2012 was a successful year for the Saving Water Partnership (SWP), the regional conservation program for customers of Seattle Public Utilities and 18 participating wholesale water utilities. In 2012, the SWP saved enough water to supply 5,237 single family homes for a whole year. SWP programs and messages touched more than 360,000 customers last year – including residents, business owners, students, teachers, and more. These programs and messages helped customers save money, save water and become good stewards of our environment.

This report focuses primarily on the activities and results of the SWP in 2012. For an overview of conservation progress see previous SWP annual reports at www.savingwater.org/education_reports.htm.

### HIGHLIGHTS OF 2012
- Translated fix-leaks videos into Spanish, Chinese, Vietnamese and Somali which are now available on the SWP regional web site: www.savingwater.org
- Upgraded equipment in 50 ethnically owned small businesses
- Co-sponsored 44 Savvy Gardener Classes attended by 800 gardeners in combined SWP and Cascade Water Alliance service areas
- Provided training on sustainable landscaping and water use efficiency practices to more than 400 landscape professionals
- Completed a six-year strategies and actions report to steer implementation of the 2013-2018 regional program
- Added new partner: the City of Renton

### New Water Savings Achieved in 2012

<table>
<thead>
<tr>
<th>Component</th>
<th>Average Annual Million Gallons Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saving Water Partnership Program</td>
<td></td>
</tr>
<tr>
<td>Equipment Incentives</td>
<td>0.19</td>
</tr>
<tr>
<td>Behavior and Price Response¹</td>
<td>0.60</td>
</tr>
<tr>
<td><strong>Total 2012 Saving Water Partnership Program</strong></td>
<td><strong>0.78</strong>³</td>
</tr>
<tr>
<td>Other Customer Savings</td>
<td></td>
</tr>
<tr>
<td>Building Codes and Standards²</td>
<td>0.32</td>
</tr>
<tr>
<td><strong>TOTAL WATER CONSERVATION SAVINGS FOR 2012</strong></td>
<td><strong>1.11</strong>³</td>
</tr>
</tbody>
</table>

¹ Price effects and behavior change savings components are interrelated and can’t be easily separated. However, most of this is thought to be price response. The regional Water Use Efficiency Goal for 2011 and 2012 includes customer price response to consumption-based water and sewer rates over the SWP service area. In 2007-2010 price response savings were not included in the regional WUE Goal.

² Over time, codes and standards result in more efficient appliances, plumbing fixtures and other water-using equipment. When customers upgrade their equipment, water savings are achieved as older less efficient equipment is replaced by new more efficient equipment.

³ Totals do not equal sum of individual lines due to rounding.
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 2012 is shown in the table below.

With the support of residential, commercial and institutional customers, the Saving Water Partnership achieved an estimated annual average savings total of 0.78 mgd in 2012, at a cost to the participating utilities of $1.7 million. From 2007-2012, the Saving Water Partnership has collectively saved 5.39 million gallons per day (mgd) compared with the six-year cumulative goal of 5.98 mgd.

Looking toward the future, the SWP 2013-2018 conservation goal will require a continued reduction in per person water demand. The goal is to hold total water use below a specified level despite population growth being forecasted to increase by 3.9 percent over the six-year period. A new reporting metric will capture the cumulative effect of all demand-side savings from SWP customers – including water savings from utility funded customer-based programs, price-induced customer response to water and sewer rates, and building codes and standards.

1 Water utilities in Washington State are required to set a six-year water conservation goal by the WA State Department of Health.

**SWP CONSERVATION PROGRAM ACTIVITIES IN 2012 INCLUDE:**

- **Fix Leaks Education** - Mailed Leak Detection Kit and aired TV commercials targeted to zip codes of residents in half the service area to complete the promotion begun in 2011; promoted Fix a Leak Week; assisted Shoreline Water District with a Fix a Leak Week Challenge to elementary and middle schools; translated the five How to Fix Leaks videos produced by SWP into four languages – Chinese, Spanish, Somali, and Vietnamese – and published them on www.savingwater.org; 2
- **Single Family WaterSense Toilet Rebate Program** - completed more than 1,400 rebates.
- **Multifamily WaterSense Toilet Rebate Program** - replaced more than 840 toilets in 52 buildings.
- **Irrigation Rebate Program** – Installed more than 80 rain sensors to shut off irrigation systems when it’s raining, continuing a partnership with Cascade Water Alliance (Cascade) to offer Rain Sensor installation in both service areas. Also, collaborated with Cascade to complete a large assessment of all Boeing properties with irrigated landscapes.
- **Greening Ethnic Businesses** - Outreach staff contacted 40 small, ethnically owned foodservice businesses in the southeast part of the service area to promote financial incentives for changing out bathroom fixtures and kitchen equipment. Aerators were installed at no cost to the customer. Also replaced all the toilet fixtures in a multi-ethnic retail and office complex in Seattle, reaching more than 30 individual businesses.
- **Landscape Education** - Outreach and education shifted from a regional Spring Garden Fair to an expanded number of free Savvy Gardener classes across the entire service region. Co-sponsored 44 classes (26 in the SWP service area) at 26 venues with Cascade and partner nurseries. 800 gardeners attended classes designed to inspire, create, and maintain healthy, water-efficient landscapes.
- **Training for Landscape Professionals** – Co-sponsored the Integrated Pest Management Conference and four days of technical irrigation workshops for a second consecutive year with the King County Local Hazardous Waste Management Program, Cascade, and Lake Washington Technical Institute. Over 300 landscape professionals and others attended. Sustainable landscaping information was also presented to nursery staff - reaching a total of 140 staff at 10 trainings provided to 15 nurseries – and to more than 100 landscape professionals who speak English as their second language.
- **Welcome, City of Renton** – The City of Renton joined the SWP at the end of 2011. In 2012, a newspaper insert about the SWP program and rebate offerings was produced and delivered to residents via the Renton Reporter. Commercial and multifamily rebates were also promoted via targeted marketing.
- **Conservation Benefits Salmon** – Included this message on the regional web site, adding a promotional link to the regional Salmon SEEson county-wide educational campaign during the fall. Also promoted the message in Savvy Gardener classes, as well as in tabletop displays at utility lobbies and festivals.

*SPU’s Arce Hampton was interviewed by KING 5 TV as they covered the 30 businesses at King Plaza “flushing out old toilets.”*
## 2012 Conservation Measures and Strategies

<table>
<thead>
<tr>
<th>Types of Measures</th>
<th>Types of Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RESIDENTIAL INDOOR</strong></td>
<td></td>
</tr>
<tr>
<td>Replace toilets</td>
<td>Multifamily and single family toilet rebates</td>
</tr>
<tr>
<td>Fix leaks (toilets, faucets, hose bibs, meter)</td>
<td>Multifamily building owner and operator recruiting</td>
</tr>
<tr>
<td>Change behaviors (toilet flushes, faucet use, shower time, full loads)</td>
<td>Leak-detection dye strip mailing to customers</td>
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<td></td>
<td>Leak repair videos and translations</td>
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<tr>
<td></td>
<td>Program recruiting through media, direct mailing, web</td>
</tr>
<tr>
<td></td>
<td>Promotion of WaterSense product performance</td>
</tr>
<tr>
<td><strong>RESIDENTIAL LANDSCAPE</strong></td>
<td></td>
</tr>
<tr>
<td>Replace inefficient irrigation equipment</td>
<td>Irrigation system efficiency rebates</td>
</tr>
<tr>
<td>Improve irrigation system performance</td>
<td>Savvy Gardener regional classes</td>
</tr>
<tr>
<td>Change landscape watering behaviors</td>
<td>The Garden Hotline</td>
</tr>
<tr>
<td>Encourage practices that affect watering (e.g. mulch, soil prep and plant selection)</td>
<td>Natural Lawn &amp; Garden Guides (how-to materials)</td>
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<tr>
<td></td>
<td>Promotion of seasonal messages in utility newsletters</td>
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<tr>
<td></td>
<td>Trainings for irrigation professionals</td>
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<tr>
<td></td>
<td>Development of standards for irrigation component performance</td>
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<tr>
<td></td>
<td>On-line weather data, watering index and irrigation scheduling tools</td>
</tr>
<tr>
<td><strong>COMMERCIAL PROCESS/DOMESTIC</strong></td>
<td></td>
</tr>
<tr>
<td>Upgrade toilets and other domestic water use fixtures</td>
<td>Small and large business targeting</td>
</tr>
<tr>
<td>Upgrade equipment efficiency for cooling, process and other industrial uses</td>
<td>Restaurant targeting – Commercial Kitchen Equipment Program</td>
</tr>
<tr>
<td>Improve building cooling tower performance</td>
<td>Partnership with multiple energy and water utilities</td>
</tr>
<tr>
<td>Upgrade efficiency of specific water consuming medical and lab equipment</td>
<td>Outreach to business groups through Resource Venture</td>
</tr>
<tr>
<td>Outreach to ethnic businesses</td>
<td>Technical assistance, assessments, workshops</td>
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<tr>
<td></td>
<td>Financial incentives (custom projects &amp; standard rebates)</td>
</tr>
<tr>
<td></td>
<td>Targeted promotion through vendors, trade groups, agencies</td>
</tr>
<tr>
<td></td>
<td>End-use metering where possible to gather data to build cost-effective conservation recommendations</td>
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<tr>
<td></td>
<td>Raise awareness of WaterSense products on web site</td>
</tr>
<tr>
<td></td>
<td>New technologies and measures research</td>
</tr>
<tr>
<td><strong>COMMERCIAL LANDSCAPE</strong></td>
<td></td>
</tr>
<tr>
<td>Upgrade irrigation equipment (controllers, rain sensors, drip)</td>
<td>Targeted outreach to large commercial customers</td>
</tr>
<tr>
<td>Improve scheduling &amp; maintenance</td>
<td>Provide site-specific recommendations and technical assistance</td>
</tr>
<tr>
<td></td>
<td>Financial incentives (custom projects &amp; standard rebates)</td>
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<tr>
<td></td>
<td>Targeted recruiting and promotion to large commercial customers</td>
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<tr>
<td></td>
<td>Market transformation by establishing and building vendor and contractor relationships</td>
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<tr>
<td></td>
<td>On-line weather data, watering index and irrigation scheduling tools</td>
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<tr>
<td></td>
<td>Trainings for irrigation professionals</td>
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<tr>
<td><strong>Supporting Elements</strong></td>
<td></td>
</tr>
<tr>
<td><strong>YOUTH EDUCATION</strong> (Supports savings in other sectors)</td>
<td></td>
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<tr>
<td>Build conservation awareness and residential measures</td>
<td>Support of water festivals and events</td>
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<td></td>
<td>Fix leaks classroom challenge</td>
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<tr>
<td></td>
<td>Educator resources on-line</td>
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<td></td>
<td>Low-cost classroom and take-home materials and devices</td>
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<tr>
<td></td>
<td>Web-based interactive activities</td>
</tr>
<tr>
<td><strong>OVERALL MESSAGING</strong> (Supports savings in other sectors)</td>
<td></td>
</tr>
<tr>
<td>Conservation awareness supporting recruitment of residential and commercial customers</td>
<td>Targeted marketing</td>
</tr>
<tr>
<td></td>
<td>Web (<a href="http://www.savingwater.org">www.savingwater.org</a>) and phone (684-SAVE) resources</td>
</tr>
<tr>
<td></td>
<td>Festivals, utility “open house” events</td>
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<tr>
<td></td>
<td>Low-cost take-home materials and devices</td>
</tr>
<tr>
<td></td>
<td>Raise awareness of WaterSense products on web site</td>
</tr>
<tr>
<td><strong>PROGRAM EVALUATION</strong> (Supports savings in other sectors)</td>
<td></td>
</tr>
<tr>
<td>Evaluate measure savings</td>
<td>Conservation Potential Assessment</td>
</tr>
<tr>
<td>Evaluate program effectiveness</td>
<td>Annual reports</td>
</tr>
<tr>
<td></td>
<td>Emergency Curtailment of Customer Water Demand</td>
</tr>
<tr>
<td></td>
<td>Customer baseline surveys of attitudes and behaviors</td>
</tr>
</tbody>
</table>
“I think the program is a no-brainer for anyone who owns a multifamily property. In addition to the water savings, the quality toilets reduce maintenance fees! It’s good business and it’s good for our community.”

- Casey Bishop - Plus One Capital, Plus One Construction, Plus One Plumbing

“Lots of fun and very informative.”

- Savvy Gardener Class Attendee

“Thank you! This was helpful and appreciated!”

- Leak Detection Kit Recipient

Saving Water Partnership
Seattle and Participating Local Water Utilities
(206) 684-SAVE
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 Renton
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

Report prepared by:
Seattle Public Utilities
Resource Conservation Office

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