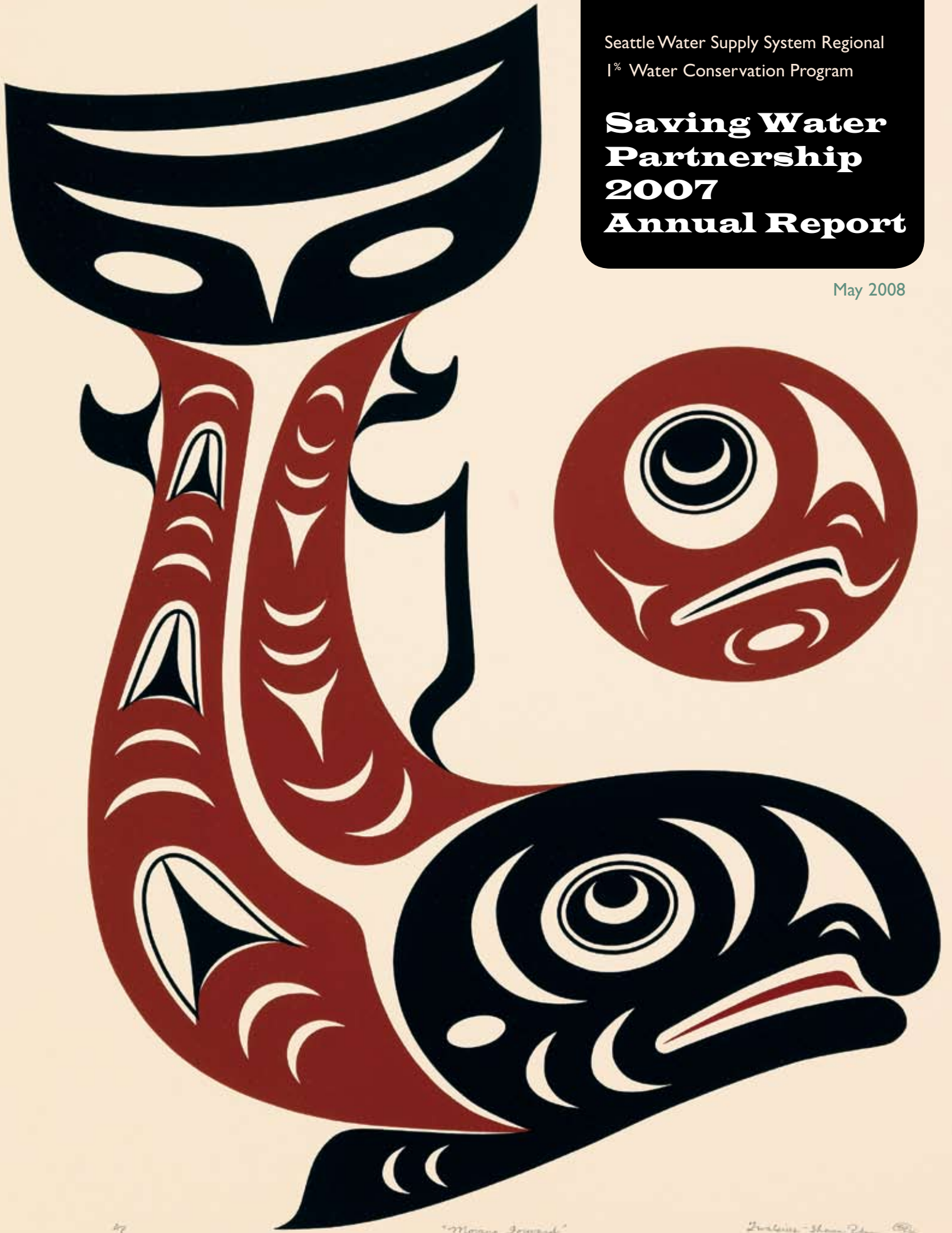


Seattle Water Supply System Regional  
1% Water Conservation Program

**Saving Water  
Partnership  
2007  
Annual Report**

May 2008



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## Saving Water Partnership Regional 1% Water Conservation Program 2007 Annual Report

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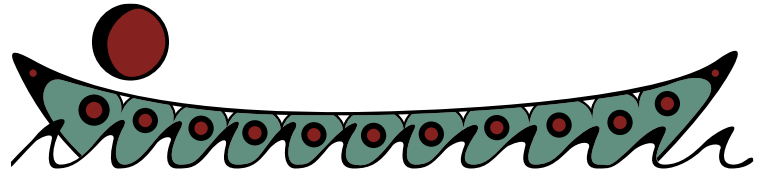
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# 2007

## Program Results



### Year in Review

The Saving Water Partnership (SWP), with the support of residential, commercial and institutional customers, delivered another year of excellent progress on regional water conservation, at completion of the seventh year of the 1% Program (2000-2010). Regional per capita use is continuing to decline when normalized for variation in weather conditions. In 2007 the 1% Program achieved 1.28 million gallons per day (mgd) of savings, slightly more than the 2007 annual target of 1.2 mgd, for a cumulative total of 7.63 mgd. The Program continues to be close to target to meet its 2010 water savings goal. Table 2 showing 2007 Long-Term Water Savings appears on page 6. Table 3 showing 1% Program Cumulative Savings appears on page 8.

The 1% Program advanced in all major customer sectors. An intensive effort took place to establish partnerships with Puget Sound Energy, Seattle City Light, and Cascade Water Alliance (Cascade) to conduct a major regional showerhead and aerator distribution program that delivered efficient, well-liked products to nearly 80,000 homes in the SWP service area. For the first time, program marketing materials used climate change to motivate customers to participate. In the landscape sector, rebate program savings more than doubled compared to 2006. In addition, a course on “smart” irrigation controllers that adjust with the weather was added to the Washington Irrigation Contractors Association bi-annual professional training, and a new “right plant, right place” campaign was developed and promoted in partnership with participating garden centers. A summer watering campaign tapped popular gardening personality Marianne Binetti to remind people to water deeply and less often. In the commercial sector a fixture research project was completed that will be used to develop a new rebate program for 2008, and the Greening Ethnic Businesses program

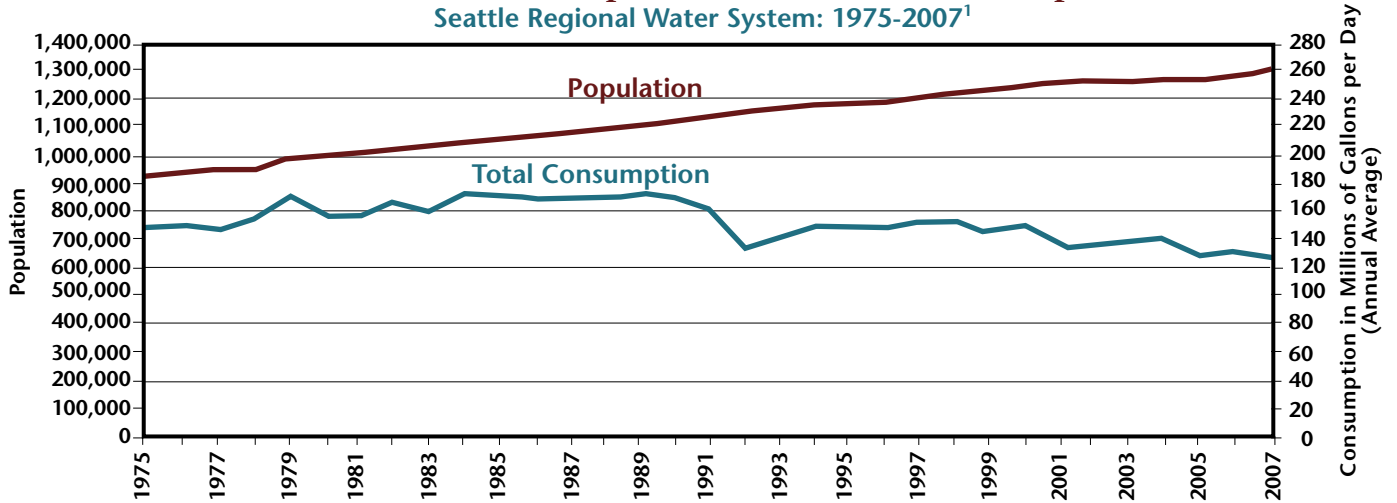
continued to attract and serve small ethnic businesses throughout the service area.

From a water use perspective, 2007 was very close to a “normal” year. Total consumption for the year was very close to and just a little less than the amount that was expected, including water conservation savings from the 1% Program. Summer weather in 2007 was almost exactly average. Regional water use continued to decline, as it has since 1990. The main focus of this 2007 Annual Report are savings from the 1% Program.

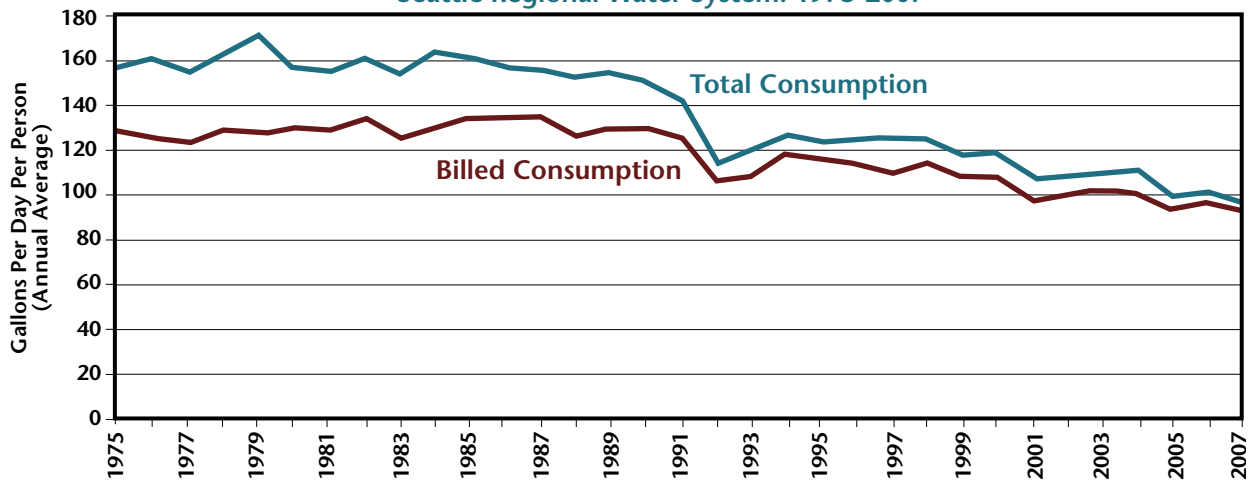
Charts 1 and 2 (on page 2) show how water consumption patterns have changed over time. For most of the region’s history, water consumption has increased along with its population. However, that link was broken around 1990 when annual consumption reached its highest levels of about 170 million gallons 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 now averages just 130 mgd. That’s less water than the region was using 40 years ago.

Chart 1 provides a perspective of declining regional water consumption in the context of a continuing rise in population served. Water consumption has declined by 44 mgd or 26% since 1990, while population has increased 16% during those same years. Chart 2 illustrates the dramatic progress made in per capita demand reduction. On a per person basis, water consumption has shrunk by one third from 150 to less than 100 gallons per day. Chart 3: Cumulative Water Savings (on page 7) shows the components of this decline in consumption in the SWP service area since 1999.

**Chart 1: Growth in Population and Water Consumption**  
Seattle Regional Water System: 1975-2007<sup>1</sup>



**Chart 2: Water Consumption Per Person**  
Seattle Regional Water System: 1975-2007<sup>1</sup>



<sup>1</sup>In the years 1999 through 2003, the SWP service area included Cascade utilities. Due to the difficulties in separating Cascade data from SWP data in some years, both Charts 1 and 2 include the Cascade service area for the years 1975 through 2007.

## Regional 1% Program Goal and Objectives

The regional 1% Water Conservation Program (1% Program) is sponsored by the Saving Water Partnership (SWP). This Partnership includes the City of Seattle and its retail service area (population 628,000) and a group of 17 utilities (population 416,000) purchasing wholesale water from the City of Seattle. Five Cascade utilities that were part of the 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 popula-

tion served. Seattle Public Utilities administers the 1% Program in collaboration with participating wholesale utility customers, under terms of long-term water supply contracts.

The regional 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. SPU and its wholesale customers remain committed to achiev-

ing the 11.0 mgd annual average savings goal in 2010 and have adopted this goal in compliance with the State of Washington Water Use Efficiency Rule.

The long-term goal of the 1% Program, as stated in 1999 when the Program was adopted, was to keep water demand at the end of 2010 the same level as it was in 2000, despite growth in population and economic activity. At that time this 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. To achieve this goal based on the forecasted growth rates at the time of Program initiation, two specific target objectives are now being used to track program achievements:

- Track cumulative historical progress in reaching the overall program goal established in the *Ten Year Conservation Program Plan*, to achieve total programmatic conservation savings (as adjusted following the departure of Cascade utilities) of 11 million gallons per day (mgd) annual average savings (14.5 mgd peak season) in the ten years from 2000 through 2010;
- Achieve annual programmatic conservation savings targets at a pace needed to cumulatively reach 11 mgd by the end of 2010. The annual target for year 2007 was 1.2 mgd.

In 1999, the 1% target 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 more 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

In 1998, SPU completed a detailed econometric analysis of water conservation potential, the *Conservation Potential Assessment* (CPA, Seattle Public Utilities, 1998). The CPA provides a rigorous analysis of the cost, volume, and reliability of conservation savings available within Seattle's wholesale and direct service areas. The CPA is an analytical tool used to help direct customer demand reduction programs towards the most cost-effective conservation opportunities. The CPA was instrumental in shaping the 1% Program in terms of selecting measures to meet the goal and budget to support the effort.

The 1998 CPA was updated in 2004 and 2006 (CPA, Seattle Public Utilities,). In addition to calculating water savings and levelized costs for 135 conservation measures, the 2006 CPA incorporates efficiencies expected from the State Building Code relative to plumbing fixtures. The 2006 CPA calculates other benefits obtained by conservation measures including savings from reductions in demand for electricity, storm water and wastewater. It also ranks conservation measures according to the marginal cost of achieving a unit of water savings.

The 2006 CPA analysis was used to:

- Incorporate updated CPA savings estimates into the regional 1% Program to fine-tune the implementation measures for 2007 through 2010;
- Package groups of measures to evaluate future, post-2010 1% Program water conservation alternatives of varying intensity; and
- Analyze "Technical Potential" packages for the SPU Water Supply Planning Model.

### Conservation After the 1% Program

SPU and its wholesale customers have selected a regional conservation goal 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", which ends after 2010. Both efforts are included in SPU's 6-Year Conservation Goal, 2007 through 2012, stated in SPU's 2007 Water System Plan.



The 2011 through 2030 goal is viewed as low-cost insurance for meeting potential future challenges from climate change, as a low-cost way to manage and protect water resources, and

as a low-cost way for customers to manage their bills. If more water is needed in the future, additional conservation would be considered as a supply option.

## 2007 Program Measures and Strategies

Conservation savings have resulted from improvements in water use efficiency in residential, commercial, industrial, institutional and landscape customer sectors. 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. Table 1 provides details on the types of measures and the strategies used in 2007.

The 2007 1% Program fixture and equipment rebate programs for residential and commercial customers expanded upon 2006 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 target 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 a host of targeted promotions.



Ben Grumbles, Assistant Administrator of Water for the U.S. Environmental Protection Agency (EPA), (left) participated with SPU's Al Dietemann in a "Flush-Off" of several HET's and spoke about the importance of this next generation of toilets. Mr. Grumbles also took the occasion to present Al Dietemann with a 2007 EPA national Water Efficiency Leader award.



Four regional garden centers offered plant discounts and created Right Plant, Right Place displays to help people choose plants that would thrive in their yards with little watering.



The Showerhead Replacement Program used direct mail and TV advertising to achieve a 31% participation rate.

**Table I: 2007 Conservation Measures and Strategies**

Types of Measures	Types of Strategies
<b>RESIDENTIAL INDOOR</b>	
<ul style="list-style-type: none"> <li>• Replace washing machines</li> <li>• Replace toilets, showerheads &amp; faucets (single family and multifamily)</li> <li>• Fix leaks</li> <li>• Change behaviors (flushes, faucet use, shower time, full loads)</li> </ul>	<ul style="list-style-type: none"> <li>• WashWise rebates</li> <li>• Free showerhead distribution via direct mail</li> <li>• Multifamily toilet rebates</li> <li>• Building owner and operator targeting</li> <li>• Behavior messaging</li> <li>• Collaboration with energy utilities</li> <li>• Program recruiting through media, mailing</li> <li>• Promotion of Flush Star and WaterSense toilet performance</li> </ul>
<b>RESIDENTIAL LANDSCAPE</b>	
<ul style="list-style-type: none"> <li>• Reduce peak water use               <ul style="list-style-type: none"> <li>• Irrigation system performance</li> <li>• Landscape watering behaviors</li> <li>• Practices that affect watering (e.g. mulch, soil prep and plant selection)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Irrigation system efficiency rebates</li> <li>• Right Plant/Right Place promotion via retailer partnerships (nurseries, home &amp; garden centers)</li> <li>• “Water Deeply” summer radio campaign</li> <li>• Natural Lawn &amp; Garden Guides (how-to materials)</li> <li>• High peak users targeting - focus on smart controllers</li> <li>* Trainings for irrigation professionals</li> <li>• Documentation of irrigation component performance results through Irrigation Association SWAT Initiative</li> </ul>
<b>COMMERCIAL PROCESS/DOMESTIC</b>	
<ul style="list-style-type: none"> <li>• Upgrade toilets and other domestic water use fixtures</li> <li>• Upgrade efficiency of equipment for cooling, process other industrial uses</li> <li>• Improve cooling performance</li> <li>• Upgrade efficiency of specific water consuming medical and lab equipment</li> <li>• Outreach to ethnic businesses</li> <li>• New construction incentives</li> </ul>	<ul style="list-style-type: none"> <li>• Small and large business targeting</li> <li>• Restaurant targeting - efficient food steamer rebate</li> <li>• Outreach to business groups through Resource Venture</li> <li>• Technical assistance, assessments, workshops</li> <li>• Financial incentives (custom projects &amp; standard rebates)</li> <li>• Bonus incentives to increase specific measure participation</li> <li>• Targeted promotion through vendors, trade groups, agencies</li> <li>• End-use metering wherever possible to build cost-effective conservation recommendations</li> </ul>
<b>COMMERCIAL LANDSCAPE</b>	
<ul style="list-style-type: none"> <li>• Improve watering efficiency               <ul style="list-style-type: none"> <li>• Upgrade irrigation equipment (controllers, rain sensors, drip)</li> <li>• Improve scheduling &amp; maintenance</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Assessments, workshops and technical assistance</li> <li>• Financial incentives (custom projects and set rebates)</li> <li>• Targeted recruiting and promotion to large commercial customers</li> <li>• Market transformation by establishing and building vendor and contractor relationships</li> <li>• Trainings for irrigation professionals</li> </ul>
<b>Supporting Elements</b>	
<b>YOUTH EDUCATION (Supports savings in other sectors)</b>	
<ul style="list-style-type: none"> <li>• Build conservation awareness and residential measures</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorships of water festivals and events</li> <li>• Educator resources</li> <li>• Classroom and take-home materials and devices</li> <li>• Web-based interactive activities</li> </ul>
<b>OVERALL MESSAGING (Supports savings in other sectors)</b>	
<ul style="list-style-type: none"> <li>• Conservation awareness supporting recruitment of residential and commercial customers</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted marketing</li> <li>• Collaboration with Puget Sound regional water utilities</li> <li>• Festivals</li> </ul>
<b>PROGRAM EVALUATION (Supports savings in other sectors)</b>	
<ul style="list-style-type: none"> <li>• Evaluate measure savings</li> <li>• Evaluate program effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Potential Assessment</li> <li>• Annual reports</li> <li>• Customer baseline surveys of attitudes and behaviors</li> </ul>

## 2007 Program Performance

Total water consumption in 2007 was 126 mgd, down from 131 mgd in 2006. Rainfall and temperature in the summer of 2007 were very close to normal. Total consumption for the year was just 1 mgd less than what had been forecast.

Cumulative long-term<sup>1</sup> water savings remain on track to reach the Program savings goal of 11.0 mgd (cumulative total of average annual savings) by 2010. The goal of reducing per capita consumption by 1% — and thereby keeping total demand flat — is being met. 1% Program savings of 1.28 mgd are estimated to have been achieved in 2007, slightly above the annual target of 1.2 mgd. Total long term customer savings for 2007 (that can be attributed to the 1% Program as well as conservation related to increased water rates, the plumbing code, and the Seattle-only low income and accelerated programs) are estimated at 2.35 mgd. Table 2 shows the various components of the estimated long-term savings achieved in 2007, along with expenditures:

**Table 2: New Water Savings<sup>1</sup> Achieved in 2007 and Program Cost**

Component	Annual Average Million Gallons Per Day	Program Cost in Thousands of \$
<b>Regional 1% Conservation Program</b>		
Hardware Incentives		
Residential Indoor	0.54	\$ 1,203
Landscape	0.12	\$ 409
Commercial Non-Landscape	0.22	\$ 983
Total Hardware	0.88	\$ 2,595
Behavior	0.40	\$ 514
<b>Total 2007 1% Conservation Program</b>	<b>1.28</b>	<b>\$ 3,109</b>
Seattle-Only Conservation Program	0.07	\$ 932
<b>Total 2007 Conservation Programs</b>	<b>1.35</b>	<b>\$ 4,041</b>
Price Elasticity <sup>2</sup>	0.40	
Plumbing Code <sup>3</sup>	0.60	
<b>Total Customer Long-Term Savings</b>	<b>2.35</b>	
<b>Total System Operation Savings<sup>4</sup></b>	<b>1.15</b>	
<b>TOTAL SAVINGS FOR 2007</b>	<b>3.50</b>	

- As opposed to short-term transitory savings such as those associated with water curtailment events or economic downturns.
- Price effects and behavior change savings components are so interrelated that they can't be easily separated by SPU's analytical tools.
- A considerable effort continues to be made to revise local, state, and national water efficiency codes and standards to obtain future savings. The cost for this ongoing effort is included as hardware costs, since they all relate to hardware change out.
- Non-revenue water declined further in 2007 as metering was installed on some of the remaining open reservoirs to better control overflowing. Two more reservoirs were taken out of service prior to being replaced with covered reservoirs.

*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 0.88 mgd annual average in 2007.

*Price and Behavioral Savings* include permanent conservation achieved from changes in customer water-using behaviors. Estimated to be 0.8 mgd annual average in 2007, these savings are difficult to separate from each other since price has a strong influence in stimulating customers to change water using behaviors. Price savings came from using the price elasticity and overlap parameters calculated from SPU's water demand forecast model.

*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 shower-heads and aerators). The 0.6 mgd of code savings shown would happen with or without a regional conservation program just 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. The Mayor and Seattle City Council, in Seattle Ordinance #120532 (I-63 Settlement Ordinance) directed 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" 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), yet the region benefits from these water savings. A portion of the cost of the Conservation Potential Assessment (CPA) analysis was funded from this Seattle-only program.

*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

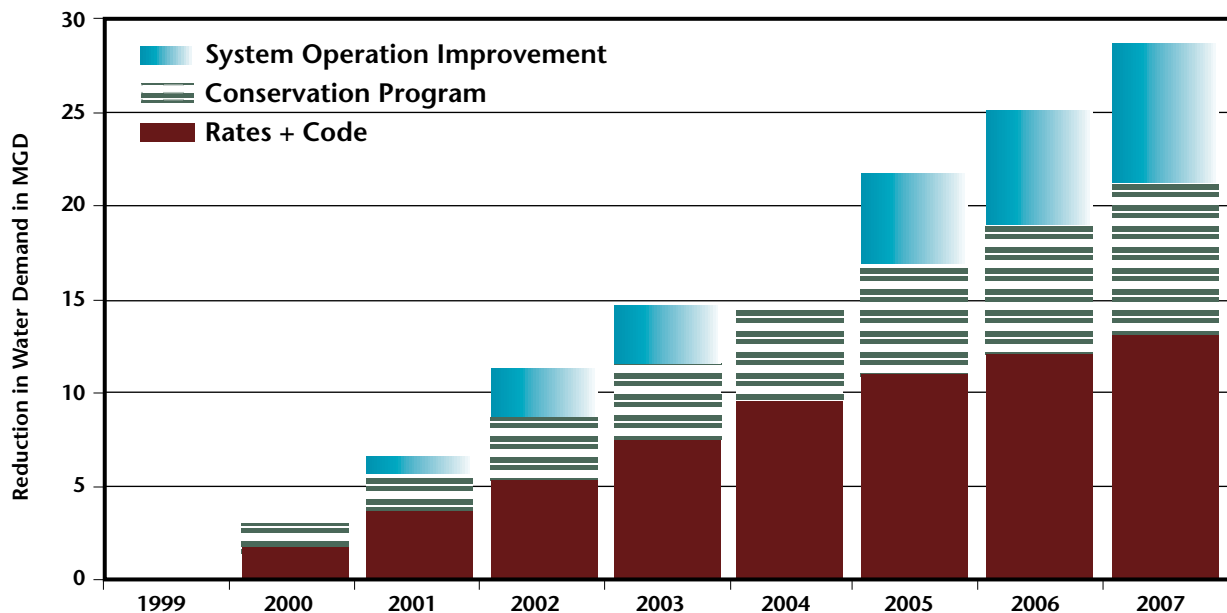
overflowing to optimize water quality. However several recent changes have contributed to non-revenue water falling to new lows since 2005. As more and more reservoirs are covered, the need for cleaning and overflowing is significantly reduced. In addition, the installation of meters at the outflows of some of the remaining open reservoirs has improved overflow monitoring. As a result, non-revenue water dropped to 6.3 mgd in 2006 and 5.1 mgd in 2007. Estimated system savings for 2007 is 1.15 mgd.

## Cumulative Savings

Chart 3 depicts cumulative water savings. The chart is best used as a picture of historical progress, rather than as an absolute count of cumulative 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 how water mains and reservoirs are flushed to maintain the highest water quality. With the notable exception of 2004 when more than usual reservoir overflowing occurred, system savings have been steadily accruing since 2000.

**Chart 3: Cumulative Water Savings<sup>1</sup> Since 1999**



<sup>1</sup>This chart provides historical progress rather than an absolute count of cumulative savings. All program categories are shown as annual average savings.

The savings breakout in Chart 3 was estimated as follows:

1. Rates - price elasticity parameters from SPU's water demand forecast model.
2. Code - natural replacement of plumbing fixtures by customers as forecast in SPU's Conservation Potential Assessment model.
3. Conservation Programs - includes 1% Program and Seattle-only I-63 Settlement Ordinance. See individual program estimates from this report.
4. System Operation - analysis of non-revenue water and system operation use.

## Progress in Meeting the Regional 1% Goal

Table 3 shows the year-by-year savings targets and actual accomplishments of the regional 1% Program leading up to the overall program goal in 2010 established in the *Ten Year Conservation Program Plan*. Estimated cumulative savings at the end of 2007 are close to target. Actual 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 to reach the 2010 goal.

**Table 3: Regional 1% Program Cumulative Savings**

	2000-01 "Ramp-up" 2-Year Total	2002	2003	2004	2005	2006	2007	2008	2009	2010
Actual 1% Savings Cumulative in MGD <sup>1</sup>	2.15	3.08	3.78	4.48	5.42	6.35	7.63			
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 <sup>2</sup>

<sup>1</sup>Numbers are different than previously reported due to rounding.

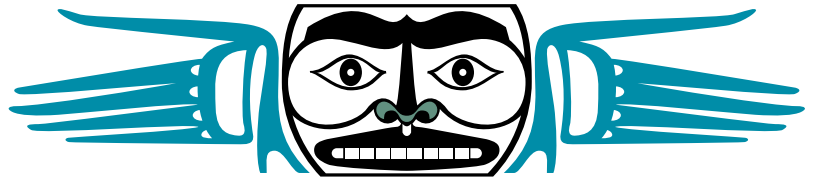
<sup>2</sup>Note: Original 1% Program goal was 18 mgd peak season cumulative through year 2010, adjusted to 14.5 mgd peak savings for departure of Cascade utilities from the regional conservation program at the end of 2003. In 2005, to be consistent with reporting of code, price, and non-revenue water 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.



Molly Brumley of Colehour+Cohen and Arece Hampton of SPU compare the performance and water use of a 3.5 gallon toilet with a new 1.28 gallon Water Sense model.



# Detailed Program Accomplishments



Program savings and accomplishments in 2007 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 2008. This Chapter provides detailed results of conservation program activity in each major customer sector.

## Highlights:

- The SWP conducted a major regional showerhead and aerator distribution program in 2007. Nearly 80,000 single family residential households participated, saving significant amounts of water and energy.
- The WashWise program had another successful year, processing nearly 7,000 rebates for efficient clothes washers.
- The SWP began educational efforts to introduce 1.28 gallon per flush high-efficiency toilets (HET's) to residential and commercial customers, property managers, and plumbers.
- The SWP promoted "smart" irrigation system controllers to customers and irrigation professionals through advertising, newsletter articles, and mailings to customers. (Smart controllers are weather or soil-moisture based controllers that have been shown to reduce water use by up to 30%.)
- The SWP and the Washington Irrigation Contractors Association offered two, week-long series of trainings for irrigation professionals, including well-attended sessions in Spanish. For the first time, the sessions included technical trainings to teach contractors how to properly maintain and install "smart" controllers.
- The SWP expanded its partnership with area garden centers through the Right Plant, Right Place campaign.
- A urinal research and testing project was completed in 2007 for the commercial sector to study customer satisfaction and enhanced water efficiency. The results will be used as the basis for an expanded urinal retrofit program.
- SWP members developed new reporting systems in 2007 to ensure that the regional program met the requirements of the new State Department of Health Water Use Efficiency Rule, which requires annual reporting of water conservation goals and progress.

## Residential Indoor

**Table 4: 2007 Residential Hardware Savings**

Measure	Fixture Targets	Fixtures Installed	Savings (gallons/day)
Single Family Showerheads	66,000	79,892	361,643
Multifamily Toilets	5,000	2,255	57,277
Washing Machines	6,500	6,982	112,106
Non-Rebate Savings	NA	NA	11,784
Total Savings			542,810

### Regional Showerhead & Aerator Distribution

The SWP conducted a major regional showerhead and aerator distribution program in 2007, in partnership with Seattle City Light, Puget Sound Energy and Cascade. More than 79,000 single family residential customers in the SWP service area participated, saving 361,643 gpd. With customer satisfaction high and participation at 31%, the program was a great success. Customers who replaced inefficient fixtures with "beyond

code" 2.0 gallons per minute (gpm) showerheads, and 1.0 gpm faucet aerators, saved an estimated 4.5 gallons per day per household. And since most of the water saved is hot water, an average household is saving 172 kilowatt hours a year. The showerhead evaluation study and negotiations with partner agencies that took place in 2006 enabled this program to take place in 2007 in a seamless way. By leveraging the resources of the four partner agencies, 100,357 customers received showerheads and aerators in the combined SWP-PSE-SCL-CWA region, saving about 455,000 gallons of water a day. The program has created good long term relationships the SWP can build on for future programs.

The program launch in June featured Seattle Mayor Greg Nickels, Vice President of PSE Energy Efficiency Services, Cal Shirley, and Chair of CWA, Grant Degginger. The event received media coverage on KING5, KOMO, KCPQ, and KIRO television, the Seattle Channel, as well as radio and newspaper. Participation in the program was generated through a direct mail piece with a tear-off reply card, supported by television

ads and print ads in non-English language newspapers. Partner utilities also placed articles in their utility newsletters and in local newspapers. The direct mail piece urged customers to “Become a part of the solution to global climate change.” This was the first time an SWP program included climate change as a motivator for participation.

### **WashWise Resource Efficient Clothes Washers**

The WashWise Program had another very successful year, processing nearly 7,000 rebates in 2007 and achieving more than 110,000 gallons per day of savings. The SWP, Seattle City Light, Cascade Water Alliance and Puget Sound Energy combined efforts to implement a uniform program with one rebate form and consistent rebate levels of \$50-\$100, making participation much easier for customers and retailers. In addition, three new partners joined the program: the City of Renton, Tacoma Water and Tacoma Power. This furthered the regional aspect of this rebate program, providing many more customers with the opportunity to participate, and spreading program marketing costs to make the program more cost-effective. New point-of-purchase clings, banners and signage were installed at retailers, which brought a new and brighter look to the program, and attracted customer participation.

### **Multifamily Toilet Rebates**

In 2007, 2,255 toilets in 106 apartment buildings were upgraded to 1.6 gallons per flush from 3.5 gallons per flush or greater models, saving the region 57,277 gallons per day. The program also raised customer awareness of the U.S. Environmental Protection Agency’s new WaterSense labeled high-efficiency toilets (HET’s) that flush 1.28 gallons or less. The program began researching this new generation of toilets in preparation for adding HET’s to the list of toilets eligible for a rebate. With the introduction of HET’s, use of the FlushStar list will gradually phase out over the course of 2008, as WaterSense toilets are phased in.

### **High Efficiency Toilet Promotion**

Several “Flush-Off” events were held to promote the new EPA WaterSense toilets that are now available on the market. On December 6, a special event for local plumbers was hosted by and held at Ferguson where four high efficiency toilet (HET) models were set up to display the flushing capability and special features of each. More than 100 plumbers came to view the models, ask questions of SPU staff and manufacturer’s representatives, and enjoy lunch sponsored by some of the manufacturers.

On December 7, Ben Grumbles, Assistant Administrator of Water for EPA, made a visit to a local apartment building which recently took advantage of an HET pilot project through SPU’s Multi-Family Toilet Rebate program. Mr. Grumbles participated in a “Flush-Off” of several HET’s and spoke about the importance of this next generation of toilets from the current 1.6 gpf toilets on the market. Reporters from KIRO and KOMO TV were on the scene, and additional press coverage by the Seattle Post Intelligencer appeared in an article on Monday, December 10, 2007.

On December 11, the SWP staffed a highly visible booth at the annual Trends Show targeting residential property managers in the Puget Sound region. The SWP staged another “Flush-Off” event along with several manufacturers’ representatives which generated a lot of interest and questions from attendees. As a result of this event, a member of one of the large property management groups and also a Rental Housing Association Board member sent an email to 700 colleagues specifically about the Multifamily Toilet Rebate Program. The message spoke highly of the program’s merits and efficiency.

### **Behavior Messaging**

In 2007, the SWP helped educate people about fixing toilet leaks and washing full loads of clothes and about replacing old toilets with quality, FlushStar or WaterSense labeled models. Research has shown that many people will not believe that 1.6 gallon toilets can flush well until they see it for themselves, so a regional television advertising campaign took place in October to invite people into retail stores to see or ‘test-drive’ FlushStar or WaterSense toilets. Ads were placed in non-English language newspapers to support the TV campaign. Retailers participated enthusiastically in the campaign, displaying signage and registering their companies as WaterSense Retail Partners, and stocking new WaterSense labeled models. The promotion continued with three regional “Flush-Off” events in December: one targeted to plumbers, one targeting media, and one targeting multifamily property owners and managers.

The SWP also assisted customers in moving beyond awareness to trying out a new behavior through person-to-person interactions at community festivals. The SPU display featured a toilet and on two occasions a WashWise clothes washer so customers could discuss fixing leaks and washing full loads of clothes. Approximately 3,400 households were contacted during the festival season. SPU staffed a booth at seven Seattle festivals while Woodinville, Northshore and Bothell hosted the Spring Garden Fair, and Highline, Duvall and the Cedar River Watershed held festivals of their own. The SWP also co-funded the Sammamish Watershed Festival in cooperation with other area utilities.



## Looking Ahead to 2008

A detailed program evaluation of water and energy savings for the single family showerhead program will be completed early next year. A showerhead program for multifamily residents and condominiums is now being planned for 2008, in cooperation with energy and water utility partners. 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 minorities. The Multifamily Toilet Rebate

Program and educational messaging for single-family customers will focus on WaterSense labeled HET's and will continue to phase out the FlushStar list. The commercial urinal retrofit program will be revamped. Beginning in January, the SWP will no longer subsidize the cost of toilet recycling. Both single family and multifamily customers may pay to recycle old toilets, or to dispose of their old toilets as garbage.

## Residential and Commercial Landscape Highlights

**Table 5: 2007 Landscape Customer Outreach**

Outreach Contact Type	Outreach Target	Actual Outreach
Naturals Guides, Plant List and Soaker Hose Fact Sheet	65,000	57,860
Savvy Gardener Subscriptions	2,200	1,746
Savvy Gardener Class Attendance	350	261
Professional Trainings	600	2,185
Lawn & Garden Hotline Questions	9,000	10,631
Earned Print Media Spots	NA	14
Summer Radio Advertising Spots	NA	700
NW Natural Yard Days (Number of Discounted Products Sold)	NA	156,843

**Table 6: 2007 Landscape Hardware Savings**

Measure	Number of Customers	Savings (gallons/day)
Single Family Home Rebates	222	14,833
Single Family Non-Rebate		12,686
Commercial (Including Multifamily) Rebates	19	68,143
Commercial Non-Rebate		22,027
Total Savings		117,689

### Right Plant, Right Place

When gardeners choose plants that match the sun, shade and soil conditions in their yards, they can have successful gardens and use less water at the same time. When the right match isn't made, plants struggle and gardeners may try to help their plants by adding more water or fertilizer. Encouraging gardeners to understand and use this "right plant, right place" concept correctly is a long-term effort. In 2007, SWP continued to address this challenge through our Savvy Gardener classes, electronic newsletter and a new partnership with the area's four largest nurseries.

### Savvy Gardener Classes & Spring Garden Fair

SWP hosted six classes with a total of 261 attendees at Swansons and Molbak's garden centers. These two nurseries draw customers throughout the SWP service area. In addition, SWP hosted six classes in private gardens where attendees could fully experience the success of using "right plant, right place." Class sizes were limited by the size of the gardens with attendance totaling 90 people. The guiding theme throughout was showing gardeners how to select plants based on the sun, shade and soil found in their gardens.

In addition, nearly 800 people attended the Spring Garden Fair on April 24th, hosted by Woodinville Water District, City of Bothell, Northshore Utility District and the Saving Water Partnership (SPU). The one-day fair in Woodinville offered five different gardening and irrigation classes with attendance ranging from 20 to 100 people per class. The fair sold out of rain barrels and gave attendees opportunities to buy compost bins, native plants, gardening books as well as learn about related topics from partnering non-profit organizations.

### Savvy Gardener Connection

July of 2007 marked the one year anniversary of starting this electronic newsletter geared toward gardening customers. Subscription grew from 1,100 at the end of 2006 to 1,746 at the close of 2007. The quarterly newsletter provides "expert advice" from a different horticulturist in each issue and informs readers about Savvy Gardener classes, agency-sponsored promotions (such as NW Natural Yard Days and Right Plant, Right Place) seasonal automatic irrigation tips and links to SWP's Natural Lawn & Garden Guides and other resources.

### Nursery Partnership via Right Plant, Right Place Campaign

While SWP has partnered with nurseries on classes, soaker hose discounts and brochure distribution, a promotion based on plant discounts had never been tested. From September

1 through October 31, four nurseries. Swansons, Molbak's, Furney's and Sky (representing the four largest nurseries in the four corners of SWP's service area) offered plant discounts of at least 25% to encourage customers to choose plants based on plant needs as opposed to aesthetic reasons. As described earlier, choosing plants using the "right plant in the right place" concept should result in lower water needs and could reduce or eliminate fertilizer and pesticide use in the long run. SWP produced and paid for advertising and in-store signage, while nurseries covered the cost of plant discounts and internal promotion. Though tracking of sales was not possible for the retailers, at least three of the four are interested in pursuing a year-round campaign for the long-term. All of the partners, including SWP, used this year to explore the timing of the discount, effective signage, tools to raise awareness and to determine how these elements might change in the future.

### **The Watering Forecast**

Beginning in early June, Steve Pool of KOMO 4 News announced water conservation tips twice a week during his weather broadcast and directed people to the KOMO weather web site to view the new Watering Forecast for information about how to adjust watering schedules on their irrigation systems. These announcements replaced the daily announcement of the Seattle area Watering Index ([www.iwms.org](http://www.iwms.org)).

### **Summer Watering Campaign**

The 2007 campaign employed several elements, including radio advertising, printed materials, and articles in SPU's CurbWaste & Conserve and At Your Service publications. Messages included information on how to water for optimal plant health, how to water to establish new plants, and information about improving the efficiency of automatic irrigation systems.

The radio ad campaign featured Marianne Binetti, a popular garden columnist and speaker, who educated customers on how to water to achieve healthy plants with deep root systems. The ads aired on KIRO-AM, KOMO-AM, KWRM-FM, KWJZ-FM and KIXI-AM during the weeks of July 23, July 30, Aug. 13 and Aug. 20. A new flyer, "Watering to Establish Your New Plants", was developed to complement the campaign. The flyer was distributed through the four nurseries the SWP partnered with on the Right Plant, Right Place campaign: Swansons, Molbak's, Furney's and Sky.

According to the Natural Lawn and Garden Hotline, the Hotline received more contacts than during the same period of the previous year on all watering topics. In June, there were 410 calls on manual irrigation, which coincided with a promotion

relating to soil corers that ran in SPU's CurbWaste & Conserve, over 10 times more than normal. Wholesale customers were invited to offer soil corers to their own customers as well, if desired.

### **Plant List Revision**

The SWP began to redesign the Plant List for printing in 2008, when supplies of the current list will be exhausted. In addition to expanding the list of plants, the format is changing to appeal to both newer and more experienced gardeners. Its foundation will be a "core list" of plants that work well in a wide range of conditions in Pacific Northwest gardens. There will also be separate listings of plants for special situations, such as hot and dry conditions, dry shade, etc.

### **Professional Training In Natural Landscaping**

SPU's county-wide professional training (funded solely 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 2007, 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; 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 landscape architects, architects, developers, planners, engineers, builders, project managers, grading contractors, realtors, landscape installation and maintenance contractors (including Spanish-speaking professionals), and students preparing to enter these professions.

- In 2005, 1,580 professionals participated at a total of 24 training events.
- In 2006, 2,015 professionals participated at a total of 29 training events.
- In 2007, 2,185 professionals participated at a total of 47 training events.



### **Natural Lawn and Garden Hotline**

The regional Hotline continued to be a resource to help customers use less water, avoid pesticides, build healthy soil and find “natural” solutions to gardening problems. Starting in March, the Hotline added Saturday hours (9:00 a.m.-5:00 p.m.). The Hotline is jointly funded by the SWP, SPU Solid Waste Utility, and the King County Local Hazardous Waste Management Program. In 2007 the Garden Hotline had 6,196 contacts from the gardening public, answering 10,631 questions. 17% of calls are from King County outside of Seattle. In 2008 the Garden Hotline will be marketed more aggressively to King County residents

### **Northwest Natural Yard Days**

Funded by the SWP, SPU Solid Waste Utility, King County and Suburban Cities Association, the fall promotion of mulching lawn mowers and other natural yard care products at regional retailers encouraged outdoor water use efficiency. Sales of products that improve water efficiency, such as soaker hoses and water wands, increased significantly compared to 2006. Sales of compost increased slightly, and sales of bark mulch, after an increase in 2006, decreased in 2007.

### **Commercial Landscape Assessment Pilot Project**

The SWP developed a pilot landscape assessment program for commercial customers with high peak consumption to offer recommendations on irrigation system efficiency and other aspects of the landscape that can reduce consumption. The program provided three large commercial customers with assessments. In addition to technical assistance, the customers were offered cost-sharing rebates to make water-saving improvements to their landscapes and irrigation systems. One customer made significant repairs and scheduling improvements to their system, and a second worked with SWP to plan a new, more efficient irrigation system that will be installed in 2008. Staff will continue to work with these customers in 2008 to encourage additional improvements that have the potential for cost-effective savings.

### **Water Efficient Irrigation Program and Rebates**

During the spring, the SWP ran 30 second ads on KOMO AM radio reminding customers that automatic irrigation systems can waste up to 50% of the water they apply, and encouraging customers to get a tune-up by a licensed professional or take advantage of rebates on “smart” controllers and other water-efficient devices. In the summer, the SWP completed two mailings that promoted “smart” controllers and the rebate program to approximately 15,000 high peak and backflow inspection customers. Smart controllers are weather or soil-moisture based controllers that automatically adjust based on environmen-

tal conditions. They have been shown to cut water use by up to 30%. Though most customers still learn about the rebate program through their contractor, after the mailing there was an increase in customers who reported that they learned about the rebates through a letter, indicating that the mailings were successful in encouraging more customers to upgrade their controllers. SWP also provided contractors and irrigation suppliers with door hangers and postcards to distribute directly to their customers.

### **Irrigation Contractor Training and Vendor Fair**

According to the 2006 Regional Conservation Survey, 35 percent of customers with irrigation systems hire irrigation specialists to maintain their systems. Encouraging irrigation contractors to promote the SWP rebates and providing opportunities to increase their expertise are key strategies of the Water Efficient Irrigation Program. To that end, SWP and the Washington Irrigation Contractors Association (WICA) held a series of trainings for irrigation and landscape contractors in August and November. The trainings included free classes in simplified sprinkler scheduling and irrigation system maintenance and repair. SWP offered one class in Spanish at each of the trainings; approximately 60 contractors attended these Spanish-language sessions.

For the first time, the SWP also offered a day of technical trainings on smart controllers (weather or soil moisture based controllers that automatically adjust with changes in the weather). In order to make sure that contractors know how to properly install and program them, the SWP brought in manufacturers of eight different smart controllers to give trainings on their products. At least 40 irrigation professionals attended these technical sessions. The week's events also included a water conservation vendor fair. In addition to irrigation contractors, participants included on-site maintenance staff from several large institutions.

### **Looking Ahead to 2008**

Plans are underway to integrate the topic of climate change into SWP programmatic messaging. The topic is of significant interest to our customers. Landscaping practices that the SWP promotes have the potential to both mitigate, and help customers adapt to, climate change. SWP staff are working with the four pilot garden centers (Swanson's, Molbak's, Furney's and Sky) to determine which elements of 2007's Right Plant, Right Place program will continue into 2008. Spring Savvy Gardener classes will again support the campaign in 2008 as they did in 2007. The Spring Garden Fair, first started by the Woodinville Water District, will expand to include Cascade and will move to Redmond City Hall.

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

**Table 7: 2007 Commercial Hardware Savings**

Measure	Projects	Savings (gallons per day)
Restroom Measures	24	43,763
Greening Ethnic Businesses – Restroom / Kitchen	14	840
Refrigeration / Ice / Cooling	4	16,271
Medical Equipment	1	4,080
Laundry Systems	6	40,864
Process Water	1	25,000
Kitchen Measures	3	1,395
Other Measures	1	7,386
New Construction Incentives	2	2,576
Total from Incentive Projects	56	142,175
Non-Incentive Savings		73,722
Total Savings	56	215,897

### Commercial Toilets for Ethnic Businesses

Forty-two Free Commercial Toilet Program applications were received from ethnic businesses around the SWP service territory through a program activity known as Greening Ethnic Businesses. The SWP's multi-lingual consultant had a higher success rate among ethnic businesses in the SPU service territory than among those in wholesale areas. Businesses that participated received not only free toilets, but installation of free aerators and pre-rinse sprayheads where appropriate.

### Efficient Urinal Research Study

With new technology available allowing for as little as an eighth of a gallon flush, and the Conservation Potential Assessment (CPA) identifying urinal replacement as a cost effective measure, 2007 was the time to consider targeting urinals as a stand alone program. Dozens of businesses throughout SWP were visited in order to determine the water conservation potential of existing bathroom urinals. Consultants conducted field surveys of existing urinal fixtures in order to build a pro-

file of every fixture likely to be found in the SWP service area. A subset of the surveyed fixtures was selected for performance testing; and a smaller number still will be retrofitted with selected high performance equipment to measure potential water savings for each item or combination of items. The results and recommendations will be used to help guide expansion of the urinal retrofit program in 2008.

### New Brochure for Businesses

A new brochure was produced to promote water conservation programs for businesses and multifamily complexes. This brochure is the first new marketing piece for the commercial sector in several years. Complete with case studies and testimonials from projects in wholesale water districts, the handout provides up to date information on water conservation programs available to the commercial and multifamily sectors in the SWP.

### Incentives for New Construction Projects

An incentive program to further the efficiency of new construction projects in the SWP area was developed in 2006. Several projects were completed in new commercial and multifamily buildings in 2007. Word of the program reached design and building professionals through the Seattle Department of Planning and Development newsletter articles and [www.saving-water.org](http://www.saving-water.org) and [resourceventure.org](http://resourceventure.org) websites, and other online communication avenues.

### Looking Ahead to 2008

New programs for 2008 are likely to involve specific end uses where efficiency options have surpassed code performance or standard efficiencies. Urinals, pre-rinse sprayheads, commercial dishwashers and other food service equipment could receive much more emphasis than in previous years. A strategy for acquiring more SWP participants in the Greening Ethnic Businesses program will be developed. New construction incentives will also receive more emphasis as the program matures and awareness increases in the design and building community..





## General Customer Outreach and Messaging

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. Customers were directed to the [www.savingwater.org](http://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 the residential indoor and landscape conservation measures.

During the spring, the SWP promoted water-efficient irrigation on KOMO Radio. Beginning in early June, Steve Pool of KOMO 4 News Weather announced water conservation tips twice a week during his weather broadcast and directed people to the KOMO weather website to view the new Watering Forecast. Also during the summer, the SWP conducted a campaign that employed several elements, including radio advertising, and printed materials. The SWP also completed two mailings promoting irrigation system rebates.

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 media weather forecasters, garden show hosts and garden writers to help spread the conservation message further increased customer participation. A regional television advertising campaign took place in October to invite people into retail stores to see or 'test-drive' FlushStar and WaterSense toilets. Ads were placed in non-English language newspapers to support the TV campaign. Retailers participated enthusiastically in the campaign, displaying signage

and registering their companies as WaterSense Retail Partners, and stocking new WaterSense labeled models.

SPU and the SWP are 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. In 2007, the Partnership conducted a highly visible bus sign awareness campaign with the message "We All Share the Same Water". The SWP distributed bookmarks from the campaign as well.

In October, SPU earned television media coverage of the return of wild Cedar River Chinook to 19 miles of the upper Cedar River. As part of this recognition of the success of the 2002 Landsburg Dam Fish Passage construction project, customers were recognized for their conservation efforts. The press release pointed out that water use efficiency has helped lower total regional water demand to below what it was in the 1960's, and that this saved water is being put to a good use. Salmon and trout are benefiting from improved stream flows in the Cedar and South Fork Tolt rivers.

### Looking Ahead to 2008

Plans are underway to integrate the topic of climate change into programmatic messaging. The topic is of significant interest to SWP customers. Both the showerhead distribution and WashWise programs address climate change by saving energy as well as water. Landscaping practices that the SWP promotes have the potential to both mitigate - and help customers adapt to - climate change.

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## Youth Education

**Table 8: 2007 Youth Education Performance**

Activity	Outreach Target	Actual Outreach
Shower Timers Distributed	800	1,600
Activity Books Distributed	800	1,500
WaterBusters Game Hits	NA	9,729

Efforts continued to educate young people about water conservation and environmental stewardship in 2007. New bookmarks were created to promote the newly-revised SWP Kid's Web Page, designed for people aged 7-17. The bookmarks were distributed at utility customer counters, events and schools. Shared Waters activity books and shower timers were also distributed.

A new venture took place in cooperation with the Woodland Park Zoo. The Zoo wished to include water conservation messages and device distribution as part of its regional Maasai Journey educational effort during the peak summer visiting season. Daily at 2 p.m. at the hippo exhibit from May 1 through September 30, a cultural interpreter provided information about hippos, the importance of waterholes as a source of water to both the wildlife and people of the savanna, and addressed problems they are facing as a result of global climate change. Program attendees had the opportunity to receive a free shower timer and water conservation kit at the end of the program in order to save water in their own homes. 3,951 people attended the Wonderful Waterholes program this summer. Hundreds of

timers and kits were distributed. Recipients were encouraged to record their experience installing and using the kits on Survey Monkey, a computer survey device. At the end of the season, 44% of visitors that provided an email address (a total of 81) responded in full to the follow-up survey. 25% of respondents listed specific actions they could take to reduce their water use, and another 23% remarked on the general need to conserve water. 84% of respondents used the shower timer, while 30% of respondents used at least one component of the kit. Overall, response to the program was positive. The findings show that many visitors were personally motivated and implemented the activities after they left Zoo grounds. The SWP benefited both from the device distribution and evaluation components of this collaboration.

### Mike Mercer Memorial Service Held July 22nd



For over 25 years Mike Mercer anchored the SWP regional youth environmental education program at Seattle Public Utilities, providing new learning opportunities about water, nature, and resource conservation to thousands of young people. Sadly, Mike passed away

unexpectedly on July 13th. Approximately 200 people attended a celebration of Mike Mercer's life on July 22nd at the Cedar River Watershed Education Center. Mike was active in environmental education his entire life, truly one of the pioneers of water conservation in the Puget Sound Region. The network of people in attendance demonstrated his impact, influence, and ability to work successfully with a broad network of youth and adults. Mike will be greatly missed. The Environmental Education Association of Washington Mike Mercer Scholarship Fund and the Partnership for Water Conservation Annual Educators Award have been created in his honor.

### Looking Ahead to 2008

The SWP will participate 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, will examine options for creating a multi-county schools program that provides water conservation education tools for teachers throughout the Puget Sound Region. The intent is to work with area educators to determine a preferred service and secure funding for roll-out in the fall for the new school year.

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## Evaluation and Monitoring

### Regional Survey and Billing Attribution Study

The 2006 Residential Water Conservation Benchmarking Survey and Attribution/Consumption Analysis enabled the SWP for the first time to analyze customer water consumption in relation to attitudes, behaviors and participation in SWP programs. One of the most important key findings was evidence that customer awareness of utility conservation programs affects their consumption, indicating the value of education and outreach program elements in a comprehensive conservation program. The final report was completed and can be found online at [www.savingwater.org](http://www.savingwater.org).

The 2006 annual accomplishments report was issued.

### Looking Ahead to 2008

Staff will begin implementing program changes based on the findings of the regional survey. An initial step will be to update the conservation "why" messaging to include issues of importance to both utilities and customers, such as climate change. A detailed program evaluation of water and energy savings from the residential showerhead program will be completed in early 2008.



# 2007 Programs and Accomplishments



Photo above: Wonderful Waterholes Partnership with Woodland Park Zoo. Sokoine Ntalamia provides information about the importance of water-holes as a source of water. Attendees had the opportunity to receive a free shower timer and water conservation kit at the end of the program in order to save water in their own home.

Photo by Ryan Hawk / Woodland Park Zoo

## Grow your business with "smart" controllers

Discover how "smart" irrigation controllers and special incentives from the Saving Water Partnership offer exciting growth opportunities for your business.

Your customers can get a \$450 rebate on any qualifying "smart" controllers.



**WASHWISE** Clothes Washer Rebates up to **\$100**



## Get Loads of Savings

Saving energy and water together! That is exactly what the Wash-Wise program is all about. Your local energy and water utilities listed below have joined together to offer you a rebate on the purchase of qualified resource saving clothes washers. This is the perfect opportunity for you to be part of the savings team which is focused on conserving natural resources, protecting habitat and maintaining a healthy environment for the Puget Sound region and beyond.



Photo top right: The "Grow Your Business" post card was mailed to landscape contractors to encourage them to market Water Efficient Irrigation Program rebates.

Photo middle right: Appliance retailers displayed this poster and other point of purchase materials to make customers aware of WashWise rebates.

Photo bottom left: This half-page ad ran in *On-Site*, a newspaper for property managers, to promote the rebate program and the transition from FlushStar toilets to WaterSense high-efficiency toilets (HETs).

**★ Tired of Your Tenants Flushing Your Money Down the Drain?**

**Install a WaterSense or FlushStar Toilet and Save With Every Flush**

Save up to 27% on your apartment building's water bills. You have the option of receiving **FREE Toilets** or an **\$80 Rebate** per toilet.

**Limited time only** **Save**

**Superior Performance**  
**Reliable Savings**

FlushStar WaterSense



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## 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

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*Saving Water Partnership*

Seattle and Participating Local Water Utilities

[www.savingwater.org](http://www.savingwater.org)



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