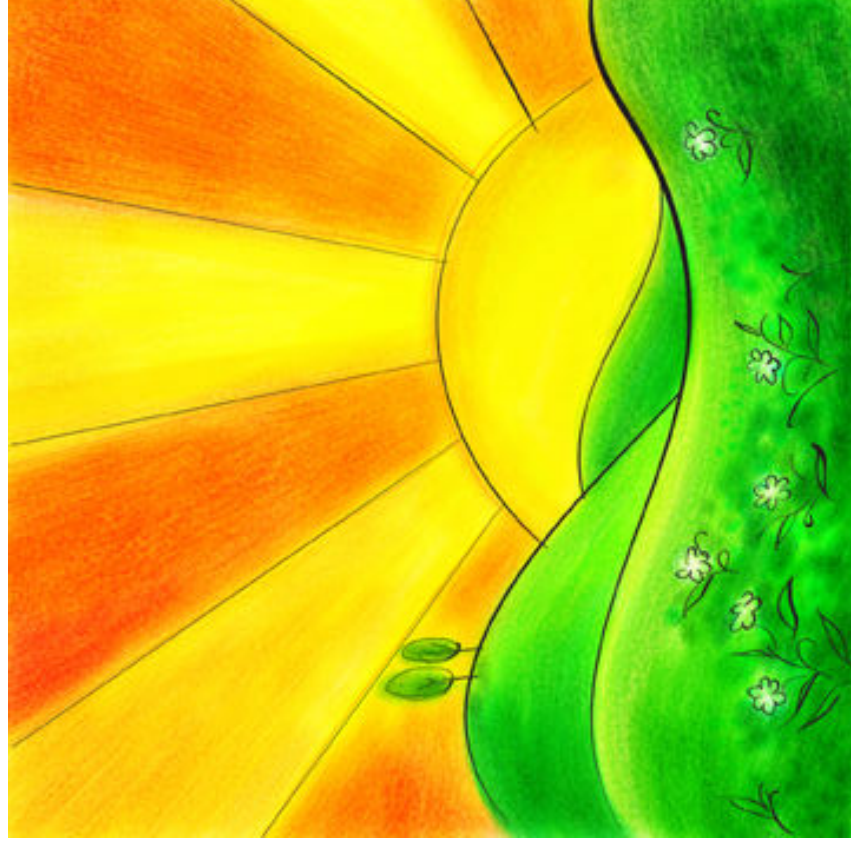


# The Partnership for Water Conservation – the first five years



# In the Beginning

- June 2002
- More than twenty people
- Environmental groups, public interest groups, local governments, utilities, business and industries



# Common Belief

- An organization could be formed that would fill critical needs for regional water conservation in Central Puget Sound



# Steering Committee and Initial Board Members

- Karen Allston, Center for Environmental Law & Policy (CELP)
- Marla Carter, City of Everett
- John Kirner, Tacoma Public Utilities
- Guillemette Regan, Seattle Public Utilities
- Donald C. Wright, South King County Regional Water Association

# Challenge

- What will it mean to the Water Conservation Coalition of Puget Sound if the “Entity” actually forms?
- What is the role of the “Entity” and how will it fit in the region?
- Worked closely with other organizations and associations

# Partnership for Water Conservation

- Is a nonprofit 501 (c)(3) organization
- Incorporated in 2004
- Made up of three separate but equal caucuses
  - Utility/Government Caucus
  - Environmental
  - Business/Ratepayer

# MISSION

- The Partnership for Water Conservation actively engages the Puget Sound region in conservation efforts generating measurable water savings that support communities, provide long-term economic benefits and protect watersheds by helping to sustain necessary flows in rivers and streams.

# Challenge

- How large a geographic area?
  - King, Snohomish and Pierce
  - Puget Sound
  - Statewide
- Currently Puget Sound – discussing statewide



# Four Areas of Emphasis

- Regional Conservation Program
  - Combining resources & expertise to deliver consistent, cost-effective programs & messaging
- Education
  - Regional coordination of messages and strategies

# Four Areas of Emphasis

- Contract Services
  - Fee-for service programs including trainings & workshops, program development, etc.
- Advocacy
  - Forum for discussion to reach a common vision & work with decision-makers to make vision a reality

# Building the Board

- 5 Board members in each caucus
  - Utility/Government
  - Environmental
  - Business/Ratepayer
- Initial board appoints the balance of the board
- Board members elected by general membership of each caucus

# Challenges

- Executive Director on contract, August - December, 2004
- Hired new executive director 2005

# Decision Making

- Quorum – majority of the Board of Directors present in person or proxy
  - All business of the Corporation except those requiring a Super Quorum

# Decision Making

- Super Quorum – majority of the number of the Board of Directors within each of the three caucuses present in person or by proxy
  - Adopt, approve or amend the annual budget
  - Elect officers
  - Change the Articles of Incorporation or Bylaws
  - Authorize advocacy

# Opportunity Knocks

- The Washington State Legislature enacted the Municipal Water Law in 2003
- Gave municipal water suppliers more certainty and flexibility with their water rights.
- The law also required municipal suppliers to use water efficiently.

2004



# 2004 Board

- Board
  - Environmental Caucus – 3
  - Utility/Government Caucus – 5
  - Business – 0

# 2004 Accomplishments

- Incorporated Water Conservation Alliance dba Partnership for Water Conservation
- Hired executive director
- Made headway building the board
- Completed bylaws

2005

# Executive Director

- Janet Nazy hired  
January 2005 on  
contract
- Employee July 2005



# 2005 Board

- Board
  - Environmental Caucus – 4
  - Utility/Government Caucus – 5
  - Business – 2

# Challenge

- Building Business Caucus
  - Envisioned large companies and large water users
- Reality – business that are directly involved in water use efficiency

# Developed Logo



# 2005 Summer Campaign

- Collaboration between the Partnership for Water Conservation and the Water Conservation Coalition of Puget Sound
- Ads featured master gardener Ciscoe Morris and had the look and feel of NW Natural Yard Days campaign
- Ran on KING, KONG & Cable
- Ads ran two months starting June 15
- Radio ads ran on 29 stations during same time



# 2005 Summer Campaign

- Water Wisely
- Fix broken sprinkler heads.
- Stop watering the pavement.
- Limit watering to an inch a week.
- Do your part!



# 2005 Summer Campaign



- It may be dry but that doesn't mean you have to stop gardening.
- Water wisely - an inch a week is all your lawn needs.
- Hold off if it's raining.
- Water in the morning or the evening.
- Do your part!

# Website

**Partnership for Water Conservation**

*Our Water is Worth Saving*

**Welcome to the Partnership for Water Conservation**  
Our diverse membership is committed to water conservation and efficiency in the Central Puget Sound Region. Conserving water will ensure we all have a healthy community, economy and environment for years to come. [MORE](#)

**NW NATURAL YARDS CAMPAIGN**  
Always be water wise! Learn smart tips to save water while enjoying a beautiful yard. [MORE](#)

**WHAT'S NEW**  
As a new nonprofit organization, we have many opportunities for you to lead. Discover the possibilities. [MORE](#)

**UPCOMING EVENTS**  
See what's happening around the Sound regarding water conservation and related water issues. [MORE](#)

**JOIN NOW!**  
You can make a difference! Join our conservation membership! [Click here](#)  
Already a member? [Click here](#)

**We Welcome Our Newest Members!**  
CH2M Hill  
PRK  
Hosier Builders of King & Snohomish Counties  
Washington State Nursery & Landscape Association

**LEARN ABOUT CONSERVING WATER IN THE PUGET SOUND REGION**  
Our water is a precious resource. It is not unlimited. It's important that we all conserve - even when it's raining! Find out what you can do. Learn how you can save water in your home, in your yard and at your business. Be sure to check out our Water Conservation Resource Library tool! [MORE](#)

HOME | ABOUT US | RESOURCES | NEWS & EVENTS | MEMBERS | SERVICES | PROGRAMS | GET INVOLVED | ADVOCACY

www.partners4water.org

# June Kick Off Event

- Are Droughts Here to Stay?
- Global Warming and the Need for Water Conservation in the Central Puget Sound Region



# June Kickoff Event

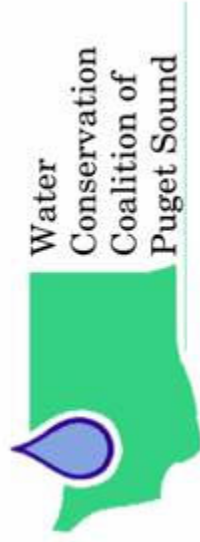
- Keynote: Dr. Philip Mote, State Climatologist
- Panel included representatives from: Tribes, Environmental Caucus, Utility Caucus, Business, and the State Legislature
- 60 attendees

# Committees

- TAG – Technical Advisory Group
  - Caucus nominations to chair
  - 3 members water conservation specialists
  - Chair forwards recommendations to board for approval
  - Three year terms
- Programs & Services Committee

2006

# Merger 6/15/06



+

=





# 2006 Accomplishments

- Created two new committees
  - Membership & Communications
  - Best Management Practices

# Challenge

- Best Management Practices (BMP)
  - Which BMPs
  - How BMPs used
  - Voluntary
- Dissolved Best Management Practices Committee

# Newsletter

A Quarterly Publication of  
The Partnership for Water Conservation

Summer 2006

# WaterWISE

## *Merger is Official: PWC & Coalition are One!*

The official papers have arrived! The Water Conservation Coalition of Puget Sound (WCCPS) is officially merged with the Partnership for Water Conservation. The state approved the articles of merger and we received official notice on June 22nd.

"I think the merger is a great idea whose time has come," said Barbara Sullivan, Water Resource Conservation Program Administrator for the City of Redmond and the Coalition's President. "Originally the Coalition was founded as a place where water conservation staff could come together to work on projects that had regional impact and deliver them to our customers in a cost-effective way. This was



## *National News*

*By Al Dietemann*

On June 6<sup>th</sup>, 2006, a stakeholder meeting was held in Washington, D.C. to discuss draft recommendations regarding the formation of a new national

# 2006 Ad Campaign



**Water is a shared resource.  
Please use it wisely.**

Water. Children sip it, trees drink it, even fish in our streams need it. We all share it. Let's use it wisely.

Water is a precious, finite resource. Demands on it are ever increasing. Conserving water year round helps ensure there's enough for all the needs in the Puget Sound region – for our communities, businesses and environment.

## WHY conservation important

# Challenge

- 2006 Ad campaign
- Design by committee difficult
- Compounded by multi-faceted interests
- Started over, worked slowly and gathered input

# Worked on Strategic Plan



## Draft Strategic Plan

**Mission:** Increase water conservation in the Puget Sound region to support a healthy community, economy and environment.

**Vision Statement:** (Draft from Retreat, not finalized or approved by Board as yet)  
The Partnership for Water Conservation is instrumental in actively engaging the Puget Sound Region as national leaders in water conservation. Successful conservation has lead to measurable water savings, long-term economic benefits and contributed to sustaining the flows in rivers and streams.

**Core Values:** (Not finalized or approved by Board as yet)  
We believe water is a critical and limited resource.

We believe thoughtful use of our limited resources is a moral obligation.

# Water Supplier Survey

- TAG & BMP Committees created survey

## 2006 Survey of Puget Sound Region Water Suppliers

### Water Supplier Information

1. Name of Water Supplier: \_\_\_\_\_
2. Water Conservation Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_
3. Person Completing Survey (if different from 2): \_\_\_\_\_  
Title: \_\_\_\_\_
4. Mailing Address: \_\_\_\_\_

# Bulk Purchase

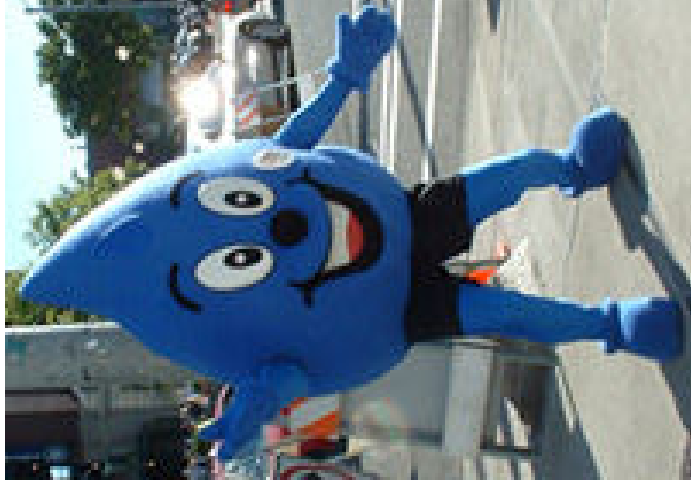
- First successful Bulk Purchase
- 25,000 ordered





# Wayne Drop

- Wayne Drop visited 7 events



# Professional Development

- Held our first Professional Development meeting Oct. 25



# Caucus Board Elections



# Membership Growth

- Grew Membership from 31 to 80
  - 10 Environmental Caucus members
  - 8 Business Caucus members
  - 62 Utility Caucus members

2007

# Optimizing Water Conservation Workshop



- Amy Vickers, Internationally recognized author and water conservation expert
- Two locations

# Annual Meeting

- Amy Vickers -  
Keynote address



# WUE Workshop & Vendor Fair





# Membership Growth

- Continued to grow Membership
  - 11 Environmental Caucus members
  - 18 Business Caucus members
  - 48 Utility Caucus members

# Challenge

- Membership Dues Structure
  - Dues started at \$75 for individual
- Reduced to \$35
- Dues started at \$200 for organizational and utility memberships
- Reduced to \$100

# Strategic Planning



## Strategic Plan 2007-9

### **Mission**

The Partnership for Water Conservation actively engages the Puget Sound region in conservation efforts generating measurable water savings that support communities, provide long-term economic benefits and protect watersheds by helping to sustain necessary flows in rivers and streams.

### **Core Beliefs**

The members of the Partnership for Water Conservation believe:

- Water is a finite resource and must be carefully managed for future generations and healthy ecosystems.

- Board completed 3-year Strategic Plan

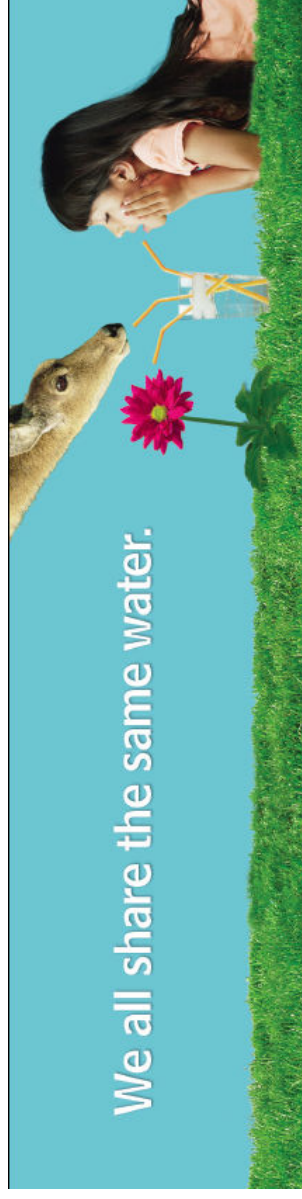
# Regional Ad Campaign

- Coordinated the running of transit ads in 5 counties



# Bulk Purchasing

- Organized bulk purchasing of regional ad campaign materials & Shared Waters booklets



Water. Children sip it, trees drink it, even fish in our streams need it. We all share it. Let's use it wisely.

Water is a precious, finite resource. Demands on it are ever increasing. Conserving water year round helps ensure there's enough for all the needs in the Puget Sound region – for our communities, businesses and environment.

## Myth vs. Fact: Why Conserve?

*Myth: It rains here all the time! We have plenty of water in the Puget Sound region.*

**Fact:** While we have a rainy reputation, out of 100 major U.S. metropolitan areas, the Puget Sound region ranks only 56th in average rainfall. Atlanta, New York and Houston all have higher annual precipitation. Steady population growth and climate change are putting pressure on the water we have. Ever-growing population is overused

*Myth: If I use less water, it doesn't have an impact overall.*

**Fact:** Every little bit helps and each of us should do our part. Water conservation and efficiency measures are proven successful in reducing supply problems over the long and short term. For example, water saving measures taken by individuals and businesses during the summer drought of 2001 saved more than 19 million gallons of water per day in King County. If we all use water-efficient behavior every

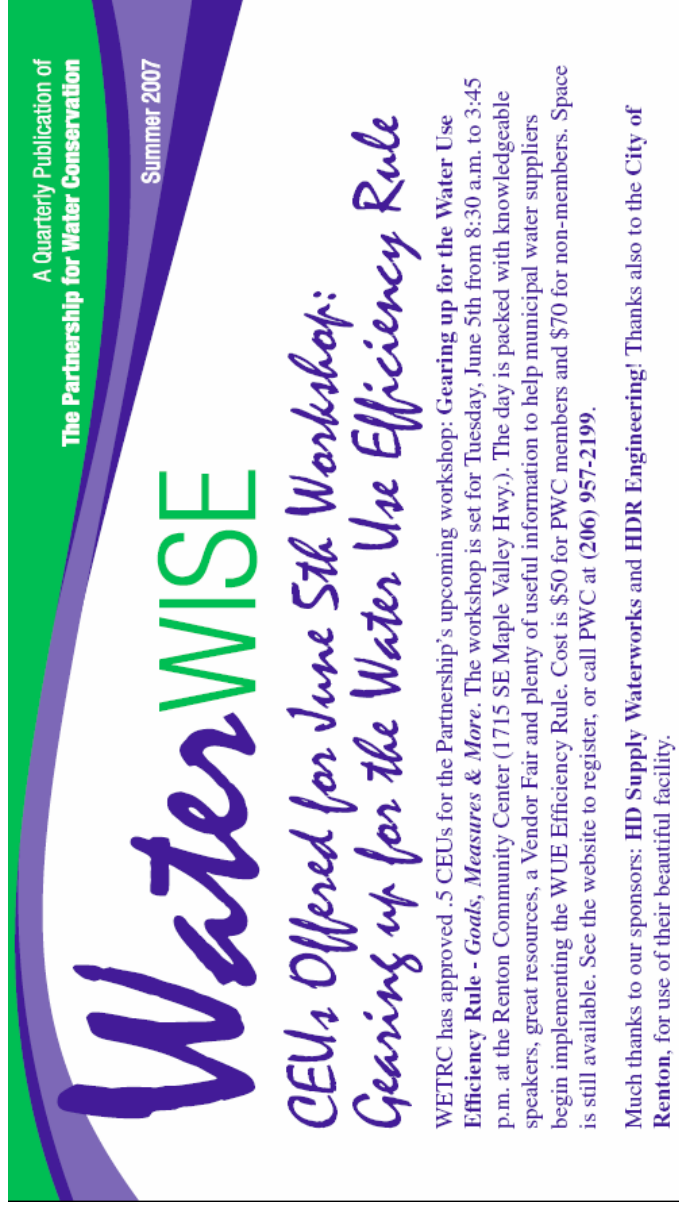
# Professional Development

- Held two professional development meetings



# Newsletters

- Produced 2 newsletters & made decision to design E-Newsletter

The graphic features a green and purple wavy background. At the top, it reads 'A Quarterly Publication of The Partnership for Water Conservation' and 'Summer 2007'. The main title 'Waterwise' is in a large, stylized font. Below it, the text 'CEUs Offered for June 5th Workshop: Gearing up for the Water Use Efficiency Rule' is written in a cursive font. The bottom section contains a paragraph of text about the workshop and sponsors.

A Quarterly Publication of  
The Partnership for Water Conservation  
Summer 2007

## Waterwise

*CEUs Offered for June 5th Workshop:  
Gearing up for the Water Use Efficiency Rule*

WETRC has approved .5 CEUs for the Partnership's upcoming workshop: **Gearing up for the Water Use Efficiency Rule - Goals, Measures & More**. The workshop is set for Tuesday, June 5th from 8:30 a.m. to 3:45 p.m. at the Renton Community Center (1715 SE Maple Valley Hwy.). The day is packed with knowledgeable speakers, great resources, a Vendor Fair and plenty of useful information to help municipal water suppliers begin implementing the WUE Efficiency Rule. Cost is \$50 for PWC members and \$70 for non-members. Space is still available. See the website to register, or call PWC at (206) 957-2199.

Much thanks to our sponsors: **HD Supply Waterworks** and **HDR Engineering!** Thanks also to the **City of Renton**, for use of their beautiful facility.

# TAG (Technical Advisory Group)

- TAG remained active & gave valuable support and consultations to board & staff
- Daniel Muir, TAG Chair



# Survey

- Surveyed Utility members on programs & services

## PWC Utility Caucus Survey – August 2007 RESULTS

**Number:** 21 out of 48 utility caucus members

**Utilities Responding:** Auburn, Bainbridge Island, Bellingham, Birch Bay, DuPont, Eatonville, Firgrove, Kent, Lacey, Lakehaven, Olympia, Olympic View, Puyallup, Rainier View, Renton, Sammamish Plateau, Skyway, Sumner, Tumwater, Valley Water, Woodinville

### CAMPAIGN

**1) Did they use the 2007 ad campaign and if so how?**

**Answer:** 5 yes (1 participated in bus campaign but nothing else so was included in 16 no answers below, 1 said they did but didn't place an order with us – said they put info in their office for people to take)

# Rentals



- Rented Wayne Drop & the Toilet Drill
- Team for Summer Events

# Water Use Efficiency

- Became member of AWWA and a WaterSense partner
- Had input into development of DOH's Guidebook for the Water Use Efficiency Rule

# Workshops

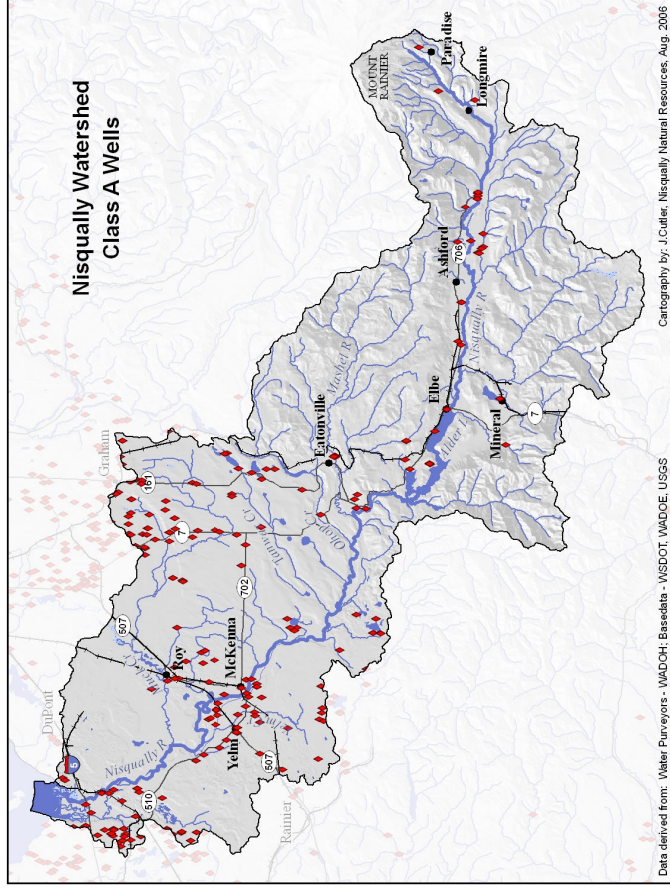
- Evaluating Conservation Measures – June
- Tracking & Eliminating Water Loss – November
- Water Conservation Vendor Fair



2008

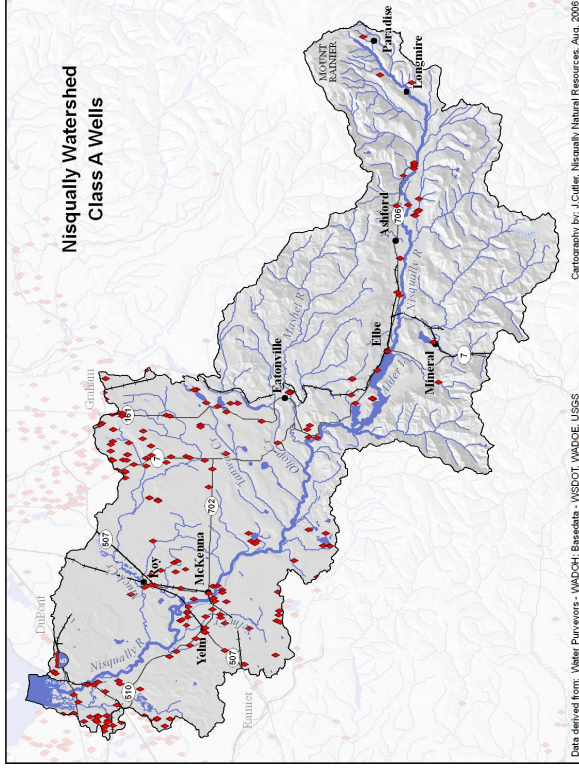
# Nisqually Grant

- Signed contract with Nisqually River Foundation to develop a water conservation plan for the watershed
- Hired our Water Conservation Specialist, Natalie Duncan, in May

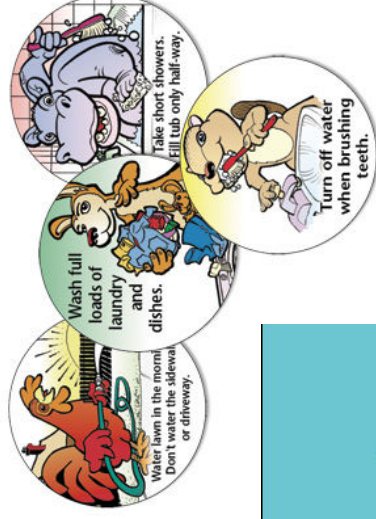


# Challenge

- Municipal Water Law challenge
  - Nisqually watershed mostly small private water suppliers
- Shift in focus on community education efforts



# Bulk Purchasing





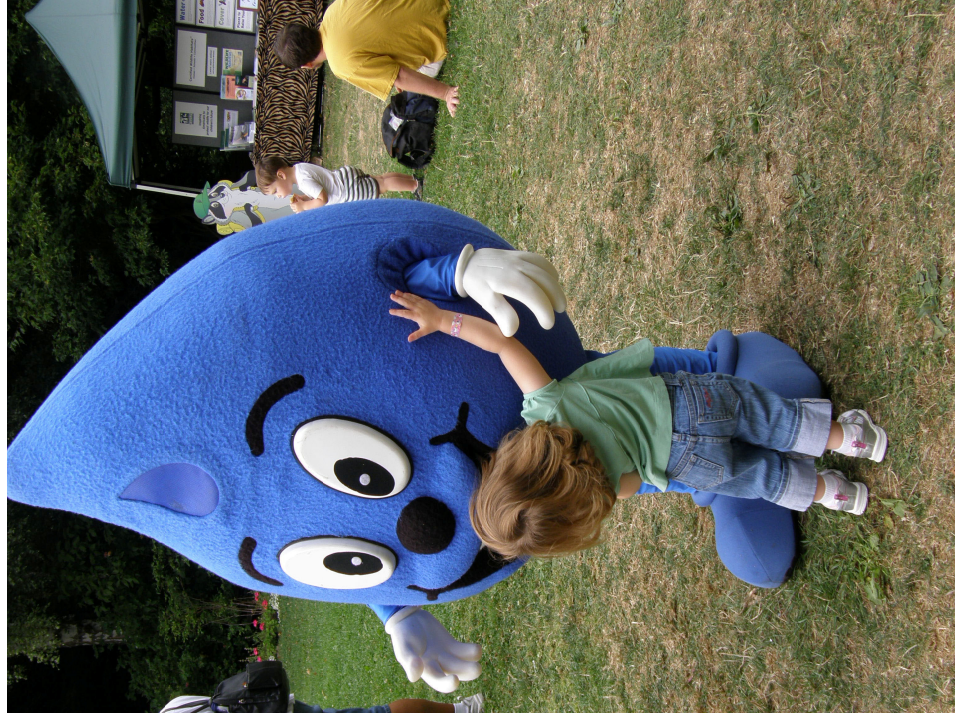
# NW Flower & Garden Show



Partnered with  
Washington State  
Nursery &  
Landscape  
Association –  
waterwise garden

- Sunset Western Living Award – for the garden most filled with fresh, useful, achievable ideas that enhance outdoor living in the West.
- Founders’ Cup – Best in Show – best overall display
- Gold Medal

# Community Fairs



# Annual Meeting Guest Speaker

**Mary Ann  
Dickinson,  
Executive  
Director, Alliance  
for Water  
Efficiency**



# Michael Mercer Water Conservation Educator Award

The award is presented to a teacher, teaching team, volunteer or other educator who has shown creativity and dedication to teaching youth about water conservation & the importance of protecting the health of Washington's rivers, streams, aquifers, salmon & natural environment.

# Michael Mercer Award

- 2007 Clay Heilman, Nature Vision
- 2008 Gina Hungerford, City of Kent



# Water Conservation Leadership Award

This award honors people in the Puget Sound Region who have made significant contributions toward encouraging water conservation and who have worked diligently to develop water conservation programs, activities, education and/or policy.

# Leadership Award Winners

- 2006 Barbara Sullivan, City of Redmond
- 2006 Karen Allston, CELP
- 2007 Al Dietemann, Seattle Public Utilities
- 2008 Mike Brent, Cascade Water Alliance

# Membership Growth

	Utility	Business	Enviro	Totals
2005	16	11	4	31
2006	62	8	10	80
2007	48	18	11	77
2008	54	17	14	85
2009	56	19	11	86



# BUDGET

2004	\$63,000
2005	\$134,000
2006	\$155,000
2007	\$137,214
2008	\$277,000
2009	\$292,036

2009

# Challenges

- Regional education campaign
  - How or why?
  - Target audience – utilities or general public?
- Hired firm to help put together strategic communication plan
- Strategic planning committee

# Challenges

- Meaningful involvement and input from Environmental and Business Caucuses
- Strategic planning committee

# Challenges

- Financial Stability
  - Employees
  - Dues mostly from utility caucus
- Working on business plan

# Challenges

- Advocacy
  - Forum for discussion to reach a common vision & work with decision-makers to make vision a reality
- Looking at other models

# Currently

- Workshop – Setting Water Rates to Promote Conservation, June 3, Renton
- Strategic Planning
- Business Plan