

So....what's our solution?

1. Strive for higher product efficiencies
2. Connect water and energy
3. Build green
4. Price water appropriately
5. **Educate and motivate the consumer**
6. Develop alternate sources
7. Partner for positive change

Largest indoor water use

- 28% of indoor water use is toilet flushing with potable water
- Older toilets from 3.5 to 7 gallons per flush
- Federal standard since 1992 is 1.6 gallons
- New models at 1.28 gallons
- Convince consumers
- Reduce the LEAKS!



Second largest indoor water user

- 15% of indoor water use is clothes washing
- Energy Star Washers were not always water efficient
- By 2011 all residential washers must be 9.5 WF
- 40 MGD will be saved every year over older top-loading models



NEWS FLASH: Where the water is really going

- **30-60%** of urban residential water consumption is outdoor irrigation
- **80%** in some areas of the West
- Over-irrigation is common, particularly in new homes
- Reducing unnecessary irrigation reduces runoff and pollutant loading of streams
- Reducing irrigation reduces summer peak

Use New Technology



Et
Weather
Data
→
For
Irrigation
Scheduling



Monitor irrigation performance

MWDOC Data for Vista Norte - Microsoft Internet Explorer

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Address <http://www.waterbudgets.com/ConserVision/MWDOC-SQL/Homeowner.asp> Go Links

VISTA NORTE METERS

Account: 305035 **Area:** 30,492
Meter: 001457689 **% Turf:** 3%
Site Name: Vista Norte **MeterType:** Dedicated
Agency: Santa Margarita WD **Microclimate:** Foothill
Landscaper: W. B. Starr, Inc. **Grasscycling:** No
Property Mgr.: Merit Property Mgmt. Inc. **Mulch:** Yes
HOA: Vista Norte **Divert/Recycle:** Yes
Waste Hauler: Not Available **Controller Type:** Real Time

Hold mouse over column headings for definitions. [CLICK HERE](#) for printer-friendly page.

Date Range	Current Use (ccf)	Rain (ccf)	Site Budget (ccf)	Over or Under Budget (%)	Over or Under Budget (ccf)	Cost (\$)	Over or Under Cost (\$)
Change Date Range							
4/11/02 - 5/13/02	94	0	80	17%	14	163.56	24.36
5/14/02 - 6/12/02	94	0	81	16%	13	163.56	22.62
6/13/02 - 7/12/02	100	0	101	-1%	-1	174.00	-1.74
7/13/02 - 8/13/02	81	0	109	-26%	-28	140.94	-48.72
8/14/02 - 9/10/02	72	0	78	-8%	-6	125.28	-10.44
9/11/02 - 10/9/02	68	0	74	-8%	-6	118.32	-10.44
10/10/02 - 11/12/02	31	2	40	-23%	-9	53.94	-15.66
11/13/02 - 12/10/02	27	0	46	-41%	-19	46.98	-33.06
12/11/02 - 1/10/03	6	1	37	-84%	-31	10.44	-53.94
1/11/03 - 2/12/03	24	1.62	52	-54%	-28	41.76	-48.72
2/13/03 - 3/12/03	6	3.63	39	-85%	-33	10.44	-57.42
3/13/03 - 4/9/03	37	3.35	68	-46%	-31	64.38	-53.94
4/10/03 - 5/13/03	38	2.94	69	-45%	-31	66.12	-53.94
Totals for selected date range:					-196		-341.04

HOME DATA SERVED YOUR WAY VIEW BY SITE BAR GRAPH HELP

Internet



Consumer consumption

- 1998 AWWARF Study of residential end uses in 1300 homes in twelve cities using data-loggers
- Average per capita residential consumption was **170** gallons per person per day
- Brisbane Australia's residential per capita is **36**
- **No noticeable loss of lifestyle**
- **All consumer behavior reductions**

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Why always potable water?

- Greywater systems
- Rainwater harvesting
- Suitable for all urban irrigation uses
- In Australia harvested rainwater and greywater flushes toilets as well as irrigates landscapes

Brac system

www.bracsystems.com

- Field trials in the western U.S.
- Collects greywater from shower and clothes washer, and uses to flush toilet or irrigate



BRAC System



Perpetual Water's "Garden Angel"

(clothes washer rinse water to landscape)



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Remember that Tennessee Town?

- 144 residents in Orme, TN
- Town out of water and hauling water 3-4 times a week in the town fire truck
- Water only 3 hours a day
- Robert Easter's plan: WATER EFFICIENCY
- 52 houses fully retrofitted on November 17 with efficient plumbing fixtures
- Now residents have water 12 hours a day
- Partnership of plumbing manufacturers





WELCOME
TO
ORME TN
EST 1902



Our new water efficiency partners

- Industry
- Manufacturing
- Trade associations
- Retailers
- Development community
- Academia and research institutions
- Environmental and Energy groups
- Community organizations





Alliance
for Water
Efficiency

Promoting the Efficient and
Sustainable Use of Water

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Welcome to the Alliance For Water Efficiency!



Alliance
for Water
Efficiency

We're official! We now have a web site, a distinguished Board of Directors, an Executive Director, and an office in Chicago. Fundraising is beginning. And a kick-off workshop on Water Efficiency Programs will be held on October 18 in Chicago. [Read more about us.](#)

Join the Alliance Email List!

If you would like regular water efficiency updates and news of the Alliance for Water Efficiency activities, [join our email list.](#)

WaterSense

The US EPA's WaterSense Labeling Program is moving forward.

WaterSense Labeled High-Efficiency Toilets should be hitting the shelves soon, and two certification programs for irrigation auditors have already received the label. [Read More...](#)

Calendar of Events

Sep 20-22, 2007	West Coast Green Conference & Expo
Oct 18, 2007	Alliance for Water Efficiency Workshop
Oct 19, 2007	Alliance for Water Efficiency Board Meeting
Nov 7-9, 2007	USGBC Green Build Conference

[VIEW MORE »](#)

Latest Information

	AWE Draft Full Report
	2006 Workshop Summary
	DOE Denies CA's Tougher Clothes Washer Standards
	First WaterSense Specification Issued

[VIEW MORE »](#)

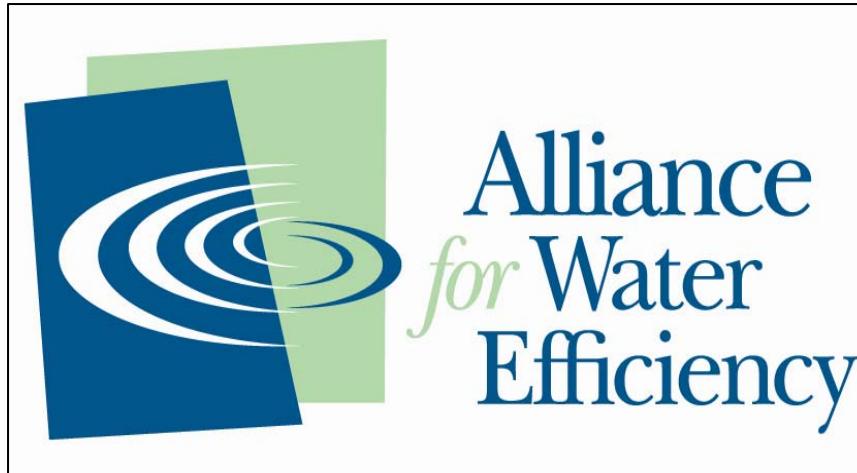


Alliance for Water Efficiency goals

- Promote the efficient and sustainable use of water
- Be a clear and authoritative national voice
- Provide comprehensive information on products, programs, and practices
- Represent the interest of efficiency in codes and standards process

Alliance for Water Efficiency goals

- Transform the market for fixtures and appliances
- Coordinate with Green Building Initiatives to institutionalize water efficiency
- Educate water users and improve the consumers understanding of the need for efficiency
- Train water utility and district managers



www.allianceforwaterefficiency.org
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