



Alliance
for Water
Efficiency

2019 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

2019 was a year of production. AWE released studies, reports, manuals, handbooks, user guides, and webinars.

We successfully mobilized our community to help ensure a place for EPA's WaterSense program in the FY2020 national budget.

We collaborated with Plumbing Manufacturers International (PMI) to establish strict guidelines for installing multiple showerheads in a single stall, thus closing a significant loophole in codes and ensuring effective water efficiency standards.

We gave our primary website, AllianceforWaterEfficiency.org, a major facelift and started work on updating our Home-Water-Works.org household water use resource and calculator.

The California Water Efficiency Partnership (CalWEP), a Chapter of the Alliance for Water Efficiency, hired its first Executive Director team. Congratulations to co-Executive Directors Sarah Foley and Tia Lebherz. It has been a joy watching CalWEP come into its own, and we are extremely proud to continue to support our first fully autonomous chapter.

The Alliance for Water Efficiency received its third consecutive U.S. Environmental Protection Agency WaterSense® Excellence Award for Strategic Collaboration, and I personally received the Joseph Kneidinger Green Professional of the Year Award from the International Association of Plumbing and Mechanical Officials (IAPMO), a recognition for which I am truly proud.

The Alliance for Water Efficiency has reached full stride. We confidently look forward to meeting the challenges of the future.

Sincerely,

Mary Ann Dickinson
President and CEO

Board of Directors

OFFICERS

Pete DeMarco (Chair)

*Executive Vice President of Advocacy & Research -
The IAPMO Group*

Kirk Stinchcombe (Vice-Chair)

Co-founder and CEO - Econics/Waterworth

Jeff Taylor (Treasurer)

Vice President - Freese and Nichols, Inc.

Carol Ward (Secretary)

Assistant Director - Arizona Municipal Water Users Association

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*Director, Office of Water Resources - MA Dept. of Conservation
and Recreation*

Zane Marshall

*Director, Resources and Facilities - Southern Nevada
Water Authority*

Bill McDonnell

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

Ric Miles

Vice President, Corporate Development - Rachio, Inc.

Jennifer Riley-Chetwynd

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

Amy Talbot (ex-officio)

Chair, CalWEP Board of Directors, Regional Water Authority

Ron Voglewede

Global Sustainability Director - Whirlpool Corporation

Jennifer Walker

*Deputy Director for Texas Water Programs - National
Wildlife Federation*

Maureen Westbrook

*Vice President, Customer and Regulatory Affairs - Connecticut
Water Company*

Carl Yates

President - Yates Water Management Inc

Rob Zimmerman

Director, Sustainability - Kohler Co.

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Staff

Mary Ann Dickinson

President and CEO

Gursharan Bains

Membership Assistant

Megan Chery

Director of Development & Partnerships

Bill Christiansen

Director of Programs

Jeffrey Hughes

Director of Operations

Liam McCarthy

Senior Administrative & Outreach Coordinator

Molly Schaefer

Accounting Manager

Lacey Smith

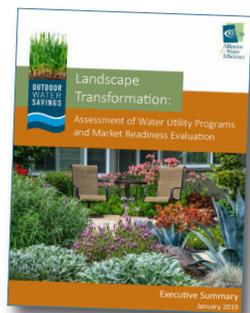
Program Planner

2019 Accomplishments

Cutting-Edge Research to Keep Water Professionals Informed

Landscape Transformation Study

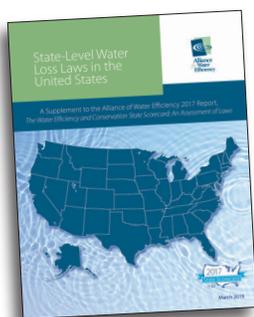
AWE kicked off 2019 with the launch of our groundbreaking *Landscape Transformation Study*, the culmination of a two-year research effort. The study consisted of an impact analysis and a process evaluation. The Impact Analysis examined the effectiveness of landscape transformation programs, while the Process Evaluation assessed stakeholder attitudes toward water-efficient landscapes.



The study launched with a media campaign that included a widely circulated press release, a Twitter party, and a well-attended webinar that provided an overview of the study findings. The full study is available to AWE members only; the Executive Summary is open to the public.

State-Level Water Loss Laws in the U.S.

AWE released an update of its *2017 Water Efficiency and Conservation State Scorecard: An Assessment of Laws* that examines state-level water loss laws across the United States. The report ranks all 50 states on the strength of their laws advancing water loss control, and it displays the results via an interactive map on AllianceforWaterEfficiency.org. This report provides a compelling snapshot of water loss success stories and opportunities.



Advanced Metering Infrastructure Work Group and Manual

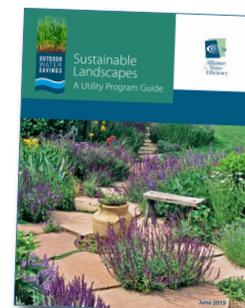
In collaboration with the California Water Efficiency Partnership (CalWEP), AWE worked on a project to enable better purchasing and implementation of Advanced Metering Infrastructure (AMI) by water utilities across North America. Recognized experts developed a template *Request for Proposals* for bidding on AMI systems, as well as a guidance manual to offer best practices for implementing those systems. AWE members can purchase the manual at a 20% discount. AWE is proud to provide this important resource to water utilities as they invest in modernized metering technology.

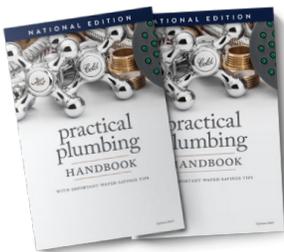


Resources to Help Improve Water Efficiency Programs

Sustainable Landscapes: A Utility Program Guide

AWE developed *Sustainable Landscapes: A Utility Program Guide* effort to distill the extensive findings of the *Landscape Transformation Study* into actionable information that utilities can use to improve their outdoor water efficiency programs. Specifically, for AWE members, the guide provides general considerations for utility landscape programs, illustrates that information with four utility program types and offers insightful advice and examples. In addition, the guide builds upon detailed case studies of successful sustainable landscape programs.





National Practical Plumbing Handbook

After selling over 35,000 copies of the California version of the *Practical Plumbing Handbook*, AWE and CalWEP revamped and redesigned it for a national

audience. It provides user-friendly instructions on how to repair and perform preventive maintenance on household plumbing fixtures. Conceived as a utility giveaway to help customers fix leaks and upgrade fixtures around their home, the cover features a space for utilities to brand the handbook with their own logo.

Smart Irrigation Marketplace

To support our members, AWE launched a Smart Irrigation Marketplace, a website where water providers and community organizations can learn about and access communications content, exclusive manufacturer rebates and incentives, discounts on professional assistance, program design resources, and more – all provided by fellow AWE members. Most of these resources were free or discounted, and were easily incorporated into current programming and planning. The Marketplace, which launched during Smart Irrigation Month, helped AWE members develop programs and campaigns that allowed their customers to use less water on landscapes.

New and Improved AllianceforWaterEfficiency.org

AWE's primary website got a makeover in 2019. Employees of AWE-member organizations can create a personal log-in account to access member-only resources and content. The upgraded interface offers:

- A growing resource library with expanded content only available to members.
- A webinar archive with streamlined access to members who are logged into the website.
- A membership directory with details on each member including featured news and partnership information.

In 2019, AllianceforWaterEfficiency.org welcomed 165,000 users for 198,000 sessions.

AWE's Home Water Works website (Home-Water-Works.org) offers resources to help homeowners save water, including a calculator that allows people to see where they use the most water and where they may be able to save. Home-Water-Works.org saw 209,000 users for 241,000 sessions in 2019.

Financing Sustainable Water (FinancingSustainableWater.org) is an AWE website offering tools to help utilities develop and implement water rate structures that balance revenue management, resource efficiency, and fiscal sustainability. In 2019, 4,200 users visited the site for 4,900 sessions.

Technical Assistance Log

Technical assistance remains a core function of AWE, and staff fielded over 100 requests in 2019 related to a variety of topics, including outdoor water use, advanced metering infrastructure, water waste ordinances, state policy, standards and codes, and water rates. AWE staff also helped members use the Water Conservation Tracking Tool, the Sales Forecasting and Rate Model, and the Net Blue Toolkit.

Advocating for Water-Use Efficiency

U.S. EPA WaterSense® Program

When President Trump's proposed FY2020 budget eliminated the EPA WaterSense program, AWE led a coalition of stakeholders in successfully advocating for the program's continued funding. AWE provided a WaterSense fact sheet to our network that included a list of House and Senate Appropriations Committee members to contact and sent a letter of support signed by 126 organizations to the Chairs of the House and Senate Appropriations Committees.

Accomplishments

Letter to Support Tax-Exempt Conservation Rebates

AWE sent a support letter signed by 75 organizations to support H.R. 2321, a bill to make water efficiency and green infrastructure rebates tax exempt. Energy efficiency rebates are already exempt from federal tax, and AWE has been at the forefront of the effort to enact the same exemptions for water efficiency rebates. Unfortunately, the effort has not yet gained momentum, but AWE is committed to continuing these advocacy efforts.

Memorandum of Understanding with Plumbing Manufacturers International

On November 7, 2019, AWE and the Plumbing Manufacturers International (PMI) signed a Memorandum of Understanding (MOU) to address the issue of how multiple showerheads in a single stall should be treated in green stretch codes. The agreement limits the combined flows of multiple showerheads serving a one-person shower compartment to a maximum of 2.0 gallons per minute, and it stipulates that shower compartments designed for two people be constructed using two separate shower valves which are installed no less than 96 inches apart, ensuring that such shower compartments are indeed designed for two people. This MOU is a great step toward codifying effective water efficiency standards in green building codes.



Kerry Stackpole, CEO of PMI, and Pete DeMarco, AWE Board Chair signing the MOU.

Standards and Codes

AWE sent representatives to 149 codes and standards meetings throughout 2019, ensuring that an efficient and sustainable water future had a voice during discussions about the future of plumbing, construction, and engineering. AWE representatives spoke to a variety of groups, including 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 the U.S. Green Building Council (USGBC).

Connecting the Network

Webinars

AWE held 11 webinars during 2019. These online seminars, often conducted in collaboration with our partners, provided valuable information that helped water efficiency professionals do their jobs more effectively. In total, the live broadcasts reached nearly 1,200 people, and the recordings on the AWE YouTube channel (A4WE) continue to garner views. 2019 topics included:

- What the Future Holds for Indoor Household Water Efficiency
- From Thirsty to Sustainable: Transforming Landscapes to Meet Our Water Challenges
- AWE/EPA WaterSense Outdoor Water Webinar – A presentation of AWE's Landscape Transformation Study Results and Market Recommendations
- Communication for Conservation (and more!)
- Innovations in Efficiency: Smart, Connected Plumbing: Innovations Targeting Leaks in the Home and System

- AWE/EPA WaterSense Outdoor Water Webinar – The Nexus Between Water Efficiency and Stormwater: Lessons and Opportunities to Drive Innovation
- Sustainable Landscape Programs: Utility Considerations and Perspectives
- AWE's Membership Benefits and New Website Access
- AWE/EPA Partnership Webinar – Efficient Irrigation Practices for Medians and Park Strips
- AWE and CalWEP – The Latest on AMI
- AWE/WaterReuse Association – Integrating Onsite Water Reuse with Centralized Treatment Systems

Conferences and Workshops

The Alliance for Water Efficiency participated in 16 water conservation conferences throughout North America, providing promotional resources and presentations:

- California Irrigation Institute Conference
- Sustainable Water Management Conference
- Texas Water Conservation Symposiums in Houston and Austin
- WaterReuse Symposium
- Gulf Coast Water Conservation Symposium
- North American Water Loss
- WaterSmart Innovations Conference
- CalWEP Peer-to-Peer
- 16th Annual Water Conservation Showcase
- Next Generation Water Summit
- AWWA ACE19
- Catalyst Summit
- River Rally
- Legionella Conference
- One Water Summit
- World Water Tech North America

Annual Member Meeting

The day before the official start of the WaterSmart Innovations Conference, AWE members and prospective members gathered at the South Point Hotel for the AWE Annual Member meeting. The featured speaker at the

meeting, Nevada Assemblyman Howard Watts, discussed how the Nevada Legislature passed A.B. 163, which improves water efficiency and conservation plans in Nevada, and how AWE's State Scorecard helped him make the case for the bill. The member meeting also provided the platform for the 6th Annual Groundhog Days Music Night, featuring water conservation's best and bravest singers and musicians. Thank you to everyone who joined us for a fun evening of food, drink, and networking!

Social Media

AWE used Facebook and Twitter to promote water efficiency activities and news from us and our partners. AWE's Facebook page gained 85 "likes" throughout 2019, closing out the year with 1,926 total page "likes." AWE's Twitter account gained 350 followers last year, closing out 2019 with a total of 6,480 followers.

Advisory Committee Reports

The Education and Outreach Committee met six times in 2019, gathering for five conference calls and one in-person meeting. The committee's 70 members from 59 organizations gathered to advise AWE on webinars and other outreach programs, and to discuss the latest water efficiency education efforts taking place across North America and the world.

The Water Efficiency Research Committee met seven times in 2019, including the committee's in-person meeting at the WaterSmart Innovations Conference. The committee explored research ideas related to Advanced Metering Infrastructure and the topic of Evaluation, Measurement and Verification. In 2019, the committee had 77 members representing 59 organizations.

The WaterSense and Water-Efficient Products Committee met six times in 2019, including an in-person meeting at the WaterSmart Innovations Conference. The committee provided commentary on two WaterSense draft product specifications and discussed hot water design issues in codes and multiple showerhead agreements for green codes. In 2019, the committee had 55 members representing 48 organizations.

Accomplishments

Recognizing Our Members' Achievements

G480 Standard Leaderboard

AWE continued to verify utility compliance with the voluntary American Water Works Association G480-13 Water Conservation Program Operation and Management Standard (G480 Standard). The G480 Standard describes the critical elements of an effective water conservation program and encompasses activities undertaken by a utility within its own operations to improve water use on the supply side through distribution system management and on the demand side through customer billing and education practices. The following AWE members joined the G480 Leaderboard in 2019:

- Irvine Ranch Water District (verified Platinum)
- Elsinore Valley Municipal Water District (verified Gold)
- City of Sacramento (verified Gold)
- City of Guelph (verified Silver)

Water Star Award

The AWE Water Star Award recognizes individual excellence in water efficiency and celebrates the “unsung hero” who makes a huge difference through quiet dedication, passion, and progressive approaches that move water efficiency and conservation forward. In 2019 we were very proud to present the Water Star Award to Kathy Nguyen of the Cobb County Water System in Marietta, Georgia.



Some of Kathy's many accomplishments include:

- Awarded the Communicator of the Year Award from the Georgia Green Industry in 2008.
- Chaired the Irrigation Association SWAT Promotional Working Group from 2013-2016.
- Chaired the Alliance for Water Efficiency's Education and Outreach Committee from 2013-2018.
- Chaired the Georgia Water Wise Council from 2007-2010.
- Chaired the Georgia Section of American Water Works Association from 2013-2014.
- Implemented and trained Georgia water utilities on Water Loss auditing for the State of Georgia and managed the Qualified Water Loss Auditing training process for Georgia from 2016-2019.

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 2019. 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.

A&N Technical Services, Inc.
AIQUEOUS
American Standard Brands
American Water Works Association
Aquarion Water Company

Anne Carroll
Cavanaugh & Associates, P.A.
William Christiansen
Connecticut Water Service
Pete DeMarco
Mary Ann Dickinson

Richard Dickinson
Elisa Duch
East Bay Municipal Utility District
Flo Technologies
Flume, Inc.

Elizabeth Gardener
Patrick Gillis
Jeffrey Hughes
International Association of Plumbing and Mechanical Officials
Jacobs

And We Received Recognition of Our Own!

AWE Awarded 2019 WaterSense Excellence Award for Strategic Collaboration

AWE's collaborations with other water conservation stakeholders earned the Alliance yet another U.S. EPA WaterSense Excellence Award for Strategic Collaboration. AWE co-sponsored three outdoor water efficiency webinars with WaterSense in 2018; nearly 600 professionals attended those webinars and learned about outdoor water efficiency techniques and programs. AWE also provided input on the *WaterSense Notice of Intent* to develop Version 2.0 of the specification and certification requirements for WaterSense labeled homes.

Mary Ann Dickinson Wins Green Professional Award

AWE President and CEO, Mary Ann Dickinson, won the 2019 Joseph Kneidinger Green Professional of the Year Award. This tremendous honor, presented by the International Association of Plumbing and Mechanical Officials (IAPMO), is awarded to the professional that best fulfills or symbolizes the commitment to environmental sustainability. Congratulations, Mary Ann!



Special Thanks to Supporters

McManis Family Vineyards



The McManis Family Vineyards, located on a 40-acre site near the town of Ripon in California's abundant northern interior, partnered with AWE on a water efficiency promotion in 2019. For every glass of select award-winning wines sold throughout the United States, McManis donated a dollar to the Alliance for Water Efficiency, resulting in a total contribution of \$25,000. AWE thanks McManis Family Vineyards for their support and their continued commitment to the sustainable production of tasty wines!

Giving Tuesday

Over the past seven years, Giving Tuesday (the Tuesday after Thanksgiving) has grown into a worldwide movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. In 2019, an anonymous and generous donor graciously volunteered to match every dollar donated to the Alliance for Water Efficiency between Giving Tuesday and December 31. AWE raised over \$5,000 thanks to donations from our supporters. With the match, contributions exceeded \$10,000. AWE offers a sincere thank you to everyone who made a contribution. Your support is greatly appreciated.

Katie Joung
Maddaus Water Management
Peter Mayer
Mazarine Ventures, LLC
William McDonnell
McManis Wine Group
Metropolitan Water District of So. Cal.
Eric Miles

Betsy Otto
Colby Pellegrino
Purlin, LLC
Rachio
Jennifer Riley-Chetwynd
David Rosenberg
Jonah Shein
Deborah Stewart
Kirk Stinchcombe

Amy Talbot
Texas Water Foundation, Inc.
The Scotts Miracle-Gro Company
Deven Upadhyay
Ron Voglewede
Jennifer Walker
Carol Ward
Water Demand Management

Water Management, Inc.
Water Systems Optimization, Inc.
Maureen Westbrook
Western Resource Advocates
Whirlpool Corporation
Yates Water Management, Inc.
Robert Zimmerman

A sincere thanks to all.



2019 SNAPSHOT

AWARDED WATERSENSE®
EXCELLENCE FOR
STRATEGIC
COLLBOARTION
FOR THE THIRD STRAIGHT YEAR



75 ORGANIZATIONS
SIGNED ON

TO SUPPORT FEDERAL TAX-EXEMPT
STATUS FOR WATER EFFICIENCY AND
GREEN INFRASTRUCTURE REBATES

DEVELOPED 1st 

SMART IRRIGATION MARKETPLACE
DURING SMART IRRIGATION MONTH



RELEASED SUSTAINABLE
LANDSCAPE GUIDE FOR
WATER UTILITIES

LAUNCHED MAJOR
COOLING TECHNOLOGIES
RESEARCH INITIATIVE



 AllianceForWaterEfficiency.org

2,000

PROFESSIONALS TRAINED THROUGH

9 WEBINARS COVERING
TOPICS INCLUDING:



- THE FUTURE OF INDOOR WATER EFFICIENCY
- COMMUNICATION
- WATER-ENERGY NEXUS

1 NEW ALLIANCE FOR WATER
EFFICIENCY WEBSITE

INCLUDING:

- RESOURCE LIBRARY
- LEGISLATIVE WATCH PAGE
- COMPREHENSIVE NATIONAL CALENDAR
- WATER EFFICIENCY JOBS BOARD



RELEASED THE MOST COMPREHENSIVE
LANDSCAPE
TRANSFORMATION STUDY

3,390
CUSTOMERS
SURVEYED



7-39%
CUSTOMER
WATER SAVINGS



SIGNED MOU

WITH THE INTERNATIONAL PLUMBING
MANUFACTURERS ASSOCIATION REGARDING
MULTIPLE SHOWERHEADS

Annual Members (491, as of December 31, 2019)

A&N Technical Services, Inc.	California Water Services Company	City of College Station	City of Olympia
Acton Water District	Cambria Community Services District	City of Corona	City of Ontario
AIQUEOUS	Canadian Water & Wastewater Association	City of Corvallis	City of Oxnard
Akua N. Sampson	Capital Regional District	City of Dallas	City of Palo Alto
Alameda County Water District	Carlsbad Municipal Utility District	City of Davis	City of Paso Robles
Allan Dietemann	Carole Baker	City of Delano	City of Petaluma
Alliance to Save Energy	Carpinteria Valley Water District	City of Durham	City of Phoenix
American Rainwater Catchment Systems Association	Cascade Water Alliance	City of Escondido	City of Plano
American Rivers	Casitas Municipal Water District	City of Farmersville	City of Pomona
American Water	Cavanaugh	City of Flagstaff	City of Poway
Amy Vickers & Associates, Inc.	Center for Water Efficient Landscaping, Utah State University	City of Folsom	City of Princeton
Aqua Water Supply Corporation	Central Utah Water Conservancy District	City of Forney	City of Racine
Aquarion Water Company	Chicago Faucets	City of Fort Worth	City of Redwood City
Aquatrax Solutions	Chino Basin Water Conservation District	City of Fresno	City of Renton
Aquify - An Exelon Company	Cinco Municipal Utility District #8	City of Frisco	City of Richardson
Argo/CA Data Collaborative	Citrus Heights Water District	City of Gallup	City of Rio Rancho
Arizona Department of Water Resources	City of Allen	City of Garland	City of Rockwall
Arizona Municipal Water Users Association	City of Ames	City of Georgetown	City of Roseville
Association of Water Board Directors	City of Ashland	City of Glendale	City of Round Rock
Atascadero Mutual Water Company	City of Aspen	City of Glendale Water & Power	City of Royse City
Athens-Clarke County Public Utilities Department	City of Aurora	City of Glendora, Water Division	City of Sacramento
Austin Water Utility	City of Avondale	City of Goodyear	City of San Clemente
Babbitt Center For Land And Water Policy At Lincoln Institute	City of Bellingham	City of Grapevine	City of San Diego
Bay Area Water Supply & Conservation Agency (BAWSCA)	City of Bend	City of Greeley	City of San Juan Capistrano
Bernalillo County Public Works	City of Benicia	City of Griffin	City of San Luis Obispo
Best Management Partners	City of Beverly Hills	City of Griffn	City of Santa Ana
Birch Bay Water & Sewer District	City of Big Bear Lake	City of Guelph	City of Santa Barbara
Bottom Line Utility Solutions, Inc.	City of Billings	City of Hamilton	City of Santa Cruz
Brendle Group, Inc.	City of Bloomington	City of Hays, KS	City of Santa Fe
Bristle	City of Boulder	City of Highland Park	City of Santa Maria
Broward County Enviro. Planning & Comm. Resilience Div.	City of Bozeman	City of Hillsboro	City of Santa Monica
Burbank Water And Power	City of Bremerton	City of Houston	City of Santa Rosa
C.J. Erickson Plumbing Co.	City of Brentwood	City of Huntington Beach	City of Santa Rosa
C3 Water Inc.	City of Buda	City of Janesville	City of Scottsdale
CA State Water Resource Control Board	City of Calgary	City of Joliet	City of Sonoma
California Department of Water Resources	City of Camarillo	City of La Verne	City of Spokane
California Public Utilities Commission	City of Carmel	City of Leduc	City of St. George
California Water Association	City of Cedar Park	City of Lloydminster	City of Sugar Land
	City of Charlottesville	City of London	City of Surprise
	City of Chicago	City of Longmont	City of Thornton
	City of Chino	City of Manteca	City of Torrance
	City of Chino Hills	City of McKinney	City of Tumwater
		City of Mesquite	City of Upland
		City of Mountain View	City of Vacaville
		City of Napa	City of Vancouver
		City of New Berlin	City of West Sacramento
		City of Newport Beach	City of Westminster
		City of Oceanside	City of Winnipeg
		City of Oklahoma City	City of Woodland

Annual Members (491, as of December 31, 2019)

City of Wylie	Flo Technologies	Koeller And Company	Monte Vista Water District
Coastside County Water District	Flume, Inc.	Kohler Co.	Monterey Peninsula Water Management District
Cobb County Water System	Food Service Technology Center	Kunkel Water Efficiency Consulting	Moulton Niguel Water District
Colorado Springs Utilities	Foothill Municipal Water District	Lake Arrowhead Community Services District	Municipal Water District of Orange County
Colorado Water Conservation Board	Fort Collins Water Utilities	Lakehaven Utility District	Myoma Dunes Water Company
Commonwealth Edison (ComEd)	Freese And Nichols, Inc.	Lakeway Municipal Utility District	Nasoni
Connecticut Dept. of Energy and Environmental Protection	Gary Klein And Associates	Las Cruces Utilities	National Association of Water Companies
Connecticut Dept. of Public Health - Drinking Water Section	Gauley Associates, Ltd.	Las Virgenes Municipal Water District	National Turfgrass Evaluation Program
Connecticut Water Service	Georgia Water Wise Council	Liberty Utilities	National Wildlife Federation
Conservation Labs	Global Midwest Alliance	Liquid Solutions Group, LLC	Neoperl, Inc.
Contra Costa Water District	Global Water Works	Lixil Corp./American Standard Brands	New Braunfels Utilities
County of Maui Department of Water Supply	Golden State Water Company	Liz Gardener	New Mexico Water Conservation Alliance
Cucamonga Valley Water District	Goldwater	Lone Star Chapter, Sierra Club	Niagara Conservation Corporation
Current	Goleta Water District	Lone Star Groundwater Conservation District	Nipomo Community Services District
Daily Acts	Great Oaks Water Company	Long Beach Water	North Coast County Water District
Dakota Ridge Partnership	Green Builder Coalition	Los Angeles County Waterworks District	North Fort Bend Water Authority
DC Water	Gza Geoenvironmental, Inc.	Los Angeles Department of Water & Power	North Marin Water District
Denver Botanic Gardens	H.W. (Bill) Hoffman & Associates, LLC	Lower Colorado River Authority	North Texas Municipal Water District
Denver Water	Halifax Water	M.Cubed	Northwest Water & Energy Education Institute
Dublin San Ramon Services District	Harris County Utility District 15	Maddaus Water Management	O'Cain Consulting, Inc.
Dupage Water Commission	Harris County Water Control & Improvement District 132	Madison Water Utility	Olivenhain Municipal Water District
Dynamic Water Technologies, Llc	Harris-Galveston Subsidence District	Marin Municipal Water District	One World One Water Center MSU Denver
Eagle Aerial Solutions	Hazen and Sawyer	Marina Coast Water District	Orange County Utilities
East Bay Municipal Utility District	Helix Water District	Mary Ann Dickinson	Orange County Water District
East Cherry Creek Valley Water And Sanitation District	Herndon Solutions Group	Maryland Dept. of the Environment - Water Supply Program	Orlando Utilities Commission
East Orange County Water District	HI Commission on Water Resource Management	Massachusetts Department of Conservation & Recreation	Otay Water District
Eastern Municipal Water District	Hunter Industries	Massachusetts Water Resources Authority	Padre Dam Municipal Water District
Eastern Research Group, Inc.	Imagine H2O	Maureen Erbeznik & Associates	Panhandle Groundwater Conservation District
Ecoblue	In Communications	Mazarine Ventures LLC	Park City Municipal Corporation
Ecology Action	Indian Wells Valley Water District	Mchenry County Government	Pasadena Water & Power
Econics	Inland Empire Utilities Agency	Medford Water Commission	Pete DeMarco
Ecosystems, LLC	Inpipe Energy	Melbourne Water	Peter Williams Solutions LLC
Ecotech Services, Inc.	Institute for Sustainable Futures	Mesa Water District	Philadelphia Water Department
Edwards Aquifer Authority	Int'l Association of Plumbing And Mechanical Officials	Metropolitan North Georgia Water Planning District	Placer County Water Agency
El Dorado Irrigation District	International Code Council	Metropolitan Water District of Southern California	Platte Canyon Water & Sanitation District
El Paso Water Utilities	Invisible Structures	Microrganic Technologies	Plumbing Manufacturers International
El Toro Water District	Irrigreen	Mid-Peninsula Water District	Plumbing-Heating-Cooling Contractors - National Assoc.
Elsinore Valley Municipal Water District	Irvine Ranch Water District	Moen Incorporated	
Energy Platforms	Jacobs	Mojave Water Agency	
Ewing Irrigation Products, Inc.	Joyce Coffee		
Fallbrook Public Utility District	Jurupa Community Services District		
Fayette County Water System	Kane County, Il		
	Kern County Water Agency		
	Kleinwood Municipal Utility District		

Annual Members (491, as of December 31, 2019)

Polis Project	San Jose Water Company	Texas Commission on Environmental Quality	Ventura County Water Works District #8
Polk County Utilities	Santa Ana Watershed Project Authority	Texas Water Development Board	Ventura Water
Popely & Company, Inc.	Santa Barbara County Water Agency	Texas Water Foundation	Village of Somers
Portland Water Bureau	Santa Clarita Valley Water Agency	The FRW Company	Water - Use It Wisely
Public Service Commission of Wisconsin	Santa Margarita Water District	The Irrigation Association	Water Demand Management
Pulama Lanai	Save Water Co	The Meadows Center for Water and the Environment	Water Efficient Garden
Pürlin, LLC	Save Water Save Money (UK) Limited	The Scotts Miracle-Gro Company	Water Forever
Quebec Ministry of Municipal Affairs	Seattle Public Utilities	The Smart Water Networks Forum	Water Forum
Rachio, Inc.	Sligo Creek Resources	The Water Council	Water Management, Inc.
Radian Developers	Sloan Valve Company	The Woodlands Joint Powers Agency	Water Replenishment District of Southern California
Rain Bird Corporation	Solano County Water Agency	The Woodlands Township	Water Services Association of Australia
Rancho California Water District	Sonoma Water	The Writing Company	Water Systems Optimization, Inc.
Region of Durham	Soquel Creek Water District	Three Valleys Municipal Water District	WateReuse Association
Region of Peel	South Coast Water District	Toho Water Authority	Waterkind Consulting Services Ltd.
Region of Waterloo	South Florida Water Management District	Tom Ash H2O	Waterless Co., Inc.
Regional Water Authority	South Tahoe Public Utility District	Toto USA	WaterNow Alliance
Regional Water Providers Consortium	Southern Nevada Water Authority	Town of Cary, NC	Watershed, LLC
Resource Action Programs	Southwest Environmental	Town of Clarkdale, AZ	WaterSmart Software, Inc.
Resource Innovations	Southwest Florida Water Management District	Town of Highland Park	Waukesha Water Utility
Rezatec	Spanaway Water Company	Town of Oro Valley Water Utility	West Basin Municipal Water District
Richards Consulting	St. Johns River Water Management District	Town of Scituate	West Harris County Regional Water Authority
Rightthere LLC (Providers of Conservetrack)	Stanford University	Town of Windsor	Western Municipal Water District
River Network	STEMhero, LLC	Town of Windsor Water Utility	Western Policy Research
Riverside Public Utilities	Suburban Water Systems	Trabuco Canyon Water District	Western Resource Advocates
Rockland County Task Force on Water Resources Mgmt.	Sutherland & Associates	Track I.O. Technologies	Whirlpool Corporation
Rogue Water	Suwannee River Water Management District	Tualatin Valley Water District	Wisconsin Department of Natural Resources
Roth Ecological Design International	Sweetwater Authority	Tucson Water	Wisconsin Section American Water Works Association
Rubidoux Community Services District	Sweetwater Springs Water District	Turfgrass Water Conservation Alliance	Withlacoochee Regional Water Supply Authority
Sacramento County Water Agency	Synergy Companies	U.S. Climate Change Network	World Resources Institute
Sacramento Suburban Water District	T&S Brass And Bronze Works, Inc.	U.S. Water Alliance	WSA Marketing
Sage Conservation	Tacoma Water	UC Davis, Center for Water and Energy Efficiency	Yates Water Management Inc.
Salt Lake City, Department of Public Utilities	Tahoe City Public Utility District	Upper San Gabriel Valley MWD	York Region
San Antonio Water System	Tampa Bay Water	Upper Trinity Regional Water District	Yucaipa Valley Water District
San Bernardino Valley Municipal Water District	Tampa Water Department	USBR Lower Colorado Region	Zone 7 Water Agency
San Diego County Water Authority	Tarrant Regional Water District	Utah Rivers Council	
San Dieguito Water District	Tempe Municipal Utilities Department	Utah Water Conservation Forum	
San Francisco Public Utilities Commission	Terlyn Industries	Vallecitos Water District	
San Gabriel Valley Water Company	Texas A&M Agrilife Research	Valley Center Municipal Water District	
San Jacinto River Authority	Texas AWWA	Valley of The Moon Water District	
		Valley Water	
		Valparaiso City Utilities	

Statements of Financial Position

December 31, 2019

	2019
ASSETS	
CASH AND CASH EQUIVALENTS	\$ 35,591
INVESTMENTS	117,871
ACCOUNTS RECEIVABLE	90,324
INVENTORIES	8,927
PREPAID EXPENSES AND DEPOSITS	27,408
FURNITURE AND EQUIPMENT	4,487
TOTAL ASSETS	\$ 284,608
LIABILITIES AND NET ASSETS	
ACCOUNTS PAYABLE	\$ 90,138
ACCRUED EXPENSES	33,801
DEFERRED REVENUES	112,723
FUNDS HELD FOR OTHER ENTITIES	19,528
TOTAL LIABILITIES	\$ 256,190
COMMITMENTS	
	—
NET ASSETS	
TOTAL NET ASSETS	\$ 28,418
TOTAL LIABILITIES AND NET ASSETS	\$284,608



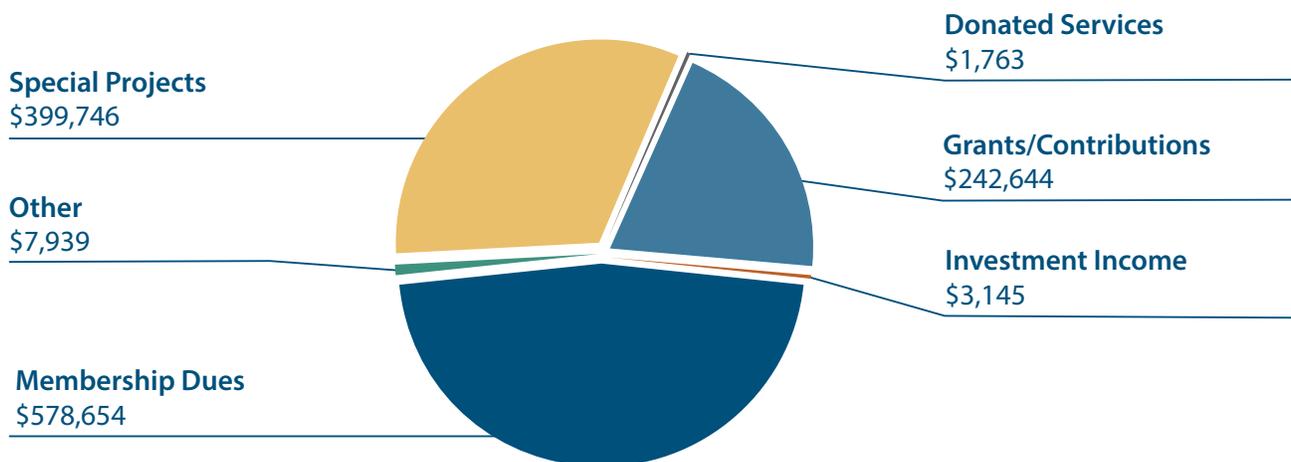
REVENUE

DONATED SERVICES	\$ 1,763
GRANTS/CONTRIBUTIONS	\$ 242,644
INVESTMENT INCOME	\$ 3,145
MEMBERSHIP DUES	\$ 578,654
OTHER	\$ 7,939
SPECIAL PROJECTS	\$ 399,746
	<hr/>
	\$ 1,233,891

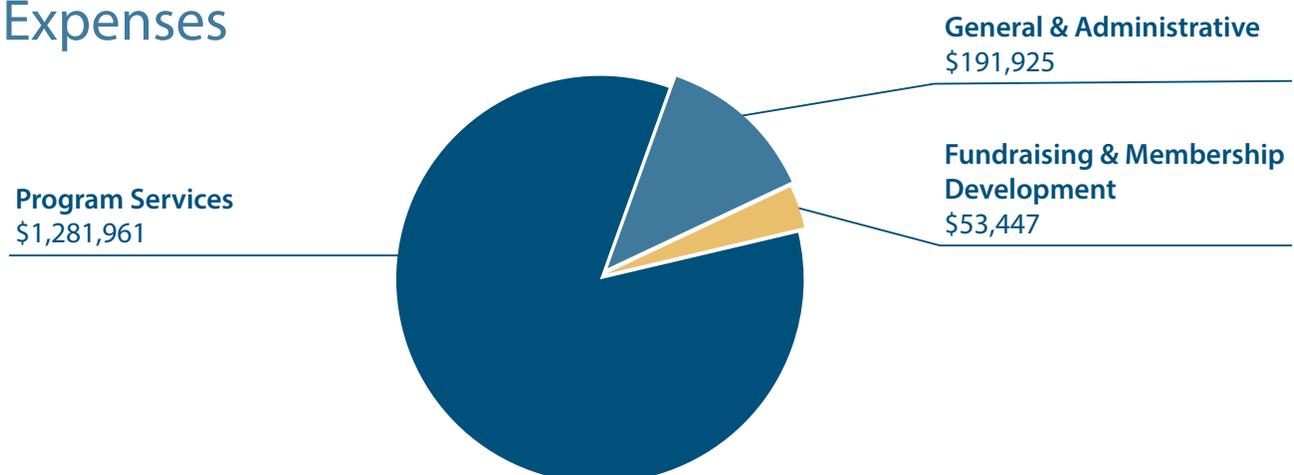
EXPENSES

FUNDRAISING & MEMBERSHIP DEVELOPMENT	\$ 53,447
GENERAL & ADMINISTRATIVE	\$ 191,925
PROGRAM SERVICES	\$ 1,281,961
	<hr/>
	\$ 1,572,333

Revenue



Expenses





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

www.allianceforwaterefficiency.org



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