



SEATTLE WATER SUPPLY SYSTEM REGIONAL WATER CONSERVATION PROGRAM

Saving Water Partnership 2011 Annual Report - June 2012

**2011** marked a successful year for the Saving Water Partnership (SWP), the regional water conservation program for customers of Seattle and 17 participating wholesale water utilities. This report focuses primarily on the activities and results of the SWP in 2011. For an overview of conservation progress over the past decade, see the [Ten Year Program Review](http://www.savingwater.org/docs/2010_Annual_Report.pdf) summary at [www.savingwater.org/docs/2010\\_Annual\\_Report.pdf](http://www.savingwater.org/docs/2010_Annual_Report.pdf).

New Water Savings Achieved in 2011

Component	Average Annual Million Gallons Per Day
<b>Saving Water Partnership Program</b>	
Equipment Incentives	0.36
Behavior and Price Response <sup>1</sup>	1.04
<b>Total 2011 Saving Water Partnership Program</b>	<b>1.40</b>
<b>Other Customer Savings</b>	
Building Codes and Standards <sup>2</sup>	0.32
<b>TOTAL WATER CONSERVATION SAVINGS FOR 2011</b>	<b>1.73<sup>3</sup></b>

### HIGHLIGHTS OF 2011

- New fix-leaks videos produced and posted on regional web site [www.savingwater.org](http://www.savingwater.org)
- Toilet rebate program information available in Spanish, Chinese and Vietnamese on web site
- Highly successful WashWise Efficient Clothes Washer Program concluded after exceeding market transformation goal
- Successful commercial workshops held
- 450 attended Savvy Gardener Classes
- City of Renton joined Partnership at end of 2011

<sup>1</sup> Price effects and behavior change savings components are interrelated and can't be easily separated by SPU's analytical tools. However, most of this is thought to be price response. The regional Water Use Efficiency Goal includes customer price response to water and consumption-based sewer rates over the combined SWP service area for 2011 and 2012.

<sup>2</sup> Codes and standards establish efficiency requirements for appliances, plumbing fixtures and other water-using equipment. As customers upgrade their fixtures and equipment, savings will result if the equipment they are replacing is less efficient than code requires.

<sup>3</sup> Totals do not equal sum of individual lines due to rounding.

# 2011 WATER SAVINGS FROM THE SAVING WATER PARTNERSHIP

With the support of residential, commercial and institutional customers, the Saving Water Partnership achieved an estimated annual average savings total of 1.4 mgd in 2011, at a cost to the participating utilities of \$2 million. Since 2007, the Saving Water Partnership has collectively saved about 4.61 million gallons per day (mgd) toward the 6-year 2012 goal of nearly 6 mgd<sup>1</sup>.

Objectives for the six-year regional Water Use Efficiency goal for 2007-2012 include providing low-cost insurance for meeting potential future challenges from climate change, and a low-cost way for customers to manage their bills. From 2007-2010, the goal was comprised of the last four years of the Regional 1% Water Conservation program and included savings achieved from customer changes in water-using behavior as well as installation of water-efficient equipment (see the [Ten Year Program Review](#) if you would like more information). For 2011 and 2012, the regional goal also includes customer price response to water and consumption-based sewer rates over the combined SWP service area. The next six-year Water Use Efficiency goal will be set in 2012.

The SWP program emphasizes long-term water use efficiency without customer sacrifice. Conservation measures promoted by the program eliminate unnecessary, wasteful use of water while customers and the community continue to enjoy high-quality drinking water. The range of services for customers includes a mix of education as well as financial rebates for water-saving equipment. A summary of the measures implemented in 2011 is shown in the table on page 3.



*Janet Geer, City of Bothell, and Nora Cyra, a volunteer, hand out native red flowering currant plants at the regional Spring Garden Fair.*

## Highlights of SWP conservation program activities in 2011 include:

- **Single Family WaterSense Toilet Rebate Program** - Issued more than 1,000 rebates.
- **Multifamily Toilet Rebate Program** - Upgraded 1,500 toilets in 95 buildings.
- **Irrigation Rebate Program** - Issued rebates for more than 70 rain sensors to shut off irrigation systems when it's raining. Continued partnership with Cascade Water Alliance (Cascade) to offer this program.
- **Commercial Program** - Completed financial incentive projects with 60 businesses; held two "Cool Tunes" workshops for building operators and engineers to improve cooling tower efficiency; conducted evaluation of high efficiency restroom fixture performance - report available in 2012; continued study of alternative cooling tower systems - report available in 2012.
- **Greening Ethnic Businesses** - Spanish and Korean speaking outreach staff contacted 80 Spanish and Korean businesses located throughout the SWP service area.
- **Landscape Education** - Organized 11 classes with four partner nurseries - drew 446 attendees; sponsored three classes at Woodinville Waterwise Demonstration Garden; sponsored eight classes at regional Spring Garden Fair; increased professional outreach via pesticide reduction work and irrigation education; laid the foundation to shift from Spring Garden Fair to Savvy Gardener classes throughout the SWP & Cascade service areas; launched Savvy Gardener Facebook page on first day of Spring
- **Spring Garden Fair** - More than 1,000 people attended - sponsored by Woodinville Water District, Northshore Utility District, the City of Bothell, City of Redmond, City of Woodinville, Cascade, and the SWP.
- **Training for Landscape Professionals** - Co-sponsored Integrated Pest Management conference and series of technical irrigation workshops with Cascade, Lake Washington Technical Institute and Local Hazardous Waste Management Program in King County.
- **Conservation Benefits Salmon** - Included this message on the regional web site, in Savvy Gardener classes, and in tabletop displays at utility lobbies and festivals.
- **Fix Leaks Education** - Mailed Leak Detection Kit; aired TV commercial to residents in half the service area - promotion will be repeated in remainder of the service area in 2012; promoted Fix a Leak Week; produced a brochure - "You Have a Leak, What Now?" and two videos - "Use Your Meter to Find a Leak" and "Protect Outdoor Spigots from Freezing".

<sup>1</sup> Water utilities in Washington State are required to set a six-year Water Use Efficiency goal by the Washington State Department of Health.

# 2011 Conservation Measures and Strategies

## Types of Measures

## Types of Strategies

### RESIDENTIAL INDOOR

- Replace washing machines
- Replace toilets
- Fix leaks (toilets)
- Change behaviors (toilet flushes, faucet use, shower time, full loads)

- WashWise rebates (Program ended in April)
- Multifamily and single family toilet rebates
- Multifamily building owner and operator recruiting
- Leak-detection dye strip mailing to customers
- Collaboration with energy utilities
- Program recruiting through media, direct mailing, web
- Promotion of WaterSense toilet performance
- Fix leaks video in multiple languages

### RESIDENTIAL LANDSCAPE

- Irrigation system performance
- Landscape watering behaviors
- Practices that affect watering (e.g. mulch, soil prep and plant selection)

- Irrigation system efficiency rebates
- *Savvy Gardener* e-newsletter and classes
- *The Garden Hotline*
- *Natural Lawn & Garden Guides* (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

- 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

- 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
- End-use metering wherever possible to build cost-effective conservation recommendations

### COMMERCIAL LANDSCAPE

- Upgrade irrigation equipment (controllers, rain sensors, drip)
- Improve scheduling & maintenance

- 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)

- Build conservation awareness and residential measures

- 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)

- Conservation awareness supporting recruitment of residential and commercial customers

- Targeted marketing
- Collaboration with Puget Sound-based Partnership for Water Conservation
- Festivals, utility “open house” events

#### PROGRAM EVALUATION (Supports savings in other sectors)

- Evaluate measure savings
- Evaluate program effectiveness

- Conservation Potential Assessment
- Annual reports
- Customer baseline surveys of attitudes and behaviors



# Saving Water Partnership

Seattle and Participating Local Water Utilities

(206) 684-SAVE

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

## 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



Cover art: *A Delicate Balance*, by Mark Preston

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