A voice and a platform for water use efficiency and water conservation that has never before existed, bringing a critical new perspective to an increasingly thirsty North America.
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Message from the CEO

The year 2011 brought a dramatic shift to the role of the Alliance for Water Efficiency in the world of sustainable water use practices. Since our inception in 2007, we have successfully built membership and engaged our resources in programs and projects. In 2011, the platform expanded, and the Alliance began to find its voice. Throughout the year, we were called upon by media, both newspaper and radio. We were invited to speak at the United Nations’ International Water Forum. And I began serving as Chair of the International Water Association’s Efficient Urban Water Management Specialist Group, which will host its bi-annual conference in Paris in 2013.

Our membership, program, and project agendas continued to expand. They have entailed work efforts such as Water Efficiency for Instream Flow: Making the Link in Practice, Addressing the Water-Energy Nexus: A Blueprint for Action and Policy Agenda, and the Great Lakes Rates Primer. We have updated our popular Water Conservation Tracking Tool to include energy and greenhouse gas emission savings in its analysis, and we have shared our knowledge in over 80 workshops, conferences, meetings, and webinars across North America and the world.

I am extremely proud of the Alliance for Water Efficiency and our 2011 accomplishments. We are particularly grateful to our membership, whose contributions make all these accomplishments possible.

Mary Ann Dickinson
President and CEO

Summary of 2011

Professionally, 2011 was a productive and exciting year for the Alliance; financially, it was a challenging year in light of the continued economic downturn and belt-tightening throughout our stakeholder industries. Despite the challenges, membership continued to grow, and the Alliance continued to provide valuable member benefits in the areas of research, education, and technical assistance. We conducted workshops, released reports, advocated for codes and standards, and collaborated with partners to study, engage and evaluate sustainable water efficient policies, agendas and tools. We spoke at conferences and talked with the media. Much of this work depended on the valuable and effective partnerships we have built and nurtured.

Some of our collaborators and partners during 2011 included the San Francisco Public Utilities Commission, Chicago’s Field Museum, The Home Depot Foundation, Michigan State University, the Great Lakes Commission, the Great Lakes Protection Fund, the Water Research Foundation, the Environmental Law Institute, the Pacific Institute, the Water Reuse Foundation, the California Energy Commission, the Canadian Mortgage and Housing Corporation, and the American Council for an Energy-Efficient Economy. In addition, we continued to build on many of our existing relationships and partnerships, such as with American Rivers, River Network, the California Irrigation Institute, the Plumbing Efficiency Research Coalition, the International Water Association, and the annual WaterSmart Innovations Conference held annually in Las Vegas.

The Alliance has laid the foundation for a vibrant and productive future. The journey is maturing.
The Board of Directors

The Alliance is guided by its diverse, committed Board of Directors. The Board held five meetings in 2011, two in person and three by teleconference: February 3 by teleconference; April 14 in Chicago, Illinois; June 2 by teleconference; September 21 in Lake Arrowhead, California; and December 15 by teleconference. The September 21 meeting included a two-day intensive strategic planning retreat for the board and staff.

AWE Advisory Committees

The Alliance for Water Efficiency’s three advisory committees stayed active in 2011, providing members an opportunity to engage with a diverse group of water efficiency stakeholders. The Alliance’s three advisory committees are:

- Education and Outreach
- Water Efficiency Research
- WaterSense and Water-Efficient Products

The committees serve as a platform for member involvement in the organization and stimulate discussions on a wide variety of water efficiency topics. Each committee met in person one day prior to the WaterSmart Innovations Conference held in Las Vegas, Nevada in October. Other meetings took place throughout the year via teleconference, usually on a monthly or bi-monthly basis. Read more about committee activities by following the “Committees” link on the AWE website, www.allianceforwaterefficiency.org.

Carole Baker  Texas Water Foundation
Gunnar Baldwin  TOTO USA, Inc.
David “Dave” Bracciano  Tampa Bay Water
Tim Brick  Metropolitan Water District of So. California
Al Dietemann  Seattle Public Utilities
Elizabeth “Liz” Gardener  Denver Water
Warren Gorowitz  Ewing Irrigation Products, Inc.
Richard Harris  East Bay Municipal Utility District
Richard “Rick” Holmes  Southern Nevada Water Authority
J.B. Hoyt  Whirlpool Corporation
Kelly Kopp  Utah State University
Alice Miller Keyes  Georgia Environmental Protection Division
Betsy Otto  American Rivers
Becky Pearson  Great Lakes Commission
Glen Pleasance  Region of Durham, Ontario
Kirk Stinchcombe  Econnics - Eco-Efficiency Specialists
Susan Stratton  Energy Center of Wisconsin
Jeff Taylor  Freese and Nichols, Inc.
Dave Viola  IAPMO
Jennie Ward-Robinson  Institute for Public Health and Water Research
Ron Wolfarth  Rain Bird Corporation
Release of Great Lakes Rates Primer

In February 2011, the Alliance released a new water rates guidance document. Funded by the Great Lakes Commission and the Great Lakes Protection Fund, and written by water rates expert Dr. Janice Beecher of Michigan State University, the Water Pricing Primer for the Great Lakes Region provides key principles and concepts of rate-making and conservation pricing not only for the Great Lakes Region but nationally as well.

During this project the Alliance conducted workshops on rates and conservation pricing in Ann Arbor, Michigan; Buffalo, New York; and Racine, Wisconsin. We partnered on a fourth workshop in Chicago, Illinois.

A Blueprint for Action and Policy Agenda

In May 2011, the Alliance and the American Council for an Energy-Efficient Economy released a report entitled A Blueprint for Action and Policy Agenda. The effort provided a meaningful step toward realizing the substantial economic and environmental benefits that would derive from a combined approach towards more efficient water and energy systems. As the blueprint states, “In simple terms, every drop of water saved, saves energy, and every kilowatt of electricity saved, saves water. The nexus between energy and water has not received the national research and policy attention that it deserves. With this blueprint, we have brought together voices from both energy and water communities to outline what now needs to be done.”

Funded by the Turner Foundation, the effort addresses paths for progress in research, policy, codes and standards, and programs. The Blueprint itself was widely distributed in the U.S. to state governments nationwide, and its contents were presented at numerous meetings and conferences across the country.
Water Management and Climate Change Workshops

In July 2011, the Alliance teamed with the Pacific Institute, the Water Reuse Foundation, the California Energy Commission, and the Canadian Mortgage and Housing Corporation to present three workshops addressing water management and climate change. Workshops were held in Boulder, Colorado; Chino, California; and Tampa, Florida to present a model that evaluates the water and energy impacts of water supply alternatives.

Release of Water Conservation Tracking Tool Version 2.0

In August 2011, the Alliance released Version 2 of its Water Conservation Tracking Tool, which is provided to members free of charge. In addition to enhanced graphics and functional improvements based on user feedback, the update introduced energy-related impacts to its calculations. Utilities receive an accurate assessment of reduced electrical requirements and the related cost savings and greenhouse gas emissions reductions specific to the type of fuel used in generation in the region.

The tracking tool is proving to be a valuable and dynamic tool, advancing modeling capabilities for water efficiency programming. More than 250 individuals were registered to use the tool during the year.
Nine workshops and meetings took place in 2011 on the use of the tracking tool:

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**Website**

The Alliance’s website exemplifies the organization’s commitment to members in action. The website and online resource library house an immense amount of information for water professionals, consumers, developers, local officials, product manufacturers, and others looking for the most up-to-date information on water efficient products and programs. The website was updated on a near-daily basis in 2011 with new resource library content, breaking news items, important home page items, important events, residential and commercial/industrial water saving tips, and other water efficiency related information.

The website continued to receive heavy traffic throughout 2011. From January 1, 2011 through December 31, 2011 the website had 77,000 unique visits, almost 10 million hits, and more than 3 million page views. Visitors to the site downloaded 372,000 documents and online resources during the year. The Alliance also continued to publish the popular bi-monthly newsletter Water Efficiency Watch and began a Facebook presence in 2011.

**International Water Forum at the United Nations**

In September 2011, President and CEO Mary Ann Dickinson and Board Chair Carole Baker represented the Alliance at the International Water Forum at the United Nations. This forum convened policy makers, academics, non-governmental organizations, and private sector representatives to take the first steps towards organizing a worldwide education and awareness campaign on the global water crisis. Information and videos from this forum are viewable on the Alliance’s web site at: [www.allianceforwater-efficiency.org/2011-intl-water-forum.aspx](http://www.allianceforwater-efficiency.org/2011-intl-water-forum.aspx)
2011 Accomplishments

Economic and Environmental Benefits of Industrial Water Use Efficiency in the Great Lakes Basin

The Alliance launched this two-year project with funding from the Great Lakes Protection Fund to determine the effects of industrial water conservation efforts on the industries, water and wastewater utilities, and the environment.

In 2011, the project team selected and conducted water use assessments on five representative industrial sites in the Great Lakes Basin that use treated municipal water. They examined the savings to the industries, the economic impacts on the water and wastewater utilities, and the environmental impacts of conserved industrial water throughout the ecosystem. To address a potential barrier to implementation, the team also developed a plan for financing industrial-scale water conservation efforts. The final analyses will be completed and the report issued in 2012.

Updated Residential End Uses of Water Study

As part of a large team collaborating with the Water Research Foundation, the Alliance undertook a key sponsorship role in updating and expanding the landmark 1999 Residential End Uses of Water Study. This effort began in the spring of 2011 and will continue through late 2013. It investigates residential water use patterns in 26 U.S. and Canadian water utility markets. It expands on the 1999 report by exploring water use over a more geographically diverse area, monitoring hot water use, examining outdoor water use and assessing water conservation efforts in households. The new study also integrates data from additional end use studies to present a more comprehensive picture of residential water use.

Funding for the $1.6 million effort came from direct grants and in-kind services from the Water Research Foundation, the Alliance for Water Efficiency, Aquacraft, and the participating utilities.

Report on Water Efficiency for In-Stream Flow in the Colorado River Basin

In October 2011, the Alliance for Water Efficiency issued a comprehensive report entitled Water Efficiency for Instream Flow: Making the Link in Practice in partnership with American Rivers and the Environmental Law Institute. Funded by the Walton Family Foundation, the report focused on the Colorado River Basin and outlines contributions of water conservation to the maintenance of healthy in-stream flows.

The Colorado River Basin offered an ideal platform for this effort: water demand exceeds supply; it supports a fragile ecosystem; and virtually every type of water interest relies on this resource. The project drew from the experience of an expert advisory committee, and the authors presented the findings on an AWE-hosted webinar.
The Alliance in the Media

On the radio, Mary Ann Dickinson was a featured guest on Voice of America’s Go Green Radio. In print, she co-authored an op-ed with the president of the San Francisco Utilities Commission, Francesca Vietor. Appearing in the San Francisco Examiner on March 21, it responded to a widespread rumor blaming a sewer odor problem on reduced water demand. The article stressed that “whether odors are caused by engineering design issues or flow patterns, they must not become a clarion call to stop water conservation efforts. Instead they should become part of the long-term capital and operational planning discussion for every utility.”

“Water Star” Award Presented to Bill Maddaus

The Alliance presented William Maddaus with the 2011 Alliance for Water Efficiency “Water Star” Awards at the AWE/EPA WaterSense Awards banquet, held during the WaterSmart Innovations conference. The Water Star Award recognizes individual excellence in water efficiency and celebrates the water conservation practitioners working in the trenches who make a huge difference by their dedication, passion, and progressive approaches. Bill Maddaus was recognized for his tireless efforts over the past 40 years to improve water management and to ensure that water conservation is properly included in urban water management planning.

Member Outreach

During 2011 the Alliance continued to interact with its members through its website, global emails, committee meetings, events, social media, and its annual membership meeting held at the WaterSmart Innovations Conference in Las Vegas. Over 50 global emails were sent to members on a variety of water efficiency topics.

Plumbing Standards and Codes

The Alliance spearheaded some exciting advances related to codes and standards during the year. Though not released until 2012, all of the work was completed in 2011 on revisions to the plumbing code of the International Association of Plumbing and Mechanical Officials (IAPMO) plumbing code.

For the first time, this national code includes a full chapter on alternative water resources, such as rainwater capture, and an appendix on water efficiency requirements. With these additions, codes that support water use efficiency are beginning to migrate into the nation’s base plumbing codes.

Also for the first time, IAPMO’s Green Plumbing and Mechanical Code Supplement includes a meaningful landscape irrigation code crafted in collaboration with the Irrigation Association and the City of Eugene, Oregon. The Alliance also successfully generated interest in and drafted a new standard related to the efficiency of water-powered pumps.
In 2011, the Alliance for Water Efficiency experienced a 3 percent growth in membership as the number of annual members increased from 318 to 327.

A & N Technical Services
Aclara
ACT Inc. D’mand Systems
Acton Water District
Affiliated International Management, LLC
AKT Peerless Environmental & Energy Services
Alan Plummer Associates, Inc.
Allen Boone Humphries Robinson, LLP
American Rivers
American Standard Americas, Inc.
Apple Valley Ranchos Water Company
Aquacraft, Inc.
Aquacraft, Inc.
Aquatrols Corporation of America
Arizona Municipal Water Users Association
Arlington Water Utilities
Association of Water Board Directors
Atascadero Mutual Water Company
Athens-Clarke County Public Utilities Department
Austin Water Utility
Averitt & Associates
Beijing University of Civil Engineering & Architecture
Best Management Partners
Birch Bay Water & Sewer District
Brezack & Associates Planning, LLC
Brunswick-Glynn County Joint Water & Sewer Commission
Cal Am Water—Baldwin Hills
Cal Am Water—Larkfield District
Cal Am Water—Monterey County District
Cal Am Water—Sacramento District
Cal Am Water—San Diego County District
Cal Am Water—Ventura County District
California State Water Resource Control Board
California Urban Water Conservation Council
California Water Conservation Company
California Water Services Company
Cambria Community Services District
Canadian Water & Wastewater Association
Capital Regional District
Caroma USA, Inc.
Cascade Water Alliance
Castleman & Sons Plumbing, Inc.
CDM
Center For Water Efficient Landscaping, USU
Central Basin Municipal Water District
Central Utah Water Conservancy District
CH2M Hill
Chappellit Roberts
Chicago Faucets
Chicago Metro Agency For Planning
Cinco Municipal Utility District #1
Cinco Municipal Utility District #8
Cindy Dyballa Consulting
City of Atlanta, GA
City of Batavia, IL
City of Bellevue, WA
City of Bellingham, WA
City of Bend, OR
City of Bloomington, IL
City of Boulder, CO
City of Bremerton, WA
City of Calgary, Alberta, Canada
City of Cedar Park, TX
City of Charlottesville, VA
City of Chicago, IL
City of Chino Hills, CA
City of Chino, CA
City of College Station, TX
City of Corpus Christi, TX
City of Dallas, TX
City of Fair Oaks Ranch, TX
City of Fort Worth, TX
City of Gallup, NM
City of Gillette, WY
City of Greeley, CO
City of Griffin, GA
City of Guelph, Ontario, Canada
City of Hayward, CA
City of Highland Park, IL
City of Hillsboro, OR
City of Janesville, WI
City of Lafayette, CO
City of League City, TX
City of Livemore, CA
City of Lomita, CA
City of Manhattan Beach, CA
City of Mansfield, TX
City of Napa, CA
City of Ontario, CA
City of Oxnard, CA
City of Palo Alto, CA
City of Phoenix, AZ
City of Pittsburg, CA
City of Prescott, AZ
City of Renton, WA
City of Rio Rancho, NM
City of Round Rock, TX
City of San Angelo, TX
City of San Bernardino, CA
City of San Diego, CA
City of Santa Barbara, CA
City of Santa Cruz, CA
City of Santa Fe, NM
City of Santa Rosa, CA
City of Southlake, TX
City of Tumwater, WA
City of Upland, CA
City of Woodland, CA
City West Water, LTD
Clean Water America Alliance
Cobb County Water System
Colorado Springs Utilities
Colorado Water Conservation Board
Connecticut Water
Conserve Florida Water Clearinghouse
Cucamonga Valley Water District
Cyber-Rain, Inc.
Cypress Forest PUD
DBLive Corp.
Denver Botanic Gardens
Denver Water
Desert Spring Products
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Santa Clara Valley Water District
Santa Clarita Water Division
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Saving Water Partnership
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SDB Consulting
Simmons Environmental Consulting
Sloan Valve Co.
Smart Markets
SMW GeoSciences, Inc.
Sonoma County Water Agency
Soos Creek Water & Sewer District
South Adams County Water & Sanitation District
South Central Connecticut RWA
South East Water (Australia)
South Florida Water Mgmt. District
Southern Nevada Water Authority
Southwest Florida Water Mgmt. District
Spanaway Water Company
Spartanburg Water
St. Johns River Water Mgmt. District
StopWaste.org
T & S Brass and Bronze Works, Inc.
Tacoma Water
Tampa Bay Water
Tarrant Regional Water District
Texas AWWA
Texas Commission on Environmental Quality
Texas Water Development Board
Texas Water Foundation
The Dakota Ridge Partnership
The Home Depot
The Writing Company
Thornhill Associates
Tim Brick
Tom Swihart

TOTO USA, Inc.
Town of Smyrna, TN
Townsville City Council
Travis County WCID #17
Tualatin Valley Water District
UNC Environmental Finance Center
Utah Water Conservation Forum
Utilities Board of the City of Foley, AL
Utiliuse
UWM, Center For Continuing English Education
Valparaiso City Utilities
Veolia Water North America
Vepo, LLC
Veritec Consulting, Inc
Walnut Valley Water District
Water Management, Inc.
Water Media Services
Water Pik, Inc.
Water Replenishment District of Southern California
Water Savers, LLC
Water Services Association of Australia (Australia)
Water Systems Optimization, Inc.
Watershed, LLC
WaterWise Consulting
Waukesha Water Utility
West Basin Municipal Water District
West Harris County RWA
Western Municipal Water District
Whirlpool Corporation
Wisconsin Department of Natural Resources
Wisconsin Energy Conservation Corporation
Wisconsin Water Association
Woodlands Joint Powers Agency
York Region, Ontario, Canada
ZMCAT Enterprises

Thank You to Our Funders
The Alliance for Water Efficiency wishes to thank the following organizations for their additional support of our efforts in promoting the efficient and sustainable use of water in 2011.
American Rivers, Inc.
Canadian Water and Wastewater Association
City West Water Ltd.
Denver Water
Great Lakes Commission
Great Lakes Protection Fund
Irvine Ranch Water District
Natural Resources Defense Council
Pacific Institute
Regional Municipality of Peel
Regional Municipality of York
Tampa Bay Water
The Home Depot Foundation
The Kresge Foundation
Turner Foundation, Inc.
Walton Family Foundation, Inc.

Staff and Technical Advisors
Mary Ann Dickinson
President and CEO
Jeffrey Hughes
Administrative Director
Molly Garcia
Accountant
William “Bill” Christiansen
Program Planner
John Koeller
Technical Advisor
Peter Mayer
Website Manager and Newsletter Editor
Thomas Pape
Technical Advisor
Alice Darilek
Project Manager
Cece Kramer
Government Affairs
Alliance for Water Efficiency

Financial Statements

2011 Support & Revenue

- Grants & contributions: $803,366
- Membership dues: $523,915
- Special projects: $183,413
- Donated services: $55,706
- Other: $6,832
- Investment income: $525

2011 Expenses

- Program services: $1,464,792
- General & administrative: $167,722
- Fundraising & membership development: $27,715
## Statements of Financial Position

December 31, 2011 and 2010

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$386,873</td>
<td>$323,618</td>
</tr>
<tr>
<td>Investments</td>
<td>102,875</td>
<td>102,862</td>
</tr>
<tr>
<td>Grants receivable</td>
<td>–</td>
<td>17,000</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>136,712</td>
<td>44,549</td>
</tr>
<tr>
<td>Inventories</td>
<td>7,836</td>
<td>7,462</td>
</tr>
<tr>
<td>Prepaid expenses and deposits</td>
<td>24,646</td>
<td>32,380</td>
</tr>
<tr>
<td>Furniture and equipment</td>
<td>23,968</td>
<td>27,095</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$682,910</td>
<td>$554,966</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$81,665</td>
<td>$64,246</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>100,459</td>
<td>64,036</td>
</tr>
<tr>
<td>Deferred revenues</td>
<td>334,406</td>
<td>232,228</td>
</tr>
<tr>
<td>Funds held for other entities</td>
<td>156,917</td>
<td>98,521</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>673,447</td>
<td>459,031</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>(243,948)</td>
<td>60,935</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>253,411</td>
<td>35,000</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>9,463</td>
<td>95,935</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$682,910</td>
<td>$554,966</td>
</tr>
</tbody>
</table>
Primary Benefits of the Alliance for Water Efficiency

Stand as a clear and authoritative national voice for water efficiency.
The Alliance for Water Efficiency is a forceful advocate for the sustainable use and stewardship of our precious water resources.

Provide comprehensive information about water-efficient products, practices, and programs—what works and what doesn’t.
The Alliance for Water Efficiency has created a web-based water conservation clearinghouse that offers product information, best practices specifications, research reports, training materials, program descriptions, codes and standards, program evaluation tools, drought planning and response, and professional expertise.

Represent the interest of water efficiency in the development of codes and standards.
Codes and standards that mandate water efficiency have driven significant water-use savings. The Alliance provides knowledgeable representation in standards writing and advocacy.

Transform the market for fixtures and appliances.
Consumers want to do the right thing, and water efficiency should be an easy choice. The Alliance for Water Efficiency will help ensure that efficient products are available, tested, and clearly labeled.

Coordinate with green building initiatives to institutionalize water efficiency.
New green building programs are working to integrate water conservation into other efficiency practices. The Alliance for Water Efficiency coordinates these efforts to ensure that water savings are part of the overall effort.

Train water conservation professionals.
Water efficiency is a diverse field drawing upon a broad range of disciplines. The Alliance for Water Efficiency will develop core curriculum and technical training materials, and it will work with colleges and universities, trade organizations, and other educational entities to support the development of a professional water conservation work force.

Educate water users.
Good consumer education is key to the long-term success of water conservation efforts. The Alliance for Water Efficiency will provide up-to-date information on water efficient products, practices, and behaviors for the general public.
When the well’s dry, we know the worth of water.

— Benjamin Franklin