



2020 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

Despite the challenging circumstances of 2020, the Alliance for Water Efficiency (AWE) persevered to provide research, member support, and policy advocacy that advanced sustainable water use across North America. As the world abruptly shifted to remote working, we collaborated with our partners to exchange ideas and strategies for navigating the new reality.

Last year also brought other changes as well, including a long-overdue reckoning with America's ongoing racial inequities. AWE strives for a future with reliable, affordable, and equitable water resources, healthy ecosystems, and economically strong communities. To this end, we released *An Assessment of Water*

*Affordability and Conservation Potential in Detroit, Michigan*. Water unaffordability is a growing concern across the U.S. as water rates rise to account for the high costs of aging infrastructure and/or as depleted water supplies make it more costly to provide water.

The report included a water affordability assessment for the city of Detroit and an evaluation of water conservation potential at the census tract level. The results indicate the cost of water and sewer service represents a high burden for many disadvantaged customers in Detroit and that there is a significant opportunity for water conservation and efficiency retrofits that can lower water bills for customers.

AWE's Detroit report opened eyes about water unaffordability and the fact that disadvantaged households are more likely to have older, high-flow fixtures and appliances that lead to higher water and energy bills. AWE participated in a webinar with city of Detroit officials to draw attention to retrofit opportunities, and we are conducting similar research in other cities.

For water efficiency to save water and lower water bills, it's important to protect and improve the standards and programs that helped the U.S. grow by 63 million people between 1995 and 2020 with public water withdrawals essentially unchanged. Unfortunately, former President Trump tried to reverse years of progress by eliminating funding for EPA's WaterSense labeling program and by rolling back water efficiency standards for showerheads and clothes washers. AWE rallied its network to convince Congress to continue funding WaterSense, and we coordinated with dozens of organizations to submit comments in opposition to the weakened standards. When the new standards were adopted over our objections, AWE filed a legal appeal. We plan to continue these advocacy efforts and work with the Biden Administration to restore these standards that save water and money for American consumers.

AWE continued to serve our members by providing exclusive resources, technical support, and networking opportunities. The online resource library at [www.allianceforwaterefficiency.org](http://www.allianceforwaterefficiency.org) features information on nearly every topic related to water efficiency, including customer communication strategies, fixtures and appliances, green building, drought planning, and much more. AWE members were also able to contact the experts on our program staff to ask specific questions and receive customized technical assistance. Furthermore, AWE's three advisory committees—Education and Outreach, Water Efficiency Research, and WaterSense and Water-Efficient Products—allowed members to connect with each other and discuss solutions for their shared challenges.

These are just a few of our 2020 accomplishments. Thanks to the incredible energy and enthusiasm of our members, partners, and supporters, we were able to make terrific strides toward a sustainable water future.

Sincerely,

Ron Burke  
President and CEO

*The Alliance for Water Efficiency is committed to promoting the efficient and sustainable use of water. Conserving water and using water efficiently is critical to ensuring that water resources are available now and, in the future, to support healthy economies, ecosystems, communities, and individuals.*

# Board of Directors

## OFFICERS

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Bill McDonnell (Treasurer)

*Water Efficiency Manager, Metropolitan Water District of Southern California*

Jennifer Walker (Secretary)

*Deputy Director, Texas Water Programs, National Wildlife Federation*

## DIRECTORS

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Biju George

*EVP, Operations & Engineering, DC Water*

Karen Guz

*Conservation Director, San Antonio Water System*

Frank Loge, Ph.D., P.E.

*Director, Center for Water-Energy Efficiency, Professor, University of California, Davis*

Ric Miles

*Chief Operating Officer, Flume, Inc.*

Colby Pellegrino

*Director, Water Resources Dept., Southern Nevada Water Authority*

Jennifer Riley-Chetwynd

*Director of Marketing & Social Responsibility, Denver Botanic Gardens*

Colwyn Sunderland

*Infrastructure Planning Engineer, Kerr Wood Leidal Associates, Ltd.*

Amy Talbot (Ex-Officio)

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Ron Voglewede

*Global Sustainability Director, Whirlpool Corporation, NA Operations*

Maureen Westbrook

*President, Connecticut Water Company*

Carl Yates

*President, Yates Water Management, Inc.*

Rob Zimmerman

*Director--Sustainability (Retired), Kohler Co.*

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# Staff

Mary Ann Dickinson

*President and CEO*

Bill Christiansen

*Director of Programs*

Rachel DeBruin

*Office/Development Manager*

Jeffrey Hughes

*Director of Operations*

Liam McCarthy

*Membership & Outreach Manager*

Lacey Smith

*Program Planner*

Molly Schaefer

*Accounting Manager*

Brad Spilka

*Program Associate*

# Accomplishments

## Advocacy

### Progress on Making Water Conservation Rebates Tax-Free: Legislation Passes House, but not Senate

In 2020, the U.S. House of Representatives passed H.R. 2, the Moving Forward Act, which authorized funds for infrastructure improvements and other purposes. AWE and our partners worked to secure inclusion of language that would make water conservation rebates tax-exempt, just as energy efficiency rebates have been for decades. Although H.R. 2 wasn't approved by the Senate, passage in the House represents significant progress and improves the odds of passage in 2021.

### Protecting the WaterSense Labeling Program



On the heels of President Trump criticizing the performance of low-flow toilets, the president's proposed budget eliminated funding for EPA's WaterSense labeling program for water efficient products. For many years, AWE worked to advocate for funding the WaterSense program, and this was the most significant threat to the program's existence since it was created in 2006. AWE worked with a coalition of partners to help secure funding commitments from Congress and overcome the threat.

However, a new threat emerged when the Environmental Protection Agency (EPA) proposed changes to the WaterSense program that would take into consideration customer satisfaction when deciding which products earn the WaterSense label. WaterSense already measures

performance using objective criteria, and introducing subjective customer satisfaction criteria could undermine the validity of WaterSense labels. In response, AWE submitted a detailed comment letter with 62 signatures from water utilities, businesses, and other non-profits. The WaterSense program stayed intact and continues to help American consumers save water and money.

### AWE Fights Roll Back of Water Efficiency Standards

AWE was troubled by the proposed Department of Energy rulemakings slashing water efficiency standards for showerheads and clothes washers that were part of former President Trump's pledges to weaken water efficiency standards.

AWE mobilized its network to submit comments opposing these rulemakings. AWE also filed its own letters of support opposing both rulemakings, collecting 60 signatures on the showerhead letter and 58 signatures on the clothes washer letter. The signatories represented a diverse group of water utilities, manufacturers, advocacy groups, and more.

Unfortunately, the new rules went into effect a few weeks before President Trump left office, but AWE has subsequently filed a legal appeal and will continue to advocate for a return to efficient standards

## THROUGH OUR INITIATIVES:

Advocacy  
Awareness  
Education

Policy  
Research

Resources  
Technical Support  
Training

**We are North America's Authoritative Resource for Water Efficiency**

# AWE Report Documents the Financial Burden of Water Bills in Detroit and How Water Conservation Can Save Customers Money

AWE envisions a future with reliable, affordable, and equitable water resources, healthy ecosystems, and economically strong communities. In keeping with these values, AWE released its report, *Affordability and Conservation Potential in Detroit, Michigan*, which was made possible by a grant from Kohler Co. for the purpose of understanding to what extent the cost of water is a financial burden in Detroit and whether water conservation and efficiency retrofits can lower water bills for disadvantaged customers. Water unaffordability is a growing concern across the U.S as water rates rise to account for the high costs of aging infrastructure and/or as depleted water supplies make it more costly to provide water. In Detroit, the problem is compounded by a significant decrease in population and tax base, leaving fewer customers to pay for the fixed costs of providing water services.



The Detroit assessment demonstrates:

- There is a clear need for assistance in Detroit as the cost of water and sewer service is characterized as a high burden for many households.
- There is large potential for water conservation savings.
- There is a meaningful role for water conservation to empower customers to lower their water and sewer bills.
- There is value in conducting an affordability assessment at a more granular level than the city/service-area level.

## Training, Technical Assistance, and Continued Education for Water Efficiency Professionals

### Technical Assistance

AWE's staff and Technical Advisors are recognized as some of the foremost authorities in North America on water efficiency. In 2020, AWE fielded 100 technical assistance requests from its members on a range of topics, including plumbing standards and codes, commercial water use, water rates, and planning. Technical assistance remains a core function for advancing AWE's mission and an important benefit to members.

### Webinars

In 2020, AWE held 13 webinars on variety of important water efficiency topics.

Title	Date	Attendees
AWE Drought Restrictions Research Launch and Panel Discussion	January 23	<b>98</b>
AWE Announces an Online Rebate Management Platform for AWE Members (WaterWays)	February 13	<b>51</b>
AWE/EPA WaterSense Outdoor Water Webinar - Landscape Transformation Case Studies	March 12	<b>162</b>
Exemplary Programs: Reducing Water Loss in Creative Ways	April 16	<b>88</b>
Innovations in Efficiency: Software Solutions for Managing Conservation Programs	May 20	<b>77</b>
Water Efficiency Education Programs for Schools	June 25	<b>63</b>
AWE/EPA WaterSense Outdoor Water Webinar - Your Better Yard	June 30	<b>183</b>
Water Affordability and Water Conservation Assessment in Detroit, Michigan	July 23	<b>70</b>



# Accomplishments

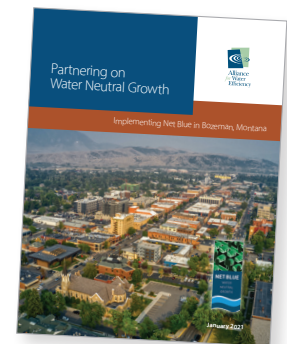
Title	Date	Attendees
Exemplary Programs: Making Restaurants Water Efficient through Audits and Training	August 25	53
Introduction to Water Conservation Program Planning	September 9 and 17	95
Water and Planning: Ensuring One Water Delivers for Healthy Waterways	October 1	72
AWE/EPA WaterSense Outdoor Water Webinar - Navigating the Socially Distant Landscape	November 5	135
Tracking Down Leaks with Vessel, the Leak Detection Dog	December 2	88

## Introduction to Water Conservation Program Planning with Amy Vickers

AWE is committed to equipping water utility professionals with the knowledge and resources to implement effective conservation programs. AWE teamed up with the legendary Amy Vickers to present a two-session virtual course titled, Introduction to Water Conservation Program Planning. The course provided an overview of planning steps for establishing a successful water conservation program that incorporates the basic steps from Amy Vickers's widely referenced *Handbook of Water Use and Conservation* and other planning sources. The course was attended by 95 water professionals, and the recording is available online to allow continued access to this terrific conservation planning resource.

## Integrating Water Efficiency and Land Use Planning to Accommodate Development and Growth

How communities develop and grow significantly impacts water demand, water availability, and water rates. But there is often a disconnect between land use and water planners. AWE works on a number of fronts to address this disconnect.



AWE, along with partners at the Environmental Law Institute (ELI) and River Network, created the Net Blue: Water-Neutral Growth program. Net Blue is an innovative, industry-vetted approach to water neutrality for new development, helping communities to grow sustainably despite water scarcity. To advance this approach into practice, the project team built the Net Blue Toolkit with a model ordinance that communities can tailor and customize to create a water demand offset approach meeting local needs.

In 2020, AWE teamed up with the ELI, Dwight Merriam, and Orion Planning + Design and partnered with the City of Bozeman, MT, to draft a water neutral ordinance using the Net Blue Toolkit and resources. AWE hopes that this project will set an example for other water-stressed communities.

AWE and ELI also partnered with the Babbitt Center for Land and Water Policy to inventory all 50 states to determine what legal requirements exist, if any, for water utility planning to coordinate with local land use plans. A detailed assessment was made of the laws and regulations in the states, and six state case studies were also highlighted in AWE's work.

The City of Bozeman accomplished the following with assistance from the Net Blue project team:

- An updated Water Adequacy Ordinance that includes a customized offset tool created specifically for Bozeman that will aid the city in administration of the ordinance and help developers identify the most cost effective opportunities to offset water demand through efficiency projects.
- A new tool that can be used by the city and developers to estimate the water demand of new development and calculate onsite and offsite water demand offsets.
- An updated draft of the Water Adequacy Procedures Manual incorporating elements of the Net Blue approach that is poised for adoption in early 2021.
- Staff ownership of revisions and amendments and general support from City departments and leadership.
- Understanding, support, and enthusiasm from external stakeholders.

## Study Evaluates Effectiveness of Municipal Irrigation Restrictions During Drought

AWE kicked off 2020 with the release of a major new research study entitled the *Use and Effectiveness of Municipal Irrigation Restrictions During Drought*. The study evaluated drought strategies implemented by 12 different water suppliers and historical drought impacts in four different states.



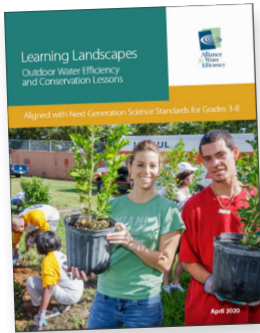
Key findings from the study include:

- Case study participants in California and Texas successfully reduced annual demand by 18-30 percent and peak monthly demand by 20-42 percent through a combination of mandatory demand management measures.
- Within this study, voluntary conservation did not generate statistically significant savings (i.e., estimated savings are indistinguishable from zero).
- Messaging and enforcement are viewed as best practices and essential components of a successful drought response.
- Water Shortage Contingency Plans should include all of these components: messaging, enforcement, irrigation day-of-week and/or time-of-day restrictions, drought surcharges, and implementation strategies.
- To be effective, Water Shortage Contingency Plans need codified rulemaking to include provisions that are enforceable on non-compliant customers.

This study was made possible with financial support from the participating water utilities and The Scotts Miracle-Gro Foundation.

# Accomplishments

## AWE Grant Program Funds Educational Gardens



AWE launched its Learning Landscapes Grant Program in April 2020. This included the release of AWE's three Learning Landscapes\* school lessons focused on outdoor water efficiency that align with Next Generation Science Standards for grades 3-8. Additionally, grants were awarded to eight organizations for the construction or improvement of educational gardens to be used to teach students in grades 3-8 about outdoor water use efficiency.

The grant awardees are:

- **Ciudad Soil & Water Conservation District, Albuquerque, New Mexico:** Funding used to construct a green stormwater infrastructure feature at the Gutiérrez Hubbell House which will serve as a demonstration project on how to integrate passive water harvesting into landscapes.
- **Houston Water, City of Houston, Texas:** Funding used to teach children important water conservation facts and also how to think and learn through hands-on activities while immersed in a tranquil outdoor environment.
- **Pala Band of Mission Indians, Pala, California:** Funds used to expand existing garden space, including raised grow beds, learning gardens for youth, and surrounding area of low-water native plants and culturally-relevant plants to provide wildlife habitat.
- **Amigos de los Rios, Altadena, California:** Funds used to transform existing grass courtyard into an outdoor education space for students and teachers. Designed to capture and infiltrate stormwater, and create a native habitat landscape.
- **Edwards Aquifer Authority, San Antonio, Texas:** Funds used to create a demonstration garden to serve as a physical location to educate the general public about water management and the conservation of the Edwards Aquifer.
- **Denver Urban Gardens & Bradley International School, Denver, Colorado:** Funds used to create a native garden where there is currently unused space and no water irrigation. Including select native water-wise plants to create an outdoor learning space that uses efficient water delivery systems, inspires water smart designs, and promotes healthy natural pollinator habitat.



*Ciudad Soil & Water Conservation District's learning landscape conceptual design.*



- **Oak Grove School District #68, Bartonville, Illinois:** Funds used for gardens and planters the serve as a unique learning opportunity for students; while also looking to involve the community by designating a planter box just for community liaison and volunteers to plant and showcase.



*Oak Grove School District #68 - before and after. This school project removed turf, added rainwater harvesting, and built planters using repurposed materials.*

- **Riverside-Corona Resource Conservation District, Riverside, California:** Funds used to expand use of interpretive signs about water conservation, including plants lists and companion publication about methods to conserve outdoor water use.

A second round of five additional grants will be announced in 2021.

*\*AWE Learning Landscapes Grants and Lessons were made possible by generous funding provided by The Scotts Miracle-Gro Foundation.*

## Discounted Resources for AWE Members, by AWE Members

### WaterWays Platform

AWE announced that its members have the opportunity to license WaterWays® and WaterRebates.com at a discounted annual rate.



Built on the industry-leading Salesforce.com Customer Relationship Management (CRM) platform by AWE member AIQUEOUS, WaterWays® is a cloud-based solution for water efficiency program delivery and management. WaterWays accepts online, digital applications for water efficient product rebates and irrigation audit schedule information through WaterRebates.com. WaterWays allows utilities to track and measure the applications while engaging with customers, all on a secure platform.

### Open Channel Systems

AWE began offering its members a 10% discount on Open



Channel Systems, an online platform that combines business analytics with conservation and communications tools to comprehensively manage finished water. Open Channel's proprietary Water Efficiency Targets tool collects up-to-date consumption, AMI, weather, and geographical data from a variety of sources.

These discounts help AWE equip our water utility members with these terrific resources for tracking and carrying out water efficiency programs.

## AWE Helps Members Earn Best Practices Designations

The American Water Works Association G480 Water Conservation and Efficiency Program Operation and Management Standard identifies critical elements of an effective water conservation program that water providers can adopt voluntarily. As a benefit to members, AWE verifies and acknowledges water utilities that achieve various levels of compliance with the G480 Standard. AWE added the following members to its G480 Leaderboard in 2020:



### Platinum

- Western Municipal Water District (CA)
- City of Santa Barbara (CA)
- City of Aurora (CO)

### Gold

- City of Flagstaff (AZ)

### Silver

- Orange County Utilities (FL)

### Wholesaler

- Metropolitan Water District of Southern California\*
- Upper Trinity Regional Water District (TX)\*

*\*These water districts are the first to be listed on the Leaderboard as exemplary wholesalers, meaning that the utilities achieved all of the applicable wholesaler sections of the G480.*

## Water Star Award

AWE's annual Water Star Award is intended to recognize individual excellence in water efficiency. AWE wishes to celebrate the "unsung hero", the quiet water conservation practitioner working in the trenches who makes a huge difference by their dedication, passion, and progressive approaches to move forward our field.

The 2020 awardee was Bill Hoffman, who has been a champion for water efficiency since 1973 when he went to work for the Texas Water Development Board, beginning his career analyzing water needs for energy development and industrial use. Bill went on to become Assistant Director of Water Resources Planning and Supervisor of Water Conservation at the Board. In 2000 he joined the City of Austin Water Utility as the Program Supervisor for Industrial, Commercial, and Institutional Water Conservation Programs. He was also the Senior Staff Engineer. Since 2007, he has been an independent consultant in high demand, where he has provided his much-needed expertise to a wide array of governments, utilities, and organizations.



For his extraordinary contribution to Commercial, Industrial, and Institutional water efficiency over a lifetime of work, for his commitment to the highest standards of program accuracy and analysis, and for his selfless dedication to always helping anyone who asked, AWE was very proud to present the 2020 Water Star Award to Bill Hoffman. Due to COVID-19, AWE could not present the award in person, but a video announcement was recorded and uploaded to AWE's YouTube channel—A4WE.



## Online Presence

[www.AllianceForWaterEfficiency.org](http://www.AllianceForWaterEfficiency.org) presents the water industry's most comprehensive collection of resources on water efficiency and conservation. Updated weekly with the latest on water efficiency standards, policies, programs, and practices, AWE's website is a one-stop-shop for professionals, facility managers, academic researchers, and anyone interested in sustainable water use.

[www.FinancingSustainableWater.org](http://www.FinancingSustainableWater.org) provides tools and information to help utilities implement rate structures that are both resource and fiscally efficient.

[www.Home-Water-Works.org](http://www.Home-Water-Works.org) provides consumers with tips and tools for saving water at home, most notably with its Water Usage Calculator, which lets residential water users see which parts of their home are least efficient and how they could make changes to further conserve.

## Social Media



Facebook - 2,647 followers



Twitter - 6,491 followers



YouTube -

- Gained 445 subscribers and 454,000 new views
- Viewers spent 821,100 minutes watching our videos

## Board, Advisory Committee, and Staff Activity

### Board of Directors

AWE appointed five new Directors to its Board for 3-year terms starting January 1, 2020 and expiring December 31, 2023: Executive Vice-President of Operations & Engineering at DC Water, Bijou George; Conservation Director at San Antonio Water System, Karen Guz; Director of the Center for Water-Energy Efficiency & Profession at UC Davis, Frank Loge; Director of Water Resources at Southern Nevada Water Authority, Colby Pellegrino; and Infrastructure Planning Engineer at Kerr Wood Leidal Associates, Ltd., Colwyn Sunderland. These Directors bring experience from multiple sectors and will strengthen AWE by applying their unique knowledge to water scarcity challenges.

AWE also bid farewell to two Board members: Board Vice-Chair Kirk Stinchcombe of Econics, and Jennifer Riley-Chetwynd of the Denver Botanic Gardens. AWE greatly appreciates the departing Board members for their years of hard work and dedication.

# Accomplishments

## Advisory Committees

### *Water Efficiency Research*

The Water Efficiency Research Committee develops a research agenda and reviews the progress of AWE-initiated research projects.

### *Education and Outreach*

The Education and Outreach Committee works to devise efforts to raise the level of understanding nationwide of the need to conserve water and use it wisely, and it also works to help utilities and government agencies educate consumers.

### *WaterSense and Water-Efficient Products*

The WaterSense and Water-Efficient Products Committee works to encourage and support the adoption of performance criteria for water-using products and equipment, urban landscapes, whole buildings, and related professional services.

*In total, the three advisory committee met 19 times, involving 204 members representing 163 organizational members.*

## Staff Update

AWE's staff grew in 2020. In March, AWE welcomed Rachel DeBruin to the team as Office Manager, to oversee the day-to-day activities of the office and serve as the primary contact for related third-party service vendors. In August, AWE welcomed back Jeffrey Hughes as the Director of Operations, taking on his previous responsibilities of overseeing administration, operations, and governance activities. Also in August, AWE said goodbye to Lacey Smith, who left to return to her home state of Texas for a new adventure. In October, AWE welcomed Brad Spilka to the team as a Program Associate, to work on a variety of projects and initiatives relating to conservation program planning, policy analysis, research, and technical assistance.

## Contributors

The Board of Directors, staff, and membership would like to give special thanks to those individuals, organizations, and foundations who, separate from membership, contributed additional financial resources to AWE in 2020. Without these contributions, we would not have been able to meet our financial goals and continue our mission of promoting the efficient and sustainable use of water.

<i>American Water</i>	<i>Ric Miles</i>
<i>City of Bellingham, WA</i>	<i>National Wildlife Federation</i>
<i>Michael Buettner</i>	<i>Niagara Conservation Corporation</i>
<i>California Water Service Company</i>	<i>Colby Pellegrino</i>
<i>Anne Carroll</i>	<i>Philanthropic Ventures Foundation</i>
<i>Bill Christiansen</i>	<i>Jennifer Riley Chetwynd</i>
<i>Sara DeLeon</i>	<i>City of Round Rock, TX</i>
<i>Pete DeMarco</i>	<i>San Antonio Water System</i>
<i>Mary Ann Dickinson</i>	<i>Jonah Schein</i>
<i>Allan Dietemann</i>	<i>Barry Spilka</i>
<i>East Bay Municipal Utility District</i>	<i>Kirk Stinchcombe</i>
<i>City of Flagstaff, AZ</i>	<i>Colwyn Sunderland</i>
<i>Elizabeth Gardener</i>	<i>John Sutton</i>
<i>Biju George</i>	<i>Amy Talbot</i>
<i>Karen Guz</i>	<i>Chrystal Taylor</i>
<i>Jeffrey Hughes</i>	<i>Texas State University</i>
<i>International Association of Plumbing and Mechanical Officials</i>	<i>The Benevity Community Impact Fund</i>
<i>Kelly Kopp</i>	<i>Devendra Upadhyay</i>
<i>Frank Loge</i>	<i>Ron Voglewede</i>
<i>Maureen Erbezniak &amp; Associates</i>	<i>Jennifer Walker</i>
<i>Peter Mayer</i>	<i>Maureen Westbrook</i>
<i>William McDonnell</i>	<i>Carl Yates</i>
	<i>Rob Zimmerman</i>

*And those anonymous contributors who gave via Giving Assistant, Network for Good, and PayPal Giving Fund*

**A sincere thanks to all.**



# Annual Members (517 as of December 31, 2020)

A&N Technical Services, Inc.	Canadian Water & Wastewater Association	City of Corona, CA	City of Ontario, CA
Acton Water District	Capital Regional District	City of Corvallis, OR	City of Oxnard, CA
AIQUEOUS	Carlsbad Municipal Utility District	City of Cotati, CA	City of Palo Alto, CA
Alameda County Water District	Carole Baker	City of Dallas, TX	City of Paso Robles, CA
Allan Dietemann	Carpinteria Valley Water District	City of Davis, CA	City of Petaluma, CA
Alliance to Save Energy	Cascade Water Alliance	City of Delano, CA	City of Phoenix, AZ
American Rainwater Catchment Systems Association	Casitas Municipal Water District	City of Durham, NC	City of Plano, TX
American Rivers	Castle Pines North Metropolitan District	City of Escondido, CA	City of Pomona, CA
American Water	Castle Rock Water	City of Farmersville, TX	City of Poway, CA
Amy Vickers & Associates, Inc.	Cavanaugh	City of Flagstaff, AZ	City of Princeton, TX
Aqua Water Supply Corporation	Centennial Water and Sanitation District	City of Folsom, CA	City of Racine, WI
Aquarion Water Company	Center for Water Efficient Landscaping, Utah State University	City of Forney, TX	City of Redwood City, CA
Aquatrax Solutions	Central Arkansas Water	City of Fort Worth, TX	City of Renton, WA
Aquify- an Exelon Company	Central Utah Water Conservancy District	City of Fountain Valley, CA	City of Richardson, TX
Aquos Pools	Chicago Faucets	City of Fresno, CA	City of Rio Rancho, NM
Arapahoe County Water and Wastewater Authority	Chicago Metropolitan Agency for Planning	City of Frisco, TX	City of Rockwall, TX
ARGO/CA Data Collaborative	Chino Basin Water Conservation District	City of Fullerton, CA	City of Rohnert Park, CA
Arizona Department of Water Resources	Cinco Municipal Utility District #8	City of Gallup, NM	City of Roseville, CA
Arizona Municipal Water Users Association	Citizens Water Advocacy Group	City of Garland, TX	City of Round Rock, TX
Association of Water Board Directors	Citrus Heights Water District	City of Glendale, CA	City of Royse City, TX
Atascadero Mutual Water Company	City of Allen, TX	City of Glendora, CA	City of Sacramento, CA
Athens-Clarke County Public Utilities Department	City of Ashland, OR	City of Golden, CO	City of San Clemente, CA
Atlanta Regional Commission	City of Aurora, CO	City of Goodyear, AZ	City of San Diego, CA
Austin Water Utility	City of Avondale, AZ	City of Greeley, CO	City of San Juan Capistrano, CA
Babbitt Center for Land and Water Policy at Lincoln Institute	City of Azusa, CA	City of Griffin, GA	City of San Luis Obispo, CA
Bay Area Water Supply & Conservation Agency (BAWSCA)	City of Bellingham, WA	City of Guelph, Ontario, Canada	City of Santa Ana, CA
Bernalillo County Public Works	City of Bend, OR	City of Hamilton, Ontario, Canada	City of Santa Barbara, CA
Best Management Partners	City of Benicia, CA	City of Hays, KS	City of Santa Cruz, CA
Birch Bay Water & Sewer District	City of Beverly Hills, CA	City of Highland Park, IL	City of Santa Fe, NM
Bottom Line Utility Solutions, Inc.	City of Big Bear Lake, CA	City of Hillsboro, OR	City of Santa Fe Springs, CA
Brendle Group, Inc.	City of Billings, MT	City of Houston, TX	City of Santa Monica, CA
Broward County Environmental Planning & Comm. Resilience Div.	City of Boulder, CO	City of Huntington Beach, CA	City of Santa Rosa, CA
Burbank Water and Power	City of Bozeman, MT	City of Joliet, IL	City of Scottsdale, AZ
C.J. Erickson Plumbing Co.	City of Bremerton, WA	City of La Verne, CA	City of Sonoma, CA
C3 Water Inc.	City of Brentwood, CA	City of Leduc, Alberta, Canada	City of Spokane, WA
CA State Water Resource Control Board	City of Buda, TX	City of Lloyminster, Alberta, Canada	City of St. George, UT
California Department of Water Resources	City of Calgary, Alberta, Canada	City of London, Ontario, Canada	City of Sugar Land, TX
California Water Association	City of Camarillo, CA	City of Longmont, CO	City of Surprise, AZ
California Water Services Company	City of Carmel, IN	City of Manteca, CA	City of Thornton, CO
Calleguas Municipal Water District	City of Cedar Park, TX	City of McKinney, TX	City of Torrance, CA
Cambria Community Services District	City of Charlottesville, VA	City of Mesquite, TX	City of Tumwater, WA
	City of Chicago, IL	City of Montreal, Quebec, Canada	City of Turlock, CA
	City of Chino, CA	City of Mountain View, CA	City of Upland, CA
	City of Chino Hills, CA	City of Napa, CA	City of Vacaville, CA
	City of College Station, TX	City of New Berlin, WI	City of Vallejo, CA
		City of Newport Beach, CA	City of Vancouver, British Columbia, Canada
		City of Oceanside, CA	City of West Sacramento, CA
		City of Oklahoma City, OK	City of Westminster, CO
		City of Olympia, WA	City of Winnipeg, Manitoba, Canada

# Annual Members *(517 as of December 31, 2020)*

City of Woodland, CA	Elsinore Valley Municipal Water District	Judicial Council of California	Metropolitan North Georgia Water Planning District
City of Wylie, TX	Fallbrook Public Utility District	Jurupa Community Services District	Metropolitan Water District of Southern California
Coachella Valley Water District	Fayette County Water System	Kane County, IL	Metrus Energy
Coastside County Water District	Flume, Inc.	Kenny Holmes	Mid-Peninsula Water District
Cobb County Water System	Food Service Technology Center	Kern County Water Agency	Moen Incorporated
Colorado Springs Utilities	Foothill Municipal Water District	Kerr Wood Leidal Associates	Mojave Water Agency
Colorado Water Conservation Board	Fort Collins Water Utilities	Kohler Co.	Monte Vista Water District
Colorado WaterWise	Freese and Nichols, Inc.	Kunkel Water Efficiency Consulting	Monterey Peninsula Water Management District
Commonwealth Edison (ComEd)	Gary Klein and Associates	Laguna Beach County Water District	Moulton Niguel Water District
Connecticut Department of Energy and Environmental Protection	Gauley Associates, Ltd.	Lake Arrowhead Community Services District	Municipal Water District of Orange County
Connecticut Department of Public Health - Drinking Water Section	Georgia Water Wise Council	Lakehaven Water and Sewer District	Myoma Dunes Water Company
Connecticut Water Service	Global Midwest Alliance	Lakeway Municipal Utility District	NASONI
Contra Costa Water District	Global Water Works	Las Cruces Utilities	National Association of Water Companies
Cottonwood Water and Sanitation District	Golden State Water Company	Las Virgenes Municipal Water District	National Turfgrass Evaluation Program
County of Maui Department of Water Supply	Goleta Water District	Liberty Utilities	National Wildlife Federation
Crescenta Valley Water District	Great Basin Water Co.	Liquid Solutions Group, LLC	NEOPERL, Inc.
Cucamonga Valley Water District	Great Oaks Water Company	LIXIL Corp./American Standard Brands	New Braunfels Utilities
Current	Green Builder Coalition	Liz Gardener	New Mexico Water Conservation Alliance
Daily Acts	GZA GeoEnvironmental, Inc.	Lone Star Chapter, Sierra Club	Niagara Conservation Corporation
Dakota Ridge Partnership	H.W. (Bill) Hoffman & Associates, LLC	Lone Star Groundwater Conservation District	Nipomo Community Services District
Davis Consulting	H2O Connected	Long Beach Water	North Coast County Water District
DC Water	Halifax Water	Los Angeles County Waterworks District	North Fort Bend Water Authority
Denver Botanic Gardens	Harris County Utility District 15	Los Angeles Department of Water & Power	North Marin Water District
Denver Water	Harris County Water Control & Improvement District 132	Lower Colorado River Authority	North Texas Municipal Water District
Dominion Water and Sanitation District	Harris-Galveston Subsidence District	M.Cubed	Northern Water
DrizzleX	Hazen and Sawyer	Maddaus Water Management	Northwest Water & Energy Education Institute
Dublin San Ramon Services District	Helix Water District	Madison Water Utility	O'Cain Consulting, Inc.
DuPage Water Commission	Herndon Solutions Group	MaP Testing	Olivenhain Municipal Water District
Dynamic Water Technologies, LLC	HI Commission on Water Resource Management	Margaret Little Energy Consulting	Orange County Utilities
Eagle Aerial Solutions	Hunter Industries	Marin Municipal Water District	Orange County Water District
East Bay Municipal Utility District	Imagine H2O	Marina Coast Water District	Orlando Utilities Commission
East Cherry Creek Valley Water and Sanitation District	IN Communications	Mary Ann Dickinson	Otay Water District
East Orange County Water District	Indian Wells Valley Water District	Massachusetts Department of Conservation & Recreation	Padre Dam Municipal Water District
Eastern Municipal Water District	Industrial Water Consulting, Inc.	Massachusetts Water Resources Authority	Panhandle Groundwater Conservation District
Eastern Research Group, Inc.	Inland Empire Utilities Agency	Maureen Erbeznik & Associates	Park City Municipal Corporation
Ecoblue	InPipe Energy	Mazarine Ventures LLC	Parker Water & Sanitation District
Ecology Action	Institute for Sustainable Futures	McHenry County Government	Pasadena Water & Power
Econics	International Code Council	Medford Water Commission	Pete DeMarco
EcoSystems, LLC	Int'l Association of Plumbing and Mechanical Officials	Melbourne Water	Peter Williams Solutions LLC
Edwards Aquifer Authority	Inverness Water and Sanitation District	Meridian Metropolitan District	Philadelphia Water Department
El Dorado Irrigation District	Invisible Structures	Mesa Water District	Piedmont Water Company
El Paso Water Utilities	Irrigation Analysis		
El Toro Water District	IrriGreen		
Element Water Consulting, Inc.	Irvine Ranch Water District		
	Jacobs		



# Annual Members (517 as of December 31, 2020)

Pinery Water and Wastewater District	San Dieguito Water District	Tempe Municipal Utilities Department	Ventura County Water Works District #8
Placer County Water Agency	San Francisco Public Utilities Commission	Texas A&M AgriLife Research	Ventura Water
Platte Canyon Water & Sanitation District	San Gabriel Valley Water Company	Texas AWWA	Village of Somers
Plumbing Manufacturers International	San Jacinto River Authority	Texas Commission on Environmental Quality	Walnut Valley Water District
Plumbing-Heating-Cooling Contractors--National Association	San Jose Water Company	Texas Water Development Board	Water - Use It Wisely
POLIS Project	Santa Ana Watershed Project Authority	Texas Water Foundation	Water and Wastewater Authority of Wilson
Polk County Utilities	Santa Barbara County Water Agency	The Irrigation Association	Water Demand Management
Portland Water Bureau	Santa Clarita Valley Water Agency	The Meadows Center for Water and the Environment	Water Efficient Garden
Procter & Gamble	Santa Margarita Water District	The Scotts Miracle-Gro Company	Water Forum
Public Service Commission of Wisconsin	Seattle Public Utilities	The Smart Water Networks Forum	Water Management, Inc.
Pulama Lanai	Sensor Industries	The Water Council	Water Replenishment District of Southern California
Pump Pod USA	Sink Spinner	The Woodlands Joint Powers Agency	Water Services Association of Australia
Pürlin, LLC	Sligo Creek Resources	The Woodlands Township	Water Systems Consulting, Inc.
Rachio, Inc.	Sloan Valve Company	The Writing Company	Water Systems Optimization, Inc.
Radian Developers	Smart Use, LLC	Three Valleys Municipal Water District	WaterReuse Association
Rain Bird Corporation	Solano County Water Agency	Toho Water Authority	Waterkind Consulting Services Ltd.
Rancho California Water District	Sonoma Water	TOTO USA	Waterless Co., Inc.
Rangeview Metropolitan District	Soquel Creek Water District	Town of Cary, NC	Watershed, LLC
Region of Durham	South Coast Water District	Town of Clarkdale, AZ	WaterSmart Software, Inc.
Region of Peel	South Florida Water Management District	Town of Highland Park, IL	Waukesha Water Utility
Region of Waterloo	South Metro Water District	Town of Oro Valley, AZ	West Basin Municipal Water District
Regional Water Authority	South Tahoe Public Utility District	Town of Wellington, CO	West Harris County Regional Water Authority
Regional Water Providers Consortium	Southern Alberta Institute of Technology	Town of Windsor, CA	Western Municipal Water District
Regulosity	Southern California Gas Company	Town of Windsor, CO	Western Policy Research
Réseau Environnement	Southern Nevada Water Authority	Trabuco Canyon Water District	Western Resource Advocates
Resource Innovations	Southwest Environmental	Track I.O. Technologies	Whirlpool Corporation
Richards Consulting	Southwest Florida Water Management District	Tualatin Valley Water District	William Barker
RightThere LLC	Spanaway Water Company	Tucson Water	Wisconsin Department of Natural Resources
Riverside Public Utilities	St. Johns River Water Management District	Turfgrass Water Conservation Alliance	Wisconsin Section American Water Works Association (WIAWWA)
Rockland County Task Force on Water Resources Management	Stanford University	U.S. Climate Change Network	Withlacoochee Regional Water Supply Authority
Rogue Water	STEMhero, LLC	U.S. Water Alliance	World Resources Institute
Rory Christian	Stonegate Village Metropolitan District	UC Davis, Center for Water and Energy Efficiency	Yates Water Management Inc.
Roth Ecological Design International	Suburban Water Systems	Upper San Gabriel Valley MWD	York Region
Rubidoux Community Services District	Sutherland & Associates	Upper Trinity Regional Water District	Yucaipa Valley Water District
Sacramento County Water Agency	Suwannee River Water Management District	USBR Lower Colorado Region	Zone 7 Water Agency
Sacramento Suburban Water District	Sweetwater Authority	Utah Rivers Council	
Sage Conservation	Synergy Companies	Utah Water Conservation Forum	
Salt Lake City, Department of Public Utilities	T&S Brass and Bronze Works, Inc.	Vallecitos Water District	
San Antonio Water System	Tacoma Water	Valley Center Municipal Water District	
San Bernardino Valley Municipal Water District	Tahoe City Public Utility District	Valley County Water District	
San Diego County Water Authority	Tampa Bay Water	Valley of the Moon Water District	
	Tampa Water Department	Valley Water	
	Tarrant Regional Water District	Valparaiso City Utilities	

## Statements of Financial Position

**As of December 31, 2020**

### ASSETS

#### CURRENT ASSETS

CASH AND CASH EQUIVALENTS	\$ 529,949
INVESTMENTS	141,314
ACCOUNTS RECEIVABLE	100,477
INVENTORY	12,079
PREPAID EXPENSES	8,819
TOTAL CURRENT ASSETS	<u>\$ 792,638</u>

FURNITURE AND EQUIPMENT	78,609
LESS ACCUMULATED DEPRECIATION	<u>(74,256)</u>
NET PROPERTY AND EQUIPMENT	<u>4,353</u>

#### OTHER ASSETS

SECURITY DEPOSITS	<u>10,236</u>
TOTAL OTHER ASSETS	<u>10,236</u>

<b>TOTAL ASSETS</b>	<b><u><u>\$ 807,227</u></u></b>
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### LIABILITIES AND NET ASSETS

ACCOUNTS PAYABLE	\$ 157,272
ACCRUED EXPENSES	45,728
DEFERRED REVENUES	90,057
REFUNDABLE ADVANCES	126,088
FUNDS HELD FOR OTHER ENTITIES	<u>10,042</u>
TOTAL CURRENT LIABILITIES	<u>\$ 429,187</u>

### NET ASSETS

WITHOUT DONOR RESTRICTIONS	172,637
WITH DONOR RESTRICTIONS	<u>205,403</u>
TOTAL NET ASSETS	<u>\$ 378,040</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b><u><u>\$ 807,227</u></u></b>

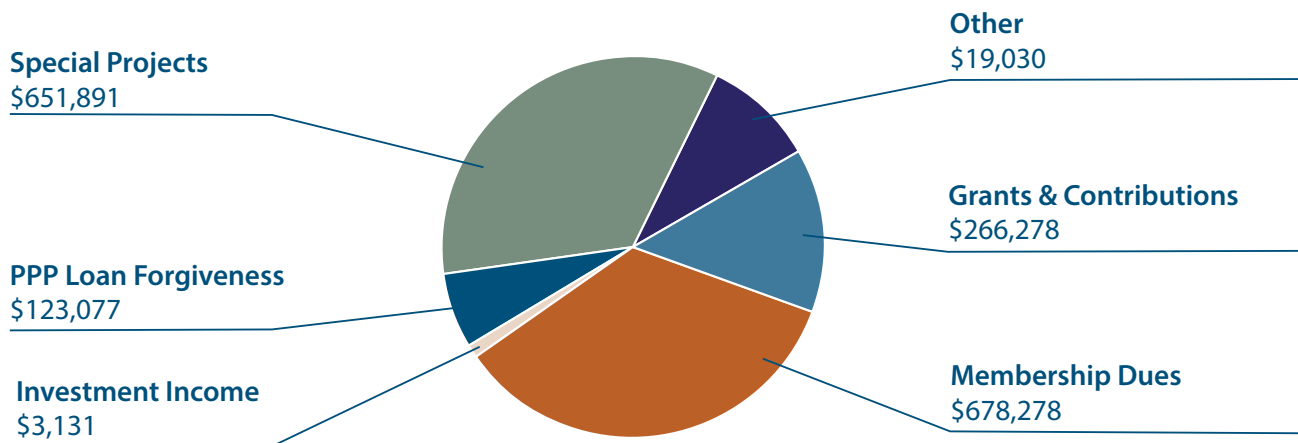
## REVENUE

GRANTS & CONTRIBUTIONS	\$ 266,278
INVESTMENT INCOME	\$ 3,131
MEMBERSHIP DUES	\$ 678,278
SPECIAL PROJECTS	\$ 651,891
PPP LOAN FORGIVENESS	\$ 123,077
OTHER	\$ 19,030
	<b>\$ 1,741,685</b>

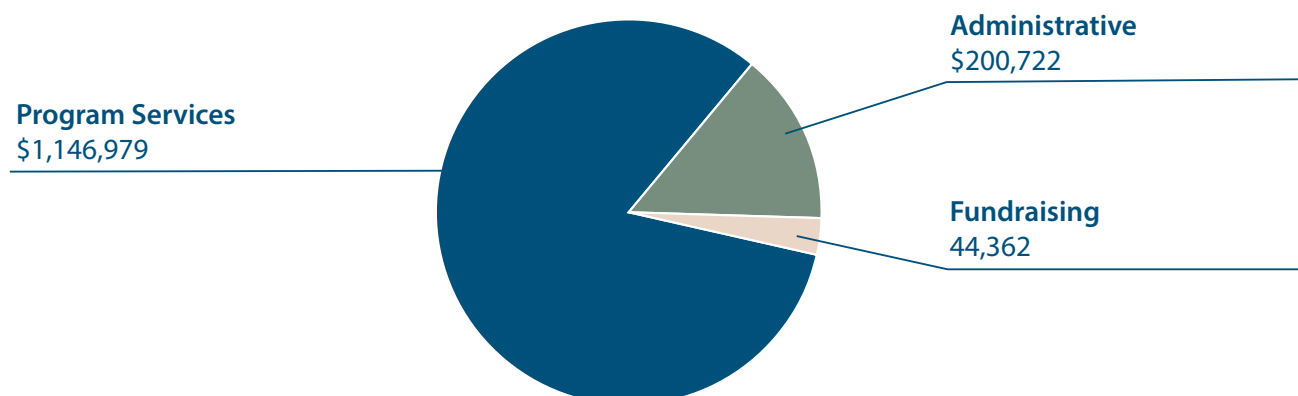
## EXPENSES

FUNDRAISING	\$ 44,362
ADMINISTRATIVE	\$ 200,722
PROGRAM SERVICES	\$ 1,146,979
	<b>\$ 1,392,063</b>

## Revenue



## Expenses







Alliance for Water Efficiency  
33 North LaSalle Street, Suite 2275  
Chicago, Illinois 60602

[www.allianceforwaterefficiency.org](http://www.allianceforwaterefficiency.org)