

From Policy to Reality



Maximizing Urban Water Conservation in Texas
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Conservation Potential

Water Savings

- 2007 State Water Plan – 612,000 acre-feet/year savings
- Additional one million acre-feet/year savings available
- Particularly important at peak times



Cost Savings

- Avoided cost of water treatment and supply
- Consumer savings

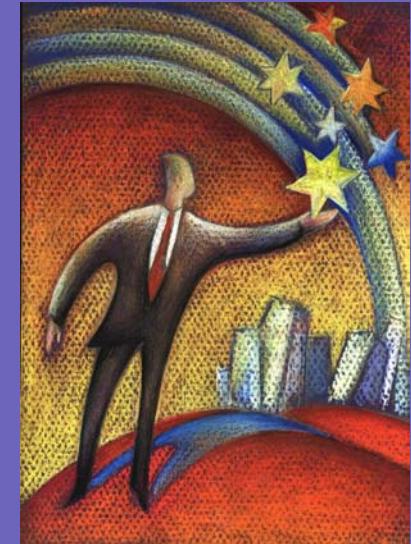
Co-Benefits

- Environment
- Energy reduction



GPCD Target Goals

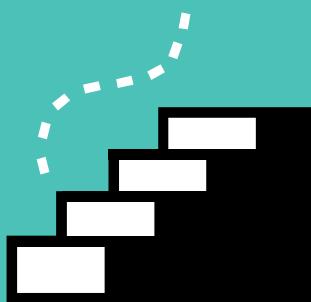
- Ranges – 5 year 139-301 gpcd
10 year 116-294 gpcd
- 172 gpcd - 2005 Texas average
- No correlation between intensity of reduction and quantity of use
- Carrollton 5 and 10-year goals in exceed current use



Pricing Structures

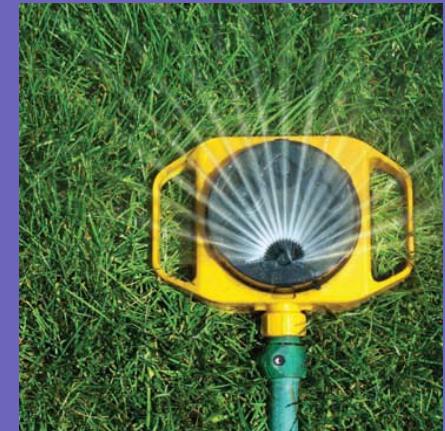
Block Structure

- Maximum coverage of blocks
 - Blocks do not exceed average use
 - Average use for family of four – approx. 17,000 gallons/month
- Economic opportunity



Nonpricing Programs

- Voluntary v. Incentive v. Mandatory
- Areas of Improvement
 - Lawn Programs
 - Retrofit Rebates
 - Public Education



Policy Recommendations

State

- Implementation
- Compliance assistance

City

- Ambitious goals
- Pricing structures
- Expansion of non price incentive programs
- Increased education programs

Citizen

- Participate in available programs





Thank you

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