



Alliance  
*for* Water  
Efficiency

2017 Annual Report

# Alliance *for* Water Efficiency

A SINGULAR VOICE AND A PLATFORM FOR WATER USE EFFICIENCY  
AND WATER CONSERVATION, BRINGING A CRITICAL PERSPECTIVE  
TO AN INCREASINGLY THIRSTY NORTH AMERICA.





# Alliance *for* Water Efficiency



## Message from the CEO

2017 has been a landmark year for us at AWE. We completed a year-long process of negotiating, creating legal frameworks, and strategic planning to lay the groundwork for the California Water Efficiency Partnership to become the Alliance for Water Efficiency's first-ever state chapter. There is great synergy in the work of both organizations, and we will be stronger by having an explicit and cooperative platform for working together. Throughout the process, we stayed mindful of the strength of partnerships in an effort to create a model that we hope will be replicated many times in the near future as our team works to support regional efforts, and as water-aware regions work to support our work across North America.

In addition, we worked on and completed no less than eight significant programs, research projects, and studies, all directed fully toward ensuring a future of water resource reliability. These included work related to codes and standards, financing, policy, water reuse, member support, public outreach, and more.

WaterSense, the nation's signature water conservation partnership, has saved consumers more than \$46 billion on their water and energy bills. We have fully supported that effort since 2006, and will continue to do so well into the future — hopefully with the same level of success that we have experienced thus far.

We are very proud of the work highlighted in this 2017 Annual Report. It was indeed a year of very hard work and gratifying accomplishment.

Sincerely,

A handwritten signature in blue ink that reads "Mary Ann Dickinson". The signature is written in a cursive, flowing style.

Mary Ann Dickinson  
*President and CEO*

## Board of Directors

### OFFICERS

Pete DeMarco (Chair)  
*Executive V.P. of Advocacy & Research, The IAPMO Group*

Kirk Stinchcombe (Vice-Chair)  
*Founding Director, Econics*

Jeff Taylor (Treasurer)  
*Vice President, Freese and Nichols, Inc.*

Deven Upadhyay (Secretary)  
*Assistant General Manager/Chief Operating Officer,  
Metropolitan Water District of Southern California*

### DIRECTORS

Steve Gombos  
*Manager, Water Efficiency, Regional Municipality of  
Waterloo, Ontario*

Tom Heikkinen  
*General Manager, Madison Water Utility*

Zane Marshall  
*Director of Resources and Facilities, Southern Nevada  
Water Authority*

Jennifer Riley-Chetwynd  
*Director of Marketing & Social Responsibility, Denver  
Botanic Gardens*

Pete Silva  
*President/CEO, Silva-Silva International*

Monty Simus  
*CEO/Founder, Water Politics, LLC*

Ron Voglewede  
*Global Sustainability Director, Whirlpool Corporation,  
North American Operations*

Jennifer Walker  
*Water Resources Program Manager, Sierra Club, Lone Star Chapter*

Carol Ward-Morris  
*Assistant Director, Arizona Municipal Water Users Association*

Maureen Westbrook  
*Vice President of Customer & Regulatory Affairs, Connecticut  
Water Company*

Rob Zimmerman  
*Director, Sustainability, Kohler Co.*

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## Staff

Mary Ann Dickinson  
*President and CEO*

Gursharan Bain  
*Membership Assistant*

Megan Chery  
*Manager, Development and Special Projects*

Bill Christiansen  
*Director of Programs*

Chelsea Hawkins  
*Program Planner*

Jeffrey Hughes  
*Director of Operations*

Liam McCarthy  
*Administrative Assistant*

Molly Schaefer  
*Accountant*

## Policy Advocacy

AWE continued its leadership role in advocating for water-efficiency legislation. The Legislative Watch page on our website, <http://www.allianceforwaterefficiency.org/Legislative-Watch.aspx>, stayed up-to-date with water-related activity in the 115th Congress as AWE tracked bills through all stages of the lawmaking process. By the end of the year, the page had featured eight Senate bills and seven House bills.

The year saw two major policy priorities: preserving funding for the EPA WaterSense program and advocating for tax exemption status for water conservation rebates. AWE reached out to our member network for signatures on letters in support of pending legislation related to both topics, and met with policy leaders and officials in Washington, D.C.

### House Bills Tracked

- H.R. 301** - NIST Plumbing Research Act of 2017
- H.R. 448** - Water Conservation Rebate Tax Parity Act (*Support letter*)
- H.R. 1663** - Water Resources Research Amendments Act
- H.R. 2328** - Low-Income Sewer and Water Assistance Program Act of 2017
- H.R. 3248** - Water Advanced Technologies for Efficient Resource Use Act of 2017 (*Support letter*)
- H.R. 3275** - Water and Energy Sustainability through Technology
- H.R. 3906** - Innovative Stormwater Infrastructure Act of 2017

### Senate Bills Tracked

- S. 385** - Energy Savings and Industrial Competitiveness Act
- S. 692** - Water Infrastructure Flexibility Act
- S. 1137** - The Clean Safe Reliable Water Infrastructure Act (*Support letter*)
- S. 1460** - Energy and Natural Resources Act of 2017
- S. 1464** - Water Conservation Tax Parity Act (*Support letter*)
- S. 1695** - Innovative Storm Water Management Act of 2017
- S. 1696** - Smart Energy and Water Efficiency Act of 2017
- S. 1700** - Water Efficiency Improvement Act of 2017 (*Support letter*)



## Standards and Codes

AWE spoke on behalf of efficiency at an astounding 118 meetings related to standards and codes during 2017. Our representatives attended meetings sponsored by the American National Standards Institute (ANSI), American Society of Civil Engineers Structural Engineering Institute (ASCE), American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE), American Society of Mechanical Engineers (ASME), Canadian Standards Association (CSA), International Association of Plumbing and Mechanical Officials (IAPMO), International Code Council (ICC), Green Building Initiative (GBI), and U.S. Green Building Council (USGBC).

Most importantly, in these meetings AWE achieved a number of successes. AWE contributed to the successful industry-wide effort to create a new water efficiency ANSI Standard called WE-Stand (The Water Efficiency and Sanitation Standard). Among other significant changes, WE-Stand will shift the plumbing industry away from utilizing the almost 80-year-old Hunter's Curve for pipe sizing to a new, statistically based pipe-sizing method that takes the greatly reduced flow rates and consumption values of modern plumbing products and appliances into account. Also provided in WE-Stand is a Water Demand Calculator that allows plumbing system designers to engineer plumbing systems that will provide increased energy and water-use efficiencies throughout the life of the building while also reducing cost.

Some of the other accomplishments achieved in standards and codes include new criteria for selecting plants based on local rainfall amounts, new efficiency regulations for water bottle filling stations, eliminating loopholes in old code language related to residential shower systems and dual-flush toilets, and new standards designed to increase the use of reclaimed water.



## Water Star Award

The AWE Water Star Award recognizes individual excellence in water efficiency and celebrates the “unsung hero” who makes a huge difference by their progressive approaches that move water conservation forward. The 2017 Water Star Award recipient was Carole Baker, President and CEO of the Texas Water Foundation. Carole emerged as a leader in the Texas Water Conservation movement in the 1990s, guiding Texas to the adoption of WaterSense plumbing standards—one of the first states to do so—and allocating \$400 million for conservation and recycling in the Texas Water Bond. Carole also served on the AWE Board of Directors from 2007-2015, and as the Board Chair from 2007-2013.



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*“In the 11th landmark anniversary of the WaterSense® program, AWE was proud to honor Carole Baker with the Water Star Award.”*

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## Research and Programming

### Net Blue Water Neutral Development Ordinance



As cities and towns throughout North America are growing in both the commercial and residential sectors, that expansion can take a toll on water supplies. AWE, in collaboration with the Environmental Law Institute and River Network, developed Net Blue, a model ordinance that communities can tailor and customize to create a water demand offset approach to meet local growth needs. The project partners consulted cities and towns to ensure that the program is adaptable to different political climates,

legal frameworks, and environmental challenges, and assembled a blue-ribbon group of water and land use experts to advise the project (see photo). The project was completed in May, 2017. Net Blue’s website, <http://www.Net-Blue.org>, contains information about this exciting initiative for water-neutral community growth.



*Net Blue Project Advisory Committee. From left to right: Brian Richter, Nicole Silk, Jacob Atalla, Dave Andersen, Paula Kehoe, Adam Schempp, Mary Ann Dickinson, Dwight Merriam, Sarah Bates, Bill Cesanek, Kyle Harwood, Katherine Baer, and Gayle Killam. Missing from the photo: Cooper Martin and Doug Farr.*

# Accomplishments

## Avoided Cost Analysis – Tucson and Gilbert, AZ

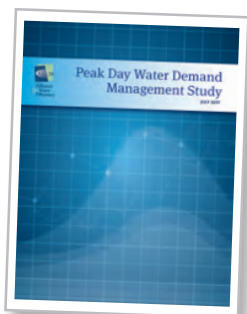


Two studies on how conservation affects rates in Arizona were released in 2017. In addition to water conservation's well-documented positive impacts on the environment and on preserving reliable water supplies for the future, this new avoided cost analysis presents a striking picture of how water conservation can lower rates for consumers.

In Tucson, customers pay water and wastewater rates that are at least 11.7% lower than if they had not conserved for the past 30 years. In Gilbert, customers pay water and wastewater rates that are 5.8% lower, and tap fees for new development are 45% lower than they would have been without 20 years of conservation.

## Peak Day Water Demand Management Study

Many water utilities have peak demand problems in the summer, which are often exacerbated by outdoor landscape irrigation in the middle of that peak period. AWE, in cooperation with New Jersey American Water and Water Demand Management, Inc., undertook a study to look at how irrigation loads in peak periods could be better managed. In New Jersey, 15 American Water customers equipped with irrigation controllers had their irrigation remotely interrupted twice in August 2016. Normal operations resumed the following day. The study demonstrated the efficacy of new technology capable of precisely targeting dates and places to shave utility peak demands. Based on historic water use records of the participants, the interruptions reduced peak demand by an estimated total of 84,000 gallons. Over time, this study will help professionals improve overall system efficiencies and help address peak demand challenges.



## Commercial Kitchens Water Use Efficiency and Best Practices Guide

In March 2017, AWE released its first ever Commercial Kitchens Water Use Efficiency and Best Practices Guide to help improve water efficiency in commercial kitchen operations, written in partnership with the Food Service Technology Center. Available to AWE members, the Guide has been designed to be concise and straightforward, specifically for busy commercial kitchen facility managers. Less than 50 pages long, it nonetheless provides a comprehensive easy-to-read resource to help commercial kitchen managers make water-efficient decisions. In 2017, AWE distributed more than 5,300 copies of the guide electronically and in hardcopy.



## Transforming Water: Water Efficiency as Infrastructure Investment


To provide a deeper understanding of the secondary economic benefits of water conservation on a national basis, AWE released in December 2017 a position paper entitled Transforming Water: Water Efficiency as Infrastructure Investment. The paper examines the short-term economic growth impacts of water efficiency investments, specifically in terms of job creation, income, GDP, national output, and water savings. As the report noted, economic output benefits range between \$2.5 and \$2.8 billion per \$1 billion dollars of direct investment; GDP benefits range between \$1.3 and \$1.5 billion per



\$1 billion dollars of investment; and employment potential ranges between 12,000 and 26,000 jobs per \$1 billion dollars of direct investment. AWE has distributed this paper to policy makers throughout North America in hopes that they will consider the many benefits of water infrastructure investment when determining where and how to allocate public funds.

# A Year In Review

## Our Network

Our network grew by nearly **50** organizational leaders, and innovators in efficiency 

Nearly **200** efficiency leaders met through **22** committee meetings to create new research, education and resources 

## Our Research Showed

### Avoided Costs Analysis

By conserving for the past **30** years in Tucson, AZ customers have:

- **11.7%** lower rates

By conserving for the past **20** years in Gilbert, AZ customers have:

- **5.8%** lower rates
- **45%** lower new development tap rates

### 2017 Water Conservation and State Scorecard: An Assessment of Laws



**C** average



lead with **A-**

### Transforming Water: Water Efficiency as Infrastructure Investment

A **\$10 billion** investment would result in:

- up to **\$28 billion** economic output
- up to **\$15 billion** boost in U.S. GDP
- create up to **260,000** jobs
- save up to **10 trillion** gallons of water

## Education and Training

### Educating Professionals on Water Efficiency

Over **4000** water professionals reached through:



### Promoting Innovative Approaches to Efficiency

Over **250** professionals trained to design and implement more effective efficiency-oriented water rates



Over **100** professionals improved understanding of regulations around onsite non-potable water systems

## Tools

### Net Blue

Introduced nearly **500** planners, water managers, developers, and community leaders to water-neutral growth in their communities


### Commercial Kitchens Guide

Helped nearly **70** communities build water efficiency programs for restaurants and commercial kitchens 

### Conservation Tracking Tool


Helped nearly **100** communities design best in class conservation programs


### Educational Videos

Over **5000** consumers educated on the value of their water service and impact of conservation 


## Advocacy


### Preserving Funding for WaterSense

**187** organizations mobilized to protect WaterSense® from budget cuts 

 WaterSense® Excellence Award Winner for Strategic Collaboration

### Raising Awareness Among Policy Makers to Advance Efficiency

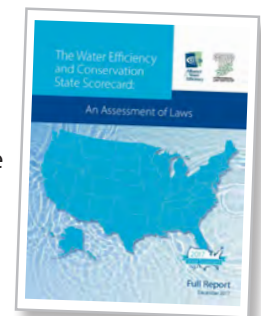
Filed **6** letters supporting sustainable water infrastructure, technologies, and conservation 

Provided input on over **100** Meetings on Building Standards 

## 2017 Water Efficiency and Conservation State Scorecard

In partnership with the Environmental Law Institute, AWE published a five-year update to its highly successful 2012 Water Efficiency and Conservation State Scorecard report, an important resource for planners, policy makers, and water professionals. It features reviews, scores, and grades for laws and regulations designed to support conservation and efficiency in all 50 states, thus helping states see how they rank compared to their neighbors. It also highlights areas of potential improvement. The 2017 scorecard is based on a 16-question survey, an expansion of the original 2012 initiative. The improvements include more nuanced information about specific topic areas and a new section on climate resilience. The report was completed in December 2017, and the Alliance will release additional information throughout 2018.

The 2017 Scorecard revealed a number of notable findings. Overall, California and Texas received the highest grades in the nation for their conservation and efficiency laws, both receiving a score of "A-"; more than half the states saw their scores improve over the 2012 results, while only six saw their scores decline. The greatest overall improvements came in the areas of water loss control and drought preparedness, but the report found that state funding for urban water conservation is in decline. The Scorecard also found that Oregon and California lead the nation in climate resiliency preparedness, but the nation as a whole still receives a grade of only "C" in climate resiliency planning.





## Education and Training

### Media

#### **“Good Question: Why Are My Rates Going Up?” Video**

In our ongoing quest to serve our members, the Alliance created a 2.5-minute video to help utilities respond to concerned customers who conserve water responsibly yet see continually rising water bills. “*Good Question: Why Are My Rates Going Up?*” shows that despite short-term price

increases, conservation is the best way to keep rates low over time, and water users who conserve always pay less than their neighbors who do not. A companion to AWE’s successful “Water: What You Pay For” video

“Good Question: Why Are My Water Rates Going Up?”

and part of the “concerned citizens” section of AWE’s groundbreaking Financing Sustainable Water website, the video is available at [www.financingsustainablewater.org](http://www.financingsustainablewater.org).

### Webinars

AWE kept water professionals informed by conducting 13 webinars during 2017.

- January 25: Water Efficiency in the New 115th Congress
- February 16: Water Savings and Financial Benefits Associated with Single-Family Package Graywater Systems
- March 16: EPA WaterSense/AWE Partnership Outdoor Webinar Series - Working With Commercial Landscapes to Manage Irrigation
- April 18: Innovations in Efficiency - Accessing the Power of the Cloud to Drive Outdoor Water Savings
- May 2: Commercial Kitchens Water Use Efficiency and Best Practices Guide
- May 23: Exemplary Programs: Innovating the Utility Business Model - Getting Creative with Revenue
- June 20: EPA WaterSense/AWE Partnership Outdoor Webinar Series: WaterSense and Smart Water Application Technologies
- June 22: Net Blue: Water-Neutral Development

- September 6: Net Blue Part 2: Office Hours
- September 26: Managing Peak Demand Through the Use of Smart Technology
- October 12: AWE & EPA Partner Webinar: Working with HOAs to Budget Water
- November 28: Death Knell Barriers to Water Conservation: How Do We Fix Them?
- December 14: Analyzing the National Economic Benefit of Water Efficiency Programs

**Total Views: 1,862 persons (to date), includes live attendees and subsequent views via AWE’s dedicated YouTube channel**

## Online Presence

### Social Media

AWE used social media to inform our partners, members, and conservation-minded citizens about the latest water efficiency news. Page “likes” on Facebook (@AllianceforWaterEfficiency) grew from 1,574 to 1,727—a 10% increase. Twitter followers (@A4WE) grew from 4,904 to 5,636—a 15% increase.

### AWE Main Website

Our primary website, <http://www>.

[AllianceForWaterEfficiency.org](http://AllianceForWaterEfficiency.org) (also [www.a4we.org](http://www.a4we.org)), offers the water industry’s most comprehensive collection of resources on water efficiency and conservation, including the latest information on water efficiency standards, policies, programs, and practices. The site, which serves professionals, facility managers, academic researchers, and anyone interested in sustainable water use, had 292,700 page views in 2017.

### Financing Sustainable Water

Our Financing Sustainable Water website, <https://www.financingsustainablewater.org>,

provides resources to help utilities implement rate structures that are both resource and fiscally efficient. The site also offers tools that help utilities communicate changes in rate structures with their customers. The site received more than 14,000 page views in 2017.





## Home Water Works

Our Home Water Works website, <http://www.Home-Water-Works.org>, provides customers with tips and tools



for saving water at home, most notably through the use of its Water Usage Calculator, which lets water users see which parts of their home are least efficient and how they could make changes to further conserve.

The site received 387,615 page views throughout 2017.

## Connecting the Network

### Laying the Groundwork for AWE's First Chapter: The California Water Efficiency Partnership

In 2017, AWE completed all of the planning and back-office legwork required to establish its first-ever local chapter, the California Water Efficiency Partnership, or CalWEP. Through this partnership, the Alliance has positioned itself as the champion of research, advocacy, outreach, and education efforts at the national level while fully supporting and building synergies with a partner at the state level facing its own unique business/regulatory/climatic challenges. This emerging “chapter” model will enable AWE and its partner organizations to build on and expand their own capabilities, resources, and networks in a true win-win fashion.

### WaterSmart Innovations Conference

Since our founding in 2007, AWE has partnered with the Southern Nevada Water Authority, the American Water Works Association, the EPA WaterSense Program, and other organizations to present the WaterSmart Innovations Conference and Exposition in Las Vegas, Nevada. At the 10th anniversary edition of the conference—the largest annual gathering of water efficiency professionals in the United States—AWE staff presented on the following topics:

- Net Blue
- ASHRAE 189.1

- Water Efficiency Terminology
- WaterSense in Jeopardy
- Water Savings Opportunities left behind
- Relationship between conservation and rates

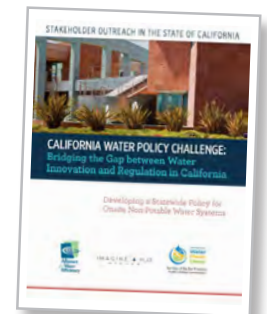
**Approximately 150 people attended AWE's presentations.**

### Annual Member Meeting

The night before WaterSmart Innovations Conference began, AWE held its annual member meeting. Mary Ann Dickinson presented an overview of AWE's latest activities to the members and prospective members in attendance. The featured speaker, Karen Guz of the San Antonio Water System, delivered a talk entitled, “How I Went from Rain Barrel Skeptic to Rolling with It: Converting Rain Barrel Mania into Conservation Results,” highlighting SAWS' wildly popular rain barrel program and the benefits to the rest of SAWS' conservation programs.

### Imagine H2O Policy Challenge Workshops

In partnership with the San Francisco Public Utilities Commission (SFPUC), AWE won the first-ever Imagine H2O California Water Policy Challenge in 2016: a vision for long-term sustainability in California's water supplies based on a strategy of “fit-for-purpose” water usage. In 2017, AWE and SFPUC presented a workshop



series designed to ensure support from the full universe of stakeholders potentially affected by the strategy. By collecting and treating different water sources on-site in commercial, mixed-use, and multi-family buildings in California – graywater, blackwater, rainwater, stormwater, and foundation drainage – that water can be re-used in suitable fit-for-purpose applications, even when the quality does not meet the rigid requirements of potable use. This vision will shift the traditional wasteful practice of treating all water, regardless of use, to the high standards of the Safe Drinking Water Act, using it once, and then discharging it after only a single use.

# Accomplishments

## Financing Sustainable Water Workshops

AWE held three Financing Sustainable Water rates workshops in Glenwood Springs, CO, Lakewood, CO, and Austin, TX to educate water managers about resources and strategies that can help them navigate the challenges of rate setting and fiscal sustainability.

## Other Presentations

AWE staff presented talks featuring the work efforts of the Alliance at 14 conferences during the year:

- California Irrigation Institute – Jan. 30-31
- Central Texas Water Conservation Symposium – Feb. 2
- Gulf Coast Water Conservation Symposium – Feb. 22
- River Rally – May 8-11
- Imagine H2O Summit – May 16
- Next Generation Water Summit – June 4-6
- Alliance for Regional Development – June 6
- California Water Data Summit – Aug. 24-25
- AWWA Water Conservation Division Social – June 12
- International Water Association Efficient conference – July 18-20
- WaterSmart Innovations – Annual Member Meeting – Oct 2-5
- Modernizing North American Water Systems in the Digital Age – Nov. 6
- McHenry County Water Forum – Nov. 8
- North American Water Loss Conference – Dec. 3-5

## Board, Committee & Staff News

### Board of Directors

The Alliance welcomed two new members to its Board of Directors in 2017: Maureen Westbrook, Vice President of Customer and Regulatory Affairs at Connecticut Water Company; and Steve Gombos, Manager of Water Efficiency at the Regional Municipality of Waterloo, Ontario. During 2017 the AWE Board also met for a Strategic Retreat Planning Workshop in Chicago. AWE's new Strategic Plan will be released in 2018.

## Member Advisory Committees

### *Education & Outreach Committee*

The Education & Outreach Committee advises AWE on a consumer education strategy and helps to guide local and regional efforts on water efficiency. The committee has 74 members from 59 organizations and met six times in 2017.

### *WaterSense & Water-Efficient Products Committee*

The WaterSense and Water-Efficient Products Committee provides multi-stakeholder input regarding the timing, scope, efficiency metrics, and partner activities for products and services being considered by the voluntary WaterSense® and ENERGY STAR® programs, and for regulations by the U.S. Department of Energy or state agencies. The 61 committee members from 47 organizations met eight times in 2017.

### *Water Efficiency Research Committee*

The Water Efficiency Research Committee guides AWE's research agenda, identifying specific projects for the Alliance to undertake. The committee also identifies funding partners and grants, and it reviews the progress of AWE-initiated projects as well as other water efficiency research. In 2017, the committee's 52 members from 48 organizations met eight times.

## Staff Update

AWE's staff grew in 2017. In October, the Alliance welcomed back Bill Christiansen as the Director of Programs. Bill originally joined the AWE team in 2007 and left for a short sabbatical in 2016. AWE is thrilled that Bill has returned to bring back his wide range of expertise and experience.

In November, AWE welcomed Gursharan Bains to the team as a Membership Assistant, helping to grow AWE's network and deliver AWE members the resources and benefits that help them progress as conservation and efficiency leaders.

# Annual Members (390, as of December 31, 2017)

|   |                                     |                                       |
|---|-------------------------------------|---------------------------------------|
| A&N Technical Services                                | CH2M                                | City of Guelph, Ontario, Canada       |
| Acton Water District                                  | Chattahoochee Riverkeeper           | City of Highland Park, IL             |
| AIQUEOUS  | Chicago Faucets                     | City of Hillsboro, OR                 |
| Alameda County Water District                         | Cinco Municipal Utility District #8 | City of Houston, TX                   |
| Albuquerque Bernalillo County Water Utility Authority | City Insight, LLC                   | City of Janesville, WI                |
| Allan Dietemann                                       | City of Allen, TX                   | City of Leduc, Alberta, Canada        |
| Alliance To Save Energy                               | City of Ames, IA                    | City of Lloydminster, Alberta, Canada |
| American Rainwater Catchment Systems Association      | City of Ashland, OR                 | City of London, Ontario, Canada       |
| American Rivers                                       | City of Atlanta, GA                 | City of McKinney, TX                  |
| American Water  | City of Aurora, CO                  | City of Mesquite, TX                  |
| Amy Vickers & Associates, Inc.                        | City of Bellingham, WA              | City of Napa, CA                      |
| Aqua Water Supply Corp.                               | City of Bend, OR                    | City of New Berlin, WI                |
| Aquaficient Consulting                                | City of Big Bear Lake, CA           | City of Oceanside, CA                 |
| Aquarion Water Company                                | City of Billings, MT                | City of Oklahoma City, OK             |
| Aquashares  | City of Bloomington, IL             | City of Olympia, WA                   |
| Arizona Municipal Water Users Association             | City of Boulder, CO                 | City of Ontario, CA                   |
| Arroyo Seco Foundation                                | City of Bozeman, MT                 | City of Palo Alto, CA                 |
| Association of Water Board Directors                  | City of Bremerton, WA               | City of Phoenix, AZ                   |
| Atascadero Mutual Water Company                       | City of Brentwood, CA               | City of Plano, TX                     |
| Athens-Clarke County Public Utilities Dept.           | City of Calgary, Alberta, Canada    | City of Pompano Beach, FL             |
| Austin Water Utility                                  | City of Carmel, IN                  | City of Poway, CA                     |
| Averitt & Associates                                  | City of Cedar Park, TX              | City of Princeton, TX                 |
| Badger Meter  | City of Charlottesville, VA         | City of Racine, WI                    |
| Bay Area Water Supply & Conservation Agency           | City of Chicago, IL                 | City of Renton, WA                    |
| Best Management Partners                              | City of Chino Hills, CA             | City of Richardson, TX                |
| Birch Bay Water & Sewer District                      | City of Chino, CA                   | City of Rio Rancho, NM                |
| Blh Aqua Technology                                   | City of College Station, TX         | City of Rockwall, TX                  |
| Brendle Group, Inc.                                   | City of Corvallis, OR               | City of Round Rock, TX                |
| Burbank Water And Power                               | City of Dallas, TX                  | City of Royse City, TX                |
| C.J. Erickson Plumbing Co.                            | City of Durham, NC                  | City of Sacramento, CA                |
| Ca Department of Water Resources                      | City of Elgin, IL                   | City of San Diego, CA                 |
| Ca State Water Resource Control Board                 | City of Escondido, CA               | City of Santa Barbara, CA             |
| California Water Efficiency Partnership               | City of Farmersville, TX            | City of Santa Cruz, CA                |
| California Water Services Company                     | City of Flagstaff, AZ               | City of Santa Fe, NM                  |
| Canadian Water & Wastewater Association               | City of Folsom, CA                  | City of Santa Monica, CA              |
| Capital Regional District                             | City of Forney, TX                  | City of Santa Rosa, CA                |
| Carlsbad Municipal Water District                     | City of Fort Worth, TX              | City of Scottsdale, AZ                |
| Carole Baker  | City of Frisco, TX                  | City of St. George, UT                |
| Cascade Water Alliance                                | City of Gallup, NM                  | City of Stuart, FL                    |
| Cavanaugh & Associates, P.A.                          | City of Garland, TX                 | City of Sugar Land, TX                |
| Center For Water Efficient Landscaping, USU           | City of Georgetown, TX              | City of Surprise, AZ                  |
| Central Utah Water Conservancy District               | City of Glendale, AZ                | City of Thornton, CO                  |
| Ceres   | City of Goodyear, AZ                | City of Torrance, CA                  |
|   | City of Greeley, CO                 | City of Tumwater, WA                  |
|   | City of Griffin, GA                 | City of Upland, CA                    |



# Annual Members *(390, as of December 31, 2017)*

City of Westminster, CO  
City of Winnipeg, Manitoba, Canada  
City of Woodland, CA  
City of Wylie, TX  
City West Water, Ltd  
Coastside County Water District  
Cobb County Water System  
Colorado Springs Utilities  
Colorado Water Conservation Board  
Connecticut Dept. of Public Health  
Connecticut Water  
Cucamonga Valley Water District  
Dakota Ridge Partnership  
DC Water  
Denver Botanic Gardens  
Denver Water  
Dropcountr, Inc.  
Dublin San Ramon Services District  
Dupage Water Commission  
East Bay Municipal Utility District  
Eastern Municipal Water District  
Eastern Research Group  
Ecoblue  
Econics  
Edwards Aquifer Authority  
El Paso Water Utilities  
Elliott Fry Consulting  
Energy Platforms, LLC  
Enviromedia Social Marketing  
Enviro-Stewards  
Ewing Irrigation Products, Inc.  
Flo Technologies  
Fontana Water Company  
Food Service Technology Center  
Forester Media, Inc.  
Fort Bend County MUD #25  
Fort Collins Water Utilities  
Freese & Nichols  
Gary Klein And Associates  
Gauley Associates, Ltd.  
Georgia Environmental Protection Division  
Georgia Institute of Technology  
Georgia Water Wise Council  
Global Midwest Alliance  
Global Water Works  
Golden State Water Company  
Goleta Water District  
H.W. (Bill) Hoffman & Associates, LLC  
Hahn Public Communications  
Halifax Water  
Harris County Municipal Utility District #208  
Harris County Utility District 15  
Harris County WCID 132  
Harris-Galveston Subsidence District  
Hazen and Sawyer  
Helix Water District  
Herndon Solutions Group  
Hi Commission On Water Resources Management  
High Sierra Showerheads, LLC  
Hunter Industries  
Hydrametrics  
Hydrotech Solutions  
Imagine H2O  
In Communications  
Inland Empire Utilities Agency  
Institute For Sustainable Futures  
IAPMO  
Irrrometer Company, Inc.  
Irvine Ranch Water District  
Joyce Coffee  
Kane County, IL  
Kleinwood Municipal Utility District  
Koeller and Company  
Kohler Co.  
Kunkel Water Efficiency  
Lake Arrowhead Community Services District  
Lakehaven Utility District  
Lakeway Municipal Utility District  
Las Cruces Utilities  
Las Virgenes Mwd  
Liberty Utilities  
Liquid Solutions Group  
LIXIL Corp./American Standard Brands  
Liz Gardener  
Lone Star Chapter, Sierra Club  
Lone Star Groundwater Conservation District  
Long Beach Water  
Los Angeles Department of Water & Power  
Lower Colorado River Authority  
M.Cubed  
Maddaus Water Management  
Madison Water Utility  
Managewater Consulting, Inc.  
MaP Testing  
Marin Municipal Water District  
Marina Coast Water District  
MD Dept. of The Environment - Water Supply Prog.  
MASCO Corporation  
MA Dept. of Conservation & Recreation  
Massachusetts Water Resources Authority  
Maureen Erbeznik & Associates  
Mchenry County Government  
Medford Water Commission  
Melbourne Water  
Mesa Water District  
Metropolitan North GA Water Planning District  
Metropolitan Water District of Southern California  
Miya USA LLC  
Moen Incorporated  
Monte Vista Water District  
Monterey Peninsula Water Management District  
Moulton Niguel Water District  
National Association of Water Companies  
National Turfgrass Federation, Inc.  
Neoperl, Inc.  
New Mexico Water Conservation Alliance  
New Water Innovations  
New York City Environmental Protection  
Newhall Water Division  
Niagara Conservation Corporation  
North Fort Bend Water Authority  
North Harris County Regional Water Authority  
North Marin Water District  
North Texas Municipal Water District  
Northwest Water & Energy Education Institute  
O'Cain Consulting, Inc.  
Olivenhain Municipal Water District  
One World One Water Center, MSU Denver

|  |  |   |
|--|--|---|
| Orange County Utilities (FL)                   | San Jose Water Company                           | Tucson Water                                  |
| Orlando Utilities Commission                   | Santa Clara Valley Water District                | Turfgrass Water Conservation Alliance         |
| Otay Water District                            | Santa Clarita Water Division                     | U.S. Climate Action Network                   |
| Panhandle Groundwater Conservation District    | Santa Margarita Water District                   | U.S. Water Alliance                           |
| Park City Municipal Corporation                | Seattle Public Utilities                         | UNC Chapel Hill, Environmental Finance Center |
| Pasadena Water & Power                         | Silva-Silva International                        | Upper San Gabriel Valley Mwd                  |
| PCR Resources                                  | Sligo Creek Resources                            | Upper Trinity Regional Water District         |
| Pete Demarco                                   | Sloan Valve Co.                                  | USBR Lower Colorado Region                    |
| Phigenics                                      | Smw Geosciences, Inc.                            | Utah Water Conservation Forum                 |
| Philadelphia Water Department                  | Solano County Water Agency                       | Valencia Water Division                       |
| Platte Canyon Water                            | Sonoma County Water Agency                       | Vallecitos Water District                     |
| Plumbing Manufacturers International           | Soquel Creek Water District                      | Valley of The Moon Water District             |
| PHCC-National Assoc.                           | South Florida Water Management District          | Valparaiso City Utilities                     |
| Polis Project                                  | Southern Nevada Water Authority                  | Ventura Water                                 |
| Popely & Company, Inc.                         | Southwest Florida Water Management District      | Water Demand Management                       |
| Portland Water Bureau                          | Spanaway Water Company                           | Water Forever                                 |
| Potomac-Hudson Engineering, Inc.               | Stanford University                              | Water Management, Inc.                        |
| Public Service Commission of Wisconsin         | STEMhero   | Water Politics, LLC                           |
| Pürlin, LLC                                    | Sweetwater Authority                             | Water Services Association of Australia       |
| Quebec Ministry of Municipal Affairs           | T & S Brass and Bronze Works, Inc.               | Water Systems Optimization, Inc.              |
| Rachio, Inc.                                   | Tacoma Water                                     | Water - Use It Wisely                         |
| Radian Developers                              | Tampa Bay Water                                  | Watercentric, LLC                             |
| Rain Bird Corporation                          | Tampa Water Department                           | Waterless Co., Inc.                           |
| Rainbow Municipal Water District               | Tarrant Regional Water District                  | Waterlix                                      |
| Rancho California Water District               | Terlyn Industries                                | WaterNow Alliance                             |
| Recycled Hydro Solutions, LLC                  | Texas Commission on Environmental Quality        | Watershed, LLC                                |
| Region of Durham, Ontario, Canada              | Texas Water Development Board                    | Watersmart Software, Inc.                     |
| Region of Peel, Ontario, Canada                | Texas Water Foundation                           | Waukesha Water Utility                        |
| Region of Waterloo, Ontario, Canada            | The Meadows Center for Water and the Environment | West Basin Municipal Water District           |
| Regional Water Authority                       | The Nature Conservancy                           | West Harris County Regional Water Authority   |
| Regional Water Providers Consortium            | The Scotts Miracle-Gro Company                   | West Monroe Partners                          |
| Resource Action Programs                       | The Smart Water Networks Forum (Swan)            | Western Municipal Water District              |
| River Network                                  | The Water Council                                | Western Policy Research                       |
| Riverside Public Utilities                     | The Woodlands Joint Powers Agency                | Western Resource Advocates                    |
| Roth Ecological Design International           | The Writing Company                              | Whirlpool Corporation                         |
| Ruekert & Mielke, Inc.                         | The Woodlands Township                           | Wisconsin Department of Natural Resources     |
| Sacramento Suburban Water District             | Tinker LLC                                       | Wisconsin Water Association                   |
| Salt Lake City, Department of Public Utilities | Toho Water Authority                             | Wiser Watering                                |
| San Antonio Water Company                      | Toto Usa, Inc.                                   | Withlacoochee Regional Water Supply Authority |
| San Antonio Water System                       | Town of Cary, NC                                 | World Resources Institute                     |
| San Diego County Water Authority               | Town of Clarkdale, AZ                            | York Region, Ontario, Canada                  |
| San Dieguito Water District                    | Town of Greenwich, CT                            | Zone 7 Water Agency                           |
| San Francisco Public Utilities Commission      | Tualatin Valley Water District                   |   |
| San Jacinto River Authority                    |  |   |

## Statements of Financial Position

**December 31, 2017**

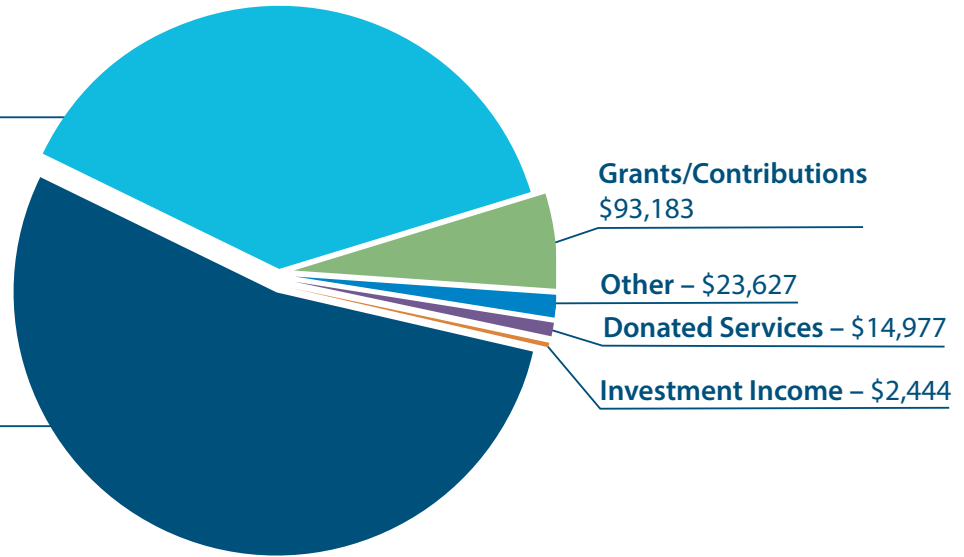
|   | <b>2017</b>      |
|---|------------------|
| <b>ASSETS</b>                           |                  |
| CASH AND CASH EQUIVALENTS               | \$ 382,349       |
| INVESTMENTS                             | 113,657          |
| ACCOUNTS RECEIVABLE                     | 176,630          |
| INVENTORIES                             | 9,625            |
| PREPAID EXPENSES AND DEPOSITS           | 20,223           |
| FURNITURE AND EQUIPMENT                 | 4,232            |
| <br>                                    |                  |
| TOTAL ASSETS                            | \$ 706,716       |
| <br>                                    |                  |
| <b>LIABILITIES AND NET ASSETS</b>       |                  |
| ACCOUNTS PAYABLE                        | \$ 73,212        |
| ACCRUED EXPENSES                        | 39,797           |
| DEFERRED REVENUES                       | 292,095          |
| FUNDS HELD FOR OTHER ENTITIES           | 20,558           |
| <br>                                    |                  |
| TOTAL LIABILITIES                       | \$ 425,662       |
| <br>                                    |                  |
| <b>COMMITMENTS</b>                      |                  |
|   | —                |
| <br>                                    |                  |
| <b>NET ASSETS</b>                       |                  |
| UNRESTRICTED                            | 113,389          |
| TEMPORARILY RESTRICTED                  | 167,665          |
| <br>                                    |                  |
| TOTAL NET ASSETS                        | 281,054          |
| <b>TOTAL LIABILITIES AND NET ASSETS</b> | <b>\$706,716</b> |



## Revenue

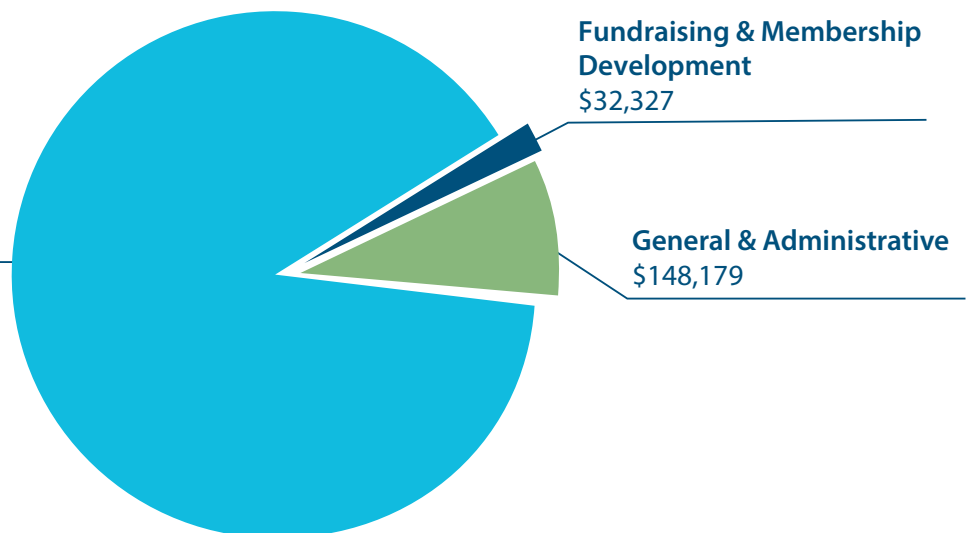
**Membership Dues**  
\$626,893

**Special Projects**  
\$886,475



## Expenses

**Program Services**  
\$1,581,584





Alliance for Water Efficiency  
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[www.allianceforwaterefficiency.org](http://www.allianceforwaterefficiency.org)