



Alliance for Water Efficiency

A VOICE AND A PLATFORM FOR WATER USE EFFICIENCY AND WATER CONSERVATION THAT HAS NEVER BEFORE EXISTED, BRINGING A CRITICAL NEW PERSPECTIVE TO AN INCREASINGLY THIRSTY NORTH AMERICA.

2012 Annual Report

Alliance *for* Water Efficiency

2012 Annual Report

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Message from the CEO



A year of achievement and challenge

The year 2012 marked the Alliance for Water Efficiency's fifth birthday, a marvelous moment that allowed us to celebrate our hard-won successes as well as reflect on the challenges still before us.

We have achieved significant progress in our first five years; in these tough economic times for non-profit organizations, this is no small feat, and it is proof that the Alliance continues to be relevant and needed. However, balancing our available resources with increased demands and initiatives required careful priority setting and financial sacrifices during 2012. Despite the difficulties we experienced in raising needed revenue, we have continued to grow and define the cutting edge in our work related to the efficient, sustainable use of water. We have spoken, published, testified, convened, traveled, researched, and taught. We have sustained old partnerships and built new ones.

We continue to be extremely proud of the Alliance for Water Efficiency's work and humbled by the challenges that lie ahead. As always, we are especially grateful to our members and contributors who make our work possible.



Mary Ann Dickinson
President and CEO



Alliance for Water Efficiency
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Chicago, Illinois 60606

www.allianceforwaterefficiency.org

Summary of 2012

In five short years, the Alliance for Water Efficiency has emerged as North America's leading voice for water efficiency, achieving a remarkable amount in a very limited time. What started with 24 members in 2007 has now grown to 369 members.

This year was another bustling year of education, collaboration, and engagement to promote sustainable water efficient policy and tools. The highlights included AWE President and CEO Mary Ann Dickinson's testimony before the Water and Power Subcommittee of the U.S. Senate's Energy and Natural Resources Committee, as well as the release of the first-ever "Water Efficiency and Conservation State Scorecard," which assessed state-level water conservation policies and laws.

In addition to holding a summit of rate experts and utility managers to discuss declining sales, revenues, and their impact on water conservation programs, the Alliance completed a two-year Great Lakes Watershed industrial water efficiency project. AWE also partnered with the Plumbing Efficiency Research Coalition to release the long-anticipated study, *The Drainline Transport of Solid Waste in Buildings*.

The Alliance initiated a number of new partnerships, including:

- A collaborative effort between AWE, The Johnson Foundation at Wingspread, and The Walton Family Foundation to co-host a summit with water utility managers, rate experts, price regulators, economists, and advocacy groups to explore the issues surrounding declining water sales, utility revenue losses, and the impact on conservation programs.
- A joint venture with Blue Tech Alliance to host a Chicago World Water Day Symposium as part of the United Nations efforts to raise water awareness around the world.
- A partnership with U.S. Green Building Council Northern California Chapter for the 9th Annual Water Conservation Showcase at the Pacific Energy Center in San Francisco, where Alliance President and CEO Mary Ann Dickinson delivered the keynote address.

In addition, the Alliance continued to build on established relationships:

- Partnered with the Pacific Institute and the California-Nevada Section of the AWWA to co-host two California water rates workshops and issue four rates-related factsheets.
- Partnered with the Environmental Law Institute to produce the *Water Efficiency and Conservation State Scorecard*, funded in part through a grant from the Turner Foundation.
- Collaborated with the Plumbing Efficiency Research Coalition to release the long-anticipated study *The Drainline Transport of Solid Waste in Buildings*, which assesses the potential blockage issues reportedly associated with high-efficiency commercial plumbing fixtures.
- Partnered with the Great Lakes Protection Fund to assess conservation opportunities and environmental benefits from five representative industrial sectors within the Great Lakes watershed, and released a final report *Assessing the Economic and Environmental Benefits of Industrial Water Use Efficiency*.
- Co-sponsored the 5th Annual WaterSmart Innovation Conference and Exposition in Las Vegas.



Organizational Activity

The Board of Directors

The Alliance continues to be guided by its diverse and engaged Board of Directors, and added two new members this year: Dan Beard of Dan Beard Consulting and Jennifer Riley-Chetwynd of the Denver Botanical Gardens. Long-serving and founding members Al Dietemann, Liz Gardener, and Alice Miller Keyes stepped down from the Board this year.

The Board held five meetings in 2012, three in person and two by teleconference. Teleconference meetings reduce the environmental impacts associated with air travel. The meetings convened on:

- March 8, 2012 in Chicago, Illinois
- May 3, 2012 on a teleconference call
- June 7, 2012 in Chicago, Illinois
- September 6, 2012 in Chicago Illinois
- December 6, 2012 on a teleconference call

AWE Advisory Committees

The Alliance for Water Efficiency's three advisory committees continue to be active and provide our members an opportunity to be engaged with a diverse group of water efficiency stakeholders.

- The Education and Outreach Committee met six times.
- The Water Efficiency Research Committee met eight times.
- The WaterSense and Water-Efficient Products Committee met nine times.

The committee structure and the group of participating professionals provide a unique and valuable resource in the field of water efficiency. Committee activities, notes, schedules, and resources may be tracked on the AWE website.

2012 Board of Directors

Carole Baker	<i>Texas Water Foundation</i>
Gunnar Baldwin	<i>TOTO USA, Inc.</i>
Dan Beard	<i>Dan Beard Consulting</i>
David "Dave" Bracciano	<i>Tampa Bay Water</i>
Tim Brick	<i>Metropolitan Water District of Southern California</i>
Warren Gorowitz	<i>Ewing Irrigation Products, Inc.</i>
Richard Harris	<i>East Bay Municipal Utility District</i>
Richard "Rick" Holmes	<i>Southern Nevada Water Authority</i>
J.B. Hoyt	<i>Whirlpool Corporation</i>
Kelly Kopp	<i>Utah State University</i>
Betsy Otto	<i>American Rivers</i>
Becky Pearson	<i>Great Lakes Commission</i>
Glen Pleasance	<i>Region of Durham, Ontario</i>
Jennifer Riley-Chetwynd	<i>Denver Botanical Gardens</i>
Kirk Stinchcombe	<i>Econics – Eco-Efficiency Specialists</i>
Susan Stratton	<i>Northwest Energy Efficiency Alliance</i>
Jeff Taylor	<i>Freese and Nichols, Inc.</i>
Dave Viola	<i>IAPMO</i>
Jennie Ward-Robinson	<i>Institute for Public Health and Water Research</i>
Ron Wolfarth	<i>Rain Bird Corporation</i>

Alliance for Water Efficiency Celebrates 5th Anniversary



July 1, 2012, marked the Alliance for Water Efficiency's fifth birthday. The Alliance came into existence as a result of very hard work on the part of the U.S. EPA and a coalition of committed stakeholders, including water utilities and organizations from the public and private sectors. Over these

five years, AWE has emerged as North America's leading voice for water efficiency, with remarkable accomplishments to show for such a short span of time, including:

- Testifying twice before Congress, once in support of the EPA's WaterSense program, and once regarding the water-energy nexus.
- Making a presentation to the 2011 International Water Forum at the United Nations.
- Participating in the U.S. Green Building Council's Water Efficiency Technical Advisory Group, which led to a LEED 2009 water efficiency standard of a required 20 percent reduction of baseline water use before any points can be awarded.
- Completing hundreds of speaking engagements to the water efficiency and water policy communities.
- Creating the AWE website and resource library and providing technical support to AWE members.
- Developing and launching the **Home Water Works** website and **Water Calculator** for consumers across North America.
- Developing the **Water Conservation Tracking Tool** and distributing it to over 260 registered users.
- Publishing major water efficiency research reports: the water-energy blueprint report, the water efficiency and jobs report, the water efficiency state scorecard report, a report on industrial conservation opportunities in the Great Lakes Basin, a primer on conservation-based water rates, a report on the importance of in-stream flows in the Colorado River Basin, and others.
- Organizing a rates and revenue summit in 2012.
- Producing 38 issues of the *Water Efficiency Watch* on-line newsletter.



Congressional Testimony: Saving Water Saves Energy

On July 25, AWE President and CEO Mary Ann Dickinson delivered the following message to the Water and Power Subcommittee of the U.S. Senate's Energy and Natural Resource Committee: "Water efficiency should be further promoted at the federal level to help secure a more sustainable water and energy future."

Dickinson's testimony highlighted the documented energy savings achieved through water conservation and stressed the need for expanded water efficiency research and national customer incentive programs. She testified that water efficiency research, as well as consumer retrofit programs, should be incentivized on a par with energy efficiency programs because they yield documentable energy savings. Saving water, she said, saves energy.

She also noted the need to gain a better understanding of the amount of water embedded in the generation of electricity and the amount of energy embedded in drinking water pumping, water treatment, and wastewater treatment. A fuller understanding of this significant relationship could lead to the development of federal policies and funding programs that would help reduce energy use, water consumption, and greenhouse gas emissions across the United States.

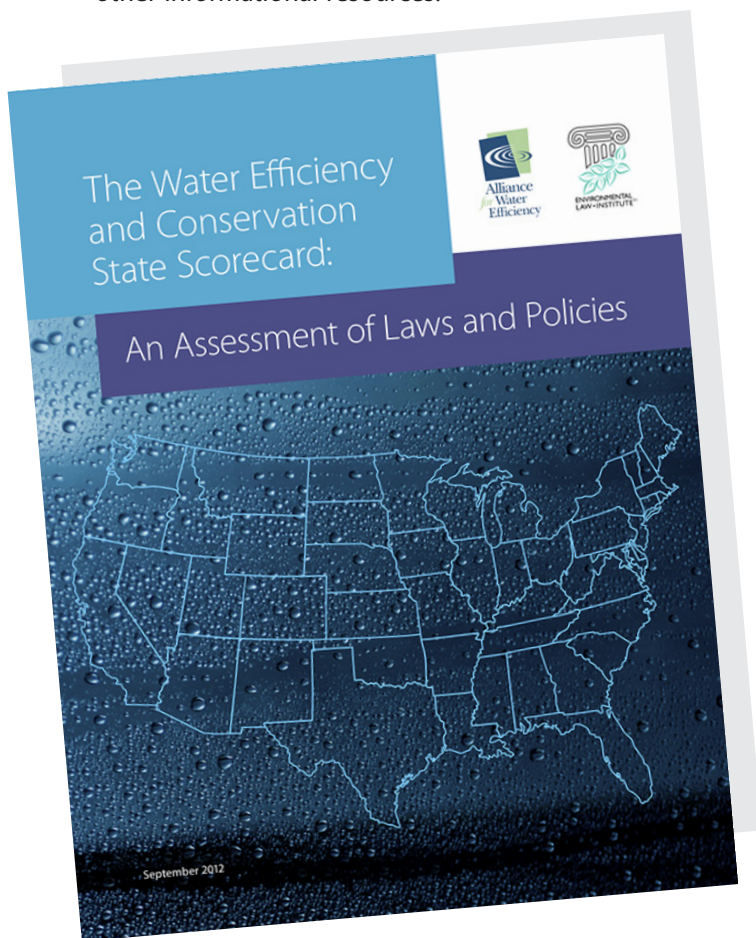
2012 Accomplishments

Assessing Water Efficiency Across the U.S.— State Scorecard

In September, the Alliance for Water Efficiency and the Environmental Law Institute released a report entitled *"The Water Efficiency and Conservation State Scorecard: An Assessment of Laws and Policies."*

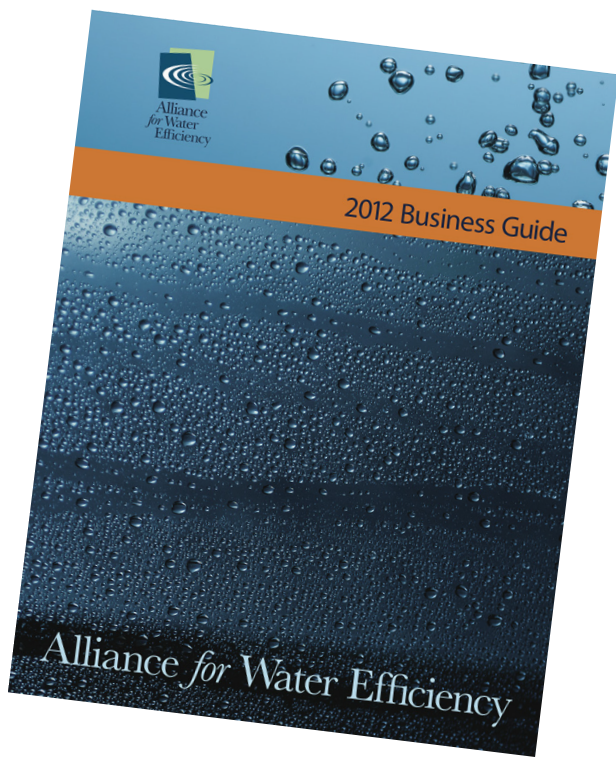
Only two states, California and Texas, received "A-" grades. Overall, the 50 state average was "C," indicating that much work still remains to be done on a national basis.

Funded in part by a grant from the Turner Foundation, this first-time-ever research effort identified state-level water efficiency and conservation laws and policies throughout the 50 states via a 20-question survey. Survey questions included plumbing fixture standards, water conservation requirements related to water rights, water loss control rules, conservation planning and program implementation, volumetric billing for water, funding sources for water efficiency and conservation programs, availability of statewide evapotranspiration data, and technical assistance and other informational resources.



AWE and PERC Release Drain Line Study of High-Efficiency Plumbing

In November, the Alliance for Water Efficiency and the Plumbing Efficiency Research Coalition released the long-anticipated study, *The Drainline Transport of Solid Waste in Buildings*. The study provided insights into the performance of building drains and addressed opportunities for future research. The concerns that spawned this study resulted from reduced pipeline flows as a result of effective conservation efforts. Lower flows place higher stresses on the transport systems of toilets, thus revealing a need for more information on such factors as slope, flush volume, toilet paper, and toilet discharge attributes.



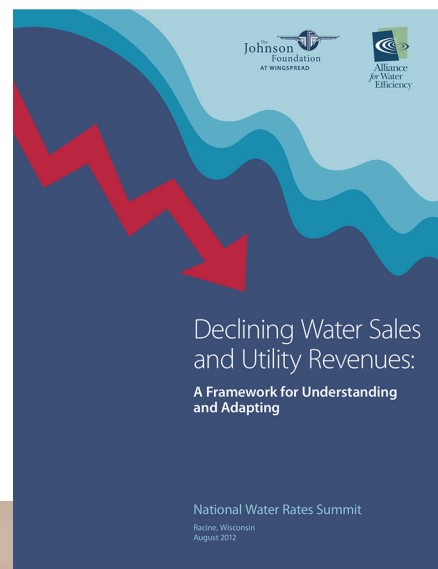
Business Guide: Showcasing Business and Industry Members

As a value-added service to Business and Industry members, AWE released its first-annual **2012 Business Guide**, highlighting water efficient products and services provided by AWE's business partners. The guide provides contact information for all of AWE's business and industry members.

Rates and Revenue Loss Summit: Keeping Conservation Alive

In August, AWE and The Johnson Foundation at Wingspread co-hosted a summit conference with water utility managers, rate experts, price regulators, economists, and advocacy groups to explore issues surrounding declining water sales, utility revenue losses, and the impact on conservation programs, dubbed the "conservation conundrum." Prior to the summit, Dr. Janice Beecher of Michigan State University's Institute of Public Utilities and Dr. Thomas Chesnutt of A&N Technical Services developed a white paper to frame the discussion. Twenty-five industry experts and five observers participated in the summit.

The AWE report, "Declining Water Sales and Utility Revenues: A Framework for Understanding and Adapting," resulted from the summit. The Walton Family Foundation funded the work.





Major New Consumer Website Launched: Home Water Works

In January, the Alliance launched the Home Water Works water efficiency website, www.home-water-works.org, featuring an accurate advanced home Water Calculator and providing useful tips and resources for saving water and money without sacrificing comfort or convenience. The Water Calculator, built in cooperation with The Field Museum of Chicago, features zip code-specific evapotranspiration information to allow accurate assessments of outdoor water use.

Webinars

The Alliance presented multiple webinars over the year to support and inform members. These webinars included a February Home Water Works consumer website webinar, a March landscape irrigation efficiency webinar, a May water loss webinar featuring Instructor Reinhard Sturm, co-author of the classic NRW textbook "Water Loss Control," a September Water Efficiency and Conservation State Scorecard webinar, and a November consumer campaign "Never Waste" webinar.





USAID Water Efficiency Training and Tracking Tool Work in Amman, Jordan

In January, Alliance President and CEO Mary Ann Dickinson presented a three-day water efficiency training class to water utility staff and government officials in Amman, Jordan. In March, AWE Program Planner Bill Christiansen traveled to Amman to work on water conservation analyses for Jordanian water utilities using the Alliance for Water Efficiency's Water Conservation Tracking Tool.

Website

The ever-growing website and on-line resource library house practical information for water professionals, consumers, developers, local officials, product manufacturers, and others looking for the most up-to-date information on water efficient products and programs. It is updated on a near-daily basis with new content, breaking news items, important home page items, events, legislative information, residential and commercial/industrial water saving tips, and other water efficiency related information.

The website continued to receive heavy traffic throughout 2012. From January 1 through December 31, the website had 657,782 unique visits, 9.2 million hits, and 3.3 million page views. Visitors to the site downloaded 658,494 documents and online resources during the year. The Alliance also continued to publish the popular bi-monthly newsletter *Water Efficiency Watch* and continued to expand its social media presence via Facebook, Twitter, YouTube, LinkedIn, and Pinterest.





Closing Keynote Speaker at OzWater in Sydney, Australia

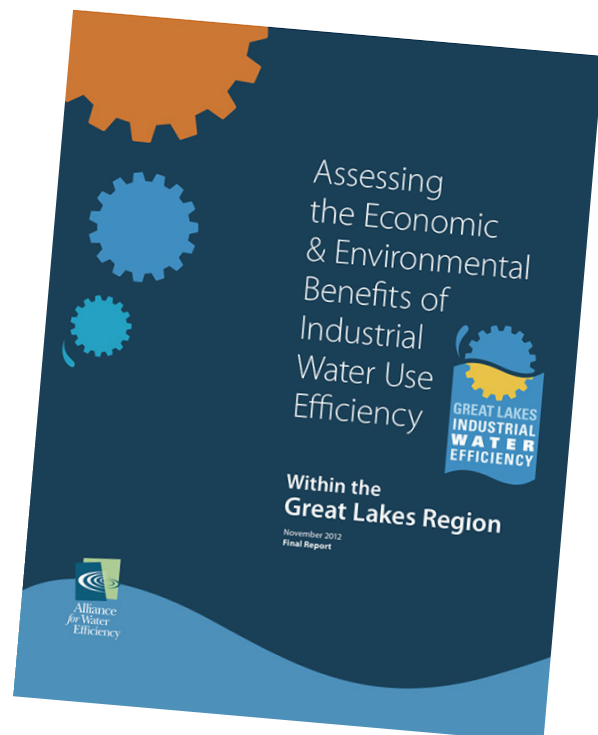
Mary Ann Dickinson, President and CEO of the Alliance for Water Efficiency, provided the closing keynote speech at the 2012 OzWater Conference in Sydney, Australia. OzWater is the flagship water utility conference in the country of Australia.

Her address examined the demands and future of water efficiency and provided an informative snapshot on the “good, bad and ugly” of water efficiency. The “good” included benefits like savings from standards and codes, reduced drought and climate change impacts, and deferral of new infrastructure. The “bad” included minimal funding for water use measurement and verification, the hardening of consumer demand, and the blocking of drain lines from reduced water flows. The “ugly” involved revenue loss, irate customers dealing with rising water rates, and the cutting of water efficiency programs. The Australian Water Association hosts the OzWater Conference.

AWE Produces Great Lakes Industrial Water Efficiency Report

With funding from the Great Lakes Protection Fund, AWE assessed five representative industry sectors within the Great Lakes watershed that are supplied with treated drinking water and that discharge to a local wastewater utility.

The effort entailed an assessment of the economic and environmental benefits of industrial water use efficiency, and it focused on four factors: potential water conservation opportunities, benefits and costs from the water user’s perspective, the environmental benefits of undertaking those conservation opportunities, and a strategy for providing funding assistance to industries. The study found significant opportunities for conservation savings and significant benefits to the environment in one of the most water-rich regions of the world.



AWE Co-Hosts California Water Rate Workshops with Pacific Institute

The Pacific Institute, in collaboration with AWE and the California-Nevada Section of AWWA, conducted two California-focused water rates workshops, one in Davis and one in Carson. These meetings addressed a crucial issue: how to create effective water rates that reduce water demand and provide ample revenue for water system improvements while providing long-term environmental and financial stability. The workshops provided information about new and existing rate setting initiatives and featured case studies on successful efforts. The workshops resulted in the release of a set of four guidance factsheets.

Standards and Codes

The single-most effective factor that has changed the water conservation landscape has been changes in standards and codes. Hardware, fixtures, controllers, and plumbing practices have created a long-term, sustainable platform for water conservation. The Alliance has been in the forefront of these efforts since its inception.

With input from the Alliance, the International Code Council published its 2012 Green Construction Code. IAPMO, the International Association of Plumbing and Mechanical Officials, published the second edition of its Green Plumbing and Mechanical Code Supplement (GPMCS 2012) with an entirely new section on landscape water use. In addition, the Alliance conducted workshops on codes and alternative water sources at the U.S. Green Building Council's Green Build Conference in November.



Media Partnerships

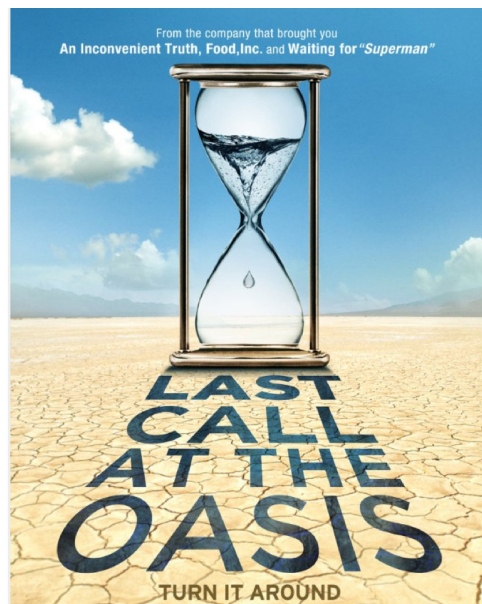
EcoHomes Magazine: AWE Envisions the Water Efficient Home of the Future



The November/December 2012 issue of EcoHome Magazine featured an article by Mary Ann Dickinson, Carole Baker, and Peter Mayer of the Alliance for Water Efficiency. The article, part of the EcoHome Magazine's Vision 2020, is an odyssey into the future of water sustainability, detailing a hyper water efficient home and the technologies that will enable the next generation of water efficiency.

Last Call at the Oasis: the Movie

The Alliance partnered with Participant Media, the producer of the full-length motion picture documentary "Last Call at the Oasis," which was released nationwide in theaters in May 2012. Participating activities included promoting the film and getting viewers to sign the Water Bill of Rights in a "takepart" social media strategy.



Awards



AWE'S 2012 Water Star: Karen Guz

The Alliance for Water Efficiency awarded its prestigious Water Star award to Karen Guz, Director of Conservation for the San Antonio Water System. Under her leadership, the water system developed innovative, practical conservation programs that successfully reduced per capita consumption by 40 percent. As a result of her leadership, the city's water demand stayed stable as the population grew by 50 percent.

AWE Wins WaterSense Excellence Award for Strategic Collaboration

In October at the annual Water Smart Innovation Conference, the Alliance received the 2012 WaterSense Excellence Award for Strategic Collaboration for its work in helping WaterSense meet its objectives. Specifically, the Alliance shared its knowledge of WaterSense-labeled products and partnerships at more than 80 speaking engagements and 75 events across the United States and Canada.



Inaugural AWWA RIPPLE Award

President and CEO Mary Ann Dickinson received the inaugural RIPPLE award from the American Water Works Association Water Conservation Division at its meeting in Dallas on June 10.

The RIPPLE Award (Representing Innovative People and Promotions that Lead to increased Water Efficiency) recognizes an individual's contribution, initiatives, and dedication to the work of the AWWA Water Conservation Division in advancing the concepts of increased water use efficiency.

Dickinson was honored for the 36 year career in which she has been an innovative leader in environmental stewardship and an early pioneer in water efficiency.



2012 Annual Membership

369 members

A & N Technical Services
Abbotsford Mission Water & Sewer Commission
ACT Inc. D'Mand Systems
Acton Water District
Affiliated International Management, LLC
Alameda County Water District
Alan Plummer Associates, Inc.
Albert Nahman Plumbing and Heating
Allen Boone Humphries Robinson, LLP
Alliance to Save Energy
Alpha-Globe, Inc.
American Rivers
American Standard Americas, Inc.
Amy Talbot
Amy Vickers & Associates, Inc.
Apple Valley Ranchos Water Company
Aqaba Water Company (Jordan)
Aqua Water Supply Corp.
Aquacraft, Inc.
Arizona Municipal Water Users Association
Arlington Water Utilities
Association of Water Board Directors
Atascadero Mutual Water Company
Athens-Clarke County
Austin Water Utility
Averitt & Associates
Best Management Partners
Birch Bay Water & Sewer District
Brezack & Associates Planning, LLC
Brunswick-Glynn County Joint Water & Sewer Commission
Burbank Water and Power
C.J. Erickson Plumbing Co.
CA State Water Resource Control Board
Cal Am Water-Baldwin Hills
Cal Am Water-Larkfield District
Cal Am Water-Monterey County District
Cal Am Water-Sacramento District
Cal Am Water-San Diego County District
Cal Am Water-Ventura County District
California Water Conservation Company
California Water Services Company
Cambria Community Services District
Canadian Water & Wastewater Association
Capital Regional District
Carole D. Baker Consulting, LLC
Caroma USA, Inc.
Cascade Water Alliance
Castleman & Sons Plumbing, Inc.
CDM Smith
Center for Water Efficient Landscaping, USU
Central Basin Municipal Water District
Central Utah Water Conservancy District
CH2M Hill
Chicago Faucets
Chicago Metropolitan Agency for Planning
Cinco Municipal Utility District #1
Cinco Municipal Utility District #8
Cindy Dyballa Consulting
City of Ames, IA
City of Atlanta, GA
City of Batavia, IL
City of Bellevue, WA
City of Bellingham, WA
City of Bend, OR
City of Bloomington, IL
City of Boulder, CO
City of Bremerton, WA
City of Brentwood, CA
City of Calgary, Alberta, Canada
City of Cedar Park, TX
City of Charlottesville, VA
City of Chicago, IL
City of Chino Hills, CA
City of Chino, CA
City of College Station, TX
City of Dallas, TX
City of Folsom, CA
City of Fort Worth, TX
City of Gallup, NM
City of Gillette, WY
City of Glendale, AZ
City of Greeley, CO
City of Griffin, GA
City of Guelph, Ontario, Canada
City of Hamilton, Ontario, Canada
City of Highland Park, IL
City of Hillsboro, OR
City of Houston, TX
City of Janesville, WI
City of Livermore, CA
City of Manhattan Beach, CA
City of Mansfield, TX
City of Napa, CA
City of Olympia, WA
City of Ontario, CA
City of Palo Alto, CA
City of Phoenix, AZ
City of Pittsburg, CA
City of Prescott, AZ
City of Renton, WA
City of Rio Rancho, NM
City of Round Rock, TX
City of San Angelo, TX
City of San Bernardino, CA
City of San Diego, CA
City of Santa Barbara, CA
City of Santa Cruz, CA
City of Santa Fe, NM
City of Santa Rosa, CA
City of Southlake, TX
City of Spearman, TX
City of Torrance, CA
City of Tumwater, WA
City of Upland, CA
City of Winnipeg, Manitoba, Canada
City of Woodland, CA
City West Water, Ltd
Coastside County Water District
Cobb County Water System
Colorado Springs Utilities
Colorado Water Conservation Board
Connecticut DEEP
Connecticut Water
Conserve Florida Water Clearinghouse

2012 Annual Membership

Coreon Group, LLC
County of Rockland
crmOrbit, Inc.
CRVogel Consulting, LLC
Cucamonga Valley Water District
Dakota Ridge Partnership
Daniel Beard Consulting
DBLive Corp.
Denver Botanic Gardens
Denver Water
Desert Spring Eco-Products Ltd.
Douglas County
DuPage Water Commission
Earthwise Environmental, Inc.
East Bay Municipal Utility District
Eastern Research Group
Ecoblue
Econics Eco-Efficiency
Edwards Aquifer Authority
El Paso Water Utilities
EnviroMedia Social Marketing
Enviro Consulting & Technology, Inc.
Erler & Kalinowski, Inc.
Eugene Water & Electric Board
Ewing Irrigation Products, Inc.
Fontana Water Company
Food Service Technology Center
Forester Media, Inc.
Fort Bend County MUD #25
Fort Collins Water Utilities
Freese and Nichols, Inc.
Gardnerville Water Company
Gauley Associates, Ltd.
GEI Consultants
George Kunkel, Jr.
Georgia Environmental Protection Division
Georgia River Network
Georgia Water Coalition
Georgia Water Wise Council
Golden State Water Company
Great Lakes Commission
Gwinnett County Water Resources
H.W. (Bill) Hoffman & Associates, LLC
Harlingen Irrigation District
Harris County MUD #120
Harris County MUD #208
Harris County WCID 132
Harris-Galveston Subsidence District
Hazen and Sawyer
Headwaters Corporation
Herndon Solutions Group
High Plains Underground WCD No. 1
High Sierra Showerheads, LLC
Hilton Head Public Service District
Hunter Industries
Hunter Water Corporation
Huron River Watershed Council
Inland Empire Utilities Agency
Institute for Sustainable Futures (Australia)
IAPMO
Irrigation Consulting, Inc.
Irrrometer Company, Inc.
Irvine Ranch Water District
IWRC
Janelle Okorie
JEA
Joyce Coffee
Kane County
Kennedy/Jenks Consultants
Kitsap Public Utility District
Kleinwood Municipal Utility District
Koeller and Company
Kohler Co.
Lake Arrowhead Community Services District
Lake Conroe Communities Network
Lake County Illinois
Lakehaven Utility District
Lakeway Municipal Utility District
Larone Solutions, LLC
Las Cruces Utilities
Leakage Consultants
Liz Gardener
Lone Star Chapter, Sierra Club
Lone Star Groundwater Conservation District
Los Alamos County, DPU
Lower Colorado River Authority
M.Cubed
MA Dept of Conservation and Recreation
Maddaus Water Management
Madison Water Utility
MaP Testing
Marin Municipal Water District
Marina Coast Water District
Marshal Prillwitz
Masco Corporation
Massachusetts Water Resources Agency
Maureen Erbeznik & Associates
McHenry County Government
Medford Water Commission
Melbourne Water (Australia)
Metropolitan North Georgia WPD
Metropolitan Planning Council
Metropolitan Water District of So Cal
Milwaukee Water Council
Ministry of Water and Irrigation (Jordan)
Miyahuna (Jordan)
Moen Incorporated
Monte Vista Water District
Monterey Peninsula WMD
Montgomery County MUD #8
Montgomery County MUD #9
Municipal Water District of Orange County
National Association of Water Companies
National Turf Grass Federation, Inc.
Natural Resources Defense Council
NEOPERL, Inc.
New Mexico Water Conservation Alliance
New York City Environmental Protection
Newton Cty Water & Sewerage Authority
Niagara Conservation Corporation
North Fort Bend Water Authority
North Harris County RWA
North Marin Water District
North Texas Municipal Water District
Northern Governorate Water Administration (Jordan)
Northwest Energy Efficiency Alliance

Olivenhain Municipal Water District	Santa Clara Valley Water District	UCLA Water Technology Research Center
Ontario Water Works Association	Santa Clarita Water Division	University of Florida TREEO
Orlando Utilities Commission	Save H2O Texas, Inc.	Upper San Gabriel Valley MWD
Otay Water District	Saving Water Partnership	USACE ERDC-Construction Engineering Research Lab
Pagosa Area Water and Sanitation District	SBW Consulting, Inc.	USBR Lower Colorado Region
Panhandle Groundwater Conservation District	SDB Consulting	Utah Water Conservation Forum
Park City Municipal Corporation	Sloan Valve Co.	Utilities Board of the City of Foley, Alabama
Park Water Company	Smart Markets	Utiliuse
Partnership for Water Conservation	SMW GeoSciences, Inc.	Valencia Water Company
Pasadena Water & Power	Sonoma County Water Agency	Valparaiso City Utilities
PCR Resources	South Adams County WSD	Ventura Water
Pete DeMarco	South Central Connecticut RWA	Vepo, LLC
Platte Canyon Water	South Florida Water Management District	Veritec Consulting, Inc.
Plumbing Manufacturers International	Southern Nevada Water Authority	Walnut Valley Water District
PHCC–National Association	Southwest Florida WMD	Watearth
POLIS Project	Spanaway Water Company	Water Corporation (Australia)
Portland Water Bureau	Spartanburg Water	Water Management, Inc.
Potomac-Hudson Engineering, Inc.	StopWaste.Org	Water Pik, Inc.
Public Service Commission of Wisconsin	Sustainable Development Dept., Columbia University	Water Quest, Inc.
Radian Marketing	Sweetwater Authority	Water Replenishment District of So Cal
Rain Bird Corporation	T & S Brass and Bronze Works, Inc.	Water Savers, LLC
Ramona’s Plumber	Tacoma Water	Water Services Assoc of Australia (Australia)
Regenesis Management Group, LLC	Tampa Bay Water	Water Systems Optimization, Inc.
Region of Durham, Ontario, Canada	Tampa Water Department	Watershed, LLC
Region of Halton, Ontario, Canada	Tarrant Regional Water District	Watersmart Software, Inc.
Region of Peel, Ontario, Canada	Texas AWWA	Waukesha Water Utility
Region of Waterloo, Ontario, Canada	Texas Commission on Environmental Quality	West Basin Municipal Water District
Regional Water Authority	Texas Water Development Board	West Harris County RWA
Regional Water Providers Consortium	Texas Water Foundation	Western Municipal Water District
Resource Action Programs	The Nature Conservancy	Whirlpool Corporation
Resource Management Strategies, Inc.	The Writing Company	Wisconsin Department of Natural Resources
Resource Solutions Group	Thornhill Associates	Wisconsin Energy Conservation Corporation
River Network	Tim Brick	Wisconsin Water Association
River Systems Institute	Toho Water Authority	Woodlands Joint Powers Agency
Sacramento Suburban Water District	Tom Swihart	World Resources Institute
San Antonio Water Company	TOTO USA, Inc.	York Region, Ontario, Canada
San Antonio Water System	Town of Smyrna, Tennessee	ZMCAT Enterprises
San Diego County Water Authority	Tualatin Valley Water District	
San Dieguito Water District	U.S. Water Alliance	
San Francisco Public Utilities Commission	UC Santa Barbara, Dept of Geography	
San Jacinto River Authority		
San Jose Municipal Water System		

Contributors

The AWE Board of Directors, staff, and membership would like to give special thanks to those individuals, organizations, and foundations who, separate from membership, contributed financially to AWE in 2012. Without the following contributors, we would not have been able to meet our annual goals and continue our mission to promote the efficient and sustainable use of water. Sincere thanks to all.

American Rivers	Molly Garcia
Austin Water Utility	NRDC
AXE/Unilever	Pacific Institute
b3o enviroTek	Peter Mayer
Bill Christiansen	PMI
City of Boulder, CO	Rain Bird Corporation
Carole Baker	Richard Harris
Comer Tuck	Ron Wolfarth
Daniel Beard	Russell Cohen
Dave Viola	San Antonio Water System
David Bracciano	San Diego County Water Authority
David Munk	Seattle Public Utilities
Dawn Benson	Sonoma County Water Agency
Elizabeth "Liz" Gardener	Susan Stratton
Elizabeth "Betsy" Otto	Suzanna Rumon
George Kunkel, Jr.	Texas Water Foundation
Great Lakes Protection Fund	Tim Brick
Gunnar Baldwin	Timothy Loftus
Hanley Wood, LLC	Turner Foundation
IAPMO	The Walton Family Foundation
Jennifer Riley-Chetwynd	Warren Gorowitz
Joyce Coffee	
Judith Ranton	
Karen Guz	
Kathryn & Jeffrey Hughes	
Kelly Kopp	
The Kresge Foundation	
Mary Ann Dickinson	
Metropolitan Water District of Southern California	

Staff and Technical Advisors

Mary Ann Dickinson
President and CEO

Jeffrey Hughes
Administrative Director

Molly Garcia
Accountant

William Christiansen
Program Planner

Ashley Kime
Administrative Assistant

John Koeller
Technical Advisor

Peter Mayer
Website Manager and Newsletter Editor

Thomas Pape
Technical Advisor

Alice Darilek
Project Manager

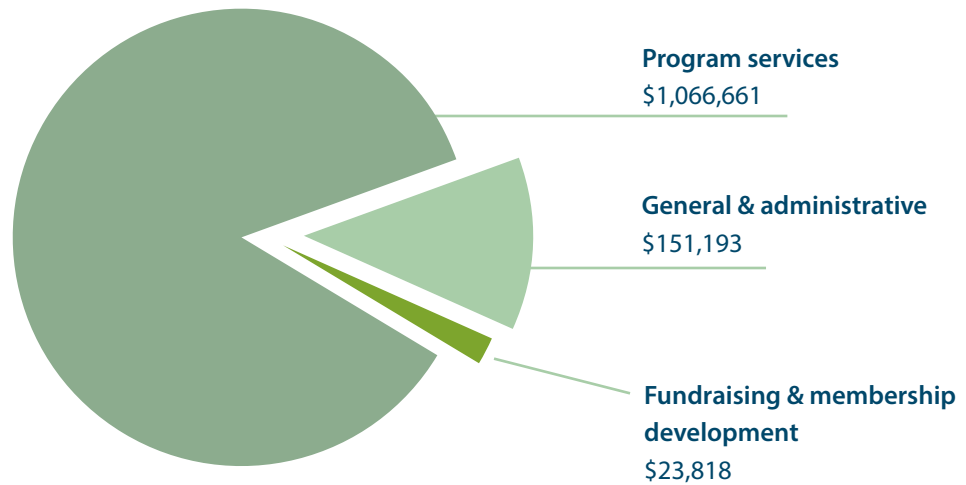
2012 Financial Statements

Alliance for Water Efficiency

2012 Support & Revenue



2012 Expenses



Statements of Financial Position

December 31, 2012 and 2011

	2012	2011
Assets		
Cash and cash equivalents	\$ 220,638	\$ 386,873
Investments	106,188	102,875
Accounts receivable	98,667	136,712
Inventories	8,616	7,836
Prepaid expenses and deposits	60,659	24,646
Furniture and equipment (Note D)	23,621	23,968
Total Assets	\$ 518,389	\$ 682,910
Liabilities		
Accounts payable	\$ 58,255	\$ 81,665
Accrued expenses	111,227	100,459
Deferred revenues (Note B)	231,978	334,406
Funds held for other entities (Note B)	11,314	156,917
Total Liabilities	\$ 412,774	\$ 673,447
Net Assets		
Unrestricted	2,777	(243,948)
Temporarily restricted (Note1)	102,838	253,411
Total Net Assets	\$ 105,615	\$ 9,463
Total Liabilities and Net Assets	\$ 518,389	\$ 682,910



Primary Benefits of the Alliance for Water Efficiency

Stand as a clear and authoritative national voice for water efficiency.

The Alliance for Water Efficiency is a forceful advocate for the sustainable use and stewardship of our precious water resources.

Provide comprehensive information about water-efficient products, practices, and programs—what works and what doesn't.

The Alliance for Water Efficiency has created a web-based water conservation clearinghouse that offers product information, best practices specifications, research reports, training materials, program descriptions, codes and standards, program evaluation tools, drought planning and response, and professional expertise.

Represent the interest of water efficiency in the development of codes and standards.

Codes and standards that mandate water efficiency have driven significant water-use savings. The Alliance provides knowledgeable representation in standards writing and advocacy.

Transform the market for fixtures and appliances.

Consumers want to do the right thing, and water efficiency should be an easy choice. The Alliance for Water Efficiency will help ensure that efficient products are available, tested, and clearly labeled.

Coordinate with green building initiatives to institutionalize water efficiency.

New green building programs are working to integrate water conservation into other efficiency practices. The Alliance for Water Efficiency coordinates these efforts to ensure that water savings are part of the overall effort.

Train water conservation professionals.

Water efficiency is a diverse field drawing upon a broad range of disciplines. The Alliance for Water Efficiency will develop core curriculum and technical training materials, and it will work with colleges and universities, trade organizations, and other educational entities to support the development of a professional water conservation work force.

Educate water users.

Good consumer education is key to the long-term success of water conservation efforts. The Alliance for Water Efficiency will provide up-to-date information on water efficient products, practices, and behaviors for the general public.

5 YEARS
2007 - 2012

Alliance for Water Efficiency



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