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.
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

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Pete DeMarco (Chair)
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Vice President, Customer and Regulatory Affairs - Connecticut Water Company

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Director, Sustainability - Kohler Co.

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Membership Assistant

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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.

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.](image)

**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/WateReuse 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
- WateReuse 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 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.
Accomplishments

2019 SNAPSHOT

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

2,000 PROFESSIONALS TRAINED THROUGH

9 WEBINARS COVERING TOPICS INCLUDING:
  - THE FUTURE OF INDOOR WATER EFFICIENCY
  - COMMUNICATION
  - WATER-ENERGY NEXUS

75 ORGANIZATIONS SIGNED ON TO SUPPORT FEDERAL TAX-EXEMPT STATUS FOR WATER EFFICIENCY AND GREEN INFRASTRUCTURE REBATES

1 NEW ALLIANCE FOR WATER EFFICIENCY WEBSITE INCLUDING:
  - RESOURCE LIBRARY
  - LEGISLATIVE WATCH PAGE
  - COMPREHENSIVE NATIONAL CALENDAR
  - WATER EFFICIENCY JOBS BOARD

DEVELOPED 1st SMART IRRIGATION MARKETPLACE DURING SMART IRRIGATION MONTH

REleased the MOST COMPREHENSIVE LANDSCAPE TRANSFORMATION STUDY

3,390 CUSTOMERS SURVEYED 7-39% CUSTOMER WATER SAVINGS

LAUNCHED MAJOR COOLING TECHNOLOGIES RESEARCH INITIATIVE

RELEASED SUSTAINABLE LANDSCAPE GUIDE FOR WATER UTILITIES

SIGNED MOU WITH THE INTERNATIONAL PLUMBING MANUFACTURERS ASSOCIATION REGARDING MULTIPLE SHOWERHEADS

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

AllianceForWaterEfficiency.org
Annual Members (491, as of December 31, 2019)

A&N Technical Services, Inc.
Acton Water District
AQUEOUS
Akua N. Sampson
Alameda County Water District
Allan Dietemann
Alliance to Save Energy
American Rainwater Catchment Systems Association
American Rivers
American Water
Aqua Water Supply Corporation
Aquarion Water Company
Aquatex Solutions
Aquify - An Exelon Company
Argo/CA Data Collaborative
Arizona Department of Water Resources
Arizona Municipal Water Users Association
Association of Water Board Directors
Atascadero Mutual Water Company
Athens-Clarke County Public Utilities Department
Austin Water Utility
Babbitt Center For Land And Water Policy At Lincoln Institute
Bay Area Water Supply & Conservation Agency (BAWSCA)
Bernalillo County Public Works
Best Management Partners
Birch Bay Water & Sewer District
Bottom Line Utility Solutions, Inc.
Brendle Group, Inc.
Bristle
Burbank Water And Power
C.J. Erickson Plumbing Co.
C3 Water Inc.
CA State Water Resource Control Board
California Department of Water Resources
California Public Utilities Commission
California Water Association
California Water Services Company
Cambria Community Services District
Canadian Water & Wastewater Association
Capital Regional District
Carlsbad Municipal Utility District
Carole Baker
Carpinteria Valley Water District
Cascade Water Alliance
Casitas Municipal Water District
Cavanaugh Center for Water Efficient Landscaping, Utah State University
Central Utah Water Conservancy District
Chicago Faucets
Chino Basin Water Conservation District
Cinco Municipal Utility District #8
Citrus Heights Water District
City of Allen
City of Ames
City of Ashland
City of Aspen
City of Aurora
City of Avondale
City of Bellingham
City of Bend
City of Benicia
City of Beverly Hills
City of Big Bear Lake
City of Billings
City of Bloomington
City of Boulder
City of Bozeman
City of Bremerton
City of Brentwood
City of Buda
City of Calgary
City of Camarillo
City of Carmel
City of Cedar Park
City of Charlottesville
City of Chicago
City of Chino
City of Chino Hills
City of College Station
City of Corona
City of Corvallis
City of Dallas
City of Davis
City of Delano
City of Durham
City of Escondido
City of Farmersville
City of Flagstaff
City of Folsom
City of Forney
City of Fort Worth
City of Fresno
City of Frisco
City of Gallup
City of Garland
City of Georgetown
City of Glendale
City of Glendora, Water Division
City of Goodyear
City of Grapevine
City of Greeley
City of Griffin
City of Guelph
City of Hamilton
City of Hays, KS
City of Highland Park
City of Hillsboro
City of Houston
City of Huntington Beach
City of Janesville
City of Joliet
City of La Verne
City of Leduc
City of Lloydminster
City of London
City of Longmont
City of Manteca
City of Mckinney
City of Mesquite
City of Mountain View
City of Napa
City of New Berlin
City of Newport Beach
City of Oceanside
City of Oklahoma City
City of Olympia
City of Ontario
City of Oxnard
City of Palo Alto
City of Paso Robles
City of Petaluma
City of Phoenix
City of Plano
City of Pomona
City of Poway
City of Princeton
City of Racine
City of Redwood City
City of Renton
City of Richardson
City of Rio Rancho
City of Rockwall
City of Roseville
City of Round Rock
City of Royse City
City of Sacramento
City of San Clemente
City of San Diego
City of San Juan Capistrano
City of San Luis Obispo
City of Santa Ana
City of Santa Barbara
City of Santa Cruz
City of Santa Fe
City of Santa Maria
City of Santa Monica
City of Santa Rosa
City of Scottsdale
City of Sonoma
City of Spokane
City of St. George
City of Sugar Land
City of Surprise
City of Thornton
City of Torrance
City of Tumwater
City of Upland
City of Vacaville
City of Vancouver
City of West Sacramento
City of Westminster
City of Winchester
City of Woodland
Annual Members (491, as of December 31, 2019)

City of Wylie
Coastside County Water District
Cobb County Water System
Colorado Springs Utilities
Colorado Water Conservation Board
Commonwealth Edison (ComEd)
Connecticut Dept. of Energy and Environmental Protection
Connecticut Dept. of Public Health - Drinking Water Section
Connecticut Water Service Conservation Labs
Contra Costa Water District
County of Maui Department of Water Supply
Cucamonga Valley Water District Current
Daily Acts
Dakota Ridge Partnership
DC Water
Denver Botanic Gardens
Denver Water
Dublin San Ramon Services District
Dupage Water Commission
Dynamic Water Technologies, LLC
Eagle Aerial Solutions
East Bay Municipal Utility District
East Cherry Creek Valley Water And Sanitation District
East Orange County Water District
Eastern Municipal Water District
Eastern Research Group, Inc.
Ecoblu
Ecology Action
Econics
Ecosystems, LLC
Ecotech Services, Inc.
Edwards Aquifer Authority
El Dorado Irrigation District
El Paso Water Utilities
El Toro Water District
Elsinore Valley Municipal Water District
Energy Platforms
Ewing Irrigation Products, Inc.
Fallbrook Public Utility District
Fayette County Water System
Flo Technologies
Flume, Inc.
Food Service Technology Center
Foothill Municipal Water District
Fort Collins Water Utilities
Freese And Nichols, Inc.
Gary Klein And Associates Gauley Associates, Ltd.
Georgia Water Wise Council
Global Midwest Alliance
Global Water Works
Golden State Water Company
Goldwater
Goleta Water District
Great Oaks Water Company
Green Builder Coalition
Gza Geoenvironmental, Inc.
H.W. (Bill) Hoffman & Associates, LLC
Halifax Water
Harris County Utility District 15
Harris County Water Control & Improvement District 132
Harris-Galveston Subsidence District
Hazen and Sawyer
Helix Water District
Herndon Solutions Group
HI Commission on Water Resource Management
Hunter Industries
Imagine H2O
In Communications
Indian Wells Valley Water District
Inland Empire Utilities Agency
Inpipe Energy
Institute for Sustainable Futures
Int'l Association of Plumbing And Mechanical Officials
International Code Council
Invisible Structures
Irrigreen
Irvine Ranch Water District
Jacobs
Joyce Coffee
Jurupa Community Services District
Kane County, Ill
Kern County Water Agency
Kleinwood Municipal Utility District
Koeller And Company
Kohler Co.
Kunkel Water Efficiency Consulting
Lake Arrowhead Community Services District
Lakehaven Utility District
Lakeway Municipal Utility District
Las Cruces Utilities
Las Virgenes Municipal Water District
Liberty Utilities
Liquid Solutions Group, LLC
Lixil Corp./American Standard Brands
Liz Gardener
Lone Star Chapter, Sierra Club
Lone Star Groundwater Conservation District
Long Beach Water
Los Angeles County Waterworks District
Los Angeles Department of Water & Power
Lower Colorado River Authority
M.Cubed
Maddaus Water Management
Madison Water Utility
Marin Municipal Water District
Marina Coast Water District
Mary Ann Dickinson
Maryland Dept. of the Environment - Water Supply Program
Massachusetts Department of Conservation & Recreation
Massachusetts Water Resources Authority
Maureen Erbeznik & Associates
Mazarrine Ventures LLC
McHenry County Government
Medford Water Commission
Melbourne Water
Mesa Water District
Metropolitan North Georgia Water Planning District
Metropolitan Water District of Southern California
Microorganic Technologies
Mid-Peninsula Water District
Moen Incorporated
Mojave Water Agency
Monette Vista Water District
Monterey Peninsula Water Management District
Moulton Niguel Water District
Municipal Water District of Orange County
Myoma Dunes Water Company
Nasoni
National Association of Water Companies
National Turfgrass Evaluation Program
National Wildlife Federation
Neoperl, Inc.
New Braunfels Utilities
New Mexico Water Conservation Alliance
Niagara Conservation Corporation
Nipomo Community Services District
North Coast County Water District
North Fort Bend 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
MU Denver
Orange County Utilities
Orange County Water District
Orlando Utilities Commission
Otay Water District
Padre Dam Municipal Water District
Panhandle Groundwater Conservation District
Park City Municipal Corporation
Pasadena Water & Power
Pete DeMarco
Peter Williams Solutions LLC
Philadelphia Water Department
Placer County Water Agency
Platte Canyon Water & Sanitation District
Plumbing Manufacturers International
Plumbing-Heating-Cooling Contractors - National Assoc.
Annual Members  (491, as of December 31, 2019)

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

December 31, 2019

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH AND CASH EQUIVALENTS</td>
<td>$35,591</td>
</tr>
<tr>
<td>INVESTMENTS</td>
<td>117,871</td>
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<tr>
<td>ACCOUNTS RECEIVABLE</td>
<td>90,324</td>
</tr>
<tr>
<td>INVENTORIES</td>
<td>8,927</td>
</tr>
<tr>
<td>PREPAID EXPENSES AND DEPOSITS</td>
<td>27,408</td>
</tr>
<tr>
<td>FURNITURE AND EQUIPMENT</td>
<td>4,487</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$284,608</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCOUNTS PAYABLE</td>
<td>$90,138</td>
</tr>
<tr>
<td>ACCRUED EXPENSES</td>
<td>33,801</td>
</tr>
<tr>
<td>DEFERRED REVENUES</td>
<td>112,723</td>
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<tr>
<td>FUNDS HELD FOR OTHER ENTITIES</td>
<td>19,528</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$256,190</strong></td>
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| COMMITMENTS                                 |       |

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>TOTAL NET ASSETS</td>
<td>$28,418</td>
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<tr>
<td>TOTAL LIABILITIES AND NET ASSETS</td>
<td><strong>$284,608</strong></td>
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### Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Total 2019</th>
</tr>
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<tbody>
<tr>
<td>Membership Dues</td>
<td>$578,654</td>
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<tr>
<td>Special Projects</td>
<td>$399,746</td>
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<tr>
<td>Other</td>
<td>$7,939</td>
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<tr>
<td>Grants/Contributions</td>
<td>$242,644</td>
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<tr>
<td>Donated Services</td>
<td>$1,763</td>
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<tr>
<td>Investment Income</td>
<td>$3,145</td>
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<tr>
<td>Other</td>
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</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$1,233,891</strong></td>
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### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Total 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising &amp; Membership Development</td>
<td>$53,447</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$191,925</td>
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<tr>
<td>Program Services</td>
<td>$1,281,961</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,572,333</strong></td>
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</tbody>
</table>