cumulative conservation savings has been developed to provide a double-check for the mgd savings reported in Table 1. This “top down” method involves using the SPU water demand forecast model to “backcast” (i.e., forecast the past) what demand would have been between 2000 and 2009 with no conservation programs. Both methods of analysis produce similar estimates for cumulative conservation savings from the 1% Program of about 9 mgd through 2009. This double-check increases confidence in the cumulative water savings tabulations reported in Table 1.



Covenant Shores retirement community in the City of Mercer Island took advantage of the new commercial kitchen rebates and installed an efficient food steamer.

Detailed Program Accomplishments

Program savings and accomplishments in 2009 continue to be strong across all customer sectors. In addition, program changes made in a number of areas will strengthen service delivery and conservation savings in 2010. This section of the report provides detailed results of conservation program activity in each major customer sector.

2009 Program Highlights:

- The Saving Water Partnership 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 **WashWise program** had another strong year, processing nearly 6,000 rebates for efficient clothes washers. For the first time, the program rebated only the highest efficiency machines (those machines that save the most water).
- SWP partners included coupons in their bills or newsletters to promote a new **\$30 Single Family Toilet Instant Discount program** for WaterSense toilets, given at seven participating retailers during September and October. The special marketing effort kept program costs down and minimized requests from outside of the service area.
- The SWP, the Washington Irrigation Contractors Association, and Cascade Water Alliance (CWA) 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 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 **commercial program upgraded to high-efficiency or WaterSense-labeled fixtures**, rebating 3,000 toilets and 700 urinals. Customer feedback on the fixtures has been positive.
- The SWP participated in a number of **criteria, codes, standards and specifications development actions** intended to improve water efficiency at the state and national level. The SWP was active in the development of specifications for EPA WaterSense toilets, urinals, faucets, and showerheads. A significant effort continued to enforce the existing federal standards for showerheads. Although unsuccessful, SWP staff was able to build support for a bill which would have mandated high efficiency 1.28 gallon per flush residential toilets in new construction after

January 1, 2014. The bill will be reintroduced in the next legislative session. SWP also provided comments on changes to the voluntary Leadership in Energy and Environmental Design (LEED) specifications for water efficiency. New LEED criteria switched from offering bonus points for water efficiency to a mandatory requirement that LEED certified projects contain one or more water efficiency measures in order to get their voluntary certification. This insures that all LEED projects will have some water efficiency elements in their design.

- SWP members collaborated to meet the requirements of the **State Department of Health Water Use Efficiency Rule**, which requires annual reporting of water conservation goals and progress.



This ad, placed in newspapers targeted to property owners and managers, generated customers for the Multifamily Toilet Retrofit program.

Table 4: 2009 Residential Hardware Savings

Measure	Fixture Targets	Fixtures Installed	Savings (gallons/day)
Multifamily Showerheads & Aerators	NA	8,775	12,199
Washing Machines	6,500	5,887	94,525
Multifamily Toilets	2,400	2,848	72,339
\$30 WaterSense HET Discount	NA	329	5,647
Non-rebate savings	NA	NA	14,958
Total Savings			199,668



The Multifamily Showerhead program delivered nearly 4,000 showerheads and 5,000 aerators to apartment buildings and condominiums.

Residential Indoor Highlights

Multifamily Regional Showerhead & Aerator Distribution

With partners Seattle City Light (SCL), Puget Sound Energy (PSE), and Cascade Water Alliance (CWA) the program to distribute high-efficiency showerheads to multifamily customers throughout the region continued to bring in water and energy savings. The program was extended through the end of 2010 in order to meet demand. The program delivered 3,828 showerheads and 4,947 aerators to nearly 240 buildings, saving more than 12,000 gallons of water per day and producing significant energy savings from reduction in hot water usage.

Energy utility partners promoted the program to owners and managers of apartments and condominiums in the SWP area throughout 2009. The program used two different approaches to reach customers and deliver products, depending on the

energy utility partner. Initially, SCL and SWP mailed a solicitation letter to building managers who used electricity to heat hot water (within Seattle and parts of five wholesale customer service areas). In the early spring the marketing strategy changed from direct mailing to advertising in regional trade publications targeted to multifamily property owners and managers. Interested customers were directed to www.savingwater.org. A contractor then delivered the requested items for installation by the customer. Outside of Seattle, PSE, SWP, and CWA employed a contractor to contact property managers and condominium associations and complete a direct installation of fixtures in all buildings that participated. The PSE area solicitations began in the south end of the service area in 2008 and continued moving north through the end of 2009.



WashWise Resource Efficient Clothes Washers

The WashWise Program had another strong year, processing nearly 6,000 rebates in 2009 and achieving nearly 95,000 gallons per day of savings. Partners in this program include PSE, Cascade Water Alliance, SCL, SWP, City of Renton, Tacoma Power, Tacoma Water, Bonney Lake and Snohomish PUD. Rebate levels continued at \$50-\$100. The program sponsored a 2009 WashWise photo contest, which drew good interest throughout the region. Contestants were asked to submit a digital photo illustrating why they needed a high-efficiency clothes washer. Photos of

participants can be viewed at www.washwiserebate.com. The winner – chosen by both the WashWise program and voters in the Puget Sound area – received a high-efficiency clothes washer. In addition, in July the program launched a Certified WashWise Training Program to encourage sales associates at retailers to become a Certified WashWise Salesperson. The training provided information so that associates could more fully explain to customers why the machines are more efficient. Sales associates who completed the training received a Certified WashWise Salesperson button and a \$5 gift card. A “How to Buy a High-Efficiency Clothes Washer” guide was also produced.



Crystal Bay Apartments in Highline Water District was one of the first customers to choose WaterSense toilets. Residents gave the fixtures rave reviews.

Multifamily Toilet Retrofits

The Multifamily Toilet Retrofit Program had a successful year. In 2009, nearly 2,900 toilets in 109 apartment buildings were upgraded to 1.6 or 1.28 gallons per flush from 3.5 gallons per flush or greater

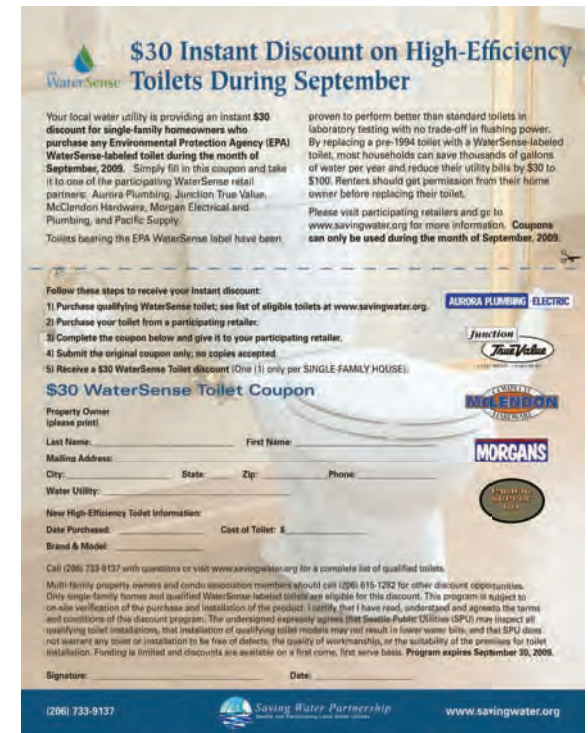
models, saving the region 72,339 gallons per day. The program replaced fewer toilets than last year, but more than in 2007. Seamless referrals from the multifamily showerhead program contributed to the program’s success, as did a new ad and articles that featured several program participants in trade publications. New case studies were added to the web site and distributed at the annual Trends trade show. Crystal Bay Apartments in the Highline Water District piloted the use of WaterSense labeled toilets in the program, replacing 112 toilets with a dual flush WaterSense model. Other notable large projects included a 266 unit building in Northshore Utility District, and a 179 unit facility for retired seniors in Seattle which replaced 266 toilets.

The program added the new generation of toilets – U.S. Environmental Protection Agency’s WaterSense labeled high-efficiency toilets (HET’s) that flush 1.28 gallons or less – 20% less than code fixtures – to the rebate list in 2008. In 2009 the program included only WaterSense toilets on the rebate list. The program continued to research these toilets in order to select a model for use as the free toilet in the program. In October, the WaterSense-labeled Ferguson Pro-FLO toilet was selected as the free toilet. Additional savings from upgrading the free toilet from a 1.6 gpf to a 1.28 gpf model, while small, will be tracked. Reception of the new generation of toilet has been positive.

WaterSense HET Promotion - \$30 Instant Discount

SWP built on the awareness-raising efforts begun in 2007 and moved to encourage customer behavior change by offering a \$30 instant discount for customers who replaced old toilets with beyond-code high-efficiency WaterSense-labeled toilets

(HET’s) during September and October, 2009. This program partnered with seven retailers that signed up to become participating WaterSense retailers and that accepted coupons from customers and gave the \$30 discounts at the point of sale. SWP customers received their coupons via utility newsletters, bill inserts, and a small amount of direct mail. Advertisements in several languages were placed in non-English language newspapers in order to make the program more inclusive.



Customers redeemed this coupon at participating retailers for an instant \$30 discount on a WaterSense labeled toilet.

Behavior Messaging

The SWP teamed up with US Environmental Protection Agency (EPA) to participate in the national “Fix a Leak Week” campaign that ran March 15 – 22, by distributing countertop displays and dye strips to members. SWP expanded the concept to “Fix a Leak Month” and published videos on www.savingwater.org featuring toilet leak repair in May, fixing faucets in June, and outdoor water leaks in July. New bookmarks with the message “Saving water helps protect salmon and provide for our community” were produced. The SWP also assisted customers in moving beyond awareness to trying out new behaviors through person-to-person interactions at community festivals. Several SWP member utilities held festivals where educational materials, bookmarks and activity books were distributed.

Looking Ahead to 2010

The WashWise Program will continue, and will link customers to an additional rebate available through the State of Washington Cash for Appliances Program. WashWise Program marketing will continue as it has in the past, with an additional focus on marketing to audiences we have not targeted to date, such as ethnic communities. The Multifamily Toilet Retrofit Program will continue, using only WaterSense toilets. The showerhead program for multifamily residents and condominiums will continue into 2010, in cooperation with energy and water utility partners. A modest single-family WaterSense toilet rebate program will be implemented. Planning is underway for a possible launch of a new Energy Star residential dishwasher rebate program, in cooperation with the energy utilities. Educational messaging for single-family customers will focus on fixing leaks and on WaterSense labeled HET’s (1.28 gallons per flush).

Residential and Commercial Landscape Highlights

Table 5: 2009 Landscape Customer Outreach

Outreach Contact Type	Outreach Target	Actual Outreach
Naturals Guides, Plant List and Soaker Hose Fact Sheet	40,000	34,340
Savvy Gardener Subscriptions	3,500	3,239
Savvy Gardener Class Attendance	300	490
Professional Trainings: Led by SPU Staff Led by Green Gardening Program	600 440 Professionals 75 Students	2,655 445 Professionals 64 Students
Lawn & Garden Hotline Questions	17,000	21,558
Earned Print Media Spots	20	24
NW Natural Yard Days (Number of Discounted Products Sold)	NA	167,933

Table 6: 2009 Landscape Rebates

Landscape Rebates	Number of Customers	Savings (gallons/day)
Single Family Homes	84	6,557
Single Family Non-Rebate	NA	10,243
Commercial (Including Multifamily)	42	50,300
Commercial Non-Rebate	NA	13,780
Total Savings		80,880

CHOOSING PLANTS

**right plant.
right place.**

Make smart plant choices to save water and have a thriving garden.

ASK NURSERY STAFF FOR IDEAS!

www.savingwater.org

Saving Water Partnership
Seattle and Participating Local Water Utilities

Seattle Public Utilities

Partner nurseries appreciated SWP banners promoting the “right plant, right place” concept.

Nursery Partnerships

The SWP continued to partner with three of the largest nurseries in the service area: Sky (Shoreline), Swansons (Seattle), and Molbak’s (Woodinville). This partnership has been an effective way to leverage conservation efforts by locating key messages where gardening customers are making purchasing decisions. Two key factsheets, Right Plant, Right Place and Starting New Plants Off Right, were revised based on customer and nursery staff feedback in time for the spring plant-buying season, when the greatest number of customers can be reached.

Another critical time to reach customers through nurseries is during the fall plant-buying season. During fall 2008, the SWP promoted messages to educate customers about the connection between gardening and climate change. However, two focus groups showed us that customers didn’t understand our messaging and didn’t find climate change to be a compelling motivator for making proper plant choices. Instead, customers said they were surprised to hear that fall was the best time to plant and appreciated information on how to choose the right plants for their gardens. As a result, the 2009 fall campaign focused on two key messages: 1) fall is the best time to plant trees, shrubs and perennials, and 2) when choosing plants, use the concept of “right plant, right place.” By taking these steps, gardeners reduce the need to water in future summers. The campaign started September 1 and ran through October 31 at the three nurseries. SWP provided Sky, Swansons and Molbak’s with signage and factsheets. Each of the nurseries highlighted appropriate plants for different growing conditions to teach their

customers about proper plant selection. In addition, SWP worked with a consultant to secure media coverage about the fall planting message and announcements for the classes sponsored at the nurseries. SWP also produced a television ad that focused on fall planting and listed the nursery partners’ names. Program manager Liz Fikejs was interviewed on two radio shows: by Marianne Binetti for the Ciscoe Morris show and by Steve Sher for KUOW Green Days. In addition, the Savvy Gardener fall issue focused on fall gardening messaging.

Savvy Gardener E-newsletter

This newsletter comes out each spring, summer and fall and continues to evolve as a result of customer feedback, gardening trends and conservation needs. Based on the feedback from customers, gardening tips were added that readers could act on quickly and easily. For the first time, the e-newsletter featured an article on food-growing and helped readers understand how they could reduce the need for watering these annual plants. Food gardening is one of the fastest-growing pursuits and interests in the gardening world. In addition, with the increasing demand for drip irrigation, the summer feature story focused on “getting started with drip irrigation.” Subscribership grew from 2,467 to 3,239.

Savvy Gardener Classes & Spring Garden Fair

Classes took off in 2009, as the number of classes offered was increased from nine to fifteen. Attendance grew from 225 in 2008 to 490 gardeners attending classes at nurseries or in designers’ gardens. Spring and fall topics focused on “right plant, right

place” concepts. SWP typically does not offer classes during the summer in order to avoid promoting new planting during the warmest time of year. Instead, a new approach to teaching beginning drip irrigation was tested at three locations. Attendance was high, however, results were mixed in terms of demystifying the complexities of drip installation and use.

SWP also contributed to the regional Spring Garden Fair. Despite the chilly temperatures, approximately 650 people visited Redmond City Hall to learn about water conservation, soils, appropriate plants for a changing climate, container gardening and more. Each of the guest speakers talked to a full house of attendees while the outside information booths buzzed with activity. Highlights included: selling out of rain barrels in less than two hours; a live broadcast of *Gardening with Ciscoe*; and the children’s passport activity (an activity that encouraged kids to visit many of the information booths and “ask the experts” questions about water conservation).



TV and radio personalities Ciscoe Morris and Megan Black appear with Liz Fikejs of SPU (center) at the regional Spring Garden Fair.

Professional Training In Natural Landscaping

SPU’s county-wide professional training (funded by SPU drainage and solid waste funds, and the Local Hazardous Waste Management Program in King County) also promotes water-efficient landscape design, installation, and maintenance. In 2009, professional training focused on:

- environmentally friendly turf management practices;
- landscape design;
- installation and maintenance for both new construction and urban infill projects;
- implementing landscape management plans to conserve resources;
- design training at local community college horticulture programs and university landscape architecture programs;
- lunch-and-learn presentations for practicing landscape architects;
- Spanish-language training for landscape workers;
- builder trainings on proper site and soil preparation for conservation; and
- combining best landscape practices with State-required stormwater management for Low Impact Development.

All of these trainings included water conservation best practices.

Classes, seminars, and field trainings reached a variety of professional audiences, including land-

scape architects, architects, developers, planners, engineers, builders, project managers, grading contractors, realtors, landscape installation and maintenance contractors (including Spanish and Vietnamese-speaking professionals), and students preparing to enter these professions.

In 2009, 2,655 professionals participated at a total of 47 training events.

Natural Lawn and Garden Hotline

The regional Hotline continued to help customers cut their water use, find alternatives to pesticides, build healthy soil, and garden in an environmentally-friendly manner. The Hotline is jointly funded by the SWP, SPU Solid Waste Utility, and the King County Local Hazardous Waste Management Program. In 2009 the Garden Hotline had 7,608 contacts from the gardening public, answering 21,558 questions. 21% of calls in 2009 were from King County outside of Seattle.

Northwest Natural Yard Days

2009 was the twelfth and last year of Northwest Natural Yard Days (NNYD) due to funding constraints. NNYD began as agency-managed sales of electric mulch mowers in response to the over-burdening of the regional composting facility with heavy spring grass clippings. It evolved to a collaborative effort with box stores and other local retailers, discounting mowers and other environmentally-friendly garden products.

Though electric mower sales were down in 2009 from 2008 numbers, numbers were up on nine of the twelve discounted product categories, including soaker hoses (122% increase), compost (81% increase), watering wands (32% increase) and bark mulch (55% increase).

In the twelve years of Northwest Natural Yard Days residents purchased the following discounted products:

- **34,185** mulch-mowers
- **14,893** weed pullers
- **35,517** soaker hoses
- **15,448** water timers and water wands
- **500,325** bags of compost
- **50,543** bags of organic fertilizer
- **14,663** containers of insecticidal soap
- **302,739** bags of bark mulch



High efficiency rotary nozzles improve distribution uniformity to save water.

Water Efficient Irrigation Program

In 2009, SWP continued to offer financial incentives for residential and commercial customers to upgrade their irrigation systems with more efficient hardware. In addition to standard rebates on everything from rain sensors to efficient sprinkler heads, custom rebates were developed for large, complex

upgrades on commercial and multifamily sites. Major retrofits were completed by Lake Washington School District, North Creek Parkway Center in Bothell, Willows Lodge in Woodinville, and Calvary Cemetery and Swedish Medical Center in Seattle.

Compared to 2008, more commercial customers took advantage of rebates for replacing standard sprinkler heads with high-efficiency models that apply water more evenly and with less runoff. Over the past several years there has also been a trend toward rebate customers choosing “smart” controllers that automatically adjust the watering schedule with the weather. This trend indicates that our rebate program structure has been successful at promoting these devices, and that participating contractors are on board with the latest efficient technologies.

Irrigation Contractor Training

Encouraging irrigation contractors to promote the SWP rebates and increasing contractors’ expertise are key strategies of the Water Efficient Irrigation Program. The SWP offered two series of trainings for irrigation professionals in collaboration with the Washington Irrigation Contractors Association, Cascade Water Alliance (CWA), and the Washington Association of Landscape Professionals. Several classes with a water conservation focus were offered for free, including well-attended sessions on drip irrigation, sprinkler scheduling, and two Spanish-language classes. In addition, 70 public sector employees attended two days of training co-sponsored by SWP, CWA, Seattle Public Schools, and the Bellevue School District.

Irrigation Scheduling Recommendations

In 2009 the SWP updated the historical watering index and the scheduling calculator recommendations based on five years of local evapotranspiration (ET) data. This information is maintained on the Irrigation

Water Management Society Web Site (iwms.org) sponsored in part by the SWP. By combining the recent data with the original 30-year average, a lower average ET was calculated in April, May and June and a slightly higher ET in September. Incorporating the recent data also reduced the number of minutes the scheduling calculators recommend by 20 percent.

	Original Index	Updated Index
April	56%	53%
May	74%	70%
June	85%	78%
July	100%	100%
August	84%	83%
September	50%	57%

The irrigation index simplifies irrigation scheduling: customers program their controllers to meet July water needs, then use the historical or real-time index to easily adjust that schedule up or down.

Looking Ahead to 2010

The SWP will expand partnership efforts to new nurseries and non-profit organizations. Staff will research potential new elements for the Savvy Gardener e-newsletter and website, and add a drip irrigation series to Savvy Gardener classes. Different instructional approaches will be tested to make sure attendees understand proper use of drip irrigation. A revised fact sheet will support these educational efforts. The SWP will sponsor the Spring Garden Fair at a new location. Proper design and efficiency of new irrigation systems will be encouraged. The irrigation rebate program will continue to focus on commercial and multifamily customers with significant savings potential and will pilot a program to offer free rain sensors to all customer sectors.

Commercial, Industrial, and Institutional Highlights (other than landscape)

Table 7: 2009 Commercial Hardware Savings

Measure	Projects	Savings (gallons per day)
Restroom Measures	29	101,280
Greening Ethnic Businesses – Restroom	21	1,500
Process Water	12	16,925
Kitchen Measures	5	1,600
Refrigeration / Ice / Cooling	2	2,100
Laundry Systems	2	1,152
Medical Facilities – Sterilizers	1	5,246
Medical Facilities – Heat Exchanger	1	5,000
New Construction Incentives	16	22,206
Total from Incentive Projects	89	157,009
Non-incentive savings		23,270
TOTAL	89	180,279

Strong Demand for Commercial Program in 2009

The combination of businesses looking for ways to cut costs and the momentum around achieving recognition for being a “green” business led to a busy year for the Water Smart Technology program. Many buildings in the Seattle area moved toward Leadership in Energy and Environmental Design (LEED) green building standards for existing buildings (LEED-EB). While not all sought out financial incentives, implementing water conservation measures is playing a key role in enabling a building to reach some level of LEED-EB certification. One factor

slowed participation somewhat: the commercial program “raised the bar” on qualifying fixtures, rebating only WaterSense and high-efficiency commercial fixtures. Given this relatively new standard in efficiency and performance, some customers were cautious, installing a few test fixtures before fully committing to a project. Even so, 2009 was a big year for fixture replacements. 3,000 new toilets and 700 new urinals received rebates. Customer feedback on the fixtures has been positive.

The new Commercial Kitchen Group partnership, with close to ten participating energy and water utili-

ties, led to a sharp increase in commercial kitchen equipment rebates. The area vendors are now on board with utility rebates and play a key role in directing their clientele to high-efficiency equipment. Several wineries and small restaurants in the SWP area have upgraded to high-efficiency dishwashers, ice machines, and food steamers.

Commercial Outreach

In 2009 the program focused on making presentations to business groups about incentives and opportunities for improving water efficiency and the bottom line. Work also began on developing a new commercial programs brochure. It is expected to be ready for use in 2010.

Commercial Toilets for Ethnic Businesses

Staff reviewed participation data from the past few years of offering the Greening Ethnic Business Program, a targeted outreach effort to ethnically owned businesses throughout the SWP area, and realized that participation by Spanish and Mexican restaurants was less than expected. With translation help, an effort was begun in late 2009 to target Mexican restaurants in the SWP. Staff expect this outreach to eventually achieve not only a high participation rate in the free toilet offering, but to lead to kitchen equipment upgrades as well.

Incentives for New Construction Projects

2009 saw a good number of new construction projects, both commercial and multifamily, with a small number of mixed-use projects. The program

received 50 applications, split about evenly between commercial new construction and multifamily. The most commonly installed measures were high-efficiency toilets, showerheads, efficient clothes washers, and some cooling tower water treatment systems. Looking ahead, 2010 could see a slowdown because of the continued sluggish economy. Knowledge about the financial incentives available has become more widespread, and staff expect to continue to receive applications for construction activity that is still occurring.

Looking Ahead to 2010

Discussion is taking place with energy utility partners Puget Sound Energy, Seattle City Light, Snohomish PUD, Tacoma Power and Cascade Natural Gas about a direct install showerhead program in the commercial/institutional sectors. This program would be similar to the pre-rinse sprayhead program of years past. Critical to the success of such a program will be product testing and selection. Emphasis will continue on high-efficiency and WaterSense fixtures. Raising customer awareness of the WaterSense label is a long-term goal. 2010 should also see the rollout of the Water Footprint Calculator, currently under development. This tool will allow companies to easily identify and calculate their best investments in water efficiency, including lifecycle cost analysis. Outreach to Mexican restaurants will continue into 2010 and is expected to generate many new SWP participants. Outreach to businesses in general will take place through a series of four educational workshops on efficient technologies.

General Customer Outreach and Messaging

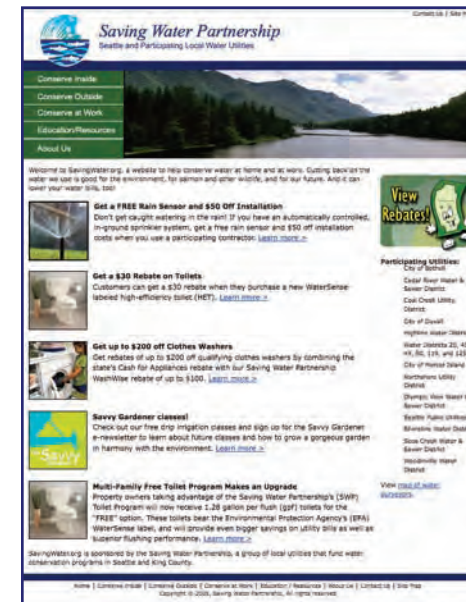
General customer outreach as well as targeted program outreach was reduced compared to previous years due to funding constraints. Still, customers were directed to the www.savingwater.org site by a wide variety of program messages, including newsletters, bill messages, media spots, brochures, and presentations. A special effort was made to encourage media coverage of residential indoor and landscape conservation measures. Leveraging news and feature stories with a small amount of paid advertising continued to prove to be an effective tool to broaden customer outreach and messaging. In addition, the WashWise Program sponsored a 2009 WashWise photo contest, which was a fun and interactive way for residents to share their lives with the community while also highlighting the importance of saving water and energy by using a high efficiency washing machine. Winners were chosen by both the WashWise program and voters in the Puget Sound area.

Partnerships with the garden centers, plumbing and home improvement outlets, and major appliance dealers was another key outreach strategy. Many customers rely on and prefer to get water efficiency information from these trusted sources. Using popular local celebrities like garden show hosts and garden writers to help spread the conservation message further increased customer participation.

SPU and the SWP were both members and major contributors to the Partnership for Water Conservation, a non-profit organization of utilities, environmental organizations and businesses that encourage water conservation in the Puget Sound region.

Looking Ahead to 2010

Customer messaging in 2010 will be comparable to 2009 activity. Revised budgets continue to require deferral of plans for large scale messaging. However, an upgrade of the SWP web site, www.savingwater.org, will take place which is expected to improve customers' ability to find information on the site. New information will be added to the site as well, including a "fix leaks" section and "how-to" videos. Also, new tabletop displays were created in late 2009 for use in educational events. A ramp-up of partnerships with the energy utilities to save hot water continues. Landscaping practices that the SWP promotes have the potential to both mitigate - and help customers adapt to - climate change.



The program web site logged more than 57,000 sessions in 2009, with an average of 158 visits a day.

Youth Education

Table 8: 2009 Youth Education Performance

Activity	Outreach Target	Actual Outreach
Activity Books Distributed	NA	1,000
WaterBusters Game Hits	NA	2,947

Efforts continued to educate young people about water conservation and environmental stewardship in 2009. Bookmarks were distributed to promote the SWP Kid's Web Page, designed for youth aged 7-17. The bookmarks were distributed at utility customer counters, events and schools. Shared Waters activity books and shower timers were also distributed.

In 2008 the SWP participated in a regional youth environmental education initiative with the Partnership for Water Conservation, a non-profit organization of utilities, environmental organizations and businesses that encourage water conservation in the Puget Sound region. The Partnership, with leadership from SWP, began to examine options for creating a multi-county schools program that would provide water conservation education tools for teachers throughout the Puget Sound Region. This initiative has since been put on hold pending the Partnership's development of a strategic plan.

Looking Ahead to 2010

The SWP will continue to maintain the youth education pages on savingwater.org, distribute bookmarks and Shared Waters activity books, and consider opportunities as they arise. The SWP will monitor the regional youth environmental education initiative with the Partnership for Water Conservation.

Evaluation and Monitoring

SWP program evaluation and customer research were postponed in large part in 2009 due to budget constraints. Progress was made at the national level, however, on research efforts that will help measure the success of conservation measures and of conservation programs overall.

AWWA Research Foundation Residential End Use Study

In 2009 the Research Foundation of the American Water Works Association (AWWA) funded an updated residential end use study. It has been ten years since the last end use study, which entailed metering of individual end uses of water, such as showering, faucet use, clothes washer use, toilet flushing, etc. Customer baseline water use has changed, and an updated end use study is an important component of determining savings from both equipment upgrades and behavior change. The Research Foundation issued a request for proposals and work is planned to start in late 2010 or early 2011.

Water Conservation Measurement Metrics Report

The timeless question of how per capita water demands compare between various utilities was the subject of another national research effort. Researchers from the University of Southern Illinois collaborated with several utilities (including Seattle) to produce the Water Conservation Measurement Metrics report. The report points out the limitations in using gallons per capita per day as a metric, and provides alternate suggestions on better metrics for conservation. An AWWA Journal article summarized the research.

The 2008 annual accomplishments report was issued.

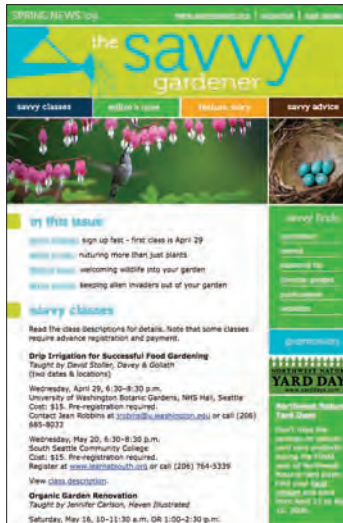
Looking Ahead to 2010

Residential and commercial programs will continue to track and monitor their progress and implement refinements, but funding constraints will likely prevent new market research in 2010.

2009 Outreach Highlights



Nursery partners rose to the occasion, each developing unique displays of SWP materials to promote the “right plant, right place” concept.



The Savvy Gardener e-newsletter added nearly 800 subscribers.



The Garden Hotline was one of many educational booths at the Spring Garden Fair.

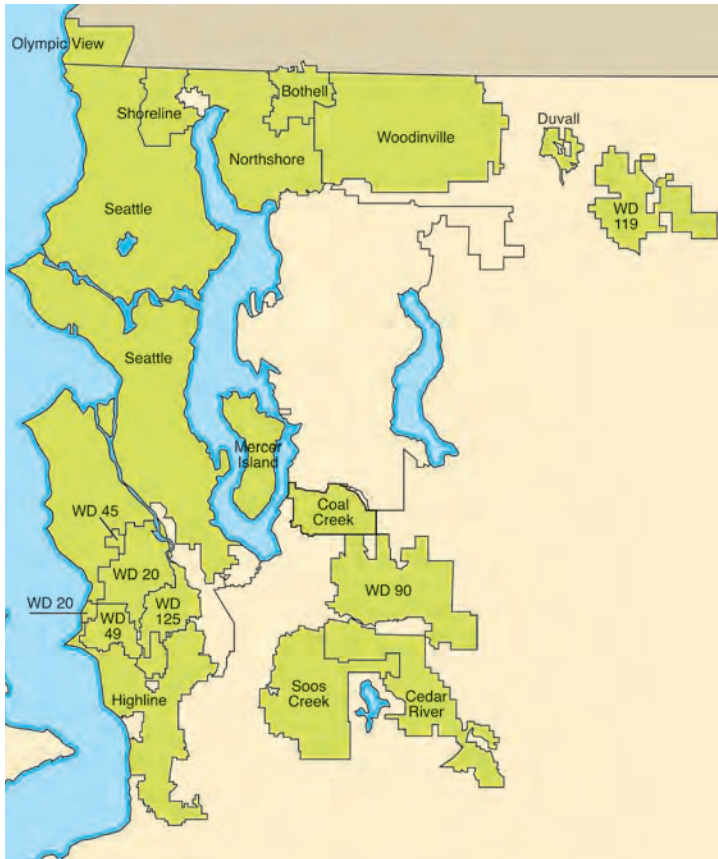


Megan Black from King 5 TV introduces landscape architect Jennifer Carlson, who spoke to a full house about plant selection at the Spring Garden Fair.



Debbie Rannfeldt of Woodinville Water District views the drip irrigation that replaced a section of in-ground irrigation system at Willows Lodge in Woodinville.

Seattle Regional Water Conservation Service Area



Saving Water Partnership:

Cedar River Water & Sewer District
City of Bothell
City of Duvall
City of Mercer Island
Coal Creek Utility District
Highline Water District
Northshore Utility District
Olympic View Water & Sewer District
Seattle Public Utilities
Shoreline Water District
Soos Creek Water & Sewer District
Water District Number 20
Water District Number 45
Water District Number 49
Water District Number 90
Water District Number 119
Water District Number 125
Woodinville Water District



Saving Water Partnership

Seattle and Participating Local Water Utilities

www.savingwater.org

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