

2018 ANNUAL REPORT

SEATTLE WATER SUPPLY SYSTEM REGIONAL WATER CONSERVATION PROGRAM

APRIL 2019



SAVING WATER BENEFITS PEOPLE, SALMON, AND WILDLIFE

PROGRAM OVERVIEW

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

In 2018, the SWP maintained emphasis on community and youth education, promoted rebate programs for efficient toilets and irrigation timers, and planned for the next 10 years of the program. The program continues to include educational campaigns for efficient water use in the landscape. The program also continues to include cost-sharing with customers who retrofit old water-using equipment with new equipment that is more efficient than required by national and state appliance and fixture codes.

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



Saving Water Partnership
Seattle and Participating Local Water Utilities

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

REGIONAL WATER USE EFFICIENCY GOAL AND 2018 RESULTS

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

In 2018, the Saving Water Partnership, with the support of residential and commercial customers, met the goal, using 96.5 mgd. The cost of implementing the SWP program in 2018 was \$1.5 million.

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

- **CONSERVATION PROGRAM:** Savings that result from the SWP program. With respect to equipment, the SWP program promotes equipment more efficient than federal or state codes or standards, as well as equipment not covered by codes or standards.
- **CODES AND STANDARDS:** Savings that occur as customers replace older, less-efficient fixtures with new, more-efficient models that meet federal or state codes or standards. These savings are also achieved as new buildings are built using efficient code-compliant equipment.
- **INDEPENDENT:** Savings that result from customers who make efficient choices, independent of the SWP program or codes and standards.

2018 PROGRAM HIGHLIGHTS

EDUCATION

- The youth education program continues to be popular with teachers. In 2018 the SWP conducted 522 in-classroom presentations, in nearly all member service areas, for almost 13,000 K-12 grade students. Topics included water conservation, the water cycle, the salmon life cycle, and waterwise gardening. Significant evaluation and planning work was completed in 2018 to improve the curriculum - bringing the program into tighter alignment with SWP goals. Implementation of program changes will begin in 2019.
- The Savvy Gardener program grew in attendance, presenting 14 gardening classes hosted by North City Water District, Northshore Utility District, Water District 90, and Woodinville Water District, in spring and fall to 426 residential customers. 195 attendees were new to the Savvy Gardener classes. The classes were designed to inspire, create, and maintain healthy, sustainable, water-efficient landscapes.



- The SWP held two trainings to educate landscape professionals on irrigation topics. The trainings attracted nearly 90 attendees.

COMMUNITY OUTREACH AND ENGAGEMENT

- The SWP increased outreach significantly in 2018 by attending larger festivals. SWP provided materials to 18 community festivals in Duvall, North City, Renton, Seattle, Soos Creek and Water District 125. These festivals were attended by approximately 55,000 customers.
- The regional website, www.savingwater.org, continued to be a key resource for customers to learn ways to reduce their water use. The SWP launched a new mobile-friendly website in early 2018.



The City of Duvall's booth featured partnerships with local businesses and civic groups. Attendees at the Earth Day event had the chance to learn about smart gardening, and win trees donated by local nurseries.

- The SWP actively sponsored and promoted King County/WRIA 8's Salmon SEEson program. Salmon SEEson helps the public see salmon return to local streams to spawn, and provides steps to protect salmon, including ways to conserve water.
- The SWP continued the annual online survey to assess customer attitudes toward conservation. Similar to previous years, in 2018 96% of the 1,165 respondents said that using water wisely is important. 95% said they take steps to use water wisely at home, for three main reasons: protecting the environment, saving money, and wasting less.

REBATES

- The SWP irrigation timer rebate program upgraded nearly 200 inefficient timers to WaterSense-labeled timers. More than half of the participants lived in SWP service areas outside Seattle. The program conducted a targeted mailing in July to SPU customers with backflow prevention devices. The program surveyed 2017 participants and found that over 90% of respondents felt somewhat or very satisfied with the program.
- The SWP continued to promote 1.1 gallons per flush (gpf) Premium toilets for customers. The most efficient toilets available on the market, these toilets use at least 20% less water than WaterSense toilets. Nearly 540 toilets were upgraded in 425 homes. 90% of surveyed program participants would recommend their new toilet to others. The program began accepting applications by email, and this method became the most common method of applying.

2018 PROGRAM ACTIVITIES

- The Multifamily program saw a decrease in participation in 2018. Five apartment and condominium buildings upgraded nearly 800 toilets to Premium models. Large apartment complexes in the City of Renton and SPU service areas participated, contributing most of the fixtures replaced this year. Work in 2019 will focus on addressing barriers to participation for multifamily property managers.

BUSINESS OUTREACH

- Water efficiency projects were completed at 15 businesses. A cooling tower workshop was conducted with 35 operators and equipment suppliers. Staff continue to collaborate with Puget Sound Energy and Seattle City Light, and to partner with the Washington Hospitality Association, Puget Sound Hotel Engineers Association and others to recruit customers to help them reduce their water use.
- The EnviroStars Green Business Program, which helps market the SWP commercial conservation programs, continued to grow since its launch in late 2017. SWP partnered with utilities from eight counties to create this business resource that unifies green business initiatives across many environmental areas, including energy, water, pollution prevention, reduction of toxics, and greenhouse gas emissions. The program uses the EnviroStars brand and features a single web portal for businesses to find participating environmental programs.



Westland Distillery, one of the largest distilleries west of the Rockies, completed a cooling and refrigeration project that reduced their water use by 80%.

PROGRAM	ACTIVITY LEVEL
YOUTH EDUCATION	
Classroom Presentations	522 presentations / 12,872 students
COMMUNITY OUTREACH	
Festivals and Events	18 festivals / 55,000 festival attendees
RESIDENTIAL LANDSCAPE EDUCATION	
Savvy Gardener Classes	14 classes / 426 attendees
Garden Hotline	850 water related questions 8,260 soil, lawn and plant questions (many relevant to water use)
Natural Yard Care Guides and Fact Sheets	17,680 brochures distributed
RESIDENTIAL TOILETS	
Multifamily Premium Toilets	5 buildings / 789 toilets
Single Family Premium Toilets	425 homes / 536 toilets
COMMERCIAL EQUIPMENT REBATES	
Kitchen Measures	6 projects
Restroom Measures	8 projects / 1,096 fixtures
Cooling Tower Measures	1 project
IRRIGATION PROJECTS	
WaterSense Timers	193 timers
Landscape Irrigation	2 projects
LANDSCAPE PROFESSIONALS TRAININGS	
Irrigation Training	2 trainings / 89 attendees

SUPPORTING ELEMENTS

FOR CUSTOMERS

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

FOR PARTNER UTILITIES

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



Lauren Imhoff of City of Renton and Anna Dyer of SPU (not pictured) joined a Salmon SEEson viewing event at Cedar River Park to talk to people about how their water use choices affect the local salmon population. The event drew 400 people.



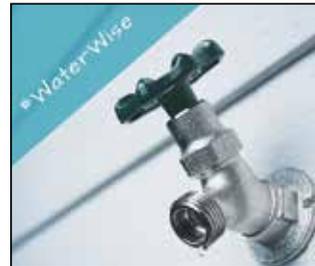
Customer response spiked when SWP members used these bill inserts or their own ads to promote the rebate program in their newsletters or bills.



The Lexington Heights Apartments in Renton upgraded 393 toilets with the help of the Multifamily Toilet Rebate Program.



The SWP continued to engage customers at festivals, as Theresa Harrington of North City Water District demonstrates at the Ridgecrest Neighborhood Ice Cream Social. The new toilet display drew in many customers at the Georgetown Festival.



Six seasonal marketing kits were created to help SWP members communicate with their customers about water conservation and SWP programs. 2018 topics included: gardening classes, saving water helps salmon, #WaterWise tips, and toilet rebates.

SEATTLE REGIONAL WATER CONSERVATION SERVICE AREA



Saving Water Partnership:

Cedar River Water & Sewer District
 City of Bothell
 City of Duvall
 City of Mercer Island
 City of Renton
 Coal Creek Utility District
 Highline Water District
 North City Water District
 Northshore Utility District
 Olympic View Water & Sewer District
 Seattle Public Utilities
 Soos Creek Water & Sewer District
 Water District Number 20
 Water District Number 45
 Water District Number 49
 Water District Number 90
 Water District Number 119
 Water District Number 125
 Woodinville Water District

Saving Water Partnership
 Administered by
 Seattle Public Utilities

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 "Mystical Journey"
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