



The image shows a banner for "Net Blue: Supporting Water-Neutral Community Growth". On the left is a vertical graphic with a green and blue wave pattern at the bottom. The text "NET BLUE" is in large white letters, with "WATER NEUTRAL GROWTH" in smaller white letters below it. To the right of this graphic is the main title "Net Blue: Supporting Water-Neutral Community Growth" in a large, bold, blue sans-serif font. Below the title is the text "An initiative of" in a smaller blue font. At the bottom are three logos: the Alliance for Water Efficiency logo, the River Network logo (with the tagline "connecting people - saving rivers"), and the Environmental Law Institute logo (with the tagline "ENVIRONMENTAL LAW • INSTITUTE").

Welcome to the Webinar!

- ▶ Webinar will be 60 minutes in length with time for questions.
- ▶ Audio is through your telephone or computer microphone & speakers.
- ▶ The webinar phone line will be muted during the presentation because we are recording.
- ▶ Questions can be typed in throughout the webinar and will be answered at the end by the speakers.



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Webinar Speakers

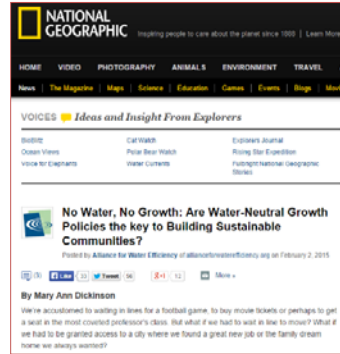
- ▶ Mary Ann Dickinson, Alliance for Water Efficiency
- ▶ Adam Schempp, Environmental Law Institute
- ▶ Bill Christiansen, Water Forever
- ▶ Katherine Baer, River Network



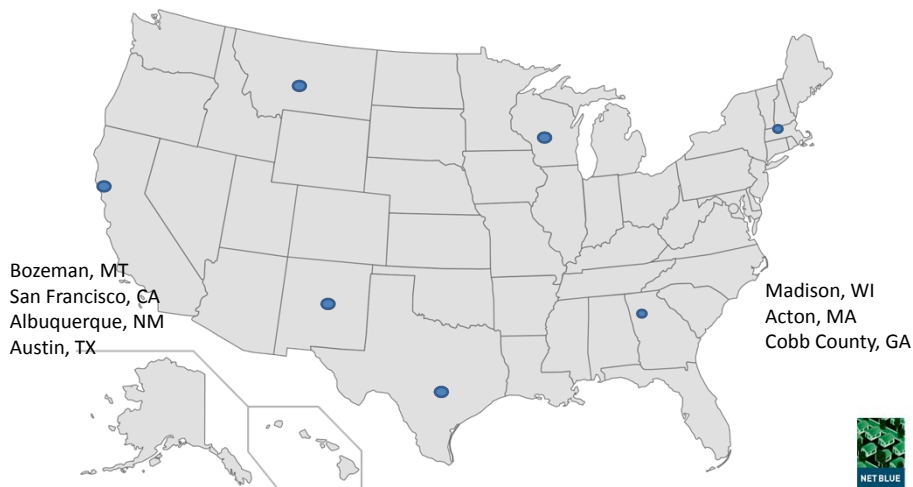
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Net Blue: Water-Neutral Growth

- ▶ 3-year project to create a national model ordinance that can be tailored to create a customized water demand offset approach
- ▶ Partners: AWE, Environmental Law Institute, and River Network
- ▶ Funders: Scherman Foundation, Paul Johanson Foundation, and the Metropolitan Water District of Southern California
- ▶ Working with 7 partner cities to pilot approach



Net Blue Partner Communities



Net Blue Toolkit

1. Model Ordinance Worksheet
2. Model Ordinance User Guide
3. Three Ordinance Examples
4. Offset Methodology Workbook
5. Offset Methodology User Guide
6. Three Offset Examples matching the ordinance examples
7. Outreach Materials



The Ordinance Parts and Organization

Establishing the Legal Basis

Purpose

Findings

Authority

Fashioning the Ordinance

Requirement and Applicability

or Incentive

Definitions

Determining the Offset Amount

Identifying the Offset Activities

Enforcing the Ordinance

Compliance with the Offset

Verification

Monitoring (optional)

Enforcement

Options for the Ordinance

Offset Credit Bank (optional)

In-Lieu Fee (optional)

Administrative Fees (optional)

Modifications (optional)

Administering the Ordinance

Appeals

Severability

Consistency with Other Laws

Effective Date



Methodology Workbook

- ▶ Designed to help communities evaluate and select off-site offsets for development projects

NET BLUE
WATER NEUTRAL GROWTH

- Offset Strategies** - This workbook contains the following worksheets:
 Offset Strategies - The Offset Strategies worksheet can be used to evaluate and select a suite of measures to offset the demand of new or expanded water use. It contains example offset strategies related to indoor water fixture and appliance replacements and retrofits. Custom offset strategies can also be entered by the user.
- Selected Offsets** - Selected Offsets - This worksheet contains table that can be used to compile selected offset strategies for a new or expanded water use project. It can also be used to tally offset implementation. It is populated based on selections made on the Offset Strategies Worksheet.
- Res-Toilet Stock Estimate** - Res-Toilet Stock Estimate - This worksheet can be used to create a general estimate of the stock of inefficient toilets in a given service area if such an estimate does not already exist. This can be helpful to determine the potential for inefficient toilet replacements which is typically a cost-effective and reliable strategy that provides theoretically permanent water savings.
- Rainwater Harvesting** - Rainwater Harvesting - This worksheet contains a calculator for estimating the yield of rainwater harvesting (RWH) is assumed to be the rain that falls on building roof; rain not on roofs is considered stormwater.) It carefully addresses how much of the harvested rainwater is used on-site (and thus reducing on-site potable water demand) and how much rainwater is used off-site to offset potable water demand offsets.
- Stormwater Calculator** - Stormwater Calculator - This worksheet contains information and links to the USEPA Stormwater Calculator. If stormwater is captured and can be distributed off-site use, then this volume of water would qualify as a potable water demand offset.

Selected Offset Table

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Selected Offsets Update Selected Offsets Table

This worksheet contains an auto-populating table based on user selections made in the Offset Strategies worksheet. The table can be populated using the "Update Selected Offsets Table" button to the right of the Net Blue logo. The user manually enters the implementation value (e.g., number of toilet replacements) in 'Column D'. The "Percent of Total Offset Requirement" column is automatically calculated after the user specifies implementation. If changes are made in the Offset Strategies worksheet, the user must update the selected offsets table using the "Update Selected Offsets Table" button.

Offset Strategy	Savings Per Unit in Gallons per Year	Number to be Implemented	Percent of Total Offset Requirement
Single-Family High-Efficiency Toilet Replacements	9,500	15	13%
Multi-Family High-Efficiency Toilet Replacements	15,000	10	13%
Single-Family Clothes Washer Replacement	7,000	10	6%
Multi-Family Clothes Washer Replacement	25,000	5	11%
CII Urinal Replacements or Retrofits	6,000	10	5%
CII High-Efficiency Toilet Replacements	13,000	10	12%
Pre-Rinse Spray Valve Replacements	28,000	10	25%
Rainwater Harvesting (Off-site)	155,722	1	14%
Total			100%

Intro | Offset_Strategies | **Selected Offsets** | Res_Toilet_Stock | RWH_Calculator | Stormwater_Calculator

Three Examples

- ▶ Created to show diversity options of ordinance and offset methodology
- ▶ Examples all different, yet come from the same source
- ▶ Show that offsets are often not very onerous
- ▶ Detailed User Guides for both the ordinance and the methodology workbook

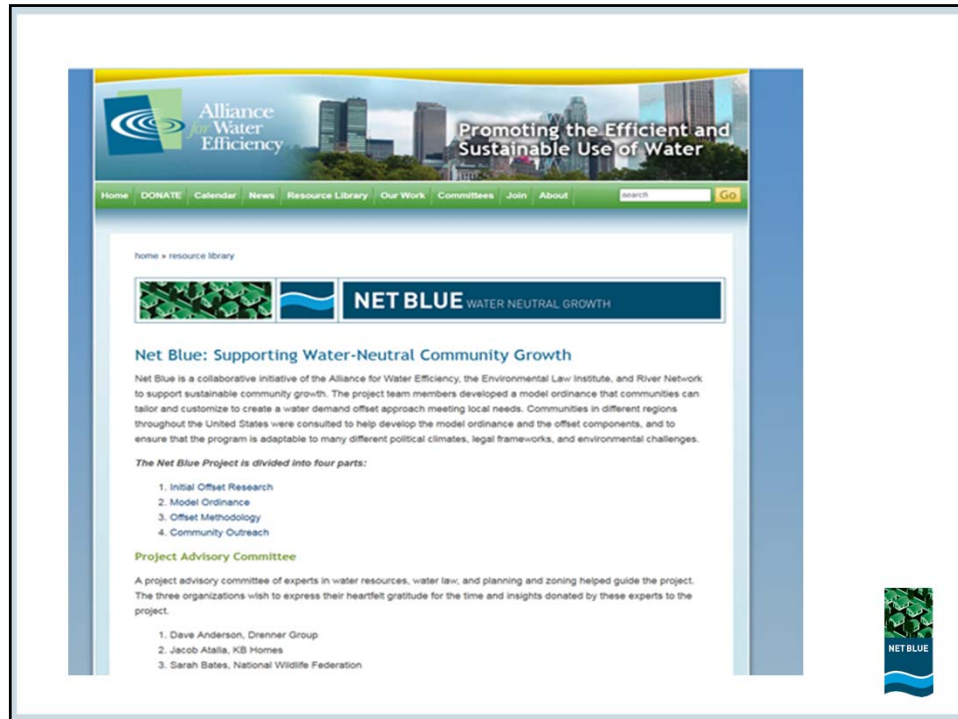


Outreach Materials

- ▶ Fact Sheet
- ▶ Frequently Asked Questions
- ▶ All outreach items on line
- ▶ Requests for toolkit online

www.net-blue.org





The screenshot shows the Alliance for Water Efficiency website. The header features the organization's logo and the tagline "Promoting the Efficient and Sustainable Use of Water". A navigation menu includes links for Home, DONATE, Calendar, News, Resource Library, Our Work, Committees, Join, and About, along with a search bar. The main content area is titled "home > resource library" and features a "NET BLUE WATER NEUTRAL GROWTH" banner. Below the banner, the text reads: "Net Blue: Supporting Water-Neutral Community Growth". It describes the project as a collaborative initiative of the Alliance for Water Efficiency, the Environmental Law Institute, and River Network, aimed at supporting sustainable community growth through a model ordinance. The project is divided into four parts: 1. Initial Offset Research, 2. Model Ordinance, 3. Offset Methodology, and 4. Community Outreach. A Project Advisory Committee is also mentioned, with members: 1. Dave Anderson, Drenner Group; 2. Jacob Atalla, KB Homes; and 3. Sarah Bates, National Wildlife Federation. A small "NET BLUE" logo is visible in the bottom right corner of the screenshot.

Got Questions?

- ▶ If you missed the first webinar, watch it [here](#)
- ▶ The Net Blue Toolkit designed to be user friendly
- ▶ Implementation issues can be complex and we know that questions arise
- ▶ What has been your experience in trying to use the materials?
- ▶ Join the APA Water and Planning Network on Linked In <https://www.linkedin.com/groups/8596612>



In Closing...

- ▶ Many thanks for joining us!
- ▶ A PDF and a link for this recorded webinar will be available in a few days.
- ▶ We are now distributing v2 of the toolkit.
- ▶ Additional questions after the webinar? Send them to Liam at liam@a4we.org and we will answer them.
- ▶ Join our regular AWE webinars! Next one is: **September 26 at 1:00 Central** on Managing Peak Demand through Smart Technology



For More Information
and to request the
Net Blue Toolkit, visit:
www.net-blue.org

