

Great Lakes & Northeast Regional Member Meeting

June 7, 2022

held virtually through Microsoft Teams



Agenda

11:00 Welcome

Ron Burke, President and CEO, AWE

11:20 Presentation

*Why Water Efficiency Matters Even
Where Water Supplies Are Abundant*
Liesel Hans, Director of Programs, AWE

11:50 Breakout Rooms

Facilitated discussion with your peers

12:45 Key Takeaways

1:00 Close

Ron Burke



Facilitated Small Group Discussion

- **What are some of the challenges you face in explaining the benefits of water efficiency/conservation to colleagues and elected officials?**
- **Beyond water reliability, do any of the following benefits of water efficiency/conservation resonate and how do we message them?**
 - For water agencies:
 - Minimizing peak demand/avoiding capital expansion and costs
 - Water-energy-climate nexus
 - Eco-system benefits
 - Improved stream flows
 - Reduced nutrient runoff (landscapes/irrigation)
 - Landscape transformations/plants and wildlife
 - Saving customers money on their water bills
 - For corporations:
 - Risk management – reliable/affordable water supply
 - Water and energy \$\$ savings
 - CSR goals
- **Are there new/emerging water efficiency programs or technologies that seem promising?**
- **How does Drought/Wildfire prevention affect conservation efforts?**

