

2016 ANNUAL REPORT

Seattle Water Supply System Regional Water Conservation Program

May 2017



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

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 2016, the SWP expanded emphasis on community and youth education, and improved customers' access to Premium 1.1 gallons per flush (or less) toilets. 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

Regional Water Use Efficiency Goal and 2016 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 2016, the Saving Water Partnership, with the support of residential and commercial customers, met the goal, using 94.4 mgd. The cost of implementing the SWP program in 2016 was \$2 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 concern for the environment, desire to save money, and choosing new fixtures and appliances that meet higher efficiency codes and standards. 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.

2016 PROGRAM HIGHLIGHTS

EDUCATION

- The youth education program expanded by 140 programs, conducting nearly 500 in-classroom presentations for nearly 12,000 K-12 grade students. Topics included water efficiency, the water cycle, the salmon life cycle, waterwise gardening, the water supply system, and "Fix That Leak!".



Kids and teachers both appreciate the hands-on learning opportunities offered by the SWP youth education program.

- The Savvy Gardener program presented 16 gardening classes hosted by North City, Northshore, Water District 90, and Woodinville, in spring and fall to 400 residential customers. Nearly 150 attendees were new to the Savvy Gardener classes. The classes were designed to inspire, create, and maintain healthy, sustainable, water-efficient landscapes.
- The SWP educated landscape professionals on water efficiency topics by co-sponsoring a Green Gardening Workshop that attracted 300 attendees.

COMMUNITY OUTREACH AND ENGAGEMENT

- Seven community festivals rolled out the Water Refilling Station, where customers refilled their water bottles and talked with utility staff about water quality, water conservation, and other utility topics of interest.
- The SWP provided materials for a total of 18 community festivals in Bothell, Duvall, Mercer Island, North City, Seattle, Water District 90, Water District 125, and Woodinville, attended by approximately 9,200 customers.



North City Water District staffed a booth at the Celebrate Shoreline Festival to meet customers and talk about water quality and conservation.

- Site traffic on the regional website, www.savingwater.org, grew in 2016 compared to 2015, even while 2015 had higher than normal traffic due to the drought that took place that year.
- The SWP continued the annual online survey to assess customer attitudes toward conservation. Similar to the previous year, in 2016 95% of respondents said that using water wisely is important. 96% said they take steps to use water wisely at home, for three main reasons: protecting the environment; saving money; and wasting less.



City of Duvall's Boyd Benson (right) captures education in action at their Earth Day and Arbor Day Festival.

REBATES

- The SWP launched a new irrigation timer rebate to serve customers with less than one acre of irrigated area. The program upgraded 190 inefficient timers to WaterSense-labeled timers, with significant participation by wholesale customers.
- The SWP made considerable strides in increasing the availability of 1.1 gallons per flush (gpf) Premium toilets for residential and commercial customers. These toilets use at least 20% less water than WaterSense toilets. The SWP partnered with toilet manufacturer Niagara Conservation and Home Depot to hold Toilet Rebate Events at two Home Depot locations in Seattle. Nearly 100 customers took advantage of the events to upgrade their water-wasting toilets. More importantly,

Home Depot expanded their stock of Premium toilets. Program participation for single family customers more than doubled compared to 2015, with 1,050 toilets upgraded.

- Participation increased in the multifamily program as well: 61 apartment and condominium buildings upgraded nearly 1,960 toilets to 1.1 gpf Premium models and 380 toilets to 1.28 gpf WaterSense models.



Customers near the Bitter Lake and West Seattle Home Depot stores received this post card inviting them to the rebate events.

BUSINESS OUTREACH

- Significant progress was made on developing the new EnviroStars Green Business Program, which will help market commercial conservation programs. SWP is leveraging resources from Energy, Solid Waste, Drainage, and Wastewater utilities across King and Snohomish Counties to create a coordinated green business resource for business customers. The program will use the EnviroStars brand and feature a single web portal for businesses to find partners' programs. The program is a partnership between eight regional partners and will launch in 2017.
- Water efficiency projects were completed at 31 businesses. Real progress is being made in transforming the market from WaterSense toilet models to Premium 1.1 gpf models, with 12 area hotels making the switch. A special effort was conducted to reach out to smaller ethnically-owned hotels.

Unshik Che, Owner of the Sleep Inn Sea-Tac in Highline Water District, upgraded 109 toilets to Premium models. The SWP continues to benefit from belonging to the Korean Hotel Association.



2016 PROGRAM ACTIVITIES

| PROGRAM | ACTIVITY LEVEL |
|---|---|
| Youth Education | |
| Classroom Presentations | 493 presentations / 11,935 students |
| Community Outreach | |
| Festivals and Events | 18 festivals / 9,200 festival attendees |
| Residential Landscape Education | |
| Savvy Gardener Classes | 16 classes / 398 attendees |
| Garden Hotline | 1,010 water efficiency questions 21,520 soil, lawn and plant questions (many relevant to water efficiency) |
| Natural Yard Care Guides and Fact Sheets | 15,000 brochures distributed |
| Residential Toilets | |
| Multifamily WaterSense Toilets | 7 buildings / 380 toilets |
| Multifamily Premium Toilets | 54 buildings / 1,959 toilets |
| Single Family Premium Toilets | 800 homes / 1,051 toilets |
| Commercial Equipment Rebates | |
| Kitchen Measures | 5 projects |
| Restroom Measures | 21 projects / 1,223 fixtures |
| Custom Projects | 3 projects |
| Cooling / Refrigeration / Ice | 1 project |
| Laundry System | 1 project |
| Irrigation Projects | |
| WaterSense Timer | 190 timers |
| Landscape Irrigation | 2 projects |
| Landscape Professionals Trainings | |
| Regional Collaboration (Local Hazardous Waste Management Green Gardening Program) | 1 training / 300 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.



Nearly 100 customers took advantage of the events to get questions answered, turn in rebate applications, and head home with new Premium 1.1 gpf toilets.



This ad was used to introduce the timer rebate on social media and trade magazines.



Marketing kits with social media and print messages were sent to SWP members for use in customer communication.



Rochelle Bauer, Property Manager, is glad she participated in the Multifamily Toilet Program. "I have very happy tenants since they have new water-efficient toilets. Our company is excited about the reduction in our utility bill."



Blake Sommerville of Metropolitan Management upgraded 470 toilets in 26 multifamily buildings.



Water District 90 staff helped kids understand the watershed at the local Science Fair.



The bean bag toss game was a hit at North City's booth at the Celebrate Shoreline Festival.

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
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 Conservation Office

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