

2017 Annual Report

APRIL 2018



SEATTLE WATER SUPPLY SYSTEM REGIONAL WATER CONSERVATION PROGRAM



Program Overview

The Saving Water Partnership (SWP) is a collaboration of Seattle Public Utilities (SPU) and 18 water utility partners that purchase water from Seattle. The SWP's conservation program emphasizes long-term water use efficiency for residential and commercial customers.

In 2017, the SWP maintained emphasis on community and youth education, and promoted popular rebate programs for Premium 1.1 gallons per flush (or less) toilets and irrigation timers. The program continues to include educational campaigns for efficient water use in the landscape. The program also continues to include cost-sharing with customers who retrofit old water-using equipment with new equipment that is more efficient than required by national and state appliance and fixture codes.

Collectively, the SWP is working to achieve the region's adopted Water Use Efficiency Goal in compliance with the State of Washington Municipal Water Law (RCW 70.119A.180) and the resulting Water Use Efficiency Rule (Chapter 246-290-800 WAC). The SWP regional goal is set by the Seattle Regional Water Supply System Operating Board and adopted by each SWP member utility.

Conservation
prepares the region
for potential water
supply challenges,
helps customers
use water wisely,
and preserves the
ethic of stewarding
natural resources.

Saving water benefits people, salmon, and wildlife

REGIONAL WATER USE EFFICIENCY GOAL AND 2017 RESULTS

The Saving Water Partnership has adopted a six-year regional Water Use Efficiency Goal: reduce per capita use from current levels so that the Saving Water Partnership's total average annual retail water use is less than 105 million gallons per day (mgd) from 2013 through 2018, despite forecasted population growth.

In 2017, the Saving Water Partnership, with the support of residential and commercial customers, met the goal, using 96.6 mgd. The cost of implementing the SWP program in 2017 was \$1.8 million.

Achievement of the goal is accomplished by customers who change their behavior and/or install efficient equipment. Customers engage in these efficiency measures for a variety of reasons including concern for the environment, desire to save money, and choosing new fixtures and appliances that meet higher efficiency codes and standards. Water savings fall into three categories:

■ CONSERVATION PROGRAM:

Savings that result from the SWP program. With respect to equipment, the SWP program promotes equipment more efficient than federal or state codes or standards, as well as equipment not covered by codes or standards.

■ CODES AND STANDARDS:

Savings that occur as customers replace older, less-efficient fixtures with new, more-efficient models that meet federal or state codes or standards. These savings are also achieved as new buildings are built using efficient code-compliant equipment.

■ INDEPENDENT: Savings that result from customers who make efficient choices, independent of the SWP program or codes and standards.

2017 Program Highlights

Education

- The youth education program maintained its gains from last year, conducting nearly 500 in-classroom presentations for nearly 12,000 K-12 grade students. Topics included water efficiency, the water cycle, the salmon life cycle, waterwise gardening, "Fix That Leak!", and the water supply system.



The youth education program continued its brisk pace, conducting 500 classes in 96 schools.

- The Savvy Gardener program presented 13 gardening classes to 365 residential customers in spring and fall, hosted by North City Water District, Northshore Utility District, Water District 90, and Woodinville Water District. 155 attendees were new to the Savvy Gardener classes. The classes were designed to inspire, create, and maintain healthy, sustainable, water-efficient landscapes.
- The SWP educated landscape professionals on irrigation topics by co-sponsoring a training with the UW Center for Urban Horticulture that attracted 106 attendees.

Community Outreach and Engagement



Water District 90 Commissioner Byron Murgatroyd staffed the new SWP display at their Customer Appreciation and 65th Anniversary event.

- The SWP increased community outreach, providing materials for a total of 24 community festivals in Bothell, Duval, Mercer Island, North City, Renton, Seattle, Soos Creek, Water District 90, Water District 125, and Woodinville, attended by approximately 6,000 customers.
- The regional website, www.savingwater.org, continued to be a key resource for customers to learn ways to reduce their water use. The SWP developed a new mobile-friendly website to launch in early 2018.
- The SWP continued the annual online survey to assess customer attitudes toward conservation. Promoting the survey on Nextdoor.com boosted responses from nearly 200 in prior years to 1,600 in 2017. Similar to the previous years, in 2017 95% of respondents said that using water wisely is important. 96% said they take steps to use water wisely at home, for three main reasons: protecting the environment, saving money, and wasting less.

Rebates

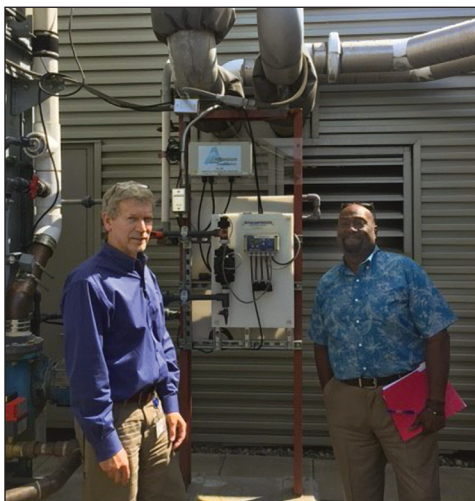
- The SWP irrigation timer rebate program upgraded nearly 220 inefficient timers to WaterSense-labeled timers, with significant participation by wholesale customers. The program conducted a targeted mailing to SPU high summer water users and Woodinville Water District irrigation customers in July. The program conducted a customer survey, and found 90% of respondents felt somewhat or very satisfied with the program.
- The SWP continued to promote and support the availability of 1.1 gallons per flush (gpf) Premium toilets for residential and commercial customers. These toilets use at least 20% less water than WaterSense toilets. Program participation for single family customers declined compared to 2016, but was higher than 2015, with nearly 700 toilets upgraded.
- The multifamily program maintained a high level of participation even though its focus narrowed to Premium toilets that use 1.1 gpf or less, in alignment with the single family program. 45 apartment and condominium buildings upgraded nearly 3,200 toilets to Premium models. Large apartment complexes in the Cedar River Water and Sewer District, City of Renton, and Soos Creek Water and Sewer District participated, contributing to the high number of fixtures replaced this year.



The Four Seasons Apartments in Highline Water District upgraded 80 toilets.

Business Outreach

- Water efficiency projects were completed at 17 businesses. Workshops and discussions with breweries and distilleries have resulted in a checklist of strategies for these industries to improve water and energy efficiency, and two applications for significant rebate projects. Targeting these industries will continue in 2018.
- The new EnviroStars Green Business Program, which helps market commercial conservation programs, launched in fall 2017. SWP leveraged resources from Energy, Solid Waste, Drainage, and Wastewater utilities across King and Snohomish Counties to create a coordinated green business resource for business customers. The program uses the EnviroStars brand and features a single web portal for businesses to find partners' programs. The program is a partnership between eight regional partners.



Jim Walker of Fred Hutchinson Cancer Research Center and Arece Hampton of SPU inspect a cooling tower that received efficiency upgrades.

2017 Program Activities

PROGRAM	ACTIVITY LEVEL
Youth Education	
Classroom Presentations	496 presentations / 11,932 students
Community Outreach	
Festivals and Events	24 festivals / 6,000 festival attendees
Residential Landscape Education	
Savvy Gardener Classes	13 classes / 365 attendees
Garden Hotline	855 water efficiency questions 12,450 soil, lawn and plant questions (many relevant to water efficiency)
Natural Yard Care Guides and Fact Sheets	25,700 brochures distributed
Residential Toilets	
Multifamily Premium Toilets	45 buildings / 3,188 toilets
Single Family Premium Toilets	558 homes / 699 toilets
Commercial Equipment Rebates	
Kitchen Measures	5 projects
Restroom Measures	7 projects / 264 fixtures
Cooling Tower Measures	4 projects
Coin-Operated Laundry	1 project / 2 machines
Irrigation Projects	
WaterSense Timers	219 timers
Landscape Irrigation	4 projects
Landscape Professionals Trainings	
Irrigation Training	1 training / 106 attendees

SUPPORTING ELEMENTS

For Customers

- Technical assistance to residential and commercial customers on irrigation efficiency issues.
- Technical assistance to commercial customers on indoor efficiency issues.
- Regional website www.savingwater.org.
- Regional hotline 206-684-SAVE.
- Regional Language Line, offering language interpretation by phone.
- Take-home items including toilet leak detection kits and hose washers.

For Partner Utilities

- Bi-monthly marketing kits with social media and print messages for use in utility newsletters and other communications.
- Online Image Bank repository of photos for use in utility newsletters and other communications.
- Support for Water Use Efficiency Rule reporting.
- Saving Water Partnership annual report.
- Messaging on water conservation benefits for salmon, in fulfillment of resource agency and tribal agreements.



The bean bag toss game was a hit at North City's booth at the Lake Forest Park Picnic.



Megan Stats, Joe Andres, and Paula Parvin, staff at The Carriages at Fairwood Downs Apartments in Soos Creek Water and Sewer District, installed more than 700 Premium toilets. Marci Oda of Soos Creek inspected the project.

Marketing kits with social media posts were sent to SWP members for use in customer communication. "Saving water helps salmon" was a key message in the fall.



Long-time Chair of the Conservation Technical Forum, Debbie Rannfeldt of Woodinville Water District, (l) retired in August after 30 years of dedicated service. Her work with celebrity gardener Ciscoe Morris and Liz Fikejs of SPU helped customers save water and keep a beautiful yard.



This postcard was mailed to nearly 10,000 SPU and Woodinville Water District customers to promote the irrigation timer rebate.

Seattle Regional Water Conservation Service Area



Saving Water Partnership:

Cedar River Water & Sewer District
City of Bothell
City of Duvall
City of Mercer Island
City of Renton
Coal Creek Utility District
Highline Water District
North City Water District
Northshore Utility District
Olympic View Water & Sewer District
Seattle Public Utilities
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 Administered by Seattle Public Utilities

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Cover art:
"Salmon Spawning"
by Maynard Johny, Jr.; 2008, Limited Edition Serigraph, hand-pulled, 15.5" x 15"

