

# Alliance for Water Efficiency

## Inaugural Water Efficiency and Conservation Symposium Overview

Anne Carroll

Jason Duff

September 14, 2023

# Symposium Overview

## WEDNESDAY, AUGUST 2

8:00 AM 9:00 AM	REGISTRATION & LIGHT BREAKFAST	
9:00 AM 9:30 AM	WELCOME PLENARY	
9:30 AM 9:45 AM	BREAK	
9:45 AM 10:45 AM	<b>TRACK A1</b> OUTDOOR WATER USE & LANDSCAPES: DIVE INTO THE ISSUES & POLICIES	<b>TRACK B1</b> WATER LOSS CONTROL PROGRAMS: TAKING THE NEXT STEP
10:45 AM 11:00 AM	BREAK	
11:00 AM 12:00 PM	<b>TRACK A2</b> OUTDOOR WATER USE & LANDSCAPES: EXPLORE THE PROGRAMS & STRATEGIES	<b>TRACK B2</b> STATE PERSPECTIVES ON WATER CONSERVATION, DROUGHT, & CLIMATE CHANGE
12:00 PM 1:30 PM	NETWORKING & LUNCH <i>OPTIONAL SESSION</i> WATER RICH REGIONS ROUNDTABLE & LUNCH	
1:30 PM 2:45 PM	<b>TRACK A3</b> FOUNDATIONS & FRAMEWORKS FOR THE NEXT FRONTIER: A BEHAVIOR CHANGE WORKSHOP	<b>TRACK B3</b> TOILET TALK: INDOOR WATER USE, LEAKS, & EQUITABLE PROGRAMS
2:45 PM 3:00 PM	BREAK	
3:00 PM 4:00 PM	<b>TRACK A4</b> EASY BUTTON: ALL ACCESS PASS TO HACKS TO MAKE YOUR LIFE EASIER	<b>TRACK B4</b> DATA TO EMPOWER CUSTOMERS, ENHANCE TARGETING & AMP UP IMPACT
4:00 PM 4:15 PM	BREAK	
4:15 PM 5:00 PM	MEET THE BOARD: A CONTROVERSIAL CONVERSATION ABOUT CONSERAVATION	
5:00 PM 6:30 PM	AWE AWARDS RECEPTION	
6:30 PM	<i>OPTIONAL</i> RESTAURANT ROUNDTUP	

## THURSDAY, AUGUST 3

8:00 AM 9:00 AM	LIGHT BREAKFAST <i>OPTIONAL SESSION</i> RISE & SHINE: REACHING & ENGAGING CII CUSTOMERS	
9:00 AM 9:45 AM	<b>TRACK A5</b> MOVING TOWARDS COMMUNITY CO-CREATION: STAKEHOLDER ENGAGEMENT	<b>TRACK B5</b> WORKFORCE ISSUES: SUPPORTING A SEA CHANGE FOR A SUSTAINABLE & EQUITABLE FUTURE
9:45 AM 10:00 AM	BREAK	
10:00 AM 11:00 AM	<b>TRACK A6</b> MOVING TOWARDS COMMUNITY CO-CREATION: STAKEHOLDER ENGAGEMENT	<b>TRACK B6</b> DATA TO ADVANCE ORGANIZATIONAL PERFORMANCE, DECISION-MAKING, & TRANSPARENCY
11:00 AM 11:15 AM	BREAK	
11:15 AM 12:30 PM	<b>TRACK A7</b> THE MANY SIDES OF MULTI-FAMILY: DIGGING INTO DATA & MEETING RESIDENT NEEDS	<b>TRACK B7</b> FUTURE VISIONS FOR CONSERVATION PROGRAMS, NEW DEVELOPMENT & LONGTERM PLANNING
12:30 PM 1:30 PM	NETWORKING & LUNCH	
1:30 PM 3:00 PM	WATER EFFICIENCY: EXPLORING EQUITABLE & EFFECTIVE SOLUTIONS TO ADDRESS AFFORDABILITY	
3:00 PM 3:30 PM	CLOSING SESSION FINAL REFLECTIONS & TAKEWAYS	
4:00 PM 5:15 PM	<i>OPTIONAL</i> H2NOW FIELD TRIP	

# Session Highlights

- ❖ Water affordability
- ❖ Outdoor water use efficiency/water efficient landscaping
- ❖ EPA WaterSense Programs
- ❖ Water Research Foundation: Residential End Uses of Water – New Study
- ❖ State perspectives on drought/water conservation



# Water affordability

## Key takeaway:

Water affordability is becoming a bigger issue nationwide

## Follow Ups:

- 1) Meetings to learn more about Low-income Household Assistance Program (LIHWAP) and other programs
- 2) Continuing to explore water conservation/drought resilient rate strategies



# Outdoor water use efficiency/water efficient landscaping

## Key takeaway:

Learn from what others are doing

## Follow Ups:

- 1) Met with California Water Efficiency Partnership (CalWEP)
- 2) Continuing multi-partner collaboration on developing drought tolerant native plant resources
- 3) Exploring possibility of conducting outdoor water use assessments at state facilities

### Programs We've Tried...

- Irrigation equipment rebates
- Classes, workshops, and tours
- Plant database
- Demonstration garden
- Contractor training
- Coupons for water-wise plants
- Project-based rebates
- Direct installations
- Equipment giveaways
- Landscape consultations
- Landscape design services
- Irrigation audits
- Free nozzles
- Free native grass seed
- Plant sales
- Industry association outreach
- And more...

Colorado Springs Utilities

23



### NatureScape Direct Install Turf Removal Program

- Contracted with local CA Native Nursery
- Hold monthly Landscape Workshops to qualify for program
- MNWD District/Customer Cost Share
- Installed over 140 native landscapes (55k sq.ft. turf removed) in the past 5+ years

# EPA WaterSense Programs

## Key takeaway:

OWR/EEA should continue to find ways to partner with EPA/WaterSense

## Follow Ups:

- 1) Met with representatives from WaterSense program
- 2) Looking for ways MA could benefit from WaterSense labeled homes program



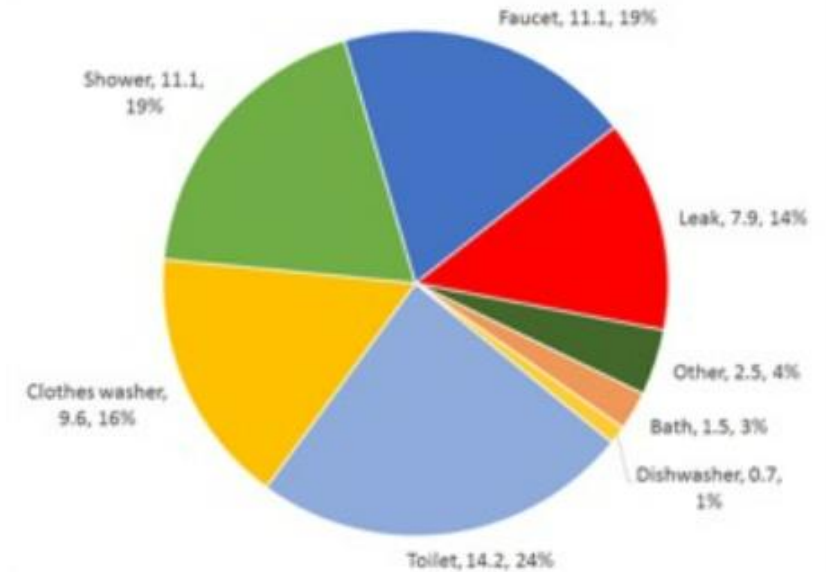
# Water Research Foundation: Residential End Uses of Water – New Study

## Key takeaway:

Need to spread the word about the opportunity to participate in the upcoming newest version of this study

## Follow Ups:

- 1) Attended webinar to learn more about the study
- 2) Trying to spread the word!



QR Code to Sign Up to Participate:



[waterrf.org/participate-research](http://waterrf.org/participate-research)