

Developing a water conservation goal: process and considerations

2018 PNWS-AWWA CONFERENCE





What drove us to do this?

- Our current goal sunset at the close of 2017
- New goal required a new plan to meet it





Process

- **What was our focus?**
- **Which measures contribute to that focus?**
- **What do we expect to achieve from these measures?**



Process

- **Created a new package using feedback – peak focus**
- **Put out for public comment**
 - Web feedback
 - In-person presentation



Lessons learned

- Advisory group was very helpful for a number of reasons
- Many people used web feedback submission, but few read the document
- Low attendance at in-person presentation



Proposed plan – what we’re keeping

Here are some things we’re already doing:

- Single family fixture giveaways
- Commercial kitchen equipment rebates
- Education and outreach

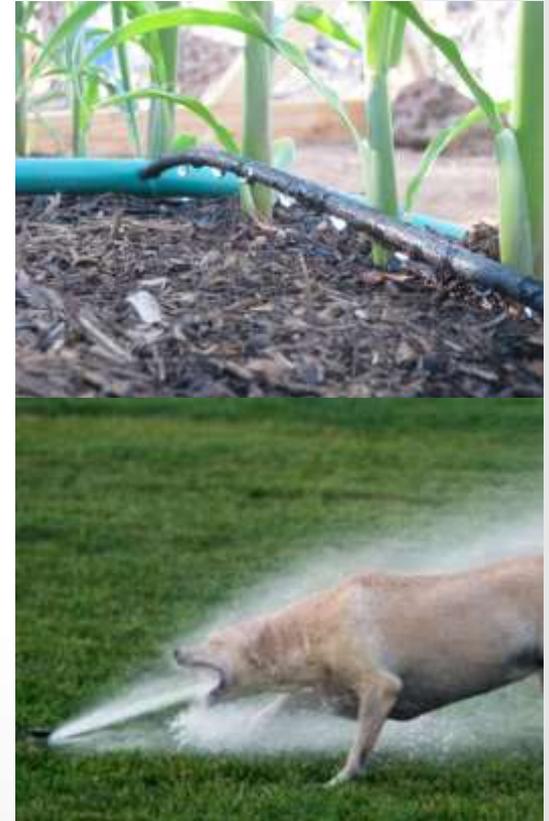




Proposed plan – what's new?

Here are some things we're adding:

- Outdoor efficiency kit giveaways for residential customers (soil moisture sensor, rain gauge, hose timer)
- Irrigation controller rebates for all customers
- Irrigation audits for large commercial systems
- Increased multifamily customer programming



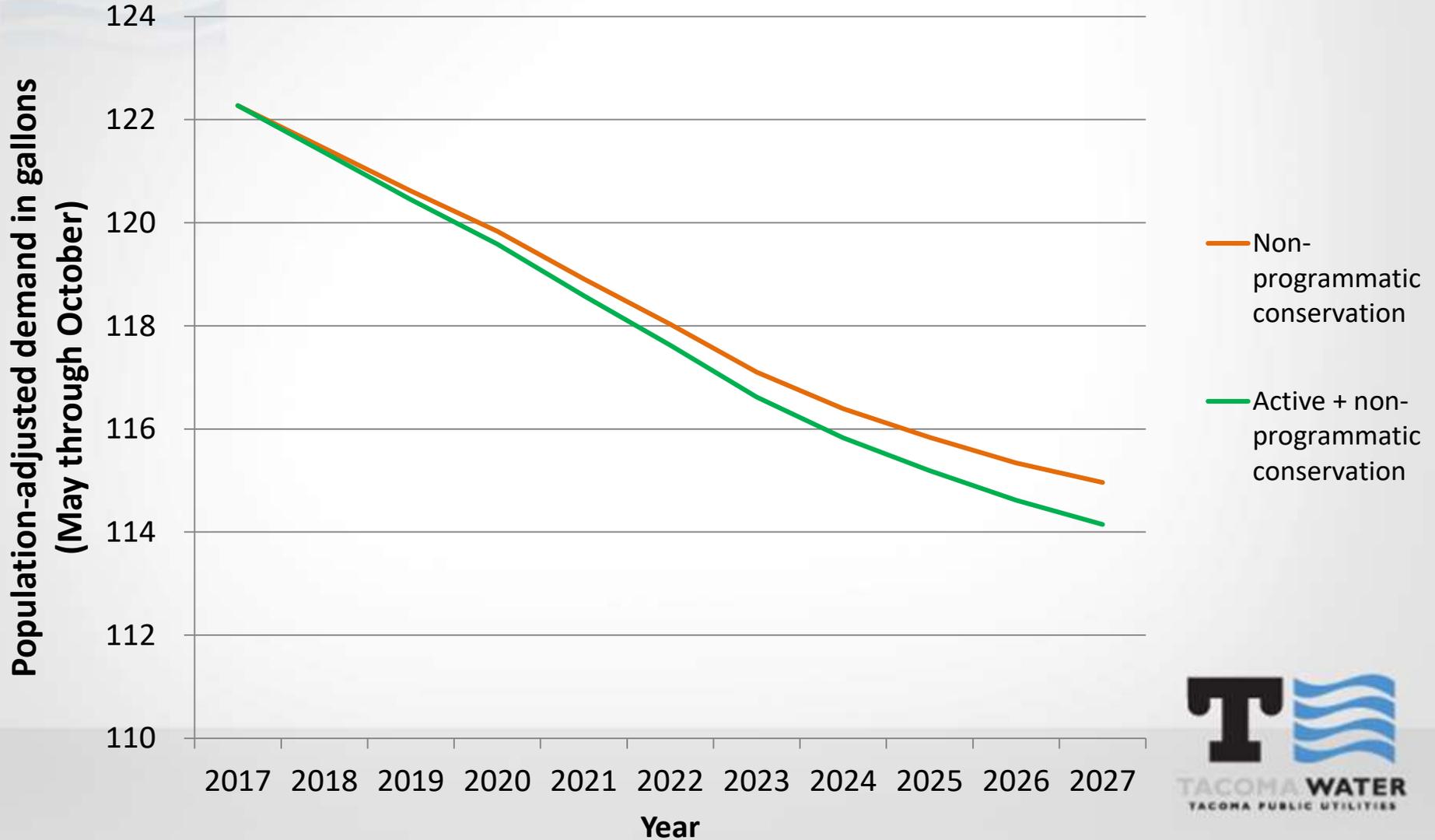


Proposed goal

Proposed goal: 6.65% peak (May – October) reduction from 2018 to 2027

- Goal will be measured by dividing the water use of the system by our population
- 2017 will be used as the baseline year
- This includes all retail customers, except those using > 1 million gallons/day

Proposed new goal





Key points

- Start earlier than you think you need to
- Solicit feedback from multiple customer types
- Strategize goal reporting methods to be as clear as possible while still maintaining effective measures of progress
- Advertise feedback opportunities well



Thank you for coming!





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