



## Preserving the Customer Conservation Ethic

### 2013-18 Regional Water Conservation Strategies and Actions of the Saving Water Partnership



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## Acknowledgements

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## 1. EXECUTIVE SUMMARY

This 2013-18 Water Conservation Strategies and Actions document describes the customer programs that support the direction provided by the Seattle Water Supply Operating Board for the regional 2013-2018 Water Use Efficiency Goal. Implementing these programs will position utilities in the Saving Water Partnership to meet the challenges of growth in population while:

- Ensuring core capacity is available to deliver conservation programs that prepare the utility to be resilient for curtailment events and future supply challenges from climate change, as well as help customers use water wisely;
- Preserve customers' ethic of conservation as one element of stewarding our water resources and the environment; and
- Meet regulatory and contractual requirements.

The 2013-18 Program will carry forward historically successful program implementation actions and new strategies consistent with the guidance provided by the Operating Board and the Wholesale Customer Conservation Technical Forum. The following six targeted customer program areas will implement specific measures and actions to achieve the adopted conservation goal:

- 1) Communications
- 2) Youth and Community Education
- 3) Landscape
- 4) Landscape Irrigation Efficient Equipment
- 5) Residential Indoor Efficient Equipment
- 6) Industrial, Commercial, and Institutional Efficient Equipment

Details of each of these six program areas are described in the following pages. Compared with the current conservation program, the 2013-18 Strategies and Actions will place a greater emphasis on youth and community outreach and education. Financial incentives (rebates) have been downsized to eliminate developer incentives for new construction and to reduce by half the amount of irrigation rebates. Rebate levels for all equipment will be adjusted to favor long-life water saving measures. Rebates will be lowered for measures with useful life less than 20 years

### Overview

Our region is fortunate to have safe and reliable drinking water that ranks among the best in the nation. Customers appreciate their drinking water and have a high regard for the protection of water supply sources for the current and future needs of people, salmon, and other aquatic life.

To maintain a high quality and reliable water supply, the region's water utilities develop, maintain, and update their facilities and programs. Demand forecasting, considering the need for new supplies and water conservation goal setting are all required elements of utility Water System Plans required by the Washington State Department of Health to be completed every six years.

The Saving Water Partnership (SWP) is a collaborative regional conservation program lead by Seattle Public Utilities and 18 water utilities purchasing wholesale water from Seattle. Providing regional conservation programs and services offers economies of scale and reduces duplication of individual

utility conservation programs. It also allows for regional conservation goal setting, recognizing that the most cost effective conservation opportunities are not always found in each utility service area, but can be concentrated geographically or by customer type where water is being used inefficiently.

The Washington State Legislature passed the [2003 Municipal Water Law \(MWL\)](#) and the Department of Health subsequently adopted the Water Use Efficiency Rule (WAC 246-290) to implement the MWL efficiency requirements. As part of the process to comply with the State Water Use Efficiency Rule, the Saving Water Partnership utilities update regional policy objectives for water conservation and set a six-year regional goal.

The SWP utilities set a regional combined conservation goal that reflects a reduction in per capita water demand – for residents, businesses, and institutions throughout the regional service area – and holds total water use below a specified level despite population growth being forecasted to increase by 3.9 percent over the six-year period. The goal is formally adopted by each utility’s governing body and is reported on annually by each utility. The goal for the Saving Water Partnership service area captures the cumulative effect of all demand-side conservation indicated in the water demand forecast. It includes water savings from utility funded, customer-based programs, price-induced conservation from customer response to water and sewer rate increases, and passive savings. The Saving Water Partnership’s regional 2013-2018 Water Use Efficiency Goal is to:

*Reduce regional per capita water use from current levels so that total average annual retail water use of members of the Saving Water Partnership is less than 105 million gallons per day from 2013 through 2018 despite forecasted population growth.*

The metric for determining success of the Water Use Efficiency Program measures reductions in metered retail water consumption in the Saving Water Partnership members’ service areas, regardless of whether the water is supplied by SPU or a member’s own source of supply.

This 2013-18 Water Conservation Strategies and Actions document describes the customer programs that will meet the approved conservation goal. Implementing these actions will build upon the significant regional water savings already obtained since year 2000. They will also position utilities in the Saving Water Partnership to meet the challenges of growth in population while responsibly addressing the need for environmental stewardship of water supply sources, maintaining the region’s water conservation ethic, and meeting customer expectations. A review of water conservation accomplishments since 2000 can be found [here](#).

### **Conservation Program Strategies**

The following nine customer water use efficiency strategies will be implemented and will complement other utility conservation actions (rates, codes, and system operations):

- Promote water efficiency among residential, commercial, institutional customers in a fair and cost effective manner using education, training, partnerships, and financial incentives.

- Increase youth participation in water conservation education by assessing what’s working well in school districts and expanding it throughout the region.
- Conduct outreach to communities to provide materials and information on leak identification and repair, including multi-language “how-to” videos.
- Provide information and low cost giveaway items for community events, festivals, and customer service counters.
- Explore new options to improve conservation communications, especially with non-English speaking customers.
- Create a seasonal on-line conservation message repository for utility newsletters and other communications.
- Promote changes in behavior that will lead to more water-efficient practices.
- Monitor and encourage a customer ethic that values water conservation.
- Comply with State Water Use Efficiency Rule.

### **Major Program Components**

Seattle Public Utilities (SPU) administers a regional conservation program on behalf of all 19 water utilities in the Saving Water Partnership (SWP) under the general guidance of the Seattle Water Supply Operating Board (Operating Board). The Operating Board Members consist of cities and utility districts who have signed a long term contract with the City of Seattle for either a full or partial supply of water. The 2013-18 Actions and Strategies will implement new and successful existing water saving strategies as based on guidance provided by the Seattle Water Supply System Operating Board, and comments from the Wholesale Customer Water Conservation Technical Forum.

All or most of the nine program strategies listed above will be part of six targeted customer water conservation programs described in detail in the following pages:

- 1) Communications
- 2) Youth and Community Education
- 3) Landscape
- 4) Landscape Irrigation Efficient Equipment
- 5) Residential Indoor Efficient Equipment
- 6) Industrial, Commercial, and Institutional Efficient Equipment

## 2. COMMUNICATIONS

### Overview

The Saving Water Partnership (SWP) has a long and successful history of communicating water conservation messages to the region's customers. The SWP has used many strategies (printed materials, direct mailing, media events, newspaper articles and advertisements, radio and TV ads, co-promotions with retailers, local celebrities, and media channels, transit (bus board) ads, its regional web site ([www.savingwater.org](http://www.savingwater.org)) and social media to raise customer awareness about the need to conserve, and to show customers how. In 2000, the Regional 1% Water Conservation Program launched with the theme of "save water for future generations" to increase awareness of the need for conservation, and to make people aware of the need to conserve water in late summer and early fall to leave ample supplies for stream flows for migrating salmon. From 2002-2012, messages promoted specific actions tied to specific rebate programs or targeted landscape behaviors.

For the next six years, the Conservation Technical Forum's Communications Working Group proposes to focus on providing internal support to members for customer communication efforts.

### Target Audience

This communication plan addresses two key audiences:

- 1) **SWP utility staff** - who will make use of the tools for their customers; and,
- 2) **Residential customers**, with the understanding that messages for other customer sectors can be developed as needed. In addition to a general audience, sub-groups of residential customers to develop messages for include:
  - People who speak a language other than English at home<sup>1</sup>
  - Diverse age groups (seniors and folks under 35)
  - People with disabilities
  - People with and/or people without access to technology

### Program Objectives

Support SWP members in reaching customers effectively with water conservation messages. Support utilities in meeting newsletter deadlines. Provide the means for communications to support the other five program strategies to accomplish their communication goals. Provide access to materials and answers to customer questions about conservation in a way that includes historically underserved customers. Provide members with information to meet the annual WUE reporting requirements.

### Specific Objectives for 2013-14

- 1) Create a regional on-line repository of messages and graphics organized by season.
- 2) Develop options to improve communications with non-English speaking customers.
- 3) Explore effective tools to support utility conservation communication efforts.
- 4) Upgrade the regional web site.
- 5) Contribute to SWP efforts to monitor the customer conservation ethic.

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<sup>1</sup> As a point of information, the most frequently spoken languages other than English in Seattle, and likely in the regional service area are: Spanish, Vietnamese, Cantonese, Mandarin, Somali, Tagalog and Korean.

- 6) Support the five other conservation program strategies in conducting and documenting one or more program outreach efforts to historically underserved customers and communities. For example, the Single Family Toilet Program will be conducting outreach efforts the Communications Working Group can support.
- 7) Estimate communications “reach” (percent of target audience reached and/or taking action).
- 8) Continue to provide program results to SWP members for annual WUE reporting

### **Program Strategy**

Support SWP members by providing effective customer messages and tools that will help maintain the customer conservation ethic in the region. Meet regularly to support SWP members in using regional messages in ways that work best for them. Provide a variety of messages and formats for members to use. Spend the limited budget on priorities ranked by the Working Group, such as items with a large reach, e.g. video content to draw customers to the regional web site. Provide messages that attempt to reach customers in ways they appreciate, such as in their native language, or at venues they frequent, e.g. farmers’ markets; community centers. Conduct research to support SWP member use of social media.

### **2013-14 Actions**

#### **Create, maintain, and update a conservation message repository**

Create and maintain a repository of water conservation messages, graphics and resources, organized by season. Include short, medium and full-length articles for use on bills, web sites, social media posts, and in customer newsletters. Post the document online where SWP members can access it at any time, at <http://www.operatingboard.org/Meetings/TechnicalForums/Conservation/index.htm>

#### **Develop a Regional Conservation ‘Language Line’**

Establish, for a trial period, a regional ‘language line’ translation service for conservation-related customer requests in order to better serve historically underserved customers and in order to reach customers in the way they prefer.

#### **Develop Social Media and Other Tools**

Inventory and assess marketing tools the SWP can use. Identify the most cost effective vehicles to effectively communicate a conservation ethic to customers. Consider Facebook and other social media channels. Examine non-English language media. Research and develop items to give to customers to promote conservation.

#### **Upgrade the Regional Water Conservation Web Site**

A new navigation and graphical look have been designed and tested for [www.savingwater.org](http://www.savingwater.org). When the draft site is built (expected in late, 2012), SWP members will be solicited to participate in reviewing the site before it is finalized. The review of the site will include a focus on its ease of use by a diverse array of customers. The SWP plans to use the site to gather customer feedback where possible.

#### **Monitor the Customer Conservation Ethic**

Review and contribute to SWP efforts to measure customers’ attitudes toward conservation. Explore ways of gathering customer feedback on programs and messages, and learning what information customers want from utilities and how they prefer to receive it.

### Estimate Communications “Reach”

Gather data to estimate percent of target audience reached and/or taking action as a *result of communication efforts*.

### Program Evaluation

- Ask SWP members for feedback quarterly on the usefulness of the repository and other tools.
- Explore new, less traditional customer communication methods, and compare them with traditional options.
- Analyze site visits, with the support of the SPU Web Team, to determine the success of the upgraded regional web site.
- Evaluate communication program “reach” and effectiveness relative to the communication cost.
- Over the next six years, the Communications Working Group will explore ways to measure customer water conservation attitudes and behaviors. The Communications Work Group will make use of a variety of opportunities to gather customer feedback, such as Savvy Gardener class evaluations and informal surveys at community festivals. If budget becomes available, a statistically valid regional survey will be conducted.

### Summary Table of Communications Actions

TARGET AUDIENCE	ACTIONS
SWP Utility Staff	<p><b>Services</b>            Create, maintain, and update a conservation message repository            Evaluate Social Media and Other Tools            Monitor the Customer Conservation Ethic            Estimate Communications “Reach”            Provide information for annual WUE reporting</p> <p><b>Tools</b>            Develop a Regional Conservation ‘Language Line’</p>
Residential Customers	<p><b>Outreach</b>            Create message repository for customer newsletters            Support the five other conservation program strategies in conducting outreach efforts to residential customers as needed            Support the five other conservation program strategies in conducting and documenting one or more program outreach efforts to historically underserved customers and communities</p> <p><b>Services</b>            Develop options to improve communications with non-English speaking customers.</p> <p><b>Tools</b>            Upgrade the Regional Water Conservation Web Site            Develop a Regional Conservation ‘Language Line’</p>

### 3. YOUTH AND COMMUNITY EDUCATION

#### Overview

Community and Youth Education has been a component of the regional conservation program since the early 1980's. Program resources, both staffing and budget, have been challenged in recent years, due in large part to the difficulty in quantifying the long term water savings.

Historically, the Community and Youth Education program worked with administrators and teachers in regional school districts on environmental education training, regional contests, field trips to the watersheds, and youth activities, including activity books and posters. When the Saving Water Partnership formed, regional teacher workshops were implemented that met the State's Essential Learning Requirements. This was done by coordinating meetings with school district administrators to determine needs and develop planning ideas. Seattle and some wholesale utilities also developed new curriculum with the non-profit 501c3 organization Nature Vision that was made available to all utilities in the SWP area through Nature Vision educators. Web resources for teachers and youth were also developed, including the highly successful on-line Waterbusters Game (<http://savingwater.org/kids/>).

#### Target Audience

In order to better serve the youth and community groups in SWP's service area, the next few years will focus on providing information and training, and collaboration with teachers, school administrators, and community leaders.

#### Program Objectives

The Operating Board guidance is to provide a greater emphasis on Youth Education and Community Events to maintain the regional conservation ethic. Several objectives will be part of program development and implementation ramp-up:

- 1) Create better teacher, school administrator, and community leader communications. The Conservation Technical Forum's Community and Youth Education Working Group (CYEWG) will identify and assess different ideas that can be implemented within the SWP region for both Youth Education and Community Outreach. The CYEWG is interviewing non-profit youth environmental education organizations, including Nature Vision and Washington Green Schools, to determine if they will be a good fit for a regional program. Both of these organizations have established positive relationships with teachers and school board administrators. By inserting water conservation messaging into activities and curriculum already being taught within schools, the water conservation ethic among youth can be encouraged.
- 2) Reach more students each year with a water conservation and stewardship message.
- 3) Reach more teachers each year with water conservation and stewardship messages.
- 4) Survey teachers to determine their educational needs related to water conservation and environmental science.
- 5) Develop tools for evaluating youth and community group stewardship education, water conservation knowledge, and conservation ethic.
- 6) For 2013, conduct conservation outreach to three or more historically underserved customer communities and document results.

## **Program Strategy**

Increase youth and community group participation in water conservation education.

Create a new program implementation plan in 2013. Conduct a teacher survey to help:

- 1) Determine the content and delivery mechanisms of future educational programs.
- 2) Explore possible changes to the regional web site on [www.savingwater.org](http://www.savingwater.org) “why save water” and “kids and teachers” pages to better serve both youth and community groups.

Make teachers and community leaders in the SWP water service area more aware of the Saving Water Partnership, the educational tools we offer, and explore how the Partnership can be a better resource for youth, teachers, and community groups.

## **2013-14 Actions**

- Conduct a teacher and community leader survey in 2013.
- Determine if an education contractor can assist the SWP in meeting objectives and if so, create a scope of work and complete the selection process.
- Using input from the survey and contractor, construct the content and delivery mechanisms, and launch a new and improved youth and community education program in 2014.
- Measure teacher and community group participation in the 2013 survey.
- Focus community outreach on water that is wasted through leaky fixtures indoors and out. Reach out to community leaders throughout the service territory and supply them with materials and information that already exists. The materials and information will be available for community festivals and events and also available upon request. Market the multi language “How to” videos currently on [savingwater.org](http://savingwater.org), in an effort to reach our non-English speaking customers.
- Conduct a needs assessment in 2013 to establish a baseline of what resources teachers currently have and what resources are lacking that could help them meet their environmental education goals.
- Establish a presence in schools not already connected to the SWP. Recruit new teachers and continue to promote the SWP and resources to schools that are already participating.
- Evaluate education materials provided by the SWP.

## **Program Evaluation**

Evaluation will occur throughout the program development and implementation process. This will come in the form of surveys, interviews, and participant levels. Youth and community leader feedback will be a key component to strengthen content and delivery mechanisms.

## Summary Table of Youth and Community Education Actions

TARGET AUDIENCE	ACTIONS
Youth and groups in SWP's service area	<p>Conduct a teacher and community leader survey in 2013.            Determine if an education contractor can assist            Using input from the survey and contractor, construct a delivery mechanism,            Measure teacher and community group participation in the 2013 survey</p>
Community groups community leaders	<p>Community outreach about water that is wasted through leaky fixtures indoors and out.            Existing materials and information will be available for community distribution</p>

## 4. LANDSCAPE

### Overview

Landscape has long been an important cornerstone of the SWP's water conservation program, due to the significant amount of peak water use attributed to lawn and garden watering. The program has focused historically on these elements:

- **Awareness Building**, such as marketing and promotion efforts;
- **Outreach and Education**, including classes offered through partner nurseries, and the Savvy Gardener e-newsletter;
- **Behavior Change**, such as on-site irrigation audits for high water users, and irrigation scheduling; and
- **Equipment Change**, such as promoting use of soaker hoses in garden beds.

Please note that landscape irrigation is covered in the following section, Landscape Irrigation Equipment.

SWP program efforts have been informed by market research on the landscape watering attitudes and behaviors of our customers, as well as partnership development with retail nurseries, the irrigation industry, and many others.

The SWP's landscape program ramped up in the late 1990's with the inception of the Natural Lawn & Garden guides, a series of full-color brochures that support all four elements listed above. These brochures, which were produced over several years, were aimed at helping to create a new ethic around the importance of water and other resource use in the landscape. While there were a variety of factors besides our SWP efforts that have influenced customers over the years, market research has noted significant changes in the conservation awareness, attitudes, and behaviors of our customers, including the frequency of lawn watering and use of drip irrigation.

### Target Audiences

The landscape program will focus on:

1. Single-family (including duplex and town-home) residents who have yards. An important sub-group consists of those customers who are avid gardeners, as they may be more likely to attend classes about resource-efficient landscaping hosted by the SWP, which helps to change behavior.
2. Landscape professionals who provide services to residents and influence their behavior.

### Program Objectives

In addition to maintaining the conservation ethic, the proposed program will enable the SWP to quickly implement landscape water-related actions to address future droughts or other supply disruptions during peak water use periods, if needed. The 2013-18 landscape program objectives are:

- Promote changes in behavior that will lead to more water-efficient landscaping practices,
- Leverage market transformation efforts underway in the landscape industry that will result in more water-efficient practices.

## **Program Strategy**

Direct landscape outreach will focus on cost-effective communications to all customers (such as using existing in-house vehicles of participating utilities), and on efforts targeting high peak users (e.g., gardeners, via Savvy Gardener classes). The SWP will also strategically target landscape professionals, who are not only practitioners, but who also act as expert authorities for their customers.

The list of actions in 2013-14 includes a number of program elements that are primarily focused on water use, and others that focus on healthy landscapes more broadly. This enables SWP to leverage existing efforts already underway, and to emphasize landscape health generally, rather than merely looking at the conservation of water.

## **2013-14 Actions**

**Seasonal Messaging** - Continue to refine and build upon ready-to-use messages available for SWP partners. In 2013, provide more choices of message length and formats;

**Printed Materials** – Continue to focus on short, one-page formats where printed materials are needed, focusing on the use of online PDFs for our longer brochures;

**Savvy Gardener Classes** – Refine our regional course offerings based on participation rates and evaluations from the 2012 programs, continue testing new locations such as wholesale partner offices and build upon synergies with Cascade Water Alliance (CWA);

**Irrigation Outreach** – Address how best to promote the use of available online irrigation tools, such as the Watering Index and scheduling calculator, to residential customers;

**Residential Irrigation Rebates** – Assess the most cost-effective approach of upgrading irrigation equipment, which may result in simplifying or eliminating standard irrigation rebates.

**Partnership Development** – Continue to focus on partnerships with organizations and retailers, such as CWA, Master Gardeners, and McLendon’s Hardware, to strategically leverage SWP messages.

**Landscape Professional Training** – Build on efforts to integrate water efficiency into existing trainings, such as the Green Gardening landscape professional training by combining with existing annual irrigation trainings. This is an important way to leverage water conservation funding with other funding sources and priorities.

## Program Evaluation

All training and in-person efforts will include an evaluation form to help assess the effectiveness of the program element. Results will be integrated into future program design. The evaluation tools used will be designed to best match the program intent. Core evaluation elements will include:

- Documenting participation at all education and outreach events where there is direct customer contact, such as Savvy Gardener classes, or trainings for landscape professionals;
- Using evaluation forms to assess customers' current and planned practices (when SWP events allow direct customer contact);;
- Participating in customer research conducted for the overall water conservation program to ensure the inclusion of metrics that relate to landscape outreach efforts; and
- Assessing the demographics of participants when there is direct customer contact and actively using this information to broaden customer engagement across all cultural and social backgrounds.

## Summary Table of Landscape actions

TARGET AUDIENCE	ACTIONS
<p><b>Residential Customers</b></p> <p>All customers with yards Avid gardeners Auto irrigation users</p>	<p><b>Outreach and Education</b></p> <p>Seasonal messaging through utility vehicles Information provided via savingwater.org and printed materials Savvy Gardener classes Partnerships (retailers, King County, CWA)</p> <p><b>Services</b></p> <p>The Garden Hotline Standardized irrigation rebates (see Efficient Irrigation Equipment section) Volunteer services (e.g., Master Composters, through Natural Soil Building program)</p> <p><b>Tools</b></p> <p>Online tools, such as watering index and online watering calculators</p>
<p><b>Landscape Professionals</b></p>	<p><b>Outreach and Education</b></p> <p>Workshops and classes Partnerships (e.g., The Irrigation Association) Market transformation efforts (Sustainable SITES, landscape certification programs, etc.)</p> <p><b>Services</b></p> <p>The Garden Hotline Irrigation Rebates</p> <p><b>Tools</b></p> <p>Online tools, such as watering index and online watering calculators</p>

## 5. LANDSCAPE IRRIGATION EFFICIENT EQUIPMENT

### Overview

The Water Efficient Irrigation Program & Rebates (WEIPR) began ten years ago to assist regional water customers with improving the efficiency of automatic irrigation systems through the following primary customer services:

- Standard and custom financial incentives to offset the cost of irrigation technology upgrades that save water;
- Landscape and irrigation assessments, inspections and recommendations,
- On-line scheduling tools to help end-users manage irrigation to reflect plant water needs;
- Seasonal utility billing analysis;
- Non-residential customer and landscape professional education and outreach (consultations, trainings, certifications, referrals, and networking); and
- Development of specifications for testing and approval of water efficient irrigation equipment, potentially leading to product labeling, standards, and/or requirements and codes.

For the past decade the program has combined these primary customer services with market transformation strategies to influence property owners, as well as landscape and irrigation professionals, to improve the water efficiency of automatic irrigation systems.

In 2013 capital budget funding changes combined with on-going efforts to integrate the irrigation training class series with the countywide Green Gardening integrated pest management program for landscape professionals, will increase assistance to high irrigation commercial customers and landscape professionals.

### Target Audience - Large Irrigation Customers and Industry Professionals

Landscape management practices often contribute to water savings just as much as hardware efficiency upgrades. Focusing on the commercial versus residential sector provides a better opportunity to offer custom services for complex, site-specific irrigation systems while reducing administration and rebate expenditures overall.

Cross-training opportunities through collaboration with the county-wide Green Gardening Program will introduce landscape professionals to irrigation systems and management, and irrigation professionals to good design and maintenance practices including soil, water, and plant relationships. The goal is to introduce water efficiency concepts and practices to people who have never attended a SWP training, to reinforce concepts and practices to those who have, and to work with professionals who are more comfortable learning in languages other than English, such as Spanish and Vietnamese.

## **Program Objectives - Long-term Landscape Water Conservation**

### **Customers**

- The WEIPR program will serve ten to twenty large customers per year, primarily in purveyor service areas where there are relatively larger commercial landscapes. Rebates will be limited to existing irrigation systems, and rebates for developers and new construction will end.
- Fewer irrigation rebates will be available than in previous years. Rebates for residential customers will either be eliminated or reduced to one or two standard rebates.

### **Professionals**

- Outreach for trainings will include expanded efforts to increase the number of non-English speakers as well as professionals who have never attended a Green Gardening workshop or irrigation training.

### **2013-14 Program Objectives**

- 1) Retrofit existing customer systems with more efficient irrigation equipment when cost-effective
- 2) Conduct and document one or more non-English speaker irrigation training
- 3) Using billing data and partnerships with wholesale utility staff, identify and target high water consumption landscapes for additional outreach
- 4) Conduct and document one or more program outreach efforts to historically underserved customers and communities.
- 5) Regularly monitor and report on program progress and financials to management and wholesale customers.

### **Program Strategy and Rationale - Identifying High Peak Irrigation Users**

The irrigation program will serve large peak irrigation users with broad landscape water conservation management services and tools. Program staff will primarily identify customers through utility bill analysis and landscape companies that serve those customers. Program staff will partner with other wholesale utility staff to identify new leads and following up with customers who received assistance from WEIPR in the past but have not completed water conservation projects.

### **2013-14 Actions**

- Program Leveraging – Continue to integrate water conservation efforts into the Local Hazardous Water Management Program (LHWMP)-funded Green Gardening program for contractors and designers
- Utility District Outreach – Interested utilities will target information to high peak irrigation customers using billing data sorts
- Custom Rebates for Commercial Customers – Eliminate most standard rebates, potentially keeping the rain sensor rebate for all customers and custom rebates for larger users
- Landscape Assessments – Continue to provide selected custom on-site landscape assessments for large irrigated properties
- Customer Tools

- Printed Materials – Develop package of materials that explain how to transition to and the costs and benefits of a more environmentally friendly landscape management approach.
- Case Studies- Develop case studies that illustrate examples of landscape management strategies that reduce costs and resource impacts.
- IWMS.org – Continue supporting on-line scheduling tools and Watering Index at the non-profit Irrigation Water Management Society web site.
- Professional Trainings –Support integrated Green Gardening and irrigation efficiency trainings.
- Conduct and document one or more program outreach efforts to historically underserved customers and communities

### **Program Evaluation**

WEIPR objectives will focus on water conservation savings reported in gallons per day per year. Other metrics like rebate dollars issued and the number of customers served, individuals trained, type of professional trainings, and the number of English and Spanish speaking attendees, will also continue with a new emphasis on exploring whether there are opportunities to track the impact of the integrated professional trainings on the marketplace. Additionally:

- **Customers:** One year follow up with a representative sample of customers who participated in the program to determine satisfaction and resource impact.
- **Professionals:** Training efforts will include an evaluation form to help assess the usefulness of the topics for future trainings.

## Landscape Irrigation Efficient Equipment Action Summary

PRIMARY AUDIENCE	ACTIONS
<p><b>Large Irrigation Customers</b> All with automatic irrigation systems</p>	<p><b>Outreach and Education</b> Work with utility districts and billing data to identify high peak irrigation customers</p> <p><b>Services</b> Custom rebates On-site assessments and scheduling recommendations</p> <p><b>Tools</b> Online tools, such as watering index and online watering calculators</p>
<p><b>Landscape Professionals</b> All</p>	<p><b>Outreach and Education</b> Training – Conferences, classes, including horticulture programs Connect with landscape and irrigation companies to identify potential customers interested in transitioning to sustainable landscapes</p>
SECONDARY AUDIENCE	ACTIONS
<p><b>Residential Customers</b></p>	<p><b>Rebates</b> Rain Sensor Rebate</p> <p><b>Tools</b> Online tools, such as watering index and online watering calculators</p>

## 6. RESIDENTIAL INDOOR EFFICIENT EQUIPMENT

### Overview

The 2013-18 Program will carry forward most of the successful water saving strategies consistent with the guidance provided by the Operating Board and the Conservation Technical Forum.

One of the most successful water saving programs over the past decade has been the regional indoor conservation rebates. Many of these rebates have been cost-shared with the Energy Utilities in a combined effort to save both water and energy and reduce program costs to the respective utilities. These measures included single family and multi-family clothes washer and toilet rebates, as well as distribution of water efficient showerheads and faucet aerators. The clothes washer, showerhead, and aerator rebates concluded in 2011 after achieving their market transformation objectives. Currently in 2012, only rebates for multi-family and single family toilets remain active.

The **Multi-Family Toilet Rebate Program (MFTR)** has been operating since July 2001. The rebate is intended to cover approximately one-half of the total cost of a WaterSense toilet and installation. Natural toilet replacement in the multi-family sector can be over twice as long as in the single family sector.

The **Single Family Toilet Rebate Program (SFTR)** began in September 2009 as a pilot project guided by redemptions of a rebate through local retailers. In 2010 the program was open to the entire Saving Water Partnership customer base as a \$30 rebate per household on a WaterSense toilet and it continues in that format today. The relatively small rebate covers the incremental cost of an upgrade to a WaterSense Toilet (1.28 gallons per flush), when replacing a code required toilet (1.6 gallons per flush).

The approach for these rebate programs has been to educate multi-family property owners and managers and single-family homeowners and help transform their behaviors to replace their existing inefficient toilets with EPA WaterSense labeled 1.28 gallon per flush toilets.

### Target Audience

The intended audience for the MFTR is property owners with 4 or more residential units who have not replaced toilets in their buildings since 1994. Regionally, a large share of buildings with pre-1994 toilets still remains. Additional research is needed to better quantify the remaining market share and long term program savings potential. A separately funded low income housing retrofit program is available to Seattle ratepayers, but is not regionally funded.

The intended audience for the SFTR are customers in the Saving Water Partnership service area who preferably have not replaced toilets since prior to 1994, but the understanding is that some 1.6 gallon-per-flush toilets are being replaced as well. The market is very large for WaterSense toilets currently, with only about 10% of customers having them. However, market share is rapidly increasing, since plumbing suppliers are now selling mostly WaterSense toilets. Rebating only one toilet per household encourages change-out of all fixtures to WaterSense and reduces free-riding participants doing whole house remodeling, since they would be replacing their toilets anyway, without any rebates.

City of Renton customers are new to both programs so continued marketing to them will be an on-going effort over the next few years.

Outreach to diverse customers who have historically not participated in conservation programs will continue in selected communities. Collaboration with other program presentations is desirable to the community and is efficient in reaching underserved audiences.

### **Program Objectives**

Toilet retrofits are one of the most cost effective conservation measures for residential customers. A considerable market share remains of older toilets needing retrofit. Greater emphasis on toilet rebates provides an equitable way to help regional customers use water efficiently, while providing excellent customer service. The program objective is to accelerate conversion of older, inefficient toilets to WaterSense labeled toilets.

### **2013-2014 Actions**

1. Increase customer participation in rebates from existing buildings having old (pre-1994) toilets by 20% (over 2012 participation levels). Both the MFTR and SFTR offer significant opportunities for good customer service and water savings. Program marketing must be carefully conducted to avoid customer disappointment (exhaustion of annual funding), and overloading of existing rebate processing staff.
2. Monitor program participants and non-participant motivations yearly to determine appropriate rebate participation levels and establish program sunset timelines. Bulk purchasing and different rebate amounts are two of many strategies that will be evaluated.
3. Increase participation from historically underserved customers by 20% (over 2012 participation levels). Conduct outreach efforts, including workshops, and work with underserved community groups to increase rebates to historically underserved customers. Consider partnering on other efficiency messaging with other programs having similar participation objectives. .
4. Eliminate toilet rebates to developers and in new construction per Operating Board guidance. Developers don't need incentives since most are already installing efficient equipment.

### **Evaluation**

Monitor program participants and measure implementation rates. Note participation by historically underserved customers relative to the SWP customer base as a whole.

## Residential Indoor Efficient Equipment Action Summary

PRIMARY AUDIENCE	ACTIONS
<b>Multi-family Property Owners/Managers</b>	<p><b>Outreach</b> Work with SWP utility staff to help identify and market to owners; continue ads in multi-family owner association newsletters, attend trade shows, work with local vendors to help promote the Program</p> <p><b>Services</b> Encourage with financial incentives and educational efforts the replacement of inefficient toilets with WaterSense toilets</p>
<b>Single Family and Duplex Property Owners</b>	<p><b>Outreach and Education</b> Encourage with financial incentive and educational efforts the replacement of inefficient toilets with WaterSense toilets</p>
SECONDARY AUDIENCE	ACTIONS
<b>Renters</b>	<p><b>Education and Outreach</b> WaterSense Toilet Info Encourage WaterSense toilet replacement as an alternative to fixing existing toilet leaks</p>

## 7. INDUSTRIAL, COMMERCIAL, AND INSTITUTIONAL EFFICIENT EQUIPMENT

### Overview

The 2013-18 Program will carry forward successful water saving strategies consistent with the guidance provided by the Operating Board and the Conservation Technical Forum. This program has been contributing water conservation savings since 1994 throughout the Saving Water Partnership (SWP) service area. Multiple strategies have been implemented throughout this time frame including:

- **Rebates & Incentives** - such as fixed amounts for standard measures or custom incentives for less typical projects;
- **Outreach and Education** - including workshops on specific topics, and technical assistance to customers for specific project development;
- **Utility Partnerships** - to combine the benefits of energy and water savings in a utility program.

The SWP successfully achieved the goals of the 1% Conservation program, with the Water Smart Technologies Program being a major element of this success. The key delivery component of the Water Smart Technology Program is being vendor driven. The emphasis from the beginning has been on acquiring demonstrated measureable conservation savings. Very modest resources have been dedicated to marketing due to both budget constraints and the strategy of managing customer participation levels. Since 2001, most marketing & outreach has been accomplished by the Resource Venture, a contracted service that delivers resource conservation services to SPU's three utility lines of business: solid waste, drainage & wastewater, and water. In this way, SWP funding leverages support from other utility funds. In wholesale areas of the SWP, the Resource Venture provides water conservation services to business customers.

### Target Audiences

The program targets industrial, commercial, and institutional customers, also known as ICI. Within these broad categories are many smaller sub-sectors such as schools, non-profits, ethnically owned businesses, food services and hospitality. In 2012, the emphasis has been on small and ethnically owned businesses, with occasional projects in industrial, institutional, food service, and the hospitality sector. The Resource Venture is piloting a new outreach concept in selected Seattle neighborhoods called: **Get-On-the-Map**. The **Get-On-the-Map** campaign uses an online map of Seattle's neighborhoods to publicly recognize businesses taking actions to save water, cut waste, and reduce pollution. This marketing strategy may turn into the cornerstone for delivering integrated conservation services from a menu of selections. **Get-on-the Map** encourages businesses to engage in water efficiency as well as a number of other resource conservation efforts through an integrated service approach. Expanding **Get-On-the-Map** to wholesale utility areas of the SWP is being assessed.

### Program Objectives

- Continue to deliver water efficiency opportunities to the ICI sector in a fair and cost effective manner.
- Offer incentives for water efficiency to all existing industrial, commercial, and institutional customers in such a manner that most customers have participation opportunities (including those customers traditionally underserved).

- Eliminate incentives to developers for new construction projects.
- Lower total annual rebate dollars for the Program by adjusting rebate amounts to favor long term savings and reducing rebate amounts for immediate short-life savings
- Keep similar rebate amounts to 2012 for long-life savings measures.

### **Program Strategy**

The Vendor driven strategy is the best strategy for long term success. This strategy utilizes existing business, industry, and utility relationships to develop new conservation partnership opportunities. What has worked well for the 10 years of the 1% Program will continue to be effective in extending the use of limited program resources and managing incentive dollars. Another strategy for both short and long term is to stay connected to the hot trends in sustainability, such as the Seattle 2030 District, to continue to drive high efficiency ideals and technology across multiple sectors. Businesses need ways to be recognized and get peer assistance when needed.

### **2013-14 Actions**

**Sector Emphasis** - Continue **Get-On-the-Map** and other outreach to small and ethnically owned businesses. Continue emphasis on food service and hospitality and other sectors judged to have potential cost-effective long term savings.

**Technology Emphasis** – Continue research on efficient products, methods, and best practices. Encourage only the most efficient and best performing products. Assess possible rebates for new products on a trial basis and measure performance.

**Partnership Development** – Leverage our limited staff resources through various means, including: Commercial Food Services; Seattle 2030 District; LEED Existing Building Certification; and **Get-On-the-Map** service integration with other City Departments. Develop consistent working relationships with King County and other agencies.

**Marketing & Outreach** – Keep the new website fresh. Develop solid case studies, customer recognition, and continue utilizing Resource Venture.

**Program Evaluation** – Evaluate **Get-On-the-Map** in 2013 and make adjustments where warranted whether fine tuning or overhaul. Work with Resource Venture to compile and report on the evaluation results they have received during the 2011-2013 contracts.

**Resource Venture** – Contracts up for rebid in 2014. Process will start in 2013.

### **Program Evaluation**

Beginning with the 2011-2013 contract for the Resource Venture, all customers served have been receiving a short evaluation form. These will be compiled at the end of each year. In addition, an independent survey will be undertaken specifically aimed at evaluating GOTM. These results will inform the program of any changes necessary to obtain more of the anticipated results.

## Industrial, Commercial, and Institutional Efficient Equipment Action Summary

PRIMARY AUDIENCE	SECONDARY AUDIENCE	ACTIONS
<p><b>Medium to large ICI customers in SWP</b></p>	<p><b>Vendors, contractors, trade associations, 2030 District</b></p>	<p><b>Outreach and Education</b>  Presentations  Possible workshops</p> <p><b>Services</b>  RV hotline  Financial Incentives  Technical Assistance</p> <p><b>Tools</b>  Online tools such as toilet calculator &amp; water footprint calculator  Case studies and research including online research reports  Evaluate and upgrade Cool Tunes manual</p>
<p><b>Ethnic businesses in targeted neighborhoods</b></p>	<p><b>All small business across SWP</b></p>	<p><b>Outreach and Education</b>  Specific outreach either <b>Get-On-the-Map</b> in Seattle or selected SWP utilities that have been historically underserved  Utilize new marketing video produced in 2012 in either presentations or as an on-line promo tool  Develop a new scope of work for Resource Venture.</p>
<p><b>Other Agencies</b></p>		<p>Coordinate and leverage conservation opportunities with other ongoing related efforts</p>

## APPENDIX

### 2013-14 PROGRAM BUDGET

2013-2018 WUE measures below	Program Direction
a. Regulatory reporting and CTF support	\$50,000
b. Community events, schools support, customer education	\$120,000
c. Leaks and other indoor water use education for residential customers	\$75,000
d. Landscape water use education	\$175,000
e. Benchmarking customer conservation ethic	\$30,000
<i>O&amp;M TOTAL (Rates)</i>	<i>\$450,000</i>
f. Residential toilet rebates	\$775,000
g. Irrigation rebates	\$150,000
h. Business rebates and technical assistance	\$775,000
<i>CIP TOTAL (Facility Charge)</i>	<i>\$1,700,000</i>
<b>TOTAL ANNUAL PROGRAM</b>	<b>\$2,150,000</b>

#### Notes:

1. Provide conservation services across geographic areas and customer classes
2. Target program emphasis to utility service areas, as appropriate
3. Costs are in 2011 \$s
4. Program funding not to exceed 2011-2014 Wholesale Customer rate and facility charge
5. Program funding not to exceed 2012-2014 SPU retail rates as approved by City Council
6. For comparison purposes, Regional 1% Conservation Program funding averaged \$3.5 million annually (2000-2010)



*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
- City of Renton
- Coal Creek Utility District
- Highline Water District
- Northshoro 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