



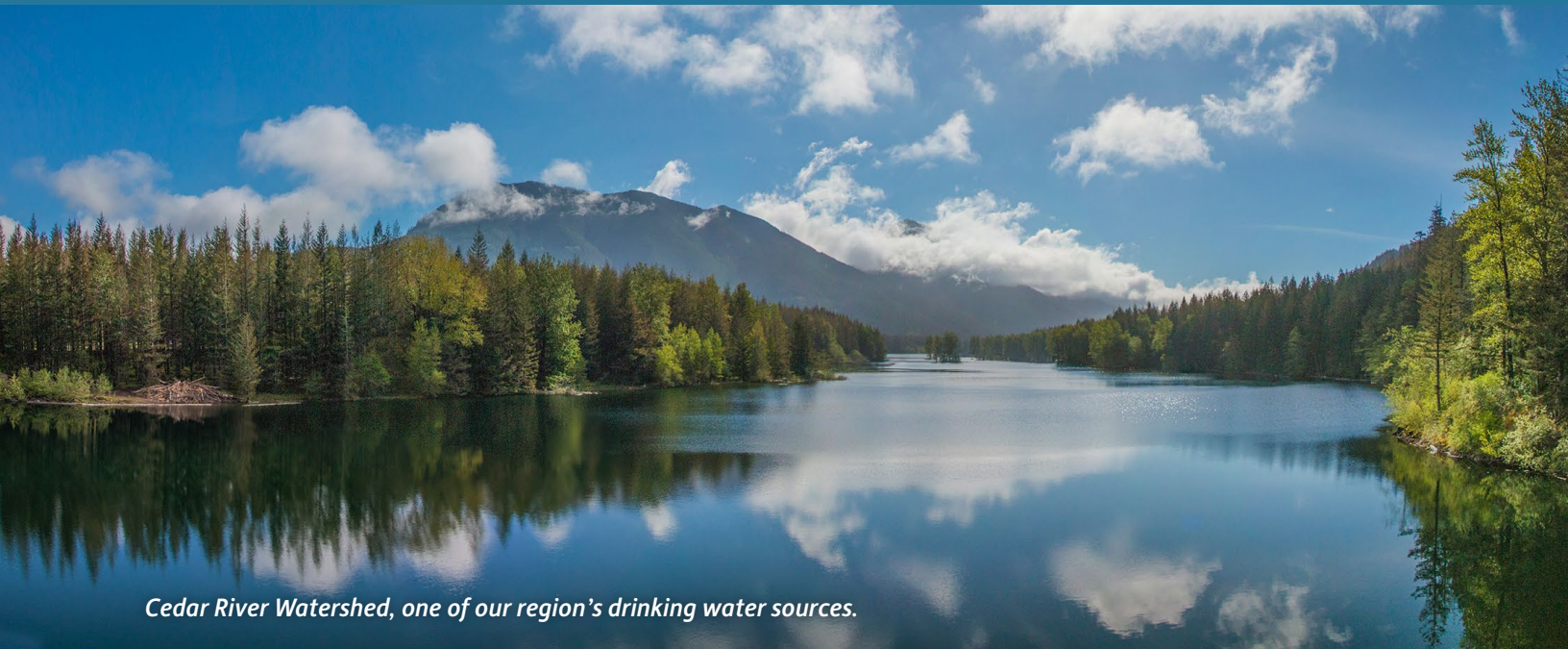
Saving Water Partnership

2022 Annual Report



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Cedar River Watershed, one of our region’s drinking water sources.

Future generations are counting on us to preserve water resources.

Program Overview

The Saving Water Partnership (SWP) is an organization comprised of 19 water utilities in King and Snohomish counties that share a common water supply. Our water conservation program offers a mix of education, technical assistance, and rebates to encourage residents and businesses to take actions that save water. We emphasize youth and community education because we value a conservation ethic. A shared conservation ethic is especially important in the face of significant regional population growth.

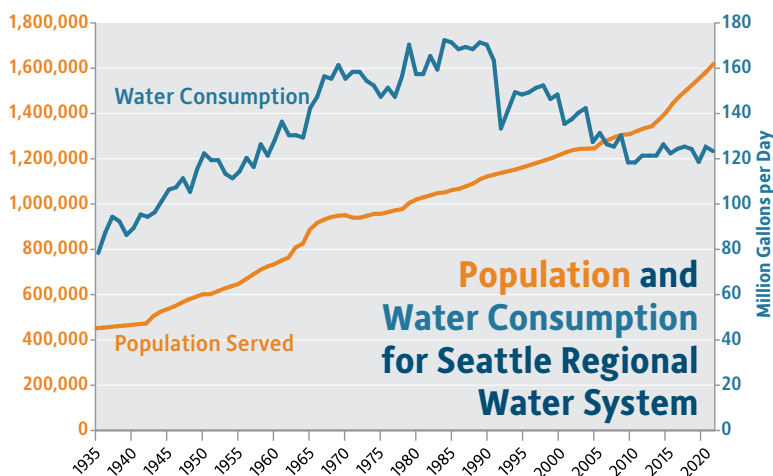
Members of the Saving Water Partnership have been committed to conserving water since the 1980s. The conservation program is a key factor in the steady decline of water consumption since 1990, despite population growth. Other factors in the decline include improving water system operations, setting rate structures that encourage the wise use of water, and adopting building codes and appliance standards that make efficient plumbing fixtures and appliances the norm. The Seattle area now uses about as much water as it did in the late 1950s, when the population was half of what it is today.

The Saving Water Partnership is guided by a set of water conservation “drivers,” reasons we provide water conservation programs and services. In 2022 we embarked on a special project to refine those drivers. While not significantly different from our previous drivers, the refined drivers will better enable us to direct the water conservation program.

The refined drivers focus the program on water conservation strategies that contribute to:

- Supply resiliency
- Environmental benefits
- Meeting customer needs
- Meeting requirements and expectations

Two outcomes from this drivers work include the need to: 1) conduct a new conservation potential assessment that analyzes options for water savings, and 2) examine the feasibility of expanding our programs to include projects that use stormwater to reduce the demand for drinking water (for example, using rainwater for toilet flushing).



Our region has reduced its water use dramatically since 1990.

This graph of the Seattle Regional Water System, includes several wholesale water utilities that are not part of the Saving Water Partnership.

Saving Water Partnership 2022 Annual Report | savingwater.org

Our Service Area



Saving Water Partnership Members

Cedar River Water & Sewer District
 City of Bothell
 City of Duvall
 City of Mercer Island
 City of North Bend
 City of Renton
 Coal Creek Utility District
 Highline Water District
 King County Water District 20
 King County Water District No. 90
 North City Water District
 Northshore Utility District
 Olympic View Water & Sewer District
 Seattle Public Utilities
 Soos Creek Water & Sewer District
 Water District 49
 Water District 119
 Water District 125
 Woodinville Water District

The Saving Water Partnership offers tips, tools, and rebates to help people preserve our region's water for future generations.

Water Use Efficiency Goal and 2022 Results

The Saving Water Partnership adopted a ten-year regional Water Use Efficiency Goal for the period 2019–2028: keep the total average annual retail water use of SWP members under 110 mgd through 2028, despite forecasted population growth, by reducing per capita water use.

In 2022, with the support of residential and commercial customers, we met the goal, using 94.3 mgd. Implementing our water conservation program cost \$1.2 million in 2022.

Water use efficiency goals are required by the State of Washington Municipal Water Law (RCW 70.119A.180) and the resulting Water Use Efficiency Rule (Chapter 246-290-800 WAC). The Saving Water Partnership regional goal is set by the Seattle Regional Water Supply System Operating Board and adopted by each SWP member utility.

How do We Achieve the Goal?

We achieve the goal by customers choosing to change their behavior and/or install efficient equipment. Customers engage in these efficiency measures for a variety of reasons, including concern for future generations, concern for the environment, desire to save money, and desire to make a difference. Water savings fall into three categories:

Conservation Program: Savings that result from our program. With respect to equipment, our program promotes equipment that is more efficient than federal or state codes or standards require, as well as equipment not covered by codes or standards.

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

Independent: Savings that result from customers who make efficient choices, independent of our program or codes and standards.

Our seasonal marketing kits promoted tips like “Save water by turning off the tap when washing your hands.”



SPU staff Mark Guthrie with celebrity gardening expert Marianne Binetti. Ms. Binetti promoted water conservation to large audiences as host of the ContainerWars at the NW Flower & Garden Show.



Youth education instructors receive training at the Cedar River Watershed so they can bring firsthand knowledge of our water system into the classroom.



2022 Program Highlights

Youth Education

This year saw youth education program activity bounce “back to normal” after 2 years of COVID-19 related disruptions.

In 2022 we conducted 624 presentations, almost all in-classroom (92% in-person, 8% remote), for more than 13,600 K-8 grade students in all 19 SWP member service areas.

Presentations teach youth the why and how of water conservation through hands-on lessons on topics like the water cycle, soil science, and the salmon life cycle.

Our classes bring water and science to life in a way that both students and teachers enjoy.

“Students are still talking about ways they are trying to conserve water at home and at school. They also loved creating the terrariums.”

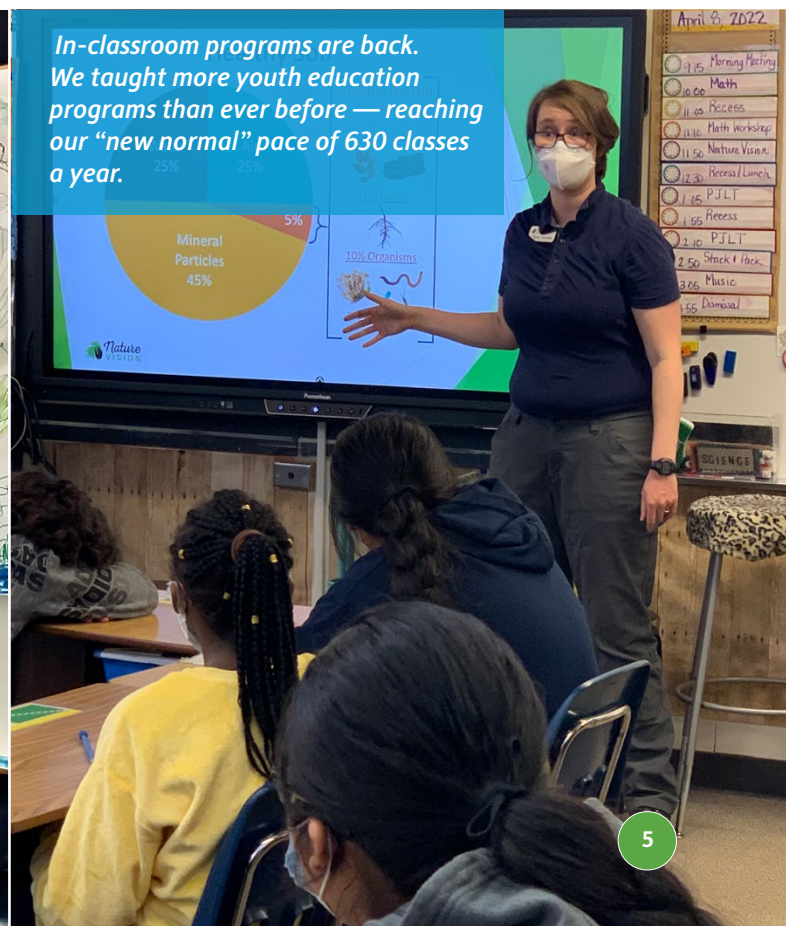
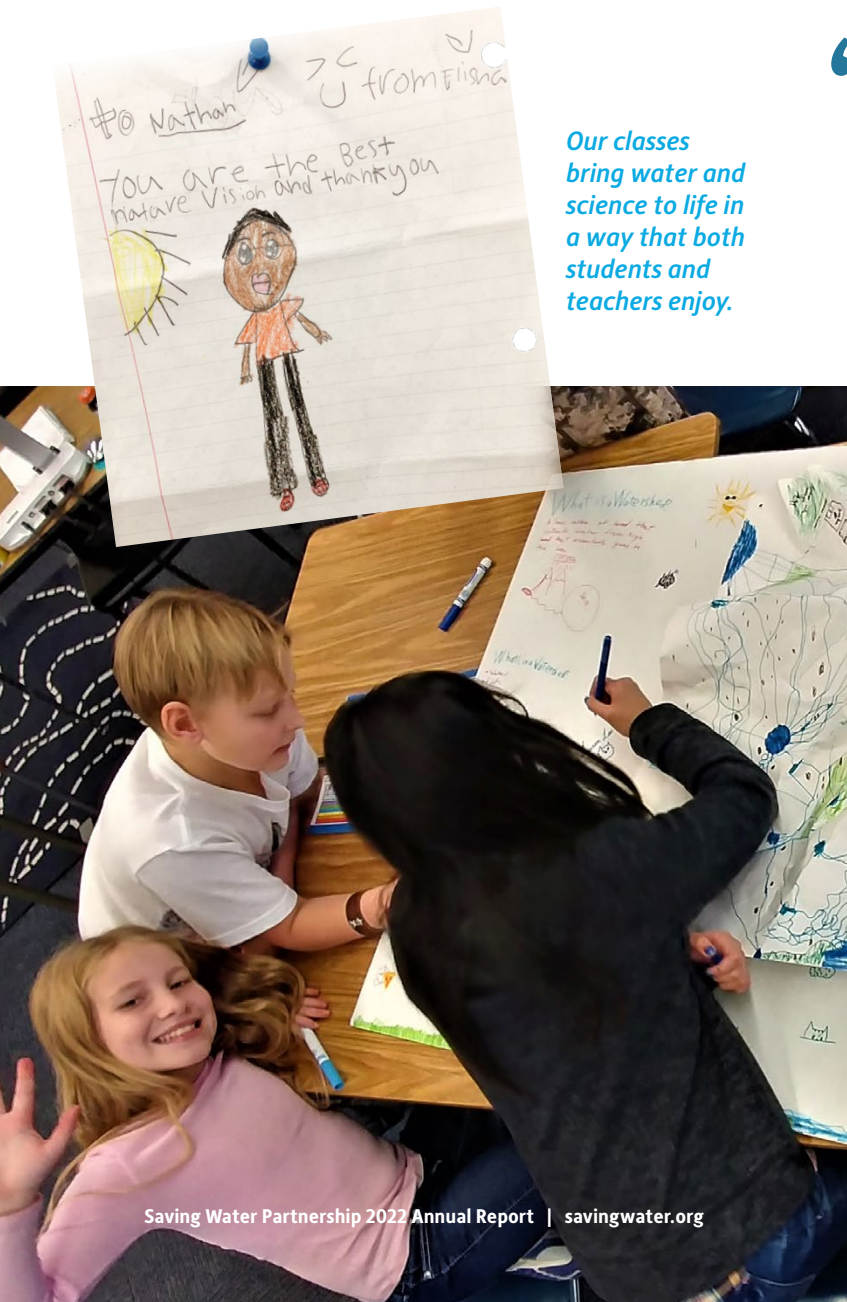
— Kennydale Elementary, **City of Renton**

“Students were engaged and loved the lesson...I even had families email me to say thanks after their children went home and shared their workbook and terrarium.”

— Daniel Bagley Elementary, **Seattle Public Utilities**

“I can hear students telling each other “Turn off the water” during handwashing time!”

— Lockwood Elementary, **Northshore Utility District**



Community Education

Fifteen Saving Water Partnership members joined in a direct mailing to customers who had recently moved into our service area. The mailer gave water conservation tips and let customers know about SWP resources to help them conserve water. The mailing reached just over 40,000 renters and homeowners.

We developed 2 new comprehensive brochures: “Water Saving Tips” and “Find and Fix Leaks”. Both were translated into 14 languages, and will be available for Saving Water Partnership members to use in lobbies and at festivals in early 2023.

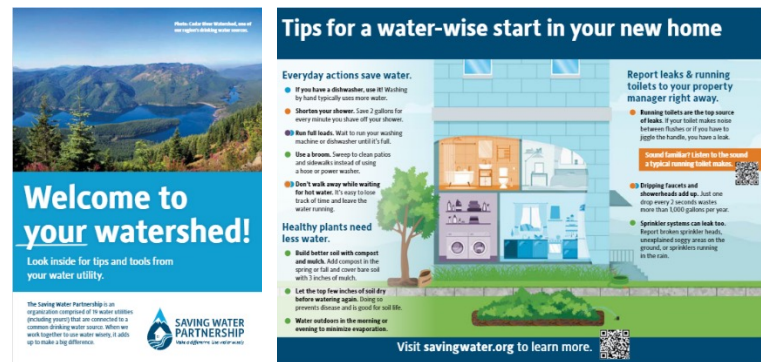
We planned an in-language leak education outreach project to be implemented in 2023. This campaign will help Spanish, Chinese, and Vietnamese language communities know how to spot a toilet leak, what to do when they find one, and whether to consider replacing their toilet.

Our website, www.savingwater.org, continued to be a key resource for customers to learn ways to reduce their water use. We updated the Rebates & Services content to make it easier for customers to find and apply to programs, and updated information about water-using fixtures and appliances in the Indoors section.

We sponsored and promoted King County/WRIA 8’s Salmon SEEson program. Salmon SEEson helps connect people to our local salmon. These fish make an amazing journey from the open ocean, returning to King County local rivers and streams to spawn. The program promotes locations where the public can view salmon, and actions we can all take to protect salmon, including ways to conserve water.

We provided 5 seasonal marketing kits to help SWP members communicate with their customers about water conservation and market our conservation programs. Content included newsletter articles, bill inserts, and social media posts on topics ranging from rebates to gardening classes.

Community festivals and events began opening back up this spring and summer. Seven Saving Water Partnership members promoted water conservation to more than 20,000 people at 13 events in 2022, including City of Bothell’s Sustainamania, City of Duvall’s Arbor Day, North City Water District’s Celebrate Shoreline, local farmers’ markets in North Bend’s, North City’s, and King County Water District 20’s service areas, North Bend’s Downtown Block Party, King County Water District No. 90’s participation in National Night Out, and Woodinville Water District’s Celebrate Woodinville.



New “Welcome” brochures reached 40,000 homeowners and renters who recently moved to our service area.



Saving Water Partnership members worked together to create a co-branded brochure showing customers how to find and fix leaks.



Single & Multifamily Indoor Programs

We continued to promote 1.1 gallons per flush (gpf) MaP PREMIUM toilets for single family and multifamily residential customers. The most efficient toilets available on the market, these toilets use at least 20% less water than WaterSense toilets. 167 toilets were replaced in 150 homes through the single family program. In the multifamily program, 4 properties with a total of 155 eligible toilets were newly authorized to participate in the program, and 85 toilets were replaced at 3 properties. Properties that received authorization have 3 years to replace their toilets.

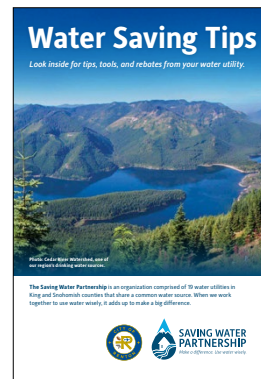
We continued work to make it easier for customers to learn about the single family \$100 MaP PREMIUM toilet rebate program by advertising in traditionally Black and African American news outlets, ensuring that information about how to use interpretation services was available, and by creating translated take-away cards to promote the rebate at retailers.

We streamlined single family rebate processing by moving to a new online platform. Participants now receive automated emails notifying them of the status of their application, and staff can more easily track program data and communication with applicants.

Participation in toilet rebate programs continues a 5-year decline due to a shrinking pool of customers with old toilets, as well as pandemic-related supply chain issues and inflation. The programs still serve an important role, however, helping the customers who participate save water. **Participant satisfaction remains high, and utility support for 1.1 gpf (or less) toilets sends a positive message to manufacturers and retailers.** Availability of eligible models continues to increase, despite pandemic-related supply chain issues.

We piloted new leak identification and reporting tools and strategies in 6 multifamily buildings totaling 674 units. Tenants received door hangers and saw posters in common areas asking them to check for leaks and report them using a short survey. We learned that email and text reminders were helpful in improving participation from tenants, and that the information prompted questions to property managers about toilets and leaks. Door hangers in 5 languages other than English were provided.

We reached multifamily property owners and managers by staffing a booth at the annual TRENDS Trade Show in November, attended by 560 people.



This new brochure gives an overview of the many opportunities to conserve water in a typical home.



Six multifamily properties distributed door hangers to 674 households to encourage residents to find and report leaks.



Ads in the Seattle Emerald, Seattle Facts, and Seattle Medium generated several calls from customers who hadn't heard about the rebate program.

Commercial Indoor Programs

Three commercial customers (Snoqualmie Valley Food Bank, a local biomedical research facility, and Taproot Theatre) received in-depth water use assessments, which are detailed walk-throughs of the customer's building(s) to identify water savings opportunities. These assessments uncovered significant savings potential and one resulted in a custom rebate that will be completed in 2023.

Another 199 businesses received “lighter touch” water conservation assistance. We conducted targeted outreach to new foodservice businesses, and to large water users in Seattle. Some of this outreach was conducted in Spanish and Chinese.

Three commercial customers completed water efficiency rebate projects. One project was a standard toilet rebate, and two were custom rebates with significant water savings: Darigold in Seattle upgraded food processing equipment, and King County Metro replaced water-cooled compressors with air-cooled ones at their South Base Vehicle Maintenance Facility in Water District 125's service area.

We continued to work with 4 commercial customers (King County, the University of Washington, North Seattle College, and South Seattle College) to close out their custom rebate projects, which should occur in early 2023.

We began conversations with North Seattle College for the potential development of a new type of water conservation rebate, “onsite non-potable water systems”. In this case, the college plans to capture rainwater from their roof and use it to flush toilets and urinals.

We continued offering water conservation kits for businesses to help them find and fix leaks, as well as leak reporting placards to help them engage their employees, customers, and tenants in reporting leaks. 138 kits were distributed.

We are partnering with Darigold to produce a short video showcasing their various water conservation projects — 4 to date! The video will highlight the importance of water conservation, especially its connection to salmon.

We added 2 new case studies to the regional website.

Holly Baker of King County Metro and Elise Evans of SPU inspect the new air-cooled compressors that will reduce water use significantly at the South Base in Water District 125's service area.



Elise Evans and Karl Burton of SPU talk about the importance of water conservation for saving salmon, as part of a new video showcasing Darigold's significant water conservation projects.



We developed 2 new case studies to promote the commercial program to foodservice businesses. These case studies feature minority-owned businesses.

Landscape Programs

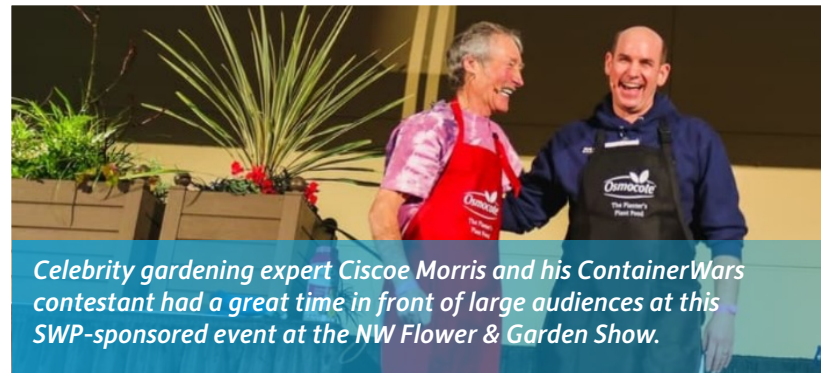
The Savvy Gardener program presented 19 gardening classes, mostly in person (68% in person, 21% remote, 11% hybrid) hosted by the City of Renton, King County Water District 20, King County Water District No. 90, Molbak's Nursery, North City Water District, and Northshore Utility District in spring, summer, and fall. 371 residential customers attended, and 62 of those were new to the Savvy Gardener classes. The classes were designed to inspire, create, and maintain healthy, sustainable, water-efficient landscapes.

We relaunched our irrigation timer rebate program after pausing it in 2021 to evaluate water savings. We upgraded 53 inefficient timers to WaterSense-labeled timers. The program offers \$10 per zone, up to a \$100 total rebate. 55% of the participants live in the Saving Water Partnership service areas outside of Seattle.

The Saving Water Partnership began a new landscape water use assessment program. We conducted 12 assessments by visiting customers in person or exchanging information via email. These assessments may lead to custom rebate projects in 2023.

We continued to connect with the landscape industry by placing ads in trade journals and participating in regional organizations such as Washington Association of Landscape Professionals and Washington State Nursery and Landscape Association.

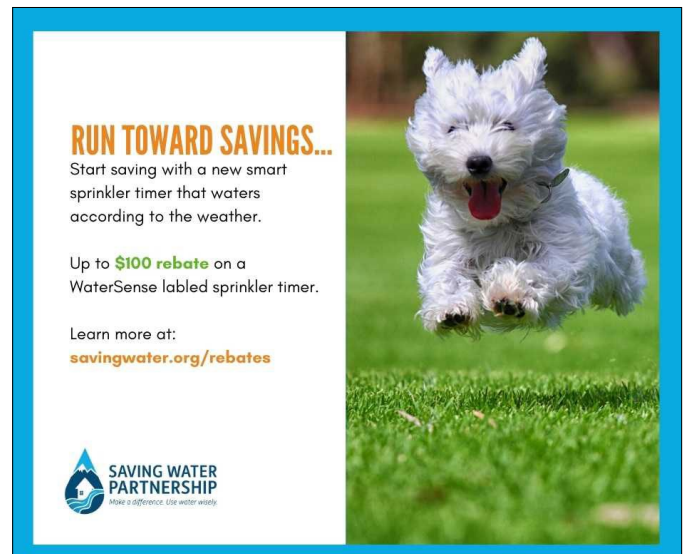
We planned trainings for landscape professionals that will take place in 2023. Trainings were put on hold in 2022 due to the pandemic.



Celebrity gardening expert Ciscoe Morris and his ContainerWars contestant had a great time in front of large audiences at this SWP-sponsored event at the NW Flower & Garden Show.



We promoted both landscape and indoor programs to multifamily property owners and managers at the TRENDS trade show.



RUN TOWARD SAVINGS...

Start saving with a new smart sprinkler timer that waters according to the weather.

Up to **\$100 rebate** on a WaterSense labeled sprinkler timer.

Learn more at:
savingwater.org/rebates



We relaunched our sprinkler timer rebate program.

2022 Program by the Numbers

Services Provided to Customers

Program	Activity Level
Youth Education	
Classroom Presentations	624 presentations / 13,635 students
Community Outreach	
Festivals and Events	13 festivals / 20,325 festival attendees
TRENDS Multifamily Trade Show	560 attendees
Single & Multifamily Indoor Programs	
Multifamily Toilets Rebated	3 buildings / 85 toilets
Multifamily Toilets Newly Authorized	4 buildings / 155 toilets
Single Family Toilets	150 homes / 167 toilets
Leak Detection Materials Provided	6 buildings / 674 units
Commercial Indoor Programs	
Restroom Measures	1 project / 1 fixture
Custom Projects	2 projects
Conservation Supplies Provided	64 leak kits / 74 aerator kits
In-Depth Water Use Assessments Provided	3 customers
Lighter-Touch Conservation Assistance Provided	199 customers
Landscape Programs	
WaterSense Timer Rebates	53 timers
Water Use Assessments Provided	12 customers
Savvy Gardener Classes	19 classes / 371 attendees / 62 new to the classes

Supporting Elements for Customers

- Technical assistance to residential and commercial customers on irrigation efficiency issues.
- Technical assistance to commercial customers on indoor water use efficiency issues.
- Regional website www.savingwater.org.
- Regional hotline (206) 684-SAVE.
- Regional Language Line, offering language interpretation by phone.
- Take-home items including toilet leak dye strips, seed packets, faucet aerators, and more.

Supporting Elements for Partner Utilities

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



SAVING WATER PARTNERSHIP

Make a difference. Use water wisely.

This information can be made available on request to accommodate people with disabilities and those who need language assistance.

March, 2023



Cover image: ***Tradition & Beyond***
2015, Marvin Oliver
Limited Edition Serigraph with
Dichroic Dome-Embossing
24.13" x 19.13"
Seattle Public Utilities 1% for
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